

The HBMA logo is positioned at the top center of the page. It features the letters 'HBMA' in a bold, white, sans-serif font, with a dark teal horizontal bar behind the letters. The background of the entire page is a vibrant, abstract illustration of autumn leaves in shades of orange, red, and yellow, with some leaves appearing to be falling or blowing in the wind.

HBMA

FALL ANNUAL CONFERENCE

2011



SEPTEMBER 14-16, 2011

THE BELLAGIO LAS VEGAS

CONFERENCE BROCHURE



FALL ANNUAL CONFERENCE

SEPTEMBER 14-16, 2011



THE BELLAGIO LAS VEGAS

LAS VEGAS

A SURE BET FOR AN EXCEPTIONAL MEETING!



Offering the grandest hotels, the biggest stars in entertainment, the highest caliber of award-winning chefs, and, of course, the brightest lights, Las Vegas remains one of the most exciting meeting destinations in the world. We invite you to join us here in September for what promises to be an equally exceptional conference experience.

The conference program this fall features three separate pre/post conference programs along with twelve dynamic sessions presented by an outstanding slate of speakers. As always, the receptions, luncheons, Exhibitor Showcase, and other conference events provide numerous opportunities for you to interact with your colleagues, the vendors, and other experts in the medical billing industry. You won't want to miss the Awards Luncheon, the HBMA Business Meeting and getting to know the candidates for

the HBMA Board of Directors. We encourage you to participate in our annual On-Line & On-Site fundraising Auction and support our efforts to contribute to those impacted by the 2011 natural disasters.

Las Vegas has proven that it is a destination where serious business is conducted every day. **Begin making plans to attend your next meeting here this fall!**

Jackie Willett, CHBME
HBMA President

BELLAGIO LAS VEGAS

3600 Las Vegas Boulevard South • Las Vegas, NV 89109
Room Reservations: 888-987-6667 • www.bellagio.com

Bellagio is a European-inspired masterpiece situated in the center of the Las Vegas Strip. This AAA Five-Diamond resort boasts an 8-acre lake, home to the **Fountains of Bellagio**, a glorious spectacle of dancing streams choreographed to elevating music and majestic lighting.

Lavish guest rooms, award-winning restaurants and highly personalized service add the right touches. A stay at the Bellagio would be incomplete without a visit to the Zen-influenced, 65,000-square-foot **Spa & Salon Bellagio**. Nineteen dining establishments run the gamut from French to Mediterranean to Italian to steak and seafood cuisine and round out Bellagio's culinary offerings.

For nightlife, an enticing mix of bars and lounges or the exhilarating **Casino** may spark your interest. **Via Bellagio** offers an unparalleled collection of fine shops and boutiques with the Via Fiore Shops, Pool Promenade Shops and Lobby Shops also at hand. Take a moment to appreciate the **Conservatory and Botanical Gardens** or visit the Bellagio Gallery of Fine Art.

The Bellagio is offering HBMA guests special rates of \$169, plus tax. A daily resort fee of \$10, plus tax includes: unlimited high speed and wireless internet access, unlimited local and toll-free telephone calls; full access to the fitness center; complimentary airline boarding pass printing at the hotel Business Services Center.

Accept no substitutes and ensure you are where the action is by booking your stay at our host hotel.

Make your reservations well before the cut-off date of Friday, August 12, 2011.



GETTING HERE AND GETTING AROUND

Getting around in Las Vegas is actually quite easy. With plenty of taxi cabs throughout the city, public transit options such as the Las Vegas Monorail and The Deuce double-decker buses, you can navigate the strip without a rental car.

If you're arriving in Las Vegas by air, you will most likely fly into McCarran International Airport. Taxi cabs are available in the East side of Baggage Claim and airport personnel are available on the taxi curb to assist passengers. A variety of shuttle and limousine services can be located on the West side of baggage claim. Visit www.mccarran.com for ground transportation information.

