



2013

Spring

EDUCATIONAL CONFERENCE

WALT DISNEY WORLD SWAN & DOLPHIN • ORLANDO, FL

APRIL 17-19



FEATURING SPECIAL KEYNOTE SPEAKER

Bob Woodward

Hear a powerful conversation with the premier investigative reporter of our time as he delves into the secret world of federal politics at the highest level. Pulitzer Prize winner renowned for his reporting of the Watergate scandal in The Washington Post.



BE A PART OF HBMA'S 20th ANNIVERSARY
CELEBRATION AND MAKE NEW MEMORIES!

2013

SPRING EDUCATIONAL CONFERENCE

APRIL 17-19 • WALT DISNEY WORLD SWAN & DOLPHIN • ORLANDO, FL

Welcome

MAKE YOUR PLANS NOW TO JOIN US FOR OUR 20th ANNIVERSARY CELEBRATION FOR THE SPRING EDUCATIONAL CONFERENCE AT THE BEAUTIFUL WALT DISNEY RESORT!

The Healthcare Billing & Management Association is celebrating our 20th anniversary year at the Swan & Dolphin Resort in Orlando, FL. Join us for two-and-a-half days of educational sessions, legislative insights and networking opportunities – as well as some great reminiscing and Disney fun!

This event is specifically designed to confront the challenges facing third-party medical billers, as well as address the unique needs of healthcare providers who manage their own billing. At our Exhibitor Showcase, attendees can network with over 70 technology and service vendors, consultants and other healthcare business partners.

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.

WALT DISNEY WORLD SWAN & DOLPHIN

1500 Epcot Resorts Blvd., Lake Buena Vista, FL 32830
www.swandolphin.com

Located in the heart of the Walt Disney World® Resort, the award-winning Walt Disney World Swan and Dolphin is a deluxe Disney hotel and your gateway to Central Florida's illustrious theme parks and attractions. The Orlando vacations resort is located between Epcot® and Disney's Hollywood Studios™ and close to Disney's Animal Kingdom® Theme Park and Magic Kingdom® Park. Discover our magical surroundings, superior service, luxurious facilities and redesigned guest rooms. Enjoy the new Mandara Spa, 17 spectacular restaurants and lounges, five pools, a white sand beach, two health clubs, tennis, nearby golf and many special Disney benefits. Designed by award-winning architect Michael Graves, the duo of hotels share similar design elements but each has its own distinct appearance. The two waterfront resorts sit across from one another on Crescent Lake in Lake Buena Vista, Florida.

HBMA members will receive a special rate of \$199 per night plus tax. Reservations should be made well before the cut-off date of March 26, 2013.

The posh guest rooms at both resorts have been recently redesigned to include sophisticated décor and popular Heavenly Beds® to comfortably whisk guests away to a good night's rest after a full day.

For complete information as well as a link to reserve your hotel room, visit www.hbma.org.

GETTING THERE

Approximately 20 minutes away from the Walt Disney World Swan and Dolphin Hotel, the **Orlando International Airport** is the perfect choice for domestic or international travel when flying into Orlando. With numerous flight options, convenient highway access and a central location, traveling to and from Orlando is easy.

Orlando International Airport (MCO) offers more flights to more places than any other airport in Florida. In fact, MCO provides nonstop service to more major U.S. destinations than most other cities in the country. More than 900 flights bring over 98,000 passengers through the award-winning Orlando International Airport every day.





Bob Woodward



Pulitzer-Prize Winning Reporter and Best-Selling Author, Bob Woodward, will offer the Opening Keynote Address at the HBMA 2013 Spring Educational Conference

We are thrilled to announce that award-winning reporter, Bob Woodward of *The Washington Post*, will kick off HBMA's Spring Educational Conference celebrating our 20th Anniversary year.

