



**HBMA Spring Educational Executive Symposium**  
**April 7<sup>th</sup> to 9<sup>th</sup>, 2014**  
**Waldorf Astoria, Naples, Florida**

Time	Session	Speaker Name(s)	Description
<b>Monday, April 7th</b>			
7:00am – 8:00am	First Timer's Breakfast		
<b>Technology Pre-Conference Session</b>			
8:00am – 12:00pm	2014 Corporate Compliance Briefing	Susan E. Ziel, <i>Partner, Krieg DeVault, LLP</i>	Informative briefing addressing the new and "looming" compliance mandates from the HHS's Office of Inspector General (OIG), the Center for Medicare and Medicaid Services (CMS) and the Office of Civil Rights (OCR) that will impact health care billing and management organizations in the coming year
	Trends in IT: A Cookbook Approach	Randy Johnston, <i>Chairman &amp; CEO, Network Management Group, Inc.</i>	Making practical technology recommendations is the reasoning behind creating this session for you. Participating in this session will help you to understand what hardware to buy, including notebooks, Ultrabooks, desktops, servers, wireless networking tools, and firewalls, along with printers and scanners – in other words simple recommendations for hardware. Additionally, we include software recommendations in several categories such as anti-virus and collaboration to help round out your purchasing strategy.
	Cyber Crime: What Can <u>You</u> Do?	Randy Johnston, <i>Chairman &amp; CEO, Network Management Group, Inc.</i>	Cyber Crime is affecting people directly and makes our billing practices susceptible, too. What risks do we have for fraud and since we possess so much health care data in electronic records? This poses new risks to the billing practice. What happens if you have a security breach? What happens if you are attacked? What happens if an employee becomes dissatisfied and leaves taking a copy of all of the EHR records? Attend this session to learn about the impact of Cyber Crime and the risks of privacy and security in

			billing and EHR solutions and how to manage them.
<b>Compliance Pre-Conference Session</b>			
8:00am – 12:00pm	Unclaimed Property Compliance	Veronica Miller, <i>Healthcare Consultant, Crowe Horwath LLP</i>	This session will offer with information on the current unclaimed property environment and how it affects their business including the escheat process, escheat laws and exemptions and intricacies of unclaimed property ownership.
	Risk, Personal Exposure and Responsibility and Reward for Today's Billing & Management Companies and Owners	Jennifer Kirschenbaum, Esq. <i>Managing Partner, Kirschenbaum &amp; Kirschenbaum</i> , and Erica Youngerman, Esq. <i>Associate, Kirschenbaum &amp; Kirschenbaum</i>	A dynamic discussion of today's security and compliance risk areas that are most likely to impact billing and management companies and their owners.
<b>Full Conference</b>			
12:15pm – 1:15pm	CHBME Lunch with Keynote Speaker (CHBME Certificants Only)		
1:30pm – 3:00pm	Opening Keynote Address	Dr. Jackie Freiberg; <i>International Best Selling Author and Professional Speaker</i>	With access inside the company culture at Southwest Airlines, author Jackie Freiberg provided the secrets behind the greatest success story in commercial aviation, in her national bestselling book <i>Nuts</i> , coauthored with her husband Kevin. Walk away with this information and discover how to transfer the Southwest inspiration to your own business and personal life.
3:00pm – 3:30pm	Break		
3:30pm – 4:00pm	President's Address	Jeanne A. Gilreath, CHBME, <i>President, HBMA Board of Directors</i>	
4:00pm – 5:00pm	The Evolving Healthcare Market and Impact on Physician RCM	Ted Stack, <i>Managing Director, Falcon Capital Partners LLC</i>	A comprehensive update on the current trends in the economy, general corporate environment, healthcare environment as well as their impact on the physician RCM market.
5:30pm – 7:30pm	Reception in the Exhibit Hall		
<b>Tuesday, April 8th</b>			
7:00am – 8:00am	Breakfast		
7:00am – 8:00am	New Member Meet and Greet with HBMA Leadership		
8:00am – 9:30am	ICD-10: Four Final Points to Ponder	Nicole D. Harper, PhD, MBA, RHIA, CCS-P and C-CDI, <i>Director, Revenue Cycle, St. Vincent Health, Revenue</i>	This session will help identify four major areas of opportunity for administration to be aware of as we approach the final countdown to Oct.

