



17th Annual

HFMA Region 11 Healthcare Symposium

**Manchester Grand Hyatt
San Diego, CA**

January 11–14, 2015

Oregon Alaska California Hawaii Nevada Washington

General Information

Highlights

Return to sunny San Diego for the 17th Annual HFMA Region 11 Healthcare January 11 to 14, 2015. It's a place where you'll refresh your body and your mind, exploring today's hot topics in health care. We're proud to present stimulating breakout sessions on the Affordable Care Act, ICD-10 readiness, hospital revenue cycle, critical access hospital concerns, and more. Choose from among 16 courses on Tuesday alone!

Back By Popular Demand!

The Western States Hospital Association CEO Panel kicks off the symposium on Sunday, with leaders from California, Washington, Nevada, Oregon and Hawaii giving a panoramic view of hospital issues affecting the region. The conference closes on Wednesday with the highly regarded CFO panel. We're honored to have HFMA National Chair Kari Cornicelli, FHFMA, CPA, Vice President and CFO, Sharp Metropolitan Medical Campus, San Diego, participating on the panel. Hear how CFOs are coping with pressures to improve quality, reduce costs, and work with payers and providers in new ways.

New And Fun This Year!

Sunday's reception is all about NFL football, so gather round and cheer on your favorite team. Since Northern California is the 2015 host chapter of the symposium, watch for San Francisco and Napa Valley accents at Monday's trade faire and reception. Enjoy networking at our closing reception on Tuesday night.

Best In The West General Sessions!

Our keynote speakers will bring ideas that can change your perspective. On Monday, the opening speaker is **Alison Levine**, an explorer, adventurer and mountaineer, who despite her own health concerns has climbed the highest mountains and skied to both poles. Be prepared to be awed and inspired by Levine and her talk, "On The Edge: The Art of High Impact Leadership." A panel discussion on the health benefits exchange, also known as health connectors, will address what worked and what didn't.

On Monday afternoon, we hear from **Sheri Fink**, journalist and award-winning author of *Five Days at Memorial*, who will describe a hospital fighting for its life during Hurricane Katrina and confronting the tough issue of health care rationing. How would you respond under such circumstances?

Now that you're ready to take on any challenge, **David Merritt**, a nationally recognized expert in health policy and health transformation, on Tuesday will push you to think hard on "The Health Reform Law: What's Happened, What's Next, What You Need to Know." We'll benefit from his keen insights and broad experience as a Washington policy adviser.

Wednesday ends with smiles! Business humorist **Todd Hunt** brings his advertising and marketing background to share "Communication Bleeps and Blunders in Business." He'll teach us how to communicate clearly.

So let us be clear. Register NOW for the Region 11 Symposium. You don't want to miss it.

Hotel Information

Manchester Grand Hyatt

One Market Place, San Diego, California, USA, 92101
(619) 232-1234 or www.manchestergrand.hyatt.com

Group rate: \$200 Single/Double Occupancy; \$225 Triple; \$250 Quadruple. Upgrade to Regency Club at additional cost. Room rates available until December 5, 2014 or until sold out, so book early. Book online through link at www.hfma-region-11symposium.org. You are responsible for making your own hotel reservations, including changes and cancellations.

If You Have To Cancel

A refund of the registration fee (less a \$150 processing charge) will be granted if cancellation is received by December 5, 2014. The fee is \$350 if cancellation is received by January 7, 2015. NO REFUND OR CREDIT will be granted if cancellation is received after January 7, 2015. Substitutions are permitted. Cancellations must be submitted in writing by fax to (805) 210-2855 or by mail to HFMA Symposium, 1464 Madera Road #N Box 328, Simi Valley, CA 93065.

Early Bird Drawing

Register for the Conference by December 5, 2014 and be eligible to win a \$100 Spa Gift Certificate for the Manchester Grand Hyatt.

Trade Faire

Symposium registrants and exhibitors will be able to share valuable ideas and information.

