



FALL 2012

ANNUAL CONFERENCE

**REGISTER
EARLY!**

WEDNESDAY - FRIDAY

SEPTEMBER 12-14, 2012

GAYLORD NATIONAL RESORT &
CONVENTION CENTER ON THE POTOMAC

CONFERENCE BROCHURE



WELCOME!



REGISTER EARLY!

GAYLORD NATIONAL RESORT & CONVENTION CENTER

201 Waterfront Street
National Harbor, MD 20745
Room Reservations: 301-965-4000
www.gaylordhotels.com



Gaylord National Resort & Convention Center is a total destination resort offering an exciting and unique venue for the HBMA Fall 2012 Conference. Situated on 41 acres, the Gaylord features 2000 guestrooms, world-class meeting facilities, 6 restaurants, a nightclub, retail shopping, a full service spa and fitness center, and indoor/outdoor swimming pool. The resort has spectacular views of the Potomac River and Old Town Alexandria. The signature architectural feature is the hotel's massive 18 story, glass-enclosed barrel-vaulted atrium.

The Gaylord is the cornerstone of National Harbor, a 300-acre waterfront destination offering tree-lined promenades with scores of the region's most exciting destinations for shopping and dining. This expansive waterfront includes dynamic marinas, electrifying outdoor concerts, interactive art and other signature events, all within steps of the historic Potomac River.

The Gaylord is offering HBMA guests special rates of \$229, plus tax, single/double occupancy. A daily resort fee of \$15, plus tax, covers several in-room amenities, including high speed internet access, fitness center access, and designated complimentary in-room beverages. Reservations should be made well before the cut-off date of Friday, August 10, 2012.

Gaylord National Airport Shuttle to Reagan National Airport (DCA)

With Washington, D.C. in sight and Reagan National Airport 15 minutes away, Gaylord National is centrally located and simple to reach. Gaylord National is now proud to offer an exclusive, express shuttle to and from Reagan National Airport (operated by SuperShuttle). This convenient new service will depart every twenty minutes from Gaylord National's front door to Reagan National Airport, and every twenty minutes from the Reagan National Airport baggage claim. Reservations are recommended, but tickets also will be available from the SuperShuttle desk, located on the lower level of the airport, near baggage claim.

Daily Shuttle Schedule 6:00 a.m. - 8:00 p.m.
*Ticket Prices. \$19 one way, \$38 per person, round trip
\$85 for exclusive van service, booked in advance
(Ticket prices subject to change. Please call ahead to verify current prices)*
Reservations 24 hr Reservations: 1-800-660-8000
Online reservations www.supershuttle.com/Sales/Gaylord.aspx

Dulles and Baltimore Washington International Airports are an easy 45-minute drive away, and shuttle or car service can be arranged through the hotel concierge.

AREA ATTRACTIONS

It's easier than ever to connect to the cultural destinations of the Capital Region with convenient, daily shuttle services and tours from Gaylord National's front doors!

Sightseeing Tours

Choose from the area's most exciting tours:

- American Spirit Monument Tour
- DC Memorial Heritage Tour
- DC at Night Tour

King Street Metrorail Station & Old Town Alexandria Shuttle Service

Connect with the Metro or visit Old Town Alexandria's historic waterfront community

Water Taxis to Old Town, Georgetown and Mount Vernon

Potomac Riverboat Company's Water Taxis offer exciting trips along the storied Potomac River to and from Old Town Alexandria, historic Georgetown, and George Washington's Mount Vernon Estate and Gardens

Washington DC Cruises

Entertainment Cruises invites you to embark on any of their five exciting cruise vessels, providing a combination of dining, dancing, entertainment, sightseeing excursions with breathtaking views of the D.C. capital region

Experience National Harbor

Dining: More than 20 different restaurants and eateries, all within a block or two of the Marina.
Shopping: A million square feet of unparalleled shopping. **American Market:** Wide variety of local artisans & farm produce offered on Saturdays. **Entertainment:** Nightclubs on Fleet Street, outdoor concerts, major festivals & events, and more... **Marina:** Premier yachting destination on the Potomac; you can rent bikes, kayaks, sailboats or segways. **Outdoor Art:** Stroll along the mile-long waterfront path & enjoy a whole gallery of public art displays

