



APRIL 29 – MAY 1

ROYAL SONESTA HARBOR COURT

BALTIMORE, MD

2014 Compliance * CONFERENCE

CORE FACULTY:

Holly J. Louie, RN, CHBME
Robert B. Burleigh, CHBME
Carrie Aiken, CHC
James B. Wieland, Esq.

GUEST SPEAKERS:

Gina L. Simms, Esq.
Ted Doolittle, Deputy Director, CMS
Paul W. Kim, Esq.

EFFECTIVE COMPLIANCE IS GOOD BUSINESS

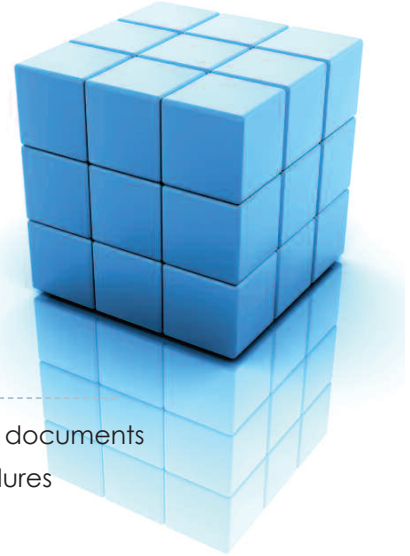
Register Today ▶ www.hbma.org ▶ 1-877-640-4262

* EFFECTIVE

COMPLIANCE IS GOOD BUSINESS



The **HBMA 2014 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 documents, worksheets, and checklists
- Sample contracts and legal documents
- Sample policies and procedures

FROM THE ATTENDEES

What they are saying

"Many thanks to the faculty and staff for an excellent compliance course. Compliance often feels very overwhelming, but it is so nice to come to this conference and be able to leave with the tools to help get a handle on it."

"Met my needs; very well organized. Current and time sensitive topics covered well. Well organized; information was valuable to me. Lots of useful information. Very well done."

"This was an outstanding conference, WOW! So much learned; I really respect the fact that the speakers will talk to you and help you with questions and good resources. I hope I can attend again!"

"This conference was great for all levels, and now I have an even larger 'to do' list. Thanks to the entire faculty! As always, HBMA conferences are professionally run and well organized."

"I have been hitting up the Compliance Machine since we got back from the meeting in San Diego; what a great conference! I am completely revamping our existing program from the ground up. I have been going through the definition phase of the project, establishing a method to perform an overall risk assessment for the company to ensure that we know what P&P we have vs. what we still need, and how exactly we are going to enforce it. Gosh, what an adventure this is going to be. I would like to thank you for all of your direction and wealth of knowledge you relayed at the conference, and I look forward to seeing you at future events."

CONFERENCE FACULTY

Robert B. Burleigh, CHBME
Brandywine Healthcare Services
West Chester, PA

Holly J. Louie, RN, CHBME
Practice Management, Inc.
Boise, ID

Carrie Aiken, CHC
SVA Healthcare Services, LLC
Brookfield, WI

James B. Wieland, Esquire
Legal Counsel for HBMA
Ober, Kaler, Grimes & Shriver
Baltimore, MD

