

HBMA
Healthcare
BILLING & MANAGEMENT
Association

Shrima 2012

EDUCATIONAL CONFERENCE

THURSDAY - SATURDAY **APRIL 19 - 21**

THE ROOSEVELT HOTEL • NEW ORLEANS, LOUISIANA

CONFERENCE BROCHURE





Welcome

TO NEW ORLEANS

In New Orleans, change is on the horizon as the city celebrates a post-Katrina revival. Taking a cue from this city that has been through a lot, the HBMA Spring 2012 Conference will focus on Business Continuity, including, among the thirteen conference sessions, topics that address Disaster Preparedness/Disaster Recovery.

REGISTER EARLY!

As a billing industry professional, you will not want to miss this year's spring 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!

Friendly, energetic, and engaging encounters await you in New Orleans. Join HBMA this April to ensure the permanence and stability of your billing operation.

THE ROOSEVELT NEW ORLEANS

123 Baronne Street, New Orleans, LA 70112
 Room Reservations: 1-800-WALDORF
www.therooseveltneworleans.com



One of the South's first grand hotels, a \$170 million historic restoration has returned The Roosevelt to its place as the premier luxury hotel in New Orleans and one of America's grandest destinations. Now a part of the prestigious Waldorf Astoria Hotels & Resorts, this landmark combines elegant guest rooms, historic dining and entertainment venues with abundant and luxurious meeting spaces.

An opportunity to indulge lies around every corner at the Roosevelt. Savor the legendary Blue Room, unwind at the historic Sazerac Restaurant & Bar and enjoy world-class cuisine at Domenica. Open the magnificent brass doors and let your senses take you just steps away to all the history, culture, entertainment and food that the French Quarter has to offer.

The Roosevelt is offering HBMA guests special rates of \$224, plus tax for King Deluxe Rooms and \$244, plus tax for Queen-Queen accommodations. Complimentary Internet in the guest rooms and complimentary access to the Fitness Club is included and a 10% discount off Guerlain Spa Pricing is also offered. Reservations should be made well before the cut-off date of **Thursday, March 29, 2012** by 5:00 PM CST.

Reservations can also be made via the Internet using the personalized online group page that can be found on the meeting calendar at www.hbma.org.



EXPAND YOUR CONFERENCE EXPERIENCE



HBMA'S SPRING CONFERENCE MOBILE APP IS UPDATED, EASY TO USE, AND BURSTING WITH NEW 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 Spring 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** before attending the sessions.
- **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.
- And... you'll be able to recall any of this information for months after the Spring Conference!

Take advantage of this exciting way to communicate. **Scheduled app launch date is March 16, 2012!** You will have one month to get updated information prior to the conference.

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enjoy A TRUE NEW ORLEANS EXPERIENCE

- **The French Quarter** – Come stroll through this exotic neighborhood where every street has something to offer from classic restaurants, music venues, boutique shopping to voodoo temples, historic Jackson Square, and Café du Monde – world famous for its cafe’ au lait, beignets, and the opportunity to people watch.
- **Cuisine** – When dining in New Orleans, experience a culinary adventure that spans a wide array of cuisines, from Cajun and Creole to Soul and Contemporary French.
- **Nightlife** – The night never has to end in New Orleans since bars and clubs are not required to close. Harrah’s Casino caters to the high rollers and the city’s distinct neighborhoods are home to slick nightclubs where you can dance the night away.
- **Music** – No other city loves music more! Jazz was born here and, along with Rhythm & Blues, Gospel, Cajun, and Zydeco, resonates from clubs in the Arts District, French Quarter and Faubourg Marigny. Experience unbelievable live musical performances in venues from swank lounges to tiny honky tonks to mega concerts in places like the New Orleans Arena.
- **Arts & Culture** – New Orleans is a city abundant in culture, cuisine and history. Today the scene thrives via countless galleries, performance spaces, museums, and numerous architectural gems awaiting your discovery.
- **Tours** – New Orleans has just about every kind of tour imaginable – history, swamp, plantation, culinary, and even ghost tours. Get ready to sit back and relax in a mule-drawn carriage, hop on a paddlewheel riverboat or set out on foot - there's a lot to discover!
- **Shopping** – New Orleans shopping – from the French Quarter to Magazine Street – offers an array of retail choices. Options include The Shops at Canal Place, Saks Fifth Avenue, The Riverwalk, Jax Brewery, as well as hundreds of boutiques, art galleries and antique stores throughout the city.
- **Neighborhoods** – New Orleans neighborhoods are where the culture and creativity of the Crescent City come to life. From the historic French Quarter to the elegant Garden District to the music-filled Marigny, there is great food, music and more to be found all across the city.

