



Spring¹⁴

Educational Executive Symposium

MONDAY–WEDNESDAY

APRIL 7-9, 2014

WALDORF ASTORIA NAPLES
NAPLES, FLORIDA

new

INTRODUCING

a new program format,
focused on helping executives
plan for their organization's future
success at the strategic level.

www.hbma.org/spring14



Experience...

the **NEW** HBMA 2014 Spring Educational Executive Symposium

THE MUST-ATTEND EVENT OF THE YEAR FOR REVENUE CYCLE MANAGEMENT CORPORATE EXECUTIVES!

The Healthcare Billing and Management Association is pleased to present the all-new Spring Educational Executive Symposium, focused on strategic planning for your organization's long-term growth.

■ **Attend up to 10 educational sessions, providing business planning and the tools you need to grow and succeed.**

- ICD-10
- Strategic Planning
- Contracts
- Legislative/Government Update
- Marketing Strategy
- Technology

■ **Select from two pre-conference sessions, held on Monday morning, April 7, with a series of topics including:**

- Trends in IT
- Cyber Crime
- Responsible Corporate Officer Doctrine
- Escheat Law
- HIPAA/HITECH & OIG Work Plan
- Overpayments and Self Disclosure
- Security Risk Analysis

■ **Network with other executive colleagues at special events.**

■ **Visit our Exhibitor Showcase, with more than 50 technology and service vendors, consultants and healthcare business partners.**

**REGISTER
TODAY!**



The new HBMA 2014 Spring Educational Executive Symposium focuses on:

INNOVATION

BUSINESS PLANNING

STRATEGY

LONG-TERM GROWTH

WHO SHOULD ATTEND?

While all levels of billing and management professionals are invited to attend, the new education lineup and focus for the Spring Educational Executive Symposium is specifically tailored for corporate executives:

- Business Owners
- CEOs
- CIOs
- CFOs
- COOs
- Marketing Executives

HBMA's 2014 Fall Annual Conference will subsequently focus on tactical-level personnel and the implementation aspects of the strategic plans derived by executives who attended the Spring Educational Executive Symposium.

Spring
2014



Session Highlights

AND FEATURED SPEAKERS



KEYNOTE ADDRESS Jackie Freiberg

With access inside the company culture at Southwest Airlines, author Jackie Freiberg provided the secrets behind the greatest success story in commercial aviation, in her national bestselling book *Nuts*, coauthored with her husband Kevin. Hear Jackie's keynote address as she shares her research about how the Southwest Airlines culture is the single reason for the company's success. Walk away with this information and discover how to transfer the Southwest inspiration to your own business and personal life, and how organizational culture plays in the achievement or failure of any company.



HEALTHCARE INSURANCE EXCHANGES WITH THE AFFORDABLE CARE ACT Bill Finerfrock

Hear an update on what is happening in Washington as Bill Finerfrock presents an analysis on the future of healthcare billing. Stay informed on where the field is headed, and gain an exclusive, in-depth understanding so you can apply the knowledge to your strategic plans. How much of your client revenue originates from government payers? How much do regulatory matters impact your clients? Don't miss this session by one of the highest-rated presenters in HBMA history.



ICD-10: FOUR FINAL POINTS TO PONDER (General Session) **ICD-10: PREPARING FOR LIFE AFTER OCT. 1ST, 2014** (Concurrent Session) Nicole Harper, PhD, MBA, RHIA, CCS-P, C-CDI

Back by popular demand! A dynamic and knowledgeable presenter, Nicole Harper will discuss ICD-10 compliance and tips for a successful implementation. Her energy and informative style was one of the highest-rated sessions of the 2013 Fall Educational Conference in Las Vegas. You won't want to miss her session as she brings the same level of passion to this critical topic.

Visit www.hbma.org/spring14 for more information
and the full conference lineup!



Conference participants will receive up to 14 credits toward the designation of CHBME (Certified Healthcare Billing & Management Executive). The two pre-conference programs on Monday morning will each offer 4.0 additional credits.



2025 M St. NW, Ste. 800
Washington, DC 20036



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Educational Executive Symposium

APRIL 7-9, 2014 • WALDORF ASTORIA NAPLES • NAPLES, FLORIDA



Experience Luxury...

AND A **FAMILY FRIENDLY ENVIRONMENT** AT THE WALDORF-ASTORIA NAPLES



The Waldorf-Astoria in Naples, Florida provides a high standard for hospitality and luxury as you experience the hotel and nearby activities. There is something for everyone at this family friendly golf and spa resort on The Gulf of Mexico.



The city of Naples, Florida, attracts travelers with its year-round sunshine and miles of pristine beaches and palm-lined streets. Naples is renowned for world-class golf courses, some of the best fishing in Florida, art and culture and a variety of dining options.



Conference attendees will receive a special rate of \$199 per night plus tax. Reservations should be made well before the cut-off date of cut-off is March 5, 2014. For complete housing information and a link to reserve your accommodations, visit www.hbma.org.

Register by March 5, 2014, and **SAVE!**
Go to www.hbma.org/spring14

**REGISTER
TODAY!**



Conference Registration

Register online at www.hbma.org/spring14 or return this form with your payment to HBMA.

Please complete and submit a separate Registration Form for **EACH** Attendee.

First Name _____ Last Name _____ ☐ CHBME

Title _____

Spouse/Guest 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/spring14

Description	By March 5	After March 5	Amount
HBMA Member	\$595.00	\$695.00	\$ _____
Non-HBMA Member	\$775.00	\$875.00	\$ _____
Pre-Conference: Legal.	\$ 99.00	\$ 99.00	\$ _____
Pre-Conference: Technology	\$ 99.00	\$ 99.00	\$ _____
Guest Registration*	\$199.00	\$199.00	\$ _____

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

Tuesday, April 8 • 1:15 2:30 pm

- ☐ A. Audit Analysis
☐ B. HIE/ACA

Tuesday, April 8 • 4:45 - 5:45 pm

- ☐ A. ICD-10
☐ B. Payment Reform

Total \$ _____

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 Breakfast (Mon., April 7)
☐ I will attend the CHBME Lunch (Mon., April 7)
☐ Special Needs, including dietary _____

PAYMENT INFORMATION

- ☐ Check

Mail check made out to HBMA with copy of registration form to:
 HBMA, 9002 Solution Center, Chicago, IL 60677-9000

- ☐ Credit Card

For payment by credit card, please register online at www.hbma.org/spring14

SAVE \$150!

A discounted registration allowance of \$150 is available for additional attendees from the same member company if registered at the same time. Discount applies to full registrations submitted by the early bird deadline, MARCH 5.

CANCELLATION POLICY: Cancellations, less a \$150 processing fee to cover food and beverage costs that have been guaranteed to the facility, will be granted only if a written cancellation is received by HBMA by March 5, 2014. No refund will be made for registrants who do not show for the event. All sales final after March 5, 2014.

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