



hfma[™] central pennsylvania chapter
healthcare financial management association

5th Annual Physician / Hospital Collaborative Meeting

2 exciting days of panel discussions with regional hospital executives, physician leaders and education sessions with nationally known speakers!



4 Education Tracks

Physicians Revenue Cycle * Accountable Care Organizations

Ambulatory Surgery Center * Electronic Medical Records—2011

Program Objectives: To provide senior healthcare executives, directors, managers, and staff education on current topics of interest related to ACO's, Surgery Centers, EMR's, and the revenue cycle.

Target Audience: Physicians, Chief Executive Officers, Chief Financial Officers, Controllers, Accountants, Ambulatory Surgery Center staff, Revenue Cycle Staff, Registered Nurses, Health Information Managers and staff, HealthCare Consultants, Information Systems Managers and staff.

CPE Credits: Eligible for up to 13 CPE Credits

CEU Credits: Eligible for up to 8 RN CEU Credits through the PA State Board of Nursing

CASC AEU Credits: This program approved for 10.5 hours of AEU credit by BASC provider #2237.

ACHE Credits: Eligible for 1.5 Category I credits through the ACHE

WHEN: Thursday March 31st and Friday April 1st, 2011

WHERE: Lancaster Convention Center, Lancaster PA

MEETING HIGHLIGHTS

Thursday's Keynote Speaker **Ready, Aim, Fire**



Frank Cohen,
MPA

The art and science of effective decision making

Cohen is the senior analyst for The Frank Cohen Group LLC, developers of benchmarking and decision support tools and systems for medical practices. He is a certified Six Sigma Black Belt and Certified Lean Six Sigma Master Black Belt. His areas of expertise include data mining and analysis, applied statistics and decision support. For the past 30 years, he has worked as a healthcare data analyst, knowledge engineer and consultant.

Friday's Keynote Speaker **ACO's, Does Your Organization Understand them?**



Christopher M.
Jedrey, Partner

Christopher M. Jedrey is a partner in the law firm of McDermott Will & Emery LLP and is the partner-in-charge of its Boston Health Industry practice and national co-chairman of its Academic Medical Centers Practice. Chris represents providers and HMO clients in mergers, acquisitions, and joint ventures, sale of non-profit assets and operations to for-profit companies and conversions from taxable to tax-exempt status.



MEETING HIGHLIGHTS

Panel Discussion—Thursday



2011 CHALLENGES FOR HOSPITALS AND PHYSICIANS. ACHIEVING BALANCE, QUALITY, INTEGRATION AND OPERATIONAL EFFICIENCY.



Panel Participants

Jan L. Bergen, CEO, Lancaster General Health

Bob Moore, CEO, Lancaster Regional Medical Center

Harold L. Paz, MD, CEO, Penn State Hershey Medical Center and Dean, Penn State University College of Medicine

George M. Kyriacou, CEO, Hanover Hospital

David J. Lopatofsky, MD, CMO, Susquehanna Health Medical Group

Steven K. Groff, MD, President, Orthopedic & Spine Specialists, York PA

Physician Leader, The Heart Group of Lancaster General Health



Conference Schedule

Thursday, March 31

7:15 AM—8:30 AM Registration and Continental Breakfast

8:30 AM—10:00 AM

Keynote Speaker, Frank Cohen, Ready, Aim, Fire

10:15 AM—11:45 AM

Panel—Hospital and Physician Executives from the Chapter; 2011 Challenges for Healthcare Executives will be discussed.

11:45 AM—1:00 PM—LUNCH

1:00 PM—2:30 PM

PRC1: E/M Code Utilization—How it can impact your physician practice. Frank Cohen, MPA

ACO1: Changing Managed Care Reimbursement Models: Financial, Strategic, and Operational Implications. Terri L. Welter, Principal, & Todd W. Godfrey Manager, ECG Consultants

EMR1: 15 Years of an Electronic Health Record at Geisinger. Why, how, successes, and lessons learned will be shared. Charles S. Sawyer MD, FACP, Director, Medicine Specialties Geisinger Wyoming Valley, Vice Chair, Dept of Medicine Geisinger Health System and Linda M. Musser, Director, Inpatient EHR Geisinger Health System.

ASC1: Financial Management 101 for Surgery Centers; Jim Van Etten, Sunstone Consulting

3:00—4:30 PM

PRC2: Components necessary to maximize reimbursement. Tony Crisafulli, CCAT, VP Physicians Division, PATHS

ACO2: Strategic and Financial Implications of an ACO. John M. Harris, Principal, DGA Partners

EMR2: Meaningful Use, Navigating through the details. Ron Sterling, Sterling Solutions LTD.