NEW ORLEANS IS FILLED WITH AN UNDENIABLE ZEST FOR

life

.....
Explore the possibilities at

www.neworleanscvb.com

It's **NEW ORLEANS** 

GETTING HERE & AROUND

Louis Armstrong International Airport is just 11 miles from the Central Business District. If you are interested in arranging transportation to or from Louis Armstrong International Airport, please use the link provided on the HBMA conference website.

Maneuvering New Orleans can be an experience as unique as the city itself. You may prefer to explore the city’s streets by foot or enjoy a taste of the past on the historic St. Charles Avenue Streetcar. The city is equipped with hundreds of taxicabs, providing an economical and convenient mode of transportation.



Schedule AT-A-GLANCE



THURSDAY, APRIL 19

- 8:00 am – 12:00 pm **PRE-CONFERENCE SESSION**
 A. **Hot Topics In Compliance** – Holly Louie, Karen Collier, Robert Burleigh, Patrick Lukacs
 B. **Strategic Planning** – Jud Neal
- 12:00 – 1:00 pm First-Time/New Member Lunch Session
- 1:00 – 2:00 pm **President's Welcome** – Don Rodden
- 2:00 – 3:30 pm **Keynote Address: Growing Your Business** – Terri Langhans
- 3:30 – 4:00 pm Break
- 4:00 – 5:30 pm **Disaster Preparedness Best Practices** – Robert Chaput
- 5:30 – 7:00 pm Exhibitor Showcase & Opening Reception

FRIDAY, APRIL 20

- 7:00 – 8:00 am Continental Breakfast
- 8:00 – 9:30 am **Washington Update** – Bill Finerfrock
- 9:30 – 10:30 am Exhibitor Showcase & Break
- 10:30 am – 12:00 pm **CONCURRENT EDUCATION SESSIONS**
 A. **Surviving a Disaster** – Dave Jakielo (Moderator) and Panelists to include Jean Campbell-Morgan, Cindy Pittmon, and Robert Chaput
 B. **Negotiating Business Continuity Agreements** – Mark Grossman
- 12:00 – 1:30 pm Networking Luncheon (by company size)
- 1:30 – 3:00 pm **CONCURRENT EDUCATION SESSIONS**
 A. **Business Continuity: It's All About the NEXT EHR** – Barbara Drury
 B. **Industry Dealmakers Update** – Steven Harris & Ted Stack
- 3:00 – 4:00 pm Exhibitor Showcase & Break
- 4:00 – 5:30 pm **CONCURRENT EDUCATION SESSIONS**
 A. **How to Write a Risk Management/Disaster Plan** – Dave Jakielo, Rich Papperman, Jean Campbell, Cindy Pittmon, Robert Chaput
 B. **12 Biggest Misconceptions Owners Have About Selling Their Business** – Ted Stack and Steven Harris
- 5:30 – 6:30 pm Exhibitor Hosted Wine & Cheese Reception
- 7:00 – 10:00 pm Off-site Event on the Paddlewheeler Creole Queen



