

Louisiana Chapter
Healthcare Financial
Management Association

invites you to the

2010 Winter Institute

Hilton Baton Rouge Capitol Center
201 Lafayette St
Baton Rouge, LA 70802

Wednesday, January 20, 2010
to
Friday, January 22, 2010

10.5 CPE Hours Available



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Louisiana Chapter – Healthcare Financial Management Association 2010 Winter Institute

Wednesday, January 20, 2010

4:00-5:00 PM COMMITTEE MEETINGS
5:00-6:00 PM BOARD MEETING
6:00-7:00 PM SOCIAL

Thursday, January 21, 2010

8:00-9:00 AM REGISTRATION
8:20-8:30 AM PRESIDENT'S WELCOME/
BUSINESS MEETING

Session A
8:30-10:20 AM 2010 FINAL RULE
Jungna Shah, Nimitt Consulting

Session B
10:30-12:00 AM MEDICARE UPDATE
Greg Hart, Pinnacle Business Solutions, Inc.

12:00 -1:00 PM LUNCH

Session C
1:00-2:20 PM CERT, PEPPER and ADR:
Who, What, When and Where
Libbie Barron, LaPorte Sehrt, Romig, Hand

Session D
2:30-3:20 PM RECENT CHANGES IN THE FRAUD AND
ABUSE ENFORCEMENT ENVIRONMENT
Cecile Gordon and Robin Bravchok ,
Phelps Dunbar, LLP

Session E
3:30 – 4:20 HITECH COMPLIANCE & DATA SECURITY
Aaron G. Blackledge, Manage-Trak, LLC

5:00-7:00 PM SOCIAL

Friday, January 22, 2010

Session F
8:30-9:50 AM LHA UPDATE
Kevin Bridwell, LHA

Session G
10:00-10:50 AM HEALTHCARE REFORM & ITS POTENTIAL
IMPACT ON HOSPITALS
David Bender & Chuck Slavo, The Lewin Group

Session H
11:00 -11:50 AM IMPACT OF CURRENT & COMING
REGULATIONS & TRENDS ON YOUR
CHARGEMASTER
Rebecca Kidder, MedAssets

Hotel Reservations

Please make your reservations early and directly with

**Hilton Baton Rouge Capitol Center
201 Lafayette Street ~ Baton Rouge, LA**

**Call 1-800-HILTONS
(1-800-445-8667)**

And mention LA HFMA

Standard view - \$139 per night
River View - \$149 per night

A block of rooms has been reserved for the nights of
January 20th & January 21st.

Please refer to the Group

LA Healthcare Financial Management Association.
This block will be released on Monday, January 11th.



Speakers and Sessions ~ LA HFMA Winter Institute ~ January 20 - 22, 2010

Session A 2010 Final Rule

The presentation will cover all of the major changes for Medicare's outpatient prospective payment system for 2010. Special attention will be given to areas of greatest financial and operational impact, such as physician supervision requirement clarification, new MIPPA related benefit category expansions for cardiac, pulmonary, and intensive cardiac rehabilitation, and drug reimbursement changes. Other coding, billing, reimbursement, and CDM issues will also be covered. Attendees will leave the session with a greater understanding of the key areas of impact related to the 2010 final rule and with a sense of which internal departments need to be involved to manage under the latest Medicare rules and regulations.

Jugna Shah is a nationally recognized expert in ambulatory payment reform, health care financing system implementation and advocacy. She has extensive experience helping providers understand and address the clinical and financial implications of Ambulatory Payment Classifications (APCs) and the Outpatient Prospective Payment System (OPPS). She currently works with hospitals and health systems to ensure that they are in compliance with all new federal regulations, and are fully reimbursed for the services provided in today's changing health care environment. Ms. Shah also provides coding and billing compliance and advocacy services for her clients. She regularly provides written comments and public testimony to the Center for Medicaid and Medicare Services (CMS) on behalf of her clients and industry organizations.

Ms. Shah also works internationally on health care reform initiatives, and specifically casemix (DRG) development and implementation initiatives. Ms. Shah has provided trainings, policy seminars, and long-term technical assistance on DRG-based budgeting systems and other health care reform initiatives to the governments of Turkey, Bulgaria, Romania, Hungary, the Czech Republic, Slovakia, Albania, Iceland, and others. Ms. Shah has a Bachelors of Science in Biopsychology from Oberlin College, and a Masters of Public Health Policy and Administration from the University of Michigan.

Session B Medicare Update

The primary focus of this presentation will be Medicare Compliance issues: Medical Complex Reviews and Probes- Claims processing – Comprehensive Error Rate Testing (CERT) - Recovery Audit Contractors (RAC) - Office of the Inspector General (OIG) and other Medicare Updates.

