hfma colorado chapter
healthcare financial management association

thrive

2017 HFMA ANNUAL CONFERENCE

DRIVE TO THRIVE

DoubleTree by Hilton Denver Tech Center

Exclusive Sponsor Opportunities Available

APRIL
19-21
2017

GENERAL INFORMATION

Learning Objectives:

Upon completion of the program, participants will be able to:

- » List ways to encourage appreciation of generational differences
- » Identify various models for managing yourself when in conflict in the workplace.
- » Identify (and overcome) communication gaps in a diverse work setting.
- » Identify ways to better handle your financial future.
- » Place the current challenges of employer-sponsored healthcare in historical context
- » Identify key federal policies and how they may affect hospital planning and operations.
- » Apply creative strategies to create strategic mental health system linkages, opportunities, and outcomes.
- » List 3 Cornerstones of Rational Pricing Strategy
- » Describe the relationship between Registration Data Quality/ Patient Safety/ and Decreased Denials.
- » List provisions of 501(r) and how they are implicated in non-participating provider cases.
- » Identify ways to plan for future operations and avoid unnecessary consequences.
- » Distinguish current financial challenges in the healthcare environment in Colorado and nationally from the CFO perspective.
- » Implement tools for efficient and well-coordinated onboarding processes.
- » Name historical interest rate trends from both a macro viewpoint as well as specific to the healthcare sector
- » Identify health technology that is being actively created right here in Colorado and across the nation
- » Identify the differences between the payer perspective and the facility perspective in relation to value based payment models.
- » Identify ways to embrace change.
- » Seek alternative outcomes and develop change

Program Level: Intermediate

Prerequisites: This program is appropriate for healthcare finance professionals with experience and knowledge comparable to CFO's, Revenue Cycle Executives, Consultants, Controllers, Finance Executives, and other similar positions.

Advance Preparation: None

Delivery Method: Group Live Seminar

CPE Credit for Accountants/NASBA: Upon verification of participant attendance, this program will be eligible for up to 16.5 CPE credits in various fields of study. Credits may vary depending on individual state guidelines.

NATIONAL REGISTRY OF CPE SPONSORS

HFMA Colorado Chapter is registered with the National Association of 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 submitted to the National Registry of CPE sponsors through its website: www.learningmarket.org.

If You Have To Cancel: A refund of the registration fee will be granted if cancellation is received by March 29th. NO REFUND OR CREDIT will be granted if cancellation is received after March 29th, 2017. Substitutions are permitted. Cancellations must be submitted in writing to admin@hfma-co.org prior to the cutoff.

Preconference Sessions: An exciting lineup of Early Careerist sessions are planned for Wednesday, April 19th. Registration is available for $50 on it's own or as an addition to the Conference fees. A discounted rate of $25 is available for our eStudents.

Sponsorship & Exhibit Hall: The support of our sponsors make this program possible. Please be sure to visit our Exhibitors to learn about the great services and products that they offer.

Questions: If you have any questions concerning registration, refund, complaint, and/or program cancellation policies, please contact Jessica Griffith at admin@hfma-co.org.

SCHEDULE-AT-A-GLANCE

Wednesday

Early Careerist Pre-Conference Sessions

1:00 PM - 5:00 PM
(Pre-Registration Required: Additional Fees Apply)

1:00 - 2:00	Valuing Generations in the Work Place
2:00 - 3:00	Conflict Resolution Workshop
3:00 - 3:15	Break
3:15 - 4:00	Closing the Gap: Communication Differences in the Workplace
4:00 - 5:00	Speed Networking

TopGolf Event

Open to all attendees. Space is limited. RSVP required.

5:00 - 7:00	TopGolf

Thursday

7:00 - 8:00	Registration Breakfast with Exhibitors
sponsored by:	
7:00 - 8:00	Early Riser Session: Women in Leadership
8:00 - 8:15	Welcome and Introductory Remarks
8:15 - 9:15	Population Health Management to Drive for Triple Aim
9:30 - 10:30	Federal Update and Implications of the Election on the ACA
10:30 - 10:45	Break with Exhibitors
10:45 - 11:45	Community Based Approaches in Managing Our Behavioral Health Resources
11:45 - 1:00	Lunch and Awards Banquet
1:00 - 1:50	Strategic Implications of Revenue Cycle on Medicare Cost Reporting
2:00 - 2:50	Patient Access: Strengthen Front-End Collections & Improve Your Patients' Journey
2:50 - 3:10	Break with Exhibitors
Breakout Sessions	
3:10 - 4:00	01: Collecting Patient Payments: Class Action Trends 02: Charge Capture & Charge Master Management Best Practices
4:10 - 5:00	03: What's Your Problem? CFOs Talk about Challenges and Solutions facing thier Organizations 04: Decisions Made Today Affect Your Pay: The Strategic Importance of Provider Payor Enrollment
5:00 - 7:00	**Drive to Thrive Networking Event**