Monday, January 12, 2015	11:45am–1:45pm
	5:00pm–7:00pm
Tuesday, January 13, 2015	11:45am–1:45pm

Sponsorship & Exhibit Hall Opportunities

Bob Keith at bob.keith@rashcurtis.com or (707) 454-2042

Questions

If you have any questions concerning registration, contact HFMA Symposium Committee at (805) 210-2855.

Welcome Reception

Join us on Sunday, January 11, 2015, for some football playoff fun beginning at 4:30pm!

Check Out Our Web Site

www.hfma-region11symposium.org

Region 11 Symposium Committee Members 2015

Northern California— Symposium Lead Chapter

Steve Thompson, FHFMA,
Symposium Chairperson
Mary Ackley
Barry Brown
Bob Keith
Matt Morgan
Terry Paff
Nicole Pedigo
Tammy Trovatten

Hawaii

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Region 11 Executive

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Registration Information

17th Annual HFMA Region 11 Healthcare Symposium

January 11 – January 14, 2015, Manchester Grand Hyatt, San Diego, California

Please complete this form and return by mail with payment by check to:
HFMA Symposium, 1464 Madera Road #N Box 328, Simi Valley, CA 93065.

To pay with a credit card, register online at our website

www.hfmaregion11symposium.org. Link from our website directly to the hotel registration website.

Badge and Mailing Information

☐ FHFMA ☐ CHFP		
FULL NAME		
FIRST NAME FOR NAME BADGE		
COMPANY / ORGANIZATION		
TITLE		
ADDRESS		
CITY	STATE	ZIP
BUSINESS PHONE		FAX
E-MAIL		
HFMA CHAPTER	MEMBER NUMBER	

Course Selections

In order to better serve you, please write in the course numbers for the educational breakout sessions you are planning to attend. Course numbers can be found on the Schedule at a Glance.

Sunday _____ 1:00pm
Monday _____ 1:45pm
Tuesday _____ 10:00am _____ 1:45pm _____ 3:30pm

	Member	Non-Member	Subtotal
Early Registration	\$ 620.00	\$ 720.00	_____
AFTER 12/5/2014			
Regular Registration	\$ 730.00	\$ 830.00	_____
AT THE DOOR			
Walk-In Registration	\$ 795.00	\$ 895.00	_____
Guest Pass (All Receptions and Trade Faires and General Sessions only. One per paid attendee.)	\$ 475.00	\$ 475.00	_____
		Total	_____

Payment Information

☐ Payment enclosed (check payable to HFMA Symposium).

Cancellation Process: A refund of the registration fee (less a \$150.00 processing fee) will be granted if cancellation is received by December 5, 2014. The fee is \$350 if cancellation is received by January 7, 2015. Substitutions are permitted. Cancellations must be submitted in writing by fax to (805) 210-2855 or by mail to HFMA Symposium. No refunds or credit will be issued after January 7, 2015.

Manchester Grand Hyatt San Diego

Health care is all about embracing change with enthusiasm and excitement, so join us as the 2015 Region 11 Symposium returns to the beautiful Manchester Grand Hyatt San Diego! Experience floor-to-ceiling windows that open to allow in fresh sea breezes, sweeping bay and city views, a 46" flat screen TV, signature Grand Beds with plush bedding and luxury June Jacobs bath amenities.

The hotel boasts food and beverage outlets to satisfy every palate and schedule. Enjoy fresh, sustainable seafood and sushi at Sally's Seafood on the Water, cheer on your favorite team at Redfield's Sports Bar, pick up a snack at one of the grab 'n' gos, or unwind with a cocktail as you toast the sunset at Top of the Hyatt, 40 floors up.

San Diego is a family-friendly city. Use the Manchester Grand Hyatt San Diego as your base to explore San Diego attractions including Petco Park, San Diego Zoo, Balboa Park, the Midway Museum, Gaslamp Quarter, Coronado Island, Sea World and Seaport Village.

Dress

Business Casual

CPE Credit

Participants should consult their reporting jurisdictions concerning acceptance of individual courses. All HFMA education programs earn points toward HFMA certification and certification maintenance requirements.

