



****** UPDATED AGENDA ******
****** with REVISED SESSION DATE ******

HFMA Appalachian Chapter of Central Pennsylvania
EDUCATION SESSION

A/R in the Current Economic Climate
& Financial Metrics for Budgeting
Wednesday, February 25, 2009

Meeting Information

PROGRAM OBJECTIVES: To provide senior and intermediate level education on: (1) Key performance indicators, AR valuation, current issues, (2) how to use minimalist tactics for predicting bad debt effects on the budget and accounts receivable and (3) using your financial metrics to secure board budget approval.

TARGET AUDIENCE: Chief Executive Officers, Chief Financial Officers, Controllers, Reimbursement & Budgeting Directors/Managers Revenue Cycle Manager/Director Patient Accounting Managers/Directors, Patient Admissions/Access Managers/Directors, Accountants, Accountants and Analysts

PREREQUISITES: Advanced Preparation is not required, however, it is highly encouraged for this workshop/presentation style meeting to bring the following items:

- Balance Sheet and Summary Income Statement with Budget Comparison
- Audited Financial Statements
- Patient Day Statistics and Other Dashboard Reports
 - ✓ Bring your method for calculating Days in AR
 - ✓ Contractual Write offs
 - ✓ Late Charges
 - ✓ Aging by major payers
 - ✓ Bad Debt
 - ✓ Charity Care
 - ✓ Number of accounts
 - ✓ Number of accounts assigned to each biller/collector
- Calculator

CPE CREDITS: 8.00 Other CPE hours

DRESS: Business Casual

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

Directions to this location available on the Chapter's website at:
http://www.centralpahfma.org/Directions_HACC_WildwoodConfCenter.pdf



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AGENDA

- 7:30 a.m. Board Meeting**
- 8:30 a.m. Registration and Continental Breakfast**
- 8:55 a.m. Welcome and Announcements**
- 9:00 a.m. Regulatory and RAC Update**
Greg St Clair and Vonda Moon, Sunstone Consulting
- 9:45 a.m. AR in the Current Economic Climate – A Proactive Approach,**
Marty Brutscher, Vice President, McBee Associates, Inc
- **Key Performance Indicators – Financial and Operational**
 - **AR Maximization**
 - **“Good Revenue Gone Bad” - AR Valuation – properly stating the AR, and the collaboration between Patient Accounting and Finance**
 - **Bringing it ALL Together – Monitoring Structure & Front End Controls**
- 10:30 a.m. Break**
- 10:45 a.m. (continued) AR in the Current Economic Climate**
- 12:00 Lunch**
- 1:00 p.m. Bad Debt Effects on A/R and Budget**
Roger Poremsky, Paths, LLC.
- 2:00 p.m. Break**
- 2:15 p.m. Using Financial Metrics for Budget Board Approval**
Brian Kelly, Vice President and Jane Benjamin, Vice-President Kaufman Hall
- 4:30 p.m. Day End Raffle and Announcements/Adjournment**

Biographies

Vonda K. Moon, M.S.

Sunstone Consulting, LLC (717) 600-0314

Vonda is a senior manager for SunStone Consulting. She has over seventeen years of experience assisting healthcare providers with operational, revenue, reimbursement and regulatory solutions. Vonda has held various operational positions, including Supervisor of Patient Accounts, Internal Auditor, Financial Analyst, and Manager of Reimbursement & Contracting and most recently as Director of Revenue Management.

Vonda has received national recognition for her efforts in Revenue Cycle Management and Contract Compliance. She has participated in a statewide effort to trend revenue cycle indicators and has been recognized for her development of Revenue Cycle Management. She also specializes in the following areas: Charge Description Master (CDM), Contract Management, Healthcare governmental compliance, reimbursement, and revenue cycle.

Vonda received a M.S. in Health Services Administration at the University of St. Francis and a Bachelor of Science in Business Administration from Shippensburg University of Pennsylvania.

Gregory S. St.Clair, Sr.

Sunstone Consulting, LLC (717) 652-1422

Greg St. Clair is the Managing Principal for SunStone Consulting. He has over twenty years of leadership experience, assisting healthcare providers with reimbursement and regulatory solutions.

Greg has gained national recognition for his technical experience with compliance issues with healthcare attorneys, the U.S. Attorney's Office, the Office of Inspector General, Fiscal Intermediary and Part B Carrier enforcement agencies, and various Medicaid programs. He also specializes in Healthcare governmental compliance, Part B billing, coding and reimbursement, litigation support, chargemaster standardizations/consolidations, and charge process efficiencies.