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SCHEDULE AT-A-GLANCE



TUESDAY, SEPTEMBER 13

- 12:00 – 5:00 pm HBMA Board of Directors Meeting
- 6:00 – 8:00 pm Government Relations Committee Meeting (Open to Attendees)

WEDNESDAY, SEPTEMBER 14

- 8:00 am – 12:00 pm **PRE-CONFERENCE SESSION**
 - A. **Hot Topics In Compliance** – Holly Louie & Karen Collier
 - B. **Technology Strategies for Medical Billing Enterprises** – Randy Johnston
- 12:00 – 1:00pm First-Time/New Member Lunch Session
- 1:00 – 1:30 pm **President's Welcome** – Jackie Willett
- 1:30 – 3:00 pm **Keynote Address: Why It's the Best Time to Be in the Medical Billing Industry**
Dave Jakielo
- 3:00 – 3:30 pm Break
- 3:30 – 5:00 pm **Operation Cooperation: How to Build Outstanding Workplace Relationships Through the Power of Personal Leadership** – Michelle Ray
- 5:00 – 7:00 pm Exhibitor Showcase & Opening Reception

THURSDAY, SEPTEMBER 15

- 7:00 – 8:00 am Continental Breakfast
- 8:00 – 9:30 am **ACO Overview: Challenges & Opportunities for Billing Companies** – Bruce Armon
- 9:30 – 10:30 am Exhibitor Showcase & Break
- 10:30 am – 12:00 pm **Washington Update** – Bill Finerfrock
- 12:00 – 1:30 pm HBMA Business Meeting & Awards Luncheon
- 1:30 – 3:00 pm **CONCURRENT EDUCATION SESSIONS**
 - A. **ICD-10: Preparing Your Company & Your Clients** – Holly Louie & Melody Mulaik
 - B. **Replace Liability With Credibility: A Comprehensive and Practical Employee Relations Program** – Mike Mararchi
- 3:00 – 4:00 pm Exhibitor Showcase & Break
- 4:00 – 5:30 pm **CONCURRENT EDUCATION SESSIONS**
 - A. **ICD-10-CM: A Practical Guide to Implementation** – Holly Louie & Melody Mulaik
 - B. **Competition: What You Don't Know Can Hurt You** – Angelo Devita
- 5:30 – 6:30 pm Exhibitor Hosted Wine & Cheese Reception

FRIDAY, SEPTEMBER 16

www.hbma.org

REGISTER EARLY!

- 7:00 – 8:00 am Continental Breakfast
- 8:00 – 9:30 am **CONCURRENT EDUCATION SESSIONS**
 - A. **Mergers & Acquisitions Insights: Recent Activity, Trends, Deal Fundamentals**
Steven Harris & Ted Stack
 - B. **A Prescription for Turning Patient Pay into Revenue** – David Morrissey
 - C. **EHRs: A Strategic Perspective** – Ronald B. Sterling
- 9:30 – 10:30 am Exhibitor Showcase & Morning Break
- 10:30am – 12:00 pm **CLOSING GENERAL SESSION: How Do I Get Everything I Have To Do...Done!**
Eddie Williams

POST-CONFERENCE PROGRAM

- 1:00pm – 3:00pm **EHRs & Hospital Based Billing** – Ron Sterling **BONUS PROGRAM ADDED!**
- 1:00pm – 5:00pm **Finance & Accounting for Non-Financial Managers** – Denise Terry (SkillPath)

Participants in the HBMA Fall Conference may earn up to **14 credits** toward the designation of CHBME (Certified Healthcare Billing & Management Executive).
The Pre-Conference and Post-Conference Courses each offer an additional 4.0 credits.

SESSION DESCRIPTIONS ◀ ◀ ◀ ◀

GENERAL SESSIONS

KEYNOTE ADDRESS

WEDNESDAY, SEPTEMBER 14

Why It's the Best Time to Be in the Medical Billing Industry

1:30 – 3:00 pm *David Jakielo, CHBME*

In this session, Dave will discuss the “winning recipe” for improving your company’s productivity, enhancing employee and client satisfaction and growing your profitability.