		<i>Cycle Operations</i>	1 <sup>st</sup> , 2014.
9:30am – 10:30am	Break in the Exhibit Hall		
10:30am – 12:00pm	Protecting Your Revenue and Preparing for Your Company for the Age of Data in Today's Changing Healthcare Landscape	Jennifer Kirschenbaum, Esq, <i>Managing Partner, Kirschenbaum &amp; Kirschenbaum</i> , and Erica Youngerman, Esq, <i>Associate, Kirschenbaum &amp; Kirschenbaum</i>	A lively discussion of today's changing healthcare landscape, the types of large practice structure emerging and where billing and management companies fit in, the importance of understanding practice data to staying alive in the healthcare industry and protecting your revenue!
12:00pm – 1:15pm	Lunch		
1:15pm – 2:30pm (Concurrent Session)	Health Insurance Exchanges and the ACA: What You Need to Know	Bill Finerfrock, <i>Vice President, Capitol Associates, Director of Government Affairs, HBMA</i>	The session will provide an update on implementation of the Affordable Care Act – enrollment, plan types, network adequacy issues, status of individual/employer and topics of interest to employers/senior management and company executives seeking to be of help to your provider clients as they try to navigate this changing world.
1:15pm – 2:30pm (Concurrent Session)	Integrating Audit Analytics	Jared Krawczyk, <i>Chief Product Architect, Fi-Med Management, Inc.</i>	Explore benchmarking techniques that can be used to profile provider's billing data to understand where greatest audit risk exposure lies.
2:30pm – 3:30pm	Break in the Exhibit Hall		
3:30pm – 4:45pm	Trends in Technology: Automation & Marketing	Randy Johnston, <i>Chairman &amp; CEO, Network Management Group, Inc.</i>	Technology can help us automate our marketing while reducing the cost of marketing. However, to leverage the technology we have, and the technology we need to use, we have to have a clearly defined plan. This session helps you understand technology tools to market your practice. If you take away one good idea that helps you win a new client, this session you could pay for your entire trip to the conference.
4:45pm – 5:45pm (Concurrent Session)	ICD-10: Preparing for Life After Oct. 1st, 2014	Nicole D. Harper, PhD, MBA, RHIA, CCS-P and C-CDI, <i>Director, Revenue Cycle, St. Vincent Health, Revenue Cycle Operations</i>	The plan has been developed, actions are being executed- your organization is ready for ICD-10! Join us for an interactive session, exchanging thoughts, plans and ideas on ways to continue and/or prepare for success following the implementation for ICD-10.
4:45pm – 5:45pm (Concurrent Session)	Value Based Compensation: The Transition from Paying for Volume to Paying for Value	Scott Hewitt, <i>Vice President, Network Standards and Payment Strategy, UnitedHealth Networks</i>	Health care reform is causing a shift in the way health services are reimbursed. This break-out session will focus on payment reform and one payers perspective on what

			reimbursement methodologies lie ahead and how it they will potentially impact health care billing and management.
5:45pm – 7:00pm	Reception in the Exhibit Hall		
<b>Wednesday, April 9th</b>			
7:00am – 8:00am	Breakfast		
8:00am – 9:30am	Washington Update: Where Are We and Where Are We Headed?	Bill Finerfrock, <i>Vice President, Capitol Associates, Director of Government Affairs, HBMA</i>	A dynamic review of the policy changes that are being contemplated or proposed in Washington and how these might affect you and your clients.
9:30am – 10:30am	Break in the Exhibit Hall		
10:30am – 12:00pm	Strategic Marketing for Today's Challenging Environment	David F. Jakielo, CHBME, <i>Success Strategist and Consultant</i>	There has never been greater opportunity as well as risk in the healthcare medical billing marketplace than there is today. This session will outline the opportunities and threats that you may be or will be facing in your company.
12:00pm – 12:30pm	Closing Remarks	Jeanne A. Gilreath, CHBME, <i>President, HBMA Board of Directors</i>	