

Your Challenge. Our Mission (GS1)

Wednesday, June 24th 2020

CPE: 1.0

Level: Overview

Prerequisites: None

Field of Study: Specialized Knowledge

The year 2020 brought a new challenge to healthcare in the form of a global pandemic. HFMA remains committed to supporting our members through all the professional challenges they may face. In this session, you'll hear from HFMA President and CEO Joe Fifer as he provides an update on the state of the industry, including an examination of the impacts of COVID-19 at various levels, the contributions and sacrifices being made by healthcare leaders and frontline clinicians, and a look forward to the transformation opportunities ahead. The session will include information about the COVID-19 resources available to HFMA members.

Speakers: Joseph J Fifer, FHFMA, CPA, President & CEO, HFMA

Capital Market Outlook (GS2)

Wednesday, June 24th 2020

CPE: 1.0

Level: Update

Prerequisites: General knowledge of financial markets and capital investment strategies.

Field of Study: Finance

This session will discuss the impact of the coronavirus on Moody's ratings and the forward-view on credit post containment and re-opening. You'll also examine recent rating activity and the incorporation of federal and state support in credit analysis. Finally, Ms. Goldstein will share Moody's longer-term implications of the pandemic, largely the weakening economy, expectations for rising uncompensated care, and the effect on financial leverage and debt burdens

Speakers: Lisa Goldstein, Associate Managing Director, Moody's Investors Service

Accounting Update (A01)

Wednesday, June 24th 2020

CPE: 1.0

Level: Intermediate

Prerequisites: Accounting knowledge; familiarity with GASB and FASB

Field of Study: Accounting

This overview of current and proposed financial reporting requirements from various groups includes recent actions from GASB and FASB and explores impacts on your financial reporting. The session also includes a review of the latest HFMA Principles & Practices Board discussions and actions.

Learning Objectives:

- Identify recently issued FASB and GASB standards and guidance.
- Identify key concepts related to exposure drafts and other projects in accounting and auditing.
- Explore impacts of recent requirements on financial reports.

Speakers: Norman Mosrie, FHFMA, CPA Partner, Dixon Hughes Goodman LLP; Dawn Stark, partner, CPA, CHFP, Plante Moran

It Takes a Community: Understanding Costs with the L7 Model (A02)

Wednesday, June 24th 2020

CPE: 1.0

Level: Intermediate

Prerequisites: Basic understanding of hospital budgeting/planning or the budget's use.

Field of Study: Specialized Knowledge

Standard cost accounting using ratios of cost to charges (RCC) offers minimal value. In this session, you'll explore the framework for assessing your current cost accounting methodology, understanding the accuracy of your cost data, and benchmarking against peers with the HFMA-Strata L7 Cost Accounting Adoption Model. Panelists from provider organizations will review their organizations' experience accessing accurate cost data by using advanced cost accounting, as measured by the L7 Model.

Learning Objectives:

- Assess your current cost accounting methodology, and understand the level of accuracy of your cost data.
- Convey the seven stages of cost accounting sophistication
- Create a roadmap for the actions required to ensure your cost accounting approach meets your organization's strategic needs.
- Relate how actively managing the total cost of care is critical to your organization's success as the healthcare industry transitions to value-based payment.

Speakers: Michael Hopkins, assistant finance director, enterprise analytics and decision support, The Cleveland Clinic; Jeremy Stewart, manager of financial decision support, Owensboro Health System; Leon Corbeille, director of decision support, Strata Decision Technology

How do Hospitals Respond to Private Equity Physician Deals? (A03)

Wednesday, June 24th 2020

CPE: 1.0

Level: Advanced

Prerequisites: Knowledge of PE firm's structure, business objectives and fundamental physician deal scenarios, including a "PE-like" model.

Field of Study: Specialized Knowledge

While hospitals have myriad competition for affiliation transactions with direct hospital and even larger group competitors, the advent of private equity deals has created another formidable challenge. This session not only presents the PE model with real world examples, it offers an alternative explanation of a “PE-like” model for hospitals. The session will provide practical examples of how hospitals may counteract and respond to PE transactions by not only providing alternative and analogous structures, but by also considering legal and regulatory issues. The attendees will afterward possess definitive strategies with legally sanitized parameters to compete with PE deals.

Learning Objectives:

- Examine the nature and impact of PE transactions in healthcare
- Explore the application of PE-like transactions for hospitals
- Discuss legal parameters for such transactions for health systems
- Describe the nuances of “PE-like” transactions for health systems

Speakers: Max Reiboldt, President/CEO, Coker Group; Thomas Anthony, Frost Brown Todd, LLC

Compliance in the New World (B01)

Wednesday, June 24th 2020

CPE: 1.0

Level: Update

Prerequisites: Basic knowledge of healthcare finance legal topics.

