

HFMA Appalachian Chapter of Central Pennsylvania and the Healthcare Executive Forum of Central Pennsylvania

JOINT EDUCATION SESSION

March 18th, 2004

HACC

Meeting Information

PROGRAM OBJECTIVES: A dynamic program that will provide attendees with an update on current trends in health care insurance in the Commonwealth; trends in Healthcare Quality Performance; Success Factors for Sustainable Revenue Improvement and, lastly, a round table with CFO's from Central Pennsylvania discussing topics ranging from finding cost reduction opportunities, accessing capital to motivation and retention of employees.

TARGET AUDIENCE: All C.E.O.'S, C.O.O.'S, Vice Presidents, Chief Financial Officers, Controllers, Accountants and Reimbursement & Budgeting Directors/Managers.

CPE CREDITS: 4.0 Hours Other

DRESS: Business Casual

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

Directions to this location available on the Chapter's website at:

http://www.centralpahfma.org/Directions_HACC_WildwoodConfCenter.pdf

HFMA Appalachian Chapter of Central Pennsylvania and the Healthcare Executive Forum of Central Pennsylvania

JOINT EDUCATION SESSION

March 18th, 2004

HACC

AGENDA

7:30 AM *Board Meeting*

8:30 AM *Registration and Continental Breakfast*

9:00 AM **Announcements, Chapter Business, HIPAA & Decision Support Updates provided by Troy Phillips, Penn State Hershey Medical Center and an overview of HEF Central PA Chapter of the ACHE by Oneida DeLuca**

9:10 AM **Five Successful Factors for Sustainable Revenue Improvement**

Why do some organizations succeed and others fail at revenue cycle redesign? This presentation provides a fresh prospective on the differentiating factors that have enabled organizations to successfully improve their financial position. By weaving together industry information, best practices, and case studies, five proven core strategies emerge for generating sustained financial improvement.

*Foster North, President & COO, Third Millennium Healthcare Systems, Inc.
Ph: (404) 487-6813*

10:15 AM *Break*

10:30 AM **Trends in the Financial Health of Pennsylvania's Hospitals**

Nearly half of Pennsylvania's GAC hospitals sustained losses during the 2003 fiscal year. The percentage of hospitals that experienced average losses over the past three years grew to 38%. This presentation will outline many of the trends in the financial health of Pennsylvania's GAC and specialty hospitals that are developed as part of the Pennsylvania Health Care Cost Containment Council's annual financial analysis. Among the topics that will be presented is the new methodology for capturing and reporting Uncompensated Care driven by Act 77 of 2001 (The Tobacco Settlement Act).

Ken Villwock, Senior Financial Analyst, PHCA

11:30 AM Lunch

1:00 PM The State of Insurance in the Commonwealth

This presentation by Geoffrey Dunaway, Commonwealth of Pennsylvania's Director of Health Bureaus, will provide an update on issues facing the Commonwealth regarding insurance rates, coverage, legislation, etc. This session will be followed by questions & answer session.

*Geoffrey Dunaway, Director of Health Bureaus, Office of Insurance
Product Regulation and Market Enforcement, Department of Insurance
Commissioner, Commonwealth of Pennsylvania
Ph: (717) 787-0684*

2:00 PM Chief Financial Officers Roundtable

CEOs and CFOs from the region will provide insight and answers regarding pertinent topics that are salient in managing today's multidimensional healthcare financial operations. Topics include: Finding Cost Reduction Opportunities; Accessing Capital; the motivation and Retention of employees; How do you grow volumes and revenue; How are they responding to the "Quality Initiative"? What are facilities doing to retain professionals such as RN's, Pharmacists, Radiology Techs, etc. What is the trend for future investments in I.T. (Members to provide questions prior to presentation)

*Sally Dixon, President & C.E.O., Memorial Hospital;
Frederick Fetters, CPA, Senior V.P. and C.F.O. Pinnacle Health System;
Mary K. Bednar, C.F.O., Penn State Hershey Medical Center;
Karl Waltman, V.P. Finance, Holy Spirit Hospital;
Charlie Santangelo, Sr. V. P., C.F.O., Susquehanna Health System.*

3:30 PM Adjournment

Registration Form – March 18th, 2004 Joint Educational Session

*The Appalachian Chapter of Central Pennsylvania HFMA
and the Healthcare Executive Forum of Central Pennsylvania*

Name _____

Title: _____

Company: _____

Address: _____

Phone: _____ HFMA MEMBER? YES _____ NO _____
HEF MEMBER? YES _____ NO _____

The following individuals will also attend:

NAME: _____

TITLE: _____

HFMA MEMBER? YES _____ NO _____
HEF MEMBER? YES _____ NO _____

NAME: _____

TITLE: _____

HFMA MEMBER? YES _____ NO _____
HEF MEMBER? YES _____ NO _____

Educational seminar fee includes materials and lunch.

HFMA Member – **\$65** HEF Member -**\$65** Student/Retired Unemployed Member - **\$30**
Non-HFMA/HEF Member - **\$90**

Make check payable to: *HFMA APPALACHIAN CHAPTER*

Please mail or fax registration form by **March 11th, 2004** to:

Marilyn Butler, Reimbursement Manager
Decision Support Department
Holy Spirit Hospital
503 N. 21st Street
Camp Hill, PA 17011
Phone: (717) 763-2584 Fax: (717) 763-2785

Sponsoring Member Name: _____

SPONSORING MEMBER NUMBER: _____

!! Please Note: In order 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. !!