



# 2011 CRITICAL ACCESS HOSPITAL CONFERENCE

## CAH Meeting Agenda

- > **Dynamic Speakers**
- > **Engaging Topics**
- > **Valuable Insights**
- > **Answers for Your Questions!**

**The most comprehensive  
Critical Access Hospital  
training close to your area.**

**Choose Your Location:**

**March 31  
Harrisonville, MO  
(Kansas City Area)**

Conference Location

Cass Regional  
Medical Center  
Conference Rooms 1 & 2  
2800 E Rock Haven Rd  
Harrisonville, MO 64701

Lodging Accommodations

Comfort Inn & Suites  
2304 S. Commercial St,  
Harrisonville, MO 64701  
Phone: (816) 884-4124  
Fax: (816) 884-1966  
HFMA Rate: \$65/night

**April 1  
Springfield, MO**

Conference Location

Doubletree Hotel  
Ann McLester Room  
2431 N Glenstone Ave  
Springfield, MO 65803

Lodging Accommodations

Doubletree Hotel  
2431 N Glenstone Ave  
Springfield, MO 65803  
Phone:(417) 831-3131  
Fax:(417) 831-9786  
HFMA Rate: \$89/night

**8–10am Registration**

**9am Welcome & Opening Remarks**

**9–10am Reforms Issues CAHs Need to Understand  
*Robert Schile, CPA - LarsonAllen***

While much of the focus of reform initiatives appear to be aimed at prospective payment hospitals, critical access hospitals should also be taking note. To date with much of the discussion revolving around payment reductions, ACOs, etc. CAHs can be lulled into taking a “wait and see” position. The truth is, many of the provisions of reform will impact all providers, even CAHs in one form or another. This session will focus on key elements of reform, and the potential financial impact and key strategies CAHs need to be considering and planning around.

**10–11am Provider Based Opportunities**

***Sue Brammer, CPA, CHFP, FHFMA - BKD  
David Taylor, CPA - BKD***

A clinic can take on many different forms in any hospital. These options include provider based, freestanding and rural health clinics. In a CAH, the option chosen can make big differences in payment and management as well as may heighten compliance concerns. This session will focus on evaluating these options as well as the requirements for seeking and maintaining provider based status in a CAH.

**11am–12pm EHR Update**

***Jim Marshall - Custom Software Solutions  
Bryant McNally, J.D., MPH - MHA***

Many Critical Access Hospitals have considered the stimulus funds designed to encourage the adoption of an Electronic Health Records program. Along with these considerations, come many questions such as implementation, meaningful use and accessing stimulus funds. Jim Marshall, VP of Development with Custom Software Solutions and Bryant McNally, Director with Missouri Hospital Association will share with you considerations of a successful EHR adoption and offer hands-on tools and resources – including the Missouri regional extension center (REC) – to assure your CAH is ready for the next steps.

**12–1pm Lunch & Managing Self Pay**

***Mary Jonscher - Human Arc  
Steve Mullin - Human Arc***

Effective management of patient payment is becoming a top priority for all hospitals today. Self pay management is an issue in big and small hospitals and becoming more important because of the growth in patient responsibility and the effects on an organization's revenue cycle. In this session, tools and solutions to help CAHs develop best practices in managing this growing population.

## Meeting Agenda Continued...

### 1—2pm Steps to Improve CAH Financial Performance

**Sue Brammer, CPA, CHFP, FHFMA - BKD**

There are many keys to operating a CAH successfully. This session will address some of the common financial issues and opportunities that CAHs should consider. Opportunities related to the Medicare cost report, program utilization, and pricing will be covered. The session will also provide participants with benchmark data relative to Missouri CAHs.

### 2—3pm Financing/Refinancing Options

**Jim Mozena, CPA, MSHM - McGladrey**

**Jerry Briese - AgStar Rural Capital**

The Rural Capital Network group uses the investment authority of the Farm Credit system to support Rural America. The Rural Capital Network meshes their long term rates with the USDA and HUD programs to provide a long term reliable financing option to health care providers. They have the ability to put together proposals that range from refinance of existing debt to new construction of replacement facilities and everything between. They also have the unique ability to work in conjunction with local lenders to get large projects completed. The program will discuss the preparation of forecasted financial statements evaluating the construction costs and financing assumptions for the forecasted periods. The program will also discuss all components of the process including the use of an architect, construction manager project manager and local financial institutions.

### 3-3:15pm BREAK

### 3:15—4:15pm Medicare Bad Debts

**Rebekah S. Grupe - BKD**

During this session, we will review the requirements for claiming Medicare bad debts, including discussions related to Collection Agencies and the role they play. We will also review typical opportunities are for claiming additional bad debts and the appeals process once the cost report has been reviewed.

