

May 19-21, 2010

Healthcare Financial Management Association

The Greater St. Louis & Show-Me Chapters

Are Proud to Present

The Annual Joint Spring Conference



**Saint Charles Convention Center
One Convention Center Plaza
St. Charles, MO 63303**

Hotel Accommodations

A block of hotel rooms have been secured at the Embassy Suites, attached to the Saint Charles Convention Center. HFMA rate is \$139/night (includes a made to order breakfast, plus 2 hours of cocktails in the evening)

Embassy Suites St. Louis–St. Charles / Hotel & Spa
Two Convention Center Plaza, St. Charles, MO 63303
Tel: 1-636-946-5544 Fax: 1-636-946-5577

Program schedule is on the following pages. To view online, please visit our websites:

www.hfmashowme.org or www.hfmastlouis.org

Program Schedule

Wednesday, May 19, 2010

12:30 – 5:00 p.m. Registration

1:30 – 1:45 p.m. Opening Remarks

1:45 – 3:00 p.m. General Session

“Risk Associated with Poor Data Control” – John Mallery, BKD

Since computers are utilized by nearly everyone to create, store, and transmit data, it is important for business to understand some of the issues posed by the prevalence of digital information. Proprietary information can be disseminated to competitors with the click of a mouse. Employees can collect trade secrets and use them as a bargaining tool when negotiating a salary with their next employer. Those intent on fraudulent activities can easily take advantage of networked systems to access and modify financial, personnel and medical records. Few business professional understand the threats to their information. This presentation shows how widely disseminated data can be, and why it is nearly impossible to maintain control of this information. Case studies are provided to demonstrate how employees have taken advantage of this lack of control to defraud their employers. Proactive mechanisms are discussed that may help protect information. Reactive mechanisms are also addressed, including the advantages of using computer forensics to investigate the inappropriate activities of employees.

Learning Objectives – Attendees will learn that:

1. Digital information, including healthcare info and financial records is difficult to keep under control.
2. Not knowing where all this info is located can have a serious impact on a business and its clients.
3. Utilizing digital information can be extremely helpful in identifying employees involved in inappropriate activities, including fraud, embezzlement, sexual harassment, etc.

3:15 – 4:30 p.m. General Session

“Current Events in Healthcare Reform Initiatives” – Ron Schile, Larson and Allen

This will be a discussion on healthcare and payment reform currently dominating the congressional debate. The session will kick off with an update and overview of key provisions affecting health care providers and will be followed by an in-depth discussion on the strategies to ensure your readiness.

5:00 – 6:30 p.m. Welcome Reception, Trade Show, & Wii Tournament

Thursday, May 20, 2010

7:30 – 11:30 a.m. Registration

8:30 – 10:00 a.m. “I Can Do That!” – Suzie Humphreys, Motivational and Inspirational Humorist

Wake up and start off the day with Suzie, who was inducted into The Speaker Hall of Fame at the National Speakers Association in 2002 and into the Texas Radio Hall of Fame in 2004. Her background is as varied as her audiences....from administrative secretary to television talk show host, to 20 years in radio. She has made hundreds of commercials, done musical comedy and motion pictures. Over the past 3 years, she has addressed more than 11 other HFMA chapters along with non-healthcare corporations and has gotten rave reviews!! “I Can Do That!” is about saying “yes” instead of “no”...about not telling ourselves “we can’t”, “it’s too hard”, “I’ll never be able to.....”.

10:00 – 10:30 a.m. Break & Trade Show

10:30 – 12:00 p.m. Breakout Sessions (2 concurrent sessions)

Track A – “Operational Implications of ICD-10” – Rose Dunn, First Class Solutions

ICD-10—so what’s all the hoopla? This “thing” is years down the road. Well guess what? It ‘ain’t’ going away and it’s more than a coding classification that affects how HIM does their work. If you are not planning the systems and operational impact in 2010....you’re behind the curve and that’s a curve that will smack right into reimbursement. Attend this session to find out how wide-scale the impact will be. This presentation is not intended to be sugar coated!

1. Isn’t ICD-10 an HIM/Medical Records thing?
2. When will it be effective?
3. Who uses ICD-10?
4. Why now: Timeline?
5. What’s 5010 got to do with ICD-10?
6. What’s the difference between ICD-9 and ICD-10?
7. What’s the impact on MS-DRG’s & Reimbursement?
8. Does IT know what’s in store for them?
9. Which departments are affected by ICD-10?
10. Besides hospitals who else needs to be concerned about ICD-10?
11. Do I have enough money to pay for this change?
12. What’s on the horizon?
13. Resources

Track B – “Who Wants To Be Certified?” – Rebecca Welker, FHFMA, CIA, CHAN Healthcare Auditors and Elaine Watson, CHAN Healthcare Auditors

The program is designed to be fun, interesting and interactive. Bring your willingness to learn and your competitive spirit. Fabulous prizes will be awarded! Don’t miss out on this opportunity to further your knowledge and benefit your career.

Learning Objectives – Presentation will focus on:

1. The requirements for HFMA certification,
2. How to jump start the HFMA certification process, and
3. Get your feet wet with an introduction to actual HFMA Certification material and study questions

12:00 – 1:30 p.m. Lunch & Installation of Officers – Trade Show

1:30 – 3:00 p.m. Breakout Sessions (2 Concurrent Sessions)

Track A – Social Networking – LynAnn Papan, Director of Special Projects for CompleteCare, Inc.

