Let’s talk revenue cycle performance.

Who’s getting it right?

What are we learning?

What’s your story?

MAPEVENT.SM
hfma’s revenue cycle conference

FT. LAUDERDALE
HARBOR BEACH MARRIOTT
OCTOBER 27-29
MAPEVENT.ORG
Collaborate with colleagues like you facing cost reductions, physician integration, and pressures to do more with less

Explore future models of healthcare delivery with former HHS Secretary Donna Shalala

Get in the weeds for details on how MAP Awards winners have reduced denials, improved patient access, and increased point-of-service cash collections using the MAP Keys

Talk through system conversions and upgrades at the Peer Problem-Solving Session (includes lunch)

Earn up to 22.5 CPEs

Take home metric reports, performance dashboards, sample payer scorecards, checklists, and other tools developed by MAP Awards winners
schedule at a glance

sunday 10.27

8:00 AM - 3:30 PM  Preconference Workshops (optional; additional fees apply)
3:40 - 4:30 PM  Creating a Winning Application for the MAP Awards
4:40 - 5:30 PM  Conference Kick-Off and MAP Awards Presentation
5:30 - 7:00 PM  Networking Reception

monday 10.28

7:15 - 8:30 AM  Early Riser HFMA Peer-Review® Sessions
8:30 - 9:30 AM  Keynote Address: The Future of Healthcare Delivery and New Care Delivery Models
9:30 - 10:00 AM  Networking Break
10:00 - 11:00 AM  Spotlight on Organizational Excellence: MAP Awards Winner Texas Health Resources
11:00 AM - 12:15 PM  Success Stories with MAP Awards Winners
12:15 - 1:30 PM  Networking Lunch
1:30 - 2:45 PM  Success Stories with MAP Awards Winners
2:45 - 3:15 PM  Networking Break
3:15 - 4:30 PM  Ignite Your Revenue Cycle: Tips from Winners of HFMA’s MAP Awards for Performance Improvement
5:00 - 6:30 PM  Networking Reception

tuesday 10.29

7:15 - 8:30 AM  Early Riser HFMA Peer-Review® Sessions
8:30 - 9:45 AM  Success Stories with MAP Awards Winners
9:45 - 10:15 AM  Networking Break
10:15 - 11:30 AM  Success Stories with a MAP App User
10:15 - 11:30 AM  Success Stories with a MAP Awards Winner
11:30 AM - 12:30 PM  Peer Problem-Solving Lunch: Mastering System Conversions and Upgrades
**Sunday 10.27**

**7:00 AM – 7:00 PM**

**REGISTRATION**

**8:00 AM – 12:00 PM**

**PRECONFERENCE WORKSHOP 1** 4.5 CPEs (optional; additional fees apply)

**The Physician Practice Revenue Cycle: Managing for Strong Returns (PCW1)**

Daniel J. Marino, President/CEO, Health Directions, LLC

Get a comprehensive explanation of critical requirements and essential processes to effectively manage all aspects of physician financial performance, including key drivers of productivity and reimbursement.

**AFTER THIS SESSION, YOU WILL BE ABLE TO**
- Describe revenue cycle drivers for the physician practice
- Identify metrics for physician productivity and reimbursement
- Use key management tools to track physician financial performance

**TOOLS AND TAKEAWAYS**

Sample medical practice metric reports; Case study

**1:00 – 3:30 PM**

**PRECONFERENCE WORKSHOP 2** 2.5 CPEs (optional; additional fees apply)

**Using CARE Leadership Tools to Create a Winning Environment (PCW2)**

Mark Schabel, CEO, and Randy Tempest, Director, Receivables Management Partners

Learn how to apply the CARE model (Character, Attitude, Respect, Enthusiasm) to create a business culture with a passion and vision, despite current industry challenges.

