

*The HFMA Appalachian Chapter of
Central Pennsylvania*



In honor of its 50 year anniversary

Is proud to present...

**Healthcare Reform:
THE NEXT DECADE**

*Educational Session
and 50th Anniversary Celebration Dinner*

**Tuesday, May 22, 2007
The Hotel Hershey**

The HFMA Appalachian Chapter of Central Pennsylvania
Educational Session and 50th Anniversary Celebration Dinner
The Hershey Hotel - Tuesday, May 22, 2007

Meeting Information

Program Objectives

To provide a current update on new developments in state, federal and legal policy affecting healthcare today. Included will be a perspective on the proposed healthcare reform for Pennsylvania, the importance of healthcare reform in the current political environment, the latest legal concerns in healthcare, and the view from Washington. We live in a time of great change in healthcare and HFMA members will gather information to help understand future developments.

Target Audience

All Chief Executive Officers, Chief Financial Officers, Controllors, Accountants, Managers/Directors, Government relations staff, Healthcare Consultants and Reimbursement and Budgeting Directors/Managers.

Prerequisites

Advanced preparation is not required.

CPE Credits

7 hours Other

Dress

PLEASE NOTE ➔ Business Attire ←

Location

PLEASE NOTE ➔ The Hotel Hershey ←

Directions

http://www.hersheypa.com/hershey_meetings/location/driving.html

Agenda

7:30 a.m. Board Meeting

8:30 a.m. Registration & Continental Breakfast

9:00 a.m. Announcements, Chapter Business and **Installation of Officers**

9:30 a.m. **Pennsylvania Healthcare Reform and the Current Healthcare Environment**, Michael Campbell, Director, Pennsylvania Health Law Project

10:30 a.m. Break

10:45 a.m. **Pennsylvania Political Environment— Government Reform, State Budget and Healthcare**, Dr. G. Terry Madonna, Director, the Center for Politics and Public Affairs, Franklin & Marshall College

12:00 noon **Lunch & Celebration of the Chapter's 50th Anniversary – includes Past Presidents Recognition**

1:30 p.m. **Current Legal Issues in Healthcare**, Joanne Judge, Esquire, Stevens & Lee

2:45 p.m. Break

3:00 p.m. **Reform U.S. Healthcare ... or Else!** Jeanne Scott, U.S. Healthcare is again at the cusp of yet another "crisis." Is it real this time, or are the politicians once again crying "Wolf!" The 2008 presidential elections are looming. What can we expect from this stampeding horde of candidates? What should we be looking at in reforming the US healthcare system

4:30 p.m. **Cocktails**

5:30 p.m. **Dinner**

6:30 p.m. **Healthcare in America and Changes on the Horizon**, Senator Rick Santorum

7:30 p.m. Session Concludes

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Speaker Bios

Dr. G. Terry Madonna

At Franklin and Marshall College, Dr. Madonna is Director of the Center for Politics and Public Affairs, Professor of Public Affairs, and Director of the Franklin and Marshall Keystone Poll. For more than 30 years, Madonna has taught and written about his two academic specialties: the American presidency, and American political parties and political behavior. As a pollster in recent years, he has written extensively about voters and voting behavior. He holds a PhD in political history from the University of Delaware. Before joining the faculty at Franklin and Marshall, Dr. Madonna was professor and chair of the Government Department and headed the Center for Politics and Public Affairs at Millersville University. Additionally, he has been named an "Outstanding Speaker of the Year" by the Speech Communication Society of Pennsylvania, has served as a Commonwealth Speaker for the Pennsylvania Humanities Council, and was given the Daniel Roselle Award by the Middle States Council for the Social Studies.

Joanne Judge

Joanne Judge one of the highest profile women in health care, brings 20 years of health care and financial expertise to Stevens & Lee. She focuses her practice in transactional and regulatory matters for health care systems, long-term care organizations and physician practices, including mergers and acquisitions, joint ventures, affiliations and reorganizations, health care contracting, licensure, antitrust planning and compliance-related issues along with Medicare and Medicaid reimbursement issues. Joanne represents senior living facilities with more than 4,000 beds or units.

Joanne is a Certified Public Accountant and served as the President of Community Hospital of Lancaster for seven years and previously as its Chief Financial Officer. She is a Fellow in the Healthcare Financial Management Association and was honored with its national lifetime achievement award in 1999. She was also named one of Pennsylvania's Best 50 Women in Business in 2000 for her significant contributions to job growth in Pennsylvania. Joanne has taught at Franklin & Marshall College and Millersville University, speaks nationally on health care issues and writes articles for numerous publications.

Joanne has served in leadership capacities in community and professional organizations, including the Hospital Association of Pennsylvania and the Pennsylvania Health Care Cost Containment Council. She is the past Chairman of the Lancaster Chamber of Commerce and the Lancaster United Way Campaign.

As published in *Philadelphia* magazine, Joanne was recognized as a Pennsylvania Super Lawyer in 2005 and 2006 by being selected by her peers as among the top 5 percent of lawyers in the Commonwealth. Education: Villanova University School of Law, J.D., *cum laude*, 1996, St. Joseph's Univ, B.S., 1974, Bar Admissions: Pennsylvania

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Speaker Bios

continued

Jeanne Schulte Scott

Jeanne Scott has been one of the nation's leading health care lobbyists for over 30 years. In addition to her lobbying on behalf of the health care industry, currently Ms. Scott is the somewhat irreverent writer, editor and publisher of what she has humbly named *theJeanneScottletter*, a peripatetic electronic newsletter, reporting on developments in "health care reform," that is widely read in many health care circles. In previous lives, she has been the director of government relations for NDCHealth, the Washington, DC office director and chief lobbyist for the Catholic Health Association and a former Assistant Attorney General for the State of Michigan. She served during the first Reagan Administration as counsel to the Health Care Financing Administration, the friendly folks that brought us DRGs and RBRVS. She is a veteran "inside-the-beltway Washington DC" lawyer but she is now enjoying the opportunity to get out and see first hand for herself just what a mess those "inside-the-beltway" types have made of the U.S. health care system.

