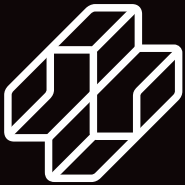


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## the numbers

# 4

jam-packed days

# 29

priceless CPEs

# 85

in-depth, expert-led sessions

# 2

ways to save

### the issues

#### REFORM

**Reform Implementation** Understand the implications of government and private-sector actions implementing health reform

#### MARGIN

**Margin Pressure** Manage operating costs, reengineer services, and rethink cost structure to reduce margin pressure

#### REVENUE

**Revenue Cycle** Use metrics, technology, process improvement, and training to improve your revenue cycle

#### VALUE

**Value** Focus on quality, efficiency, transparency, patient outcomes, and accountable care models

#### CARE

**Transformation of Care Delivery** Improve costs and outcomes of care through collaboration, business intelligence, and risk management

### the lineup

#### KEYNOTE SPEAKERS

**Carl Lewis**, the nine-time Olympic gold medalist and world record holder, tells what it takes to overcome the odds and achieve your goals.

*Going the Distance*

**Chesley B. (Sully) Sullenberger III**, the heroic pilot who landed his plane on the Hudson, talks about his lifelong commitment to excellence and safety and offers lessons for the work we do in health care.

*Passion for Excellence*

**David Walker**, former U.S. Comptroller General, spells out how America's budget challenges affect healthcare finance and discuss solutions to restore fiscal sustainability.

*Comeback America: Turning the Country Around and Restoring Fiscal Responsibility*

**Kevin & Jackie Freiberg**, bestselling authors of *Nanovation*, share proven strategies for collaborating, thinking creatively, turning liabilities into assets, and finding ideas from beyond health care.

*Leading Innovation in an Era of Uncertainty*

#### FEATURED SPEAKERS

**George Halvorson**  
Chairman and CEO, Kaiser Permanente  
*Innovations in Providing High-Quality, Cost-Effective Health Care*

**Brent James, MD**  
Chief Quality Officer, Intermountain Healthcare  
*Clinical Transformation and Increasing Value*

**Simon Stevens**  
Executive Vice President, UnitedHealth Group  
*Delivery System Reform and Payment Policy*

**James LeBuhn**  
Senior Director, Fitch Ratings  
*Capital Market View of the Healthcare Industry*

**Gregory Meier, CPA**  
Executive Director of Finance, Mercy  
**Dottie Bringle, RN**  
COO and Chief Nursing Officer  
Mercy St. John's Regional Medical Center  
*Tragedy in Joplin: A Hospital's Response to a Deadly Tornado*



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#### NETWORKING OPPORTUNITIES

Attend the opening reception, shop solutions with more than 400 companies in the exhibit hall, visit the HFMA Product Showcase to see products and services in action, and enter the Exhibit Hall Raffle to win great prizes.



# hfma national institute schedule at a glance

## SUNDAY • JUNE 24

### 7:00 AM - 2:00 PM Golf Outing

### 8:00 AM - 5:00 PM Preconference Full Day Workshops

- Exclusive seminar for provider leaders:  
Value-Based Leadership: People and Culture (PCS1)
- Medicare Cost Reporting for Optimal Reimbursement (PCS2)
- Get Exam-Ready: HFMA Certification Candidate Practicum (PCS3)

### 8:00 - 11:30 AM Preconference Morning Workshops

- Buy-In, Accountability, and Metrics: Lead Your Revenue Cycle Team to Success (PCW1)
- Integrating MAP Peer Comparison Data into your Organization to Set Realistic Performance Targets (PCW2)
- Getting Buy-In: How to Engage Medical Staff in Effective Financial Decision-Making (PCW3)
- Lessons Learned: Best Practices for Designing Accountable Care Financial Systems (PCW4)
- Sustain Breakthrough Improvement and Cultural Change with Six Sigma and Lean Principles (PCW5)