**AFTER THIS SESSION, YOU WILL BE ABLE TO**
- Create a vision-casting model that will increase efficiency and communication
- Recognize how key principles of effective leadership produce winning teams
- Describe the CARE model and its impact on revenue cycle and cash flow

**TOOLS AND TAKEAWAYS**

List of leadership techniques for increasing efficiency and communication; CARE principles for organizational goal-setting

**3:40 – 4:30 PM**

**Creating a Winning Application for the MAP Awards (GSI)**

Karen Godfrey, FHFMA, Vice President, Revenue Management, Baptist Health South Florida, and Sandra Wolfskill, FHFMA, Director, Revenue Cycle MAP, HFMA

Three-time MAP Awards winner Baptist Health shows how it used the application process to foster a culture of collaboration, commitment, and achievement.

**AFTER THIS SESSION, YOU WILL BE ABLE TO**
- Integrate key performance indicators—MAP Keys—into revenue cycle goals
- Determine readiness to complete the 2014 MAP Awards application
- Create a MAP Awards team and develop a timeline and review process

**TOOLS AND TAKEAWAYS**

Performance measures from 2014 MAP Awards applications; Hospital performance improvement initiatives that apply to the MAP Awards; Recommendations for completing the 2014 MAP Awards application

**4:40 – 5:30 PM**

**CONFERENCE KICK-OFF**

**The Future of Revenue Cycle Excellence and Presentation of HFMA’s 2013 MAP Awards for Performance Improvement in Revenue Cycle (GS2)**

Joseph J. Fifer, FHFMA, CPA, President and CEO, HFMA; Kevin Brennan, FHFMA, CPA, Executive VP of Finance, CFO of Geisinger Health System

For the revenue cycle, the changing healthcare system brings increased scrutiny and operational challenges, but also opportunities for innovative solutions to long-term problems such as providing accurate patient estimates. Kevin Brennan—of five-time MAP Award winner Geisinger Health System—joins HFMA’s Joe Fifer to celebrate revenue cycle leadership.

**5:30 – 7:00 PM**

**NETWORKING RECEPTION**
EARLY RISER HFMA PEER-REVIEW® SESSIONS  1.5 CPEs

**7:15 – 8:30 AM**

**College Station Medical Center: Capturing Professional Fees Saves 28% of Temporary Physician Cost (PR1)**

**Karin King,** Director of Medical Staff Services, College Station Medical Center; **Randall Sparks,** VP of Business Development, and **Bob Livonius,** President, Strategic Workforce Solutions, AMN Healthcare

College Station Medical Center shares how it saved 28 percent on temporary physician costs by leveraging locum tenens staffing services to maintain services after losing multiple staff surgeons.

**AFTER THIS SESSION, YOU WILL BE ABLE TO**
• Describe the basics of locum tenens and situations when a hospital can or cannot bill for these temporary physicians
• Identify whether your facility has captured professional fees for locum tenens
• Assess the costs and benefits of outsourcing these tasks

**TOOLS AND TAKEAWAYS**
Physician survey of temporary physician staffing trends

**Intermountain Healthcare: Structuring Multidisciplinary Teams for Revenue Cycle Improvement (PR2)**

**Todd Craghead,** VP of Revenue Cycle Organization, and **Eric Liston,** Corporate Director, Revenue Integrity, Intermountain Healthcare; **Jolene Howard,** Consultant-Nurse Auditor, Craneware Business Solutions

Intermountain Healthcare shows how clinical and financial staff used a consistent revenue integrity program to enhance compliance and improve charge capture for better cost control of care, higher quality patient care at lower cost for service, and funding of $200 million in charity care in one year.

**AFTER THIS SESSION, YOU WILL BE ABLE TO**
• Design and implement a revenue integrity team across departments and the enterprise
• Perform root cause analysis to identify, prioritize, and address the most significant points of revenue loss
• Maximize productivity with automated technology to support revenue integrity

**TOOLS AND TAKEAWAYS**
An infographic of Intermountain’s revenue integrity structure

**Novant Health: Automated Patient Access Processes Make a Difference (PR3)**

**Craig Pergrem,** Senior Director, Customer Service, Novant Health; **Travis Gentry,** VP, TransUnion Healthcare

Learn improvements that Novant Health is using to educate patients up front about out-of-pocket expenses for higher patient satisfaction and better collections.