- Discuss strategies to ensure you’re not a victim of the volatile medical billing marketplace
 - Position yourself for profitable growth
 - Help your team members get to the next level
-

Operation Cooperation: How to Build Outstanding Relationships Through the Power of Personal leadership

3:30 – 5:00 pm *Michelle Ray, CSP*

The most important lesson learned from the recent recession is that self-leadership is a pre-requisite for business resiliency, employee engagement, and client retention. As a leader, the key to maintaining an engaged team and building one’s client base is to realize the power of positive influence. We can profoundly affect the atmosphere of our workplaces and opportunities for business growth by being the best version of ourselves. Through our own demeanor and the lens we use to view the world, we can control our own reality.

In this dynamic, fun and informative session, you – the audience of leaders - will have the opportunity to refocus and recharge attitudes, both personally and professionally. Michelle Ray’s highly energized and insightful presentation offers a deeper understanding of the power of personal initiative. Receive practical leadership tools to create an outstanding culture of service excellence, as well as specific strategies to build trust and co-operation at work.

- Build a personal leadership “blueprint” to use in business and in life
- Learn specific strategies to develop an engaged workplace
- Experience first-hand the benefits of a collaborative atmosphere
- Apply the power of positive influence with clients and co-workers
- Empower yourself and others to create outstanding business outcomes

PRE-CONFERENCE

WEDNESDAY, SEPTEMBER 14

8:00 am – 12:00 pm

Hot Topics in Compliance

Holly Louie, RN, CHBME, PSC
Karen Collier, Esquire

This session has been designed for the ECP (Experienced Compliance Professional). It will be filled with dynamic real-life scenarios from billing companies across the nation. Don’t miss this excellent opportunity to work in a small group setting offering a great deal of interaction between the participants and speakers. Bring your questions and your real-life experiences to share with other course participants. Come away with knowledge you can take back to your business and put to use immediately.

Technology Strategies for Medical Billing Enterprises

Randolph (Randy) Johnston

During this four-hour, in-depth session, you will gain an understanding of the complex decisions that need to be considered in a medical billing enterprise. Topics that will be covered include the following:

- Best Practices in Office Automation: System integration, Form scanning, Coding support
 - Technology Security discussion to include: HIPAA/HITECH compliance, Intrusion Prevention, Secure Communications
 - System Software Options: PM/Operating or Billing Software Systems, Meaningful Use/PQRI, Remote Connectivity Strategies
 - Communications: Electronic Media, Voice/Data Communication and Security
-

A separate Registration Fee of \$99 is required for these pre-conference courses. These sessions will qualify as a certification element offering 4.0 credits for those interested in obtaining or renewing the CHBME designation.

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GENERAL SESSIONS

THURSDAY, SEPTEMBER 15

ACO Overview: Challenges & Opportunities for Billing Companies

8:00 am – 9:30 am

Bruce Armon, Esquire

Accountable Care Organizations (ACOs) are the latest buzz in the health care delivery system. Bruce Armon concentrates his practice in corporate healthcare law. In addressing this timely topic, Bruce will: (i) explain the statutory basis for ACOs; (ii) provide an overview of the proposed regulations and final regulations (if they are available); (iii) describe opportunities for billing companies with clients who participate in an ACO or who would otherwise like to be involved; (iv) describe challenges for billing companies who participate in an ACO; and (v) discuss contract issues and revisions that every billing company should consider.

- Understand the ACO statutes
- Discover the current status of the ACO regulations
- Recognize the challenges and opportunities for billing companies in an ACO community

Washington Update

10:30 am – 12:00 pm

Bill Finerfrock

In this always in-demand, popular, and informative session, Bill Finerfrock, our HBMA Legislative Analyst, will convey the latest news from Washington, DC. Bill provides up-to-the-minute updates on pending legislation and regulations that affect the billing industry. Discover what changes are in store that could impact your business. You won't want to miss this session and the opportunity to interact with one of your association's most valuable resources.