Questions

For conference registration questions, please email us at **di.hfmareg11sym@gmail.com** or call (805) 210-2855. For sponsorship opportunities, please contact Bob Keith at **bob.keith@rashcurtis.com** or (707) 454-2042.

Schedule at a Glance

Finance	Compliance/Legislative/Leadership
Revenue Cycle Management	Government Reimbursement/Payment
Managed Care/ACOs	CAH

Sunday, January 11, 2015 12:00 noon–6:00pm Registration Desk Open

1:00pm–2:30pm	S1. Redefining Finance's Role with Future Strategy Jon Spees, Sr VP, and Surabhi Swaroop, VP, The Camden Group	S2. Improving Productivity at Critical Access Facilities Stephanie Dorwart, Executive VP & COO, American Healthcare Solutions	S3. Improving Business Processes to Effectively Collect in a Consumer World Suzanne Lestina, VP, Revenue Cycle Innovation, AvaDyneHealth
3:00pm–4:30pm	General Session I: Western States Hospital Association's CEO Panel Duane Dauner, President and CEO, California Hospital Association; Scott Bond, President and CEO, Washington State Hospital Association; Bill Welch, CEO, Nevada Hospital Association; Andrew Davidson, President and CEO, Oregon Hospital and Health Systems Association; George Greene, CEO, Hospital Association of Hawaii—Healthcare systems are under unprecedented challenges stemming from the Affordable Care Act. Providers must plan for and adjust to new regulations, financial requirements, system and information technology changes. Our CEOs from California, Washington, Nevada, Oregon, and Hawaii discuss the status of healthcare systems in their respective states.		
4:30pm–6:30pm	Welcome and Football Playoff Reception		

Monday, January 12, 2015 7:00am–6:00pm Registration Desk Open

7:00am–8:00am	Continental Breakfast				
8:00am–9:45am	Welcome and General Session II: Alison Levine: On the Edge: The Art of High Impact Leadership				
10:00am–11:30am	General Session III: Health Benefits Exchange Panel Bruce Gilbert, CEO, Nevada Health Benefits Exchange; Andy Bressler, Managing Director, Bank of America Global Research; David Sayen, CMS Administrator, Region IX, San Francisco—Health benefits exchanges are up and running. Our experts discuss successes, problems, and next steps for the exchanges at state and national levels.				
11:45am–1:45pm	Trade Faire/Luncheon				
1:45pm–3:15pm	M1. Aligning Quality Outcomes with Financial Performance Cheryl Mancheton, RN, BSN, Senior Inpatient Consultant, and Esklid Petersen, MD, 3M Health Information Systems; Michelle McCormack, RN, BSN, CCDS, CRCR, Director - Clinical Documentation Improvement, Stanford Hospitals & Clinics	M2. Affordable Care Act: The Real World Impact Ralph Lawson, CFO, Baptist Health South Florida	M3. Bringing Your RAC Litigation In-house Emilie Rayman, JD, PHN, VP, Legal and Compliance and Corporate Compliance Officer and General Counsel, and David B. Glyer, CPA, VP, Finance and CFO, Community Memorial Health System	M4. Regulatory Updates for Critical Access Hospitals Shar Sheaffer, CPA, Owner, Dingus, Zarecor & Associates, PLLC	M5. ACO Panel: The Inside View Stacey Hrountas, CEO, Sharp Rees-Stealy Medical Centers; Craig Enge, COO, Accountable Care Organization - Washington, Providence Health & Services; and Cindy Ehnes, Exec VP of Consulting, COPE Health Solutions.
3:30pm–5:00pm	General Session IV: Sheri Fink: "Five Days at Memorial"—Life Lessons after the Storm.				
5:00pm–7:00pm	Trade Faire/Evening Reception				

