SPECIAL KEYNOTE SPEAKER
STEVE RIZZO
Author of Get Your SHIFT Together, Steve will challenge you to SHIFT your focus to discover increased productivity, greater enthusiasm, and higher levels of success.

BE A PART OF HBMA’s 20th ANNIVERSARY CELEBRATION AND MAKE NEW MEMORIES!
TO THE HBMA FALL ANNUAL CONFERENCE AND BUSINESS MEETING!

How are you dealing with the overwhelming amount of changes that are happening in the revenue cycle management industry? Are you caught in the vicious cycle of the day-by-day approach – head down and shoulder to the grindstone?

HBMA IS HERE TO HELP

The Fall curriculum is rich in short- and long-range knowledge-based resources with an emphasis on your future. This two and a half day forum allows you to hear a clear message from thought leaders, futurists, and professionals who understand the challenges you’re facing in revenue cycle management.

- Spend quality time networking with your peers to share solutions to your common situations.
- Find a wealth of products and services showcased in our Exhibit Hall to help improve your business.

THIS IS YOUR OPPORTUNITY TO PREPARE FOR A THRIVING FUTURE AS YOU TAKE ON THE BUSINESS CHALLENGES TODAY IN THIS RAPIDLY CHANGING INDUSTRY.

From the moment you walk through the doors of Caesars Palace this September, you’ll understand why this iconic Las Vegas luxury hotel sets the standard for opulent details, impeccable service, and lavish Las Vegas accommodations. Special touches make the difference between an ordinary visit to Vegas and a spectacular experience – and it’s all yours at the HBMA Fall Annual Conference and Caesars Palace.

Register by August 15, 2013, and SAVE!
Go to www hbma org/fall 13
DAY ONE WEDNESDAY, SEPT. 18

PRE-CONFERENCE SESSION
8:00 am – Noon

Hot Topics in Compliance

Holly Louie, R.N., CHBME, PCS; Mary Rita Hyland, RN, BS, MBA, CHP; Phil Ellis, MBA; and Bob Burleigh, CHBME

This program has been designed for the experienced compliance professional or executive. This session will address what is hot in the compliance arena and will be filled with dynamic, real-life scenarios from billing companies across the nation. Issues covered in this four-hour session will include: HIPAA enforcement, revalidation and enrollment, and new federal claim issues. We will discuss the challenges with CMS’s decision to do no external testing of ICD-10 and offer recommendations on how members should be working with their vendors, PM systems, commercial payers, and clearinghouses to mitigate these challenges as we cover the diversity of testing that is needed as well as the types of testing that are available. As always, we will conclude with case studies.

This four-hour session has been designed specifically for professionals who are looking to improve themselves as well as their companies. Participants in the CHBME program will receive 4 CEUs toward Category Two / Compliance for participation in this session.

SPEAKERS

Holly J. Louie, R.N., CHBME, PCS
Practice Management, Inc.
holly@pmbi Boise.com

Holly Louie is the compliance officer for Practice Management, a multi-specialty billing company. She is also an independent national healthcare consultant. She provides consulting services for healthcare attorneys and multi-specialty clients with emphasis in documentation, coding and billing compliance, physician education, and litigation support. Holly also specializes in conducting risk assessments and has extensive experience assisting attorneys in criminal and civil healthcare cases.

Holly has served on the HBMA Board of Directors and currently chairs the ICD-10 Committee. She is the past chair of the Coding and the Ethics and Compliance Committees. Holly is a co-developer of the HBMA Operational Compliance Course. She is a member of the Executive Board of Directors of the American College of Medical Coding Specialists (ACMCS) and is affiliated with the American Health Lawyers Association.

Phil Ellis, MBA
CIPROMS
pellis@ciproms.com

Phil Ellis, MBA, is the senior vice president and CFO of CIPROMS, Inc. He currently serves as chair of the HBMA Education Committee and as vice chair of the HBMA Certification Committee. He is a chair of the Professional Development Committee of the Indiana chapter of HFMA, is co-chair of the Business Partners Committee of the Indiana IMGMA, and is treasurer of an Indianapolis-based non-profit organization. Phil obtained his BS (Magna Cum Laude) and MBA from Indiana Wesleyan University, where he is currently employed as adjunct faculty and serves on the Business and Management Council. He is currently working with IWU in the development of a healthcare administration program.

