

HFMA – Colorado

c/o Hal Prink

HLP Consulting

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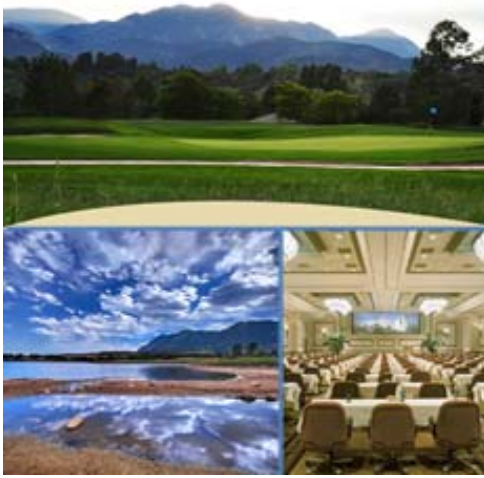
HFMA Colorado Chapter

Annual Conference

April 22-24, 2009 Cheyenne

Mountain Resort, Colorado

Springs, CO





hfma colorado chapter
healthcare financial management association

HFMA Colorado Chapter Annual Conference April 22-24, 2009

Cheyenne Mountain Resort, Colorado Springs, CO



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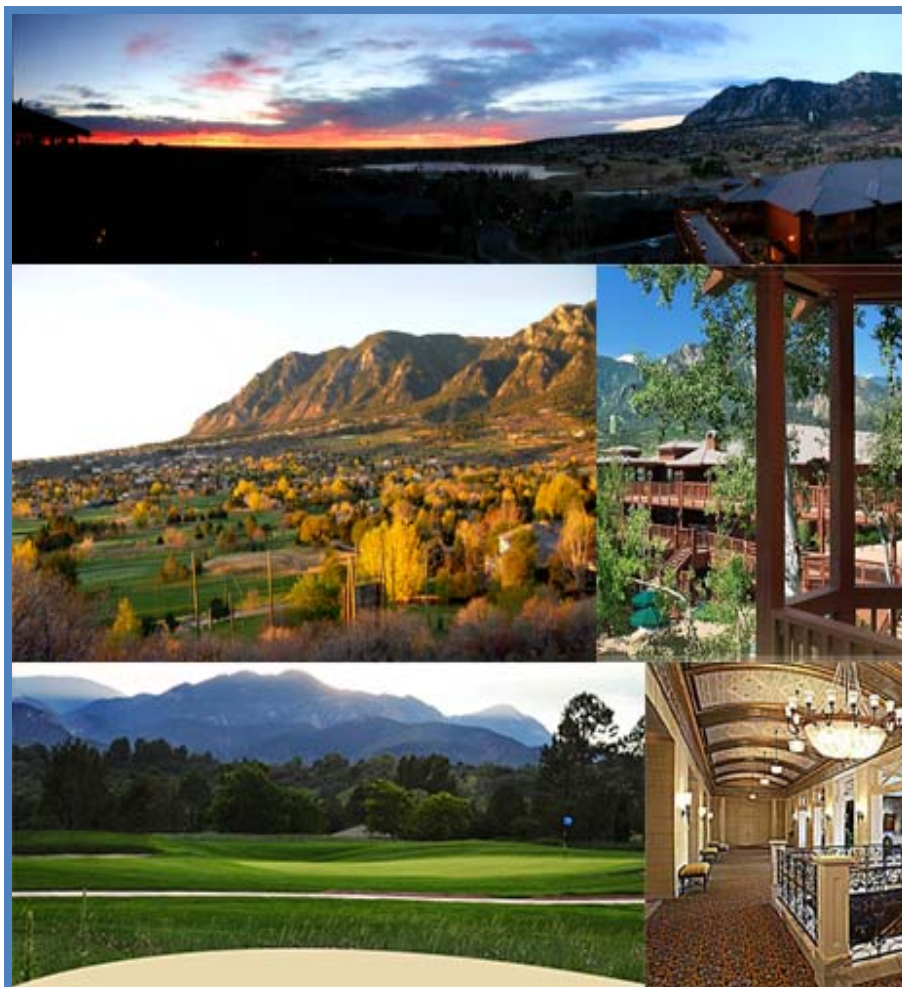
Gold Level