Hit the Links

Practice your swing at the Gaylord virtual golf simulator or visit nearby Lake Presidential Golf Club, an 18 hole championship golf course just minutes away from the hotel

Washington Nationals Park

Enjoy a day of baseball at the home of major league baseball's Washington Nationals

For more details on attractions visit www.gaylordhotels.com/gaylord-national

SCHEDULE AT-A-GLANCE



TUESDAY, SEPTEMBER 11, 2012

8:00 am – 5:00 pm **Hill Visit and Lobby Day** – *Bill Finerfrock*

WEDNESDAY, SEPTEMBER 12, 2012

8:00 am – 12:00 pm **PRE-CONFERENCE SESSION**
 A. **Hot Topics In Compliance**
Holly Louie, Robert Burleigh, Virginia Evans, Esq., James Wieland, Esq.
 B. **Operational EHR Opportunities for the Medical Biller** – *Ron Sterling*

12:00 – 1:00 pm First Time/New Member Lunch Session

1:00 – 1:45 pm **President's Welcome** – *Don Rodden*

1:45 – 4:00 pm **GOVERNMENT SPEAKERS (invited)**
Jonathan Blum, Deputy Administrator & Director, CMS
Richard Gilfallan, MD, Acting Director CMI
Farzad Mostashari, MD, ScM, National Coordinator for Health Information Technology

4:00 – 4:15 pm Break

4:15 – 5:30 pm **OPENING KEYNOTE: The Future of Healthcare** – *David Cutler, PhD, MIT*

5:30 – 7:30 pm Exhibitor Showcase & Opening Reception

THURSDAY, SEPTEMBER 13, 2012

7:00 – 8:00 am Continental Breakfast

8:00 – 9:30 am **The New World of Healthcare Reform**
Bill Finerfrock, Dr. William Rogers and Thought-Leader Panelists

9:30 – 10:30 am Exhibitor Showcase & Break

10:30 am – 12:00 pm **CONCURRENT EDUCATION SESSIONS**
 A. **Evolving Client Models** – *Phil Ellis*
 B. **Do EHRs Increase Liability?** – *Mark Anderson*

12:00 – 12:30 pm Membership Meeting

12:30 – 2:00 pm Awards & Vendor Appreciation Luncheon

2:00 – 3:00 pm **CONCURRENT EDUCATION SESSIONS**
 A. **Surviving and Thriving in a Consolidating RCM Industry**
Eric Beier, MD, MBA and Greg Hackney
 B. **Stage 2 Meaningful Use: Issues & Strategies** – *Ron Sterling*

3:00 – 4:00 pm Exhibitor Showcase & Break

4:00 – 5:30 pm **CONCURRENT EDUCATION SESSIONS**
 A. **ICD-10 Update** – *Holly Louie & Melody Mulaik*
 B. **The Evidence is There: Adopt Evidence-based Management for Medicine**
Margret Amatayakul

5:30 – 6:30 pm Exhibitor Showcase and Reception

7:00 – 10:00 pm Off-Site Event at Bobby McKeys Dueling Piano Bar



www.hbma.org

FRIDAY, SEPTEMBER 14, 2012

7:00 – 8:00 am Continental Breakfast

8:00 – 9:30 am **CONCURRENT EDUCATION SESSIONS**
 A. **Update on Privacy & Security Policy and Enforcement** – *Adam Greene, Esq.*
 B. **EHR Trusted Advisor & the Clinical Daily Close Concept** – *Ron Sterling*
 C. **Strategies for Making the EHR Work for You** – *Margret Amatayakul*

9:30 – 10:30 am Exhibitor Showcase & Morning Break

10:30 am – 12:00 pm **CLOSING GENERAL SESSION:**
Washington Update – *Bill Finerfrock & Government Relations Committee*

12:00 – 12:15 pm **HBMA President's Closing** – *Don Rodden*

1:00 – 5:00 pm **Post-Conference Session: Exhibitor Demonstrations**



Participants in the HBMA Fall Conference may earn up to 14.0 credits toward the designation of CHBME (Certified Healthcare Billing & Management Executive). The Pre-Conference programs offer an additional 4.0 credits and the Hill Visit offers 3.0 credits.



