

MONDAY, APRIL 7

TECHNOLOGY PRE-CONFERENCE SESSION Acacia 1-3

8:00am – Noon **2014 Corporate Compliance Briefing** – Susan E. Ziel, JD, MPH, BSN, Partner, Krieg DeVault, LLP
Trends in IT: A Cookbook Approach – Randy Johnston, MCS, Chairman & CEO, Network Management Group, Inc.
Cyber Crime: What Can You Do? – Randy Johnston, MCS, Chairman & CEO, Network Management Group, Inc.

COMPLIANCE PRE-CONFERENCE SESSION Acacia 4-6

8:00am – Noon **Unclaimed Property Compliance** – Veronica Miller, Healthcare Consultant, Crowe Horwath LLP
Risk, Personal Exposure and Responsibility and Reward for Today's Billing and Management Companies and Owners – Jennifer Kirschenbaum, Esq. Managing Partner, Healthcare Department, Kirschenbaum & Kirschenbaum, PC, and Erica Youngerman, Esq. Associate, Kirschenbaum & Kirschenbaum, PC

FULL CONFERENCE

12:15pm – 1:15pm **CHBME Luncheon with Keynote Speaker** (CHBME Certificants Only) Vista Ballroom
1:30pm – 3:00pm **Opening Keynote Address** Royal Palm 1-3
Jackie Freiberg, PhD; International Best Selling Author and Professional Speaker
3:00pm – 3:30pm Break Royal Palm Foyer
3:30pm – 4:00pm **President's Address** – Jeanne A. Gilreath, CHBME, President, HBMA Board of Directors Royal Palm 1-3
4:00pm – 5:30pm **The Evolving Healthcare Market and Impact on Physician RCM** Royal Palm 1-3
Ted Stack, Managing Director, Falcon Capital Partners LLC
5:30pm – 7:30pm Reception in the Exhibit Hall Royal Palm 4-8

TUESDAY, APRIL 8

7:00am – 8:00am Breakfast Royal Palm Foyer
7:00am – 8:00am Meet & Greet with HBMA Leadership and Headquarters Update Mangrove 1-2
8:00am – 9:30am **ICD-10: Four Final Points to Ponder** Royal Palm 1-3
Nicole D. Harper, PhD, MBA, RHIA, CCS-P and C-CDI, Director, Revenue Cycle, St. Vincent Health, Revenue Cycle Operations
9:30am – 10:30am Break in the Exhibit Hall Royal Palm 4-8
10:30am – Noon **Protecting Your Revenue and Preparing Your Company for the Age of Data in Today's Changing Healthcare Landscape** Royal Palm 1-3
Jennifer Kirschenbaum, Esq. Managing Partner, Healthcare Department, Kirschenbaum & Kirschenbaum, PC, and Erica Youngerman, Esq. Associate, Kirschenbaum & Kirschenbaum, PC
Noon – 1:15pm Networking Luncheon (Sponsored by CPU Medical Management Systems) Vista Ballroom
1:15pm – 2:30pm **CONCURRENT EDUCATION SESSIONS**
A. **Health Insurance Exchanges and the ACA: What You Need to Know** Acacia 1-3
Bill Finerfrock, President, Capitol Associates, and Director of Government Affairs, HBMA
B. **Beyond Benchmarking: Integrating Audit Analytics Into Day-to-Day Compliance Operations** Acacia 4-6
Jared Krawczyk, Chief Product Architect, Fi-Med Management, Inc.
2:30pm – 3:30pm Break in the Exhibit Hall Royal Palm 4-8
3:30pm – 4:45pm **Trends in Technology: Automation and Marketing** Royal Palm 1-3
Randy Johnston, MCS, Chairman & CEO, Network Management Group, Inc.
4:45pm – 5:45pm **CONCURRENT EDUCATION SESSIONS**
A. **Countdown to ICD-10: Preparing for Life After October 1st, 2014** Acacia 1-3
Nicole D. Harper, PhD, MBA, RHIA, CCS-P and C-CDI, Director, Revenue Cycle, St. Vincent Health, Revenue Cycle Operations
B. **Value Based Compensation: The Transition from Paying for Volume to Paying for Value** Acacia 4-6
Scott Hewitt, Vice President, Network Standards and Payment Strategy, UnitedHealth Networks
5:45pm – 7:00pm Reception in the Exhibit Hall Royal Palm 4-8

WEDNESDAY, APRIL 9

7:00am – 8:00am Breakfast Royal Palm Foyer
8:00am – 9:30am **Washington Update: Where Are We and Where Are We Headed?** Royal Palm 1-3
Bill Finerfrock, President, Capitol Associates, and Director of Government Affairs, HBMA
8:45am – 9:15am Exhibitor Wrap Up Session (Exhibitors Only) Acacia 1-3
9:30am – 10:30am Break in the Exhibit Hall with Raffle Prize Drawings Royal Palm 4-8
10:30am – Noon **Strategic Marketing for Today's Challenging Environment** Royal Palm 1
Dave Jakielo, CHBME, Owner, Seminars and Consulting
Noon – 12:30pm **Closing Remarks** – Jeanne A. Gilreath, CHBME, President, HBMA Board of Directors Royal Palm 1-3