



CHBME

EXECUTIVE DEVELOPMENT SUMMIT

July 17-20, 2013 ▶ Washington, DC



The HBMA Executive Development Summit offers an excellent educational opportunity for professionals who want to improve themselves and their companies. This unique conference will provide relevant billing-company-specific materials designed to secure required credits for members seeking the CHBME (Certified Healthcare Billing & Management Executive) distinction.



▶ **FIVE** ◀
MODULES ADDRESS
CORE BUSINESS COMPETENCY

▼
Marketing
Technology
Legal/Operations
Financial Management
Strategic Planning

REGISTER TODAY! www.hbma.org

Take Time to Work ON Your Business – Not In It.



Don't miss this opportunity to acquire all of the CEUs necessary for Category Two Business Modules in this single 2 ½ day program.

THE FIVE CURRICULUM ELEMENTS INCLUDE

▶ STRATEGIC PLANNING ◀

- **STRATEGIC PLAN:** Objectives, Driving Force, Target Markets, Core Competencies, Market Assessment, Products/Services, Financial Planning/Forecasting
- **SUCCESSION PLAN:** Exit Strategies, How to Manage an Entity, Continuity Planning
- **DISASTER PLAN:** Operations, Data Protection, Short Term/Long Term, Recovery Plan
- **SWOT ANALYSIS:** Strengths, Weaknesses, Opportunities, Threats

▶ FINANCIAL MANAGEMENT ◀

- **ACCOUNTING PRINCIPLES:** Cash vs. Accrual Accounting, General Ledger Reconciliations, Gross vs. Net Profit, EBITDA
- **REPORTING:** P & L, Balance Sheet, Audits (Internal and External), Internal Reporting Operations
- **FUNDING:** Borrowing Options, Banking and Cash Management, Retained Earnings, Taxes, Asset Accounting and Depreciation, Leases vs. Buys (different types)

▶ LEGAL/OPERATIONS ◀

- **CORPORATE STRUCTURE/BUSINESS TYPE:** LLC, S Corporation, C Corporation, Organizational Structure–Function vs. Client
- **RISK MANAGEMENT:** Contracts (vendor and client), Insurance (General, E & O), Compliance, Disaster Recovery
- **HUMAN RESOURCES:** Hiring Practices, FTE Ratios and Job Descriptions, Outsourcing vs. In House, Salary/Benefits, Policies and Procedures
- **BENCHMARKING:** Days in A/R, Collection Rate, Credit Balance, Bad Debt, Trending/Productivity

▶ TECHNOLOGY ◀

- **AUTOMATION:** Downloads and Interfaces, Integrated Scanning, Electronic Scanning, OCR, Coding Support Products
- **SYSTEM SECURITY:** HIPAA/HITECH, Physical Security and Co Location, Intrusion Prevention/Detection, Communications (Email, VPN, etc.), Passwords and other Controls
- **APPLICATION SOFTWARE SELECTION:** PM/Operating or Billing Software Systems, EMR/EHR, Meaningful Use/PQRI, Connectivity
- **COMMUNICATIONS:** Voice/Data, Electronic Media

▶ MARKETING ◀

- **THE "4 P's":** Pricing Structure, Promotion (Media), Place (Target Markets), Product/Services
- **PEOPLE (5th P):** Sales Staff, Other customer contact personnel
- **WEB SERVICES:** Social Networking

Register online today!
www.hbma.org



Initial and recertifying CHBME applicants must complete three of the six Business Competency Modules. Four credits are awarded for each module offered at this event.

Conference Schedule

WEDNESDAY, JULY 17

VISIT TO THE HILL & LOBBY DAY

- 9:00 – 9:30 am Continental Breakfast
- 9:30 – 10:30 am Orientation with Bill Finerfrock
- 11:00 am – 4:00 pm Appointments on Capitol Hill
- Noon – 1:00 pm Lunch on Capitol Hill
- 6:00 pm Reception and Wrap-up

THURSDAY, JULY 18

- 7:00 – 8:00 am Registration and Continental Breakfast
- 8:00 – 10:00 am **Marketing** Dave Jakielo
- 10:00 – 10:30 am Break
- 10:30 am – 12:30 pm **Finance** Phil Ellis
- 12:30 – 1:30 pm Lunch
- 1:30 – 3:30 pm **Marketing** Dave Jakielo
- 3:30 – 4:00 pm Break
- 4:00 – 6:00 pm **Finance** Phil Ellis
- 6:00 – 7:00 pm Networking Reception

FRIDAY, JULY 19

- 7:00 – 8:00 am Continental Breakfast
- 8:00 – 10:00 am **Technology** Randy Johnston
- 10:00 – 10:30 am Break
- 10:30 am – 12:30 pm **Technology** Randy Johnston
- 12:30 – 1:30 pm Lunch
- 1:30 – 3:30 pm **Strategic Planning** Jud Neal
- 3:30 – 4:00 pm Break
- 4:00 – 6:00 pm **Strategic Planning** Jud Neal
- 6:00 – 7:00 pm Networking Reception

SATURDAY, JULY 20

- 7:00 – 8:00 am Continental Breakfast
- 8:00 – 10:00 am **Legal/Operations** Susan Ziel
- 10:00 – 10:15 am Break
- 10:15 am – 12:15 pm **Legal/Operations** Susan Ziel

CONFERENCE FACULTY



Phil Ellis, MBA, is the Senior Vice President & CFO for CIProms, Inc. He currently serves as Vice-Chair of the Professional Development Committee of the Indiana chapter of HFMA and as 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 & Management Council. He is currently working with IWU in the development of a Healthcare Administration program.



