SCHEDULE

Wednesday, April 22nd

Pre Conference Workshops **8:00am – 12:00pm**

Reset The Clock: Practical Employee Relations For Executives
Speaker: Michael Mirarchi, J.D., *Employee Relations Consultant, Mirarchi Management Group*

This fast-paced, highly interactive session provides situation-specific advice for handling the significant leadership challenges that you experience on the job. Topics include:

- Effective employee relations practices that minimize employer and personal liability
- Scripted responses to use in sensitive employee relations situations.
- Replacing liability with credibility
- Preventing past events from being used to support future legal claims or attack future decisions.
- How to avoid hearing “You should have anticipated this” after an avoidable legal claim.

Learning Objectives:
At the end of this session, participants will be able to:

- Define effective employee relations practices
- Identify successful methods for handling employee relations
- Practice scripted responses for sensitive situations
- Discuss tactics for becoming a credible employer
- Describe the process for identifying a preventable legal issue

Hiding in Plain Sight: Six Techniques That Beat Forecasting and Trendspotting
Speaker: Seena Sharp, *Principal, Sharp Market Intelligence*

Have you ever wondered how another company found success doing something you never even considered? Did your firm ever develop an idea that was deemed a sure-winner - yet it ended up as a dud? Are you stuck in the proverbial rut and can’t think of new ways to grow? This interactive workshop will reveal how your company can become ***the*** company that others talk about and look to for recognizing the near future ***before anyone else***. The world is changing – sometimes quickly, and almost always in unexpected ways. These shifts are unknown, unforeseen, and unfamiliar and, therefore, can’t be factored into traditional risk assessments. Similarly, you need a smarter way to uncover growth opportunities – today.

Learning Objectives:
At the end of this session, participants will be able to:

- Create detail-specific, logical approaches and thinking for today’s marketplace reality
- Identify ideas that you can implement immediately
- Understand why experience, data and statistics are increasingly unreliable for getting a jump on the near future
- Learn the components of information necessary for the best decisions

- Seize the competitive advantage of the *Unfolding*
- Discover how to better identify what's current and factual (and why assumptions are more destructive than ever)
- Find opportunities months or years earlier

CHBME Luncheon with Keynote Speaker **12:15pm – 1:15pm**

President's Address **1:30pm – 2:00pm**
Curt Cvikota, CHBME, *President, HBMA Board of Directors*

Keynote Address: The Psychology of Fraud **2:00pm – 3:30pm**
<u>*Speaker:*</u> Toby Groves, *President, Groves Research and Consulting*

Despite significant attention and effort, our understanding of how human behavior affects organizational decisions involving accounting, auditing and aberrant behaviors such as fraud are incomplete. Our assumptions regarding who is involved, how it starts, and why it grows are flawed, which leads to a variety of critical judgment errors. This presentation delves into the very latest breakthroughs in psychological research which uncover individual and group behaviors that reveal how our minds actually work in relation to these experiences. Interactive demonstrations dramatically exhibit to attendees how radically different our intuitions are in relation to the reality of these events, and how they can immediately use this new knowledge in their work.

Learning Objectives - At the end of this session, participants will be able to:
- How auditors can unwittingly assist in the production of misleading information
- The effect of social influence on accounting decisions and financial statements
- What causes us to overlook the most ominous and obvious red flags
- Why well-meaning people cooperate in fraud schemes
- The latest research revealing how most fraud really starts, and why it gets out of control
- The paradox of experience-how it sometimes diminishes professional judgment
- Why our intuition and assumptions lead us astray
- How to improve professional Judgment, skepticism and critical thinking skills

Break **3:30pm – 3:45pm**

Paying it Forward: Preparing for the Future of Healthcare **3:45pm – 4:45 pm**
<u>*Speaker:*</u> Nicole Harper, PhD, MBA, RHIA, CCS-P and C-CDI, *Director, Revenue Cycle, St. Vincent Health, Revenue Cycle Operations*

This presentation is designed to outline some of the large-scale initiatives healthcare professionals are facing and discuss ways to leverage historical preparation (i.e. ICD-10) for the purposes of future success!