Since 1971, Bob Woodward has worked for *The Washington Post* where he is currently an associate editor. He and Carl Bernstein were the main reporters on the Watergate scandal for which *The Post* won the Pulitzer Prize in 1973. Woodward was the lead reporter for *The Post's* articles on the aftermath of the September 11 terrorist attacks that won the National Affairs Pulitzer Prize in 2002. In 2004, Bob Schieffer of CBS News said, "Woodward has established himself as the best reporter of our time. He may be the best reporter of all time."

SPECIAL EVENT FOR CHBME MEMBERS

On Wednesday, April 17, prior to the opening Keynote Address, HBMA will host a meet-and-greet luncheon for any CHBME member with our keynote speaker, Bob Woodward. This special event is available only for those HBMA members who are currently in the CHBME program.

PLEASE NOTE: *There is not an additional fee, however you will need to register to attend the special event!*

Register by March 15, 2013, and SAVE!
Go to www.hbma.org



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SPRING EDUCATIONAL CONFERENCE

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Schedule AT A GLANCE

★ ★ WEDNESDAY, APRIL 17

- 8:00 am – Noon **PRE-CONFERENCE SESSION: Hot Topics in Compliance** – *Hot Topics Faculty*
- 8:00 am – Noon **PRE-CONFERENCE SESSION: Legal/Operations CHBME Module**
Jennifer Kirschenbaum, Esq. and Erica Youngerman, Esq.
- 11:00 am – 12:30 pm **SPECIAL EVENT** for CHBME Members with Bob Woodward
- 1:00 – 2:30 pm **KEYNOTE ADDRESS** – *Bob Woodward*
- 2:30 – 3:15 pm **President's Welcome** – *Jud Neal*
- 3:15 – 3:30 pm Break
- 3:30 – 5:00 pm **ACOs – What's All the Fuss and What Should I Be Doing About It!?** – *Steve Verno*
- 5:00 – 7:00 pm Exhibitor Showcase and Opening Reception

**REGISTER
EARLY!**

Register by March 15, 2013, and SAVE!
 Go to www.hbma.org

★ ★ THURSDAY, APRIL 18

- 7:00 – 8:00 am Continental Breakfast
- 7:00 – 8:00 am First-Timers Breakfast with HBMA Leadership
- 8:00 – 9:30 am **PANEL DISCUSSION: A Focus on ICD-10 End-to-End Testing Readiness from a Collaborative Perspective** – *Jordan Firfer, Esq. (Moderator) with Panel to include Curt Cvikota and Randy Brittingham*
- 9:30 – 10:30 am Exhibitor Showcase & Break
- 10:30 am – Noon **CONCURRENT EDUCATION SESSIONS**
 A. **RACs, Go Ahead, Do You Feel Lucky?** – *Frank Cohen*
 B. **Laptops, Portables & HIPAA Breaches** – *Jim Sheldon-Dean*
- Noon – 1:00 pm Networking Lunch
- 1:00 – 2:30 pm **CONCURRENT EDUCATION SESSIONS**
 A. **Negotiations: Understanding the Elements for Better Results** – *Joe Gordillo*
 B. **Management Strategies for a Technical Person in a Leadership Role** – *Dave Jakielo*
- 2:30 – 3:30 pm Exhibitor Showcase and Break
- 3:30 – 5:00 pm **FOCUSED! When You Want to Grow your Business** – *Mark LeBlanc*
- 5:00 – 6:00 pm Exhibitor Hosted Reception
- 6:30 – 10:00 pm **OFF-SITE EVENT – 20th Anniversary Celebration**

★ ★ FRIDAY, APRIL 19

- 7:00 – 8:00 am Continental Breakfast
- 8:00 – 9:30 am **CONCURRENT EDUCATION SESSIONS**
 A. **The Intention and Value of Health Information Exchanges** – *Dr. Greg Larkin*
 B. **Updates & Solutions for CMS's Current Initiatives** – *Bob Burleigh*
- 9:30 – 10:30 am Exhibitor Showcase and Break
- 10:30 am – Noon **Washington Update** – *Bill Finerfrock*
- Noon – 12:15 pm **HBMA President's Closing** – *Jud Neal*

Total CEUs = 14.00. Pre-cons both offer an additional 4.00 each.