### 4:15—5:15pm The Healthcare Reform Era: Past, Present & Future

**Brock Slabach, MPH, FACHE - NRHA**

Passage of the American Recover and Reinvestment Act (ARRA) followed by the Patient Protection and Affordable Care ACT (PPACA) ushered in an era of reform. Just as implementation of PPACA begun, the Fall, 2010 election created the forces of repeal and replace. This session will offer, from a rural perspective, an overview of Federal legislation and policy in an era of healthcare reform.

### 5:15 p.m. Closing Remarks

## REGISTRATION

### 2011 Critical Access Hospital Conference:

*Before March 25, 2011*

**\$85 for HFMA member  
\$105 for non-member**

*After March 25, 2011*

**\$115 per registrant**

### Click below to register:

[www.hfma.org/Show-Me-of-Missouri-Chapter-2011-Critical-Access-Hospital-Conference/](http://www.hfma.org/Show-Me-of-Missouri-Chapter-2011-Critical-Access-Hospital-Conference/)

OR copy and paste the link in your browser.

# 2011 CRITICAL ACCESS HOSPITAL CONFERENCE



## Speaker Bios

### **Robert Schile, CPA - LarsonAllen**

Robert Schile is a Principal with the public accounting and consulting firm of LarsonAllen. Rob has over 20 years of experience in public accounting and business consulting devoted almost exclusively to the health care industry. He has varied experience in health care financial management issues, particularly financial and operational consulting, reimbursement analysis and advisory services, forecasts, budget preparation, internal audit/risk management, and various types of assurance services. Rob has been part of a core group of people at LarsonAllen following health care reform and has written white papers, web articles and blogs, and is a frequent presenter on the topic. He serves as the leader for the Upper Midwest and Midwest Hospital practices at LarsonAllen and is a frequent speaker at a variety of State and National Associations.

### **Sue Brammer, CPA, CHFP, FHFMA - BKD**

Sue has more than 22 years of experience assisting hospitals, skilled nursing facilities and other health care providers with Medicare and Medicaid reimbursement issues, including cost report preparation and reviews, provider appeals, assistance with Medicare Administrative Contractor audits and reviews and assistance with complex reimbursement issues. In addition, she works with clients in evaluating both the reimbursement impact and compliance impact of various strategic options they are considering. Sue has experience in leading multiple large projects, including metropolitan statistical area wage index reviews, disproportionate share and intern and resident contract projects and systemwide reimbursement and compliance projects. Sue is a member of the American Institute of Certified Public Accountants (AICPA) and Missouri Society of Certified Public Accountants. She is a board member and past president of the Heart of America Chapter of Healthcare Financial Management Association (HFMA) and earned the Follmer Bronze, Reeves Silver, Munice Gold and Medal of Honor merit awards for her volunteer service. She is a Certified Healthcare Financial Professional (CHFP) and Fellow of HFMA (FHFMA). Sue has been published in Reimbursement Advisor and various HFMA publications and has served as an instructor for the Sunflower Chapter HFMA Reimbursement Training Course, teaching both the advanced and beginner level courses. She also is an experienced speaker and has presented at various industry conferences, including the AICPA National Healthcare Conference, Missouri Healthcare Association, Missouri Association of Homes for the Aging, Iowa Chapter of HFMA and Heart of America Chapter of HFMA. Sue is a summa cum laude graduate of the University of Central Missouri, Warrensburg, with a B.S. degree in business administration.

### **David Taylor, CPA - BKD**

David, a member of BKD National Health Care Group, provides audit and consulting services to health care providers, primarily hospitals. His eight years of experience include managing audits and assisting with accounting and reporting problems. David also prepares Medicare and Medicaid cost reports, along with analyzing reimbursement strategies and opportunities for hospitals. He is a member of the Healthcare Financial Management Association, American Institute of Certified Public Accountants and Missouri Society of Certified Public Accountants. He is a 2002 graduate of Drury University, Springfield, Missouri, with a B.A. degree in accounting, economics, computer information systems and business administration.

### **Jim Marshall - Custom Software Solutions**

Jim is Vice President of Business Development for Custom Software Systems, a single source vendor for information technology including Electronic Medical Records for small community hospitals. He holds a Bachelor of Science in Architectural Construction and a Master's of Urban and Regional Planning, both from Texas A&M University. Jim has been active in the field of healthcare for over twenty-five years in both for profit and not for profit facilities. The majority of this work has been in planning, development and operations of healthcare facilities in rural communities in the southeastern U.S., primarily in Tennessee. He has held positions as Administrator, CEO and regional operations for seven hospitals in five states to include three CAHs. He and his wife, Betty Lou Taylor, an attorney, are residents of Hartsville, Tennessee where they live in a 19-acre thicket overlooking the Cumberland River.