**AFTER THIS SESSION, YOU WILL BE ABLE TO**
• Develop a comprehensive plan to address payer noncompliance specific to aging accounts receivables, denials, and underpayment
• Resolve the most common root causes of preventable denials and issues that affect payment integrity

**TOOLS AND TAKEAWAYS**
Sample strategies and action plans to minimize the impact of payer noncompliance

**Lakeland Regional Medical Center: Collecting Underpaid, Late, and Denied Claims (PR4)**

**Gladys Baxley,** Director of Managed Care, Lakeland Regional Medical Center; **Rick Werner,** Director, Business Development, Emdeon Payment Integrity Services

Lakeland shares strategies that have improved provider cash flows and financial health by efficiently managing payer compliance to drive more timely and accurate payments.

**AFTER THIS SESSION, YOU WILL BE ABLE TO**
• Develop a process for educating patients about their out-of-pocket expenses up front to improve their willingness to pay
• Explain advantages of implementing an automated patient access process in the emergency department

**TOOLS AND TAKEAWAYS**
Sample workflow and decision-making steps; Patient education and payment option tools; Sample corporate culture communication documents

**REGISTER BY AUGUST 15 AND SAVE MAPEVENT.ORG**
8:30 – 9:30 AM
Keynote Address: The Future of Healthcare Delivery and New Care Delivery Models (KN1)
Donna E. Shalala, President, University of Miami
During her eight-year tenure as Secretary of the U.S. Department of Health and Human Services, Donna E. Shalala directed the welfare reform process, made health insurance available to an estimated 3.3 million, raised child immunization rates to the highest levels in history, led major reforms of the FDA’s drug approval process and food safety system, revitalized the National Institutes of Health, and directed a major management and policy reform of Medicare. In this address, Shalala will show how healthcare organizations can navigate the challenges of new quality measures, accountability requirements, and payment structures, while addressing an aging population and newly insured individuals due to the Affordable Care Act.

9:30 – 10:00 AM
NETWORKING BREAK

10:00 – 11:00 AM
SPOTLIGHT ON ORGANIZATIONAL EXCELLENCE
MAP Awards Winner Texas Health Resources (GS3)
James Logsdon, VP of Revenue Cycle Operations, Texas Health Resources
Texas Health Resources (THR) takes leaders on a tour of its virtual Central Business Office (CBO), which reduced expenses by more than $390K annually while improving employee morale, engagement, and productivity. Learn how THR’s Process Improvement Project has resulted in a culture of continual process improvement while reducing waste and improving efficiency.

11:00 AM – 12:15 PM
SUCCESS STORIES WITH MAP AWARDS WINNERS
mapawards
St. Mary’s Health Care System: Identifying Strategic Steps to Reduce Denials (B01)
Marty Hutson, VP and CFO, St. Mary’s Health Care System
St. Mary’s is a safety net hospital with a high uninsured population. Learn strategies for realizing significant improvements in overall aging, denials, and DNFB while enhancing the patient experience, engaging clinical staff in problem-solving challenges, and correcting processes at the root cause.

12:15 – 1:30 PM
NETWORKING LUNCH
1:30 – 2:45 PM
SUCCESS STORIES WITH MAP AWARDS WINNERS

**Shelby Baptist Medical Center: Integrating Clinical and Financial Goals to Reduce Costs (B03)**
Janice Ridling, VP, Revenue Management, Shelby Baptist Medical Center

Learn how Shelby Baptist reduced controllable cost per patient using SMART (specific, measurable, attainable, and relative) goals while also improving patient satisfaction scores by 11 percent, and increasing point-of-service cash collections to 53 percent.

**AFTER THIS SESSION, YOU WILL BE ABLE TO**
- Identify patient financial responsibility policies that will reduce the cost to collect
- Adjust staffing to maximize efficiency and meet cost reduction goals
- Develop initiatives that foster employee engagement, satisfaction, and interdepartmental communications while integrating clinical and financial goals

**TOOLS AND TAKEAWAYS**
Sample patient financial responsibility policy; Sample organizational cost management dashboard

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**Centra Health: Using Technology, Accountability, and Collaboration to Improve Point-of-Service Cash Collections and Revenue Cycle Performance (B04)**
Melissa Viohl, CRCR, Director of Patient Access and Joseph Koons, MSHA, FHFM, CPAM, Managing Director, Revenue Cycle, Centra Health

Centra Health shares innovative strategies for deploying performance analytics to create continuous process improvement and double POS cash collections. They also describe innovative staff educational and performance monitoring programs.