Sessions

WEDNESDAY, APRIL 17

PRE-CONFERENCE SESSIONS

8:00 am – Noon

Hot Topics in Compliance

Holly Louie, RN, CHBME, PCS; Robert 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 4-hour session will include: HIPAA enforcement, revalidation and enrollment, new federal claim issues, updates on ICD-10 and will include case studies.

Elements to Successfully Maneuver Legal and Operations Opportunities in Your Business

Jennifer Kirschenbaum, Esq., Partner and
Erica Youngerman, Esq., Associate

Is your corporate structure properly suited to your future plans? Have you taken steps to minimize your risk? Are you staffed appropriately? Where do you stack up when it comes to benchmarking with similar firms? This session will address a host of basic and intermediate legal and operational elements that are essential to growing and sustaining a successful medical billing company.

Successful completion will earn 4.0 CEUs toward the Category Two Module for CHBMEs.

TOPICS COVERED WILL INCLUDE:

A. Corporate Structure/Business Type

LLC, S Corporation, C Corporation, etc.

Organizational Structure-Function vs. Client

B. Risk Management

Contracts (vendor and client), Insurance (General, E & O, etc.), Compliance, Disaster Recovery

C. Human Resources

Hiring Practices, FTE Ratios and Job Descriptions, Outsourcing vs. In House, Salary/Benefits, Policies and Procedures

D. Benchmarking

Days in A/R, Collection Rate, Credit Balance, Bad Debt, Trending/Productivity

1:00 – 2:30 pm

KEYNOTE ADDRESS

Bob Woodward



Since 1971, Bob Woodward has worked for *The Washington Post* where he is currently an associate editor. He and Carl Bernstein were the main reporters on the Watergate scandal for which The Post won the Pulitzer Prize in 1973. Woodward was the lead reporter for The Post's articles on the aftermath of the September 11 terrorist attacks that won the National Affairs Pulitzer Prize in 2002. In 2004, Bob Schieffer of CBS News said, "Woodward has established himself as the best reporter of our time. He may be the best reporter of all time."

Woodward has authored or co-authored 17 books, all of which have been national non-fiction best sellers. His most recent book, *The Price of Politics* (September, 2012), is based on 18 months of reporting and is an intimate, documented examination of how President Obama and the highest profile Republican and Democratic leaders in the United States Congress attempted to restore the American economy and improve the federal government's fiscal condition. Drawn from memos, contemporaneous meeting notes, emails and in-depth interviews with the central players, the book addresses the key issue of the presidential and congressional campaigns, the condition of the American economy and how and why we got here. Providing verbatim, day-by-day, even hour-by-hour accounts, the book shows what really happened, what drove the debates, negotiations and struggles that define and will continue to define the American future.

2:30 – 3:15 pm

President's Welcome

Jud Neal, CHBME

GENERAL SESSION

3:30 – 5:00 pm

ACOs – What's All the Fuss and What Should I Be Doing About It!?

Steve Verno

This presentation will cover the basics of what constitutes an Accountable Care Organization (ACO). Understanding the difference between current medical care and the ACO concept is critical - ACO patient responsibilities when obtaining care from a network or out of network ACO. The basics of the new Patient Centered Medical Home, which is outlined in the Patient Protection and Accountability Care Act (PPACA) will also be clearly stated.

Objectives:

- Answer the question about whether claims will still be used to pay physicians
- Provide answers to the importance of insurance to ACO to provider payment budgeting
- Offer information regarding using the ACO to help reduce fraud, waste, abuse and duplicate services.
- Answer the question whether the medical billing profession will still exist or become extinct.
- Show the importance of the medical billing profession and medical billing management under the ACO concept of medical care
- Provide information regarding the importance of a strong and thorough contract between an ACO and insurance company and ACO and physician.
- Provide insight as to how the ACO and provider will be paid for services rendered.
- Answer the question whether the ACO is a death sentence for a patient who is extremely ill such as a patient with cancer.