ASC2: Analyzing and turning around your ASC's Aging A/R & Mastering the Appeal Process. Lisa Rock, National ASC Medical Billing Services

5:00—7:00 PM— SOCIAL NETWORKING EVENT

Please join the HFMA Member and Social committees in welcoming everyone to our first 2 day HFMA Central PA chapter event. There will be music, hors d'oeuvres, cash bar, and a great opportunity to network with your peers, speakers, and chapter leadership.

Conference Schedule

Friday, April 1

7:30 AM—8:30 AM Registration and Continental Breakfast

8:30 AM—10:00 AM

Keynote Speaker, Chris Jedrey, ACO's, Does your organization understand them ?

10:30—12:00 PM

PRC3: Are you sure you are getting paid for what is in your contract? John Wassell, Medical Present Value, Inc. Case study with Wellspan Health.

ACO3: Legal Definition and Interpretation of an ACO. Joanne Judge, Esq, Partner, Stevens and Lee.

EMR3: What physicians should consider when selecting an EMR. Dr. Mike Ripchinski, Lancaster General Health

ASC3: Working with a Group Purchasing Organization (GPO) How to optimize tier pricing. Scott McDade, McKesson

12:00—1:00 PM—LUNCH

1:00 PM—2:30 PM

PRC4: Posting payments automatically, not as easy as it sounds. Margaret Dowling, VP, Healthcare Product Support Manager, PNC Healthcare.

ACO4: Insurance Carrier Perspective, Matt Vogel, VP Provider Contracting Central Region, Highmark

EMR4: EMR's and Coding: Keys to correct coding and compliance. Mary Falbo, MBA, CPC, President, Millennium Healthcare Consulting

ASC4: Maximizing the potential use of your ASC Software to improve revenues, understand costs, and improve service to your patients and physicians. Scott Palmer, Source Medical Solutions.

***** Key Note presentations and meeting break out sessions are co-sponsored with North Pointe Surgery Center and the Central PA Healthcare Executive Forum (HEF). The education value obtained in these meetings allow NPSC to distribute 8 CEU's recognized by the PA Department of Nursing and HEF to distribute 1.5 Category I credits as recognized by the American College of Healthcare Executives.**

Conference Registration

Thursday March 31 and Friday April 1, 2011

Conference Registration Form

Name: _____

Company: _____

Address: _____

Phone: _____ Email: _____ @ _____

Please provide your email as handouts will not be available at the conference. The handouts will be available to you prior to the conference from our web site. Information will be emailed to your attention for downloading.

HFMA Member Yes No Will you be attending the social networking event? Yes No

2-day Program Sponsor Vendor Yes No (2 tickets included in Sponsorship—registration is still required)

VENDORS: If interested in vendor participation information for this event contact Bill Weik at 717-391-2489 or hww@fixbones.com

VENDORS can purchase additional tickets to the networking event only at \$35.00 ticket.

Please check the education track you are most interested in participating:

PRC ASC ACO EMR

Conference fee includes up to 13 CPE's, 8 RN CEU's, continental breakfast for both days, lunch for both days, and social networking event.

Full Conference Registration Fee—\$199 per person

Additional Vendor tickets for social networking reception—\$35.00

Make check payable to: **HFMA CENTRAL PA CHAPTER**

Please Fast FAX registration form by March 15, 2011 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

Cancellations after March 15, 2011 will have a 50% cancellation fee and there will be a 100% cancellation fee if not received prior to March 27th.

ONE PERSON PER REGISTRATION FORM

Hotel Information

Hotel Reservations:

Marriott Lancaster, attached to the convention center.

HFMA room Rate: Block Rate—\$126.00 per night single/double

Contact: 1-800-228-9290

Room rate guaranteed through March 9, 2011—limited block rooms available.

Reservation Name: HFMA Central PA Chapter—HFM

More hotel information available at

<http://www.lancasterconventionhotel.com>



Lancaster County Convention Center * 25 South Queen Street, Lancaster PA 17603

Telephone: (866)-503-3786

From Highway 30, take the Fruitville Pike exit and follow directions for "Historic Lancaster".

Fruitville Pike will become N Prince St. Proceed south on N Prince St to King St; left on King St.

Penn Square will be 1 block to your right at the next traffic signal. Bear right for parking entrance.



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