Tuesday, January 13, 2015 7:00am–6:00pm Registration Desk Open

7:00am–8:00am	Continental Breakfast				
8:00am–9:45am	General Session V: David Merritt: "The Health Reform Law: What's Happened, What's Next, What You Need to Know"				
10:00am–11:45am	T1. Accounting and Audit Update Chris Pritchard, CPA, Partner, Moss Adams LLP	T2. RAC: Efficiency Through Centralization Dawn Crump, Healthport, and Prudence Budemer, UC Irvine Medical Center	T3. Blowing the Whistle While You Work Matthew Soskins, PhD, Esq, Special Counsel for Higgs Fletcher & Mack	T4. Finding Lost Revenue Through Charge Master and Charge Capture Day Egusquiza, President, AR Systems, Inc.	T5. Lean in the Revenue Cycle Amber Reeiff, Access Director, and Charlene Justice, Director of Revenue Cycle, Virginia Mason Medical Center
11:45am–1:45pm	Trade Faire/Luncheon				
1:45pm–3:15pm	T6. Leveraging Costing Data for Success with New Payment Models Scott Thorn, CHFP, Controller, Bozeman Deaconess Health Services, and Jay Spence, VP of Solutions Marketing, Kaufman Hall	T7. The Impact of YOUR Medicare Cost Report Susan Ruchin, Senior Manager, and Paul Holden, Senior Manager, Moss Adams	T8. Fired Up! Corporate Entrepreneurism and Creativity Lisa T. Wood, MA, BA and MA, Professor	T9. Leveraging Health Care Reform for Your Community Ralph J. Llewellyn, CPA, CHFP, Partner, Eide Bailly LLP	T10. Hospital Price Transparency: Paying For Value, Not Volume Anne McLeod, Senior Vice President of Health Policy, California Hospital Association
3:30pm–5:00pm	T11. Documentation Improvement Programs Increase Hospital Inpatient Reimbursement Rudy Braccili Jr., MBA, CRCE, Executive Director, Revenue Cycle Services, Boca Raton Regional Hospital	T12. Creating and Amplifying Performance Gains Through Strategy and Budgeting Kelly Turner, MBA, Sr VP and CFO, Glendale Adventist Medical Center, and Delphine Mendez de Leon, RN, MBA, MPH, Managing Director, Huron Healthcare	T13. ICD-10 Readiness Linda Corley, BS, MBA, CPC, VP Compliance and Quality Assurance, Xtend Healthcare	T14. The TCPA: The National Impact on the Healthcare Industry David Kaminski, JD, Partner	T15. CAH Best Business Practices Cole White, BS, MHPA, CEO & CFO
5:00pm–7:00pm	T16. Utilizing Contact Centers to Optimize Ambulatory Revenue Cycle Performance Krista Fakoory, Sr. Manager, ECG Management Consultants and Mac Johnston, VP, Primary Care, Women's Health, Medical Specialties, GME				
7:00am–11:00am	Evening Reception				

Wednesday, January 14, 2015 7:00am–11:00am Registration Desk Open

7:30am–8:00am	Continental Breakfast				
8:00am–9:30am	General Session VI: Todd Hunt: "Communication Bleeps and Blunders in Business"—You said one thing; your physician, patient or coworker heard something else. Now everybody's confused ... and you have to deal with it! Laugh and learn as business humorist Todd Hunt inspires us to communicate clearly.				
9:45am–11:15am	General Session VII: CFO Panel—Kari Cornicelli, FHFMA, CPA, HFMA National Chair, VP/CFO at Sharp Metropolitan Medical Campus, San Diego, CA; Dan Galles, FHFMA, CFO, Saint Mary's Regional Medical Center and Saint Mary's Medical Group, Reno, NV; Jennifer Mintzner, Sr VP—Corporate Services & CFO, Hoag Health, Newport Beach, CA; Michael Moody, CFO, John Muir Health System, Walnut Creek, CA. Panelists discuss where we are now, where we are going—priorities, challenges, and issues keeping CFOs up at night.				
11:15am	Closing and Trip Drawing (must be present to win)				

Breakout Session Descriptions

S1. Redefining Finance's Role with Future Strategy

How finance leaders in major organizations are redefining their roles to help create the strategy and not just the financial plan.