www.hbma.org

SATURDAY, APRIL 21

- 7:00 – 8:00 am Continental Breakfast
- 8:00 – 9:30 am **CONCURRENT EDUCATION SESSIONS**
 A. **Maintaining Balance at Work and Home** – Bryan Dodge
 B. **ICD-10 Implementation** – Holly Louie & Melody Mulaik
 C. **SSAE 16 – The SAS 70 Replacement Survival Guide** – Robert Brenis
- 9:30 – 10:30 am Exhibitor Showcase & Morning Break
- 10:30 am – 12:00 pm **CLOSING KEYNOTE: Building a Better You** – Bryan Dodge
- 12:00 – 12:15 pm **HBMA President's Closing** – Don Rodden
- 1:00 – 4:00 pm **POST-CONFERENCE SESSION**
How to Complete a Meaningful Use/HIPAA Security Risk Analysis – Robert Chaput



Participants in the HBMA Spring Conference may earn up to **14.75 credits** toward the designation of CHBME (Certified Healthcare Billing & Management Executive). The Pre-Conference Courses offer an additional 4.00 credits, and for the Post-Conference Session you may earn 3.00 credits.



Session DESCRIPTIONS

THURSDAY SESSIONS • APRIL 19

President's Welcome

1:00 – 2:00 pm Don Rodden, CPA, CHBME

KEYNOTE ADDRESS

Growing Your Business: How to Stand Out, Get Better Results from Marketing, and Sell More Products and Services

2:00 – 3:30 pm Terri Langhans, CSP

Imagine having a path and plan for growing your business that not only gets your phone to ring and develops repeat business, but motivates you and gives you a laser-like focus on a daily basis. A path and a plan that keeps you from going off on tangents – you know, the ones disguised as opportunities.

What if you could, once-and-for-all, stand out from the competition, articulate your value, attract more prospects, and win more clients and referrals? Regardless of what you've tried before, and regardless of how big or small your budget is – even if you don't have a marketing budget?

Stop laughing. You can! This 90-minute program is packed with street-smart strategies, powerful insights, plenty of laughs, and tangible tools you can use right away (and over and over) to make a difference immediately. No lofty theory or rhetoric. We'll zero in on critical business development areas. You will walk away both energized and equipped with what you need to know and do so that you and your business will have more focus, greater visibility, higher impact, and better response.

- Set a clear direction for your business
- Stay motivated and focused on getting results on a daily basis
- Recognize, navigate and better respond to the four phases of the marketing and selling process
- Articulate your value
- Describe what you do in ways that influences choice in your favor and lowers fee/price resistance

**REGISTER BY MARCH 19, 2012
AND SAVE! Go to www.hbma.org**

PRE-CONFERENCE

THURSDAY, APRIL 19 • 8:00 am – 12:00 pm

Hot Topics in Compliance

Holly Louie, RN, CHBME, PCS; Karen Collier, Esquire; Robert Burleigh, CHBME; and Patrick Lukacs, CPA, CHBME

This program has been designed for the experienced Compliance Professional or Executive.

Addressing what's hot in the compliance arena, the session will be filled with dynamic, real-life scenarios from billing companies across the nation. An expert in EHR, our guest presenter, Patrick Lukacs, will address "eHealthRecords and Compliance: A Double-Edged Sword." Discuss the benefits of an EHR over a paper record. Discover the unintended consequences of implementing an EHR and find out how you can help providers remediate these consequences.

This dynamic, interactive session includes compliance issues surrounding: social networking, HIPAA enforcement, revalidation and enrollment, new federal claim issues, ICD-10 and case studies.

Strategic Planning – Preparing Your Company For The Long Term

Jud Neal, CHBME

During this course we will discuss and provide tools for the eight elements included in a typical Strategic Plan. We will also address Succession Planning and share ideas for developing a comprehensive Disaster Plan. The program has been designed to offer you interactive time to begin developing the foundation for each of these critical areas that are vital to the long-term survivability and growth of your company. This is a unique opportunity for you to spend time working "on" your business rather than working "in" your business.

