



HFMA Appalachian Chapter of Central Pennsylvania
EDUCATION SESSION

Cash is King!

Thursday, July 29, 2010

Meeting Information

PROGRAM OBJECTIVES: To provide senior and intermediate level education on: (1) POS Collections (2) Automating your Patient Financial Clearance Process, a Virginia hospital's case study; (3) Self-Pay Collections: Discounting and Billing, including panel discussion of best practices; (4) The audit of Reserves: Contractual and Bad Debt including a panel discussion of best practices (4) Charity reporting on the 990.

TARGET AUDIENCE: Chief Executive Officers, Chief Financial Officers, Chief Operating Officers, Controllers, Accountants, Reimbursement & Budgeting Directors/Managers, Revenue Cycle Directors/Managers, Patient Accounting Directors/Managers, and Patient Admissions Directors/Managers.

PREREQUISITES: Advanced Preparation is not required.

CPE CREDITS: 8.00 CPE hours, 5 Other and 2 A&A and 1 Tax

DRESS: Business Casual

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

Directions to this location available at the following link:
http://www.centralpahfma.org/Directions_HACC_WildwoodConfCenter.pdf



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AGENDA

- 7:30 a.m. Director's Meeting**
- 8:30 a.m. Registration and Continental Breakfast**
- 8:45 a.m. Welcome and Federal Reimbursement Update**
Rich Imbimbo, President of our Chapter, CFO, Memorial Hospital
Jim Van Etten, Manager, Sunstone Consulting, LLC
- 9:15 a.m. POS Collections Case Study, What's in the magic to get the cash upfront?**
Richelle Fleischer, CFO, Riverside Health System in Richmond, VA
- 10:30 a.m. Break**
- 10:45 a.m. Patient Financial Clearance Process**
Cassie Wolf, Spend Compass/Advisory Board
Jim Jones, Director Patient Accounting, Holy Spirit Hospital
- 11:45 a.m. Self-Pay, Discounting and Billing that leads to Collections**
Denise Kennedy, Lancaster General Hospital
Christy Pehanich, Geisinger
Chris Stottlemyer, Memorial Hospital
- 12:45 p.m. Lunch**
- 1:30 p.m. Reserves – Bad Debt & Contractual : A/R Panel Discussion with Audit Guidance**
Peter Ryan, Partner, KPMG
Chuck Condran, Accounting Manager, Memorial Hospital
Jim Dehoff, VP and Regional Controller, Select Medical Corp.
Doug Heishman, Wellspan
Jim Rotherham, Administrator, Lehigh Valley Hospital
- 3:30 p.m. Break**
- 3:45 p.m. All this charity – reporting on the 990**
Denise Villebrande, ParenteBeard
- 4:45 p.m. Adjourn**



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SPEAKER BIOS

Jim Van Etten, Manager at Sunstone Consulting, LLC. Jim is a Director on Central PA HFMA Board and Program Co-Chair.

Richelle Fleischer, CPA, Administrative Director of Revenue Cycle Management at Riverside Health System, Newport News, Va.,
Is a member of HFMA's Virginia Chapter

Cassie Wolfe, Revenue Cycle and Self Pay Compass Product Manager at the Advisory Board Compass. Cassie has been on the Revenue Cycle Value Team since October 2007. Cassie is a Dedicated Advisor on the Compass Delivery team. She is the Product Manager for Self Pay Compass and oversees cohort services for the membership. Prior to joining the Advisory Board, Cassie worked in the Banking and Financial industry as a bad debt management consultant, with an emphasis in bad debt portfolio analysis and collections process redesign.

Jim Jones, Director of Patient Financial Services at Holy Spirit Hospital. Jim began his career in health care nearly 30 years ago as an internal auditor for a relatively large health insurance company. With the exception of spending approximately six years in the capacity of a billing compliance officer for a large academic medical center, Jim has spent the vast majority of his career in the role of a hospital patient accounting director. In addition to HFMA, Jim is a member of the American Academy of Professional Coders and is a certified professional coder.