SESSION DESCRIPTIONS

HBMA GOES TO THE U.S. CAPITOL*

TUESDAY, SEPTEMBER 11, 2012



Bill Finerfrock and staff from our Government Affairs Washington office will conduct a comprehensive “How to Lobby” program and provide you with the most up-to-date information on Congressional action (or inaction) on issues important to you and your billing company.

Following this morning breakfast briefing session, you will be transported by bus to Capitol Hill for pre-arranged meetings with your Representative or Senators or their staff. You will be provided with talking points as well as a packet of materials to leave behind with the Congressional offices.

The day also includes a group lunch on the Hill where you will hear from key elected officials and/or staff about the latest developments, as well as a follow-up meeting to share experiences upon arrival back at the hotel.



PRECONFERENCE SESSION WEDNESDAY, SEPTEMBER 12

8:00 am – 12:00 pm

Hot Topics In Compliance*

Holly Louie, RN, CHBME, PCS; Robert Burleigh, CHBME; Virginia B. Evans, Esq; James Wieland, Esq.

This program has been designed for the experienced Compliance Professional or Executive. This session will address what is hot in the compliance arena and will be filled with dynamic, real-life scenarios from billing companies across the nation. Issues covered in this 4-hour session will include: HIPAA enforcement, revalidation and enrollment, new federal claim issues, updates on ICD-10 and case studies.

Operational EHR Opportunities for the Medical Biller*

Ron Sterling

EHR implementation is stressful and taxes the most sophisticated of practices. Formulating an effective operational strategy and process is typically superseded by a focus on technology and software. Such an approach compromises the entire EHR process for many physician practices.

This session focuses on implementation and daily support services that are needed to maintain EHR systems and present opportunities for the medical biller. Through this presentation you will be able to:

- Formulate a panel of services to help clients use EHRs
- Discuss operational challenges for practices and ways in which medical billers can help
- Guide clients on the effective use of EHRs
- Analyze daily, weekly, and monthly services to help clients maintain effectiveness and accuracy of EHRs
- Advise clients on compliance with HIPAA Security, Privacy and Meaningful Use

**REGISTER BY AUGUST 10, 2012
AND SAVE! Go to www.hbma.org**

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



WEDNESDAY, SEPTEMBER 12

(Continued)

President's Welcome

1:00 – 1:45 pm

Don Rodden, CPA, CHBME

Government Speakers *(Invited)*

1:45 – 4:00 pm

Bill Finerfrock

- Jonathan Blum, Deputy Administrator & Director, CMS
- Richard Gilfallan, MD: Acting Director of the new Center for Medicare and Medicaid Innovation (“CMI,” or “Innovation Center”) at CMS
- Farzad Mostashari, MD, ScM: National Coordinator for Health Information Technology

KEYNOTE ADDRESS

The Future of Healthcare: Where We Are and What Makes Sense for the Economic Future of Healthcare

4:15 – 5:30 pm

David Cutler, Ph.D, MIT

Dr. David Cutler has developed an impressive record of exceptional achievement in both academia and the public sector. He was Senior Health Care Advisor to Barack Obama's Presidential Campaign and served on the Council of Economic Advisors and National Economic Council under President Clinton. Dr. Cutler now works closely with members of Congress, state governments, corporations and private interest groups to formulate strategies for health-care reform and has done pioneering research on the value of medical innovation and strategies to improve the return on our health care dollars.

Currently, Dr. Cutler is the Otto Eckstein Professor of Applied Economics at Harvard University and is a member of the Institute of Medicine and the American Academy of Arts and Sciences. His focus is on value creation: taking a health care system that is haphazard in quality and too costly and centering it on the core mission of value enhancement. In his compelling presentations, Dr. Cutler discusses with audiences the opportunities and challenges of health care reform, how the political process approaches reform and the implications of current public policies for businesses and individuals.

THURSDAY SESSIONS SEPTEMBER 13

The New World of Healthcare Reform

8:00 – 9:30 am

Bill Finerfrock, Dr. William Rogers and Thought-Leader Panelists

In today's healthcare environment, and in light of the recent Supreme Court decision, the need for accurate and thought-provoking information has never been more important! Bill Finerfrock, HBMA's Director of Government Affairs, will lead this powerful, must-attend session. The “Thought-Leadership Forum” is comprised of select professionals from a small and from a large billing company along with a provider to address how this ruling will affect you and your business. You will also hear from Dr. William Rogers, a medical officer for the Centers for Medicare and Medicaid Services' Office of the Administrator and Director of the CMS' Physician Regulatory Improvement Team (PRIT).