THURSDAY, APRIL 18

GENERAL SESSION

8:00 – 9:30 am

A Focus on ICD-10 End-to-End Testing Readiness from a Collaborative Perspective: Panel Discussion

Jordan Firfer, Esq. (Moderator)

Panel to include Curt Cvikota, and Randy Brittingham

Focus will be on ICD-10, not from a *technical* perspective, but from a *collaboration* perspective. As we move into the upcoming compressed waves of compliance, it is critical that we define, as an industry, the processes and procedures, as well as 'sharing' information that can be used and reused as each mandate hits.

CONCURRENT EDUCATIONAL SESSIONS

10:30 – Noon

A. Laptops, Portables and HIPAA Breaches

Jim Sheldon-Dean

The adoption of new, portable information technologies is revolutionizing the provision and documentation of health care in America. Every day, both patients and staff discover new ways to use laptops, smart phones, and tablets in health care, and healthcare IT departments are struggling to keep up with the security needs of these devices. One of the unfortunate results of such widespread adoption of portable technologies is that without the adoption of good security practices, including risk analysis and mitigation, they can become the source of HIPAA privacy and security breaches. Data at rest on devices such as laptops and other portable technologies increasingly must be encrypted to reduce the risks of breaches and their significant costs and impacts of notification.

The HIPAA Breach Notification Rule requires all HIPAA covered entities and business associates to follow a number of steps to be in compliance in the event of a breach of the privacy and security of protected health information that risks causing financial, reputational, or other harm to an individual. For every potential breach of PHI, the entity must evaluate the incident and take action to notify affected individuals and the US Department of Health and Human Services if there is a risk of harm. Entities must adopt a breach notification policy and procedures to ensure accurate reporting and documentation of breaches, and must follow the standards and specifications of the HIPAA Security Rule to protect information from breaches by using encryption and proper disposal methods meeting Federal standards, particularly when it comes to laptops and portable devices.

Objectives:

- Appreciate the risks inherent in using portable devices and technologies, the most frequent reasons for breaches involving them and how can they be prevented.

- Comparison of typical policy, documentation, and training considerations for laptops and portable devices, and their security.
- Understand the background and requirements of the Breach Notification Rule and what goes into an effective breach notification policy.
- Adopt policies, train them, document their application, and conduct drills in breach response, particularly for laptops and portable devices.

B. RACs, Go Ahead, Do You Feel Lucky?

Frank Cohen

The joke goes that if I knew the difference between anecdote and antidote, my friend would still be alive. How often have we heard someone say something like "we've been doing it that way for 20 years..."? The truth is, we too often depend upon traditions, emotions, politics and anecdote to make critically important business and management decisions for which we will likely stand accountable in the future.

Attendees will receive a complete "tool box," including documentation, worksheets, templates, sample reports and all pertinent collateral material necessary to understanding EBM and how they can create a better environment for their business.

Objectives:

- Clarify and identify the global concept of EBM
- Identify EBM components and learn how they contribute to the whole
- Comprehend the difference between simple and complex systems
- Recognize the importance of decision theory within the EBM environment
- Apply EBM to the medical practice

CONCURRENT EDUCATIONAL SESSIONS

1:00 – 2:30 pm

A. Negotiation – Understanding the Elements for Better Results

Joe Gordillo

Participants will be invited to engage in the activity "Negotiating a Case" that will resemble your day-to-day activities with a partner at the table. The results of this

activity will help you see how you measure up in a "Skill Audit Exercise" that will identify what you currently do well or what you need to work on.

The concept of negotiation as a Planned Strategy is introduced in contrast to what most people think of negotiations as – "A moment of truth, last minute haggle." The three basic concepts/components of negotiations will be identified as: Consequences of No Agreement (CNAs), Trades, Anchors.

These three basic concepts will be discussed in the context of your business and brought to life with some case study examples. Additionally, these concepts will be used to develop a Negotiation Strategy process for you to develop in detail to meet your specific needs.