A separate Registration fee of \$99 is required for these pre-conference sessions. Participation in either program will allow you to complete one of the modules approved for 4.0 credits toward attaining the HBMA Certified Healthcare Billing & Management Executive (CHBME) designation.

Session DESCRIPTIONS

THURSDAY SESSIONS

APRIL 19 *(Continued)*

GENERAL SESSION

Disaster Preparedness Best Practices

4:00 – 5:30 pm

Robert Chaput, CISSP, MA, MCSC, CHP, CHSS

While we can't prepare for every possibility, as recent events have proved, prudent business risk requires planning and preparation. In 2005, Hurricane Katrina wreaked extensive damage. Businesses were not merely affected – their buildings were destroyed and lives were lost. The catastrophic Friday, 11 March 2011 Tōhoku earthquake and tsunami struck with little warning. The World Trade Center towers coming down after terrorists crashed planes into them affected many surrounding businesses, people, the government, and the world in a way that most people would have never imagined.

Every year, thousands of businesses are affected by floods, fires, tornadoes, terrorist attacks, and vandalism. Statistics show that a large percentage of businesses close their doors following a disaster. "Disasters" come in all shapes and sizes ranging from loss of critical business files to data bases becoming corrupted to power losses to complete site disasters.

This session covers best practices for disaster preparedness, while focusing on compliance with explicit HIPAA Security Rule requirements for all business associates, including medical billing companies. Within the Security Rule, the Contingency Plan Standard is very explicit about, among other risk management actions, backing up electronic Protected Health Information (PHI) and ensuring its recoverability in the event of a data loss event, disclosure or corruption.

§ 164.308 Administrative Safeguards. *Standard:*

(i) **Contingency plan.** Establish (and implement as needed) policies and procedures for responding to an emergency or other occurrence (for example, fire, vandalism, system failure,

- Explain key Business Continuity Planning (BCP) / Disaster Recovery Planning (DRP) terms
- Describe the explicit HIPAA Security Rule requirement for a Contingency Plan
- Articulate the Project initiation steps for BCP and DRP
- Explain the difference between a Business Continuity

Plan, Disaster Recovery Plan (DRP) and Data Protection Plan (DPP)

- Complete a sample business impact analysis for your business
- Explain key planning parameters such as Recovery Time Objective, Recovery Point Objective and Data Loss Event
- Backup and offsite facilities
- Describe types of BCP drills and tests

FRIDAY SESSIONS • APRIL 20

Washington Update

8:00 am – 9:30 am

Bill Finerfrock

Bill Finerfrock, our HBMA Director of Government Affairs, will convey the latest news from Washington, DC, in this always in-demand, popular and informative session. Bill provides up-to-the-minute updates on pending legislation and regulations that affect the billing community. Discover what changes are coming 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

10:30 am – 12:00 pm

A. Surviving a Disaster: Are You Prepared?

Dave Jakielo, CHBME (Moderator)

Panelists to include: Jean Campbell-Morgan,

Cindy Pittmon, CHBME &

Robert Chaput, CISSP, MA, MCSC, CHP, CHSS

Hopefully you'll never be in the situation in which some of our members have found themselves. We have members whose businesses have had major interruptions due to hurricanes, earthquakes, fires, tornados, blackouts, etc. This session will include "Real Life" disaster situations. Examine what the owners faced, how they coped, and how they made a 100% recovery, regardless of the obstacles.

- Develop a plan before you need one
- Learn how to think on your feet when a disaster occurs
- Sleep well at night knowing your clients are protected



B. A Guide to Negotiating Business Continuity Agreements for Disaster Scenarios

Mark Grossman, Esquire

Business continuity deals raise many complex legal and business issues that need to be thoroughly negotiated and documented in your agreements. Like other types of technology deals, they have their own customs, usages, and norms. In this seminar, Mark Grossman, Technology Lawyer, will give you an insight into the real language that he's used in real deals. What are the norms in the industry? What concessions should you make? How technical must your agreement be?