### 1:00 - 4:30 PM Preconference Afternoon Workshops

- Get Best Practices: Cost Accounting for the Quality-Driven Reimbursement Era (PCW6)
- How to Successfully Navigate the ICD-10 Transition (PCW7)
- Bethesda Memorial Hospital Optimizes Revenue Cycle with Lean Sigma (PCW8)
- Increasing Patient Collections: New Tools to Boost Employee Morale and Patient Satisfaction (PCW9)
- Novant Health: Strategies to Survive—and Thrive—During a System Conversion (PCW10)

### 4:30 - 5:00 PM First Timers Get-Acquainted Session

### 5:00 - 6:15 PM Keynote Speaker

Carl Lewis:  
Going the Distance



### 6:15 PM Opening Reception

## MONDAY • JUNE 25

### 7:00 - 7:50 AM Early Riser Sessions

- "Future-Proofing" Through Accountability, Quality Improvement, and Patient Safety
- Boca Raton Regional: Website Transformation Increases Point-of-Service Collections by 14 Percent
- Survival Strategies for Critical Access Hospitals under Healthcare Reform
- Exploring Strategic Alternatives in an Era of Mergers and Acquisitions and Private Equity

### 8:00 - 9:30 AM Keynote Speaker

Chesley B. (Sully) Sullenberger III:  
Passion for Excellence



### 10:00 - 11:15 AM

#### Updates, Legal Trends, and Compliance

- Legislative and Regulatory Success Strategies for Rural PPS and Critical Access Hospitals
- How to Minimize Organizational Risk in Physician Employment and Acquisition Transactions

#### Financial Management: CFO Strategies

- To Partner or Not? A Panel Debates Strategic Options in the Consolidating Healthcare Industry
- An Executive Event: Meet Chesley B. (Sully) Sullenberger III (A04)  
*(This session is available only to senior-level executives in a provider setting. Preregistration is required.)*

- How to Transition to Value-Based Care: Case Studies from Phase 2 of HFMA's Value Project

#### Finance and Accounting Operations and Results

- Create a High-Performance Cost Accounting Strategy: Tips, Tools, and Answers from Experts
- Overview of the 2012 AICPA Healthcare Audit and Accounting Guide

#### Managed Care/Payment/Reimbursement Strategies

- Current Issues in Managed Care Contracting
- Partner with Payers for Product Line Growth: An Oregon Health & Science University Case Study

#### PFS/Revenue Cycle/Patient Access

- [Vanguard Health System: How to Implement a Best Practice Denials Management Program](#)  
[HFMA Peer Review® Program Session\\* with Executive Health Resources](#)
- University Medical Center Uses Revenue Integrity Culture to Improve Revenue and Payer Mix
- ICD-10 Readiness: Provider Panel Shares Lessons Learned, Costs, and Risks

### 2:45 - 4:00 PM Featured Speaker Sessions

- Kaiser Permanente's CEO George Halvorson: Innovations in Providing High-Quality, Cost-Effective Health Care
- Intermountain Healthcare's Brent James: Clinical Transformation and Increasing Value
- UnitedHealth's Simon Stevens: Delivery System Reform and Payment Policy

## TUESDAY • JUNE 26

### 7:00 - 7:50 AM Early Riser Sessions

- Cost Report Forms 2552-10: Identifying Opportunities and Threats for Critical Access Facilities
- SSM Health Care St. Louis: Strategic Responses to Medicare Reimbursement Changes
- [St. Joseph's Healthcare Uses RAC Data Mining to Improve Net Revenue](#)  
[HFMA Peer Review® Program Session\\* with CBIZ KA Consulting Services, LLC](#)
- WellSpan Health: Centralize Front-End Functions to Reduce Denials and Improve Staffing Efficiencies

### 8:00 - 9:30 AM Keynote Speaker

David Walker: Comeback America: Turning the Country  
Around and Restoring Fiscal Responsibility



### 10:00 - 11:15 AM

#### Updates, Legal Trends, and Compliance

- Keep Current: New HIPAA Provider Audit Program for CMS
- Medicare Audit and Appeals: Practical Advice for RAC, ZPIC, and MAC Audits

#### Financial Management: CFO Strategies

- Expert Panel on Merger and Acquisition Trends in the Era of Healthcare Reform
- King's Daughters Medical Center: Reducing Cost Through Clinical Redesign