Objectives:

- Understand that negotiating is NOT haggling. It is a strategic competency that is planned for and thought of well before the tactical portion is played out
- Identify the three elements of a negotiation that need to be understood in order to proceed with a clear picture of what might transpire
- Prepare yourself for better outcomes using all of the tactics of negotiating available to you

B. Management Strategies for a Technical Person in a Leadership Role

Dave Jakielo, CHBME

Are you a manager who has an abundance of people skills but might be lacking in an understanding of the technical and administrative skills necessary for effective leadership? Are you promoting your staff into positions they might not be properly qualified to handle? Join us for this enlightening session that will offer you some tips-n-tricks that are sure to help you manage more effectively.

Objectives:

- Learn new leadership techniques that will work for you and your staff
- Identify ways to create an environment that will foster motivation
- Spend some time stepping back and focusing on the big picture

GENERAL SESSION

3:30 – 5:00 pm

FOCUSED! When You Want to Grow Your Business

Mark LeBlanc

As a business owner, your success is dependent on your ability to sell more products and services. Mark LeBlanc has worked with more than 400 entrepreneurs on growing their business. This flagship presentation has been popular with business professionals worldwide.

Objectives:

- Discover how to create a laser-like focus
- Attract more prospects
- Build repeat and referral business
- Develop a system that will help you to stay on track

A copy of Mark's book, *Growing Your Business: What You Need to Know, What You Need to Do*, will be made available to all attendees.

FRIDAY, APRIL 19

CONCURRENT EDUCATIONAL SESSIONS

8:00 – 9:30 am

A. The Intention and Value of Health Information Exchanges, Case Demonstration

Dr. Greg Larkin, Indiana Health Commissioner

The medical community has struggled for decades in the adoption of Electronic Medical Records (EMR) due to questionable return on investment, improved quality of patient care and adding overall value to the health care cost equation.

This session will review the history of the evolution of health information exchanges (HIE) as they relate to practical community application. Additionally, multiple integrated working HIE programs in place today will be presented. Indiana has been recognized as one of the nation's leaders in HIE and application development due to the historic contributions of the Regenstrief Institute, multiple operational HIEs, including the Indiana Health Information Exchange, the largest in the nation.

Objectives:

- Learn the current "state of the art" in existing health informatics applications
- Develop an appreciation of the value of community information connectivity for patients, providers, employers and payers

- Appreciate what is projected as future evolution of "next steps" in HIEs and patient care

B. Updates and Solutions for CMS's Current Initiatives

Robert Burleigh, CHBME

CMS has a constantly changing array of initiatives that affect medical practices. Some are related to changing payment methodologies (bundled payments), audit programs (CERT, RAC, ZPIC), incentives (PQRS, ePrescribing) and entirely new ones, such as ACOs, Medical Home, etc. This session will provide a comprehensive update on all of these programs, their impact on billing company operations and the prospects for the programs' future.

Objectives:

- Know and understand how each CMS program will affect the practices served by the attendee's company;
- Know and understand how each program operates, including how adverse outcomes can be addressed, appealed and/or reported to CMS officials;
- Recognize the effects of new program implementation on the attendee's company's clients and how these programs will/may affect the practices' and company's processes and operations.

CLOSING 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**HBMA President's Closing Remarks**

Jud Neal, CHBME

**REGISTER
EARLY!**

Register by March 15, 2013, and SAVE!
Go to www.hbma.org

20 years

BE A PART OF HBMA'S 20th ANNIVERSARY CELEBRATION

GENERAL CONFERENCE

Information

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 luncheon and off-site event are also included.

TICKETED EVENTS. HBMA will provide access to those who have signed up in advance for the networking luncheon as well as the off-site celebration on Thursday.

CONFERENCE PRESENTATION MATERIALS. As part of our continuing green initiatives, you will be receiving advance access to the session presentations and handouts. Shortly before the conference, HBMA will send you the link that will allow you to download and print any presentations you choose to bring with you. Please note that presentation handouts will not be printed or available on-site.

