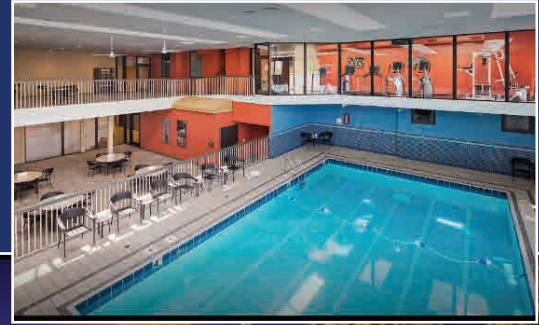


# HFMA

## 2019 Fall Conference

hfma™  
wisconsin chapter



September 18 - 20, 2019  
Park Hotel

22 S. Carroll Street  
Madison, WI

*Thank You To Our Platinum Sponsor*



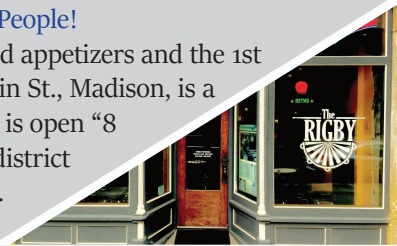
# Conference Highlights

September  
18  
6:30 pm

## Networking Event at The Rigby Pub Great Beer! Great Food! Great People!

Please join us on Wednesday, September 18 for a networking event with drinks and appetizers and the 1st Annual Wisconsin HFMA Trivia Night at The Rigby! The Rigby Pub and Grill, 119 E Main St., Madison, is a neighborhood pub with a classic rock themed, relaxed atmosphere. The Beatle-themed pub is open “8 Days a Week.” The Rigby is conveniently located in the heart of downtown Madison’s historical district on the Madison isthmus less than a block from the Capitol building and an easy walk from our hotel.

*Please join us from 6:30 – 9:30. Trivia Night starts at 7:00!*



September  
19  
8:15 am

## Keynote Speaker: “The Pancake Principle” Patrick Henry

The Pancake Principle - Like making perfect pancakes, creating an extraordinary customer experience requires preparation, skill, focus, patience and timing. In this program, named after his book The Pancake Principle, Seventeen Sticky Ways to Make Your Customers Flip for You, Patrick shows how to create excellence in business and in life. We all have customers. Whether we are in sales or education, HR or administration, the ones who rise to the top are the ones who can turn customers into fans.



September  
19  
6:30 pm

## Evening Entertainment: Patrick Henry

Patrick Henry returns as the “Married Man” – a side of him that is hilarious, entertaining, and highlights his musical talents as a songwriter and entertainer. Sit back, relax, and enjoy the skyline views of the Capitol building while being regaled by a man that is featured on a comedy album alongside Jeff Foxworthy, Steve Martin, Larry the Cable Guy, and Jeanne Robertson.



September  
20  
8:00 am

## Early Riser Coffee Hour

Perhaps you are a new member, new to healthcare, or ready to take your career to the next level and would like to be mentored. Maybe you are a healthcare veteran, finance leader, or looking for a way to give back to your organization and industry by being a mentor. If you fall in this spectrum, come join the officers of the chapter for coffee and jump start your participation in the mentorship program.



September  
20  
9:30 am

## Brunch & Learn: “Organizational Culture and its Relationship to Information Security and Compliance”

**Charlie Snyder, Sr. Managing Consultant, BKD**

Culture can have a powerful influence not only on information security risk management and controls design, but also in establishing and maintaining an environment that encourages compliant and responsive behaviors throughout the organization. The objective of this presentation is to provide the attendees with an understanding of how an organization’s culture can have an oversize impact in maintaining information security and its related compliance requirements.







## Park Hotel

### Room Reservations

Contact the hotel direct at 608.285.8000 to make your hotel reservations. Let them know you are with the Healthcare Financial Management Association (HFMA). Use this link to make your reservations online: [https://www.bestwestern.com/en\\_US/book/hotel-rooms.50061.html?groupId=H76TS9L8](https://www.bestwestern.com/en_US/book/hotel-rooms.50061.html?groupId=H76TS9L8)

***Book Your Room by September 1, 2019***

### Room Rates

Room rates are \$149 for a single/double room.