**Bryant McNally, J.D., MPH - MHA**

W. Bryant McNally, J.D., MPH, is director of licensure and regulation for the Missouri Hospital Association. McNally has served in numerous roles in health care, including chief operating officer for a hospital and senior leader at Missouri Department of Health and Senior Services. He earned a master's degree in public health from Harvard University in Cambridge, Mass., and a law degree from the University of Missouri in Columbia.

Mary Jonscher, Human Arc

**Mary Jonscher - Human Arc**

Mary Jonscher, a healthcare professional with more than fifteen years of experience serves numerous Hospital Clients as the Regional Client Relations Manager for Human Arc. Mary has been a member of the Heart of America Chapter of HFMA since 2003. She currently serves as the President of the chapter for 2010/2011. She received her Bachelor's Degree from Avila University in Kansas City, Missouri.

**Steve Mullin - Human Arc**

Steve Mullin is the Business Solution Manager for Human Arc (Cleveland, OH). He is responsible for the overall product development and management of the company's new IQualify eligibility and enrollment technology solution. Steve is a graduate of Providence College and holds his MBA from the Olin School of Business at Babson College. He has over fifteen years of experience in sales, marketing and product development and has held marketing leadership roles in GE Capital, GE Healthcare and Philips Healthcare.

**Rebekah S. Grupe - BKD**

Rebekah is a member of BKD National Health Care Group and has more than eight years of experience working in Medicare and Medicaid reimbursement, as well as cost report consulting, which includes cost report preparation. In addition, Rebekah has experience in core based statistical area wage index reviews, performing disproportionate share hospital (DSH) status appeals and resolving cost report issues. Rebekah is a member of the Healthcare Financial Management Association (HFMA) and has served as an instructor for the Sunflower HFMA chapter, teaching the first level Reimbursement Training Course. She is a graduate of Truman State University, Kirksville, Missouri, with a B.S. degree in accounting.

**Jim Mozena, CPA, MSHM - McGladrey**

Jim is a consulting services manager in the Kansas City office serving health care clients throughout the Great Plains practice. Jim has over 19 years experience with professional services firms, for-profit and not-for-profit providers, as well as a fiscal intermediary, specializing in providing services to the health care industry. Jim provides services to various segments of the health care industry concentrating on health care providers, including acute care, rehab and long-term acute care, home care agencies, hospices, nursing homes, assisted living and retirement living centers. Jim's experience includes single-entity providers, regional and national health care systems, academic medical centers and physician clinics. Jim has a bachelor's of science in accounting from Northwest Missouri State University and a master's of science in health management, Lindenwood University. Jim is a Certified Public Accountant and a member of the Heart of America chapter of HFMA. Jim will be the incoming treasurer for the chapter.

**Jerry Briese - AgStar Rural Capital**

Jerry Briese is an Associate Vice President and Bank Program Manager for AgStar's Rural Capital Network group since 2005. For nine years prior, he was a Senior Financial Services Executive for AgStar. Briese also owns and operates Breezy Investments, a multi-family housing entity. Before coming to AgStar, Briese worked at Farm Bureau Financial Services as an insurance agent and a Registered Representative. He has helped build many industry niches for AgStar. He works exclusively on mission related investments, focused on health care, senior living and commercial business projects. He is the only one in the group that works on the Sect 538 USDA guaranteed multi-family housing projects. Briese received a bachelor's degree in economics from North Dakota State University, Fargo, and a master of arts in management from the College of St. Scholastica in Duluth, Minn.

**Brock Slabach, MPH, FACHE - NRHA**

Brock Slabach currently serves as the Senior Vice-President of Member Services for the National Rural Health Association (NRHA), a membership organization with over 20,000 members nationwide. Mr. Slabach has over 23 years of experience in the administration of rural hospitals. From 1987 through 2007, he was the administrator of the Field Memorial Community Hospital in Centreville, Mississippi. His experiences have led him to be a member of the NRHA Board of Trustees (2004-2007), Member of AHA's Regional Policy Board (RPB) for Region 4 (2004-2007), Chair of the NRHA Hospital and Health Systems Constituency Group (2004-2007), Chair, National Rural Health Policy Issues Group for HHS's Office of Rural Health Policy (ORHP) (2006-2007) and the President of the Delta Rural Health Network (2004). He earned his Bachelor of Science from Oklahoma Baptist University and his Master of Public Health in Health Administration from the University of Oklahoma.