The discussion will include licensing, warranties, limitations of liability, performance standards, service level agreements, acceptance testing procedures, and change orders, to name a few. Learn to spot the landmines as you negotiate your business continuity agreement with a vendor. Even beyond business continuity, you will learn fundamental business skills you need to know in negotiating contracts of every kind.

- Identify four key provisions you need in every business continuity contract
- Discuss how a limitation of liability clause can emasculate your agreement
- Discover three negotiating techniques guaranteed to work every time
- Determine four ways to keep your contracts out of court
- Be prepared to negotiate an agreement that simply communicates your deal so that the parties have nothing to fight about

**CONCURRENT EDUCATIONAL SESSIONS
1:30 – 3:00 pm**

A. Business Continuity: It's All About the Next EHR

Barbara Drury, B.A., FHIMSS

There are many good and bad reasons why another EHR will be introduced into your business as well as your clients' business. This session will describe legal and strategic issues that require detailed attention either in the pre-nup stage of your 'first' EHR, or at the point you must plan the move to another EHR.

- Describe at least two technical vulnerabilities in EHRs and at least two approaches to detect and address these vulnerabilities for business continuity

- Identify legal sources to clarify specific short and long term records preservation requirements
- Explain at least two exit strategies that must be addressed when moving from the current to another EHR
- Identify the services opportunities that will enhance both your own business continuity and that of your clients

B. Industry Dealmakers Update

Steven Harris, Esquire & Ted Stack

Steven Harris, an attorney with McDonald Hopkins, represents clients in acquisitions, divestitures and contract disputes. Ted Stack is a Managing Director at Falcon Capital Partners, a leading transaction advisory firm offering merger and acquisition advisory, strategic advisory, and capital financing services. In this session, these two experts will provide an update on the latest trends in mergers, acquisitions, and strategic joint ventures in the industry.

- Discuss merger and acquisition transactions in the medical billing and healthcare technology sectors
- Distinguish valuation perspectives of different types of acquirers
- Discover how external market influences impact merger and acquisition activity

**CONCURRENT EDUCATIONAL SESSIONS
4:00 – 5:30 pm**

A. How to Write a Risk Management/ Disaster Plan

Dave Jakielo, CHBME, Richard Papperman, CHBME, Jean Campbell-Morgan, Cindy Pittmon, CHBME & Robert Chaput, CISSP, MA, MCSC, CHP, CHSS

Getting back to business after a disaster depends on preparedness planning done today. While the importance of emergency planning may seem self-evident, it may get put on the back burner in the face of more immediate concerns. As a follow-up to the earlier conference sessions, HBMA has set aside this time for you to interact with our panel of experts and work on your Business Continuity plan. Bring the plan you already have and spend some time updating it. No plan yet? This will be the perfect opportunity for you to sit with our panel of experts, as well as your colleagues, to begin the process of creating a plan specific to your company using the templates and handouts provided.

Session DESCRIPTIONS

B. The Twelve Biggest Misconceptions Owners Have About Selling Their Companies

Ted Stack & Steven Harris, Esquire

In this second session addressing Mergers and Acquisitions, industry experts Ted Stack and Steve Harris will review the most significant issues that owners face in considering when to sell or recapitalize their companies. They will provide real-world examples on how these issues impact potential transactions. Receive a detailed roadmap to deal with the operational and legal ramifications surrounding the issues.

- Identify the most significant misconceptions regarding selling or merging your company
- Discuss how these issues impact potential transactions

SATURDAY SESSIONS APRIL 21

CONCURRENT EDUCATIONAL SESSIONS

8:00 – 9:30 am

A. Maintaining Balance At Work and Home: Taking Ownership of Leadership in Your Own Life

Bryan Dodge

Bryan Dodge's authoritative teaching will inspire any audience. He will coach and inspire you to keep that important balance between work and home. This one of a kind message is life-changing. It will alter how you view all of your responsibilities, and will elevate you to a higher level of personal leadership.