RECOMMENDED DRESS. We suggest informal attire and recommend bringing along a jacket or sweater, as meeting room temperatures and personal comfort levels vary widely.

SPECIAL ASSISTANCE. HBMA staff will be glad to help you with any special needs (i.e. physical, dietary, etc.) Please indicate your request for assistance on your registration form.

GUESTS. Guest refers to a spouse, significant other or personal friend, NOT a business associate or colleague. Guest registration will not allow access to any of the educational sessions. Guests will have the opportunity to attend both of the evening receptions as well as the off-site celebration at the Atlantic Dance Hall. A guest registration fee of \$225 is required.

GOLF TOURNAMENT



Panther Lake at Orange County will be the host site of the **2013 HBMA Tim Maher Memorial Golf Tournament on Tuesday, April 16th**. Panther Lake, is the first course ever to feature 18 signature holes, incorporating rolling hills, including 60-foot elevation changes as it winds through natural oak hammocks, scenic wetlands and glistening fresh-water lakes. Complete information on this event can be found at www.hbma.org.



CHBME

CERTIFICATION PROGRAM

Certified Healthcare Billing & Management Executive

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.

Initial CHBME certification requires 60 hours of credits, including attendance at 3 national conferences over a 3 year period. Maintaining CHBME certification requires 60 credits over a 3 year period and attendance at 2 national conferences.

The 2013 Spring Educational 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!





Events

EXHIBITOR SHOWCASE

The Atlantic Hall 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!

- Opening Reception Thursday . . 5:00 – 7:00 pm
- Refreshment Break Friday . . . 9:30 – 10:30 am
- Refreshment Break Friday . . . 3:00 – 4:00 pm
- Exhibitor Hosted Reception Friday . . . 5:30 – 6:30 pm
- Refreshment Break & Drawings . . Saturday . . 9:30 – 10:30 am



FIRST TIME ATTENDEE & NEW MEMBER BREAKFAST SESSION*

THURSDAY, APRIL 18 • 7:00 – 8:00 am

If you are a new member or attending your first HBMA conference, we want to be sure to meet you and make you feel welcome. HBMA invites you to join us for this special session where you will meet your Board of Directors and learn more about your association.

NETWORKING LUNCHEON*

FRIDAY, APRIL 20 • 12:00 – 1:30 pm

Love the idea of networking with your peers but wish you had additional time to sit with colleagues that face the same challenges as you do on a day-to-day basis? This is your opportunity! This luncheon will allow you to interact and discuss topics of most relevance to you and your business, whether at the stage you are in now or one to which you aspire in the future. Be sure to take advantage of this opportunity to maximize your networking and learning through shared interaction with other medical billing professionals. Share issues and solutions that can contribute to your business or personal success.

HBMA 2013 CASH DRAWING

Cash Prize Worth Up To \$1700

HBMA will again offer a cash prize drawing for conference attendees based on your visitations to exhibitor booths. The winner will receive \$25 for each stamp received from an exhibiting company on the game card. With 69 booths, the potential prize money is worth \$1700. The drawing will take place during the Reception on Thursday evening. You must be present to win.



*** There is no additional charge for any of these events for registered conference attendees. However, you must sign-up in advance to participate.**

OFF-SITE SPECIAL EVENT*

Following our final General Session on Day Two you are invited to join us in the Exhibit Hall for a wine and cheese reception with our exhibitors. From there we will move to a separate venue where we **enjoy a delicious dinner and celebrate 20 years of HBMA history.** If you enjoy a great party, this will be 'the place to be' on Thursday evening!

As we finalize the specifics of this event, we will be offering more 'sneak peeks' on the HBMA website. We promise there will be more than a few surprises and a lot of laughter as we celebrate our journey to date.

This event is included in the registration fee; however, you must register to attend! Guests are welcome to join us for this celebration at an additional fee.