Field of Study: Specialized Knowledge

This session will offer a review of new legal and compliance issues in the pandemic, as well as explore other issues of major legal importance that deserve focus

Speakers: Joanne Judge, Co-Chair, Stevens & Lee’s Health Care Department

Managing Healthcare Risks Through Internal Audit (B02)

Wednesday, June 24th 2020

CPE: 1.0

Level: Overview

Prerequisites: None

Field of Study: Specialized Knowledge

Learn how to leverage an internal audit function at your healthcare organization. Whether your organization already engages in internal audit activities, is considering an internal audit function or you want to learn about the role of an internal audit, this session will help you take a risk-focused approach to developing an internal audit plan.

Learning Objectives:

- Differentiate between the internal, outsourced and co-sourced options for engaging an internal audit.

- Determine if an internal audit function would be valuable to your healthcare organization.
- Describe the risk assessment process.

Speakers: Mark Laccetti, partner, Baker Tilly; Debra Bowes, partner, Baker Tilly

CARES Act Accounting (C01)

Wednesday, June 24th 2020

CPE: 1.0

Level: Overview

Prerequisites:

Field of Study: Accounting

The CARES Act provided a number of different funding streams to healthcare providers in a very short amount of time. This left the industry with many questions regarding appropriate accounting and financial reporting for these funds. Former P&P Board Chair and Moss Adams Healthcare Practice Leader, Brian Conner and current P&P Board member and EY Partner, Dave Wiessel will break down the implications and provide guidance on all CARES Act funding as well as the impact on other ongoing and future accounting updates.

Speakers: Brian Conner, CPA, National Practice Leader, Hospitals, Moss Adams, LLP

Stark and AKS Changes: New Opportunities, New Compliance Challenges (C02)

Wednesday, June 24th 2020

CPE: 1.0

Level: Update

Prerequisites: Knowledge of physician compensation models and compliance requirements.

Field of Study: Specialized Knowledge

The new Stark law and Anti-Kickback Statute changes provide exciting new opportunities to providers to better coordinate care. But with these new opportunities come new areas of compliance that will need to be addressed. This session will provide attendees with ideas on how to address those compliance challenges.

Learning Objectives:

- Identify key aspects of new Stark law and Anti-Kickback Statute
- Discuss specific compliance issues associated with changes to Stark law and Anti-Kickback Statute
- Determine specific tools and procedures to address compliance challenges created by changes to Stark law and Anti-Kickback Statute

Speakers: Venson Wallin, Managing Director, National Healthcare Compliance and Regulatory Leader, BDO

What's your (new) financial persona? (GS3)

Friday, June 26, 2020

CPE: 1.0

Level: Overview

Prerequisites: None

Field of Study: Specialized Knowledge

Where do you fit when looking at diversifying future revenue streams: Do you lean toward a defensive position — reverting to your core business; or an offensive position — focusing on growth strategies that will generate new and diversified revenue streams and capture margin? This challenge has taken on a new urgency in a post-COVID-19 economy. In this session, you'll explore potential paths for organizational recovery that depend less on traditional core revenue streams. Rather, you'll be challenged to think about co-owning margins with new partners and solutions, examine what it would take to capture the equivalent NPR from strategic diversification, and create a framework for the future that is metric- as well as outcome-based.

Speakers: Kyle Hathaway, Managing Partner, HealthEco, Jami Youmans, Managing Partner, HealthEco

The Business of Caring: Increasing Value Through Outcomes-Based Staffing (D01)

Friday, June 26, 2020

CPE: 1.0

Level: Overview

Prerequisites: None

Field of Study: Specialized Knowledge

The linkage between nursing care and patient outcomes is widely accepted, yet it is often difficult to achieve an evidence-based allocation of nursing resources that is understood and accepted by all. Join representatives from HFMA, AONL, and ANA in an exploration of the evolution from conventional, quasi-adversarial nursing/finance working relationships to patients-first interprofessional collaboration. Walk away with a collaborative action plan to improve nursing resource allocation and thereby improve the value of care that patients receive.

Learning Objectives

- Identify and Communicate Common Shared Challenges
- Understand and Follow Shared Principles for Nurse Resource Allocation
- Articulate a Collaborative Approach and Benefits of Collaboration

Speakers: Robyn Begley, Begley, DNP, RN, NEA-BC; Pam Cipriano, Past President of ANA/Dean of UVA Nursing School; Todd Nelson, Moderator

Reducing Cost by Eliminating Waste (D02)

Friday, June 26, 2020

CPE: 1.0

Level: Basic

Prerequisites: Curiosity about cost reduction

Field of Study: Specialized Knowledge

Participate in a facilitated large-group discussion about strategies to evaluate waste versus cost with the patient experience in mind. You'll learn about Virginia Mason's areas of focus that have contributed favorably to the health system's margin.

