

2017 *HFMA Fall Conference*

September 13-15, 2017

Premier Park Hotel

Madison, WI



Thank You To Our Platinum Sponsors

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Conference Highlights



Golf at Hawks Landing

Wednesday, September 13, 2017
Tee Times: 11:00 am - 12:30 pm

Designed by John Harbottle III, the 18 hole championship course was constructed with bent grass tees, greens and fairways. A limited number of golfers will be accommodated so register today.

Welcome Reception

Wednesday, September 13, 2017
6:00 - 9:00 pm

Brocach Irish Pub, 7 W. Main Street, Madison

New Enhanced Networking Opportunity

All members are invited to join us on Wednesday evening for our social event at the Brocach Irish Pub on the Capitol Square to "mix & mingle" with your colleagues. Even if you can't attend the Conference, this is your opportunity to say hello and join us for cocktails & appetizers. You do not need to register for the Conference to attend this event only. Hope to see you there!

Opening Keynote

Thursday, September 14, 2017
8:15 - 9:30 am

"How to Become A Born Leader"

Billy Riggs, Master of Enchantment, Entertainment & Empowerment

Dinner Keynote

7:00 pm

"The Power of a P.M.A. (Positively Magical Attitude)!"

Billy Riggs

Early Riser Coffee & Mentorship Program

Friday, September 15, 2017
8:00 - 9:00 am

Come join us for coffee and continue your participation in the mentorship program. New to the program, no problem. Join us to learn more.

Thank You to Our Committee Members

Leslie Claas, VP Programs

Matt Clark, Program Chair;

Art Mertig, Vice Chair

Mark Herder, Social Chair



Premier Park Hotel

Book your room By August 28th!

Rooms are reserved on a first come first served basis and are limited.

Room Reservations

Make your hotel reservation right away to ensure you receive the best rates. Contact the hotel direct at 608-285-8000 or 800-279-8811. Let them know you are with the Healthcare Financial Management Association (HFMA).

Room Rates

- Room Rates: \$139 single/double
- Room Rates: \$174 suites

(Parking at the hotel is \$10 per day for overnight guests; or \$2/hour if not staying overnight)

Check In / Check Out

- Check in is at 4:00 pm
- Check out is at 11:00 am



Upcoming Events

Lead Like A Girl 4.0

November 10th, 2017
Sheraton Milwaukee
Brookfield, WI

Mega Conference

January 15th – 17th, 2018
Kalahari Resort
Wisconsin Dells, WI

Annual Meeting

May 16-18, 2018
InterContinental Hotel
Milwaukee, WI

Conference Registration

Conference Rates

Member Rates

- Full Program \$195
- One Day Only \$150
- Wednesday Night Guest \$50
- Thursday Night Guest \$100

Non-Member Rates

- Full Program \$275
- One Day Only \$190
- Wednesday Night Guest \$50
- Thursday Night Guest \$100

Registrations

Registration for this event will be accepted ONLINE ONLY!! To register, visit <http://www.hfmawisconsin.com/2017-wi-hfma-fall-conference.html>

Once registration is complete: Payment for all registration fees can be made online through PayPal. If paying by check make a copy of your registration and send it with the check to:

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

Sponsor Registration: If you are a sponsor of HFMA Wisconsin, you were emailed free program certificate numbers. To use these certificates, please register online at <http://hfmawisconsin.com/Events.html> and select the "Sponsor (Free Certificate)". To view the HFMA Wisconsin sponsor listing for information on complimentary program registration, visit <http://hfmawisconsin.com/Sponsors.html>

HFMA Refund Policy: A full refund of the registration fee, less a \$25 processing charge will be granted if a cancellation is received up to 5 days prior to the meeting. A 50% refund, less a \$25 processing charge will be granted up to 48 hours prior to the meeting. Substitutions with the same organization are allowable. Refunds will be made to the account fund issuing the check. Exceptions to this policy may be allowed at the discretion of the VP of Programs in consultation with the Program Chair and the President of the Wisconsin HFMA Chapter.