#### Finance and Accounting Operations and Results

- [Doylestown Hospital: How to Align Investment Portfolio Decisions with Corporate Goals](#)  
[HFMA Peer Review® Program Session\\* with SEI](#)
- Adventist HealthCare Improves Employee Health and Achieves ROI with Medical Home Model
- Apply Reliability Science to Improve Clinical Performance

#### Managed Care/Payment/Reimbursement Strategies

- The Arizona Experience: Managing the Medicaid Managed Care Environment
- Cleveland Clinic Engages Physicians to Improve Outcomes Data and Financial Performance

#### PFS/Revenue Cycle/Patient Access

- Texas Health Presbyterian Hospital: Revenue Cycle Workflow Redesign for Greater Efficiency
- How to Incorporate Bundled Payment into Your Revenue Cycle
- St. Vincent Health Improves Clinical Documentation Through Physician Education

**2:45 - 4:00 PM**

**Updates, Legal Trends, and Compliance**

- Medicare 2012 Update
- Merger & Acquisition Trends: Understanding Due Diligence and Legal Issues

**Financial Management: CFO Strategies**

- CHRISTUS Spohn Health System: How to Create a Strategic IT Budget Through CFO/CIO Partnership
- Capital Access: What Investors Expect from Hospitals and Health Systems

**Finance and Accounting Operations and Results**

- Using a Health Information Exchange to Create Patient-Centered Financials
- Capacity to Grow: John C. Lincoln Health Network Increases Surgical Service Line Capacity to Increase Access and Efficiency
- The Effect of Lease Accounting Changes on Capital Decisions and Financial Reporting

**Managed Care/Payment/Reimbursement Strategies**

- Defining Value Metrics: Findings from Phase 2 of HFMA's Value Project
- Shands at the University of Florida Uses Population Analytics for Optimal Community Care Delivery Model

**PFS/Revenue Cycle/Patient Access**

- Building a Centralized Scheduling Model to Improve Revenue Cycle Performance
- Assessing the Financial Impact of ICD-10
- Jackson Health: Billing Process Improvements and Electronic Billing Workflow  
*HFMA Peer Review® Program Session\* with The SSI Group, Inc.*

**6:30 - 10:00 PM Chapter Presidents' Dinner and Awards** *(Invitation Only)*

**WEDNESDAY • JUNE 27**

**7:00 - 7:50 AM Early Riser Sessions**

- Best Practices for Completing a Community Health Needs Assessment
- Sentara Healthcare: Lower Bad Debt and Reduce Denials with an Electronic Eligibility and Benefits Technology Strategy  
*HFMA Peer Review® Program Session\* with Emdeon*
- Meadowlands Hospital and Medical Center Automates Care Coordination for Quality-Based Reimbursement and Transition to an ACO
- Late-Breaking Policy and Strategy Session

**8:00 - 9:30 AM Keynote Speakers**

Kevin & Jackie Frieberg: Leading Innovation in an Era of Uncertainty



**10:00 - 11:15 AM**

**Updates, Legal Trends, and Compliance**

- Legal Update: Maintaining Compliance During Times of Change
- Assigning a Community Benefit Rating: 30 Key Metrics

**Financial Management: CFO Strategies**

- Closing the CFO/CIO Gap for Competitive Advantage
- Panel Discussion: How to Leverage Comparative Cost-Effectiveness to Improve Outcomes and Reduce Costs
- Hackensack University Medical Center Uses Gainsharing to Promote Cost Containment

**Finance and Accounting Operations and Results**

- Concord Hospital Develops Defensible Prices Without a Cost Accounting System
- BJC HealthCare Lowers Expenses and Controls Spending Through Supply Chain Payment Strategies
- Christiana Care Health System and Cancer Treatment Centers of America: Launching a Bundled Payment Program
- CaroMont Family Medicine Implements a Patient-Centered Medical Home

**PFS/Revenue Cycle/Patient Access**

- Adventist Health System: Achieving Price Transparency and Accurate Patient Estimates  
*HFMA Peer Review® Program Session\* with Financial Healthcare Systems*
- Using Electronic Submission of Medical Documentation to Increase Revenue Cycle Performance
- UIMC Uses Performance Metrics to Improve Managed Care Revenue Cycle