**AFTER THIS SESSION, YOU WILL BE ABLE TO**
- Create a culture of cross-departmental collaboration
- Utilize technology to effectively monitor staff performance, automate processes, and improve revenue cycle metrics
- Describe key metrics for cross-departmental, multi-disciplinary benchmarking

**TOOLS AND TAKEAWAYS**
Sample employee performance report card; Sample training schedule checklist for new hires

2:45 – 3:15 PM
NETWORKING BREAK

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3:15 – 4:30 PM
IGNITE YOUR REVENUE CYCLE
Tips from Winners of HFMA’s MAP Awards for Performance Improvement (GS4)

Three winners of HFMA’s 2013 MAP Awards for Performance Improvement in Revenue Cycle share how a culture of collaboration and shared accountability enabled them to leap ahead with strategic problem-solving, rapid process improvement initiatives, and targeted improvement in revenue cycle initiatives.

**AFTER THIS SESSION, YOU WILL BE ABLE TO**
- Identify performance indicators (MAP Keys) that most effectively measure revenue cycle efficiency, patient satisfaction, and financial stability
- Describe how these MAP Keys are used in a sustainable process improvement initiative
- Identify successful practices, process improvements, and implementation techniques for greater patient satisfaction

**TOOLS AND TAKEAWAYS**
Examples of revenue cycle metrics, characteristics, and approaches that drive value for patients, physicians, and communities

5:00 – 6:30 PM
NETWORKING RECEPTION

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**Tour Texas Health Resources’ Virtual Central Business Office**

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REGISTER EARLY AND SAVE AT MAPEVENT.ORG
EARLY RISER HFMA PEER-REVIEW® SESSIONS

**WellStar Health System: Ensuring Consistent Utilization Review (PR5)**

* Sarath Degala, VP, Revenue Cycle, WellStar Health System; Ralph Wuebker, MD, Chief Medical Officer, Executive Health Resources

WellStar Health System shares how ensuring a consistent utilization review process across all payers reduced self-denials and optimized commercial payer revenue.

**AFTER THIS SESSION, YOU WILL BE ABLE TO**

- Implement new methods for evaluating commercial payer opportunities
- Determine how to allocate utilization management resources accordingly
- Identify the factors and barriers that lead to payer and self denials

**TOOLS AND TAKEAWAYS**

Tips for evaluating commercial payer reimbursement opportunities

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**Inova Health System: Improving Outcomes Data to Drive Performance and Payment (PR6)**

* Patricia Jones, MHS, Director, Coding Quality and Compliance, Inova Health System; Cheryl Manchenton, RN, BSN, Senior Inpatient Consultant, 3M Health Information Systems

Inova Health System reports the results of an outcome-based revenue management initiative that delivered more accurate quality scores and performance ratings, better measurement of resource consumption, improved revenue through better capture of patient acuity, and more accurate reimbursement.

**AFTER THIS SESSION, YOU WILL BE ABLE TO**

- Analyze and address the impact of quality outcomes data on your organization’s case mix index and reimbursement
- Compare your hospital’s performance with industry norms and peer groups to identify variances
- Collaborate with physicians to ensure complete and accurate documentation that fully captures CC and MCC rates, patient severity, and risk of mortality

**TOOLS AND TAKEAWAYS**

Tips for integrating quality improvement by HIM, CDI and Quality teams; Tips for engaging physicians in improving quality scores; Sample queries for quality such as postoperative and operative complications

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**University of Pennsylvania Health System: Forensic Coding for Denials Management (PR7)**

* Tom McCormick, AVP, Patient Accounting, University of Pennsylvania Health System; Jeff McQuillan, Senior VP, Revenue Cycle Management Solutions and Services, and Michael Albrecht, VP, Healthcare Group, NCO Group

This session focuses on efficient forensic coding and its positive effect on the denials management process. University of Pennsylvania Health System also shares the philosophy and tactics behind the implementation of an effective denial management program that helps maximize revenue and cash.