Open to all attendees. Space is limited. RSVP required.

Friday

7:00 - 8:00	Registration Breakfast with Exhibitors
sponsored by:	
7:00 - 8:00	Early Riser Session: 2017 Capital Markets Update - A Changed Landscape
7:30 - 8:00	New Member Breakfast
8:00 -9:00	Leveraging Health IT to Advance Care and Improve Value
9:10 - 10:00	Value Based Payment Model from the Payer's Perspective
10:00 - 10:30	Break with Exhibitors
10:30 - 12:00	The Curiosity of Change

Thank You - See you Next Time

PRECONFERENCE SESSIONS

Wednesday, April 19th, 2017 | 1:00 - 5:00 PM
(Pre-Registration Required: Additional Fees Apply)

1:00 - 2:00 PM

Valuing Generations in the Work Place

We will invite attendees to break down stereotypes about generations in the workplace, while also identifying useful characteristics that come from generational influences. Emphasis will be placed on learning and valuing differences, exploring management approaches with different generations and understanding potential motivational differences. Exploring ways to communicate more effectively can produce some dramatic and innovative results.

Upon Completion of this session, participants will be able to:

- Identify what characteristics increase generational differences
- List ways to encourage appreciation of generational differences
- Increase collaboration in the workplace

NASBA CPA CPE Credit: 1.0 Personal Development

Ashley Wiggins, MSW | Clinical Case Manager/Account Manager, MINES and Associates

Ashley is a proud Millennial. Ashley is currently a Clinical Case Manager at MINES & Associates, and is in the process of transitioning into an Account Manager role. With a Master's in Clinical Social Work, Ashley has approximately 5 years of experience in the mental health field. Her educational training was focused in child welfare, trauma, and early childhood mental health.

Courtney Pullen, MA | President, Pullen Consulting Group

Courtney is a proud Baby Boomer. Courtney Pullen M.A. is the President of the Pullen Consulting Group. Courtney has lectured frequently, conducted numerous workshops and been published in the areas of individual and organizational change, behavioral finance, communication and family wealth dynamics. He has spoken at regional and national conference of the Financial Planning Association (FPA), National Association of Personal Financial Advisors (NAPFA), Investment Management Consultants Association, (IMCA), and Young Presidents' Organization (YPO), as well as estate planning symposiums and family foundation conferences.

2:00 - 3:00 PM

Conflict Resolution Workshop

This session will cover a few different models for managing conflict in the workplace. The session will include interactive discussion, experience sharing and modeling for future potential instances of conflict.

Upon Completion of this session, participants will be able to:

- Identify various models for managing yourself when in conflict in the workplace.
- Apply models and methods for dealing with angry customers or coworkers.
- Share experiences, stories, successes and failures in handling conflict with the group.

NASBA CPA CPE Credit: 1.0 Personal Development

David Ridley | Owner Edge Process Consulting, LLC

David Ridley is owner and President of Edge Process Consulting, a Denver- based consulting organization which provides operations and management consulting, project management services and process improvement consulting for healthcare organizations. David previously served as Director of Operations for GE Healthcare Centricity Business Solutions where he was responsible for national implementation operations across the GE Centricity Business unit. He has also served as a Six Sigma Black Belt, Organizational Engineer and in installation Project Management and Consulting roles for IDX Systems Corporation in South Burlington, Vermont. David holds an MBA from Regis University in Denver, Colorado and a BS in Business administration from the University of Vermont. He is certified in Lean Six Sigma by both the American Society for Quality (ASQ) and by General Electric Company.