Judson (Jud) Neal, CHBME, MBA, has been with Physicians Billing network for 12 years. He is responsible for the overall strategy and execution of objectives and provides oversight in all facets of the organization. During his tenure, the company has maintained a high client retention rate and nearly tripled in size. He previously held Senior vice President positions in publicly held medical device and services corporations. Jud holds an MBA from Rockhurst University with an emphasis in finance and is a graduate of the Stanford Executive Program at Stanford University. He is currently the President of HBMA.



David Jakielo, CHBME, President of Seminars & Consulting, has more than 30 years of healthcare industry experience. He is a certified trainer, frequent lecturer, author and regular columnist in *Billing*. Dave is a past-president of HBMA and currently serves on the Education Committee.



Randy Johnston has been an entrepreneur, technologist, and teacher for most of his career. He has helped start and run many businesses, and currently owns part of both Network Management Group, Inc. and K2 Enterprises. Randy is not afraid to tackle a business management problem or to get his hands dirty answering a low-level technical question. He is best known for his early and on-going expertise in networks including LANs, WANs, Intranets, Extranets and the Internet. His expertise has grown to touch virtually every technology in the marketplace. He is particularly well known for his technology update overview, accounting software, and paperless office expertise. He helps businesses with strategic technology planning, accounting software selection, document management selection and planning, and business continuity planning.



Susan E. Ziel, Esq., is a nurse attorney and partner with the law firm of Krieg DeVault LLP where she is a Core Member of both the Health Care and Life Sciences Practice Groups. Ms. Ziel represents and advises clients regarding the many significant legal and regulatory issues governing health care and life science organizations today, including but not limited to protected health (and other personal) information, privacy and security, fraud and abuse, licensure and credentialing, contracting and reimbursement.

Registration Form



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 _____ CHBME

First Name _____ Last Name _____

Title _____

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 (_____) _____

 **SUMMIT REGISTRATION FEE** Register online at www.hbma.org

Includes Visit to the Hill registration (\$199), conference materials, receptions, continental breakfasts, breaks and lunches.

	<i>HBMA Member</i>	<i>Non-Member</i>	
Hill Day + Summit	\$1494.00	\$ 1694.00	\$ _____
Summit Only	\$1295.00	\$1495.00	\$ _____
Visit to the Hill & Lobby Day Only	\$249.00	\$249.00	\$ _____
	Total		\$ _____

PLEASE ASSIST US IN PLANNING BY CHECKING THE INFORMATION BELOW:

- I will attend the Thursday Lunch
- I will attend the Thursday Reception
- This is my first HBMA Conference
-  Special needs, including dietary _____
- I will attend the Friday Lunch
- I will attend the Friday Reception
- I am a new HBMA member

 **PAYMENT INFORMATION**

Make Check Payable to "HBMA" Check # _____ Amount Paid \$ _____

Visa MasterCard AMEX Discover

Credit Card # _____ Exp. Date _____

Name (as printed on card) _____

Authorized Signature (required) _____ Date _____

CANCELLATION POLICY: Full refund, less a \$100 processing fee, will be granted only if a written cancellation is received by HBMA by Monday, June 17, 2013. No refund will be made for no-shows.



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

HBMA CHBME EXECUTIVE DEVELOPMENT SUMMIT • WASHINGTON, DC • JULY 17-20, 2013



THE WASHINGTON COURT HOTEL ON CAPITOL HILL

525 New Jersey Avenue, NW • Washington, DC 20001
Reservations: 1-800-321-3010 • www.washingtoncourthotel.com

Special rates offered to HBMA guests are \$189 plus tax, single/double occupancy.

Reservations: 800-321-3010
Make your reservations early and well before the cut-off date of Tuesday, June 18, 2013

The Washington Court Hotel is conveniently located near Union Station and places you on Capitol Hill among all of the city's attractions. The Washington Court Hotel will put you in the heart of our nation's capital, only three blocks from the U.S. Capitol Building and National Mall. Enjoy the only accommodations on Capitol Hill with a true view of the U.S. Capitol Building.

*Make your plans today
to join us in our
nation's capital city.*

HBMA VISIT TO THE HILL AND LOBBY DAY.*

On the morning of Wednesday, July 17, Bill Finerfrock, from our Government Affairs Washington office, and members of his team will conduct a comprehensive "How to Lobby" program. This training session will give you the knowledge and skills necessary to be an effective citizen lobbyist. We will also talk about the issues affecting billing companies and physician offices and you will get the most up-to-date information on Congressional action (or inaction) on issues important to you and your billing company.

Prior to the conclusion of the morning briefing, you will be provided with written materials you can leave behind with the Congressional offices. We will then walk one block to Capitol Hill where you will have pre-arranged meetings with your Representative or Senators or their staff. We will also have a group lunch where you will hear from key elected officials and/or staff about the latest developments. After your meetings have concluded, we will meet back at the hotel where we will gather to compare notes and share our experiences with one another.

REGISTER ONLINE TODAY!

www.hbma.org

* PLEASE NOTE: Due to the nature of the materials developed and the suggested "talking points" to be covered with members of congress, registration for this event is restricted to representatives of our billing company and practice management memberships.

