

EFFECTIVE

HBMA 2009 OPERATIONAL COMPLIANCE CONFERENCE

# Compliance \*

IS GOOD BUSINESS



Chateau Bourbon  
New Orleans,  
Louisiana

MARCH 10-13, 2009



**The Most Powerful Compliance Education Geared Specifically for Third-Party Medical Billing Professionals**

**\* OBJECTIVES**

- Increase operational effectiveness
- Deal with the challenges
- Implement policies & procedures that work
- Create a culture of accountability
- Take away practical tools, tips & strategies
- Make compliance work for you

**\* WHO SHOULD ATTEND**

- Compliance Officers & Risk Managers
- Senior Executives & Leaders
- Operations, Business Office & HR Managers
- Billing Personnel
- Coding Personnel

*Register Today!* [www.hbma.org](http://www.hbma.org) • 877-640-4262



# EFFECTIVE COMPLIANCE IS GOOD BUSINESS

\* The **HBMA 2009 Compliance Conference** offers two-and-a-half days of focused instruction presented by an expert faculty of compliance and billing industry professionals. Featuring new and revised sessions, this once-a-year program provides a practical approach to developing and assessing your Compliance Plan within the context of effective business practices. Learn how to integrate compliance into everything you do. Discover how to add value to your business services. Receive tips, techniques, strategies and resources to make compliance work for you.



## CONFERENCE MATERIALS INCLUDE:

- Compliance Implementation Tools
- Sample Policies & Procedures
- Sample Documents, Worksheets & Checklists
- Sample Contracts & Legal Documents

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## *What they are saying*

"This was my first conference and it by far exceeded my expectations. Everything for the most part was easily understandable. I learned a great deal and I will definitely be back."

"The best and most practical course ever. I can and will use it all! Thanks."

"Good program, very professional great job by everyone."

"Continues to uphold the 1st class productions of HBMA, great content/ presentations. Thanks for moving to the USB drive for all PP presentations and supporting docs."

"Wonderful workshop - best HBMA conference I've ever been to! Thanks!!"

"Thank you for the flash drive at the beginning of the course - I believe this will allow me to bridge the gap between notes taken at meeting to actual progress made after I return. The two of us in our company literally merged our notes easily after night 1 & have a clear plan upon return to the office to implement new changes & updates to company & staff."

"Fantastic location! Hotel staff & HBMA staff amazing!! Found the course very helpful & am actually excited to get back & implement some things I've learned. Thanks to all the staff & faculty who have made this extremely worthwhile & will help us be more valuable to our clients."

"Best yet! Better than D.C. or Vegas!"

## CONFERENCE FACULTY

### **Robert Burleigh, CHBME**

Brandywine Healthcare Services  
West Chester, PA

### **Karen Collier, Esquire**

Emergency Physicians Billing  
Services  
Oklahoma City, OK

### **David Jakielo, CHBME**

Seminars & Consulting  
Pittsburgh, PA

### **Holly Louie, RN, CHBME, PCS**

Practice Management, Inc.  
Boise, ID

### **Brady Toensing**

diGenova and Toensing, LLP  
Washington, DC

### **James Wieland, Esquire**

Ober, Kaler, Grimes & Shriver  
Baltimore, MD

### **Jackie Willett, CHBME**

TERM Billing, Inc.  
Mansfield, TX



# \* SCHEDULE-AT-A-GLANCE

## \* TUESDAY

3.10

- 1:00 pm – 1:15 pm . . . . . Welcome and Introductions
- 1:15 pm – 2:45 pm . . . . . **Where to Start** . . . . . Karen Collier & Bob Burleigh
- 2:45 pm – 3:45 pm . . . . . **The Basic Road Map** . . . . . Jackie Willett
- 3:45 pm – 4:00 pm . . . . . Break
- 4:00 pm – 5:30 pm . . . . . **Compliance Officer and Committee** . . . . . Holly Louie
- 5:30 pm – 7:00 pm . . . . . Reception