(The hotel offers guaranteed overnight valet parking for \$15 per day and hourly parking for \$3 per hour up to \$30 per day. For additional parking you can use the Capitol Square South Ramp at the corner of Main & Fairchild Streets.)

### Check In / Check Out

- Check in is at 3:00 pm
- Check out is at 12:00 pm

**Book your room as soon as possible to receive the best rate!**

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

[www.hfmawisconsin.com/wi-hfma-2019-fall-conference.html](http://www.hfmawisconsin.com/wi-hfma-2019-fall-conference.html)

## Thank You to Our Committee Members

Matt Clark – VP Programs; Brittany Tillman – Program Chair

Kyle Kovacevich – Program Vice Chair

Leslie Claas – VP Programs Emeritus and Program Committee Member

Eric Lopata – Program Committee Member; Art Mertig – Program Committee Member

Mark Herder – Social/Networking Chair

### Upcoming Events



#### Women in Healthcare Leadership Conference

November 8, 2019

The Ingleside Hotel

(formerly The Country Springs Hotel)  
Pewaukee, WI

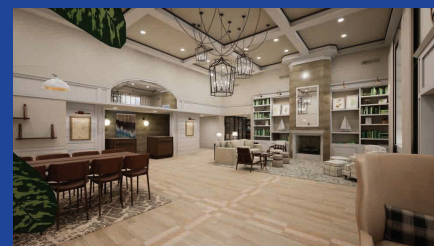


#### Mega Conference

January 15 - 17, 2020

Kalahari Resort

Wisconsin Dells, WI



#### Spring Conference & Annual Meeting

May 13-15, 2020

The Ingleside Hotel

Pewaukee, WI

# Conference Registration

## Conference Rates

### Member Rates

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

### Non-Member Rates

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

## Registration

Registration is only being accepted online at <http://www.hfmawisconsin.com/wi-hfma-2019-fall-conference.html>

If you have any questions, contact Matthew Clark at 414-777-0322 or email at: [matthew.clark@froedtert.com](mailto:matthew.clark@froedtert.com).

## Payment

Once registration is complete you may make your payment for all 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:** 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.

## Sponsor Registration

If you are a sponsor of HFMA Wisconsin, you were e-mailed free program registration certificate numbers. To use these certificates, please register online at <http://www.hfmawisconsin.com/wi-hfma-2019-fall-conference.html> and enter your certificate number in the box provided.

## Networking Event at The Rigby Pub

Great Beer!  
Great Food!  
Great People!





# Conference Schedule

Casual attire is appropriate.  
10 HFMA Certification Credit Hours

## Wednesday, September 18th

6:30 - 9:30 pm



### Networking Event at The Rigby Pub

Great Beer! Great Food! Great People!

Please join us on Wednesday, September 18, for a networking event with drinks and appetizers and the 1st Annual Wisconsin HFMA Trivia Night at The Rigby! The Rigby Pub and Grill, 119 E Main St., Madison, is a neighborhood pub with a classic rock themed, relaxed atmosphere. The Beatle-themed pub is open “8 Days a Week.” The Rigby is conveniently located in the heart of downtown Madison’s historical district on the Madison isthmus

less than a block from the Capitol building and an easy walk from our hotel. **Please join us from 6:30 – 9:30. Trivia Night starts at 7:00!**

## Thursday, September 19th

7:30 - 8:00 am

Continental Breakfast and Registration

8:00 - 8:15 am

President’s Welcome - Matt Streeter, HFMA-WI President

8:15 - 9:30 am  
Keynote Speaker



### “The Pancake Principle”

**Patrick Henry, Author, Songwriter, Keynote Speaker**

Like making perfect pancakes, creating an extraordinary customer experience requires preparation, skill, focus, patience and timing. In this program, named after his book *The Pancake Principle, Seventeen Sticky Ways to Make Your Customers Flip for You*, Patrick shows how to create excellence in business and in life. We all have customers. Whether we are in sales or education, HR or administration, the ones who rise to the top are the ones who can turn customers into fans.