Bryan will teach you the three laws of leadership and how they affect every area of your life – from the boardroom to the soccer field. He will reveal the intangible quality that will take your leadership skills to higher levels, and improve your overall communication skills. Bryan will show you how to overcome your own fears and how you can help the people that you lead overcome

Here are some of the take-ways you will carry with you throughout your professional and personal lives:

- Fall back in love with your job as if it were the first day you started
- Apply the Three Laws of Leadership that give a

competitive edge

- Focus your energy and creativity for greater results
- Make the day work for you instead of you working for it
- Learn a great communication strategy to deal with negativity

B. ICD-10 Implementation: Where Is the Industry and Where Should You Be

Holly Louie, RN, CHBME, PCS & Melody Mulaik, MSHS

This dynamic session will focus on the current status of ICD-10-CM implementation in the healthcare industry with a specific emphasis on the impact to billing companies. Whether this is your first time to attend an HBMA ICD-10 session or you have attended in the past, this valuable session will address the key items you need to know today to ensure that you are on the right path for ICD implementation for your organization. Timelines, communication methods and key tips and traps will be discussed so that you can interact confidently with your clients during this challenging transition.

- Discuss the status of ICD-10-CM implementation in the healthcare industry
- Identify key areas of concern for billing companies
- Identify strategies to address these concerns
- Develop and maintain implementation timelines relevant for your organization

C. SSAE 16 – The SAS 70 Replacement Survival Guide

Robert Brenis, CISA, CGEIT, CRISC, MCP, PMP

Robert Brenis, a principal with Skoda Minotti, will discuss SAS 70 audits, what they are, what you need to know about them, and why you need to go through the process. Learn what these different reporting standards are and discover how they can help you differentiate your business. Discuss how your customers can feel more secure once you have one of these audits done. Find out how you can prepare your business to have one of these completed.

REGISTER BY
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AND SAVE!

REGISTER
EARLY!

Go to www.hbma.org



CLOSING GENERAL SESSIONS

Building a Better You

10:30 am – 12:00 pm

Bryan Dodge

Professional speaker, author, and radio show personality Bryan Dodge will open your mind and heart to help you focus on the most essential aspects of life. Most importantly, he will inspire you to reach your full potential with your family and career. To accomplish this goal, Bryan teaches a stair-step method on how top producers and effective leaders keep on the cutting edge and achieve excellence.

Bryan’s message on professional growth and personal

development focuses on three key areas. First, he will show you how to have your best year ever. Second, he will coach you on how to create consistent upward growth in your life. Third, he will train you on how to harness the power of personal energy and direct it into productivity.

Bryan touches his audiences through his own gift of inspiration and encouragement that helps give a clearer vision to make right choices. The best part of his message is that his delivery style makes learning fun and memorable!

HBMA President’s Closing Remarks

12:00 – 12:15 pm

Don Rodden, CPA, CHBME

POST-CONFERENCE SESSION

SATURDAY, APRIL 21 • 1:00 – 4:00 pm

How To Complete a Meaningful Use/HIPAA Security Risk Analysis

Robert Chaput, CISSP, MA, MCSC, CHP, CHSS

The deadline for HIPAA Security Rule compliance for Covered Entities (CEs) was April 2005! For Business Associates (BAs), the date was February 2010... when they become statutorily obligated to comply with the law as a result of Health Information Technology for Economic and Clinical Health (HITECH) Act, which was enacted as part of the American Recovery and Reinvestment Act (ARRA) of 2009. A basic compliance requirement is to complete a Risk Analysis.