## \* WEDNESDAY

3.11

- 7:00 am – 8:00 am . . . . . Continental Breakfast
- 8:00 am – 9:30 am . . . . . **Policies and Procedures That Work** . . . . . Jackie Willett
- 9:30 am – 9:45 am . . . . . Break
- 9:45 am – 11:00 am . . . . . **Spreading the Word - Education and Training** . . . . . Holly Louie
- 11:00 am – 12:30 pm . . . . . **Checking Your Work – Effective Monitoring and Auditing** . . . . . Bob Burleigh
- 12:30 pm – 1:30 pm . . . . . Lunch
- 1:30 pm – 3:00 pm . . . . . **Preparing for the Worst – Subpoenas, Search Warrants, & Other Unpleasant Things** . . . . . Special Guest: Brady Toensing
- 3:00 pm – 3:15 pm . . . . . Break
- 3:15 pm – 4:30 pm . . . . . **Conducting Risk Assessments – What Should You Be Worried About?** . . . . . Holly Louie
- 4:30 pm – 5:30 pm . . . . . **The “Oops” Factor: Investigating and Reporting Compliance Issues** . . . . . Karen Collier & Brady Toensing

*EVENING ON YOUR OWN TO ENJOY THE FRENCH QUARTER*

## \* THURSDAY

3.12

- 7:30 am – 8:30 am . . . . . Continental Breakfast
- 8:30 am – 10:00 am . . . . . **Billing Company Contracts** . . . . . Bob Burleigh & Jim Wieland
- 10:00 am – 10:15 am . . . . . Break
- 10:15 am – 11:45 am . . . . . **Coding Compliance** . . . . . Holly Louie & Bob Burleigh
- 11:45 am – 1:00 pm . . . . . Lunch
- 1:00 pm – 2:30 pm . . . . . **Do Personalities Really Matter when Project Planning?** . . . . . David Jakielo
- 2:30 pm – 3:30 pm . . . . . **Compliance Jeopardy** . . . . . Panel Discussion with Faculty

## \* FRIDAY

3.13

- 8:00 – 9:00 am . . . . . Continental Breakfast
- 9:00 am – Noon . . . . . **POST CONFERENCE SESSION: Hot Topics in Compliance!** *(separate fee required)* . . . . . Holly Louie, Karen Collier & Bob Burleigh



# SESSION DESCRIPTIONS \*

## TUESDAY \* MARCH 10

### WELCOME AND INTRODUCTIONS

1:00 – 1:15 pm  
Faculty

### WHERE TO START – THE FOUNDATIONS OF COMPLIANCE

1:15 – 2:45pm  
Karen Collier, Esquire & Robert Burleigh, CHBME **REVISED**

Okay, compliance can be intimidating. But it won't be for long if you take it one step at a time, and learn the 'Who, What, Where, and How of Helpful Resources' and the underlying reasons for the rules. Learn how to decide what your own compliance style and strategy should be and learn how to grow it from scratch or add to what you have. This introductory session will help you find out how you can improve your company's service to clients through effective compliance.

### THE BASIC ROAD MAP!

2:45 – 3:45 pm  
Jackie Willett, CHBME **UPDATED**

Following this session, you should be able to:

- Effectively write your company's Mission Statement as well as Standards of Conduct
- Understand how a Code can help your company present more professionally as well as help answer difficult questions
- Understand why Standards of Conduct are important
- Evaluate your Mission Statement and confirm it is compliant with all your State laws
- Understand what 'Corporate Culture of Compliance' should look like in your office

This interactive session will provide you with numerous sample forms that will help you incorporate substantial value into your compliance program as well as your HR operational procedures.

### COMPLIANCE OFFICER AND COMMITTEE

4:00 – 5:30 pm  
Holly Louie, RN, CHBME, PCS **REVISED**

How to **find** one... How to **be** one... How to **grow** one... Where's the help? How do we get the knowledge and expertise? This interactive presentation will present options, tools, techniques and tips for every size company—no matter who is wearing the hat(s). *Handouts include links to the authoritative sources for the most commonly asked HBMA compliance questions!*

## WEDNESDAY \* MARCH 11

### POLICIES AND PROCEDURES THAT WORK!

8:00 – 9:30 am **UPDATED**

Jackie Willett, CHBME

This session will help you:

- Identify essential Policies and Procedures that your company should establish
- Learn that Policies and Procedures can help your bottom line
- Learn how to write Policies and Procedures that work for your company
- Find out how Policies and Procedures provide added value to the services you provide your clients

This course provides a methodology for starting your Policies and Procedures library and gives tips for strategies that work to keep your library current. Many sample policies are included in this session.

### SPREADING THE WORD – EDUCATION AND TRAINING

9:45 – 11:00 am  
Holly Louie, RN, CHBME, PCS **REVISED**

What do you need to teach and how often do you need to do it? How do you customize education to keep employees engaged and interested? How do you control costs and still meet educational needs and requirements? Should you be testing? Learn the answers to these questions and much more! Identify ways to customize effective education and training for every size billing company. Take home educational materials you can customize, resources, and sample tests that you can put to use in your organization.