Golf at Hawk's Landing

Hawk's Landing Golf Club
88 Hawks Landing Circle
Verona WI, 53593
Phone: (608) 848-4295

\$70.00 for 18 holes
(includes green fees, cart, practice balls, and prizes)
Tee times range from 11:00 a.m. - 12:30 p.m.

Lunch and beverages are on a cash basis

Golf Registration Deadline: Wednesday, August 30th

Registration is only being accepted online at:
<http://www.hfmawisconsin.com/2017-wi-hfma-fall-conference.html>

(You will be contacted with your actual tee time and pairing. Questions regarding golf should be directed to Brad Taylor at bradt1029@hotmail.com or 262-696-4053. Please note, a limited number of golfers will be accommodated.)

The 18-hole championship course was constructed with bent grass tees, greens and fairways. The course challenges all players with 65 bunkers, water features on 9 holes and native grass areas to contend with throughout. Hawks Landing has five sets of tees and provides enjoyable play for all golfing abilities.

Conference Schedule

Casual attire is appropriate.
11.00 HFMA Certification Credit Hours

Wednesday, September 13th

11:00 am - 12:30 pm Golf Event	Golf at Hawk's Landing Golf Club
6:00 - 9:00 pm	Welcome Reception - Brocach Irish Pub (7 W. Main Street, Madison) New Enhanced Networking Opportunity All members are invited to join us on Wednesday evening for our social event at the Brocach Irish Pub on the Capitol Square to "mix & mingle" with your colleagues. Even if you can't attend the Conference, this is your opportunity to say hello and join us for cocktails & appetizers. You do not need to register for the Conference to attend this event only. Hope to see you there!

Thursday, September 14th

7:30 - 8:00 am	Continental Breakfast and Registration
8:00 - 8:15 am	President's Welcome - Pam Ott, HFMA-WI President
8:15 - 9:30 am Keynote Speaker	 <p>"How to Become A Born Leader" Billy Riggs, Master of Enchantment, Entertainment & Empowerment. Climb the "Leadership Pyramid" through 6 distinct stages! Bosses are a dime a dozen; leaders are priceless. Employees obey bosses only because they fear they will be rendered more miserable if they disobey than if they obey. Morale suffers, key people depart and productivity sags. But a genuine leader inspires team members to want to do their work. Employees follow true leaders out of respect and admiration. They work out of a sense of shared ownership of goals and passion for the fulfillment of a noble mission. Learn the keys to climbing the "Leadership Pyramid" through six distinct stages (while laughing through an entertaining and fun program) and begin the rewarding journey from mere boss to leader.</p>
9:30 - 9:45 am	Break
9:45 - 10:45 am Breakout Sessions	<p>Breakout Session 101: "Legal and Regulatory Update - 2017" Todd Nova & Joe Krause, Hall Render 2017 has seen a flurry of proposed and final rules affecting provider operations. This presentation will focus on details and strategic implications of the most important reimbursement-related issues including: 1) provider-based status; 2) the 340B Program; 3) rural to urban reclassification; and 4) RHC reimbursement.</p> <p>Breakout Session 102: "State/Federal Legislative Update & How YOU Can Impact The Process" Jenny Boese, WI Hospital Association Hear about key health care issues pending at the state and the federal levels and understand why public policy engagement matters. You will learn fundamental ways you can have an impact on public policy.</p>
10:45 - 11:00 am	Break

11:00 - Noon
Breakout Sessions
Continued

Breakout Session 201: "Health Care Forensics Data Mining"

Lanny Morrow, Senior Data Scientist BKD, LLP

Fraud can wreak havoc on organization financial performance and undermine business objectives. No business is immune from the risks associated with fraud, and health care organizations have some unique and rampant risks for fraud and embezzlement. With stories from the trenches and often overlooked prevention tips, you will be simultaneously educated and entertained during this fast-paced program designed for those with or without an accounting background. Detection of fraud can be a difficult issue, but forensic data mining is a cutting-edge method of detection combining behavioral analytics, mathematical models, analytical tools, and data visualization to identify unusual patterns and "red flags", particularly in accounts payable, vendor and payroll data – but also in textual data such as email, social media, internet activity, hotline data, and performance reviews.