Learning Objectives - At the end of this session, participants will be able to:
- Learn ways to apply the outcomes of the past two years (ICD-10 preparation)
- Appreciate ideas regarding increasing credibility with your clients
- Discuss change management tactics for future success

Break **4:45pm – 5:00pm**

The Shifting Landscape of Healthcare Information Exchange: **5:00pm – 6:00pm**
Opportunities, Challenges and What You Can Expect
<u>*Speaker:*</u> Devin Jopp, *PhD, President & CEO, Workgroup for Electronic Data Interchange (WEDI)*

This session will provide an analysis of industry progress, including current efforts and crucial challenges, in the fields of patient engagement, new payment models, data harmonization, and innovative encounters since the release of the 2013 WEDI Report recommendations. Dr. Jopp will also address emerging trends in these areas, including an overview of the industry effort to automate the patient intake process and efforts to accredit practice management vendor systems.

Learning Objectives - At the end of this session, participants will be able to:
- Learn what industry has done since the release of the 2013 WEDI Report in advancing towards the next generation of healthcare of healthcare information exchange
- Get current information on industry collaborative efforts to accredit practice management vendors

- Learn where the industry is moving in terms of automating new patient model implementation and how to prepare for the convergence of clinical and administrative data

Reception in the Exhibit Hall **6:00pm – 7:30pm**

Thursday, April 23rd

Breakfast **7:30am – 8:30am**

First Timer's/New Member Breakfast **7:30am – 8:30am**

The Young & the Restless: How Millennials Can Grow Your Business **8:30am – 9:30am**
Confirmed Speaker: Seena Sharp, *Principal, Sharp Market Intelligence*

Are you missing out on the biggest opportunity in the US? It's Millennials. Most people over 40 years view Millennials (19-35 years old) as annoying, lazy, entitled, or… fill in your own negative adjective. Be prepared to be surprised…..really surprised about who they are and how they will help grow your business.

They're your customers, vendors, employees AND influencers. They cannot be ignored. You'll laugh and roll your eyes when you learn some of their 20+ characteristics. The bonus is that you'll make smarter decisions – right from the get-go.

In 2015, Millennials will account for more workers than any other segment. Just as the Boomers were totally different from previous generations, so is GenY. And just like the Boomers, they are changing our thinking and every aspect of business and society. You can't afford to not know who they are. Yes, those so-called slackers who "roll into work on skateboards with their earbuds" can seem annoying, but there's so much more!

Break in Exhibit Hall **9:30am – 10:30am**

Concurrent Sessions **10:30am – 11:30am**

Remote Work Force Update
Speaker: Jennifer Kirschenbaum, Esq, *Managing Partner, Kirschenbaum & Kirschenbaum*

This session will discuss the legal concerns related to employing a remote workforce, such as enforcing company policy, protecting against security of HIPAA breaches, overseeing remote workforce and employer responsibility related thereto. We will also discuss employer liability, hiring and firing.

Learning Objectives - At the end of this session, participants will be able to:
- Identify potential areas of concern related to remote workforce
- How to better manage remote workforce
- How to protect against company exposure from employing a remote workforce

Don't Give Up: Amplify Your Payer-Provider Relationships
Speaker: Josh Kaufmann, *President, HealthAgree*

How are the most successful provider-led organizations adjusting to healthcare reform's impact on network management and reimbursement contracting? We'll outline critical issues and consider several examples of Alignment, Movement, and Partnership that have elevated providers above the adversarial fray of reimbursement contracting. Attention will be given to various practice sizes and specialties, and we'll consider specific steps to establish or increase clients' competitive advantages.