### CHECKING YOUR WORK: EFFECTIVE MONITORING AND AUDITING

11:00am – 12:30 pm  
Robert Burleigh, CHBME **REVISED**

Monitoring and auditing is one of the 7 essential elements of an effective Compliance Program. But, what to monitor and what to audit? Is this really as complicated and tedious as it sounds? How much is enough? Can you do it yourself or must you hire outsiders? This session covers all of these issues and, for 2009, will take an example risk area and design a complete monitoring and auditing protocol that can be used by any size billing company.



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**PREPARING FOR THE WORST – SUBPOENAS, SEARCH WARRANTS, AND OTHER UNPLEASANT THINGS**

1:30 – 3:00 pm

Special Guest: Brady Toensing

**NEW!**

What do you do if there is a knock at the door and you are served with a grand jury subpoena? Or you face federal agents armed with a search warrant? Will your team know how to deal with such compliance emergencies? This brand-new session will explain in detail how you should prepare for these worst-case scenarios. You'll learn what to do during, and after, a visit from investigators. Like fire drills and insurance, you know it pays to prepare for unpleasant possibilities. With the increased enforcement focus in health care, this session will give you the tools and information you need, just in case!

**CONDUCTING RISK ASSESSMENTS: WHAT SHOULD YOU BE WORRIED ABOUT?**

3:15 – 4:30 pm

Holly Louie, RN, CHBME, PCS

**REVISED**

What should you be worried about? How should you tackle it? This session focuses on how to address OIG risk areas through practical take home tools you can use in your company. Attendees will actively participate in the assessment and learn how to address and document each step.

**THE 'OOPS' FACTOR: INVESTIGATING AND REPORTING COMPLIANCE ISSUES**

11:00 am – 12:00 pm

Karen Collier, Esquire, and Brady Toensing

**UPDATED**

What do you do when you find out something's gone wrong? Panic? Hide? Scream? All of the above? Not after this session, which will introduce tips and techniques to help you catch your breath and fix whatever's wrong. The true test of a billing company's compliance program comes in how it handles problems. Learn how to manage the "oops" factor and live to tell the tale!

**THURSDAY \* MARCH 12**

**BILLING COMPANY CONTRACTS**

8:30 – 10:00 am

Robert Burreigh, CHBME, and James Wieland, Esquire

**REVISED**

An integrated Compliance Program has to include client involvement. Your billing contract can provide a number of connection points for meeting your compliance responsibilities and holding your clients accountable. A solid contract can also protect you if you end up with an uncooperative (non-compliant) client. This session will

include lots of legal and business tips and also includes a brand new take-away—a revised, new-and-improved, 2009 version of this team's widely used Billing Agreement.

**CODING COMPLIANCE**

10:15 – 11:45 am

Holly Louie, RN, CHBME, PCS, and Robert Burreigh, CHBME

**REVISED**

How do you know it is right? What tools can you use to evaluate client coding accuracy? If you don't code, should you worry? Where do you get the resources? Where do you get the expertise? Whether you code or not, coding is the number one risk area for any billing company. Learn how to address that risk in this practical session filled with tools, tips and ideas.

**DO PERSONALITIES REALLY MATTER WHEN PROJECT PLANNING?**

1:00 – 2:30 pm

David Jakielo, CHBME

**REVISED**

This session on personality profiling will use an assessment tool to help you understand how to effectively manage Compliance Plan implementation (new) and/or operation (ongoing). This will include how to motivate and create "buy-in" from employees to ensure ongoing adherence and success.

**COMPLIANCE JEOPARDY**

2:30 – 3:30 pm

Panel Discussion/Faculty

**NEW!**

A fun interactive wrap-up session that will review all of the pieces discussed over the entire course. You won't want to leave early and miss out on this!

**SOCIAL & NETWORKING EVENTS**

The Compliance Conference offers unlimited social and networking opportunities. Be sure to take advantage of all of these occasions to maximize your networking and learning through shared interaction with your colleagues.

