

hfmaTM wisconsin chapter

2021 SPRING Virtual Conference

MAY 20-21, 2021



Welcome...

TO OUR SPRING CONFERENCE
& ANNUAL MEETING

Thank You to Our Platinum Sponsors:

BKD
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state


LJ ROSS
Associates

It has been quite an adventure over the last year. We had to cancel the 2020 Spring Conference due to safety concerns, and since then, much like so many companies across the country, we have done our business and hosted events virtually only. Like you, I miss seeing other members in person and anxiously await a time in which we can safely get together (hopefully sooner rather than later). Until then, we will continue to offer valuable and pertinent educational opportunities on a virtual platform. These have been trying times, but the resilience I have seen across the industry and the country gives me so much hope. Wisconsin HFMA is what it is today because of amazing members like you. Let's get together virtually in Spring for education, camaraderie, and an opportunity to meet the 2021 Wisconsin HFMA Board. I look forward to connecting with you in May.

*Matt Clark,
Vice President – Programs*

Join us! WEDNESDAY NETWORKING EVENT

Wednesday, May 19, 12:00-1:00pm

Join your colleagues for a chance to network and have some fun!

CONFERENCE Schedule

| Time | Day | Session# | Session Length | Session Topic | Speaker |
|---------------|----------|---|-----------------|---|----------------------------------|
| 8:15 - 9:30 | Thursday | President's Welcome & Opening Keynote – Session 1 | 1-Hour, 15 min. | The Fundamentals Of Meaningful Leadership | Paul Long |
| 10:00 - 11:00 | Thursday | General Session 2 | 1-Hour | Pricing Transparency - Beyond January 1, 2021 | Amy Tepp and Rochelle Dahmen |
| 11:30 - 12:30 | Thursday | General Session 3 | 1-Hour | Strategies to Maximize Your 340B Program | Tiffany Hetland |
| 12:30 - 1:30 | Thursday | Lunch | 1-Hour | | |
| 1:30 - 2:30 | Thursday | General Session 4 | 1-Hour | Patient Financing's Critical Role in Patient Collections | Taylor St. Eve and Jeff Stueland |
| 3:00 - 4:00 | Thursday | General Session 5 - H2O's | 1-Hour | Clinical Research Billing (CRB) Compliance – Financial Impact | Sarah Hull |
| | | | | Clinical Documentation Integrity: Its Role in Quality and Value | Jon Elion |
| | | | | Denial Prevention Using First Pass Yield As Your Success Measurement | Nicole Querio |
| 4:15 - 5:00 | Thursday | Awards & Recognition and Installation of Officers | 45 Min | Issue awards and recognize achievements of members followed by the swearing in of the 2021-2022 WI HFMA Board | |
| 9:30 - 10:30 | Friday | General Session 6 | 1-Hour | Engaging a Remote Team | Abby Abongwa and Tracy Dudek |
| 11:00 - 12:00 | Friday | Closing General Session 7 | 1-Hour | Margin Improvement: A Must in the COVID-19 Environment | Kevin Rash and Eric Rogers |

CONFERENCE Registration

Registration for this event will be accepted ONLINE ONLY. To register, visit: www.hfmawisconsin.com/wi-hfma-2021-virtual-spring-conference-annual-meeting.html
If you have any questions, contact Matt Clark at matthew.clark@froedtert.com - 414-777-0322

CONFERENCE RATES

Member Rate: \$35

Non-Member Rate: \$50

Provider Member Rate: Complimentary –
watch for an email with
a special registration code!

PAYMENT

Once registration is complete you may make your payment for registration fees online through Paypal. If you are paying by check, please make a copy of your registration and send it with payment to:

Mary Kaja
HFMA
P. O. Box 1604
Madison, WI 53701-1604

HFMA Refund Policy:
If registration is cancelled by May 17 you will be issued a full refund.

FUTURE Events

HFMA FALL CONFERENCE

September 15-17, 2021

Madison Marriott West,
Middleton, WI



WOMEN IN HEALTHCARE LEADERSHIP CONFERENCE

Friday, November 12, 2021

The Ingleside Hotel, Pewaukee, WI



CONFERENCE Topics

THURSDAY, MAY 20

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|----------------|------------------------------|--|
| 8:15 – 8:30 am | President's Welcome | <i>Steve Backus, Johnson Financial Group</i> |
| 8:30 – 9:30 am | Keynote Speaker Session 1 | <i>"The Fundamentals of Meaningful Leadership" Paul Long, Speaker, Author, Podcaster Midwest Speakers Bureau, Inc.</i> |

Businesses across the globe are actively seeking answers in how to create an engaged workforce with a meaningful organizational culture. Contrary to popular belief, everyone is motivated by something, even millennials! In this program, Paul Long introduces his concept of Fundamism while explaining how it can help combat negativity in the workplace, improve customer experience and promote employee satisfaction. The Fundamism philosophy can be applied by all, so motivation is ultimately created not only from the top down, but the bottom up. As a result, this 60-minute keynote is ideal for organizations looking to empower their team while promoting individual accountability in creating workplace fulfillment. Participants can expect to leave this experience feeling inspired and empowered with clarity in the role each individual has in creating their own happiness. By looking internally rather than placing blame elsewhere, employees will take greater initiative and an increased sense of pride in achieving desired outcomes.