Explore implications for the billing industry through expert insights from different perspectives and then build upon this information as you attend sessions throughout the rest of the conference.

- Understand the importance of healthcare reform for strategic planning purposes
- Translate key trends in the billing industry to shape business in the future
- Incorporate innovation and implement change now to meet challenges and seize opportunities in the future

CONCURRENT EDUCATIONAL SESSIONS

10:30 am – 12:00 pm

A. Evolving Client Models

Phil Ellis, MBA

The traditional client model is rapidly changing. EHR software claims to enable office based practices to manage their own receivables, eliminating the need for outsourced billing. Practice acquisitions by hospitals deplete the client lead pool. Government and large payer programs encourage bundled or global billing for multiple providers on one claim eliminating full service billing for many practices. So how does the third party biller or RCM company remain relevant in this evolving medical community? How do we adapt to

SESSION DESCRIPTIONS

changing models being required? Better yet, how do we actually create business in this climate rather than surrender business?

We'll look at the evolving client models and how we can remain not only relevant but play a crucial role in their eventual success. The 3rd party biller of tomorrow must solve challenges which we cannot yet totally foresee, with resources we might not yet have. But we can be prepared by making our companies relevant today, being known in our medical communities, and therefore being a player tomorrow. This break out session will enable you to evaluate your ability to evolve along with the market.

You will leave this session with a view of what our industry must now offer that is far different from the past. Be prepared to go back to your office and implement different marketing plans as well as operational plans to accommodate the evolving client models. Take away a clear picture of what has evolved and what could evolve in future months and be prepared to offer services to meet those needs.

B. Do EHRs Increase Liability?

Mark R. Anderson, FHIMSS, CPHIMS

EHRs offer considerable opportunities to improve outcomes and reduce costs, but they also raise new medico-legal issues that must be considered. As is often the case, technology is advancing more rapidly than our ability to identify and address the medico-legal issues. The result of this uneven progression is that physicians and other stakeholders may be unknowingly exposed to medical liability risk.

- Receive an update on the EHR Marketplace and the Government's Meaningful Use Program
- Identify risk management issues associated with EHR documentation
- Describe common EHR documentation techniques that increase liability risk
- Examine personal documentation procedures
- Construct methods for reducing personal risk

CONCURRENT EDUCATIONAL SESSIONS

2:00 – 3:00 pm

A. Surviving and Thriving in a Consolidating RCM Industry

*Eric Beier, MD, MBA – Chief Medical Officer, MediGain
Greg Hackney – Chief Executive Officer, MediGain*

This presentation will provide results-oriented information from both the buyer and seller perspectives for driving maximum value in a small to mid-size billing company for shareholders, employees, and clients. The speakers will provide a "user friendly" model for results-oriented strategic business planning and value building for billing companies. They will present key performance metrics you can use to understand your operations, cost containment, and value maximization progress.

- Learn how to address key challenges, such as:
 - IT support
 - PM and EMR software platform decisions
 - Developing analytics capabilities
 - Building out the management team
 - Accessing growth capital
 - Building a marketing and sales strategy.
 - Buyer and seller value driver, transaction and due diligence considerations
- Identify key options, considerations and recommendations for strategic business planning, including whether to remain independent or sell/merge the company
- Identify the key value drivers for maximizing the value of your company to clients, employees and shareholders
- Identify key challenges facing small and mid-size billing companies, and alternatives to address the challenges

B. Stage 2 Meaningful Use: Issues and Strategies

Ron Sterling

The proposed Stage 2 of Meaningful Use Measures will have a dramatic effect on EHR products and practice strategies. Indeed, Stage 2 Measures will even influence what your clients should look for in an EHR. From approaching Stage 1 of Meaningful Use to avoiding future problems with Stage 2, your clients need to consider the



relationships between Stage 1 and Stage 2 for the implementation of an EHR. The key challenge facing eligible providers is to attain Stage 1 MU and segue to Stage 2 with the least inconvenience and confusion for patients, doctors and staff. This session focuses on the challenges facing practices in Stage 2 as well as the collateral effects of Stage 1 plans.

