

HFMA's 2010 ANI THE HEALTHCARE FINANCE CONFERENCE

SUNDAY, JUNE 20

8:00 AM - 5:00 PM

Preconference Seminars

- PCS1 Medicare Cost Reporting
PCS2 Advancing to CFO: Pathway to Success
(This session is available only to senior-level executives in a provider setting.)
PCS3 Advanced Charge Master Strategies
PCS4 Building a Best Practice Approach to RAC Appeals

8:00 - 11:30 AM

Preconference Workshops

- PCW1 Using an Evidence-Based Approach to Achieve Operating and Financial Goals
PCW2 Capital Region Medical Center: Business Office Customer Service Best Practices
PCW3 Expert Panel: Using Middle Manager Development for Improved Financial Performance

1:00 - 4:30 PM

Preconference Workshops

- PCW4 Four Factors to Improve Physician Revenue Cycle Performance
PCW5 Critical Access Hospitals: Reducing Risks and Improving Performance
PCW6 ICD-10 on the Horizon: Planning for Success
PCW7 The Future of Health Care: 2020

4:30 - 5:00 PM

First Timers Get-Acquainted Session

5:00 - 6:00 PM

Keynote Speaker

Ian Morrison: The Future of the Healthcare Marketplace

6:00 PM

ANI Opening Reception on Delta Island

MONDAY, JUNE 21

7:00 - 7:50 AM

Forums Breakfast

8:00 - 9:30 AM

Keynote Speaker

George F. Will: Politics, Policy and the Healthcare Debate

10:00 - 11:15 AM

Updates, Legal Trends and Compliance

- A01 Expert Panel: Getting Ahead of New Ethics and Compliance Risks
A02 Late-Breaking Policy/Strategy Session

Strategic Finance

- A03 Reducing Risks and Lowering Costs of Defined-Benefit Pension Plans
A04 Natividad Medical Center: From \$25M Loss to \$8M Gain

Finance and Accounting Operations

- A05 Five Steps to Reducing Administrative Costs in Group Practices
A06 Mid-Michigan Health: Reducing Labor Costs Through Staff Incentives

PFS/Revenue Cycle/Patient Access

- A07 Hospital Corporation of America: Improving Productivity of Self-Managed Revenue Cycle Staff
A08 Duke University Health System: Measuring and Managing Cost to Collect
A09 Linking Pharmacy with Billing Finds \$10M Revenue Variance
(HFMA PEER REVIEW* PROGRAM SESSION: Craneware and Parkview Health)*

Managed Care/Payment/Reimbursement Strategies

- A10 Cleveland Clinic: Aligning Quality Outcomes with Financial Performance
A11 Increased Risk Sharing for Increased Managed Care Reimbursement

2:45 - 4:00 PM

Featured Speaker Sessions

- B01 MedPAC's Mark Miller: What Medicare's Evolution Means to You
B02 Geisinger's Glenn Steele: Physician Integration to Align Interests, Coordinate Quality, and Lower Costs
B03 Blue Cross and Blue Shield Association's Scott Serota: The Private Sector's Impact on Healthcare Reform

TUESDAY, JUNE 22

7:00 - 7:50 AM

Early Riser Sessions

- ER1 Sharp HealthCare: Using Teamwork, Tools, and Technology to Manage RAC Appeals
ER2 Increasing Collections While Preserving Patient Relationships
ER3 Medicare Update for Critical Access Hospitals

8:00 - 9:30 AM

Keynote Speaker

Richard L. Clarke, DHA, FHFMA—Introductory Remarks
Bill Frist, MD: Healthcare Reform—From Debate to Action

10:00 - 11:15 AM

Updates, Legal Trends and Compliance

- C01 Measuring Your Hospital's Community Value
C02 Accounting and Auditing Update

Strategic Finance

- C03 Community Health System: Ensuring Affordability of Your Hospital's Capital Strategies
C04 An Executive Event: Meet Senator Frist
(This session is available only to senior-level executives in a provider setting.)

Finance and Accounting Operations

- C05 Improving Quality with Hospital-Physician Collaboration Incentives
C06 Sisters of St. Francis: Reducing \$35M in Non-Labor Cost
C07 Catholic Health East: Enhancing Efficiency and Cutting Costs with Supply Chain Shared Services

PFS/Revenue Cycle/Patient Access

- C08 CHRISTUS Health: Using Metrics and Incentives to Create High-Performing Revenue Cycle Teams
C09 Alexian Brothers Health System: Effective POS Collection Reduces Bad Debt by \$3M
C10 Creating a True Outsourcing Partnership in Revenue Cycle Management
(HFMA PEER REVIEW* PROGRAM SESSION: MedAssist and Norton Healthcare)*

Managed Care/Payment/Reimbursement Strategies

- C11 Regional and Operational Effects on Hospital Pricing

2:45 - 4:00 PM

Updates, Legal Trends and Compliance

- D01 Improving Internal Audit with Computer-Assisted Techniques
D02 Medicare Changes: 2010 and Beyond

Strategic Finance

- D03 CHRISTUS St. Michael: Funding a Hospitalist Program
- D04 Effective Investment Strategies in a Volatile Environment
- D05 Success Under Value-Based Purchasing: Strategic and Operational Imperatives