Learning Objectives:

- Describe the Virginia Mason's Production System and how the quality equation helps focus the improvement on waste versus cost.
- Examine how to align department improvement work with the overall organization.
- Set stretch targets to help teams find innovative ways to remove waste.
- Describe examples of healthcare opportunities that are ripe for cost (waste) reduction in ambulatory, hospital and corporate environments.

Speakers: Rhonda Stewart, senior transformation sensei, Virginia Mason Health System

Effective Management of Physician Subsidy Levels (E01)

Friday, June 26, 2020

CPE: 1.0

Level: Advanced

Prerequisites: Working knowledge of physician operations from financial and operational standpoints.

Field of Study: Specialized Knowledge

This session will present an effective process for assessing physician financial performance from an operational and strategic standpoint. The speakers will share a defined process to manage physician financial performance, including how to use cost accounting concepts to establish and manage appropriate operating budget results as well as how to use ROI concepts to assess and monitor strategic benefits in comparison to subsidy loss levels.

Learning Objectives:

- Develop cost accounting, budgeting and return on investment methodologies to assess effectiveness of physician financial results.
- Review historic underlying industry reasons for prevalence of subsidy losses on physician operations.
- Explore effective approaches to keep Board and Senior Management informed of implemented physician strategies and involved in strategic changes when needed.

Speakers: Randy Biernat, CPA, ABV, director, BKD CPAs & Advisors;; David Stein, MD, Parkview Care Partners physician and former chairman of Physicians Health Plan of Northern Indiana, Inc.; Mark Blessing, CPA, FHFMA, Managing director, BKD CPAs & Advisors

Why you should replace adjusted discharges (E02)

Friday, June 26, 2020

CPE: 1.0

Level: Intermediate

Prerequisites: Familiarity with hospital financial performance metrics, particularly those that affect volume, payment and expenses.

Field of Study: Specialized Knowledge

The use of adjusted discharges as a metric of output to assess facilitywide productivity and efficiency is flawed and leads to invalid conclusions. It does not account for the increasing volume and complexity of outpatient procedures. During this session, Providence St. Joseph Health System will share how it effectively uses equivalent discharges and demonstrate why this metric is better suited to health systems.

Learning Objectives:

- Identify areas where hospital wide metrics of output are critical to management decisions.
- Review 5 reasons for replacing Adjusted Discharges with Equivalent Discharges.
- Discuss how Equivalent Discharges is being used by Providence St. Joseph Health System.
- Review a case study comparing the ability of Equivalent Discharges to accurately partition the causes for variations in net operating income into volume, payment and expenses.

Speakers: William Cleverley, chairman, Cleverley & Associates; Michael Bevilacqua, director reimbursement financial reporting, Providence St Joseph Health

Maximum Payment Adjustments: Best Practices in Quality Reporting (F01)

Friday, June 26, 2020

CPE: 1.0

Level: Intermediate

Prerequisites: None

Field of Study: Specialized Knowledge

With a focus on small and rural practices, you'll learn some of the "behind the curtain" insights into the Quality Payment Program (aka MACRA) and explore what goes into achieving an exceptional performance score. Topics will include quality measures selection and performance management, promoting interoperability performance improvement, and improvement activities selection and compliance.

Learning Objectives:

- Review the three reportable MIPS categories and their respective reporting requirements.
- Discuss the unique challenges (and opportunities!) of small and rural practices.
- Contrast several reporting mechanisms, specifically attestation, QCDR/Registry, and EHR.
- Highlight important program changes for 2020.

Speakers: Shelly McArthur, Promoting interoperability coordinator, Northeastern Mississippi; Moshe Starkman, senior director, Advisory Solutions Analytics, nThrive

Into a Brave New World: Health System Strategy for the COVID-19 Era (GS4)

Friday, June 26, 2020

CPE: 1.0

Level: Update

Prerequisites: None

Field of Study: Specialized Knowledge

This presentation will provide an overview of the major implications of the changing environment for health system strategy, with a particular focus on how broader consumer-focused trends, already in motion, will be impacted in the aftermath of the pandemic. Particular attention will be paid to implications for payer and employer contracting, physician alignment, and consumer engagement.

Speakers: Chas Roades, Co-Founder and Chief Executive Officer, - Gist Healthcare; ;

Navigating Through Pandemic (GS5)

Wednesday, July 15th 2020

CPE: 1.0

Level: Update

Prerequisites: None

Field of Study: Specialized Knowledge

Overnight, COVID-19 has disrupted the healthcare delivery and financing landscape in ways that are both obvious and subtle. As health system leaders navigate through the pandemic, they will need to re-evaluate their strategic plans and related capital priorities to ensure they are aligned with both the social and economic realities in their markets.

Speakers: Chad Mulvany (moderator); Michele Cusack, Senior Vice President and Chief Financial Officer, Northwell Health; James Dietsche, Chief Operating Officer/Chief Financial Officer, Bellin Health

Virtua Health on Building the Future Health System Through Cost Transformation (G01)
Wednesday, July 15th 2020

CPE: 1.0

Level: Intermediate

Prerequisites: Basic understanding of hospital budgeting, including cost accounting concepts.

