



hfma™

healthcare
financial
management
association **wisconsin chapter**

Invites You to Attend the

Wisconsin HFMA Fall Meeting

*Riding Out the Storm: Anticipating the Impact and
Developing Financial Strategies During an Economic
Slowdown in an Election Year*

September 10-12, 2008



Radisson Hotel
La Crosse
La Crosse,
Wisconsin

Program Sponsored by:

PIC Wisconsin and WHA Financial Solutions

You couldn't make it to ANI, so we brought the speakers to you!



hfma™

wisconsin chapter

healthcare financial management association
c/o matt wahoske
fincor solutions
1614 blue ridge trail
waunakee, WI 53597-2301

To:

making
connections

Social Activities

Wednesday, September 10, 2008

- 10:00 a.m. - 12:00 noon Golf Tee Times at Drugan's Castle Mound Golf
 6:00 p.m. - 9:00 p.m. Oktoberfest Celebration and Cookout, Radisson Hotel

Thursday, September 11, 2008

- 6:00 p.m. - 7:00 p.m. Cocktail Reception
 7:00 p.m. - 8:00 p.m. Dinner and Awards Presentation
 8:30 p.m. - 10:30 p.m. Cocktail Cruise on the Mississippi River

Friday, September 12, 2008

- 7:30 a.m. - 8:30 a.m. New Member Breakfast
****11:30 a.m.** Earlier end time!** Be sure to stay . . . we will raffle off great door prizes just after 11:30 (must be present to win).

Other Items of Interest:

- Check web site for program updates at www.hfmawi.com.
- Business casual attire is appropriate.
- Rooms are being held until August 11 at \$109 per night for a City View, or \$119 per night for a River View.
- 11 CPE credits available.

for more information, contact:

matt wahoske
fincor solutions

mwahoske@fincorsolutions.com or 608.469.8590

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PIC Wisconsin
WHA Financial Solutions

Registration Form

PLEASE NOTE CHANGE BELOW!

Mail to: Jaime Socci
 BlickenWolf LLC
 625 Persimmon Parkway, Hebron, IN 46341
 Phone: 219.763.0981 Fax: 765.558.0127
 email: jaime@blickenwolf.com
 Register online at: <http://www.hfma.org/reg/wi.htm>
 (electronic registration will be disabled after September 5.)

Registration Information

Name/Title/Organization

Please check here if this is your first program or if you joined HFMA within the last year.

Wednesday		Thursday			Friday				
\$65 Golf 18	\$25 Cookout	\$25 Guest Lunch	Breakout Session A	Breakout Session B	\$35 Guest Dinner	\$15 Cocktail Cruise	New Member Breakfast	Breakout Session A	Breakout Session B
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Program Fees for Members

\$225 Full Program	\$150 Thursday Only	\$75 Friday Only
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Program Fees for Non-Members

\$275 Full Program	\$175 Thursday Only	\$100 Friday Only
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Prefer
Vegetarian
Meals

Please copy this form for additional registrants.

HFMA Refund Policy: A full refund of the registration fee, less a \$25.00 processing charge, will be granted if a cancellation is received up to 5 days prior to the meeting. A 50% refund, less a \$25.00 processing charge will be granted if a cancellation is received up to 48 hours prior to the meeting. No refund will be granted if a cancellation is received less than 48 hours prior to the meeting. Substitutions with the same organizations are allowable. Exceptions to this policy may be allowed at the discretion of the VP of Programs, in consultation with the Program Chair and the President of the Wisconsin HFMA Chapter.

Golf Registration at Drugan's Castle Mound Golf in Holmen

(\$65 for 18 holes, includes green fees, cart and prizes; lunch & beverages on cash basis)

Questions regarding golf should be directed to Ted Witt at tedw@stcool.com

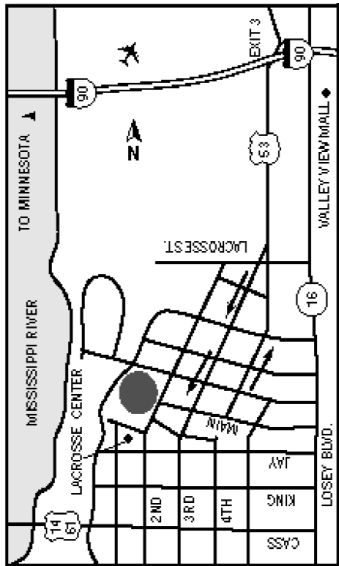
Name Preferred Tee Time/Pairing Phone No. E-mail Address

You will be contacted with your actual tee time and pairing.