CONCURRENT EDUCATIONAL SESSIONS

THURSDAY, SEPTEMBER 15 • 1:30 – 3:00 pm

A. ICD-10: Preparing Your Company & Your Clients

Holly Louie, RN, CHBME, PSC and Melody Mulaik, MSHS

In this practical, interactive session, you will receive tips, tools, and resources for success in preparing your company and your clients for ICD-10. What is it? What do you need to do? What do your clients need to know and understand? How do you get to the finish line? What kinds of business disruptions are anticipated? What do you need to develop your contingency plans? You will come away from this session with an educational presentation that can be customized for your company and clients, along with sample forms and other implementation tools. **Note: This session will be more externally focused and is not intended to provide coding training.**

B. Replace Liability With Credibility: A Comprehensive and Practical Employee Relations Program

Michael J. Mirarchi, Esquire

Even if you win an employment-related lawsuit, you lose. The cost to defend – not just in legal fees but in management time, employee morale and public relations – can be significant. A better approach is to avoid lawsuits altogether. Poor employee relations skills can have long-term negative consequences and accounts for 60% of turnover. You are in a unique position to help your organization avoid these problems. This fast-paced, highly interactive, comprehensive session provides situation-specific advice for handling the major employment-related interactions that you experience on the job. You will gain increased confidence in handling sensitive employee relations situations that, while difficult and uncomfortable, must be addressed carefully to prevent short-term or long-term morale and legal problems.

During this session you will learn how to implement changes in attendance, performance and conduct standards and the specific tactics to apply in significant situations. Receive specific, practical advice on: how to handle personality and attitude problems, serious misconduct, potential and actual sexual harassment; how to address erratic job performance, generalized disparaging comments, previously unaddressed misbehavior; how to respond to employee complaints and discriminatory comments.

- Minimize the risks of day-to-day management
- Foster a harmonious working environment
- Protect corporate and personal assets

REGISTER EARLY!

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CONCURRENT EDUCATIONAL SESSIONS

THURSDAY, SEPTEMBER 15 • 4:00 – 5:30 pm

A. ICD-10-CM: A Practical Guide to Implementation

*Holly Louie, RN, CHBME, PSC
Melody Mulaik, MSHS*

In this practical, interactive session you will discover how to manage through the ICD-10-CM implementation as a billing company. What type of work plan should you utilize? How will you develop a budget – what are the key components, actual costs, etc.? What types of things should you evaluate within your company as part of your internal analysis in preparation for implementation? You will receive a sample work plan as well as a skeleton budget that can be customized for your organization. **Note: this session will be more internally focused and is not intended to provide coding training.**

B. Competition: What You Don't Know Can Hurt You

Angelo Devita, MPH

As the landscape of Revenue Cycle Management and Practice Management becomes increasingly crowded with new technological capabilities, financial models and regulatory complexities, competition for our customers is emerging from many new and unexpected places. These days it is not good enough for us to keep posting payments and lowering receivables when competitors are offering everything from handheld gizmos to data analytics and trending. Before you can even know how to meet these challenges, you need to know how to assess your REAL competition.

In this session, Angelo will use both lecture and audience interaction as well as a Case Study approach to address this topic. You will examine a number of techniques to assess the competitive influences in your market. The goal is to improve both your sales positioning for new business and the ongoing value proposition for your current customers. Explore the many ways that are currently available to gain information about the competition and use that knowledge to help win new business and keep the business you have. Questions that will be addressed include:

- Who are our competitors?
- What do we need to know about them?
- How do we get that information?

- How do we organize our competitive intelligence?
- When and where do we apply what we know?
- What “red flag events” imply that a competitor is lurking?
- What is “wedge” selling, and why do we care?