**Continental Breakfasts & Breaks**

- Daily

**Networking Luncheons**

- Wednesday, 12:30 – 1:30 pm
- Thursday, 11:45 am – 1:00 pm

**Reception**

- Tuesday, 5:30 – 7:00 pm





# POST CONFERENCE: MARCH 13

## \* POST CONFERENCE SESSION: HOT TOPICS IN COMPLIANCE!

9:00 am – Noon

Holly Louie, RN, CHBME, PCS, Karen Collier, Esquire, Robert Burleigh, CHBME

This is a session designed for the ECP (Experienced Compliance Professional). It will be filled with dynamic real-life scenarios from billing companies across the nation.

This is an excellent opportunity for you to work in a small-group setting with a great deal of interaction offered between the participants and speakers. Bring your questions, bring your real-life scenarios to share with others in this session as well as glean knowledge to take back to your business and put it to use immediately!

### A separate registration fee is required for this program.

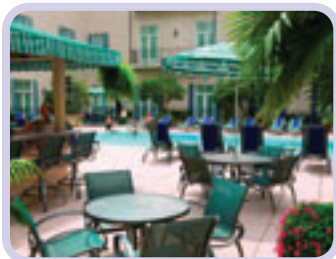
Fee for Compliance Course Participants .....	\$99.00
Fee for those attending <b>Pre-Conference Session Only</b> .....	\$399.00



## \* CHATEAU BOURBON (formerly Chateau Sonesta)

800 Iberville Street • New Orleans, Louisiana 70112  
 (877) 999-3223 (Reservations) • [www.wyndham.com](http://www.wyndham.com)

Reservations: 877-999-3223

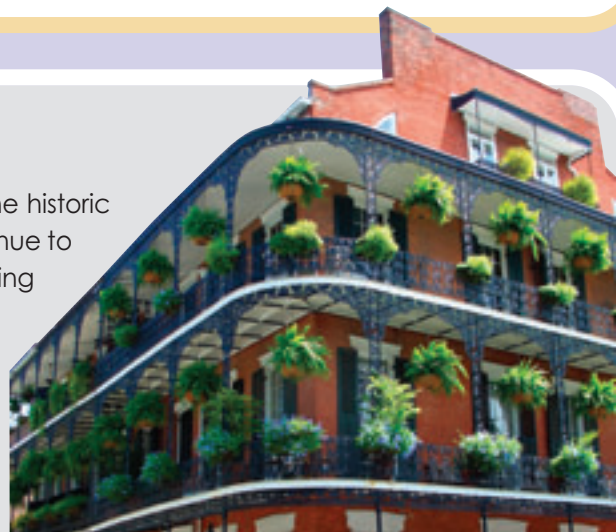


Chateau Bourbon combines New Orleans' tradition for elegance with its flair for fun. This Wyndham Historic Hotel holds court behind the four-story, neoclassical facade of the 1849 D.H. Holmes building, which fronts Iberville Street in the French Quarter. The hotel boasts some of the most spacious guest rooms in New Orleans, with spectacular high ceilings, and balconies with views of Bourbon Street or Dauphine Street, or of wonderful interior courtyards. And, of course, you're within walking distance of everything that you come to New Orleans for: great music, award-winning restaurants, eclectic shopping and a red-hot nightlife.

Chateau Bourbon is offering HBMA guests special group rates of **\$169**, plus tax, plus \$1.00 per room per night (convention center tax). **The cut-off date for reservations is February 7, 2009.** We strongly recommend you make your reservations early to ensure your accommodations at our host hotel.

## About New Orleans

**Now is the time to fall in love with New Orleans all over again!** The historic and cultural riches that define the New Orleans experience continue to flourish. The most celebrated and historic core of the city—including the Faubourg Marigny, French Quarter, Central Business District, Warehouse and Arts District, Magazine Street, Garden District, Audubon Park and Zoo and St. Charles Avenue—is thriving. With so many aspects to its character, New Orleans will welcome you with a genuine hospitality and singular flair.



# \* CONFERENCE REGISTRATION FORM



MARCH 10-13, 2009 • CHATEAU BOURBON • NEW ORLEANS, LOUISIANA

Register online at [www.hbma.org](http://www.hbma.org) or return this form and payment to HBMA via fax or mail.

Please submit a separate Registration Form for each attendee.

