

hfma™
wisconsin chapter

2023
SPRING CONFERENCE & ANNUAL MEETING

May 17-19, 2023

Hilton Appleton Paper Valley

333 W College Avenue
Appleton, Wisconsin 54911



Thank you to our Gold Sponsor

 **state**

Conference Highlights

NETWORKING EVENT

Wednesday, May 17th, 6:00pm-9:00pm

Join WI HFMA for appetizers and drinks at the Leg Lamp Lodge. The Leg Lamp Lodge offers a warm relaxing space full of throwback furniture and accessories. Enjoy the venue's selection of nostalgic music or some friendly competition over retro board games while socializing with other Conference attendees.



KEYNOTE SPEAKER

Jennifer Ott, Jennifer Ott Consulting, Inc.

Thursday, May 18th, 8:15am-9:30am

Effective Time Management

Join us to understand the need for better time and resource management and important techniques you can begin implementing immediately. Learn how to prioritize tasks and optimize time as well as how to set appropriate goals, manage waste and avoid burnout. This session has something for everyone.

Thursday, May 18th, 3:30pm-4:30pm

Powerful Decision Making

In order to become a better leader, more effective in your role and further your business knowledge, it is critical to become a strong decision-maker. This session is based on proven techniques from Harvard Business School in becoming a better decision-maker and having greater influence in your organization.

EARLY RISER COFFEE HOUR & MENTORSHIP PROGRAM

Friday, May 19th, 8:00am-9:00am

Kathleen Olewinski, UWM

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.



WHA ADVOCACY REPORT

Friday, May 19th, 10:45am-11:45am

Kyle O'Brien

Wisconsin Hospital Association will present on midterm elections, the annual state budget and legislative issues that will impact the future of healthcare in Wisconsin, as well as WHA's lobbying efforts and how WHA members can assist in this process.

Hilton Appleton Paper Valley



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Appleton, WI 54911

ROOM RESERVATIONS

Book your room by April 18, 2023

Make your hotel reservation right away to receive the best rates. Contact the hotel directly at 920-733-8000 and let them know you are with the HFMA 2023 Annual Meeting or book your room online with this link: <https://bit.ly/WIHMFAroomblock>.

Room Rate

Room rate is \$135 Single/Double

Check in / Check out

Check in is at 3:00pm
Check out is at 11:00am

UPCOMING EVENTS



HFMA Fall Conference

September 21-23, 2023

Virtual



THE
INGLESIDE
HOTEL

Women in Healthcare Leadership Conference

Friday, November 10, 2023

The Ingleside Hotel
Pewaukee, WI

Conference Registration

REGISTRATION

Registration for this event will be accepted **ONLINE ONLY**.

To register, visit: <https://bit.ly/WIHFMASpring23>

If you have any questions, contact Art Mertig at mertigart@gmail.com or 715-413-0779

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:

WI HFMA
563B Carter Court
Kimberly, WI 54136

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 direction of the VP of Programs in consultation with the Program Chair and the President of the Wisconsin HFMA Chapter.

CONFERENCE RATES

Member Rates		Non-Member Rates	
Full Program	\$195	Full Program	\$250
One Day Only	\$150	One Day Only	\$185
Guest	\$50	Guest	\$50

Provider Members may use their special discount rate for In-Person attendance.

PARKING INFORMATION

Parking is available conveniently across the street from the hotel at the city owned parking ramps. Ramp rates are \$6 for every 24 hours you stay parked in the ramp (pay in ramp each time you exit). Paid validation is available in the Midtown Ramp for guests with a room reserved at the hotel only (\$12 per night for unlimited in/out privileges, good until 5pm next day). There will be a \$50 charge for lost tickets. The hotel is not responsible.

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 (<https://link.edgepilot.com/s/b0fd510e/1uaJ5pQVckinYuI0F5Z1KQ?u=https://cvent.me/nPz4yq>) and enter your certificate number in the box provided.

