

2011 COMPLIANCE CONFERENCE

February 10 & 11, 2011

Denver Marriott South at Park Meadows Lonetree, Colorado

FOR COMPLIANCE, TECHNOLOGY AND FINANCE LEADERS

This year's conference will focus on many issues impacting not only compliance and legal but finance as well. You will see how closely connected finance concerns and goals are to many of the issues compliance deals with on a daily basis. To name a few:

- ICD10 compliance and it's cash flow impact
- Physician practices and issues greatly affecting financing strategy
- Government audits, extrapolations and how to plan financially for this
- Financial liability for overpayments discovered in RAC audits
- Effective charge (revenue) capture for outpatient services

In addition, we have some great keynote speakers. Michael Peregrine our Thursday keynote speaker on Future Hospital Issues Related to Boards, Governance and Compliance. Mr. Peregrine is an expert in the field and will provide us with much practical information. On Friday, we bring Kristin Welsh from the Washington DC office of the American Hospital Association to talk about Health Care Reform and related compliance/finance issues. And, do you have to negotiate for your budgets? For FTEs? Or, argue persuasively why you need to do something? If so then you'll want to hear a very engaging presenter, Alex Zaborenko, from Dale Carnegie on Negotiations: Collaborate to Win! See the Agenda for other great topics. You won't want to miss this conference.

Our luncheon speaker will be the renowned Meagan Johnson talking about a very hot topic these days, navigating the challenging generational waters. Plan to attend this action filled program and network with your compliance, finance and legal colleagues.

Thank you,

Christine Newgren, Program Chair
Barbara Shurna, Program Co-chair
Kate McRae, Program Co-chair



A G E N D A
Thursday February 10, 2011

7:30 am – 8:30 am	REGISTRATION AND CONTINENTAL BREAKFAST WITH EXHIBITORS
8:30 am – 10:00 am	<p>KEYNOTE: Future Hospital Issues Related to Boards, Governance and Compliance Speaker: Michael Peregrine, Attorney and Partner McDermott Will & Emery LLP</p> <p>The presentation will focus on emerging trends in the structure and implementation of hospital and health system compliance plans, with specific focus on:</p> <ul style="list-style-type: none">• New provisions mandated by the Federal Sentencing Guidelines• PPACA-based plan guidelines proposed by CMS• New developments in board oversight of the compliance program• Compliance plan committee processes• The relationships between the compliance officer, the general counsel and the internal auditor• Noteworthy developments from recent CIAs and other enforcement actions
10:00 am -10:30 am	NETWORKING BREAK WITH EXHIBITORS
10:30 am - 11:30 am	<p>Emerging IT Concerns for Compliance Officers Panelists: Mary Anne Leach, Vice President & CIO, The Children’s Hospital; Trent Hein, President, Applied Trust; Steve Hess, CIO, University of Colorado Hospital; Ellen E. Stewart, Esq. Berenbaum Weinshienk PC (Facilitator)</p> <p>Compliance Officers should be well versed in new legislation and emerging trends relative to Information Technology (IT). This panel will briefly cover a broad range of topics and compliance concerns, and foster a lively discussion and Q & A session. Key topics will include:</p> <ul style="list-style-type: none">• HIPAA/HITECH compliance top concerns• PCI compliance enforcement• Recent security breach trends• Stark/HIT• 5010 & ICD-10• Health Information Exchange (HIE)• Meaningful Use



11:30 am to 12:15 pm	<p>Ignorance Isn't Bliss: What You Don't Know Could Really Hurt You Speaker: Stig Ravdal, Principal Information Security Consultant, Allegheny Digital</p> <p>The following are topics that you will learn about:</p> <ul style="list-style-type: none">• Evading firewalls and anti-virus• State sponsored hacking• Strategies for defensible information protection
1215 pm – 1:30 pm	<p>LUNCHEON SPEAKER Speaker: Meagan Johnson</p> <p>Our speaker Meagan Johnson is here to help us navigate the challenging generational waters during her unique presentation "ZAP THE GAP! How to Train, Manage and Maintain Your Sanity with all Four Generations." Meagan wants you to have fun and consider a different way of thinking ...for a better way of living with all the generations.</p>
1:45 pm – 2:45 pm	<p>Negotiations: Collaborate to Win Speaker: Alex Zaborenko, Managing Partner, Dale Carnegie Training of Colorado & Southern Wyoming</p> <p>Whether you are selling, managing, collaborating or purchasing, you are most likely involved with negotiations every day of your life. Negotiation is the part of these processes during which you try to reach common ground. To develop long-term relationships, you want all stakeholders to feel they got a fair deal and that they want to do business together again. In the end, if you have approached the negotiation looking for a win-win outcome, you can make it a positive experience for everyone involved: your customers, your organization and yourself.</p> <p>In this session, you will build a foundation of understanding and develop some of the skills necessary to be successful in this arena. You will identify the variety of negotiation points, besides price, that adds value to your offer. Understanding the negotiation process helps you respond logically rather than react emotionally. This allows you to reframe conversations and create collaboration rather than confrontation. Participants will be able to:</p> <ul style="list-style-type: none">• Plan to avoid negotiating mistakes• Understand the characteristics of an effective negotiator• Expand the issues of negotiations beyond price• Learn a process for negotiations
2:45 pm - 3:15 pm	<p>NETWORKING BREAK WITH EXHIBITORS</p>