Mary Rita Hyland, RN, BS, MBA, CHP
SSI Group
mary.hyland@ssigroup.com

Ms. Hyland has more than 35 years of professional experience in the healthcare industry in hospital clinical and administrative positions, health plans, clearinghouses, and vendor IT organizations. She is a nationally recognized speaker in regulatory, technical, and professional impacts of federal, state, and regional regulatory initiatives. Ms. Hyland currently serves on the board of directors for the WEDI, is vice president of the Cooperative Exchange, and is a member of HBMA, HIMSS, NCHICA, and WEDI’s ICD-10 committees.

Robert Burleigh, CHBME
Brandywine Healthcare Services
brandywinebob@aol.com

Robert Burleigh has more than 31 years of healthcare financial management experience. His career has included executive-level hospital patient accounting as well as serving in both the Hospital and Physicians Services divisions with Shared Medical Systems (now Siemens), where he was involved with systems sales and delivery, project management, billing service management, and consulting. In 2004, he resumed the consulting practice he founded in 1988.

Bob is a frequent lecturer and author for numerous organizations. He is a past-president of HBMA and serves on the Ethics and Compliance and Government Relations Committees. He is a Certified Healthcare Billing and Management Executive (CHBME) and member of AHLA, HCCA, HFMA, MGMA, and AAHAM. He is a graduate of Penn State University (B.S. Business Management).
Register by August 15, 2013, and SAVE!
Go to www hbma org fall13
DAY ONE

WEDNESDAY, SEPT. 18

2:30 – 3:00 pm . . President’s Welcome: Jud Neal, CHBME
3:00 – 3:30 pm . . Networking Break

GENERAL SESSION
3:30 – 5:00 pm

**Administrative Simplification: There is a Lot More to Do!**

Stanley Nachimson

Recent HIPAA legislation and regulations have established a brand new list of items for billing services, providers, health plans, and others to accomplish over the next several years. Do you understand the updated HIPAA requirements? Have you already identified and implemented what you will need to do in your business and what you will need to discuss with your clients? This presentation will highlight major items and steps that must be taken to comply and which should be taken to improve business operations.

**Uncover answers to these questions**

- What additional electronic services can I provide my customers?
- How should I update my HIPAA Security and Privacy programs to protect my information?
- How can I take advantage of new requirements to reduce costs
- What do I need to talk about with the health plans I connect to?
- How can I keep track of all of these changes?

**S P E A K E R**

**Stanley Nachimson**

Nachimson Advisors
nachimson_advisors@verizon.net

Stanley Nachimson is principal of Nachimson Advisors, a health IT consulting firm dedicated to finding innovative uses for health information technology and encouraging its adoption. The firm serves a number of clients, including the Cooperative Exchange, EHNAC, the Maryland Hospital Association, the University of Maryland Faculty Practice Group and HCPro. Stanley is focusing on assisting health care providers, vendors, and plans with their ICD-10 and other regulatory implementations, and is the director of the NCHICA-WEDI Timeline Initiative. He serves on the board of advisors for QualEDix Corporation, an innovative health care IT testing company. Stanley is the author of the authoritative paper on the cost of ICD-10 for physician practices, and is co-chairing the HIMSS ICD-10 Task Force.

5:00 – 7:00 pm

**Grand Opening Reception in the Exhibit Hall**

The Palace Ballroom is the setting for the Exhibitor Showcase and the gathering place throughout the conference. Food and refreshment areas can be enjoyed here as you visit with each of our vendors who have come here to do business with you. Come to shop, socialize, network, and take a break. You might even win a prize!

HBMA has re-designed the certification program to encourage excellence through education and awareness of the billing industry. Attaining this distinction requires attendance and participation in HBMA sponsored programs.

The 2013 Fall Annual Conference offers you the opportunity to acquire 14.0 hours of credit toward Category One of your CHBME designation. Each of the pre-conference sessions will offer 4.0 credit hours toward Category Two. **Elevate your professional stature and gain a competitive edge by pursuing certification as a CHBME!**
THURSDAY, SEPT. 19

7:00 – 8:00 am . . Continental Breakfast for All Attendees
7:00 – 8:00 am . . First-Timers Breakfast

If you are a new member or attending your first HBMA conference, we want to be sure to meet you and help you feel welcome. We invite you to join us for this special session where you will meet HBMA leadership and learn more about your association.