FRIDAY, SEPTEMBER 16 • 8:00 – 9:30 am

A. Mergers & Acquisitions Insights: Recent Activity, Trends, Deal Fundamentals

Steven Harris, Esquire and Ted Stack

In this session, Steve Harris and Ted Stack will share their considerable expertise in the arena of Mergers and Acquisitions. They will provide an overview of recent revenue cycle M&A activity and trends. In addition, they will address questions, including the following:

- Who are the most active acquirers and why?
- What have been the key deal value drivers and how does your company compare?
- What are the key due diligence issues and common deal pitfalls?
- What are the trends in deal structures and common “market” terms?

B. A Prescription for Turning Patient Pay into Revenue

David Morrisey, CPBE, MDHBA

High unemployment and the equally high cost of health insurance has led to a spike in patient-pay accounts, which are costly – in time and resources – for providers to recover balances. Providers must ask themselves, “Why do we continue to rely on marginally effective collection strategies to recoup what we’re owed?” Learn effective methods to collect significant percentages of outstanding revenue from patient-pay accounts. By creating a streamlined process for recovering payments from patient-pay patients, medical professionals can save significant time and resources and focus energy on providing quality patient care instead of wasting it on collections.

- Save resources by creating a strategic patient-pay recovery process
- Train staff to effectively communicate and recover patient payments
- Determine when it is appropriate to outsource to an A/R partner

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C. EHRs: A Strategic Perspective

Ronald B. Sterling

Ron Sterling is a nationally recognized expert on the selection and implementation of electronic health record (EHR) and practice management systems. He authored the HIMSS award-winning Book-of-the-Year, **Keys to EMR/EHR Success**, and publishes the popular EHR issues blog, SQEES.blogspot.com.

Many of our billing clients are facing patient and industry demands to implement EHRs. Third party medical billing professionals have a vested interest in playing an important role in this transition. You are in a unique position to guide your clients and provide expertise in this critical change within the healthcare industry. Discover strategic options to consider in your approach to satisfying your clients' EHR needs and ways to expand your client service offerings.

Wherever you are in your EHR journey, this is one session you will not want to miss!

GENERAL SESSION

FRIDAY, SEPTEMBER 16

How Do I Get Everything I Have to Do... Done!

10:30 am – 12:00 pm *Eddie Williams*

Everyone's job is requiring them to do more – faster, more effectively, and under budget. Though many people can use a tape measure, a saw, and a hammer, the real challenge is how to use them effectively to build a house. We have numerous organizational tools: paper planners, sticky notes, smart phones, innumerable software packages... Does the tool make it easier to get organized? Or maybe make it more complicated? Who has the time to read the manual (or did you give your new cell phone to a 15-year old and twenty minutes later, know everything you need to know?)

In this session you will learn to streamline all of your "tools" – they can work together – to effectively and efficiently provide you with the information you need. Consider the cost and impact of wasting time and identify ways to improve time management and productivity with any organizational tool. Recognize the number one thing that successful people always do and that most people don't.

- Develop goals that concentrate on results
- Manage the three critical time management/productivity habits
- Overcome typical efficiency barriers
- Manage tasks effectively
- Develop a prioritized action plan

POST-CONFERENCE WORKSHOP

FRIDAY, SEPTEMBER 16

1:00 – 5:00 pm

Fundamentals of Finance & Accounting for Non-Financial Managers

Denise Terry

More than ever before, today's managers are required to understand and speak the language of finance and accounting in order to achieve their goals, objectives and bottom-line results. Denise Terry, a firmly established financial expert and veteran trainer, will present this powerful program designed to make you more comfortable with financial terminology and reports, more confident about making financial plans and decisions, and more productive and valuable as a member of your organization's management team.