Field of Study: Specialized Knowledge

Attendees will learn about cost transformation from a health system undergoing comprehensive, long-term restructuring and performance improvement. A Virtua Health executive will discuss how the acquisition of Lourdes Health was the impetus to rethink the entire organization and share the challenges and successes of such a broad initiative.

Learning Objectives:

- Describe the difference between traditional cost management and true cost transformation, which requires establishing a long-term view for the organization and a comprehensive plan for how to get there.
- Examine how cost transformation can be integrated into the fabric of an organization's mission and values by, for example, connecting cost transformation with initiatives to address social determinants of health.
- Identify common barriers and key success factors for effective and sustainable cost transformation, including the importance of securing broad buy-in to avoid dilution of strategic initiatives by objecting parties.

Speakers: Stephanie Fendrick, senior vice president, Virtua Health; Tim Shoger, senior vice president, Kaufman Hall & Associates; Michael Capriotti, VP, Integration, Virtua Health

Achieving Cost Savings Through Financial, Operational, and Clinical Collaboration (H01)
Wednesday, July 15th 2020

CPE: 1.0

Level: Intermediate

Prerequisites: Knowledge of healthcare cost management and performance metrics.

Field of Study: Specialized Knowledge

This session will use real-world examples from The Johns Hopkins Hospital to illustrate opportunities for cost savings; a framework for managing financial performance improvement across an enterprise; and how finance, operations, and clinicians can collaborate for success.

Learning Objectives:

- Explore current trends and opportunities in cost savings.
- Examine a framework for managing financial performance improvement across the enterprise.
- Describe how finance, operations and clinicians can collaborate in order to deliver successful cost savings.

Speakers: Marco Priolo, director of financial innovation, The Johns Hopkins Hospital; Lisa Ishii, senior vice president of operations, Johns Hopkins Health System

Social determinants and the opportunity zone program (H02)

Wednesday, July 15th 2020

CPE: 1.0

Level: Intermediate

Prerequisites: None

Field of Study: Specialized Knowledge

The Tax Cuts and Jobs Act of 2017 offers tax benefits to taxpayers reinvesting capital gains in special funds aimed at lifting low-income communities. The program has significant implications for groups addressing the social determinants of health, offering a massive new source of private funding.

Learning Objectives:

- Understand the opportunity zone industry and projects being done, along with what are opportunity zone incentives
- Determine how you may be able to use opportunity zones
- Stay up to date on the latest developments from Congress and Treasury on opportunity zones

Speakers: Ben Isgur, Managing Director, Health Research Institute Leader, PwC; Steven Kennedy, Partner, US Health Services, PwC; Erica McReynolds, Director, US Health Services, PwC

Understanding the Semantics and Execution in Contract Negotiations (J01)

Wednesday, July 15th 2020

CPE: 1.0

Level: Intermediate

Prerequisites: Involvement and engagement with physician agreements and managed care contracts.

Field of Study: Specialized Knowledge

A medical center CEO will explain his role in facilitating contracting collaboration with the medical staff, health plans, and with legal council for effective and efficient implementation in executing contracts. Learn about successful tools, strategies, and case studies for negotiating terms and identifying opportunities in health plan agreements and physician contracts.

Learning Objectives:

- Evaluate contract provisions to anticipate risks and opportunities.
- Illustrate case studies regarding physician agreements and managed care contracts.
- Identify criteria for contracted services year end evaluation.
- Review semantics such as termination clause, indemnification, amendment, dispute resolution, and quality metrics.

Speakers: Joe Avelino, CEO, College Medical Center

Healthcare Evolution: Revenue Protection in an Era of Uncertainty (J02)
Wednesday, July 15th 2020

CPE: 1.0

Level: Intermediate

Prerequisites: General knowledge of healthcare payment systems and workflows.

Field of Study: Specialized Knowledge

Payment uncertainty in the U.S. healthcare system has become an exhaustive burden for all stakeholders — and further amplified by COVID-19. Healthcare costs and inconsistent volumes demand a holistic, long-term strategy for financial viability. At the same time, legislative reform and regulatory attempts to address shortfalls in quality, cost, and outcome have stalled, perpetuating inefficiencies and burdensome rules that add expenses instead of removing them. This session will offer effective strategies to help healthcare providers protect their earned revenue and empower frictionless, positive patient experiences.

Learning Objectives:

- Define application methodologies from those who have demonstrated revenue protection excellence
- Apply battle-tested workflows and solutions to problems like underpayments, denials and patient affordability
- Articulate approaches leveraged by providers to adapt and meet the challenges presented by current market dynamics
- List innovative, futurist ideas to manage access, risk, cost, regulation, revenue cycle and payment strategies

Speakers: Jonathan G. Wiik, MSHA, MBA, Principal, Healthcare Strategy, TransUnion Healthcare

Generation Rebound (GS6)
Friday, July 17th 2020

CPE: 1.0

Level: Overview

Prerequisites: None

Field of Study: Specialized Knowledge

This session will provide leaders with the right evidence-based information about generational behaviors and mindset to leverage your team's strengths, especially in response to the newest workplace challenges brought on by COVID-19.