Conference Registration

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 _____
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*

Description	On or before March 15	After March 15	Amount
HBMA Member	\$595.00	\$695.00	\$ _____
Non-HBMA Member	\$775.00	\$875.00	\$ _____
Pre-Conference: Compliance	\$ 99.00	\$ 99.00	\$ _____
Pre-Conference: Legal/Operations	\$ 99.00	\$ 99.00	\$ _____
Guest Registration*	\$199.00	\$199.00	\$ _____

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

Total \$ _____

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

Thursday 10:30 am – 12:00 pm

- ☐ A. RACs, Go Ahead, Do You Feel Lucky?
☐ B. Laptops, Portables & HIPAA Breaches

Friday 8:00 – 9:30 am

- ☐ A. The Intention and Value of Health Information Exchanges
☐ B. Updates & Solutions for CMS's Current Initiatives

Thursday 1:30 – 3:00 pm

- ☐ A. Negotiations: Understanding the Elements for Better Results
☐ B. Management Strategies for a Technical Person in a Leadership Role

Please assist us in planning by checking the information below:

- ☐ This is my first HBMA Conference ☐ I will attend the Opening Reception
☐ I am a new HBMA member ☐ I will attend the Reception
☐ I will attend the First Timer's Breakfast ☐ I will attend the Networking Luncheon
☐ I will attend the Off-Site Special Event
☐ 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 _____

NOTE: A discounted registration allowance of \$150 is available for additional attendees from the same member company if registered at the same time and by the March 15th early registration period. This special rate applies to full-conference registrations only.

CANCELLATION POLICY: Full refund, less a \$50 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 Friday, March 15 2013. No refund will be made for no-shows.

HBMA 2013 SPRING EDUCATIONAL CONFERENCE • APRIL 17-19, 2013

Welcome!



Walt Disney World® Resort's location provides perfect proximity to all the Walt Disney World® Theme Parks and attractions. Guests of Walt Disney World Swan and Dolphin enjoy complimentary transportation to the Walt Disney World® Theme Parks and attractions. It's so convenient! A Friendship Launch offers access from the hotels' dock, running approximately every 15 minutes to and from Epcot® and Disney's Hollywood Studios™. A series of walkways will also lead you to the entrance of these Theme Parks. Walt Disney World shuttle buses arrive at the main entrance of the hotels approximately every 20 minutes to transport guests to Magic Kingdom® Park, Disney's Animal Kingdom® Theme Park, Downtown Disney® area, and to all other Walt Disney World® Resort hotels and attractions.

The Walt Disney World Swan and Dolphin is renowned for its expansive meeting facilities, outstanding service and an ideal location in the heart of the world's most desirable destination – the Walt Disney World® Resort. In fact, the Walt Disney World Swan and Dolphin was chosen as the "Leading Conference Hotel in North America" by travel agents across the globe! Plan on experiencing a most memorable event with us in April!



Conference Faculty

Randy Brittingham
CPU Medical Management Systems, Inc.

Robert Burleigh, CHBME
Brandywine Healthcare Services

Frank D. Cohen
The Frank Cohen Group, LLC

Curt Cvikota, CHBME
Cvikota Company, Inc.

Bill Finerfrock
Capitol Associates

Jordan S. Firfer, Esq.
Florida Blue (BCBSFL)

Joseph P. Gordillo
Think! Inc.

Dave Jakielo, CHBME
Seminars & Consulting

Jennifer Kirschenbaum, Esq.
Kirshenbaum & Kirschenbaum, P.C.

Gregory N. Larkin, MD
OURHEALTH, Inc.

Mark LeBlanc
Small Business Success

Holly Louie, RN, CHBME,
PCS
Practice Management, Inc.

Jim Sheldon-Dean
Lewis Creek Systems, LLC

Steven M. Verno, CMBSI,
CMSCS, CEMCS, CPM-MCS
*Medical Coding & Billing Consultant
and Instructor*

Bob Woodward
The Washington Post

Erica Youngerman, Esq.
Kirshenbaum & Kirschenbaum, P.C.