PRECONFERENCE SESSIONS

Wednesday, April 19th, 2017 | 1:00 - 5:00 PM
(Pre-Registration Required: Additional Fees Apply)

3:15 - 4:00 PM

Closing the Gap: Communication Differences in the Workplace

Communication is, by far, the most important skill you will develop in life. Your professional success absolutely depends on your ability to communicate effectively. Could you benefit from improved communication skills, especially at work? Attend this session today, and fill your toolbox with effective strategies that will ensure your success tomorrow!
Upon Completion of this session, participants will be able to:

- Identify (and overcome) communication gaps in a diverse work setting.
- Break down common barriers to ensure clarity, value, and impact.
- Recognize the filters through which you and others process information.
- Align verbal and non-verbal messages.
- Make electronic communications more effective.
- Communicate to ensure mutual understanding.

NASBA CPA CPE Credit: 1.0 Personal Development

Melanie Bailey | Owner, Calibration Consulting LLC
Did you know you will likely spend almost 100,000 hours at work in your lifetime? Melanie Bailey, owner of Calibration Consulting LLC, believes those hours should be nothing less than awesome. She works directly with leadership teams to create an organizational culture that supports employee well-being as well as the vision and mission. She couples her enthusiasm for employee engagement with more than two decades of experience in marketing, leadership development, and organizational effectiveness. Although most of her career is rooted in healthcare, Melanie has served a variety of industries. She earned her MS in Organizational Leadership from CSU and a BA in Psychology from UNLV. She is a current member of the American College of Healthcare Executives and the Organizational Development Network. When she's not helping business leaders achieve their goals, Melanie works toward achieving her own: being the best mom possible to two beautiful girls, and perfecting her super cool Krav Maga skills!

4:00 - 5:00 PM

Speed Networking

Speed Networking will be a fast and fun networking session that will help Annual Conference attendees quickly make meaningful personal connections with new peers during the conference. Bring your 30-second statement plus one thing you are looking for and one intriguing question for your new contact.

5:00 - 7:00 PM

TopGolf Networking Event

Topgolf is the premier golf entertainment complex where the competition of sport meets your favorite local hangout. You can challenge your colleagues to addictive point-scoring golf games that anyone from the hopeful pro golfer to a non-golfer can play. Just picture a 240-yard outfield with dartboard-like targets in the ground. The closer to the center or "bull's-eye" you get and the farther out you hit your microchipped balls, the more points you receive.

All regular conference attendees are invited to attend this event but space is limited. Be sure to add it to your registration!

THURSDAY

agenda details

Thursday, April 20, 2017

7:00 - 8:00 AM

Early Riser: Women in Leadership

Women are known as caregivers and the multitaskers. Typically we are also balancing several priorities—career, family, friends, and other obligations. But with all that multitasking and balancing, taking care of our own financial future is sometimes forgotten or put to the last priority. Some research found that only 4% of women are part of their family's investment strategy. Only one in eight Gen Y women (born 1978–1988) call themselves the primary decision maker when it comes to personal finance. And only 9% are confident about managing investments. How can you get a better handle on your financial future? We will have some dynamic experts in the field and good discussion, so plan on joining us early on Thursday morning to enjoy the discussion and start your financial planning.

Upon Completion of this session, participants will be able to:

» Identify ways to better handle your financial future.

» List ways to protect your wealth and future

NASBA CPA CPE Credit: 1.0 Personal Development

Patty DeLucas, CFP®, Financial Advisor, Wells Fargo Advisors
As a Financial Advisor with Wells Fargo Advisors, Patty's mission is to help clients succeed financially when it comes to preserving family assets, investing for the future and having enough income for retirement. She is a CERTIFIED FINANCIAL PLANNER™ and holds a CPA license (currently non-practicing). She has 40 years of professional service including Manager with a Big Four CPA firm. Patty served as President of the HFMA Colorado Chapter in 1993-1994.

8:00 - 8:15 AM

Welcome and Opening Remarks

8:15 - 9:15 AM

Population Health Management to Drive for Triple Aim

Employers are in anxious times: top-shelf benefits are an imperative for recruiting and retaining top talent, but the cost of providing quality healthcare is eating into the bottom line. Providing onsite or near-site healthcare with a focus on total population health management has emerged as a solution that achieves multiple objectives. This session will provide concrete examples of how organizations can control costs, improve their members' experience with the healthcare system, and achieve a healthier, more productive workforce by carefully navigating the path around best and worst practices in population health management.