**11:30 AM - 1:30 PM Lunch and Learn**

**MAP Award Winners—Creating a High-Performance Revenue Cycle**

**1:45 - 3:00 PM Featured Speaker Sessions**

- Fitch Ratings' James LeBuhn: Capital Market View of the Healthcare Industry
- Gregory Meier, CPA, and Dottie Bringle, RN: Tragedy in Joplin: A Hospital's Response to a Deadly Tornado

**3:15 - 4:30 PM**

**Updates, Legal Trends, and Compliance**

- The Changing Landscape of Healthcare Reform: Legislative Challenges and Election Implications

**Financial Management: CFO Strategies**

- Ardent Health Saves \$1.8 Million Managing Labor Costs & Liabilities
- Spectrum Health Uses Patient Engagement to Improve Satisfaction and Financial Performance
- Creating Low-Cost Inpatient and Outpatient Encounters While Maintaining Quality

**Finance and Accounting Operations and Results**

- Susquehanna Health Uses Balanced Scorecard to Benchmark Operational Performance
- Accounting and Auditing Update: New Requirements to Maintain Compliance
- Finding Profitable Revenue Opportunities in Existing Service Lines

**Managed Care/Payment/Reimbursement Strategies**

- Operationalizing Performance-Based Reimbursement
- Beyond Wellness: Baptist Birmingham Saves \$1.6 Million in Employee Health Costs

**PFS/Revenue Cycle/Patient Access**

- Gwinnett Health System Improves Revenue Cycle Performance Through Culture of Accountability
- Summit Medical Group: Advanced Strategies for Troubleshooting the Employed Physician Revenue Cycle
- St. Joseph's of Atlanta Uses Documentation to Overturn Denials and Ensure Managed Care Compliance

**6:00 PM Chair's Reception and Banquet**

**CERTIFICATION EXAMS**

**MONDAY, JUNE 25**

**1:00 - 5:00 PM**

The exams will be held at Castle Worldwide's Las Vegas test center; transportation will be provided. Registration for the exam is separate from ANI registration and can be completed at [hfma.org/certification](http://hfma.org/certification). You must register for the exams prior to ANI.

**EXHIBIT HALL**

**MONDAY, JUNE 25**

**11:15 AM - 2:30 PM**

(Exhibit Hall Lunch)

**4:00 PM - 6:00 PM**

(Exhibit Hall Reception)

**TUESDAY, JUNE 26**

**11:15 AM - 2:30 PM**

(Exhibit Hall Lunch)

**4:00 PM - 6:00 PM**

(Exhibit Hall Reception)

**FORUM NETWORKING LOUNGE**

**SUNDAY, JUNE 24**

**2:00 PM - 6:00 PM**

**MONDAY, JUNE 25 - TUESDAY, JUNE 26**

**7:00 AM - 4:30 PM**

**WEDNESDAY, JUNE 27**

**7:00 AM - 11:30 AM**

Members of HFMA's four Forums - CFO, Legal & Regulatory, Payment & Reimbursement, and Revenue Cycle - can exchange ideas with their Forum peers. A complimentary breakfast, soft drinks, and coffee will be available throughout ANI.

\**HFMA Peer Review® Program Session* are CPE-eligible sessions featuring an application of an HFMA Peer Reviewed product or service. Vendors and providers will co-present. For more information on HFMA's Peer Review, visit [hfma.org/peerreview](http://hfma.org/peerreview).

# hfma's ani registration

register  
early and save  
hfma.org/ani

**TWO WAYS TO SAVE** >> **1** Register on or before February 29, 2012  
Take **\$150 off** the total conference registration rate.