Silver Level



This year's conference is a change of venue to the Cheyenne Mountain Resort in Colorado Springs. We were fortunate to get affordable room rates at this very popular resort. In addition, we changed the format to better accommodate attendees by moving the Board Installation and Awards to a luncheon, as well as preceding the conference with our Annual Golf Tournament, Certification Coaching Course and Exams.



Our program reflects current issues to include both local and national issues as indicated below:

- Impact of the Economic Downturn on Healthcare
- Provider Fee Panel
- RAC Panel
- Colorado Legislative Update
- Silent PPOs
- Consent orders
- *Jeanne Scott Matthews* will provide perspective on the national healthcare scene and political impact—all laced with her great political humor.



The Confidence of Trusted Counsel™



Bronze Level



Wednesday April 22nd

12:30 - 5:00 PM **GOLF TOURNAMENT** (SEPARATE ANNOUNCEMENT TO THE MEMBERSHIP)

12:30 - 2:30 PM **COACHING COURSE** (SEPARATE ANNOUNCEMENT TO THE MEMBERSHIP)

2:30 - 5:00 PM **CERTIFICATION EXAMS**

5:30 – 7:00 PM **GOLF AWARDS AND DINNER**

EXHIBITOR SET UP

ATTENDEE NETWORKING OPPORTUNITY UPON ARRIVAL TO CONFERENCE

WILL ROGERS LOUNGE – PLAN TO ARRIVE EARLY AND NETWORK WITH YOUR COLLEAGUES AND MAKE DINNER PLANS – 7:00PM

Thursday April 23rd

7:30 - 8:30 AM **CONFERENCE REGISTRATION**
Includes Continental Breakfast with Exhibitors

7:30 – 8:30 AM **NEW MEMBER ORIENTATION**

8:30 – 9:30 AM **KEYNOTE PRESENTATION: HOW THE ECONOMIC DOWNTURN WILL IMPACT HEALTHCARE**

Speaker: Deirdre Byrne, President, McManis Consulting, Greenwood Village, CO

Ms Byrne will discuss the extensive study on this issue and their recent cover article in the January 2009 issue to HFM, the journal of HFMA. Some of the issues are: the downturn is likely to be more severe and last longer, problems healthcare organizations are facing due to the downturn now and in the near future and healthcare organizations may be more vulnerable. It's not just a recession but a major realignment of financial practices and healthcare organizations may not receive favorable treatment as they have in the past.

This is certain to be a compelling presentation.

9:30 – 10:00 AM **NETWORKING BREAK WITH EXHIBITORS**

10:00 – 11:15 AM **PROVIDER FEE PANEL**

Panelists:

Todd Conklin, CFO, Exempla Healthcare, Denver, CO

Tom Nash, Vice President, Financial Policy, Colorado Hospital Association, Centennial, CO

Cody Belzley, Senior Policy Analyst Healthcare, Office of Governor Bill Ritter, Jr., State of Colorado, Denver, CO

Richard Allen, Associate Regional Administrator, Division of Medicaid and Children's Health and

Christine Story, Accountant, National Institutional Reimbursement Team, CMS, Denver, CO

Governor Ritter is aggressively pushing the passage of a provider fee to increase federal matching funding for the CO Medicaid program. There are many benefits to increased Medicaid funding but not all parties are convinced of the benefits. Come hear a diverse panel of experts discuss the pros and cons of the provider fee initiative.

11:15AM–12:30 PM **LEGISLATIVE UPDATE**

Speaker: *Steven Sumner, CEO and President, Colorado Hospital Association, Centennial, CO*

Mr. Sumner will provide an update from the Colorado Hospital Association regarding legislation currently under consideration, as well as an update on the impact of Amendment 54 which was passed by the voters last year.