3:15 pm - 4:15 pm	<p>Preparing For, and Responding To Audits and Appeals Speakers: Steve Gradl, Partner, RSM McGladrey and Chad Krcil, Regulatory Reimbursement Director, RSM McGladrey - Healthcare Advisory Services Group</p> <p>This session will review the accounting guidelines associated with RAC audits and adjustments pursuant to the issue analysis white paper published by HFMA's Principles and Practices Board in June 2010. The white paper provides guidelines for healthcare finance leaders who must respond to RAC audits and adjustments, and includes the following situations and topics:</p> <ul style="list-style-type: none">• A healthcare entity receives a notification of RAC audit adjustments• A healthcare entity suspects it may have billed for and/or been paid for services that are potentially non-reimbursable• A healthcare entity receives notification of a RAC audit adjustment recovery• Overpayment recovery changes based on the PPACA• Overview of RAC claims appeal process• Reopening issues and treatment of PIP providers vs. non-PIP providers• Determinations of liability for overpayments	
4:15 pm - 5:00 PM	BREAKOUT SESSIONS	
	<p>Session 1: Two Sides of Physician Practice Acquisitions: Hospital and Physician Group Speakers: David Bixby, General Counsel, Banner Health; Wallis Stromberg, Davis Graham & Stubbs</p> <p>This presentation will cover the following topics including many more subtopics:</p> <ul style="list-style-type: none">• Negotiating acquisitions• Identifying compliance issues involved• Identifying ways to approach these concerns	<p>Session 2: Four Practical Hot Topics in Healthcare: Audience Discussion Facilitated by: Marilyn Hanzal, Associate General Counsel, The University of Chicago Medical Center</p> <ul style="list-style-type: none">• Social Networking and Healthcare: Medicine Takes on a Whole New Look• Changes to the False Claims Act: Self Disclosure Takes on a Whole New Feel• Scribes and the EMR: Dictation Takes on a Whole New "Sound"• The EMR Can Interface to What?: Data Transfer Takes on a Whole New Connection
5:00 PM	NETWORKING RECEPTION	



A G E N D A
Friday February 11, 2011

8:00 am – 9:00 am	<p>KEYNOTE: A Look at the New Congress: Implications for Hospitals Speaker: Kristin Welsh, Vice President for Strategic Initiatives and Business Group Liaison, American Hospital Association</p> <p>Topics covered in this session will include:</p> <ul style="list-style-type: none">• The makeup of the new Congress• Issues hospitals will grapple with in implementing health care reform• Deficit reduction and hospital payment at risk• 2011 hospital advocacy agenda
9:00 am – 10:00 am	<p>ICD-10: Perspectives on Implementation, Risk and Governance - Continuing The Mandate (CO Chapter HFMA Webinar Presented on 10/5/10) Speakers: Brad Benton, Partner, KPMG LLP; James Proctor, Director, KPMG LLP</p> <p>ICD-10 is coming. Are you ready? Is your organization ready? This session will provide you with an understanding of the coming change to the code set and prepare you to play an active role in its implementation. Topics will include:</p> <ul style="list-style-type: none">• An overview of ICD-10• Processes impacted by the conversion• Strategic, financial and compliance risks associated with ICD-10; and• Planning your implementation
10:00am to 10:30am	<p>NETWORKING BREAK WITH EXHIBITORS</p>
10:30am to 12:30 pm	<p>Breakout Sessions Track 1: Regulatory Track 2: Revenue Cycle Improvement Opportunities Merging Finance with Compliance</p>
10:45 am - 11:30 am	<p>Track 1: Colorado State Board of Health - Regulation Update Speaker: Gail Finley, Colorado Hospital Association</p> <p>This session will cover the latest regulatory updates and hot topics coming out of the Colorado State Board of Health.</p>