- Discuss the Significance of Stage 2 Measures
- Discover the Critical Path for Stage 1 and Stage 2 MU criteria
- Review the Relationships Between Stage 1 and Stage 2 Criteria
- Analyze EHR Implementation in Light of Stage 1 and Stage 2 Meaningful Use

CONCURRENT EDUCATIONAL SESSIONS

4:00 – 5:30 pm

A. ICD-10 Update

*Holly Louie, RN, CHBME, PCS and
Melody Mulaik, MSHS*

- What are YOU doing with the additional time until ICD-10 goes live?
- Do you know what your company's chance of success or risk of failure is?
- What have other members learned that may be of benefit to you?
- Are your clients working on their responsibilities?
- Do you believe your vendor is "ready"?
- Do you have any established benchmarks?
- Where are you on the timeline to success?
- Have you started on this adventure?

No matter where you are on the continuum, there is something in this NEW session for you. Come prepared to work, contribute, learn and take home valuable tools, tips and ideas.

OBJECTIVES:

- Use an assessment tool to objectively measure your company's level of risk
- Develop a corrective action plan for areas of deficiency
- Identify specific areas of risk and opportunity based on individual business models

B. The Evidence Is There: Adopt Evidence-based Management for Medicine

Margret Amatayakul

The evidence is there — but healthcare's cottage industry approach to operations has led to silos and hierarchies that do not help us achieve the highest productivity, the best return on investment, or healthcare value.

Evidence-based management in an age of health reform based on risk-sharing requires us to select and use the best of the best tools from across industries to improve performance and return us to our passion of treating people.

- Identify hallmarks of evidence-based practices that draw from many industries – including medicine
- Evaluate the environment and select the best tools to manage different situations
- Describe strategies for implementing evidence-based management in a knowledge-worker environment

FRIDAY SESSIONS SEPTEMBER 13

CONCURRENT EDUCATIONAL SESSIONS

8:00 – 9:30 am

A. Update on Privacy & Security Policy and Enforcement

Adam Greene, Esq.

The focus of this session is on the constantly evolving privacy and security landscape governing health information. Adam Greene will address recent regulatory changes to HIPAA pursuant to the HITECH Act, with a focus on those affecting business associates, such as direct liability of business associates, amendment of business associate contracts, and breach notification. He will also address increased enforcement efforts at the federal and state level, including Office for Civil Rights settlements, privacy and security audits, and state attorney general actions.

- Describe recent changes to privacy and security laws and how they impact medical billing companies
- Analyze trends from breach notification reports
- Identify lessons learned from recent privacy and security enforcement actions

SESSION DESCRIPTIONS

B. EHR Trusted Advisor and the Clinical Daily Close Concept

Ron Sterling

Regardless of the EHR system in use by your clients, proper maintenance and checking is required on a daily basis to maintain appropriate patient records and verify standards. Unfortunately, many practices do not check on the integrity of their EHR information and process. Such lapses can lead to operational and documentation problems for your physician clients. Ron will present the implications of failure to properly maintain EHR operations on a daily basis as well as a daily close strategy to verify the operation and validity of EHR based patient information.

- Discuss Operational Problems and Deficiencies that can undermine EHRs
- Identify Policies and Procedures to Protect EHR Integrity and Performance
- Examine a Clinical Daily Close Strategy and Process

C. Strategies for Making the EHR Work for You

Margret Amatayakul

So now you have an EHR – how do you make it work for you? Implementation of an EHR is more than installing hardware and software. It requires attention to people, policy, and process in order to optimize your investment. Taking key steps – even prior to selection, but definitely during implementation and after the “training wheels” come off – can help you evaluate your options and improve your utilization and successful achievement of goals.

- Take a systems approach to EHR selection, implementation, adoption, and optimization
- Apply key strategies for engaging all stakeholders in the EHR system life cycle
- Realize the importance of establishing policies for use of EHR that makes success easier for all
- Address workflow and process changes – potentially at several points in the EHR system life cycle

CLOSING GENERAL SESSIONS

Washington Update and Wrap Up Session

10:30 am – 12:00 pm

*Bill Finerfrock and the
HBMA Government Relations Committee*

This session is your opportunity to participate in a conversation that addresses HBMA's continuing commitment to advancing the billing industry through advocacy and by providing education, information and valuable resources to our members.