GENERAL SESSION
8:00 – 9:30 am

Using the Latest Technology to Make My Company More Relevant

Randy Johnston

Technology can help you get your work done, but it can also be used to make your client relationships more meaningful and interactive. Tablets, web, and mobile technologies can change the way you interact. Technology can also increase your risks, particularly if you use more cloud technology. Attend this session to understand the opportunities in technology, to learn how to leverage your website and social media for marketing, and to see the risks if you don’t manage your technology properly.

Walk away with answers to these questions and more:

• What is our action plan for our web presence?
• What are the steps we need to take for mitigating data loss risk?
• Who will create our innovation plan using technologies and when will we implement?

9:30 – 10:30 am . . . . Refreshment Break in the Exhibit Hall

CONCURRENT SESSIONS
10:30 am – Noon

One Size Does Not Fit All (Your Future Sales and Marketing)

Jeff Staads

This program is designed for all offices (regardless of size) in identifying a sales and marketing strategy to attract and attain new clients. We will share an assessment tool to help you create a plan for growth. You will decide the most effective way to grow your business within your specialty, budget, and timeframe.

When you get back to your office you will be able to:

• Lead your team on assessing decisions and the impact they will have
• Improve group brain storming and in a shorter amount of time
• Take a pro-active approach for growth
• Implement higher impact strategies

SPEAKER

Jeff Staads

Jeff began his speaking career training West Point cadets during his active tour of duty as a paratrooper with the U.S. Army’s 82nd Airborne Division.

Today, as president of BRC, he talks with an average of 100 audiences each year across the U.S. and around the globe.

He’s a contributing author in the book Motivational Selling and authored a solo book on collections titled 57½ Excuses. Jeff is the creator of a phenomenal training program on collections called “Get Your ASK in Gear.”
CONCURRENT SESSIONS
10:30 am – Noon

EHR Incentive Program and Meaningful Use Overview: Understanding the Basics for Eligible Professionals  Lucy Zielinski

This session is designed to help you and your clients understand what is required (within the several hundred pages of rules and regulations that make up the CMS EHR Incentive Program) in order to receive the Meaningful Use incentives and/or avoid the associated penalties.

This session will break down the rules and regulations to their simplest form and will present a practical approach to participating in the program.

After this session, you will be able to assist your EP clients by:
• Clarifying for them if they qualify for either the Medicare or Medicaid program
• Calculating their EHR Incentive Program payment
• Assisting them with registration and attestation processes

noon – 2:00 pm . . . Business Meeting and Awards Luncheon

CONCURRENT SESSIONS
2:00 – 3:00 pm

The Role of Billing Companies in Medicare, Medicaid, and Third Party Payor Audits  Andrew B. Wachler, Esq.

This session will begin with an overview of the Medicare audit appeals process and the various Medicare and Medicaid contractors, including ZPICs, MACs, MICs, and RACs. From there we will move into identifying compliance risk areas and outline the importance of the integration of compliance programs to protect billing companies and their clients.

When you leave this session you will better comprehend:
• The role of billing companies in assisting their clients in audits
• The role of billing companies in identifying and reporting overpayments to avoid potential liability under the False Claims Act

SPEAKER
Lucy Zielinski
Health Directions
www.HealthDirections.com

As vice president of the national consulting firm Health Directions, Lucy Zielinski helps private and hospital-owned medical practices achieve top strategic, operational, and financial performance. For more than twenty years, Lucy has guided physicians through every aspect of practice development, including new practice startup and strategic planning, operations design, practice marketing, coding and revenue cycle process optimization, EMR/PM system implementation, staff recruitment and development, and patient satisfaction improvement.

Andrew B. Wachler, Esq.
Wachler & Associates, P.C.
www.wachler.com

Andrew B. Wachler is the principal of Wachler & Associates, P.C. Mr. Wachler has been practicing healthcare law for more than 25 years. He counsels healthcare providers and organizations nationwide in a variety of healthcare legal matters. In addition, he writes and speaks nationally to professional organizations and other entities on healthcare law topics such as Medicare appeals, Stark and fraud and abuse, HIPAA, and other topics.

REGISTER TODAY! Register by August 15, 2013, and SAVE! Go to www hbma.org/fall13
Carving Up and Drilling Down: Using Microsoft Excel’s Pivot Table Feature to Analyze a Practice’s Revenue Cycle

Nate Moore, CPA, MBA, FACMPE

Microsoft Excel’s pivot table feature is a fast and powerful way to analyze and consolidate large amounts of data and quickly extract critical knowledge. In this workshop, you’ll learn how to use pivot tables in a medical practice setting to better track collections, analyze reimbursement, collect accounts receivable, and more. You’ll also learn a variety of techniques to filter, sort, group, and manipulate practice data. We’ll also discuss ways to use pivot tables to analyze your internal business operations. This workshop will be a hands-on demonstration of pivot tables using Excel for users who are familiar with Excel but want to learn more about pivot tables and data analysis.