Gregory Hart is the Senior Provider Education Coordinator, Pinnacle Business Solutions, Inc. (a subsidiary of Arkansas Blue Cross and Blue Shield). Greg coordinates the provider relations and education for Pinnacle Medicare Services as the Medicare contractor for Arkansas Part A and B, Louisiana Part A and B, and Mississippi Part A. He has been with Pinnacle Medicare Services for over 15 years. Prior to joining Pinnacle Medicare Services, Greg completed 24 years as a health care administrator with the US Air Force. Greg received his Bachelors from Luther College, a Masters of Business Administration from Roosevelt University, and a Masters of Health Administration from Saint Louis University. He is a member of the Medical Group Management Association, Arkansas Health Executives Forum, American College of Healthcare Administrators (Fellow), and the American Society for Quality.

Session C CERT, PEPPER and ADR

In this session, we will look at these programs and answer these questions : Who produces them, what the programs are and how do you use them , when are the programs released, and where do you get them

Libbie Barron, RN has worked for over 30 years in the healthcare setting. Fifteen of those years were in the hospital setting responsible for patient care, administrative duties, and as a preceptor for new nursing graduates.

She then took that hospital experience and applied that knowledge to external auditing for insurance companies and then to internal auditing for hospital facilities. As she gained experience in the auditing of claims, she became involved in the education of hospital departments regarding revenue and reimbursement issues. She worked with Departmental Managers to ensure that their Chargemaster and department charge forms were capturing all of their charges. She reviewed the department's policies and procedures. She participated in New Employee Orientation, teaching documentation and how it effects reimbursement. She worked with the hospital's Compliance Officer and lawyer to present inservices to nursing staff on the legalities of documentation and its importance.

Libbie has worked with hospital systems incorporating Financial, Clinical, and I.T. audits. She has worked for hospital systems as a Claims Denial Manager and setting up the process for tracking and reporting the denials for each hospital within the systems. She chaired the hospital's Revenue Management Team to review the denial findings and discuss how these denials could be corrected by looking at the department's processes.

Libbie has worked as a Fraud and Abuse Investigator for Tennessee Medicaid.

Libbie works for Laporte, Sehrt, Romig, Hand as an audit consultant. She performs pre RAC audits for providers by data mining claims and assesses areas of risk. She also provides education to the staff.

Session D Recent Changes in the Fraud and Abuse Enforcement Environment

This session is a summary of the recent steps the federal government has taken to prevent and detect fraud and abuse in the Medicare and Medicaid programs, including MIP, HEAT, ZPICs and FERA.

Cecile Gordon is a partner in the business section of the New Orleans office of Phelps Dunbar. She is a graduate of Newcomb College and Tulane University Law School. Practicing primarily in the area of health care law, Cecile has significant experience in matters relating to Medicare reimbursement, fraud and abuse, federal and state regulation of health care providers, hospital/physician financial arrangements, Louisiana Hospital Service District issues, licensure and accreditation, risk management and EMTALA

Robin Bravchok is an associate in the business practice group of the Baton Rouge office of Phelps Dunbar. She is a graduate of the Franciscan University of Steubenville and the Cleveland-Marshall College of Law. Practicing primarily in health care law, her experience includes matters relating to state and federal regulation of health care providers, physician and provider licensure, certification and accreditation, fraud and abuse, Medicare and Medicaid reimbursement, HIPAA, EMTALA, litigation, and professional disciplinary actions. Ms. Bravchok is also a registered nurse and retains an active nursing license. She is licensed to practice law in Ohio and Louisiana.

Session E HITECH Compliance and Data Security

Learn more about HITECH Compliance and Data Security. Also referred to as "The Hidden Threat" because so few organizations know about the law much less follow it.

Aaron G. Blackledge has over 12 years experience managing technology and technology consulting operations within the financial services, professional services and healthcare sectors. He has supported many public and private companies including Cardinal Health, Symantec Corporation, Mercury-HP, Salesforce.com, Borland, Zyman Group, Agilysys, Clearcube, BEA and Paisley. Aaron continues to work with organizations around strategic technology planning and the transition to managed platforms as a service. He holds a bachelor's degree in Economics and Information Systems from Louisiana State University.

Session F LHA Update

This session will provide a current update to recent legislative activity pertaining to healthcare for the state of Louisiana.

Kevin Bridwell is the Assistant Vice President of Healthcare Reimbursement at the Louisiana Hospital Association. He joined LHA in December 2006 and his areas of responsibility include the analysis of federal and state reimbursement changes and their various impacts, evaluating current market issues and trends in managed care, assisting in the development of policy, and advocacy activities. Kevin has more than 15 years of experience in healthcare reimbursement. He has served in health plan administration and provider contracting on the payer side, as well as in hospital revenue cycle management.