GUEST SPEAKERS

Gina L. Simms, Esquire
Ober, Kaler, Grimes & Shriver
Baltimore, MD

Paul W. Kim, JD, MPH
Ober, Kaler, Grimes & Shriver
Baltimore, MD

Ted Doolittle
Deputy Policy Director
CMS Center for Program Integrity

* SCHEDULE-AT-A-GLANCE



* TUESDAY, APRIL 29

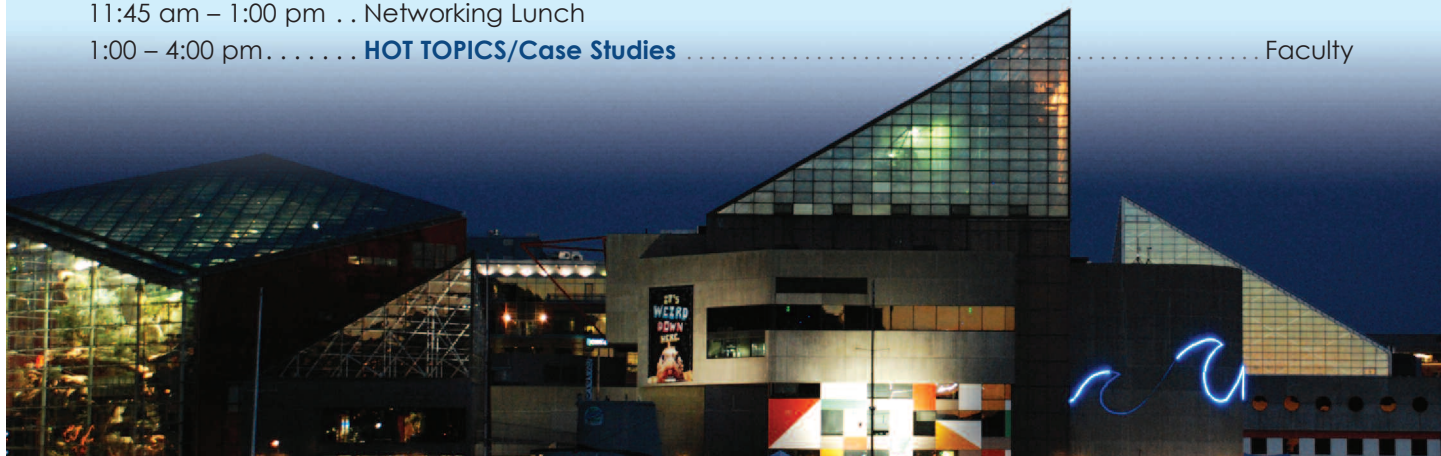
- 1:00 – 1:15 pm Welcome and Introductions
- 1:15 – 2:45 pm **Compliance Officer and Committee** Carrie Aiken, CHC
- 2:45 – 3:00 pm Break
- 3:00 – 4:30 pm **Policies and Procedures** Holly J. Louie
- 4:30 – 5:30 pm **What to Do When the Government Knocks on Your Door: Best Practices on How to Respond to a Government Investigation** Guest Speaker: Gina Simms, Esq.
- 5:30 – 7:00 pm Networking Reception

* WEDNESDAY, APRIL 30

- 7:30 – 8:30 am Continental Breakfast
- 8:30 – 10:00 am **Compliance Education and Training** Carrie Aiken, CHC
- 10:00 – 10:15 am Break
- 10:15 – 11:45 am **HIPAA /HITECH and Beyond** Guest Speaker: Paul W. Kim, Esq
- 11:45 am – 1:00 pm Networking Lunch
- 1:00 – 2:30 pm **Effective Monitoring and Auditing** Robert B. Burleigh
- 2:30 – 2:45 pm Break
- 2:45 – 4:00 pm **Risk Assessments and the “Oops” Factor** Holly J. Louie
- 4:00 – 4:15 pm Break
- 4:15 – 5:45 pm **CMS’ Approach to Combating Fraud, Waste, and Abuse** Guest Speaker: Ted Doolittle
- 5:45 – 7:00 pm Networking Reception

* THURSDAY, MAY 1

- 7:30 – 8:30 am Continental Breakfast
- 8:30 – 10:00 am **Coding Compliance** Holly J. Louie and Robert B. Burleigh
- 10:00 – 10:15 am Break
- 10:15 – 11:45 am **Compliance and Your Billing Contract** Robert B. Burleigh and James B. Wieland, Esq.
- 11:45 am – 1:00 pm Networking Lunch
- 1:00 – 4:00 pm **HOT TOPICS/Case Studies** Faculty



Participants in the HBMA 2014 Compliance Conference may earn up to 18 credits toward the designation of CHBME (Certified Healthcare Billing and Management Executive).

* SESSION DESCRIPTIONS

TUESDAY * APRIL 29

COMPLIANCE OFFICER AND COMMITTEE

1:15 – 2:45 pm

Carrie Aiken, CHC

NEW!

The OIG's original and continued focus is billing integrity. Having an effective compliance officer and committee is critical to drive your company's compliance program to continued success. The compliance officer establishes and implements an effective compliance program to prevent illegal, unethical, or improper conduct. Your compliance committee should assist the compliance officer in the oversight of your company's compliance program by implementing all necessary actions to ensure achievement of the objectives of an effective compliance program. This session will share information to achieve an effective compliance committee for your billing company.

POLICIES AND PROCEDURES THAT ARE CUSTOMIZED TO YOUR OPERATIONS

3:00 – 4:15 pm

Holly J. Louie, RN, CHBME

NEW!

Policies and procedures are one of the most frustrating, time consuming, and challenging requirements of effective compliance programs. Which ones are "must haves?" Which ones should you have? How do you write ones that work in your daily operations? Are there specific formats that work? What are the pitfalls? Whether you need to write them, update them, or revise them, this session will help you. Attendees will receive samples, examples, and real world billing company experiences in creating and maintaining policies and procedures that work.

WHAT TO DO WHEN THE GOVERNMENT KNOCKS ON YOUR DOOR: BEST PRACTICES ON HOW TO RESPOND TO A GOVERNMENT INVESTIGATION

4:30 – 5:30 pm

Guest Speaker: Gina L. Simms, Esq.