M1. Aligning Quality Outcomes with Financial Performance

With the rise of value-based purchasing and risk-sharing, it's crucial that quality outcomes data be accurate. Learn how to identify quality outliers and determine the root cause of performance issues.

M2. Affordable Care Act: The Real World Impact

Unprecedented opportunities for care innovation, impact of the forces driving the healthcare industry's transformation, and the Affordable Care Act's positives, shortcomings and how it really works.

S2. Improving Productivity at Critical Access Facilities

Key components of successful productivity improvement initiatives at critical access facilities and key actions your organization can implement today. Case studies and real life successes deliver the case for change.

M3. Bringing Your RAC Litigation In-house

We've had success in bringing our RAC appeals in-house, and this will be a detailed presentation on how we did it and what we saved.

M4. Regulatory Updates for Critical Access Hospitals

Proposed and finalized regulations. Changes to reimbursement for critical access hospitals and rural health clinics, including the electronic health records programs.

S3. Improving Business Processes to Effectively Collect in a Consumer World

Impact of health reform as it relates to significant cost shifting to the individual consumer and developing streamlined communication strategies to improve self-pay collections at TOS.

M5. ACO Panel: The Inside View

ACOs are no longer just a concept; they are focused strategies that have been put into action. Executives discuss how they have implemented ACOs and how these initiatives will shape the financial future of their organizations.

M6. Operationalizing Transparency Requirements and Expectations: A New Normal

Overview on pricing transparency, the challenges and successes of standardizing communications via automated IT solutions while maximizing outcomes.

T1. Accounting and Audit Update

The latest on health care financial reporting, including implications of the new Financial Accounting Standards Board revenue recognition pronouncement for healthcare entities.

T2. RAC: Efficiency Through Centralization

The four challenges of a decentralized audit management approach and a case study from Christus Health regarding the establishment of a centralized audit management process.

T3. Blowing the Whistle While You Work

Before reporting suspected misconduct to external authorities, most whistleblowers bring their concerns to someone of authority within their organization. How you handle contact with a potential whistleblower can make a huge difference. Learn what to do.

T4. Finding Lost Revenue Through Charge Master and Charge Capture

The strength of department head ownership with documenting billable services; hot spots of lost charges; and the key—charge reconciliation.

T5. Lean in the Revenue Cycle

How Virginia Mason Medical Center adopted lean principles of Toyota's Production System to drive operational improvements. An introduction on how these concepts can add value to the revenue cycle.

T6. Leveraging Costing Data for Success with New Payment Models

Best practices and examples of how providers are leveraging patient-level costing data to improve financial performance and prepare for new payment model contract negotiations.

T7. The Impact of YOUR Medicare Cost Report

Gain a deeper understanding of the cost reports implications for rate setting and understand the strategic and operational information contained in the cost report.

T8. Fired Up! Corporate Entrepreneurism and Creativity

Creativity sparks change while entrepreneurial spirit brings it to life. Entrepreneurs are insightful leaders who take initiative. Are you one?

T9. Leveraging Health Care Reform for Your Community

A hospital executive today is not without external pressures to reform. Many wonder how they will survive. We'll explore opportunities to leverage the pressures to the benefit of the community.

T10. Hospital Price Transparency: Paying For Value, Not Volume

Issues facing hospitals today in the new world of the ACA; California Hospital Association's work in pricing reform for hospitals; strategic pathways to help hospitals move from providing care to managing health.

T11. Documentation Improvement Programs Increase Hospital Inpatient Reimbursement

How electronic submission of medical documents to Medicare eliminated paper and manual processes and improved revenue cycle management.

T12. Creating and Amplifying Performance Gains Through Strategy and Budgeting

Innovative labor management and other performance gains and how they can be amplified by sharing them throughout an organization via the strategy and budgeting processes.

T13. ICD-10 Readiness

CMS recently published the initial National Coverage Determinations containing ICD-10 diagnoses. Find out how the new ICD-10 coverage policies compare to ICD-9 for determining broad or narrow coverage, and understand how you should prepare for payment under ICD-10.