When you leave this session, you will have uncovered ways to better analyze your business data as well as your customers’ data with a clear understanding of how easy it is to use pivot tables to do data mining.

3:00 – 4:00 pm . . Refreshment Break in the Exhibit Hall

GENERAL SESSION

4:00 – 5:30 pm

ICD-10 for the Healthcare Information Management (HIM) Professional: What Should I Be Doing to Prepare?

Nicole D. Harper, PhD

This session will focus on the implementation of ICD-10 from a non-coder perspective and provide ideas on how to get involved and (potential) pitfalls to avoid. We will begin with a basic overview of what to expect with the implementation of ICD-10 and quickly move into some real-time take aways to begin helping you to prepare and/or understand the questions you should be asking right now to get ready!

This session will equip you to:

- Explore into how ICD-10 compliance impacts all of the non-clinical pieces of the revenue cycle
- Discuss strategies to mitigate loss (i.e. Quality of Care Profile Reporting, payments, compliance, regulatory agencies, etc.)

5:30 – 6:30 pm . . Reception in the Exhibit Hall / Bingo Card Cash Drawing
FRIDAY, SEPT. 20

7:00 – 8:00 am . . Continental Breakfast for All Attendees

GENERAL SESSION
8:00 – 9:30 am

**Evolving Reimbursement Models and the Billing Company – Positioning for Future Success**  
*John Boland*

Beginning with a brief review of the current landscape of revenue cycle management, we will quickly move into a focus on the migration of physicians toward health systems with an emphasis on the effects these changes will have on revenue cycle management professionals. The majority of this session will include a discussion on the wealth of reimbursement opportunities that can be found in the market today.

**Positioning for Future Success (Take Home Concepts):**
- Ascertain and market those traditional billing service skills that remain in high demand
- Decipher “New World” skills that will drive value for your clients
- Identify business factors you should consider for your unique opportunities

9:30 – 10:30am . . . . Final Refreshment Break in the Exhibit Hall

GENERAL SESSION
10:30 am – Noon

**Washington Update**  
*Bill Finerfrock*

In this always-in-demand, popular, and informative session, Bill Finerfrock, Director of Government Affairs for HBMA, will provide up-to-the-minute updates on pending legislation and regulations that affect the medical billing community. Discover what changes are coming that could impact your business. You won’t want to miss out on this session and the opportunity to interact with one of HBMA’s most valuable informational resources!

Noon – 12:15 pm . . President’s Closing Message

1:00 – 3:00 pm . . . . CHBME Testing (by appointment only)
CONTINUING EDUCATION. Conference participants may earn up to 14 credits toward the designation of CHBME (Certified Healthcare Billing & Management Executive). The two pre-conference programs on Wednesday morning will each offer 4.0 additional credits. Elevate your professional stature and gain a competitive edge by pursuing certification as a CHBME!

CONFERENCE REGISTRATION. Your registration fee provides for admission to the educational sessions and exhibit hall events along with the program book and access to all session materials. Continental breakfasts, refreshment breaks, receptions, and Thursday’s Business Meeting and Awards Luncheon are also included.

CONFERENCE PRESENTATION MATERIALS. As part of our ongoing green initiatives, you will be receiving advance access to the session presentations and handouts. Shortly before the conference, HBMA will provide a link that will allow you to download the presentations onto the device you will be using at the conference. At that time, you will also be able to print out any of these materials for note-taking at the event itself. Please note that presentation materials will not be printed for attendees.

RECOMMENDED DRESS. We suggest business casual attire and recommend that you bring along a jacket or sweater as meeting room temperatures and personal comfort levels vary widely.

SPECIAL ASSISTANCE. HBMA staff will be on-hand and will gladly assist you with any special needs (i.e., physical, dietary, etc.). To assist us, please indicate your request for assistance when you register.

GUESTS. Guests refer to a spouse, significant other or personal friend, NOT a business colleague. Guest registration will not allow access to any of the educational sessions offered at this conference. Guests will have the opportunity to attend both of the evening receptions in our Exhibit Hall as well as join us for the HBMA Business and Awards luncheon on Thursday afternoon.