NEW!

If your organization has ever been caught up in a government investigation, either as a subject or a target, you are aware of the potential risks of civil and criminal liability that can flow from inadequately preparing for and responding to the investigation. This session will teach attendees how to best respond to a search warrant, investigator requests for interviews, and government demands for documents, including grand jury subpoenas and civil investigative demands. The speaker will share insight with attendees on a variety of topics, including effective preservation holds, response protocols and how to exercise your right to remain silent in the wake of the Supreme Court's recent decision in *Salinas v. Texas*.

WEDNESDAY * APRIL 30

COMPLIANCE EDUCATION AND TRAINING

8:30 – 10:00 am

Carrie Aiken, CHC

NEW!

Successful education and training activities reflect the success of your compliance program. This session will address areas of education and training that are necessary for your compliance program, documentation, and evidence of effectiveness. This session will review regulatory, operational, and compliance areas to cover during training; strategies for training; and integrating training into your company.

HIPAA / HITECH AND BEYOND

10:15 – 11:45 am

Guest Speaker: Paul W. Kim, Esq.

UPDATED

The new HIPAA/HITECH regulations are in effect. Officially entitled "Modifications of the HIPAA Privacy Security, Enforcement and Breach Notifications Rules," these new regulations revamp HIPAA in accordance with the statutory revisions to HIPAA mandated by the HITECH Act of 2009. The session will not only outline the changes but also explain their relevance and significance to you. Furthermore, this session will list what you need to do to ensure compliance.

EFFECTIVE MONITORING AND AUDITING

1:00 – 2:30 pm

Robert B. Burleigh, CHBME

REVISED

Monitoring and auditing may sound intimidating and can be daunting to consider. Sorting out what to monitor, what to audit, how often and how much should be assessed, and how to manage the process is an essential element of an effective compliance program. How to operate and maintain a successful program will be discussed, step-by-step, along with how to document your work (samples included), what and how to report the results, and how to vary your program to increase the level of surveillance achieved. We will discuss how others have set up and operated their monitoring and auditing, including metrics and how to anticipate challenges to your approach and "audit-proof" your program. Attendees will take home real-life examples, materials, resources, sample reports, links, and tools to customize for YOUR company.

RISK ASSESSMENTS AND THE "Oops" FACTOR

2:45 – 4:00 pm

Holly J. Louie, RN, CHBME

NEW!

How do you conduct an effective risk assessment? What do you do with what you learn as a result? What exactly IS a risk assessment, anyway? This completely revised session will take a look at how to structure risk assessment checklists and follow-up, how to best use your resources to respond to identified risks, and how to build a culture of effective response when an "oops" occurs. We will walk through sample risk checklists and discuss how you can build your own to get your staff involved in detecting, correcting, and preventing compliance problems.

CMS' APPROACH TO COMBATING FRAUD, WASTE & ABUSE

4:15 – 5:45 pm

Ted Doolittle

NEW!

Ted Doolittle is the current deputy policy director for the CMS Center for Program Integrity. This committee serves as CMS' focal point for all national and state-wide Medicare and Medicaid programs and CHIP integrity fraud and abuse issues. In collaboration with other CMS centers, offices, and the COO, this group develops and implements a comprehensive strategic plan, objectives, and measures to carry out CMS' Medicare, Medicaid, and CHIP program integrity mission and goals, and ensure program vulnerabilities are identified and resolved.

THURSDAY * MAY 1

CODING COMPLIANCE

8:30 – 10:00 am

Holly J. Louie, RN, CHBME and Robert B. Burleigh, CHBME

REVISED

Coding is the number one risk factor for all billing companies. How do you know if it is accurate? What if you don't code; do you have risk? Where do you find resources? Where do you get the expertise? Does certification really matter? What about the "MAC, RAC, and more" attacks? What's new and how will it affect your company? What about ICD-10? Learn how to address coding risk in this practical session filled with tools, tips, and ideas.

COMPLIANCE AND YOUR BILLING CONTRACT

10:15 – 11:45 am

Robert B. Burleigh, CHBME, and James B. Wieland, Esq.

REVISED

Presented by the co-authors of a sample billing agreement used in a number of educational presentations, this session will review where and how to embed customer and company compliance responsibilities in your billing agreement, how to navigate common areas of risk and negotiation difficulty, which risks are "deal breakers," and their warning signs. In addition, this 2014 edition will address recent HIPAA requirements, enforcement actions, and how your billing contract will, or might, affect liability. Following this session, you will return to your office equipped with knowledge of up-to-the-minute billing contract issues.

HOT TOPICS IN COMPLIANCE!

1:00 – 4:00 pm

Faculty

NEW!

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.