Upon Completion of this session, participants will be able to:

» Place the current challenges of employer-sponsored healthcare in historical context

» Identify where value is created with population health management

» Evaluate whether an organization has the necessary qualities to capture savings with population health

» Apply learnings from real examples of employer/vendor partnerships that achieved the Triple Aim: positive patient experience, improved health outcomes, and reduced per-capita cost.

NASBA CPA CPE Credit: 1.0 Specialized Knowledge and Application

Jerry M. Ford | CEO, Marathon Health Inc.
Jerry Ford is the CEO of Marathon Health, a leading provider of quality worksite healthcare. With a strong focus on employee development, customer partnerships, and operational excellence, Ford has led Marathon Health through impressive growth. In 2016, it was the fastest-growing company in Vermont, and was listed on the Inc. 5000 list of "heroes of the U.S. economy." In the same year, the company was ranked #2 Best Places to Work in Vermont for its positive culture where every employee (called Ambassadors) matters. Prior to Marathon Health, Ford spent 15 years as VP of Operations at IDX Systems Corporation, where he was responsible for more than 300 large and complex healthcare delivery system customers.

THURSDAY

agenda details

9:30 - 10:30 AM

Federal Update and Implications of the Election on the Affordable Care Act

The results are in and the election has ushered in a new Congress and a new Administration. Each promises to direct significant if not substantial change in health care access, coverage, and service delivery while eliminating administrative burden. This presentation will review the advocacy agenda for the first session of the 115th Congress and goals for administrative simplification of regulations on payment and quality of care and how that effects delivery in rural communities across the nation. It also will feature a discussion of the AHA Board Task Force strategies and goals for ensuring access to vulnerable populations.

Upon completion of this session, participants will be able to:

» Identify key federal policies and how they may affect hospital planning and operations.

» Isolate federal regulations that will affect how hospitals are paid and how care is delivered.

» Communicate to their elected officials the policy priorities of the local delivery system that will assure continued high quality service to residents in their rural community.

» Identify strategies for ensuring access to care in vulnerable communities and the barriers to those strategies.

NASBA CPA CPE Credit: 1.0 Specialized Knowledge and Application

John Supplitt | Senior Director Section for Small or Rural Hospitals, American Hospital Association

John Supplitt is senior director of the Section for Small or Rural Hospitals of the American Hospital Association. Since 1993 he has worked with and on behalf of the AHA's 1800 small or rural hospital members to identify, develop, and advance their unique health care interests, issues, and perspectives. Mr. Supplitt manages the Section's member services, governance, and communications including its Web site, newsletters, and technical advisories. He has served on several national panels and advisory groups for development of national rural health policy, program development and demonstrations, and grant review and evaluation. Mr. Supplitt has an MPA from New York University specializing in health planning and policy analysis and an MBA from Loyola University, Chicago. His B.S. is from Georgetown University, Washington, DC.

10:30 - 10:45 AM

Break with Exhibitors

10:45 - 11:45 AM

Community Based Approaches in Managing Our Behavioral Health Resources

Creating systemic change is challenging – and possible. Join this session to develop a new mental wellness lens; design responsive strategies and implement system change that maximizes and leverages existing resources. Learn about lessons learned and strategies taking place in Denver that are addressing the mental wellness continuum.

Upon Completion of this session, participants will be able to:

» Apply creative strategies to create strategic mental health system linkages, opportunities, and outcomes.

» Share innovative practices, learning opportunity to improve systems, build a contact network, learn from Denver and other cities how they are developing comprehensive proactive and responsive mental health strategies..

NASBA CPA CPE Credit: 1.0 Specialized Knowledge and Application

Behavioral Health Panel (continued)

Regina Heurter | Executive Director, Office of Behavioral Health Strategies (OBHS), Denver Human Services

Regina has worked in the fields of behavioral health and criminal justice since 1978; currently as the Executive Director of the Office of Behavioral Health Strategies for the City and County of Denver. The Division, among other things, coordinates and implements strategies across local and state mental health, trauma, substance abuse, criminal justice, and human service stakeholders. Her work is to create a proactive, responsive, and integrated behavioral health infrastructure, and effective and accountable justice system. Ms. Huerter holds a Bachelor's degree in Psychology from the University of Northern Colorado and a Master's degree in Counseling from the University of Colorado.