Register by August 15, 2013, and SAVE! Go to www hbma org/ fall13

EXPAND YOUR CONFERENCE EXPERIENCE

HBMA’S FALL CONFERENCE MOBILE APP IS UPDATED, EASY TO USE, AND BURSTING WITH NEW FEATURES

• Scan all event information
• Instantly share your contact information
• Connect with colleagues before, during, and after the meeting
• Find exhibitors and sponsoring companies
• Read about the speaker’s backgrounds
• Create your personal conference schedule
Getting Here and Around

McCarran International is just two miles from the world-famous Las Vegas Strip and 15 miles from downtown. More than ten taxi companies provide service to and from the airport and locations throughout Las Vegas.

The Las Vegas Monorail is a seven-stop, elevated train system that travels along a 3.9-mile route (6.4 kilometers) and connects major hotels and attractions along the world famous Las Vegas Strip. It enables passengers to travel the length of the resort corridor in 15 minutes or less in a safe, clean, comfortable and climate-controlled environment. With trains arriving every few minutes, passengers are quickly connected to world class resorts, hotels and casinos, shops, restaurants, entertainment venues and the Las Vegas Convention Center. There is a Flamingo / Caesars Palace Station for your convenience.

A LEGACY OF CAESARS PALACE

From dancing fountains to the Eiffel Tower, roller coasters, and sharks, countless attractions await you beyond the poker table. Day or night, Las Vegas offers entertainment and activities. In addition to gaming, you’ll find top-name entertainment; world-class shopping and dining; more than 30 resort spas; nightclubs and lounges; outdoor recreation at Lake Mead, Mt. Charleston, and Red Rock Canyon; and golf galore.

RATES: $179 + tax per night. Rates guaranteed through Saturday, August 17, 2013. Call 866-227-5944, or go to www.hbma.org/fall13hotel.

BE A PART OF HBMA’s 20th ANNIVERSARY CELEBRATION AND MAKE SOME MEMORIES!
Future Events

* Owners and Managers Fall Conference
  October 24-26, 2013 • Chicago, IL

* Owners and Managers Winter Conference
  February 6-8, 2014 • San Diego, CA

* Spring Educational Conference
  April 7-9, 2014 • Naples, FL

* Compliance Conference
  April 29 – May 1, 2014 • Baltimore, MD

* Fall Annual Conference
  September 14-16, 2014 • Las Vegas, NV

YOUR FUTURE IS NOW!

Conference Faculty

John Boland
Navigant Consulting

Robert Burleigh, CHBME
Brandywine Healthcare Services

Phil Ellis, MBA
CIPROMS

Bill Finerfrock
Capitol Associates

Nicole Harper
St. Vincent Health

Mary Rita Hyland, RN, BS, MBA, CHP
SSI Group

Randy Johnston
Network Management Group

Holly J. Louie, R.N., CHBME, PCS
Practice Management, Inc.

Nate Moore, CPA, MBA, FACMPE
Moore Solutions, Inc.

Stanley Nachimson
Nachimson Advisors

Jud Neal, CHBME
Physicians Business Network, Inc.

Steve Rizzo
The Attitude Adjuster

Jeff Staads
Business Resource Center

Andrew B. Wachler, Esq.
Wachler & Associates, P.C.

Lucy Zielinski
Health Directions
Register online at www hbma org or return this form with your payment to HBMA.

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

Member Number _________________________  CHBM E

First Name __________________________________ Last Name __________________________________

Title _______________________________________

Guest(s) 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

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* For both evening receptions in the Exhibit Hall as well as the luncheon on Thursday afternoon.

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

Thursday 10:30 am – 12:00 pm

A. One Size Does Not Fit All (Your Future Sales & Marketing)
B. EHR Incentive Program and Meaningful Use Overview

Thursday 2:00 – 3:00 pm

A. The Role of Billing Companies in Medicare, Medicaid and Third Party Payor Audits
B. Carving Up and Drilling Down: Using Microsoft Excel’s Pivot Table

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
Special CHBM E Event with Steve Rizzo
Special Needs, including dietary ________________________________________________________________

PAYMENT INFORMATION

Make Check Payable to “HBMA”  Check # ___________________________ Amount Paid $ _______

Visa  MasterCard  AMEX

Credit Card # ___________________________________________ Exp. Date _______

Authorized Signature (required) ___________________________ Date _______

CANCELLATION POLICY: Full refund, 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 Thursday, August 15, 2013. No refund will be made for no-shows.