



2014 Spring Educational Executive Symposium - Speakers



Jackie Freiberg, Keynote

Co-author of the book “Nuts”, Jackie and her husband Kevin explored the incredible success of Southwest Airlines in this national best seller. The centerpiece of their research is not about SWA, it is about how their organizational culture is the single reason for their success. Every right decision, every employee hire, everything they do is grounded in a firm culture. Preceding strategic planning is an in-depth look into the role that organizational culture plays in the success or lack of in any company. Jackie and Kevin have been keynote speakers at over 150 healthcare related events, recently the keynote presenters at a national HFMA conference so they know our world. The failure to overlook the major impact of organizational culture can be the difference between success and floundering. Challenge yourself in this keynote address; what is your organizational culture is it contributing to your success or impeding it?



Nicole Harper, PhD, MBA, RHIA, CCS-P, C-CDI

If you attended the Fall Educational Conference in Las Vegas earlier this year, you know what a dynamic and knowledgeable presenter we have in Nicole. Her high energy and informative style was one of the highest rated sessions of the event and no doubt she will bring that same level of passion on this most critical topic.



Susan Ziel, Esq.

For those who have attended our Executive Summit events in the past, you will be familiar with Susan. As a licensed nurse turned JD, Susan brings vast knowledge in the area of compliance as it relates to our industry. Her long history in healthcare as both a medical provider and an attorney gives her unique perspective to our industry. She is highly admired among her peers and healthcare clients so don't miss hearing Susan in our Pre-conference sessions.



Bill Finerfrock

Bill Finerfrock has worked in and with the U.S. Congress and Federal agencies for more than two decades. He is the co-founder and Executive Director of the National Association of Rural Health Clinics. At Capitol Associates, he specializes in health care financing, health system reform, health workforce and rural health issues. Bill has been a speaker at numerous state and national health professional meetings and has been published extensively in newsletters and professional journals. He serves on the HBMA Government Relations Committee and is responsible for developing relationships with both governmental agencies and key legislative committees in order to monitor and advise HBMA on all legislation that comes before Congress that affects the billing industry. In addition to publishing a monthly government relations report to HBMA members, he monitors the regulatory agencies' implementation of regulations.



David Jakielo

Dave Jakielo has more than 30 years of hands-on management experience. His background includes twelve years in hospital patient finance and, subsequently, over two decades of managing physician practices nationwide. Dave has been speaking, consulting, and teaching business methods to managers, clerical staffs, business owners and other professionals throughout the country as well as in England and India. He has extensive experience in sales, marketing, business start-ups and turnarounds, acquisitions assimilation, customer service, third party payer relations, organizational structures and negotiations. He is co-author of the books: *The Sales Coach: Selling Tips from the Pros* and *Information Technology for the Practicing Physician*. His newest book *Real World Customer Service Strategies That Work* is available through his website. Dave is also a regular columnist in the HBMA trade journal *Billing*.



Scott Hewit

Let's face it, we all have issues with payers. But we also know that we succeed more by working with them in a cooperative spirit. We need to know what payment reform looks like from those designing the health plans and issuing the payments. What can we expect in the next 12 months, 24 months, 3 years and beyond? This could impact our IT investment, our client base, our staffing, and much more. Join us in this session as we hear what payment reform will look like and how it impacts our long term strategic plans.



Erica Youngerman, Esq. Associate

Erica is an associate in the firm's healthcare department. Ms. Youngerman focuses her practice in representing physicians, dentists, podiatrists, chiropractors, physical therapists, physician assistants, nurses and other healthcare professionals with contracts, licensure, audit defense and regulatory compliance including counseling with regards to state and federal Self-Referral and Kickback laws. Ms. Youngerman devotes her time to staying abreast of the many changes in healthcare, including educating her clients about Shared Savings Programs and developing more efficient means to practice in our changing environment. Ms. Youngerman previously worked as a summer intern at the firm. She also has interned for Nassau County Supreme Court Justice Hon. James P. McCormack and Nassau County Supreme Court Justice Hon. Jeffrey S. Brown.



Jared Krawczyk, Beyond Benchmarking Integrating Audit Analytics into Day-to-Day Operations

This might be the most unique presenter we have had in years and a topic that we all need to hear. Jared is a national presenter, speaking for groups such as HCCA, well qualified and with a unique style. See why audiences find him so informative and unique in style on a topic that baffles the brightest. Compliance and Operational experts will find this session very informative.



Jennifer Kirschenbaum, Esq.

Jennifer manages Kirschenbaum & Kirschenbaum, P.C.'s healthcare department and regularly counsels healthcare practitioners in regulatory compliance, transactional, audit defense, licensure, litigation and general practice management matters. Ms. Kirschenbaum's healthcare practice focuses on counseling healthcare professionals on how to structure their business arrangements so as not to violate federal and state fraud, abuse, self-referral, and professional misconduct laws. She is also particularly skilled at assisting healthcare professionals in the purchase, sale and dissolution of their professional practices, and counseling them on the myriad of other business and legal issues that confront them daily. Ms. Kirschenbaum regularly counsels health practitioners in disciplinary matters before the New York State Office of Professional Medical Conduct and the New York State Office of Professional Discipline, hospital privilege disputes, Medicare/Medicaid investigations and private carrier audits. She also counsels clients concerning the federal and state anti-kickback statutes, self-referral statutes and the federal privacy laws. Jennifer Kirschenbaum's general corporate practice includes a wide range of services to small businesses, including: counseling clients on choosing the best form of entity, preparing employment, partnership, shareholder and operating agreements, advising clients on all employment matters, counseling on complex corporate structuring issues, and, when necessary, taking clients through the bankruptcy process. Ms. Kirschenbaum also works in the firm's Litigation department, and regularly represents small businesses and healthcare professionals in venture dissolutions, counsels on litigation strategy, commercial litigation, collections, general litigation and other litigious matters.

Ted Stack, Falcon

Where is our industry headed? How will our members be impacted by healthcare reform? How will payment reform impact the services we offer? How will evolving technologies impact our capital investment planning for IT needs? Well, Strategic Planning starts here. If you read the Industry Research Report, Physician Revenue Cycle Management or the Hospital Revenue Cycle Management Report published by Ted and his colleagues at Falcon Partners, you know what a remarkable and **positive vision** Ted has for this industry. But it will not just come to us; we have to effectively position our companies accurately so that we can seize the opportunities that health reform brings. Few people know the peripheral issues at the macro level that impact our industry than Ted so take advantage of hearing directly from him where he sees this industry heading.

Veronica Miller

So you thought complying with Escheat Law is no big deal. You might not if you read about what happened to others who thought that way. Veronica is one of over 60 full time experts of a national CPA firm who are dedicated experts in the area of Escheat Law. Her firm has clients in every state making her a great resource to a national association like HBMA. Do not assume you know everything there is about Escheat Law in your state(s). Use this opportunity to obtain credible knowledge that you can share with your clients, anywhere in the US.