Creating a consumer-centric patient experience in a post-pandemic world (K01)
Friday, July 17th 2020

CPE: 1.0

Level: Basic

Prerequisites: None

Field of Study: Specialized Knowledge

New research reveals how healthcare consumerism has grown amid the pandemic. Before COVID-19, progress toward a digital retail experience had been steady but slow. Now, seemingly overnight, millions of consumers have experienced care through digital channels, and that experience—both good and bad—has shaped attitudes and demands. There will be winners and losers among providers based on the ability to meet the expectations of this newly minted and massive digital patient population—which, the research¹ shows, has clear desires for what it wants and needs.

In this session, we'll learn the phases of the digital patient journey and report on what consumers say are the realities of finding, accessing, and paying for care. The presentation will cover consumer preferences on healthcare shopping, cost transparency, communication, payment processes, and more, with strategies providers should consider for both short- and long-term success. As a takeaway, providers will learn the key steps to take in order to begin or advance their journey to an effective digital transformation.

Learning Objectives:

- Understand the latest insights from recent national research on consumer-engagement sentiment and preferences
- Identify short- and long-term competitive opportunities to digitize the patient experience
- Articulate how digital transformation will impact net patient revenue

Speakers: Bill Krause, GM and SVP, Connected Consumer Health Solutions™; Abbey Lunney, Director, Trends & Thought Leadership

Engaging a Multigenerational Workforce with Gamification (K02)
Friday, July 17th 2020

CPE: 1.0

Level: Overview

Prerequisites: None

Field of Study: Specialized Knowledge

In an increasingly tight labor market, patient account representative engagement is more important than ever, especially in light of increased patient experience expectations. Engaging patient account representatives is challenging yet critical for every provider. Learn how one organization tackled this challenge through a multi-generational approach to gamification that can improve productivity and staff focus on organizational and individual goals, as well as reduce turnover. Understanding the tendencies of each generation can assist in creating pathways for representative engagement.

Learning Objectives:

- Examine the tendencies of each generation to influence how to structure engagement opportunities
- Discover how gamification is already in use in everyday life, and how it can be used to motivate behaviors.

- Discuss how different forms of competition, recognition and rewards can be used to generate engagement and desired behaviors, as well as create a more productive work environment while focusing on organizational goals or KPI's.
- Demonstrate how to generate enthusiasm and buy-in across all generations for new technology, including gamification.

Speakers: Tracy Dudek, COO, State; Terry Blessing, interim director of revenue cycle, University of Florida Health

**Diagnosis Financial Strain: One Organization's Approach to the Patient Financial Experience (L01)
Friday, July 17th 2020**

CPE: 1.0

Level: Intermediate

Prerequisites: Knowledge of billing cycle, revenue cycle technology, health system strategy, hospital administration, patient preferences.

Field of Study: Specialized Knowledge

As organizations emerge from the challenges brought on by COVID-19, ensuring a tailored approach to the patient financial experience is more important than ever. Hear from one organization's leadership team as they share how they accelerated efforts during the pandemic to balance the patient viewpoint and operational capabilities to build a foundation that supports patient financial wellness. The organization transformed their patient financial experience by investing in key capabilities and infrastructure, enhanced education efforts for their staff and patients, and communicated its differentiators to the market, employees, and patients.

Learning Objectives:

- Explore an executive's perspective on the importance of creating a world-class patient financial experience and the impact a patient's non-clinical experience can have on volumes, margin, brand perception and ROI.
- Identify key capabilities and infrastructure needed to build and strengthen the patient financial experience.
- Obtain insight into how the organization uncovered and identified gaps and opportunities for innovation within the pre-arrival, day-of-service, and post-treatment journey segments.
- Describe how to measure patient financial experience and communicate differentiators to patients, employees and the market.

Speakers: Kelly Thornton, vice president, revenue cycle, University of Texas Southwestern Medical Center; Mark Meyer, CFO, UT Southwestern Medical Center; Morgan Haines, partner, Optum

**Creating a work-from-home playbook (L02)
Friday, July 17th 2020**

CPE: 1.0

Level: Basic

Prerequisites: None

Field of Study: Specialized Knowledge

Even prior to COVID-19, many organizations began experimenting with work-from-home arrangements, especially in the revenue cycle space. In this session, you'll hear one organization's experience with employing a work-from-home committee to transform a system policy approach into one that worked for all aspects of the revenue cycle—back, middle and front end. In addition, you'll learn how they created metrics to monitor and measure productivity as well as established quality monitoring.