Note: A limited number of golfers will be accommodated. Program registrants will be given priority. Golf registrants are required by September 5, 2008.

Total Enclosed: \$ _____ Make checks payable to *Wisconsin HFMA*.

Program Location



Radisson Hotel La Crosse

200 Harborview Plaza
(street location is 2nd and Main)
La Crosse, WI 54601

For Reservations: 800.333.3333
or
<http://www.radisson.com/lacrossewi>

Directions from I-90 West:
Take Exit 3 off of I-90. This is Hwy 53 South. Go about 4 miles, you will be downtown on a one-way called 3rd Street. When you get to Main Street, Take a right and go one block. The Radisson is on 2nd Street.

Program Coordinators

- | | |
|------------------|---------------------------------------|
| • Karen Brunow | • Leif Nygaard |
| • Todd Clegg | • Charles Roeder |
| • Mike Everson | • Tammy Rowland |
| • Shawn Gretz | • Wendy Schultz |
| • Robert Gulig | • DuWayne Severson |
| • Glenn Krauss | • Jaime Socci |
| • Bonnie Lee | • Brian Stephens |
| • Gary Lewins | • Rodney Van Bibber |
| • David Meister | • Matt Wahoske, <i>Program Chair</i> |
| • Alan Mendeloff | • Ted Witt |
| • Todd Nova | • Carmen Wolf, <i>VP of Education</i> |

Program Agenda

Thursday, September 11, 2008

- 7:30 - 8:15 **Registration and Continental Breakfast**
- 8:15 - 8:30 **President's Welcome**
- 8:30 - 9:45 **"The Domino Effect:
The Economy, Politics, and Health Care Financing"**
Emily Friedman, Nationally known Keynote Speaker
- 9:45 - 10:00 **Break**
- 10:00 - 11:30 **"Medicare Advantage Plans - Challenges for Providers and Payers Alike"**
Chris Abbott, Secure Horizons; Emily Lundberg, Today's Options;
Lori Zindl, Outsource, Inc.; *moderator:* Rich Donkle, Rural WI Health Cooperative
- 11:30 - 12:30 **Lunch**
- 12:30 - 1:45 **"Mapping the Revenue Cycle: A Creative Approach and Real-World Results: Mayo Clinic Case Study"**
Tricia Lanzel and Rick Rein, Mayo Clinic;
Scott Helmers, Harvard Computing Group - *ANI Speakers*

Breakout Sessions

- 1:45 - 4:30 **Breakout Session A: "Form 990-Schedule H Workshop"**
Keith Hearle, Verité Healthcare Consulting, LLC - *ANI Speaker*
- 1:45 - 3:00 **Breakout Session B: "Battling Common Reimbursement Issues: Dispute Techniques"**
J. Matthew Vines, AHC, Healthcare Receivables Management
- 3:00 - 3:15 **Break** (for both Breakout Sessions)
- 3:15 - 4:30 **Breakout Session B: "2009 Regulatory Update: The Only Constant is Change"**
Lori Wink and Todd Nova, Hall, Render, Killian, Heath & Lyman, P.C.

Friday, September 12, 2008

- 7:30 - 8:30 **New Member Breakfast**
- 7:30 - 8:30 **Breakfast**
- 8:30 - 10:00 **Breakout Session A: "Tightening Credit Markets and the Implication for Healthcare Providers"**
Zachary Hafner, Kaufman, Hall & Associates
- 8:30 - 10:00 **Breakout Session B: "HFMA Certification Overview"**
Bob DeFelice, Chairperson Certification Committee HFMA
- 10:00 - 10:15 **Break**
- 10:15 - 11:30 **"Medicaid Portal"**
Dave Miess, EDS

Topic Summaries

Thursday, September 11, 2008

8:30 - 9:45 **“The Domino Effect: The Economy, Politics, and Health Care Financing”**
Emily Friedman

A flagging economy, high fuel and food prices, and continued inflation in health care that is well above the general rate make for a dangerous combination of influences. What will the effect be on public and private financing, insurance coverage, ability to pay, bad debt, and charity care - especially in an election year? After this presentation, attendees will better understand the interaction of general economic factors with health care; identify key areas of concern in terms of reimbursement; and, be better prepared for more problems with bad debt and charity care.