**2** Register between March 1 and May 24, 2012  
Take **\$100 off** the total conference registration rate.

**1 BADGE INFORMATION** *(please print clearly)*

Member # \_\_\_\_\_ *(optional)*       Non-Member      Nickname for badge \_\_\_\_\_

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JOB TITLE      EMPLOYER      CITY / STATE / ZIP CODE

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TELEPHONE      MOBILE PHONE      E-MAIL ADDRESS / ALTERNATE E-MAIL ADDRESS

**2 SELECT YOUR PROGRAM PACKAGE**

	MEMBER	NON-MEMBER*
<b>Conference</b> Includes all receptions; keynote addresses; breakout sessions M-W; all lunches; Wednesday's Chair's Banquet; and M-Tu Exhibit Hall sessions.	<input type="radio"/> \$1,035	<input type="radio"/> \$1,210
<b>Preconference Seminar / 2 Workshops</b> Includes Sunday lunch.	<input type="radio"/> \$ 650	<input type="radio"/> \$ 750
<b>One Preconference Workshop</b> Does not include Sunday lunch.	<input type="radio"/> \$ 385	<input type="radio"/> \$ 435
<b>Single-Day Conference</b> Includes lunch and two Exhibit Hall sessions. <input type="radio"/> MONDAY <input type="radio"/> TUESDAY <input type="radio"/> WEDNESDAY	<input type="radio"/> \$ 650	<input type="radio"/> \$ 750

**Additional tickets**

Sunday Welcome Reception      \_\_\_\_\_ tickets @ \$65    \$ \_\_\_\_\_

Chair's Banquet      \_\_\_\_\_ tickets @ \$95    \$ \_\_\_\_\_

Exhibit Hall sessions      \_\_\_\_\_ tickets @ \$35    \$ \_\_\_\_\_

MON. LUNCH    MON. RECEPTION    TUES. LUNCH    TUES. RECEPTION

*Note: A separate ticket is required to attend each of the four Exhibit Hall sessions.*

**Additional events**

Check below to register for these events.

**Sunday Golf Outing**

CHECK HERE IF INTERESTED

**Executive Session (A04) with Chesley B. (Sully) Sullenberger III**

CHECK HERE IF INTERESTED

\* If you are new to HFMA, this registration includes an HFMA membership.  
 NO THANKS.

**QUESTIONS? CALL:** (800) 252-4362, extension 2

**3 CERTIFICATION EVENTS**

**Certification Exam Registration**

Registration for the certification exam on June 25<sup>th</sup> is separate from ANI registration and must be completed prior to ANI. You can register at hfma.org/certification. The exam fee (\$395) is paid online upon registration.

**4 TOTAL YOUR FEES**

TOTAL \$ \_\_\_\_\_    Check enclosed *(payable to HFMA Educational Foundation)*   Charge my:  VISA    MASTERCARD    AMERICAN EXPRESS    DISCOVER

CARD NUMBER      EXPIRATION DATE      CARDHOLDER'S NAME      CARDHOLDER'S SIGNATURE


**5 PRECONFERENCE COURSE SELECTION**

SUNDAY (PCS) 8AM - 5PM      SUNDAY (PCW) 8AM - 11:30AM      SUNDAY (PCW) 1PM - 4:30PM

Choice \_\_\_\_\_

**6 RETURN THIS FORM**

**By Mail:** HFMA Registration; PO Box 4088; Frederick, MD 21705  
**By Internet:** Complete the registration form located at hfma.org/ani  
**By Fax:** (301) 694-5124  
**By Phone:** (866) 229-3691

 Please check if you require any special accessibility or accommodations, and a member of the HFMA staff will contact you after receiving your registration.



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**HFMA'S 2012 ANI  
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Register by Feb 29 to take advantage  
of **ADDITIONAL SAVINGS.**

To register, visit: **hfma.org/ani**

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**engage**  
**achieve**

**HOTEL INFORMATION**

When you register online at **hfma.org/ani**, you now have the option to select and reserve your hotel. Or you can contact the HFMA Housing Bureau at (866) 229-3691 to book any of the conference hotels.

**Conference Hotel: Mandalay Bay Resort and Convention Center**

\$149 Sunday - Thursday / \$189 Friday - Saturday (single/double occupancy)

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**THE Hotel**

\$219 all nights (single/double occupancy)

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**LUXOR**

\$69 Sunday - Thursday / \$109 Friday - Saturday (single/double occupancy)

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HFMA rates at all properties will be honored through May 29, 2012.