Bev Marquez | CEO Rocky Mountain Crisis Partners

Bev earned an MA in Agency Counseling from the University of Northern Colorado in 1988, and has a BS in Psychology from Colorado State University. Bev is a Licensed Professional Counselor and Certified Psychological First Aid Trainer. Bev joined Rocky Mountain Crisis Partners as its Director of Operations in April 2010, and was named the CEO in December 2012. Her background as a former employee assistance program administrator, workplace critical incident consultant and clinician lends to her inherent experience in behavioral health, suicide prevention and crisis management.

Elizabeth Lowdermilk, MD | Denver Health

Elizabeth Lowdermilk, MD serves as the Outpatient Medical Director for the Department of Psychiatry at the Denver Health Medical Center and is an Assistant Professor at the University of Colorado School of Medicine. Clinically, Dr. Lowdermilk is the lead psychiatrist for the Integrated Behavioral Health program providing direct and indirect consultation in four primary care clinics and coordinating the psychiatry services for the program. Dr. Lowdermilk teaches rotating psychiatry, internal medicine and family medicine residents and medical students. She lectures locally (state conferences, grand rounds, resident lectures) on basic psychiatric diagnosis and treatment to internal medicine, family medicine and pediatric practitioners, and nationally on the practice of integrated care at DHMC.

Moderator: Joanne Mamaradlo | Supervisor, Healthcare Advisory Services, RSM

Joanne serves on the regulatory reporting team and provides various Medicare and Medicaid reporting and reimbursement services to major health systems, PPS and critical access hospitals, skilled nursing facilities and continuing care retirement communities. Her experience also includes extensive knowledge of multi-state long-term care Medicaid cost reporting. Joanne also provides assistance to health care clients with various MAC-related audit and review inquiries. Joanne is a Certified Healthcare Finance Professional (CHFP) has over 8 years of healthcare finance and accounting experience. She has a Master of Business Administration, accounting from Our Lady of the Lake University and a Bachelor of Business Administration, accounting from the University fo Texas at San Antonio.

11:45 AM - 1:00 PM

Lunch and Awards Banquet

THURSDAY

agenda details

1:00 - 1:50 PM

Strategic Implications of Revenue Cycle on Medicare Cost Reporting

This program will review the strategic implications of a properly functioning revenue cycle on Medicare Cost Report reporting and reimbursement and discuss how to use it to drive strategic objectives of the hospital. Review implications of the cost-report as a management tool both internally and externally. Learn how to leverage different sources of information to meet operational and reimbursement needs. Assess high-impact focus areas – including the revenue cycle – and explore the importance of collaboration between a provider organization's revenue cycle and reimbursement functions. Finally, the program will explore the driving forces of the Medicare Cost Report that directly impact senior financial executives to help them understand how to use the Medicare cost report to identify opportunities and drive strategic discussions around margins, revenue cycle processes and the financial impact of strategic initiatives of the organization.

Upon completion of this session, participants will be able to:

» Explore the key drivers of Medicare reimbursement directly connected to the revenue cycle function, and how to use this information to drive strategic revenue cycle, financial and operational discussions

» Calculate Medicare margin based on information in the cost report

NASBA CPA CPE Credit: 1.0 Specialized Knowledge and Application

Chad Krcil, FHFMA | Central Region Healthcare Consulting Leader , RSM

Chad Krcil is a Director in RSM's Healthcare Advisory group. He has 24 years of national health care finance experience focused on regulatory reimbursement, revenue recovery, project management and service delivery. He is also an active member of HFMA. Chad is a Certified Healthcare Financial Professional and holds the HFMA designation of Fellow of Healthcare Financial Management. Chad is currently serving as an officer of the HFMA Colorado Chapter as the VP of Education. He also presents Medicare reimbursement strategy courses on a national level for HFMA at courses throughout the year and at HFMA's ANI.

2:00 - 2:50 PM

Patient Access: Strengthen Front-End Collections & Improve Your Patients' Journey!

Patient access is not just "registration" anymore! Increasingly Access Staff are responsible for the "what, when, where, why and how" of the patient journey. Learn how Saint Joseph Hospital celebrated a culture change within their care site. We will also talk through the HFMA/MAP metric for point-of-service collections; patient experience management strategies and compliantly collecting "patient pay" dollars through the generations.