**AFTER THIS SESSION, YOU WILL BE ABLE TO**

- Identify strategies for using forensic coding to reduce medical claim denials
- Describe methods to handle claims research and analysis with a shortage of internal resources and processing abilities

**TOOLS AND TAKEAWAYS**

Organizational assessment tools for recouping unclaimed revenue

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SUCCESS STORIES WITH MAP AWARDS WINNERS

**Cape Cod Healthcare: Using a Process Improvement Plan to Improve Patient Satisfaction (B05)**

* Victor Oliveira, VP, Patient Financial Services, Cape Cod Healthcare

Cape Cod Healthcare shows how it improved clean claims rates from 88 to more than 96 percent, reduced A/R over 90 days by almost 60 percent, and increased patient satisfaction from the 18th to the 80th percentile through process and workflow redesigns to overcome staffing challenges.

**AFTER THIS SESSION, YOU WILL BE ABLE TO**

- Identify process redesign opportunities for improving accuracy and customer service
- Describe how organizational and staffing challenges can improve communication and planning
- Examine methods for decreasing collection expenses

**TOOLS AND TAKEAWAYS**

Sample process redesign documents and a list of critical KPIs; Best practices for decreasing the cost to collect, increasing patient satisfaction, and maximizing clean claim rates
Hoag Hospital: Partnering with Clinicians to Improve Patient Communications (B06)

Randy Ray, Executive Director of Revenue Cycle, Hoag Memorial Hospital Presbyterian

Hoag shares how its staff-directed process redesign reduced DNVF/DNFB by 49 percent through FY11 by partnering with physicians, case managers, and other stakeholders to identify patients requiring authorization early in the process, resulting in less disputed A/R and higher patient satisfaction.

After this session, you will be able to:
• Describe root causes and identify opportunities to operate differently
• Create collaborative processes with measurable outcomes
• Remove barriers to a self-directed model

Tools and takeaways
Sample patient satisfaction reporting tool; Sample self-directed payment team for claims processing

9:45 – 10:15 AM
Networking break

10:15 – 11:30 AM
Success stories with a MAP Awards winner

Geisinger Health System: Creating a Revenue Cycle Strategy for Mergers and Acquisitions (B08)
Barbara Tapscott, CHFP, CPAM, VP, Revenue Management, Geisinger Health System

Geisinger shares the results of its revenue management M&A team, as well as lessons learned while consolidating personnel and systems for more seamless and efficient integration.

After this session, you will be able to:
• Create a project plan and establish milestones for improving consolidation efficiencies
• Enhance interdepartmental communications and information sharing
• Identify resources required to implement change

Tools and takeaways
Mergers and acquisitions principles; framework for preventing hurdles

11:30 AM – 12:30 PM
Peer Problem-Solving Lunch: Mastering System Conversions and Upgrades (GS5)

Across the country, many healthcare organizations are going through major IT system conversions to improve outcomes and efficiency. For the revenue cycle, however, these conversions can impact performance in the short-term and even create long-term problems with areas such as clinical documentation and cash flow. At this facilitated lunch session, sit down with peers who are in the trenches and come away with tips for managing the metrics of a system conversion or upgrade.

After this session, you will be able to:
• Improve revenue cycle processes before a conversion/upgrade and understand the metrics to monitor
• Contribute to IT system design for revenue cycle improvement
• Identify ways to minimize conversion risks
• Create a go-live plan and address performance issues throughout the process
ABOUT MAP EVENT ATTENDEES
MAP Event is HFMA’s annual revenue cycle conference developed for employees of provider organizations. A limited number of event sponsors, Peer Review products or services, and MAP Keys Compliant companies attend MAP Event. If you are not a provider – and would like to attend – please contact Kurt Belisle at 708.492.3330 or kbelisle@hfma.org for more details.