10:45 am- 11:30 am	<p>Track 2: Charge Capture and Coding for Outpatient Services: Reducing the Errors/Increasing Compliance and Revenue Speaker: Barbara Shurna, SA Healthcare Solutions</p> <p>This session will provide information and tools to help you achieve accurate and compliant charge capture and coding for outpatient services. Topics to be covered include the following.</p> <p>Nothing but the facts: Making assumptions about the accuracy and compliance of your charge capture and coding can be misleading. An objective approach to determining your outpatient charging/coding status and risk through a diagnostic outpatient services audit will be discussed; identifying where you should be looking plus a discussion of findings from actual diagnostic audits will be included.</p> <p>Laying the groundwork for success: Developing and implementing an annual plan for effectively managing your point-of-service charge capture/coding tools and staff is essential to your success. Key components of this plan include assessment of the CDM, charge capture documents/screens and department services provided as well as provision of education based on new codes and annual OPPTS updates. A sample annual plan will be discussed and provided.</p>
11:30 am – 12:30 pm	<p>Track 1: Stark Self-Disclosure Update Speaker: Matthew G. Weber, General Counsel, Holland & Hart LLP</p> <p>Topics covered in this session will include:</p> <ul style="list-style-type: none">• Overview of the Stark self-disclosure protocol issued by CMS in September, 2010, per Section 6409 of the Health Care Reform Law• Best practices for fostering internal reporting• Deciding when disclosure is appropriate• Evaluating timing of repayments• How to position a disclosure for a favorable outcome
11:30 am -12:30 pm	<p>Track 2: A Provider Perspective: Taking the Guess Work Out of Government Audits - The Best Defense is a Good Offense Speaker: Catherine Hicks, Compliance Manager, University of Colorado Hospital</p> <p>This session identifies the numerous government agencies involved in the business of recovery audits. Discussion will include the many factors compliance professionals and their organizations must consider before, during, and after a recovery audit. Concrete examples of recovery audit related issues and specific process recommendations and educational efforts will be provided.</p> <ul style="list-style-type: none">• What are the risks and/or exposures related to recovery audits?• What key tactics used in prospective claims data review may mitigate financial and regulatory risk?• What are government agencies REALLY looking for and how do they try and divert your attention?• How can results-oriented process improvements and education based on audit results be implemented?• What our personal experience with government contractors has been.
12:30 pm	ADJOURN



COMPLIANCE CONFERENCE REGISTRATION FORM
February 10-11, 2011
Denver Marriott South at Park Meadows

Name (*print*): _____ HFMA Member? Yes ___ No ___ If yes, Member # _____

Title: _____

Organization: _____

Address: _____ City: _____ ST: _____ Zip: _____

Phone #: _____ Email address: _____

Registration Fees

Member- Registration	\$195.00	_____
Non-member – Registration	\$225.00	_____
Additional registrations after first registrant from same facility each receive a discount of 10% Discount - Member	\$175.50	_____
Non-member	\$202.50	_____
Student Registration – must be MHA or MBA Health Administration Program – Full Time Student	FREE	_____

Total amount enclosed \$ _____

Please list additional registrants including full name, title and email address:

Payment Options:

Pay Pal using HFMA Colorado Chapter On Line Registration – Preferred method of registration

www.hfma-co.org/registerByEvent.php?eventid=5

This is our preferred method of registration – NOTE: When registering on online and using a credit card you must use the same address for registering that is your credit card mailing address or the payment will not be processed. If not using On Line Registration process please choose one of the options below and fax registration for to 720-294-0629



Payment by Credit Card if not using On Line Registration Process

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Fax credit card payment to 720-294-0629

Payment by Check:

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

Hal Prink, Office Manager, HFMA CO Chapter
47 Shetland Court
Littleton, CO 80130-3906

Or, fax to Hal Prink at 720-294-0629 with payment 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.

If you plan to stay at the Denver Marriott South at Park Meadows Hotel, please call directly at 1-800-686-2767 and mention Colorado HFMA Compliance Conference to get the preferred rate of \$149.00 plus state and city sales tax. Room cut-off date for reservations is Monday, Jan. 19, 2011. All major credit cards are accepted at the hotel. Cancellation of reservations must be made prior to 6:00pm on the day of arrival.

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