Speakers: Amy Assenmacher, SVP, revenue cycle, Spectrum Health; Courtney Guernsey, Senior Director of Patient Financial Services, Spectrum Health Hospital; Maria Kamenos, CHAM, CHFP, VP, Patient Access Services, Spectrum Health System

Addressing the Patient Financial Experience in Today's Challenging Healthcare Environment (L03) Friday, July 17th 2020

CPE: 1.0

Level: Basic

Prerequisites:

Field of Study: Specialized Knowledge

This session will involve first-hand observations about today's consumer financial decision-making trends and explore insights from a recent survey of over 2,000 U.S. adults who visited a doctor or healthcare facility within the past year for routine, follow-up, or unplanned care, and will inform how best to address patient financial concerns.

Learning Objectives:

- Develop an understanding of factors influencing a patients' healthcare decisions and how the cost of care is impacting those decisions
- Gain the ability to anticipate and best address the varying levels of stress patients experience throughout the six stages of their healthcare journey
- Quickly recognize the presence of information gaps patients may have specific to the cost of healthcare and their financial responsibilities beyond what is covered by most insurance providers
- Formulate a strategy that proactively addresses shifts in patient expectations in today's Coronavirus (COVID-19) influenced world, specific to their healthcare financial experience and related decision-making factors

Speakers: Tim Donovan, SVP, Chief Marketing Officer, CareCredit; Dr. Steven Merahn, MD, AAP, Chief Medical Officer, Centria Healthcare

Expand and Improve Patients' Financing Options (M01)

Friday, July 17th 2020

CPE: 1.0

Level: Intermediate

Prerequisites: Basic knowledge of the current healthcare payments landscape and an understanding of the need for healthcare financing options.

Field of Study: Specialized Knowledge

With the rise of patient as payer, many healthcare organizations are offering a greater variety of financing plans and increasing flexible options. This session will help attendees understand how to determine the best plan for each patient. In addition, the speakers will share the pros and cons of in-house financing plans versus third-party financing options and the experience and impact of each for both patient and provider.

Learning Objectives:

- Gain a deeper understanding of the current healthcare payments landscape and identify how certain patients can benefit from the availability of financing plans to pay for the cost of care.
- Better understand the pros and cons of in-house financing plans vs. third-party financing options and the experience/impact of each for both patient and provider.
- Use proactive financial discussions as opportunities to build meaningful relationships with patients, provide a more positive financial experience and increase patients' receptiveness to third-party payment options.
- Obtain information on available external partners for third-party flexible financing options and be able to recommend them on a need-related basis.

Speakers: Karen Zupko, president, Karen Zupko & Associates; Jessica Whitten, practice administrator, Nashville Hip Institute

Predictive analytics for real-time cost management (N01)

Wednesday, August 12, 2020

CPE: 1.0

Level: Intermediate

Prerequisites: None

Field of Study: Specialized Knowledge

Learn how Texas Health Resources made the leap to real-time management of costs using a financial decision support platform, augmented with visualizations and integration of third-party data. During this session, attendees will gain understanding of how to best utilize data to identify real-time opportunities to manage and save cost.

Learning Objectives:

- Demonstrate how and why analytics can be deployed in real time and utilized for cost management.

- Review how real-time analytics with native decision support data and third-party information can drive adoption and utilization of real-time analytics to impart change in your organization.
- Improve consumption of reports and dashboards with thoughtful automation.
- Discuss storyboard analytics for improved understanding, socialization and adoption.

Speakers: George McKee, Corporate director of decision support, Texas Health Resources; Vishal Suresh Kumar, Manager of consulting, EPSi

Analytics-Driven Enterprise Workforce Management (N03)

Wednesday, August 12, 2020

CPE: 1.0

Level: Intermediate

Prerequisites: None

Field of Study: Specialized Knowledge

One of the key lessons learned for many health systems through the COVID pandemic was having a resilient operations that provided a visible end to end view of the supply chain. Deploying digital tools and capabilities to create this visibility allows for a rapid response to risks and an understanding of current and future demands. Building advanced supply and demand forecast capabilities through analytics and AI tools will allow supply chain leaders to manage inventory and be able to communicate to their leadership current and future risks.

Learning Objectives:

- Understand how to build analytics to build a predictive supply chain model,
- Consider use cases for utilizing AI tools in building a resilient supply chain
- Review a business case for investments in digital tools like predictive analytics and AI

Speakers: Mark Olney, Managing Director, Health and Public Service, Accenture; John Walko, Partner, Accenture

Telemedicine metrics (R01)

Wednesday, August 12, 2020

CPE: 1.0

Level: Overview

Prerequisites: None

Field of Study: Specialized Knowledge

This presentation will review “best practices” of telemedicine implementations and introduce metrics to maximize the effectiveness of such programs. Telehealth program challenges will be discussed and key performance indicators (KPIs) to drive operational and economic impact on the ambulatory services will be introduced. A case study from a hospital-owned medical group will be shared highlighting the operational impact and lessons learned.