In this non-technical, real-world oriented training session, you'll gain the finance and accounting savvy you need and increase your skill in managing the "number's" side of business. Topics to be covered include accounting principles, reporting, and various funding options to sustain and grow your firm. Don't miss this opportunity to learn the practical financial concepts and skills that will help you make better management decisions.

- Understand and apply the principles of finance and accounting
- Present reports & plans in sound financial terms for greater impact & acceptance
- Recognize opportunities for improving cash flow and profit contribution
- Use proven accounting methods to forecast revenue and plan for growth
- Use the numbers to gain perspective for strategic planning & decision making

A separate Registration Fee of \$129 is required for this post-conference course. Lunch is included.

This program meets the requirements for the Finance Module of Business Competency and offers 4.0 credits toward CHBME Certification.



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SPECIAL EVENTS



SILENT AUCTION ANNUAL FUNDRAISER

ONLINE AND ONSITE

HBMA will launch its second annual online silent auction with Bidding for Good. In addition to auction items, the on-line auction also features a "Donate an Item" button as well as a way to donate cash for those interested in contributing to the cause. High on-line bids roll-over as opening bids on silent auction items being offered during the conference in Las Vegas this fall.

We welcome your donations and, of course your bids. HBMA will donate 50% of the proceeds to the victims of the natural disasters – the floods & tornadoes that have been so devastating this year. Watch for more *information at www.hbma.org*

Join us in making a difference! Let the bidding begin!

FIRST-TIME ATTENDEE AND NEW MEMBER LUNCHEON SESSION*

Wednesday, September 14
12:00 – 1:00 PM

This is a ticketed event. You must sign-up in advance to participate.

This exclusive event allows all new members and first-time attendees to meet the HBMA leadership on a more personal level. If you are a new member or attending your first HBMA conference, we want to be sure to meet you and make you feel welcome. HBMA invites you to join us for this special lunch session where you will meet your Board of Directors and learn more about your association. All new members and first-time attendees are welcome!

GRAND OPENING RECEPTION & GAMING INSTRUCTION



Wednesday, September 14
5:00 – 7:00 PM

There is no better time to catch up with other HBMA members and friends than at our Grand Opening Reception! As always, this event marks the opening of the Exhibitor Showcase and serves up tasty hors d'oeuvres and beverages.

In addition, this year's reception features a private mock gaming event where informative dealers will instruct you in basic strategy in your games of choice – Black Jack, Roulette, and/or Craps. Simply stop by our sponsors' booths to get your token for admittance to our private gaming area in the Exhibit Hall. And remember, a winning hand takes more than luck.

See you there!

REGISTER EARLY!



HBMA ANNUAL BUSINESS MEETING & AWARDS LUNCHEON*

Thursday, September 15
12:00 – 1:30 PM

You do not want to miss this update as leadership shares the great progress HBMA has made over the past year. Join us during this business meeting where an Annual Report will be provided, the Annual Elections will take place, and an overall state of business will be presented.

Join the celebration! Be on hand as we come together to recognize those individuals whose contributions to our association and our industry have been outstanding. Be sure to take this opportunity to network and enjoy culinary delights as we honor the best and brightest within our community.

Register today! www.hbma.org

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CONFERENCE EVENTS



EXHIBITOR SHOWCASE

The Bellagio Ballroom is the setting for the Exhibitor Showcase and the gathering place throughout the conference. Food and refreshment areas can be enjoyed here as you visit with each of our vendors who have come here to do business with you. Come to shop, socialize, network and take a break. *You might even win a prize!*

- **Opening Reception** Wednesday ■ 5:00 – 7:00 pm
- **Refreshment Break** Thursday ■ 9:30 – 10:30 am
- **Refreshment Break** Thursday ■ 3:00 – 4:00 pm
- **Exhibitor Hosted Wine & Cheese Reception**
. Thursday ■ 5:30 – 6:30 pm
- **Refreshment Break & Drawings** . . . Friday ■ 9:30 – 10:30 am