Bill Finerfrock, our HBMA Director of Government Affairs, will be on-hand along with members of the Government Relations Committee for a comprehensive look at how government mandates are affecting the billing industry and how to best prepare for changes to come. Receive up-to-the-minute updates on pending legislation and regulations and identify key trends that will shape the future of your business. This interactive closing session will reinforce information gleaned throughout the conference all “wrapped up” in a nice package for you to share with your staff and clients upon your return home.

You won't want to miss this valuable insight into the healthcare industry's regulatory landscape and what it means to you!

HBMA President's Closing Remarks

12:00 – 12:15 pm

Don Rodden, CPA, CHBME

POST-CONFERENCE

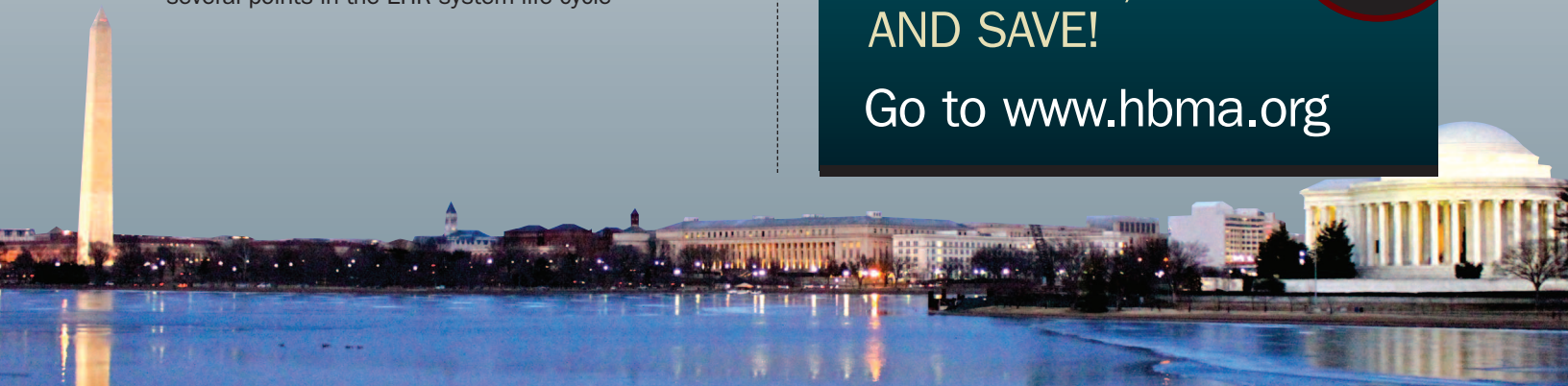
EXHIBITOR DEMONSTRATIONS *(Optional)*

1:00 pm – 5:00 pm

**REGISTER BY
AUGUST 10, 2012
AND SAVE!**

**REGISTER
EARLY!**

Go to www.hbma.org



SPECIAL EVENTS



FIRST TIME ATTENDEE & NEW MEMBER LUNCHEON SESSION

** Ticketed Event*

WEDNESDAY, SEPTEMBER 12 • 12:00 – 1:00 pm

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.



MEMBERSHIP MEETING, AWARDS, & VENDOR APPRECIATION LUNCHEON

** Ticketed Event*

THURSDAY, SEPTEMBER 13 • 12:00 – 2:00 pm

You do not want to miss this very special luncheon event! The function starts off with the membership meeting, where the Annual Report will be provided, Elections for the Board of Directors will take place, and an overall state of business for HBMA 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. We especially want to thank and acknowledge the valuable support of our HBMA Exhibitors. We invite you to take this opportunity to network and enjoy this luncheon as we honor the best and brightest within our community.



OFF-SITE SPECIAL EVENT

** Ticketed Event*

THURSDAY, SEPTEMBER 13 • 7:00 – 10:00 pm

BOBBY MCKEY'S DUELING PIANO BAR
172 Fleet Street, National Harbor, MD

Sponsored by



Bobby McKey's is the Washington DC area's first and only duelling piano bar. A locally owned and operated establishment in National Harbor, the venue offers a unique, energetic and highly interactive duelling piano show that showcases the talents of the performers. This is a place where you can leave your cares at the door, have fun and become part of the show!