REGISTER EARLY
Please submit your registration early in order to allow ample processing time. You will receive an e-mail confirmation as soon as the registration process is completed. Any registrant who has not received an e-mailed confirmation should call HFMA’s Member Services Center at (800) 252-4362, extension 2, to confirm your registration has been received.

IF YOU HAVE TO CANCEL
MAP Event cancellation details can be found by visiting mapevent.org.

HOTEL INFORMATION
Harbor Beach Marriott Resort & Spa
3030 Holiday Drive
Fort Lauderdale, FL 33316
(800) 222-6543

We have reserved a number of rooms at the special HFMA rate of $209 single/double. Rooms are available on a first-come, first-served basis until Wednesday, September 25, 2013. Please mention HFMA when you make your reservation to ensure this special rate. Your reservation in the HFMA hotel allows us to fulfill our contractual obligations and provide HFMA educational programs at the lowest possible cost. You are responsible for making your own reservations, including changes and cancellations.

OUR IRONCLAD GUARANTEE
HFMA stands behind the quality of our programming. If you are not satisfied, we will gladly refund your money or provide you with a credit certificate toward any future HFMA National educational programs or select products. Contact HFMA directly at Three Westbrook Corporate Center, Suite 600, Westchester, IL 60154, Attn: Professional Development, or call (800) 252-4362. Please provide HFMA with your comments within two weeks of the program.

CPE CREDITS
Preconference workshops:
As indicated in session descriptions
Conference (including early riser, general sessions and breakouts): 15.5
Level: Intermediate
Type of Program: Group Live
Content Area: Specialized Knowledge & Applications
Prerequisites:
Basic Understanding of Healthcare Finance and Revenue Cycle Operations
Pre-work/prerequisites:
None, unless indicated in session description

Healthcare Financial Management Association (HFMA) Educational Foundation is registered with the National Association of the State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN 37219-2417 or by visiting the website: www.nasba.org.
1. BADGE INFORMATION (please print clearly)

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<th>Member #</th>
<th>Non-Member</th>
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**FIRST NAME / MIDDLE INITIAL / LAST NAME**

**JOB TITLE / EMPLOYER**

**TELEPHONE / MOBILE PHONE**

**ADDRESS (NO P.O. BOXES PLEASE)**

**CITY / STATE / ZIP CODE**

**E-MAIL ADDRESS / ALTERNATE E-MAIL ADDRESS**

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2. YES I’M COMING TO MAP EVENT.

**Preconference Workshops FOR YOU** Pick one free if you register by 8/15

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<tr>
<th>Sunday, October 27</th>
<th>MEMBER</th>
<th>NON-MEMBER*</th>
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<tr>
<td>8:00 – 12:00 PM PCW1</td>
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**Conference**

Includes all receptions, lunches, keynotes, and breakout sessions

$895 / $1,019*

*New to HFMA? Your registration includes free membership.

3. YES I’LL ATTEND THESE SESSIONS (choose one from each set of options)

**Early Riser HFMA Peer-Review® Sessions**

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<th>Monday, October 28</th>
<th>7:15 – 8:30 AM</th>
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<td>Tuesday, October 29</td>
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**Success Stories with MAP Awards Winners or MAP App Users**

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<th>Monday, October 28</th>
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4. TOTAL YOUR FEES

**TOTAL $ ____ Check enclosed** (payable to HFMA Educational Foundation)

Charge my: □ VISA □ MASTERCARD □ AMERICAN EXPRESS □ DISCOVER

**CARD NUMBER / EXPIRATION DATE / CARDHOLDER’S NAME / CARDHOLDER’S SIGNATURE**

5. RETURN THIS FORM

By Mail: HFMA Registration; 6063 Eagle Way; Chicago, IL 60678-1060
By Internet: complete online registration at hfma.org/mapevent
By Fax: (708) 531-0665
By Phone: (800) 252-4362, extension 2

Please check if you require any special accessibility or accommodations. A member of the HFMA staff will contact you after receiving your registration.
Working to improve your revenue cycle? This one’s for you!

Free Preconference Workshop.
REGISTER BY AUGUST 15
See page 9 for details.