Denise Kennedy, CPA, Vice President of Financial Services at Lancaster General Health. Denise began her career at LGH as Director of Internal Audit after spending almost ten years as a financial auditor with Ernst & Young LLP. She has been in her current Revenue Cycle role for a little over ten years.

Christy L. Pehanich, Sr. Director Professional Operations, Revenue Cycle Department at Geisinger Health System. Christy has been employed by Geisinger Health System since January 1998. Her primary responsibilities include directing Professional Billing, Professional Insurance Collections, Medical Assistance Eligibility and the Combined Self Pay Collection units. She is a member the Healthcare Financial Management Association (HFMA), the Medical Group

Management Association (MGMA) and the American Academy of Professional Coders (AAPC). She currently serves as Treasurer and Secretary of the Danville AAPC Chapter.

Christy holds a Bachelors of Science in Health Care Administration from Towson University and a Masters Degree in Health Services Administration from Marywood University.

Christine L. Stottlemyer, CPAM, Director of Patient Accounting at Memorial Hospital. Chris has worked in health care for the past 29 years. She is responsible for the entire Revenue Cycle including a centralized Call Center (scheduling and pre-registration), Central Registration, and all Business Office functions.

Chris has been a National AHAM member for over 25 years where she obtained her professional certification in 1987. She is currently serving as the National AAHAM First Vice President. Previously, she served as National Membership Chair and National Education Chair. She has also held several local leadership positions within the Keystone Chapter, most recently completing her positions as President and Board Chair.

Chris has won various awards from both her local Chapter and the National organization including the National President's award in 2005. In addition, she has authored several articles for both the Local and National Journals.

Peter A. Ryan, Audit Partner in KPMG's Healthcare practice. Pete has more than 25 years of experience. He provides audit and audit-based advisory services to health systems, managed care companies, hospitals, physician practices and other healthcare providers. He has served as engagement or concurring review partner on large multi-provider integrated delivery systems, health insurance organizations, and physician practice plans, as well as primary and specialized care facilities in the Midatlantic area. He has many years of experience with Medicare, Medicaid, and private payor regulations, including cost reports, reimbursement estimates, and statutory reporting under NAIC regulations. He is a national instructor in our healthcare practice, leading many firmwide training seminars in the healthcare field.

Pete graduated from the University of Virginia with a BS degree in commerce. He is a member of the AICPA, the Maryland Society of Certified Public Accountants, and the Healthcare Financial Management Association. He is also a licensed CPA in Maryland, Virginia, and Pennsylvania.

Charles C. Condran, Manager of Accounting at Memorial Hospital. Chuck has been employed by Memorial Hospital since 1997 and became Manager of Accounting in 2001. His responsibilities include oversight of daily operations of the Accounting Department which includes General Ledger, Accounts Payable and Fixed Assets. Activities also include preparation of Financial Statements and assistance with Annual Operating, Capital and 990 Returns.

James L. Dehoff, Jr., Vice President & Divisional Controller at Select Medical Corporation.

Jim currently serves as Vice President & Divisional Controller for Select Medical Corporation. In this leadership position, Jim is charged with the financial reporting, operations, contracting and reimbursement of hospitals within Select Medical's long-term acute care (LTAC) hospital division. He is directly responsible for 22 freestanding LTAC hospitals and one management contract. Based in Mechanicsburg, Pennsylvania, Select Medical is a leading provider of specialized health care. The company has 22,500 employees and operates hospitals and outpatient clinics in 41 states and the District of Columbia.

Jim joined Select Medical in September of 1998 as a Regional Controller in the company's Inpatient Accounting department, and was later promoted to Vice President in 2001. During his tenure with the company, Jim had an integral role in developing many of the financial processes and systems and successfully integrating them into the company's daily operations. During the last two years, Jim was assigned financial oversight of Select Medical's freestanding LTAC hospitals, which utilize a more complex operations model than the company's hospital-within-a-hospital model.