Two large pianos face each other; two highly talented men sing iconic tunes, bang on the keys and flirt with the audience. Audience participation is a must! To help create a more dynamic show, you will be encouraged to participate in "stage commands" like clapping, cheering, dancing, and singing along.

A beer or two, or maybe a comically named cocktail, along with some grub will complement the atmosphere for our group's private party. With its casual nightclub atmosphere and killer entertainment in this unique setting, Bobby McKey's can be summed up simply as fun! Be sure to join us!

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



CONFERENCE EVENTS

EXHIBITOR SHOWCASE

Potomac Ballroom A 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 ■ 5:30 – 7:30 pm
- **Refreshment Break** Thursday ■ 9:30 – 10:30 am
- **Refreshment Break** Thursday ■ 3:00 – 4:00 pm
- **Exhibitor Showcase and Reception**
 Thursday ■ 5:30 – 6:30 pm
- **Refreshment Break & Drawings** . . Friday ■ 9:30 – 10:30 am



EXPAND YOUR CONFERENCE EXPERIENCE

HBMA'S FALL CONFERENCE MOBILE APP IS EASY TO USE, AND BURSTING WITH FEATURES



- Smartphone and iPad users can download the app **to scan all event information**. Create the sessions you'll attend, identify any exhibitors you don't want to miss, highlight some sponsors you want to meet, and more...
- **Tweet or send emails** to colleagues to let them know you'll be attending the Fall Conference and make plans to meet.
- **Instantly share** all your contact information with fellow attendees and exhibitors.
- **Immediately find any exhibitor...** and, if they have an Enhanced Exhibitor Listing, you'll have their booth location and all the information about the company in the palm of your hand.
- **Read about the speaker's backgrounds.**
- **Find out about the sponsoring companies** by clicking on their banner ad, instantly connecting you to their materials, brochures or videos.
- **Receive regular updates** during the conference.
- Following the conference, **keep in touch with contacts** you made during the conference.

HBMA 2012 CASH DRAWING

Cash Prize Worth Up To \$1475

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. The drawing will take place during the break on Friday morning. You must be present to win.



EXHIBITOR DEMONSTRATIONS NEW!

FRIDAY, SEPTEMBER 14 • 1:00 – 5:00 pm

Optional Event

The Vendor Demonstration Sessions on Friday afternoon have been designed to accommodate your interest in more in-depth viewing of products and services offered for medical billing businesses. This is your opportunity to participate in a small-group, targeted demonstration. Each demo session is allocated for one hour with participation limited to groups of ten (10) attendees per session.

The list of Exhibitors offering demonstration sessions will be posted as their registrations are received. If you are interested in participating in these sessions, please indicate this on your registration form. You will be able to sign up for the specific demonstrations of your choice once the schedule of vendors has been finalized. There is no additional cost to attendees, however, registration for this event is required to attend.



REGISTER BY AUGUST 10, 2012 AND SAVE! Go to www.hbma.org

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 Thursday's luncheon and off-site event are also included.

TICKETED EVENTS. HBMA will provide tickets to those who have signed up in advance for the luncheons and the off-site event at Bobby McKey's Dueling Piano Bar.

CONCURRENT EDUCATION SESSIONS. In addition to the General Sessions, the Fall 2012 Conference offers two concurrent tracks. Track A topics are related to Business Operations while Track B sessions address EHR topics. You are welcome to mix-n-match in choosing sessions from either track. Please review the session descriptions in this brochure to make your selection from the various topics.

CONFERENCE PRESENTATION MATERIALS. As part of our continuing green initiatives, you will be receiving advance access to the session presentations and handouts. Shortly before 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: Guest refers to a spouse, significant other or personal friend, NOT a business associate or colleague. Guest registration will NOT allow access to any educational sessions. Guests have the opportunity to attend both receptions and the off-site event at Bobby McKey's. A Guest Registration Fee of \$199 is required.



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.

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 2012 Fall Conference offers you the opportunity to acquire 14.0 hours of credit toward your CHBME designation. The pre-conference programs afford 4.0 additional credit hours while the Hill Visit offers 3.0 credits.