This presentation will be a brief overview of the new social networking opportunities for your business and organization. We will discuss Facebook, Twitter, and LinkedIn including what they are, their differences, and benefits of using each.

Track B – “Minimizing Write-Offs on the Self-Pay Population” – Sheila Kuenzle, Network Vice President of Revenue Cycle for SSM Health Care St. Louis

The uninsured as well as the underinsured market continues to grow and as this population grows, the bottom-lines of providers shrink. There are ways to counter this trend by realigning staff and through strategic outsourcing. In this program Sheila will discuss the process improvements SSM put in place to minimize write-offs of the self -pay population and receive reimbursement.

3:00 – 3:30 p.m. Break & Trade Show

3:30 – 5:00 p.m. General Session – “Costs: What should a Hospital do when Revenue is Flat?” – David Williams, CPA, FHFMA; Partner with HORNE

Real Life examples of three hospital’s with different, yet successful approaches to controlling and or reducing costs. Service line evaluation, non-essential costs, and product pricing will be reviewed.

5:30 – 11:00 p.m. Dinner and Entertainment – A new twist to the St. Charles Pub Crawl

We will begin at Dave & Busters’ for dinner & entertainment. This will be followed by dessert and music at one of St. Charles newest hot spots – Quintessentials or Q for short. We will provide shuttle service throughout the evening so stay and play or eat and run, but we hope you will stay and play! (The bus will transport folks back and forth throughout the evening, so enjoy a short night out, or a stay with the group until the end....it’s your call.)

Friday, May 21, 2010

7:30 – 8:30 a.m. Registration

8:30 – 10:30 a.m. “The Best Defense is a Good Offense” – Ralph Wuebker, MD, MBA; Senior Medical Director with Executive Health Resources

Learn How to Implement Routine Clinical and Administrative Processes to Minimize Compliance and Financial Risk – Today and when the RACs arrive (Tomorrow).

The key to audit preparedness is developing a daily process for complying with the UR Standards of Medicare’s Conditions of Participation (CoPs). This session will provide you insight into building and optimizing your UR Committee and process, ensuring an effective observation status and 1 - day stay certification and appeal process that leverages case management, medical staff, and physician advisement expertise, and defending against Recovery Audit Contractor (RAC) medical necessity denials and potential False Claims Act (FCA) exposures.

A strong physician advisement program is also a key to ensuring the strong hospital and medical staff communication necessary to manage evolving regulatory requirements. This session will provide you insight into building and optimizing an internal compliance program that leverages Case Management expertise and Physician Advisement. It will examine how to create a UR process that proactively defends against RAC medical necessity denials. Attendees will gain an in - depth understanding of the rules for RACs, and the Administrative Law Judge appeal process. This session will provide attendees with 10 survival techniques to address the growing challenges hospitals face in protecting themselves from False Claims Act Actions based upon the lack of medical necessity, which has become a large focus of OIG.

Participants will learn why observation status and 1 - day stays have become a major compliance concern and why hospitals often lose significant revenue from inappropriate observation claims. Attendees are also provided with a step - by - step approach to implement a consistent process that can not only ensure regulatory compliance but also create revenue integrity

Learning Objectives – Following this session, participants will be better able to:

1. Identify the baseline high level requirements of your UR Committee per the UR Standards of the CoPs and how they apply to observation status and 1 - day stay certification
2. Deconstruct the alphabet soup. Understanding MACs, RACs, CERT, PERM, MIPs and MICs
3. Discuss why observation status and 1 - day stays have become a major compliance problem and how hospitals lose significant revenue from inappropriate observation claims and expose themselves to potential False Claims Actions

10:30 – 10:40 a.m. Closing Remarks & Attendance Prize Drawing

To view Speaker Bios, please visit our websites – www.hfmashowme.org or www.hfmastlouis.org

Questions ???

At this point, if you have any additional questions concerning Programs, Vendor Fair, Facilities, and the Social events, here is the contact information for the committee members heading up these areas of planning:

Programs	Barbara Smallwood	Barbara.Smallwood@samestl.org
Vendor Fair	Janet Taylor	jtaylor@ochonline.com
Dinner & Entertainment	Dawn Crump	Dawn_Crump@ssmhc.com
Registration	Jennifer Ogden	jlogden@audrainmedicalcenter.com

The Spring Conference Committee has been working hard to bring you an educational & fun-filled conference. On behalf of the 2010 Spring Conference Committee, we hope to see you there!

Registration



To Pay by Credit Card, please register online:

http://www.hfma.org/events/chapter/ShowMe051910_052110.htm



To pay by check, please complete the registration form below. Please make checks payable to Show-Me HFMA and mail with a copy of registration form to:

Audrain Medical Center
Attn: Jennifer Ogden
620 E. Monroe
Mexico, MO 65265

Please print information as you would like it printed on your name badge:

Name _____ **Title** _____

Company _____ **Phone** _____

Email _____ **Address** _____

City, State, Zip _____

Member ____ **Non Member** ____ **Chapter Affiliation** _____ **Member ID** _____

FULL CONFERENCE (includes all sessions, meals receptions, and pub crawl)

HFMA MEMBERS:

_____ \$145 received before April 15

_____ \$195 received after April 15

_____ \$95 Thursday Only

STUDENT: _____ \$75

PUB CRAWL: _____ \$50 each Additional Pub Crawl Ticket
(This includes reception, dinner, & transportation.)

NONMEMBERS:

_____ \$195 received before April 15

_____ \$245 received after April 15

_____ \$125 Thursday Only

Total Amount Enclosed \$ _____