A separate form will be sent to Sponsors to register for a booth space.



Thank you to our Committee Members

Art Mertig
VP Programs

Kyle Kovacevich
Spring Conference Chair

Colleen Nolan
Communications Chair

Jacqueline Freeman
Planning Committee Member

Leslie Claas
Planning Committee Member

Matthew Clark
Planning Committee Member

Shelby Netz
Planning Committee Member

Eric Lopata
Planning Committee Member

Aimee Smith
Planning Committee Member

Chris Burke
Planning Committee Member

Erin Rowden
Planning Committee Member

Jessica Vogen
Planning Committee Member

Cheryl Budworth
Planning Committee Member

*All sponsors are invited
to exhibit!*

Conference Schedule

Business Casual attire is appropriate | 10 HFMA Certification Credit Hours are available

Wednesday, May 17

6:00pm-9:00pm **Networking Event**

Join WI HFMA for appetizers and drinks at the Leg Lamp Lodge. The Leg Lamp Lodge offers a warm relaxing space full of throwback furniture and accessories. Enjoy the venue's selection of nostalgic music or some friendly competition over retro board games while socializing with other Conference attendees.

Thursday, May 18

7:30am-8:00am **Breakfast and Registration**

8:00am-8:15am **President's Welcome**

Julie Kressin



8:15am-9:30am **Effective Time Management**

Jennifer Ott, Consultant - Jennifer Ott Consulting, Inc.

Join us to understand the need for better time and resource management and important techniques you can begin implementing immediately. Learn how to prioritize tasks and optimize time as well as how to set appropriate goals, manage waste and avoid burnout. This session has something for everyone.

9:30am-9:45am **Break**

9:45am-10:45am **Breakout 1**

Breakout 1.1 Full Disclosure: Surprise Billing and Price Transparency Update
Benjamin Fee, JD, MHA - Hall, Render, Killian, Heath & Lyman, P.C.

Recent federal and state laws designed to promote greater health care pricing transparency and protect patients from surprise bills are changing the way providers and patients talk about the cost of care. This session will outline the federal surprise billing and good faith estimate requirements, discuss recent updates including surprise billing dispute resolutions, and analyze current federal and state enforcement actions related to surprise billing and price transparency.

Breakout 1.2 The 340B Program: Updates for Current and Future Planning
Todd Nova, JD - Hall, Render, Killian, Heath & Lyman, P.C.

A national 340B Program attorney will address the current and future state of the 340B Drug Discount Program. This presentation will address challenges associated with manufacturer contract pharmacy restrictions as well as potential solutions and opportunities.

Conference Schedule *continued*

10:45am-11:00am **Break**

11:00am-12:00pm **Breakout 2**

Breakout 2.1 **OIG Investigation and CFO Involvement in Compliance Programs**

Kirsten Wild, RN, BSN, MBA, CHC, President – Wild Consulting, Inc.

We hear a lot about federal OIG reports, investigations, enforcement actions, and penalties. Even thoughts of an OIG inquiry cause anxiety. Through a number of case examples of OIG investigations, we will consider the objective method the government uses to determine your level of risk during an inquiry and whether they will open a deeper investigation. While response and mitigation of regulatory risk most often comes through your Compliance Department, understand how critical your role in Finance is in helping to ensure an acceptable resolution.

Breakout 2.2 **Poverty vs a Living Wage: How Understanding Helps Us Serve**

Jacob Rouse, MHA, CRCC, Principal Consultant (Strategy and Management) – Amitech Solutions

Population health requires financial health. In this session, we will review a variety of widely available and best practice sources to understand the financial needs of those we serve, how poverty impacts health in our communities, and how we can utilize this knowledge in the population health journey.