Breakout Session 202: "I Am More Than My Balance"

Patrick Maurer, President Apex Revenue Technologies

Just as everyone has a very personal healthcare experience, each has different financial needs and preferences that affect how, when and if they pay their bill. In this session we'll cover how patient preferences diverge based on fundamental differences, how to leverage that insight to tailor financial communications throughout the journey, using empathy to build loyalty and side-by- side comparisons of providers that illustrate the financial impact of personalization.

Noon - 1:30 pm

Lunch

1:30 - 2:30 pm
Breakout Sessions

Breakout Session 301: "Wellness Works"

Nancy Alstad, Director-Human Resources Fort HealthCare

This session will address the design and implementation strategy of wellness programs along with incentives for participation and continuing engagement tactics. Learn the recognition of cost savings and impact to benefit programs.

Breakout Session 302: "Patient Access New Service Model: Cross-training to Create a One Stop Shop for Patients"

Sherry Evenson, MBA, FHFMA, System Director Patient Access, Aspirus, Inc.

Learn how utilizing the Lean Six Sigma process can be effective in rolling out point of service collection. We'll also address how bringing financial counseling under Patient Access unifies collection efforts and how reducing FTEs results in an enhanced patient experience.

2:45 - 3:45 pm
Breakout Sessions

Breakout Session 401 - "Accounting & Audit Standards Update"

Michael Peer, CPA, CFE, CHC CliftonLarsonAllen LLP

Learn about the accounting standards that are effective in upcoming years and understand the potential impact of exposure drafts and other projects in accounting and auditing. You will learn how to develop methods for assessing the impact of new and emerging standards for a health care organization.

2:30 - 4:30 pm
Epic Tour

Breakout Session 402 - Epic Tour

Board a Badger Coach for a ride to the Epic Campus in Verona for a tour of this extremely unique environment. Epic's campus fosters creativity, teamwork, and innovation. While designing this campus, the main goal was to help employees be as productive as possible, which in turn helps Epic serve their customers better. Epic was also determined to be cost conscious and environmentally sensitive. Your tour guide will show you the sights, from the themed conference rooms to the slide!
(Session is limited to the first 40 registrants)

5:00 pm	Cocktail Reception
6:00 pm Dinner	Dinner
7:00 pm Keynote Speaker	<p>KEYNOTE SPEAKER BILLY RIGGS – “The Power of a P.M.A. (Positively Magical Attitude)!”</p> <p>This unique and energetic combination of entertainment, comedy, and enlightenment allows world-class illusionist Billy Riggs to demonstrate how attitude and performance are inextricably linked, and motivate you to turn your new attitude into profitable action.</p>

Friday, September 15th

8:00-9:00 am	Early Riser Coffee & Mentorship Program Come join us for coffee and continue your participation in the mentorship program. New to the program, no problem. Join us to learn more.
9:00 - 9:30 am	Hot Plated Breakfast
9:30 - 10:30 am General Session	<p>“Everything a Health Care Executive Needs To Know About the Anti-Kickback Statute” Stacy Gerber Ward, von Briesen & Roper &; Matthew D. Krueger, Assistant U.S. Attorney</p> <p>This presentation will cover the legal foundations of the federal Anti-Kickback Statute, recent studies on the impact of kickbacks on health care providers, trends in the enforcement of the Anti-Kickback Statute, and the potential legal exposure for healthcare executives related to kickbacks.</p>
10:30 - 10:45 am	Break
10:45 - 11:45 am Closing Session	<p>“Succession Planning” “Leadership Workshop: Effective Feedback” Stacey McCreery, President ROI Search Group, LLC</p> <p>Stacey will present: Retaining Staff; Personal Development and Goal Planning</p>
11:45 am	Be sure to stay for your chance to win great door prizes: Must be present to win!

Where | Meets
Passion | Purpose

“Carol Friesen, National Chair, HFMA”

HFMA Wisconsin

c/o Mary Kaja
PO Box 1604
Madison, WI 53701-1604

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