We created this popular event as 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, and be prepared to glean knowledge to take back to your business and put it to use immediately!

CASE STUDIES

With so much breaking news at your fingertips

NEW!

these days, there are already a plethora of case studies that have been discussed showing "what went wrong and why." The headlines shout messages that you can and need to learn from. Put yourself in the driver's seat to better understand what went wrong as we dissect a variety of issues that have seriously affected medical billing companies. Set aside this time now to learn what YOU need to be doing (or need to be avoiding!) to assure your company is not a future "case study victim" as well!

SOCIAL and 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 and BREAKS

- Daily

NETWORKING LUNCHEONS

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

NETWORKING RECEPTIONS

- Tuesday, 5:30 – 7:00 pm
- Wednesday, 5:45 – 7:00 pm

* CONFERENCE ACCOMMODATIONS

Royal Sonesta Harbor Court Baltimore

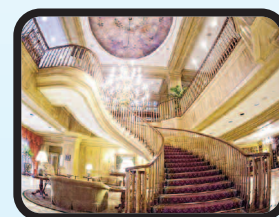
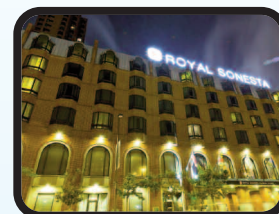
Royal Sonesta Harbor Court Baltimore
550 Light Street, Baltimore, Maryland 21202
www.sonesta.com/Baltimore

The Royal Sonesta Harbor Court Baltimore offers an elegant hotel in a beautiful location on Baltimore's scenic Inner Harbor. Overlooking the picturesque waterfront, this Inner Harbor hotel is within walking distance of the business district and many popular Baltimore attractions in "Charm City." This AAA-approved, Four Diamond hotel displays a timeless elegance and refinement that guests expect of a world class hotel.

Guest rooms offer spectacular views of the scenic waterfront, Inner Harbor attractions, and striking downtown skyline. For years, this property has been, and still is, considered to be one of the most revered and authentic Inner Harbor hotels in Baltimore.

Special rates for attendees: \$199 + tax per night.

Cut-off date for reservations at this guaranteed room rate: TUESDAY, APRIL 1, 2014



FROM THE ATTENDEES

What they are saying

"Thank you for the fresh new look on this 'same-old' material! I've heard it before, but this time I feel like I really understood what I need to do. Thank you for helping me to sort out what I need to do to stay compliant!"

"I really like the real world examples all of the speakers were willing to share. They all related well with their audiences, and I appreciated their honesty and willingness to share their real journeys."

"Thank you for breaking down a very complicated topic in a way that makes sense and for providing practical tips to apply."

"Nice concise information, organized well, easy to follow. Will be able to take back and use as a basis to develop our policy."

"Great teamwork among all of the speakers in getting the message across!"

"Fantastic knowledge shared from all of the speakers. Really put the 'Business' drive behind it to keep it all in perspective."

"Great job! As always, a very well run conference both in the information presented and in the physical set up and location. Great having all of the downloaded material."



* CONFERENCE REGISTRATION

APRIL 29 - MAY 1, 2014 • ROYAL SONESTA HARBOR COURT • BALTIMORE, MD



Register online at www.hbma.org/compliance14 or return this form and payment to HBMA via mail.

Please submit a separate registration form for each attendee.

Member Organization _____ Member #: _____ ☐ CHBME

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, and lunches

	Register by April 15	Register After April 15
HBMA and RBMA Member Registration	\$1295	\$1495 \$ _____
HFMA and MGMA Member Registration	\$1495	\$1695 \$ _____
Non-Member Registration	\$1595	\$1795 \$ _____
		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 eklein@hbma.org)

☐ Functions You Will Attend: ☐ Tues. Networking Reception ☐ Wed. Lunch ☐ Wed. Reception ☐ Thurs. Lunch

☐ & Indicate any special needs, including dietary _____

☐ Please check here if this is your first HBMA Conference

To pay by credit card, please use the online form at www.hbma.org/compliance14

Cancellation Policy: Full refund, less a \$150 processing fee, will be granted only if a written cancellation is received by HBMA by **Friday, March 28, 2014**. No refund will be made for no-shows.



2025 M Street NW, Suite 800

Washington, DC 20036



QUESTIONS AND TOPICS THAT WILL BE ADDRESSED:

- Why should I invest in a compliance program?
- Where and how do I get tools to make my plan effective for my company?
- How can I develop a compliance plan that works?
- What do we need to know about compliance as it relates to our coding?

Receive practical, operational knowledge and tools that will enhance your operations and customer service through the development and implementation of effective compliance processes.

REGISTER TODAY!

www.hbma.org • 1-877-640-4262

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