10:00 - 11:30 **“Medicare Advantage Plans - Challenges for Providers and Payers Alike”**
Chris Abbott, Secure Horizons; Emily Lundberg, Today's Options;
Lori Zindl, Outsource, Inc.; *moderator*: Rich Donkle, Rural WI Health Cooperative

In this facilitated panel discussion the moderator will begin with an overview of Advantage Plan penetration in Wisconsin. Payers and providers will share their challenges. Providers will be given the opportunity to ask questions of the payer panelists, and a billing agent will share tips for navigating the Medicare Advantage reimbursement landscape.

12:30 - 1:45 **“Mapping the Revenue Cycle: A Creative Approach and Real-World Results: Mayo Clinic Case Study”**
Tricia Lanzel and Rick Rein, Mayo Clinic;
Scott Helmers, Harvard Computing Group - *ANI Speakers*

After this session attendees will be able to:

1. Create simple, effective, dynamic process maps of any health care process
2. Identify and highlight bottlenecks, timing issues, and other process deficiencies
3. Design better process documentation to increase compliance with regulations
4. Simplify best practices by creating a well-documented and well-understood process

1:45 - 4:30 **Breakout Session A: “Form 990-Schedule H Workshop”**
Keith Hearle, Verité Healthcare Consulting, LLC - *ANI Speaker*

In this 2 ¾ hour workshop attendees will gain the in-depth knowledge needed to complete the Form 990-Schedule H worksheet. Attendees will receive the following:

1. Guidance on meeting the fiduciary and mission requisites for hospital tax exemption and gain clarification on what is meant by community benefit
2. Learn the reporting requirements of the IRS for Schedule H and the use of a standardized reporting framework to the IRS and others.

1:45 - 3:00 **Breakout Session B: “Battling Common Reimbursement Issues: Dispute Techniques”**
J. Matthew Vines, AHC, Healthcare Receivables Management

In this session attendees will receive the following:

1. Tips for resolving your most significant receivables management challenges
2. Insight into how to go beyond the federal rules and state regulations to dispute claims

3:15 - 4:30 **Breakout Session B: “2009 Regulatory Update: The Only Constant is Change”**
Lori Wink and Todd Nova, Hall, Render, Killian, Heath & Lyman, P.C.

This session will provide an overview of statutory, regulatory and other changes to the Medicare program that may impact hospitals, physicians and other providers. The objectives of this session will be:

1. To provide an overview of the Medicare Improvements for Patients and Providers Act of 2008
2. To provide an overview of the changes (proposed and final) to the hospital and physician payment systems
3. To provide an overview of other significant changes, including the Stark rules, the proposed RHC/FQHC rules, Hospital Conditions of Participation changes, and proposed DEA regulations addressing electronic prescriptions of controlled substances.

Friday, September 12, 2008

8:30 - 10:00 **Breakout Session A: “Tightening Credit Markets and the Implication for Healthcare Providers”**
Zachary Hafner, Kaufman, Hall & Associates

In this session attendees will receive an overview of today's capital market and credit environment for health care. Attendees will leave the session understanding the following:

1. Implications for access to capital, cost of capital, and operational performance requirements
2. Approaches hospitals and health systems are taking vis-à-vis damage control, mitigating further exposure, and adapting to changing conditions

8:30 - 10:00 **Breakout Session B: “HFMA Certification Overview”**
Bob DeFelice, Chairperson Certification Committee HFMA

Certification sets you apart as a leader in your profession. This course will cover all aspects of certification application, requirements, study techniques, source materials, and preparation for the test. The Wisconsin Chapter is committed to assisting our members in obtaining certification. We'll help you get ahead.

10:15 - 11:30 **“Medicaid Portal”**
Dave Miess, EDS

Learn about Wisconsin's ForwardHealth interChange system. Attendees will learn the following:

1. Overview of the new claims processing system
2. Use of provider portal accounts to conduct business with ForwardHealth
3. Actions the provider community should take in preparation of implementation.