12:30 – 1:45 PM **LUNCH**

Installation of Officers and Awards

BREAKOUT SESSIONS

CFO/LEADERSHIP Tract

1:45–2:45PM **KEYS TO EFFECTIVE RISK MANAGEMENT AND INTERNAL CONTROLS IN HEALTHCARE ORGANIZATIONS**

Speaker: *Chris Tyhurst, Principal, REDW - The Rogoff Firm, Albuquerque, NM*

In this session you will learn the following:

- Tools to evaluate organization-wide risks and exposures.
- Common internal control problems at healthcare organizations and how to fix them in a practical, cost-effective manner.
- An overview of the new internal control guidance published by the Committee on Sponsoring Organizations of the Treadway Commission (COSO).
- How to create a monitoring process that identifies control deficiencies before your auditors find these.

2:45 – 3:15PM **NETWORKING BREAK WITH EXHIBITORS**

3:15 – 4:15 PM **990 EXPERIENCES – FIRST YEAR**

Speaker: *Rita Worster, Tax Manager, BKD, LLP, Denver, CO*

Now that we have had a year to deal with the new 990, the Tax Manager from BKD, LLP will discuss how it is working and what issues and opportunities have arisen due to these changes.

4:15 – 5:15 PM **SURPRISE! THE NURSING SHORTAGE HAS A DIRECT IMPLICATION ON REVENUE CYCLE**

Speaker: *Mark Bentkower, President, Staffing Management Group, LP, Washington, DC*

With nurse staffing shortages, an aging nurse workforce, burnout, high complexities of patient needs, nursing resources are a limited commodity, but per-diem and hourly agency fees aren't half of the story. The nursing shortage has all kinds of hidden costs beyond the agency surcharges. This educational session will demonstrate how nurse retention and optimal shift utilization can produce positive effects on the revenue cycle for the hospital.

Attendees will learn the following;

- How to make your staff nurses better partners in improved documentation and charge capture.
- Review a case study that examined how the nursing shortage is tied to clinical outcomes and hospital acquired infections and other "Never events".
- Understand the connection between contract nurses and increased LOS that may ultimately be denied for medical necessity and RAC reimbursement recoveries.
- Examine bottom line solutions that are inexpensive and increase scheduling effectiveness and improve staff nurse morale.

Revenue Cycle Tract

1:45-2:45PM **SILENT PPO'S CASE STUDY**

Speaker: *Maria Todd, MHA, PhD, CEO, AskMaria Todd at HealthPro Consulting, Inc., Denver, CO*

The speaker for this session will present a case study featuring a 194 bed rural hospital that decided to fight back when it realized that a PPO with a large national footprint had inappropriately shared their contractual limited negotiated discount with more than 3000 payers who were not entitled to a discount. Highlights of this program will include:

- What the original contract included and what it did not.
- How the problem was discovered.
- Peeling the onion to determine the extent of the dollars involved.
- Responses to the payer's attempts at intimidation if they did not capitulate.
- Getting legal counsel involved to assert their position.
- Lessons learned.
- Best practices for moving forward.

3:15–4:15PM **GETTING PAID IS IMPORTANT: HOW TO MANAGE HEALTH PLAN AND CONSUMER PAYMENTS IN THE 21ST CENTURY**

Speakers:

James Moynihan, FHFMA, Sr. Vice President, US Bank Healthcare Payments Division and Jessica Murphy, CPAM, Corporate Director of Patient Access, Methodist Bonheur Healthcare, Memphis, TN

In this presentation you will understand how Consumer Driven Healthcare requires self-pay processing comparable to the retailing industry. Learn from an early adopter hospital about how they increased self-pay collections through patient access training and technologies. Learn about latest services to automate payment processing and posting.

4:15-5:15PM **PATIENT ESTIMATION: WHAT PROVIDERS AND PATIENTS SHOULD KNOW**

Speaker: *Travis Gentry, President, Financial Health Systems, LLC, Centennial, CO*

This session will explore what price transparency and patient consumerism means to patients and how hospitals, surgical centers and physicians must be prepared to respond. This session will define meaningful transparency information and how to create credible patient estimates.