9:30 - 9:45 am

Break

9:45 - 10:45 am  
Breakout Sessions

### Breakout Session 101: “The Patient Access Equation: Supporting Mission and Margin”

**Kelli Jenkins, Research Analyst, Healthcare Business Insights**

There is a lot to be excited about in patient access right now. Technology and market pressure are driving providers to create compassionate, quality experiences from the moment patients walk through the door—and even before. While providers must be cognizant of advances in patient-facing technology and vigilant of securing balances, patient access leaders are also becoming the vanguards of financial assistance. These trends are creating a compelling intersection of margin and mission and beg the question: How can your organization meet these challenges? The answers lie in a strategic approach that is not light on process details, while keeping the big picture in sight. During this presentation, HBI research and data come together to show how real industry examples are bringing results in patient access.

<p><b>9:45 - 10:45 am</b> <b>Breakout Sessions</b> <b>Continued</b></p>	<p><b>Breakout Session 102: “Path to Leadership Excellence”</b> <b>Paul Bulski, Leadership Development Manager, Advocate Aurora Health</b> Paul will talk about what they’ve done in the past few years at Advocate Aurora to launch the three levels of leadership development programs for audiences from brand new Supervisors to SVP. He will address how they identified the needs in the organization, tied all content to their then newly released Aurora Leadership Expectations, and lessons they learned that they are now incorporating into the two new Advocate Aurora Health programs that will kick off in August and September.</p>
<p><b>10:45 - 11:00 am</b></p>	<p><b>Break</b></p>
<p><b>11:00 - Noon</b> <b>Breakout Sessions</b></p>	<p><b>Breakout Session 201: “Accounting and Audit Standards Update”</b> <b>Amy Vehrs, Manager, CLA and Nick Borden, Senior Associate, CLA</b> In this session you will learn about accounting and audit standards effective in current and upcoming years along with updates and implementation guidance for Leasing and Revenue Recognition standard changes. This will help you understand the impact of new standards as they relate to financial reports, covenant calculations and key performance indicators.</p> <p><b>Breakout Session 202: “Benchmark to Budget: Collaborating to Find the Best Department Labor Standard”</b> <b>Dan Carcioppolo, National Director-Labor Solutions, Premier Inc.</b> Benchmarking in the labor space has always been a very tactical exercise - Data in and data out. In this session we are going to take a deeper dive into the emotional requirements to engage your department leaders and get buy-in while identifying reasonable and achievable targets that will benefit the organization. Labor benchmarking does not always have to be filled with unrest. When everyone comes together for the better of the organization, it could elevate your leaders to determine how efficient your business units operate.</p>
<p><b>Noon - 1:00 pm</b></p>	<p><b>Lunch</b></p>
<p><b>1:00 - 2:00 pm</b> <b>Breakout Sessions</b></p>	<p><b>Breakout Session 301: “Technology to Engage a Digital Native Workforce: Communication Tools for Effectively Motivating and Retaining a New Generation of Employees”</b> <b>Tracy Dudek, Chief Operating Officer, State Collection Service Inc</b> Productive, motivated, and engaged employees result in higher patient satisfaction levels, ultimately leading to a positive impact on a healthcare provider’s bottom line. In today’s technologically-driven environment, how do revenue cycle leaders meet the challenge of interacting with a generation of employees that prefers to communicate digitally? During this session, we will explore the use of gamification from two important measurements: employee retention and productivity. As background, we will discuss the challenges of recruiting the digital generation and explore the retention rates before and after gamification. The case study will explore standard productivity measurements and others which measure patient satisfaction.</p> <p><b>Breakout Session 302: “Politics, Policy and Healthcare: How Decisions in Madison and Washington Impact You”</b> <b>Kyle O’Brien, SVP Government Relations, Wisconsin Hospital Association</b> Attendees will learn how the 2018 elections have impacted governing in Madison and Washington, understand how policies passed by state elected officials impact healthcare operations and learn what issues remain on the horizon for federal and state lawmakers.</p>
<p><b>2:00 - 2:15 pm</b></p>	<p><b>Break</b></p>
<p><b>2:15 - 3:15 pm</b> <b>H2O Talks</b></p>	<p><b>2:15 - 2:35 pm: “HFMA All-Inclusive Membership, Certification Opportunities, and Upcoming Chapter Events”</b> <b>Matt Streeter, WI-HFMA President, Brittany Tillman, WI-HFMA Membership Co-chair, Matt Clark, WI-HFMA VP Program</b> Matt Streeter, President of the Wisconsin Chapter of HFMA, will begin this session by covering the new membership structure and what is now included in the annual dues. Brittany Tillman, Co-Chair of the Membership Committee, will provide updates on current membership statistics and additional opportunities which include potential certifications available to all members now. Matt Clark, VP of Programs, will wrap up with a brief overview of events on the horizon for the chapter.</p>