Additionally, the federal government unveiled its criteria for the Meaningful Use of Electronic Health Records (EHRs) on July 13, 2010. The criteria must be met in order for a hospital or eligible provider (EP) to qualify for reimbursement of the cost of EHR software under the American Recovery and Reinvestment Act of 2009 (ARRA). The meaningful use criteria have been divided into two groups – the core set, which is mandatory, and the menu set, from which hospitals and EPs may choose five of the 10 criteria. The mandatory core set includes a specific privacy / security requirement to “Protect electronic health information created or maintained by the certified EHR technology through the implementation of appropriate technical capabilities.” For both hospitals and EPs, the certification criteria is to “Conduct or review a security risk analysis and implement security updates as necessary.”

Whether for overall HIPAA-HITECH compliance or for meeting Meaningful Use requirements, completing a

formal HIPAA Security Risk Analysis is both a foundational security program step and a requirement of the law:

- (1)(i) Standard: Security management process. Implement policies and procedures to prevent, detect, contain, and correct security violations.
- (ii) Implementation specifications: Risk analysis (Required). Conduct an accurate and thorough assessment of the potential risks and vulnerabilities to the confidentiality, integrity, and availability of electronic protected health information held by the covered entity.

- Discuss the explicit Meaningful Use requirement for Risk Analysis with customers and colleagues
- Define key Risk Analysis terms such as information assets, threats, vulnerabilities, risks, etc.
- Explain the difference between Risk Analysis and Risk Management
- Describe the Specific requirements outlined in HHS/OCR Final Guidance
- Explain a practical risk analysis methodology
- Follow Step-by-Step Instructions for completing a HIPAA Risk Analysis
- Complete an Information Asset Inventory
- Determine risks to information assets
- Explain risk management alternatives

Conference EVENTS



EXHIBITOR SHOWCASE

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



FIRST TIME ATTENDEE & NEW MEMBER LUNCHEON SESSION

*** Ticketed Event**

THURSDAY, APRIL 19 • 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.

NETWORKING LUNCHEON

*** Ticketed Event**

FRIDAY, APRIL 20 • 12:00 – 1:30 pm

Love the idea of networking with your peers but wish you had additional time to sit with colleagues that face the same challenges as you do on a day-to-day basis? This is your opportunity! This networking luncheon will be set up by company size to allow you to interact and discuss topics of most relevance to you and your business, whether at the stage you are in now or one to which you aspire in the future. Be sure to take advantage of this opportunity to maximize your networking and learning through shared interaction with other medical billing professionals. Share issues and solutions that can contribute to your business or personal success. **Help us to plan this luncheon by signing up in advance for seating at a table that meets your interest. Tables will be set by company size, based on the number of full-time equivalent employees.**

HBMA 2011 CASH DRAWING

Cash Prize Worth Up To \$1700

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 68 booths, the potential prize money is worth \$1700. The drawing will take place during the Wine & Cheese Reception on Friday evening. You must be present to win.



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



OFF-SITE SPECIAL EVENT

FRIDAY, APRIL 20 • 7:00 – 10:00 pm • CREOLE QUEEN • www.creolequeen.com

Spend a Louisiana evening with your HBMA friends as you cruise the Mississippi aboard the Paddlewheeler Creole Queen. Step on board where you will be greeted by a traditional New Orleans jazz band and a lavish Creole buffet in the elegantly appointed Creole Room. Enjoy your favorite cocktails and sweet river breezes on the outer deck as the city skyline slips by under a canopy of stars. This event is pure New Orleans, pure pleasure! You won't want to miss it!

REGISTER BY MARCH 19, 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 Friday'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 on the Creole Queen.

CONCURRENT EDUCATION SESSIONS. HBMA has expanded the topics for this conference by providing three concurrent education tracks on Day 2 in addition to the breakout sessions traditionally offered on the last day of the program. 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 the Opening Reception and the off-site event at the Creole Queen. A Guest Registration Fee of \$199 is required.