Upon completion of this session, participants will be able to:

» Take-a-way HFMA/MAP Metric for Point of Service (POS) Collections.

» Describe the relationship between Registration Data Quality/ Patient Safety/ and Decreased Denials.

» Implement collection strategies to meet consumers in the 21st century healthcare marketplace.

NASBA CPA CPE Credit: 1.0 Specialized Knowledge and Application

Rose Bonet, B.S., CHAA, CHAM | Program Director, Patient Access Operations, Sisters of Charity of Leavenworth

Rose Bonet B.S., CHAA, CHAM, is Program Director, Patient Access Operations for Sisters of Charity of Leavenworth (SCL) Health. Rose joined SCL Health in 2014 with close to twenty years in hospital operations, in Patient Access and Revenue Cycle. Rose holds a B.S., in Business Administration and is currently pursuing her graduate studies at Colorado Christian University. She is a COHFMA member and Vice President of COHAM.

Cally Christensen | Principal Performance Consultant, Christensen & Company Consulting LLC

Cally Christensen is Principal Performance Consultant, Christensen & Company Consulting LLC, as well as an Executive Coach, passionate about Women in Leadership. She celebrates over fifteen years in Revenue Cycle and specializes in "Patient Experience" Management and "Front of the House" Patient Billing & Collection Strategies. Cally excels at helping her clients create "frictionless" consumer experiences throughout their care delivery. She is COHFMA Chair of Networking, Marketing and Communications as well as Co-Chair of Women In Leadership (WIL.)

THURSDAY

agenda details

2:50 - 3:10

Break with Exhibitors

Breakout Sessions

3:10 - 4:00 PM

Break Out 1: Collecting Patient Payments: Class Action Trends

This session will cover the growing trend of lawsuits regarding patient balances with and without a managed care agreement, as well as challenges to providers 501r calculations, financial assistance policies (under 501r and state laws), charge master policies and procedures, and managed care discounts. We will review current status of class action and other lawsuits, including claims of unfair trade practices; identify sample language for inclusion in managed care arrangements to help with the collection of patient balances; discover ways to defend against 501(r) and related state law compliance; and review how a facility's charge master can be implicated.

Upon completion of this session, participants will be able to:

- List provisions of 501(r) and how they are implicated in non-participating provider cases.
- Identify implications of numerous cases nationwide regarding non-participating providers and apply them to their organization.
- Develop tools to assist in reducing write-offs based on non-participating providers.

NASBA CPA CPE Credit: 1.0 Specialized Knowledge and Application

Ellen E. Stewart, MSHA, JD, FHFMA | Partner, Spencer Fane, LLP

Ms. Stewart, a partner with the law firm of Spencer Fane, LLP in Denver, received an MS in Health Administration from the University of Colorado Health Sciences Center in 1979 and a JD from the University of Denver College of Law in 1984. Prior to joining Spencer Fane she was a partner in Berenbaum Weinshienk, PC. Ms. Stewart practices exclusively in the health care area.

Ms. Stewart is a past president of the Colorado chapter of HFMA, a fellow in HFMA, and a frequent author of articles which appear in Healthcare Financial Management. She is involved in many healthcare and legal professional organizations. She is a frequent speaker both in Colorado and nationally, as well as a university instructor on legal issues affecting the health care industry.

3:10 - 4:00 PM

Break Out 2: Charge Capture & Charge Master Management Best Practices

This session will cover the successes, the pitfalls, and the transformational evolution of the CDM workflow as you move from a classic platform to the Epic EMR.
Upon completion of this session, participants will be able to:

- Identify ways to plan for future operations and avoid unnecessary consequences.
- Create processes that support the Epic work queue environment.
- List elements of moving from a static CDM to a dynamic CDM.

NASBA CPA CPE Credit: 1.0 Specialized Knowledge and Application

Cheryl Stephenson | Charge Master Administrator, Denver Health

Cheryl Stephenson has been in her current role as Charge Master Administrator with Denver Health for 8-years. She has 29 years' experience in Patient Access, with 9 years at Denver Health as the Director of Patient Access. She earned her undergraduate degree in Communication and Health Care Management and holds a Certificate in Human Resource Management, is a Certified Healthcare Access Manager and Certified Healthcare Lean Black Belt.