12:00pm-1:00pm **Lunch**

1:00pm-2:00pm **Breakout 3**

Breakout 3.1 **Mid Revenue Cycle's Role in Revenue Cycle Transformation**

Kim Scaccia, Vice President of Revenue Management – Mercyhealth

Maximizing revenue is essential to the success of any facility. At Mercyhealth, growth and rapidly moving service lines made it difficult to ensure that charge capture was completed accurately and to the benefit of the organization while remaining compliant. Listen to our journey of identification, assessment, implementation and continuous review to learn how you too can become successful with Revenue Integrity.

Breakout 3.2 **Building a Foundation for Success in 2023**

Joe Watt, Partner – FORVIS

This session will provide insight into the health care industry's biggest challenges in 2023 and how providers need to address these issues to build a foundation for success in 2023. No question health care providers are dealing with the lingering effects of COVID-19 and new variants, work force pay hikes, post pandemic contract labor rates, recruiting, supply chain challenges, and overall inflation. How a health care organization responds to these challenges will determine their success in 2023 and beyond.

2:00pm-2:15pm **Break**

2:15pm-3:15pm **H2O Topics**

2:15pm-2:35pm

Recent OIG Reports Proposing to Revise or Eliminate Provider-Based Payments and Swing-Bed Services

Kirsten Wild, RN, BSN, MBA, CHC, President – Wild Consulting, Inc.

This talk will provide a brief overview of 2 recent OIG reports assessing the savings to potentially be realized by Medicare, and Medicare beneficiaries, by revising or eliminating payment to 1) Provider-based facilities, and 2) swing bed services in Critical Access Hospitals (CAHs)

2:35pm-2:55pm

The Affordable Care Act: What Was It?

Jacob Rouse, MHA, CRCC, Principal Consultant (Strategy and Management) – Amitech Solutions

The ACA or Obama Care is one of the most debated pieces of legislation in US history. The problem with many arguments: claims of expanding or ending are based on limited knowledge of this 900+ page bill. Join me in exploring key elements of this bill, objective positives, negatives, and the meaning of "get rid of Obama Care".

Conference Schedule *continued*

2:55pm-3:15pm

Leveraging HFMA Certification for personal, professional and corporate advancement
David Cartier, FHFMA, VP Business Development – Elevate Patient Financial Solutions | Kyle Raeder, FHFMA, FACHE, Director of Finance and Accounting – Marshfield Medical Center-Beaver Dam)

There are as many reasons to pursue HFMA Certification as there are HFMA members, each with their own reasons and goals. In this session we will explore 3 innovative approaches and programs that make the most out of this membership benefit. We hope to inspire you to follow your certification dreams and build a program to bring along your team and peers.

3:15pm-3:30pm **Break**

3:30pm-4:30pm **Powerful Decision Making**

Jennifer Ott, Consultant - Jennifer Ott Consulting, Inc.

In order to become a better leader, more effective in your role and further your business knowledge, it is critical to become a strong decision-maker. This session is based on proven techniques from Harvard Business School in becoming a better decision-maker and having greater influence in your organization.

5:00pm-6:00pm **Cocktail Reception**

6:00pm **Dinner and Program**

Includes awards and installation of Directors & Officers.

President's Reception immediately follows Dinner and Program.

Friday, May 19

8:00am-9:00am **Early Riser Coffee & Mentoring**

Kathleen Olewinski, UWM

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.

9:00am-9:30am **Breakfast**

9:30am-10:30am **Case Study - Telehealth and Acute Care at Home**

Marshfield Clinic

Please join us in a panel with Marshfield Clinic Health System to learn how they have developed the program for MD providers on service with inpatient care home telehealth. Topics that will be included are: cost of care, acuity levels managed in the home, patient satisfaction, etc.

10:30am-10:45am **Break**

10:45am-11:45am **WHA Advocacy Report**

Kyle O'Brien, Senior Vice President of Government Relations – Wisconsin Hospital Association

Wisconsin Hospital Association will present on midterm elections, the annual state budget and legislative issues that will impact the future of healthcare in Wisconsin, as well as WHA's lobbying efforts and how WHA members can assist in this process.

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