GOVERNMENT RELATIONS OPEN COMMITTEE MEETING*

TUESDAY, SEPTEMBER 13 • 6:00 – 8:00 pm

The HBMA Government Relations Committee maintains contact with lawmakers and regulatory agencies to sustain an ongoing focus on legislation and rulings important to our members and the billing industry. You are invited to join this open meeting and listen to the discussion among the Committee Members and our Washington D.C. legislative analyst. This is also an opportunity for you to interact with these very knowledgeable individuals during the light reception included with this event. **Please assist us in planning by signing up in advance to participate in this meeting.**

EXHIBITOR HOSTED WINE & CHEESE RECEPTION

THURSDAY, SEPTEMBER 14 • 5:30 – 6:30 pm

Get off to a great start on the evening's activities with this wonderful wine-tasting event hosted by our exhibitors. As you visit each booth, you will be served a favored wine the vendor has especially chosen. Sample an assortment of international and domestic cheeses in the prelude to your evening in this fascinating destination.



The 2011 Silent Auction will close during this event. Don't miss this final opportunity to win the bid for your most wanted items!

* There is no additional charge for any of the above events. However, you must sign-up in advance to participate.

HBMA 2011 CASH DRAWING

Cash Prize Worth Up To \$1500

HBMA will again offer a cash prize drawing for conference attendees based on your visitations to exhibitor booths. The winner will receive \$25 for each stamp received from an exhibiting company on the game card. With 60 booths, the potential prize money is worth \$1500. The drawing will take place during Thursday evening's reception. You must be present to win.



WHEN IN VEGAS

In Las Vegas there are things to see and do on every corner, at every hour of the night and day. The city continues to capture the world's imagination as the destination where anything is possible, attracting more than 38.9 million visitors a year. In addition to gaming and unmatched entertainment, Las Vegas offers attractions and activities for all ages:



- **Shoppers Paradise** – one of the premium world-class shopping destinations in the country
- **Fields of Green** – sixty plus golf courses put Vegas on the map for golf connoisseurs
- **Relax and Recharge** – the most luxurious and varied spa experiences anywhere
- **World-Class Cuisine** – gourmet restaurants and unparalleled wine & food adventures
- **Sizzling Nightlife** – variety of night spots from elaborate clubs to “ultra lounges”
- **Outdoor Recreation** – some of the world's most beautiful mountain & canyon landscapes
- **Culture** – from highbrow to kitschy, a well-rounded offering of art and culture

Explore the possibilities at www.visitlasvegas.com



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GENERAL CONFERENCE INFORMATION

CONFERENCE REGISTRATION: Your registration fee provides for admission to the educational sessions and exhibit hall events along with the program book and access to all session materials. Continental breakfasts, refreshment breaks, receptions and the HBMA Business Meeting/Awards Luncheon are also included.

TICKETED EVENTS: HBMA will provide tickets to those who have signed up in advance for the Awards and First-Timers Luncheon. We appreciate your pre-registration to assist us in planning for these events.

CONCURRENT EDUCATION SESSIONS: HBMA has expanded the topics for this conference by providing two concurrent education tracks on Thursday in addition to the breakout sessions offered on the last day of the meeting. Review the session descriptions in this brochure to make your selection from among the various topics. Please note that we will make arrangements for seating accordingly and it may not be possible to change your selection.

CONFERENCE PRESENTATION MATERIALS: As part of our continuing green initiatives, you will be receiving advance access to the session presentations and handouts. Just prior to the conference, HBMA will send you the link that will allow you to download and print any presentations you choose to bring with you. Please note that presentation handouts will not be printed or available on-site.

CEU CREDITS: The WASP Conference Attendee Tracking Solution (CATS) system will automatically record your participation in the educational sessions. Your badge will have a CATS RFID (Radio Frequency Identification) tag inside the bag pouch that will automatically track your attendance. This information will be used by HBMA to provide educational credits for all the sessions you attend.