Member Organization \_\_\_\_\_ Member #: \_\_\_\_\_  CHBME  CMBA

Name: \_\_\_\_\_  
First Name Last Name

Company Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

In case of emergency, please contact: \_\_\_\_\_

Emergency contact phone #: \_\_\_\_\_

**REGISTRATION FEE:** Includes conference materials, reception, continental breakfasts, breaks & lunches

HBMA and RBMA Member Registration . . . . .	\$1295.00
HFMA and MGMA Member Registration . . . . .	\$1495.00
Non-Member Registration . . . . .	\$1595.00
<b>POST CONFERENCE:</b> Compliance Course Participants . . . . .	\$99.00
<b>POST CONFERENCE:</b> For Those Attending Post-conference Only . . . . .	\$399.00
Total . . . . .	\$_____

**PLEASE COMPLETE THE FOLLOWING:**

Your Job Title \_\_\_\_\_ # of Full-time Employees \_\_\_\_\_

Primary Specialty \_\_\_\_\_

Status of Your Compliance Program:

Not yet started  Beginning Stages  Intermediate Stages  Fully Implemented

Previous HBMA Compliance Conferences Attended:  0  1  2-3  4+ Year of last program \_\_\_\_\_

Your Expectations for the Conference (Attach separate sheet or email to [paul@hbma.org](mailto:paul@hbma.org))

Functions You Will Attend:  Wednesday Luncheon  Thursday Luncheon

Indicate any special needs, including dietary \_\_\_\_\_

Please check here if this is your first HBMA Conference

**PAYMENT INFORMATION:** Full payment must be included with your registration form.

Registration Fee Total \$ \_\_\_\_\_  Check # \_\_\_\_\_  Visa  MasterCard  AMEX

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

In the name of \_\_\_\_\_ Signature \_\_\_\_\_

**Cancellation Policy:** Full refund, less a \$100 processing fee, will be granted only if a written cancellation is received by HBMA by February 7, 2009. No refund will be made for no-shows.

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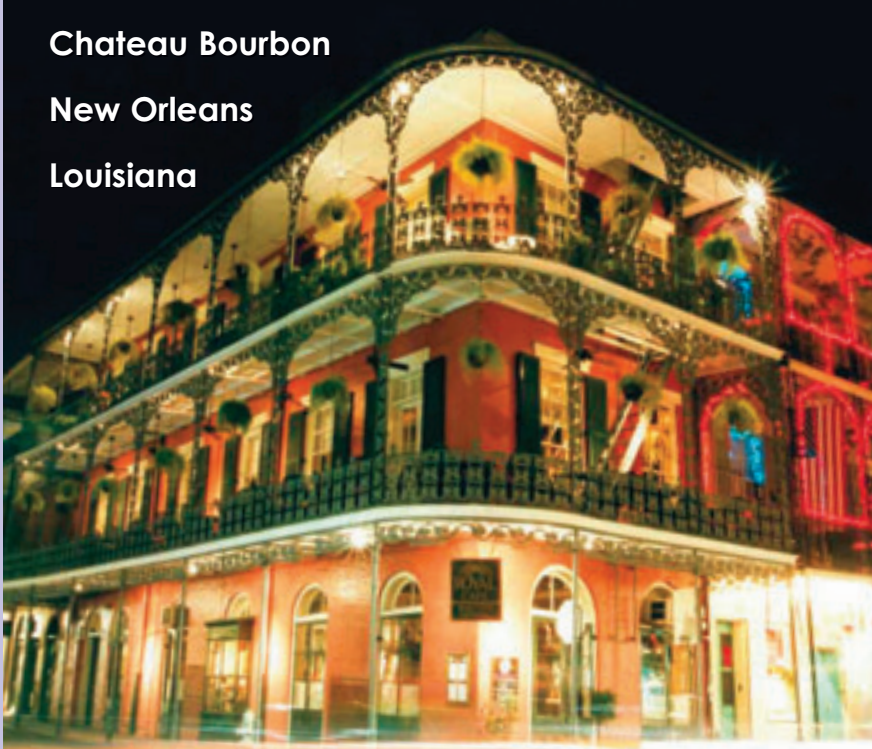
# Compliance \*

## IS GOOD BUSINESS

Chateau Bourbon

New Orleans

Louisiana



- \* Why invest in a compliance program?
- \* Where and how do you get the tools to make your plan effective for your company?
- \* How can you develop a compliance program that works?
- \* Find answers to these questions, and more, by attending the HBMA Compliance Conference — modified for 2009.
- \* Receive practical, operational knowledge and tools that will enhance your operations and customer service through the development and implementation of effective compliance processes.

# 3.10-3.13

MAKE THE COMMITMENT TO JUMP-START YOUR COMPLIANCE EDUCATION IN 2009! REGISTER TODAY!



1540 S. Coast Hwy, Suite 203  
Laguna Beach, CA 92651