<b>2:15 - 3:15 pm</b> <b>H2O Talks</b> <b>Continue</b>	<p><b>2:35 - 2:55 pm: “Revenue Integrity: Best Practices and Benefits of a Dedicated Department”</b>  <b>Grant Messick, Founder/CEO, Atlas Revenue Cycle Consulting</b>  Revenue Integrity departments, resources, and workflows have come under focus in recent years. As they have taken shape, multiple different variations have emerged. Leading health systems are making investments in revenue integrity, adding it to their financial and revenue cycle strategic roadmaps, but why? What is the impact on the system, what kind of resources are required, and how are they executing on this vision?</p> <p><b>2:55 - 3:15 pm: “Statement Redesign and Payment Plan Reform”</b>  <b>Jacob Rouse, Team Leader – Patient Financial Services, Bellin</b>  Jacob will address statement redesign and payment plan reform projects that Bellin has executed over the last year which have delivered tremendous results.</p>
<b>3:15 - 3:30 pm</b>	<b>Break</b>
<b>3:30 - 4:30 pm</b> <b>General Session</b>	<p><b>“Coaching the High Performer”</b>  <b>Mark Robison, CPA, CEOGroup</b>  You depend on them. You expect them to perform. They almost always come through. You don’t want to lose them. They drive you crazy. They may make you uncomfortable. They require very little management, but they make demands on your time. They are high performing employees. How do you keep them? How do you help them grow? How do you coach the high performing employee? This session will help you identify and coach the high performing employee. You will learn to deal with the positives, the negatives (yes, there may be a few) and the characteristics of the high performing employee. We will explore how you can keep them, grow them and coach them.</p>
<b>5:00 pm</b>	<b>Cocktail Reception</b>
<b>6:00 - 8:00 pm</b>	<b>Dinner and Evening Entertainment</b>

## Friday, September 20

<b>8:00 - 9:00 am</b>	<p><b>Early Riser Coffee &amp; Mentorship Program</b>  <b>Kathleen Olewinski, UWM</b>  Perhaps you are a new member, new to healthcare, or ready to take your career to the next level and would like to be mentored. Maybe you are a healthcare veteran, finance leader, or looking for a way to give back to your organization and industry by being a mentor. If you fall in this spectrum, come join the officers of the chapter for coffee and jump start your participation in the mentorship program.</p>
<b>9:00 - 9:30 am</b>	<b>Hot Plated Breakfast</b>
<b>9:30 - 10:30 am</b>	<p><b>Brunch &amp; Learn: “Organizational Culture and its Relationship to Information Security and Compliance”</b>  <b>Charlie Snyder, Sr. Managing Consultant, BKD</b>  Culture can have a powerful influence not only on information security risk management and controls design, but also in establishing and maintaining an environment that encourages compliant and responsive behaviors throughout the organization. The objective of this presentation is to provide the attendees with an understanding of how an organization’s culture can have an oversized impact in maintaining information security and its related compliance requirements.</p>
<b>10:30 - 10:45 am</b>	<b>Break</b>
<b>10:45 - 11:45 am</b> <b>Closing General Session</b>	<p><b>“Payer Panel-Trending Topics in Healthcare from the Payer’s Perspective”</b>  <b>Quartz, Security Health Plan, The Alliance ad NeuGen (WEA Trust/Health Tradition)</b>  Join us as representatives from payer organizations around the state discuss the changing landscape for payers and what healthcare providers might expect to see in the coming year. With many years of experience across several different organizations, the panel will offer invaluable information to all those in attendance.</p>
<b>11:45 am</b>	<p><b>Door Prize Giveaway</b>  Be sure to stay for your chance to win great door Prizes - Must be Present to Win!</p>

## HFMA Wisconsin

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

# HFMA

## 2019 Fall Conference

hfma<sup>®</sup>  
wisconsin chapter



September 18 - 20, 2019

Thank You To Our Platinum Sponsor