RECOMMENDED DRESS: We suggest informal attire and recommend bringing along a jacket or sweater, as meeting room temperatures and personal comfort levels vary widely.

SPECIAL ASSISTANCE: HBMA staff will be glad to help you with any special needs (i.e. physical, dietary, etc.) Please indicate your request for assistance on your registration form.

GUESTS: Guests have the opportunity to attend the evening receptions. A Guest Registration Fee of \$150 is required.

MEDIA SPONSORS



Certified Healthcare Billing & Management Executive

HBMA has re-designed the certification program to encourage excellence through education and awareness of the billing industry. Attaining this distinction requires attendance and participation in HBMA sponsored programs.

The 2011 Fall Conference offers you the opportunity to acquire 14 hours of credit toward your CHBME designation. Initial CHBME Certification requires 60 hours of credits, including attendance at 3 national conferences. Maintaining CHBME Certification requires 60 credits over a 3 year period and attendance at 2 national conferences.

The pre-conference and post-conference programs being held this Fall afford additional credit hours. "Hot Topics in Compliance" fulfills one of the modules for core business competency while the Technology Pre-Conference and the Finance Post-Conference programs cover two additional modules.

Elevate your professional stature and gain a competitive edge by pursuing certification as a CHBME!



The certification program designed to encourage excellence within the HBMA membership through education and awareness of our industry.



CONFERENCE REGISTRATION

Register online at www.hbma.org or return this form with your payment to HBMA.
Please complete and submit a separate Registration Form for **EACH** Attendee.

Member Number _____ CHBME
 First Name _____ Last Name _____
 Title _____
 Guest(s) Name _____
 Company Name _____
 Address _____
 City _____ State/Province _____ Zip/Postal Code _____
 Country _____
 Phone Number (_____) _____ Fax (_____) _____
 Email Address _____ Website _____
 In case of an emergency, please contact _____
 Phone Number (_____) _____

CONFERENCE REGISTRATION *Register online at www.hbma.org*

Description	On or before August 12	After August 12	Amount
HBMA Member	\$595.00	\$695.00	\$ _____
Non-HBMA Member	\$775.00	\$875.00	\$ _____
Pre-Conference: Compliance	\$ 99.00	\$ 99.00	\$ _____
Pre-Conference: Technology	\$ 99.00	\$ 99.00	\$ _____
Post-Conference: Finance	\$129.00	\$129.00	\$ _____
Guest Registration*	\$150.00	\$150.00	\$ _____

* For evening events only.

Total \$ _____

CONCURRENT SESSIONS *Select only the one session you plan to attend*

Thursday 1:30 – 3:00 pm

- A. ICD-10: Preparing for ICD-10
- B. Replace Liability with Credibility

Thursday 4:00 – 5:30 pm

- A. ICD-10: A Practical Guide
- B. Competition

Friday 8:00 – 9:30 am

- A. Mergers & Acquisitions
- B. Turning Patient Pay Into Revenue
- C. EHRs: A Strategic Perspective



www.hbma.org

Please assist us in planning by checking the information below:

- This is my first HBMA Conference
- I am a new HBMA member
- I will attend the First Timer's Lunch
- I will attend the Open Government Relations Meeting on Tuesday
- I will donate an item for the auction. Please contact me.
- I will contribute a donation for an auction item. Enclosed is \$ _____
- Special Needs, including dietary _____
- I will attend the Opening Reception
- I will attend the Wine & Cheese Reception
- I will attend the Awards Luncheon

PAYMENT INFORMATION

Make Check Payable to "HBMA" Check # _____ Amount Paid \$ _____

- Visa MasterCard AMEX

Credit Card # _____ Exp. Date _____

Authorized Signature (required) _____ Date _____

CANCELLATION POLICY: Full refund, less a \$50 processing fee, will be granted only if a written cancellation is received by HBMA by Friday, August 12, 2011. No refund will be made for no-shows.

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