CHBME CERTIFICATION PROGRAM

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 2012 Spring Conference offers you the opportunity to acquire 14.75 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 spring afford additional credit hours. "Hot Topics in Compliance" and the "Strategic Planning" pre-conference programs each fulfill one of the modules for core business competency.

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 SPRING EDUCATIONAL CONFERENCE • APRIL 19-21, 2011

IT'S NEW ORLEANS

Blazing the trail to business success for medical billing professionals...

- Engage in varied professional development experiences
- Apply content designed for today's business challenges
- Take part in the most respected networking events in the business
- Hear from top level business speakers from outside our industry as well as respected professionals within our field
- Meet the right people and come away buzzing with knowledge

You won't want to miss the outstanding education and incredible networking being offered this spring!

Unmatched hospitality, vibrant local spirit and eclectic offerings – these Crescent City standards are the cornerstones of this vital meeting destination.

REGISTER BY MARCH 19, 2012 & SAVE!

To register, go to the meeting calendar at:

www.hbma.org

**It's NEW
ORLEANS** 
You're different here.



CONFERENCE FACULTY

Robert Brenis, CISA, CGEIT, CRISC, MCP, PMP
Skoda Minotti

Robert Burleigh, CHBME
Brandywine Healthcare Services

Jean Campbell-Morgan
Synergistic Systems, LLC

Robert Chaput, CISSP, MA, MCSC, CHP, CHSS
Clearwater Compliance, LLC

Karen Collier, Esquire
Intermedix

Bryan Dodge
Dodge Development, Inc.

Barbara Drury, BA, FHIMSS
Pricare, Inc.

Bill Finerfrock
Capitol Associates

Mark Grossman, Esquire
Tannenbaum, Helpern, Syracuse & Hirschtritt, LLP

Steven Harris, Esquire
McDonald Hopkins, LLC

David Jakielo, CHBME
Seminars and Consulting

Terri Langhans, CSP, COE
Blah Blah Blah, Etc., Inc.

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

Patrick Lukacs, CPA, CHBME
PracticeMax, Inc.

Melody Mulaik, MSHS
Coding Strategies

Jud Neal, CHBME
Physicians Business Network, Inc.

Cindy Pittmon, CHBME
Acclaim

Ted Stack
Falcon Capital Partners

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 March 19	After March 19	Amount
HBMA Member	\$595.00	\$695.00	\$ _____
Non-HBMA Member	\$775.00	\$875.00	\$ _____
Pre-Conference: Compliance	\$ 99.00	\$ 99.00	\$ _____
Pre-Conference: Strategic Planning	\$ 99.00	\$ 99.00	\$ _____
Post-Conference: Risk Analysis	\$129.00	\$129.00	\$ _____
Guest Registration*	\$199.00	\$199.00	\$ _____

* For Opening Reception and Creole Queen events only.

Total \$ _____

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

Friday 10:30 am – 12:00 pm

- A. Surviving A Disaster
- B. Negotiating Business Continuity Agreements

Friday 1:30 – 3:00 pm

- A. Business Continuity: The Next EHR
- B. Industry Dealmakers Update

Friday 4:00 – 5:30 pm

- A. Write a Risk Management/Disaster Plan
- B. 12 Biggest Misconceptions

Saturday 8:00 – 9:30 am

- A. Maintaining Balance
- B. ICD-10 Implementation
- C. SSAE-16

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 Off-Site Event on the Creole Queen
- Special Needs, including dietary _____
- I will attend the Opening Reception
- I will attend the Wine & Cheese Reception
- I will attend the Networking Luncheon

PAYMENT INFORMATION

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

- Visa MasterCard AMEX

Credit Card # _____ Exp. Date _____

Authorized Signature (required) _____ Date _____

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 March 19th early registration period. This special rate applies to full-conference registrations only.

CANCELLATION POLICY: Full refund, less a \$50 processing fee, will be granted only if a written cancellation is received by HBMA by Friday, March 19, 2012. No refund will be made for no-shows.