- **Learning Objectives:**
- Understand how telehealth will continue to disrupt the delivery of care and support value-based care
- List the top 10 KPIs to measure a telehealth's program success
- Realize how to manage the financial impact of telehealth in the future

Speakers: Daniel Marino, Managing Partner, Lumina Health Partners; Rick Howard, Principal, Lumina Health Partners; Josette Portalatin, Assistant Vice President, Revenue Cycle, Valley Health System

How to Optimize Data for Revenue Recovery in your Health System (R02)

Wednesday, August 12, 2020

CPE: 1.0

Level: Overview

Prerequisites: None

Field of Study: Specialized Knowledge

With sweeping cancellations to revenue-generating elective procedures and widespread economic uncertainty, hospital executives are working to secure the financial health of their organizations. Optimizing data to strengthen your revenue health is more crucial now than ever. Learn how leveraging direct access to the FISS system can help drive analytics, reporting and reimbursement to your health system. Explore strategies for partnerships that enhances your revenue cycle performance. Hear from our client on how they've utilized our direct access to FISS to drive efficiencies in their work queues to drive reimbursement back to their health system

Learning Objectives:

- Learn how utilizing direct access into the FISS system for data can positively affect your revenue cycle performance.
- Gain a deeper understanding of the varying levels of stress patients experience throughout the six stages of their healthcare journey
- Educate yourself on available revenue integrity solutions in the marketplace that help with uninsured patients and uncompensated care costs.
- Learn the value of partnerships in the revenue cycle and illustrate a case study in improving efficiencies with data integration.
- **Speakers:** Chris Hart, Vice President of Product & Strategy, eSolutions; Brad Royer, Director of Product Management, Medicare, eSolutions;

Behavior Change and Engagement Impact (GS9)

Friday, August 14, 2020

CPE: 1.0

Level: Overview

Prerequisites:

Field of Study: Specialized Knowledge

As our healthcare system continues to strive for the best possible outcomes, we need to recognize that what we've always done isn't working; as an eco-system, we've been adding new tools based on how we want members to act, yet what we really need is to design our solutions around how people actually behave. At HFMA 2020, Karen Horgan, Co-founder and CEO of VAL Health, will speak to the power of embedding the science of behavioral economics within current population health and revenue management offerings. Karen will share an overview of the science of behavioral economics and, using case studies, highlight how behavioral economics influences stakeholder actions to drive behavior change and engagement. Examples of results to be shared include a 35% increase in digital diabetes program enrollment, a 40% increase in telemedicine usage, and a 4.9x lift in portal usage

Speakers: Karen Horgan, Co-founder & Chief Executive Officer, VAL Health

Building the Business Case for Complex Care (S01)

Friday, August 14, 2020

CPE: 1.0

Level: Intermediate

Prerequisites: Knowledge of the implications of high-cost, high-need patients

Field of Study: Specialized Knowledge

In this session, you'll hear how Regional One Health has created a successful complex care program, focused on uninsured medically and socially complex patients, who are high cost, high need. You'll also see how they have demonstrated improved outcomes from cost, utilization, quality, and satisfaction perspectives which have made a positive impact to the financial position of the organization.

Learning Objectives:

- Examine one method for identification of complex high-cost, high-need patients
- Review one method of measuring outcomes of a person-centered program
- Identify the impact of one or more social determinants of health on utilization

Speakers: Susan Cooper, Chief Integration Officer, Senior Vice President, Regional One Health; Rick Wagers, Executive Vice President, Chief Financial Officer, Regional One Health

Adapting to the New Normal: Accelerating Productivity & Revenue with AI (S02)

Friday, August 14, 2020

CPE: 1.0

Level: Intermediate

Prerequisites:

Field of Study: Specialized Knowledge

Healthcare organizations are experiencing significant risk to revenue and margins due to the COVID-19 pandemic. Leaders are looking to accelerate the path to a lasting solution by embracing new ways of working that are centered around sustainability in order to plan and strategize for the future. Hear

insights and perspectives from three health system executives as they discuss why it's critical to invest in AI to accelerate revenue, create workforce resiliency and increase productivity.