Ms. Scott is a past national chair of the trade group of companies in the health care EDI industry, the Association for Electronic Health Care Transactions (AFEHCT), and has served on the board and executive committee of the Workgroup on Electronic Data Interchange (WEDI), having been one of its officers. She is one of the founding members of what is now the American Health Lawyers Association. She is also the author of numerous articles and publications, including a monthly column ("Eye on Washington") in the Journal of the Healthcare Financial Management Association. She is a frequent and very popular speaker at conferences, seminars and "after dinner." Her proudest current achievement is being grandmother to Caitlin, Hannah, Eamon, Elvis (really, she really does have an "Elvis"), and the fantabulous sets of twin granddaughters, Maggie and Iris, born October 2004, and Zoë and Selema, following in December.

www.health-politics.com Email: jeanne.scott@health-politics.com

Rick Santorum

Richard John "Rick" Santorum provides firm clients in the Business Division of Eckert Seamans Cherin & Mellott, LLC's Washington, D.C. office with a variety of counseling and consulting services, including counsel on matters ranging from litigation strategy and corporate planning, to corporate governance and business development.

Mr. Santorum served as United States Senator from Pennsylvania from 1995 to 2007. During his tenure, he served on the Senate Armed Services Committee; the Rules Committee; the Joint Economic Committee; the Senate Agricultural Committee; the Senate Banking, Housing and Urban Affairs Committee; the Special Committee on Aging; and the Senate Finance Committee. From 2001 to 2007, Mr. Santorum served as Chairman of the Senate Republican Conference, where he directed the communications operations of Senate Republicans and was the third-ranking member of the Republican leadership. In the Senate, Mr. Santorum was a strong supporter of the establishment of Health Savings Accounts (HSAs), which are

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Speaker Bios

continued

giving millions of Americans ownership over their health insurance options. He was also instrumental in helping more than a dozen Pennsylvania hospitals obtain the necessary Medicare reimbursement to ensure that hundreds of their doctors, nurses and staff could continue practicing medicine. As a member of the Senate Finance Committee, Mr. Santorum was a leader in addressing the looming crisis of Social Security bankruptcy. He also used his seat on the Finance Committee to protect non-profit organizations from onerous federal regulations, and fought to protect all Americans from higher taxes and slower economic growth. Senator Santorum was also an active member of the Senate Banking, Housing and Urban Affairs Committee where he played a key role in ensuring that the federal government continues to invest in mass transit infrastructure and working to provide affordable housing for all Americans.

In addition, Mr. Santorum was instrumental in the passage of several key pieces of legislation: the Welfare Reform Bill of 1996, the Partial Birth Abortion Ban Act, the Born-Alive Infants Protection Act, the Combating Autism Act, the Farmland Preservation Act, the Abandoned Mine Lands Reform Act, the Multi-Employer Pension Reform Act, the Global Aids Authorization Act, the Syria Accountability Act, and the Iran Freedom Support Act.

Serving in the U.S. House of Representatives from 1991 to 1995, Mr. Santorum fought for congressional accountability and fiscal responsibility. And as a member of the Gang of Seven, he led the fight to expose Members of Congress who were abusing their check-cashing privileges at the House Bank. In addition to his work with the firm, Mr. Santorum also serves as a Senior Fellow with The Ethics and Public Policy Center in Washington, D.C. and is a contributor on Fox News Channel.

Education: J.D., Pennsylvania State University - The Dickinson School of Law, 1986, B.A., Pennsylvania State University, 1980; M.B.A., University of Pittsburgh, 1981.

Meeting Sponsors





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FAST FAX RESPONSE

TO: Marilyn Butler, Holy Spirit Hospital

FAX #: (717) 763-3043

Meeting Registration Form

Name: _____

Title: _____

Company: _____

Address: _____

Phone: _____ Email: _____@_____

HFMA MEMBER? Yes No Full Day Meeting Only Dinner Only

The following individual(s) will also attend:

Name: _____ Title: _____

HFMA MEMBER? Yes No Full Day Meeting Only Dinner Only

Name: _____ Title: _____

HFMA MEMBER? Yes No Full Day Meeting Only Dinner Only

FULL DAY: Educational Session, Meeting Materials, Lunch, Cocktails, Dinner & Speaker:
HFMA Member– \$100 Student/Retired/Unemployed Member - \$50 Non-Member - \$150

MEETING ONLY: Educational Session Only Includes Meeting Materials and Lunch:
HFMA Member– \$70 Student/Retired/Unemployed Member - \$30 Non-Member - \$100

DINNER ONLY: Includes Cocktails, Dinner & Speaker:
HFMA Member– \$40 Student/Retired/Unemployed Member - \$30 Non-Member - \$60

Make check payable to: HFMA APPALACHIAN CHAPTER

Please fast FAX registration form by May 14, 2007 and follow-up with a check to:

Questions to Marilyn Butler at:

Phone: (717) 763-2584
Fax: (717) 763-3043
Email: mbutler@hsh.org

Marilyn Butler
Reimbursement Manager
Decision Support Department
Holy Spirit Hospital
503 N. 21st Street
Camp Hill, PA 17011-2204

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 Marilyn Butler. Thank you.