Session G Healthcare Reform & Its Potential Impact On Hospitals

The session will focus on providing an overview of the two healthcare reform bills currently being merged by the House and Senate, the potential impact of each bill on providers and considerations for strategic planning in light of these reform proposals.

David Bender is a Vice President with The Lewin Group. David works with a variety of hospital and medical centers including large public hospitals, sole community providers, and academic medical centers. He also has significant experience in assisting foundations and associations with their health care development and analysis issues.

Prior to joining Lewin, David was a Principal with Ernst & Young, where he headed the firm's health care market strategy service. David has over 25 years of experience in health care consulting.

Chuck Salvo is a Principal in The Lewin Group's Provider Advisory Services practice. Chuck focuses his time providing hospitals and health systems with strategic and financial planning support. Chuck also works extensively in performance improvement for physician organizations and in the development of physician-hospital alignment strategies.

Prior to joining Lewin, Chuck spent several years in healthcare advisory services with Ernst & Young and Arthur Andersen, and started his career in the finance department at The Children's Hospital of Philadelphia. In May, Chuck will be attending his 10th consecutive New Orleans Jazz & Heritage Festival.

Session H

Impact Of Current & Coming Regulations & Trends On Your Chargemaster

Learning to balance coding, compliance and regulatory integrity of a chargemaster is crucial to the success of the hospital and can prove to be a challenge. Annual, quarterly and other updates published from CMS and others payors are the vehicles that ensure there is always a timely topic. This session will focus on impending changes and proactive actions.

Rebecca Kidder, RN, CPUR, CPC-P, CS-P, is a Consultant, in Compliance Technologies, for MedAssets. Rebecca has 30 years of healthcare clinical and management experience. She has worked in critical care, long-term care and acute inpatient rehabilitation. Prior to joining MedAssets she served, for 10 years, as the Director of Corporate Integrity for a mid-sized community hospital. In that role she gained expertise in many aspects of revenue cycle management including CDM management and maintenance, medical necessity, denial management, compliance, and internal auditing. Rebecca implemented a number of processes directed toward enhancing the revenue cycle to both capture and prevent the loss of revenue and had her program reviewed in several healthcare journals addressing best practice models. Rebecca has an associate degree in Nursing, and became a Certified Professional Coder (CPC-P) through the American Academy of Professional Coders. She is a member of the American College of Medical Coding Specialists and maintains her certification as a Coding Specialist-Payer. She has been a guest speaker for AAHAM and NAHAM, and has taught Principles of Healthcare Reimbursement at a local college.

COST
\$150.00 HFMA Members Winter Institute
\$175.00 Non-Members Winter Institute
Registration Includes:
1/20/10 Social
1/21/10 Lunch & Social

COURSE SELECTION – Please mark the sessions you wish to attend.

Thursday, January 21, 2010	2010 FINAL RULE	8:30-10:20 AM
<input type="checkbox"/> Session A	MEDICARE UPDATE	10:30-12:20 AM
<input type="checkbox"/> Session B	CERT, PEPPER and ADR: Who, What, When and Where	1:00-2:20 AM
<input type="checkbox"/> Session C	RECENT CHANGES IN THE FRAUD AND ABUSE ENFORCEMENT ENVIRONMENT	2:30-3:20 PM
<input type="checkbox"/> Session D	HITECH COMPLIANCE & DATA SECURITY	3:30 – 4:20PM
<input type="checkbox"/> Session E		
Friday, January 22, 2010	LHA UPDATE	8:30-9:50 AM
<input type="checkbox"/> Session F	HEALTHCARE REFORM & ITS POTENTIAL IMPACT ON HOSPITALS	10:00-10:50 AM
<input type="checkbox"/> Session G	IMPACT OF CURRENT & COMING REGULATIONS & TRENDS ON YOUR CHARGEMASTER	11:00-11:50 AM
<input type="checkbox"/> Session H		

<input type="checkbox"/> HFMA Member

<input type="checkbox"/> HFMA New Member

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Please mail or FAX registration by August 10th to:
Karen Stuart, Administrative Assistant
LA Chapter HFMA
PO Box 265
Sumrall, MS 39482
lahfma@msn.com
Phone: 601-758-0677
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Registration: 2010 Winter Institute

2010 Winter Institute, January 20 – January 22, 2010

Members \$150.00
 Non-members \$175.00

Name: _____
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Please make checks payable to Louisiana Chapter of HFMA or register online at www.lahfma.com

Visit www.lahfma.com often for the latest meetings and information!

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Don't Miss the
2010 LAHFMA
Annual Institute
May 2-4, 2010
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Lafayette, LA