Learning Objectives - At the end of this session, participants will be able to:
- Articulate key issues around network management and contracting that face providers
- Frame diagnostic exercises to assess their own clients' competitive positions
- Outline key principles for building competitive market positions
- Offer their clients' steps to improve payer relations

Physician RCM Market Update – A Look Back and Ahead **11:45am – 12:45pm**
Speaker: Ted Stack, *Managing Director, Falcon Capital Partners LLC*

2014 was another interesting year for the physician revenue cycle market as external influences including government regulation, competition, and technology are driving the pace of change in the industry. These factors will drive many of the trends in 2015 and beyond. Learn how the leading companies in the industry are dealing with these issues and the strategies being utilized to drive long term success in the Physician RCM sector.

Learning Objectives - At the end of this session, participants will be able to:

- Summarize industry trends that are actionable by most Physician RCM Companies
- Quantify the industry size by category and explain the niche markets within Physician RCM
- Quantify the industry growth rate by sector
- Define the characteristics of highly successful physician RCM companies

Luncheon **12:45pm – 2:00pm**

Break in Exhibit Hall **2:00pm – 3:00pm**

Concurrent Sessions **3:00pm – 4:00pm**

ACA Update
Speaker: Bill Finerfrock, *President, Capitol Associates* and *Director of Government Relations, HBMA*

Reset The Clock: Replace Liability With Credibility
Speaker: Michael Mirarchi, J.D., *Employee Relations Consultant, Mirarchi Management Group*

This session is designed for senior executives and company owners looking for an intensive, high level overview of the issues related to implementing effective employee relations practices that minimize employer and personal liability.

Learning Objectives - At the end of this session, participants will be able to:

- Minimize the risks of leadership: Keep yourself and your employer out of court.
- Foster a harmonious working environment: Keep your employees feeling good about working for you and your employer.
- Protect your employer and personal assets: Keep others from getting access to your bank accounts.

Washington Update **4:15pm – 5:15pm**
Speaker: Bill Finerfrock, *President, Capitol Associates* and *Director of Government Relations, HBMA*

Reception in the Exhibit Hall **5:15pm – 7:15pm**

Friday, April 24th

Breakfast **7:30am – 8:30am**

Roundtable Discussion Session Based on Billing Company Size **7:30am – 8:30am**

Cloud Computing for Healthcare, in Practice **8:30am – 9: 30am**
Speaker: Pat O'Day, *Chief Technology Officer, Bluelock*

This session, led by a widely recognized cloud computing expert with a healthcare background, will walk us through the overall concepts, benefits, and risks of hosting applications and data in a cloud computing environment. Specifically this presentation will help us understand the core business benefits that cloud can deliver if used effectively, offer a high level view of the different types of clouds and how they perform better or worse at certain tasks to help guide decision making, and highlight key areas of concern that are specific to handling medical applications and data and how those can be mitigated successfully.

Learning Objectives - At the end of this session, participants will be able to:

- Determine which types of clouds are best for different situations
- Identify top opportunities to leverage the cloud to drive faster, more efficient, or more effective results

- Recognize key areas of concern specific to healthcare when using cloud as part of your service delivery
- Establish ways in which those concerns can be mitigated successfully

Break in Exhibit Hall **9:30am – 10:30am**

Health Care Reform and Hospital/Physician Integration: Where is Physician Billing Headed? **10:45am – 11:45am**
Speaker: Mark Blessing, CPA, *Partner, BKD, LLP*

The presentation will explore the current explosion of hospital/physician integration, addressing underlying reasons for the trend, the future of integration efforts and the effects of the trend on physician billing. Mark will share his experiences with the integration of physician billing into health systems, and will share his insights into potential future effects of ongoing health care reform efforts on physician billing. The role of third party billing providers will be a focus within each presentation topic.

Learning Objectives - At the end of this session, participants will be able to:

- Identify the key trends driving hospital/physician integration
- Identify the key difficulties and opportunities for hospitals when integrating physician billing
- Identify the key potential effects of health care reform efforts on physician billing
- Identify key opportunities for third party billing providers to assist hospitals and physicians through the reform process

Closing Remarks **11:45am – 12:00pm**

CHBME Exam **1:00pm – 3:00pm**