



hfma

HFMA Appalachian Chapter of Central Pennsylvania

EDUCATION SESSION

Chargemaster Management

Thursday January 28, 2010

Meeting Information

PROGRAM OBJECTIVES: To provide senior and intermediate level education on chargemaster maintenance for both hospital providers and physician offices. A general session will be held in the morning for both provider settings, and will include a review of proper descriptions, pricing methodologies, revenue codes, modifiers, HCPCS/CPT reporting, and covered services. Observation and one day stays will be discussed during both breakout sessions in the afternoon. The hospital afternoon session will end with a question/answer period. Physician coverage will be devoted to the billing of professional services, operational challenges in charge capture, coding changes and challenges, and understanding the implications of the CDM in the reporting of RVUs.

TARGET AUDIENCE: Chief Financial Officers; Revenue Cycle Directors, Managers and Staff; Chargemaster Coordinators; Patient Accounting Managers, Directors and Staff; and Internal Audit Directors/Managers.

PREREQUISITES: Advanced Preparation is not required

CPE CREDITS: 8 Other (hospital session); 7 Other (physician session)

DRESS: Business Casual

LOCATION: Wildwood Conference Center
Harrisburg Area Community College (HACC)
One HACC Road, Harrisburg, PA
Phone: 717-780-2678



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AGENDA

8:30 a.m. Registration and Continental Breakfast

9:00 a.m. Welcome and Announcements

9:15 a.m. Essentials of CDM Management
Leonard Womack, CEO, ChargeMaster Institute

10:30 a.m. Break

10:45 a.m. Essentials of CDM Management, continued
Leonard Womack, CEO, ChargeMaster Institute

12:30 p.m. Lunch

1:30 p.m.

Break Out – Hospitals

1:30 – 4:30pm

includes 15 minute break

**Observation – Coding, Billing,
CDM Issues**

and

**Question/Answer Session (Questions
may be submitted prior to meeting.)**

*Leonard Womack, CEO,
ChargeMaster Institute*

Break Out - Physicians

1:30 pm – 3:45pm

includes 15 minute break

**Understanding the Challenges
Facing the Billing of Professional
Services, including Observation and
One Day Stays; Charles Zorn, CEO,
MCB Management & Physician Support
Services; Charlotte Kohler,
President/Founder of Kohler Healthcare
Consulting**

4:30 p.m. Day End Raffle and Announcements/Adjournment



FAST FAX RESPONSE

TO: Carrie Frey
Memorial Hospital

FAX #: (717) 849-5755

HFMA Appalachian Chapter of Central Pennsylvania
Registration Form

Name: _____

Title: _____

Company: _____

Address:

Phone: _____ **Email:** _____@_____

HFMA MEMBER? Yes No

ATTENDING LUNCH? Yes No

The following individual(s) also will attend:

Name: _____ **Title:** _____
HFMA MEMBER? Yes No **ATTENDING LUNCH?** Yes No

Name: _____ **Title:** _____
HFMA MEMBER? Yes No **ATTENDING LUNCH?** Yes No

Educational seminar fee includes materials and lunch.
HFMA Member – **\$65** Student/Retired/Unemployed Member - **\$30**
Non-HFMA Member - **\$75**

Make check payable to: HFMA APPALACHIAN CHAPTER

Please **Fast FAX registration form by January 20, 2010** and follow-up with a check to:
Carrie Frey, Reimbursement, Revenue & Budget Manager
Memorial Hospital
325 S Belmont St. York, PA 17403
Phone: (717) 849-5450 Fax: (717) 849-5755 Email: CFrey@mhyork.org

Please Note: To avoid being charged the full registration fee, cancellations MUST be made 72 hrs prior to the meeting date by calling or emailing Carrie Frey. Thank you.

Speaker Biographies

Leonard Womack, CEO, The ChargeMaster Institute

Leonard Womack is president and founder of The ChargeMaster Institute, established July, 2001, and located in San Marcos, California. He has 14 years of experience in the ancillary hospital setting and has spent 21 years performing chargemaster reviews. The ChargeMaster Institute has provided chargemaster reviews and education sessions for more than 170 hospitals, reviewing more than 2.5 million lines of data. Their CDM tool is leased to several other CDM consulting companies, and has recently completed the development of a new Denials Management tool with a development partner (Serdap).

His publications include *Part B Newsletter* and *CCH Compliance Advisor*.

Charles Zorn, CEO, MCB Management & Physician Support Services, LLC

Chuck has over 30 years of experience in the health care industry in Maryland. He is the Chief Executive Officer of MCB Management services, LLC, a physician practice management company and Physician Support Services, LLC, a physician billing credentialing and coding company based in Maryland. Current clients range from solo and multi physician practices to a number of Maryland hospitals. Prior to joining his current companies, Chuck worked for 13 years in various finance and rates and reimbursement positions at Union Memorial Hospital and at the corporate offices of Helix Health (now MedStar). Chuck also worked at University of Maryland Hospital in rates and reimbursement and budget and for McBee Associates during his healthcare career.

Chuck has a Masters in Business Administration from Loyola College and a Bachelor of Arts Degree in Business Administration – Accounting from Towson University. He is a Certified Public Accountant and a Fellow of The Healthcare Financial Management Association. Chuck serves as the Co-Chair for the Annual Institute Committee, a member of the Programming Committee and was past Director of the chapter (2006 – 2008). He is the current Treasurer of the Maryland Chapter. Chuck is a member of the AICPA and MACPA.

Speaker Biographies

Charlotte Kohler, President and Founder, Kohler Healthcare Consulting

Charlotte Kohler, CPA, CVA, CPAM, CPC, CHBC is the President and Founder of Kohler HealthCare Consulting and has more than 30 years of health care experience starting with nursing on the clinical side to the Finance CFO and Compliance Officer. Ms. Kohler has experience with coding surveys, coding of outpatient services, coding and charge capture improvement, and hospital chargemaster improvements. Charlotte has experience as a Chief Operating Officer of a hospital-based emergency department and primary care medical practice. Subsequently, her consulting has provided assistance to more than 100 medical practices in all areas of operations. She has provided education to many physicians and coders -- utilizing the clinical and operation viewpoint to help understanding by the attendees. She has reviewed current charging and coding methodology (CPT and ICD-9 CM) to ascertain potential "audit liability", and improved income potential. In addition she developed many courses and educational materials on these subjects. Recently, she has been working with hospital employed medical group to evaluate compliance issues in light of OIG investigations and upcoming Integrity Agreements. This includes the appropriate use of mid-level providers and place of service billing issues. Additionally, she has been a Compliance Officer of a five hospital integrated delivery system, which included responsibility for the compliant billing of over 500 teaching and office based practices. Charlotte assists in the start of medical practices and the valuation of fair market value for setting of salaries and RVU compensation plans.