T14. The TCPA: The National Impact on the Healthcare Industry

Session examines Telephone Consumer Protection Act and the severe impact on the health care industry. Prior express consent is critical for providers who seek to contact patients on their cell phones via automated dialing equipment. Without consent, plaintiffs can sue and seek catastrophic damages.

T15. CAH Best Business Practices

CAHs continue to operate hospitals using 20th-century business practices. Best practices are essential for CAHs not only to survive in a competitive business environment, but also to compete with larger metropolitan providers leveraging technology and expanding into rural markets.

T16. Utilizing Contact Centers to Optimize Ambulatory Revenue Cycle Performance

How effective Clinical Documentation Improvement Programs significantly increase DRG reimbursement. The session will include a case study of an enhanced CDIP resulting in over \$2M in incremental cash to one provider organization.



2nd Annual HFMA Region 11 Sun 'N' Fun Golf Tournament

After the success of last year's inaugural golf tournament, we want to make the 2nd Annual HFMA Region 11 Sun 'N' Fun Golf Tournament even better! On Sunday, January 11, 2015, join us for a round at the Coronado Municipal Golf Course, known for its spectacular views. We will have a shotgun start for 72 golfers (18 foursomes) and a barbecue lunch. The schedule: registration at 7:30 a.m., putting contest at 8 a.m. and tee off at 8:30 a.m. Cost is \$105 for individuals or \$400 for a foursome, and includes green fees, golf cart, prizes and lunch. Go to the Region 11 Symposium website at www.hfmaregion11symposium.org to register.

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January 11, 2015 – January 14, 2015

HFMA Region 11

Healthcare Symposium

1464 Madera Road #N Box 328

Simi Valley, CA 93065

Presorted
Standard
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PAID
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The 17th Annual HFMA Region 11 Symposium Committee Proudly Presents:



Alison Levine

Alison Levine is a history-making polar explorer and mountaineer. She not only served as team

captain of the first American Women's Everest Expedition, but also climbed the highest peak on each continent and skied to both the North and South Poles—a feat known as the Adventure Grand Slam. In January 2008, she was the first American to traverse 600 miles from west Antarctica to the South Pole. Levine is an adjunct instructor at the U.S. Military Academy at West Point. In her book, *On the Edge: The Art of High Impact Leadership*, Levine shares how to create cohesive teams and develop leaders.



David Merritt

David Merritt is a nationally recognized expert in health policy and health transformation

and a sought-after speaker, author and policy adviser. His areas of expertise include the national health reform law, health information technology and Washington politics. He is currently a managing director at Leavitt Partners, a healthcare intelligence business founded and led by former HHS Secretary and Utah Governor Mike Leavitt. He leads the firm's collaborative initiative, Health Intelligence Partners, which provides senior executives with actionable intelligence about the likely future of healthcare, from national policy to delivery improvements to health IT. Merritt has been a health policy adviser to three presidential campaigns.



JEN DESSINGER

Sheri Fink

Sheri Fink is the author of the best-selling book, *Five Days at Memorial: Life and Death in a*

Storm-Ravaged Hospital, which examines patient deaths at a New Orleans hospital devastated by Hurricane Katrina. The book delves into the larger issue of health care rationing. A former relief worker in disaster and conflict zones, Fink received her M.D. and Ph.D. from Stanford University. Her first book, *War Hospital: A True Story of Surgery and Survival*, is about medical professionals under siege during the genocide in Srebrenica, Bosnia-Herzegovina. She is a correspondent at the New York Times.



Todd Hunt

Funnier than a business speaker, more informative than a comedian, business

humorist Todd Hunt sends audiences back to work smiling—with tips to improve communication and success. His keynotes have inspired audiences at HFMA, MGMA, and other healthcare conferences. As an executive with Ogilvy & Mather, one of the world's largest advertising agencies, Hunt learned the inner workings of communication. Additional positions with an insurance administrator, financial services provider and his own marketing company confirmed what he had suspected all along—we all miscommunicate! Using humor and a light touch, he'll show us a better way to communicate.