Prior to joining Select Medical, Jim was employed by Integrated Health Services, an operator of nursing homes and sub-acute facilities based in Owings Mills, Maryland. During his time with the company, he served in positions of increasing responsibility, starting as staff accountant followed by promotions to Assistant Controller and then Controller. Jim started his career in the accounting department at Carroll County Hospital, a regional acute care hospital based in Westminster, Maryland.

Jim holds a bachelor's degree in accounting from Millersville University in Millersville, Pennsylvania and an MBA from Mount St. Mary's University in Emmitsburg, Maryland. Active within his community, Jim is a supporter of the American Heart Association. He also serves as chairperson of the Select Medical walk team that participates annually in the Capital Region Heart Walk.

Doug Heishman, Director of Financial Management & Planning at Wellspan Health. Doug was our HFMA chapter president from 2000-2001.

James Rotherham, Administrator, at Finance Lehigh Valley Health Network
Responsible for Network revenue management

He began in healthcare in 1982 by working as a DRG Coordinator at Warren Hospital in Phillipsburg, NJ. Warren was one of the 26 hospitals in NJ that participated in the DRG trial. In 1984 moved to Allentown Sacred Heart Hospital Center to assist in the preparation and management of revenue cycle changes needed to accommodate DRG reimbursement. In addition, he has held the following positions: Reimbursement Manager, Allentown Sacred Heart Hospital Center, Controller, Lehigh Valley Hospital, Assistant Vice President, Budgeting and Reimbursement Lehigh Valley Hospital & The Allentown Hospital.

Jim is a Graduate of Elizabethtown College with a degree in accounting and is licensed as a CPA and achieved Fellow status with the HFMA.

Jim's community involvement includes being a Finance Committee member of the Pa Burn Foundation and a Board President at Casa Guadalupe, a Lehigh Valley social services agency and finally a Development Committee Chair at the, Hellertown Area Library

Denise A. Villbrandt, Senior Manager in ParenteBeard's Tax Department. She is located in the Central PA and MD region of the firm. Denise has more than 20 years of experience in the accounting profession, including 14 years in public accounting. She specializes in the taxation of corporations, partnerships, and not-for-profits. As a senior manager, Denise plays a significant role in tax compliance and consulting services to the Firm's exempt organizations including healthcare, senior living services, and foundations. She has presented numerous not-for-profit programs for in-house training, client training and state conferences.

Denise earned a BS in Business Administration (Accounting Theory and Practice option) at California State University, Northridge. She is also a Certified Public Accounting and licensed in both California and Pennsylvania.

Denise has Professional and Community Affiliations with the American Institute of Certified Public Accountants, Pennsylvania Institute of Certified Public Accountants, and Leadership York 2008-2009.



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FAST FAX RESPONSE

TO: Jeff Boland
ParenteBeard, LLC

FAX #: (717) 620-4701

HFMA Appalachian Chapter of Central Pennsylvania

Registration Form

Name: _____

Title: _____

Company: _____

Address: _____

Phone: _____ Email: _____ @ _____

HFMA MEMBER? Yes No AAHAM MEMBER Yes No

The following individual(s) also will attend:

Name: _____ Title: _____

HFMA MEMBER? Yes No AAHAM MEMBER Yes No

Name: _____ Title: _____

HFMA MEMBER? Yes No AAHAM MEMBER Yes No

Educational seminar fee includes materials and lunch.

HFMA or AAHAM Member – **\$75** Student/Retired/Unemployed Member - **\$30**

Non-HFMA Member - **\$90**

Make check payable to: HFMA APPALACHIAN CHAPTER

Please **Fast FAX registration form by July 16, 2010** and follow-up with a check to:

Jeff Boland, Partner
ParenteBeard, LLC

4550 Lena Drive, Suite 200 Mechanicsburg, PA 17055

Phone: (717) 620-4753 Fax: (717) 620-4701 Email: Jeff.Boland@ParenteBeard.com

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 Jeff Boland. Thank you.