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.

HBMA 2012 FALL ANNUAL CONFERENCE • SEPTEMBER 12-14, 2012

PLAN NOW!

TO JOIN US FOR THIS POWERFUL AND INSPIRING MEETING!

When it comes to meetings and conventions, Washington, DC and the Capital Region leads the way. While the area is synonymous with politics and power, it is renowned for its iconic sightseeing, world-class museums, top-rated restaurants and exciting entertainment.

You do not want to miss this year's Annual Conference! We've taken your feedback and developed an outstanding program filled with forward thinking educational sessions, plenty of networking opportunities, the ability to catch up with colleagues, and more than a little fun!

REGISTER BY AUGUST 10, 2012 & SAVE!

To register, go to the meeting calendar at:

www.hbma.org

CONFERENCE FACULTY

Margret Amatayakul
Margret\A Consulting, LLC

Mark Anderson, CPHMS, FHIMSS
AC Group, Inc.

Eric Beier, MD, MBA
MediGain

Robert Burleigh, CHBME
Brandywine Healthcare Services

David M. Cutler, PhD, MIT
Harvard University

Phil Ellis, MBA
CIPROMS, Inc.

Virginia Evans, Esquire
Ober Kaler

Bill Finerfrock
Capitol Associates

Adam Green, Esquire
Davis Wright Tremaine, LLP

Greg Hackney
MediGain

Holly Louie, RN, CHBME, PCS
Practice Management, Inc.

Melody Mulaik, MSHS
Coding Strategies, Inc.

William D. Rogers, MD, FACEP
Centers for Medicare & Medicaid Services

Ronald B. Sterling
Sterling Solutions, Inc.

James Wieland, Esquire
Ober Kaler

**Faculty to be joined by invited government speakers and legislators for select sessions. (Names to be announced upon confirmation)*



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 10 | After August 10 | Amount |
|----------------------------------|------------------------|-----------------|-----------------------|
| HBMA Member | \$595.00 | \$695.00 | \$ _____ |
| Non-HBMA Member | \$775.00 | \$875.00 | \$ _____ |
| Pre-Conference: Compliance | \$ 99.00 | \$ 99.00 | \$ _____ |
| Pre-Conference: EHR | \$ 99.00 | \$ 99.00 | \$ _____ |
| Guest Registration* | \$199.00 | \$199.00 | \$ _____ |
| | | | Total \$ _____ |

* For Evening Events Only

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

- | | |
|--|--|
| <p>Thursday 10:30 am – 12:00 pm</p> <p><input type="checkbox"/> A. Evolving Client Models</p> <p><input type="checkbox"/> B. Do EHRs Increase Liability</p> <p>Thursday 4:00 – 5:30 pm</p> <p><input type="checkbox"/> A. ICD-10 Update</p> <p><input type="checkbox"/> B. The Evidence is There</p> | <p>Thursday 2:00 – 3:00 pm</p> <p><input type="checkbox"/> A. Surviving & Thriving in a RCM Industry</p> <p><input type="checkbox"/> B. Stage 2 Meaningful Use</p> <p>Friday 8:00 – 9:30 am</p> <p><input type="checkbox"/> A. Update on Privacy & Security</p> <p><input type="checkbox"/> B. EHR Trusted Advisor</p> <p><input type="checkbox"/> C. Strategies for Making the EHR Work for You</p> |
|--|--|

Please assist us in planning by checking the information below:

- | | |
|--|--|
| <input type="checkbox"/> This is my first HBMA Conference | <input type="checkbox"/> I will attend the Opening Reception |
| <input type="checkbox"/> I am a new HBMA member | <input type="checkbox"/> I will attend Thursday's Reception |
| <input type="checkbox"/> I will attend the First Timer's Lunch | <input type="checkbox"/> I will attend the Awards/Vendor Appreciation Luncheon |
| <input type="checkbox"/> I will attend the Off-Site Event at Bobby McKey's | |
| <input type="checkbox"/> Special Needs, including dietary _____ | |

NOTE: A discounted registration allowance of \$150 is available for additional attendees from the same member company if registered at the same time and by the August 10th early registration period. This special rate applies to full-conference registrations only.

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 10, 2012. No refund will be made for no-shows.