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| 10:00 – 11:00 am | Session 2 | <i>"Pricing Transparency - Beyond January 1, 2021" Rochelle Dahmen, Healthcare Consulting Manager and Amy Tepp, Partner – Eide Bailly</i> |
|------------------|-----------|---|

Price transparency appears to be here to stay. Are you in compliance with the requirements? We will talk about how you can take what you have learned as a result of this compliance requirement and apply this data into an overall pricing strategy for your organization.

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| 11:30am – 12:30 pm | Session 3 | <i>"Strategies to Maximize Your 340B Program" Tiffany Hetland, Partner – Husch Blackwell LLP</i> |
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This session will provide a brief overview of the current Federal 340B Drug Pricing Program requirements. We will look at the current regulatory landscape, provide recommendations for monitoring program compliance, discuss HRSA Audit information and identify opportunities to leverage your organization's 340B Program.

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|-----------------|-----------|--|
| 12:30 – 1:30 pm | LUNCH | |
| 1:30 – 2:30 pm | Session 4 | <i>"Patient Financing's Critical Role in Patient Collections" Taylor St. Eve, SVP Patient Financing, System Director – Commerce Bank and Jeff Stueland, System Director – SSM Health</i> |

Access to affordable healthcare has been a formidable concern as payment liability continues to shift to patients. This is especially true as the effects of the pandemic exacerbate the financial burden on both patients and providers. It has become increasingly important for healthcare providers to meet patients at their point of need, both clinically and financially. This webinar explores why offering patients convenient, accessible long-term payment plans is essential to your organization's success.

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| 3:00 – 4:00 | H2O Sessions – Session 5 | |
| 3:00-3:20 pm | | <i>"Clinical Research Billing (CRB) Compliance – Financial Impact" Sarah Hull, Managing Director – Ankura</i> |

Successfully operating a clinical research program is a complex task. Ensuring that your organization is accurately billing for and comprehensively capturing revenue associated with the clinical research program can be especially daunting. Accurate billing for research-related items, services and procedures is dependent on a thorough understanding of study documentation and building policies, procedures and protocols to guarantee your organization has a financially successful clinical research program. This presentation will show how successful clinical research billing (CRB) revolves around effective communication and that the rules are properly interpreted and applied.

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| 3:20-3:40 pm | | <i>"Clinical Documentation Integrity: Its Role in Quality and Value" Jon Elion, MD, FACC, Chief Innovation Officer – ChartWise Medical Systems</i> |
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The goal of this presentation is to review the importance all aspects of documentation and to highlight common metrics used to assess and improve CDI programs especially with regard to quality and value.

CONFERENCE *Topics* (CONTINUED)

3:40-4:00 pm

“Denial Prevention Using First Pass Yield As Your Success Measurement”

Nicole Querio, Director of Customer Experience – efficientC

In this presentation we will discuss how to leverage the data and tools available to you to improve denial prevention along with how to change revenue cycle measurements to focus on First Pass Yield rate (claims paid on first submission) vs. using clean claim rate as well as how to change the conversation on denials away from the clean claim rate fallacy. I will help you understand common scenarios that can help improve your first pass yield rate.

4:15 – 5:00pm

Awards & Recognition and Installation of Officers and Board Members

Issue awards and recognize achievements of members followed by the swearing in of the 2021-2022 WI HFMA Board.

FRIDAY, MAY 21

9:30 – 10:30 am

Session 6

“Engaging a Remote Team”

*Tracy Dudek, COO – State Collection Service, Inc.
Abby Abongwa, VP, Revenue Cycle – UW Health*

Revenue cycle leaders have needed to quickly adapt to significant upheaval from the COVID-19 pandemic, not the least of which are the changes to the workforce. As we've adapted and managing a remote workforce has become the new standard, leaders need to effectively engage and manage their team – whether remotely, in the office or a hybrid. At the same time, we must ensure office safety for those who are unable to work remotely while creating a strategy to return to the office when appropriate. State and University of Wisconsin Health leaders will share the technologies, communication strategies and other steps implemented to achieve these goals. This includes:

- Video and online chat to keep teams connected while physically dispersed
- Leadership communication plan to ensure consistent flow of accurate information
- Internal social media platform to host fun, team building activities
- Maintaining use of productivity tracking and quality tools, including a detailed score card, to ensure consistent performance regardless of employee location.
- Social distancing and disinfection protocols for office-based staff
- Criteria to determine which staff are prioritized to return to the office when appropriate, even in the midst of a highly fluid and unpredictable global pandemic, revenue cycle leaders can effectively engage and manage their team to ensure organizational goals are achieved.

11:00 am – 12:00 pm

Session 7

“Margin Improvement: A Must in the COVID-19 Environment”

*Kevin Rash, Director – BKD, LLP and
Eric Rogers, Director – BKD, LLP*

For years hospitals across the nation have struggled with declining margins and potential closures. These financial pressures were compounded when COVID swept across the US and significantly reduced hospital revenues. Passage of the CARES Act provided hospitals with millions in cash injections to help weather the storm and adapt to a new operating environment. As funding comes to a close and executives shift focus back to margins, a new normal is taking shape. Join BKD as we discuss ways hospitals are implementing cost management and revenue generating strategies in a post-COVID environment.

**Thank You
TO OUR COMMITTEE
MEMBERS:**

Matt Clark – VP Programs
Kyle Kovacevich – Chair
Zach Zahedi – Vice Chair
Leslie Claas – Planning Committee Member
Eric Lopata – Planning Committee Member
Melinda Mastel – Planning Committee Member
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