Greg received a Bachelor of Science in Accounting and Finance from Juniata College in Huntington, PA.

Marty Brutscher,

McBee Associates

Martin Brutscher, Principal, has been with McBee Associates, Inc., a health care financial and management consulting firm, since 1992. Mr. Brutscher has more than 24 years of health care management experience, primarily focused on revenue cycle operations. He has been instrumental in developing McBee Associates approach to HIPAA, revenue cycle operations and revenue improvement initiatives.

Mr. Brutscher has spent that last 20 years working with clients throughout the country on various revenue cycle engagements. Over his career, Mr. Brutscher has improved revenue cycle operations for clients ranging from multi-hospital health systems to small sole community providers. Engagements he directed have resulted in substantial cash flow improvements, significant cost reductions and enhanced operations efficiencies by better use of automation.

Mr. Brutscher has spoken to a number of groups across the country on the impact of HIPAA on providers operations, including two presentations at HFMA ANI's. He has authored two different White Papers on the transaction standards that have been posted to the Health Financial Managers Association (HFMA) web site as well as one article that was published on CMS's Medlearn Matters website.

Mr. Brutscher and McBee Associates have been working with clients in two of the three demonstration states to address RAC denials. This experience has helped the firm gain valuable insight into the clinical documentation and coding issues that are resulting in RAC denials.

Roger D. Poremsky, CPAM
Paths, LLC (610) 437-7144

Roger D. Poremsky has more than twenty years of experience in patient Financial Services Management for the Healthcare Industry. Recently Roger held the position of Executive Director of Sales and Marketing as well as Director of Billing for a national healthcare management company. In his dual role, Roger was responsible for direct management and supervision of over 80 healthcare professionals in the areas of Billing, Receivable Management, Collections and Client Services. Roger previously held key management positions in two hospitals. His Patient Financial Services experience includes management of Patient Accounting, Information Systems, patient Access and Collections. Roger has successfully guided hospitals through multiple computer conversions, coordinated the transition of a Business Office to a paperless environment, successfully implemented reporting and benchmarking standards and established a proven record of excellence for cash flow management and days in account receivable.

Roger performed undergraduate studies in Business Management at Lock Haven University and completed extensive work in Organization Management at the University of Delaware. He is an active member of the Healthcare Financial Management Association. Roger also serves on the Board of Directors and as Treasurer for the Keystone Chapter of the American Association of Healthcare Administrative Management and previously served on the National Board of Directors

Brian R. Kelly,
Kauffman Hall (724) 540-1122

Brian Kelly is Vice President of Kaufman Hall, where his responsibilities include developing financial, strategic, and capital plans, assessing joint venture, partnership, and affiliation options, and advising on merger, acquisition and divestiture transactions for hospitals and health systems nationwide.

Mr. Kelly has more than 10 years of experience in financial advisory services, most recently as a Director of Finance and Business Development at the University of Pittsburgh Medical Center and, prior to this, with Arthur Andersen and Huron Consulting Group. His work has included developing and implementing strategic business and financial plans for underperforming companies and early-stage ventures, direct oversight and management of venture-funded companies, and planning, negotiating, and structuring of mergers, acquisitions, and divestitures.

Mr. Kelly received a Masters of Business Administration, with a concentration in Corporate Finance, and a Bachelor of Science in Business Administration (Finance major) from Robert Morris University in Pittsburgh, PA.



Wednesday February 25, 2009

HFMA Appalachian Chapter of Central Pennsylvania

Registration Form

FAST FAX RESPONSE

TO: Carrie Frey
Memorial Hospital

FAX #: (717) 849-5755

Name: _____

Title: _____

Company: _____

Address: _____

Phone: _____ Email: _____ @ _____

HFMA MEMBER?	Yes	No	ATTENDING LUNCH?	Yes	No
AAHAM MEMBER?	Yes	No			

The following individual(s) also will attend:

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

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

Educational seminar fee includes materials and lunch.
 HFMA or AAHAM Member – **\$65** Student/Retired/Unemployed Member - **\$30**
 Non-HFMA Member - **\$90**

Make check payable to: HFMA APPALACHIAN CHAPTER

Please **Fast FAX registration form by February 19, 2009** and follow-up with a check to:

Carrie Frey, Reimbursement & Budget Manager
 Memorial Hospital
 325 S Belmont Street, York, PA 17403
 Phone: (717) 849-5450 Fax: (717) 849-5755 Email: Cfrey@mhyork.org

Sponsoring Member Name: _____

Sponsoring Member Number: _____

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.