5:15 – 6:15 PM **RECEPTION WITH EXHIBITORS**

Friday, April 24th

7:30 – 8:30 AM **BREAKFAST WITH EXHIBITORS**

8:30 – 9:30 AM **GENERAL SESSION – WASHINGTON UPDATE**

Speaker: *Jeanne Scott Matthews, Talking-Head-in-Chief, Health Politics.com, Gold Canyon, AZ*

Always an interesting presentation, Jeanne will provide attendees with her perspective on the Washington scene now that we have a new administration and Congress and what to expect from them that will impact healthcare in the months ahead.

9:30 – 10:15 PM **CONSENT ORDERS – MESSENGER MODEL**

Speaker: *Greg Piche, Partner, Holland and Hart, Denver, CO*

Recently the Federal Trade Commission issued a press release involving the messenger model and 2 IPA's, one of which involved a consent order for the Boulder Valley IPA. Mr. Piche will discuss the FTC Safety Zones specific to provider contracting and will address BVIPA consent decree.

10:15 – 10:45 AM **NETWORKING BREAK WITH EXHIBITORS**

10:45 – 12 NOON **GENERAL SESSION - RAC PANEL**

Panelists:

Tom Nash, Vice President Financial Policy, Colorado Hospital Association, Centennial, CO

Tom Dougherty, Vice President, IMA Consulting, Chadds Ford, PA

Bret Bissey, FACHE, MBA, Director Regulatory Compliance Practice, IMA Consulting, Chadds Ford, PA

Diane, Livesay, Deputy Regional Administrator, Center for Medicare and Medicaid Services, Denver, CO

Jan Johnson, Regional Compliance Officer, Banner Health, Northern Colorado Medical Center, Greeley, CO

RAC's may soon become a reality and the panelists will provide "lessons learned" from the demonstration projects to provide insight to the attendees what is ahead now that the suspension has been lifted for implementation. In addition, the panel will discuss the CMS Medicaid Integrity Program.

REGISTRATION FORM

APRIL 22-24, 2009

HFMA COLORADO CHAPTER ANNUAL CONFERENCE

Name: _____ Title: _____

Organization: _____ Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ E-mail: _____

Registration Fees

Member- Registration \$195.00 _____

Each additional registrant from the same organization \$ 97.50 _____

Non-member – Registration \$225.00 _____

Each additional registrant from the same organization \$112.50 _____

New member April 1, 2008 to date – FREE _____

Attach new member voucher with registration form

Amount enclosed _____

CANCELLATIONS OF REGISTRATION MUST BE RECEIVED NO LATER THAN FRIDAY, APRIL 13, 2009. NO REFUNDS AFTER THIS DATE.

Payment Options:

Credit Card _____ Visa _____ MasterCard _____ American Express

Credit Card # _____ Exp. Date _____

Cardholders Name (Print) _____

Cardholders Signature _____

Check: Please make check payable to **Colorado HFMA** and mail to:

Hal Prink, Office Manager, HFMA Colorado Chapter

1813 E. Buena Vista Drive

Chandler, AZ 85249

Please note address change as this is the winter address for our Office Manager

Or, fax to Hal Prink at **720-294-0629** with payment by credit card or to follow.

If you have any questions, call Hal Prink at **720-277-7813** or e-mail at halprink@comcast.net

You will receive a confirmation by e-mail. For hotel reservations please call the Cheyenne Mountain Resort at 1-800-428-8886 and mention **Colorado HFMA** to get our preferred rate of **\$139.00** plus tax and a facility fee of currently \$15.00 per day for guest room wireless internet, bell staff and mail gratuities, 800 and local phone calls, in room coffee/tea, fitness center access, newspaper and parking. Room cut-off date for reservations is **March 23, 2009**. Cancellation of reservations must be made prior to 6:00pm on the day prior to arrival. All major credit cards are accepted at the hotel.