



# schedule at-a-glance

april 22-24 | orlando, florida



## WEDNESDAY, April 22

8:00am – 12:00pm	<b>PRE-CONFERENCE WORKSHOPS:</b> <ul style="list-style-type: none"> <li>▪ <b>Reset The Clock: Practical Employee Relations For Executives</b>, <i>Michael Mirarchi, J.D., Employee Relations Consultant, Mirarchi Management Group</i></li> <li>▪ <b>Hiding in Plain Sight: Six Techniques That Beat Forecasting and Trendspotting</b>, <i>Seena Sharp, Principal, Sharp Market Intelligence</i></li> </ul>
12:15 – 1:15pm	<b>CHBME Luncheon with Keynote Speaker</b>
1:30 – 2:00pm	<b>President’s Address</b> , <i>Curt Cvikota, CHBME, President, Cvikota Company, President, HBMA Board of Directors</i>
2:00 – 3:30pm	<b>Keynote Address: The Psychology of Fraud</b> , <i>Toby Groves, President, Groves Research and Consulting</i>
3:30 – 3:45pm	Break
3:45 – 4:45pm	<b>Paying it Forward: Preparing for the Future of Healthcare</b> , <i>Nicole Harper, PhD, MBA, RHIA, CCS-P and C-CDI, Director, Revenue Cycle, St. Vincent Health, Revenue Cycle Operations</i>
4:45 – 5:00pm	Break
5:00 – 6:00pm	<b>The Shifting Landscape of Healthcare Information Exchange: Opportunities, Challenges and What You Can Expect</b> , <i>Devin Jopp, PhD, President &amp; CEO, Workgroup for Electronic Data Interchange (WEDI)</i>
6:00 – 7:30pm	Reception in the Exhibit Hall

## THURSDAY, April 23

7:30 – 8:30am	Breakfast
7:30 – 8:30am	<b>First Timer’s/New Member Breakfast</b>
8:30 – 9:30am	<b>The Young &amp; the Restless: How Millennials Can Grow Your Business</b> , <i>Seena Sharp, Principal, Sharp Market Intelligence</i>
9:30 – 10:30am	Break in Exhibit Hall
10:30 – 11:30am	<b>CONCURRENT SESSIONS:</b> <ul style="list-style-type: none"> <li>▪ <b>Remote Work Force Update</b>, <i>Jennifer Kirschenbaum, Esq, Managing Partner, Kirschenbaum &amp; Kirschenbaum</i></li> <li>▪ <b>Don’t Give Up: Amplify Your Payer-Provider Relationships</b>, <i>Josh Kaufmann, President, HealthAgree</i></li> </ul>
11:45am – 12:45pm	<b>Physician RCM Market Update – A Look Back and Ahead</b> , <i>Ted Stack, Managing Director, Falcon Capital Partners LLC</i>
12:45 – 2:00pm	<b>Luncheon</b>
2:00 – 3:00pm	Break in Exhibit Hall
3:00 – 4:00pm	<b>CONCURRENT SESSIONS:</b> <ul style="list-style-type: none"> <li>▪ <b>ACA Update</b>, <i>Bill Finerfrock, President, Capitol Associates and Director of Government Relations, HBMA</i></li> <li>▪ <b>Reset The Clock: Replace Liability With Credibility</b>, <i>Michael Mirarchi, J.D., Employee</i></li> </ul>

*Relations Consultant, Mirarchi Management Group*

4:15 – 5:15pm

**Washington Update**, *Bill Finerfrock, President, Capitol Associates and Director of Government Relations, HBMA*

5:15 – 7:15pm

**Reception in the Exhibit Hall**

## FRIDAY, April 24

7:30 – 8:30am

Breakfast

7:30 – 8:30am

**Roundtable Discussion Session Based on Billing Company Size**

8:30 – 9:30am

**Cloud Computing for Healthcare, in Practice**, *Pat O'Day, Chief Technology Officer, Bluelock*

9:30 – 10:30am

Break in the Exhibit Hall

10:45 – 11:45am

**Health Care Reform and Hospital/Physician Integration—Where is Physician Billing Headed?** *Mark Blessing, CPA, Partner, BKD, LLP*

11:45am – 12:00pm

**Closing Remarks**

1:00 – 3:00pm

**CHBME Exam**