Learning Objectives:

- Gain insights from how leaders are envisioning the future of work within hospitals and health systems
- Understand how recent transitions to remote work has spurred innovation and focus toward increasing efficiency and reducing transactional work
- Learn how organizations are applying the AI and automation technology to re-imagine their human capital strategy
- **Speakers:** Susan Nelson, Executive Vice President and CFO, MedStar Health; Karen Testman, CFO, MemorialCare Health System; Melanie Wilson, Vice President of Revenue Cycle, Essentia Health

What's New in Acute Care Innovation Strategies? (S03)

Friday, August 14, 2020

CPE: 1.0

Level: Intermediate

Prerequisites: None

Field of Study: Specialized Knowledge

Now more than ever we need cost effective innovation solutions in acute care settings. In this session, you'll hear from a panel who are actively advising on and introducing health systems to innovation solutions, and are directly investing in hospital-related innovative solutions. You'll not only explore emerging trends and actual innovation applications developed for and deployed by acute care providers, you'll also examine how investors, healthcare CFOs and Chief Innovation Officers make their decisions on innovation initiatives

Learning Objectives:

- Describe successful hospital venture investing and how those activities are creating better care solutions.
- Explore innovation approaches to evolving care models (including telemedicine), market competition, employee engagement and retention, new payment models and the rise of consumerism.
- Examine how innovation strategies are intertwined with traditional hospital capital expenditure planning and how that process is changing and evolving.

Speakers: Stan Lynall, CPA, Vice President- Venture Investments and Innovation, OSF Healthcare; Brian McGough, Managing Director, Ziegler; Neil Borg, SMD Chief Investment Officer- Ziegler Linkage Innovation Funds

Impact the Bottom Line Through Cultural Transformation (T01)
Friday, August 14, 2020

CPE: 1.0

Level: Overview

Prerequisites: None

Field of Study: Specialized Knowledge

This session will provide an overview of how one organization transformed its culture and reputation to show positive impact on financial results and sustainability. Specific strategies and implementation of projects will highlight areas that have the potential to transform the internal culture, investment in staff, rebranding and changing public perception and the major impact to the overall financial sustainability of the organization. You'll also learn how culture change impacted the response to the recent pandemic.

Learning Objectives:

- Through examples show how investment in staff training and development will result in staff satisfaction, internal opportunities and recruitment of new employees.
- Learn how investment in facility will directly result in increased revenue and reduced expenses when done with a strategic plan in mind.
- Illustrate how developing community connections can result in positive growth to volumes and referrals along with improved patient experience scores.

Speakers: Barbara Piacik, Bergen New Bridge Medical; Deborah Visconi, Bergen New Bridge Medical

Employee Engagement that Drives KPI's (T02)
Friday, August 14, 2020

CPE: 1.0

Level: Intermediate

Prerequisites: Familiarity with revenue cycle and patient access workflows and processes.

Field of Study: Specialized Knowledge

During this session the presenters will demonstrate how Nebraska Medicine implemented multiple rewards & recognition for staff members to drive changes with their KPI's. They will demonstrate how applying automation, creating individual report cards, and overall education requirements led to the positive changes with their AR days and aging.

Learning Objectives:

- Discover how employee engagement can be a driver with change.
- Establishing report cards for each staff member within the Revenue Cycle. What barriers were presented and how were they overcome.
- Identify workflow processes and improve staff productivity/outcomes/quality. Learn how this key component decreased AR days while increasing productivity.

Speakers: Sheila Augustine, Director of Patient Financial Services Nebraska Medicine; Stacie Adcock Manager of Revenue Cycle Administration, Nebraska Medicine

Payment Transformation: A Mission to Improve the Health of Communities (V01)
Friday, August 14, 2020

CPE: 1.0

Level: Overview

Prerequisites: None

Field of Study: Specialized Knowledge

A health system executive shares first-hand knowledge on implementing the new CMS primary care and specialty payment models to position the health system as a leader in value-based care. Attendees will learn the potential impact of new payment models on population health

Learning Objectives:

- Recognize the new CMS primary care and specialty care payment models, including deadlines for participation.
- Examine both the challenges and opportunities from a real-life and recent implementation at a large health system in the Midwest.
- Explore how alternate payment models impact the three potential components of a health system – its hospitals, medical groups and any integrated delivery networks that might be part of the system.
- Obtain a look at how the new alternative payment models interact with existing programs to help health systems make informed participation decisions.

Speakers: Sheila Fuse, senior vice president, policy & payment models, Navvis; Richard Vaughn, MD, system vice president – population health and value based care, SSM Health

How can you move faster with digital transformation? Jason Lineen, senior vice president, consulting practice leader, AVIA (GS10)
Friday, August 14, 2020

CPE: 1.0

Level: Advanced

Prerequisites: Attendees should bring an understanding of their organizations' digital priorities that extend beyond their respective EMR implementations and roadmaps

Field of Study: Specialized Knowledge

Join this session to understand three digital trends that have emerged from AVIA's work with 40+ health systems and the practical strategies employed to ensure the health systems' continued relevance and growth.

Learning Objectives:

- Identify how busy health system leaders can move beyond the hype to realize the hope of new technologies.
- Assess how health systems should respond to newly emerging tech-enabled competitors ... and collaborators.

- Examine how peer leaders are catalyzing digital transformation efforts that radically improve the performance and reach of the organization (while preventing "bright shiny object syndrome").

Speakers: Jason Lineen, senior vice president, consulting practice leader, AVIA