Finance and Accounting Operations

- D06 Employed Physicians: Improving Performance and Avoiding Excessive Subsidies
- D07 Engaging Staff in EMR Implementation

PFS/Revenue Cycle/Patient Access

- D08 St. Clair Hospital: Eliminating Revenue Cycle Leakage with a Self-Improvement Culture
- D09 Lourdes Memorial Hospital: Creating an Efficient ED Process for Covering the Uninsured
- D10 Health First: Integrating Hospital-Physician Revenue Processes through Automated Data Sharing

Managed Care/Payment/Reimbursement Strategies

- D11 Medicare Bad Debt Update: Evaluating Audit Choices, Analyzing Policies and Designing Procedures

6:30 - 10:00 PM

Chapter Presidents' Dinner and Awards (*invitation only*)

WEDNESDAY, JUNE 23

7:00 - 7:50 AM

Early Riser Sessions

- ER4 Ensuring Readmissions Appropriateness (HFMA PEER REVIEW® PROGRAM SESSION: Executive Health Resources and Guthrie Health System)*
- ER5 Leadership Strategies for Increasing Revenue Cycle Staff Motivation and Productivity
- ER6 ICD-10: A Roadmap for Success

8:00 - 9:30 AM

Keynote Speaker

Pat Summitt: A System for Succeeding at Whatever You Do

10:00 - 11:15 AM

Updates, Legal Trends and Compliance

- E01 Complying with Debt Covenants by Managing Investment Allocation Risk
- E02 Legal Update

Strategic Finance

- E03 Healthcare Consolidation Trends and Impacts: The Rise of Regional Superpowers
- E04 Best Practices in Board Reporting and Communications

Finance and Accounting Operations

- E05 Cleveland Clinic: Enterprise Performance Improvement from Business Intelligence
- E06 Integrating Service Line Business, Clinical and Managed Care Strategies
- E07 St. Vincent Health: Maintaining Financial Health During Turbulent Times

PFS/Revenue Cycle/Patient Access

- E08 Reducing Denials Through Collaboration
- E09 Eight Ways to Reduce Bad Debt
- E10 Finding Lost Revenue Through Accurate Claims (HFMA PEER REVIEW® PROGRAM SESSION: MedAssets and Phoebe Putney Memorial Hospital)*

Managed Care/Payment/Reimbursement Strategies

- E11 Changing Managed Care Reimbursement Models: Financial, Strategic and Operational Implications

*HFMA PEER REVIEW® PROGRAM SESSION

This CPE-eligible session features an educational presentation of an HFMA peer-reviewed product application. Vendors and providers will be co-presenting.

11:30 AM - 1:30 PM

Lunch and Learn: Creating a High-Performance Revenue Cycle

1:45 - 3:00 PM

Updates, Legal Trends and Compliance

- F01 Expert Panel: Financing Strategies in an Uncertain Market
- F02 Living with RAC: Identifying Vulnerabilities and Improving Processes

Strategic Finance

- F03 Readiness Assessment for Reform
- F04 Expert Panel: Financial Executive's Guide to Comparing Revenue Cycle Performance

Finance and Accounting Operations

- F05 Aligent Health: Financial and Clinical Collaboration Through Technology and Best Practices
- F06 Purchasing Services: Reducing Supply Costs Through Transaction Management

PFS/Revenue Cycle/Patient Access

- F07 Expert Panel: Overcoming the Challenges of Implementing Bundled Payments
- F08 Tenet Healthcare Corporation: Leveraging Self-Service Applications to Achieve Measurable Returns and Empower Patients
- F09 Wishard Health Services: Clinical Collaboration for Better Emergency Department Care

Managed Care/Payment/Reimbursement Strategies

- F10 Johns Hopkins Medicine: HIPAA 278 Strategies for Administrative Simplification
- F11 Analyzing and Appealing Medicare Wage Index Changes for Better Reimbursement

3:15 - 4:30 PM

Featured Speaker Sessions

- H01 HCA's Jonathan B. Perlin: Using Technology to Reduce Care Cost and Improve Quality
- H02 Leapfrog's Leah Binder: Employer Perspectives on Healthcare Cost Containment
- H03 Moody's Lisa Goldstein: Navigating the 2010 Capital Markets

6:00 PM

Chair's Reception and Banquet

CERTIFICATION EVENTS

SATURDAY, JUNE 19 8:30 AM - 4:30 PM

Core Certification Review Course

SUNDAY, JUNE 20 8:30 AM - 4:30 PM

Specialty Certification Review Courses

- Accounting and Finance
- Patient Financial Services

MONDAY, JUNE 21 7:00 AM - 5:00 PM

Certification Exams

EXHIBIT HALL

MONDAY, JUNE 21 11:15 AM - 2:30 PM (Exhibit Hall Lunch)
 4:00 PM - 6:00 PM (Exhibit Hall Reception)

TUESDAY, JUNE 22 11:15 AM - 2:30 PM (Exhibit Hall Lunch)
 4:00 PM - 6:00 PM (Exhibit Hall Reception)