THURSDAY

agenda details

Breakout Sessions

4:10 - 5:00 PM

Break Out 3: What's Your Problem? CFOs Talk about Challenges and Solutions facing their Organizations.

Colorado's finest CFOs will sound off about what they see as the biggest financial challenge for their organization in today's healthcare environment, what the last "big" challenge was that has been solved and how it was done.

Upon completion of this session, participants will be able to:

» Distinguish current financial challenges in the healthcare environment in both Colorado and nationally, from the CFO perspective.

» Apply knowledge of potential solutions to financial issues facing healthcare providers across the continuum of care (Children's Hospital, Rural / Community Hospital, Post-Acute Care provider).

NASBA CPA CPE Credit: 1.0 Specialized Knowledge and Application

Jeffrey Harrington | Chief Financial Officer, Children's Hospital Colorado

Jeffrey L. Harrington serves as Senior Vice President and Chief Financial Officer at Children's Hospital Colorado and served as the Vice President, Finance from 2005 to 2013. He previously served as Corporate Director, Finance for the Atlantic Health System in Florham Park, New Jersey from 1999 to 2005. From 1996 to 1999, he was Partner and Site CFO for CurranCare, LLC, a start-up healthcare consulting company in Chicago, Illinois. Prior to that, Harrington held various finance and administrative positions at ScrippsHealth, culminating in Director of Finance and Operations for Scripps Memorial Hospital in Chula Vista, California. He holds a Bachelor of Science degree in Business Administration with an emphasis in Finance from the University of Colorado and a Master of Science degree in Business Administration with an emphasis in Management from San Diego State University.

Charles Crevling, CEO Denver Health Medical Plan and former CFO, Vail Valley Medical Center

Charlie is a senior leader with 30 years of healthcare experience. Since April 2016, he has served as Interim Chief Executive Officer of Denver Health Medical Plan, Inc. and will join Valley View Hospital in Glenwood Springs as Chief Financial Officer in July 2017. Previously, he was the Chief Financial Officer of Vail Valley Medical Center and the Director of Managed Care for the University of Colorado Hospital. Charlie holds a Bachelor's Degree in Accounting & Finance from the University of Washington, and an MBA in Healthcare Administration from the University of Colorado.

John Brammeier | CFO, Vivage Senior Living

John Brammeier began his career in healthcare after receiving his B.S. in Accounting from the University of Colorado, Boulder. John gained much of his early experience working for national firms, including Blue Cross Blue Shield and Deloitte and Touche. His financial leadership experience includes several years in hospitals both as an accountant/business office manager as well as a senior manager in consulting for Hein and Associates. In 2000, John became the CFO for Pinon Management. In 2012, John was instrumental in the merger of both Pinon Management and a local competitor Quality Life Management to form a new company call Vivage Senior Living. John serves as CFO of Vivage and part owner of the company. John is a CPA and a Fellow in the Healthcare Financial Management Association. He was past President of the Colorado Chapter in 2000 and currently serves on the American Health Care Association - Finance and Reimbursement Committee. He is actively engaged in developing Medicare and Medicaid policy both locally and nationally. John was recently honored by the Denver Business Journal as a Finalist for CFO of the Year in Denver.

Moderator: Peg Burnette, CPA, FHFMA | CFO, Denver Health

Peg Burnette is the Chief Financial Officer (CFO) for Denver Health (DH), and has served in this role for 11 years with nine previous years at Denver Health as Associate CFO/Controller. She has held an active Certified Public Accountant license since 1991 and holds a B.S. in Business Administration and Accounting from the University of Kansas. Ms. Burnette received the "CFO of the Year" award in 2010 from the Denver Business Journal and is certified as a Fellow in the Healthcare Financial Management Association, only one of 2,400 people nationwide to receive this designation. Colorado's Governor appointed her to serve on a statewide commission on health care reform in 2007 and most recently appointed her to serve on the Provider Fee Oversight and Advisory Board for the State in 2011.

THURSDAY

4:10 - 5:00 PM

Break Out 4: Decisions Made Today Effect Your Pay: The Strategic Importance of Provider Payor Enrollment

This presentation will discuss the strategic importance of provider payor enrollment and how the key decisions made in the process of hiring your medical staff impact your revenue cycle. We will review how to set the stage for an efficient & well coordinated provider 'onboarding' that helps you ensure reimbursement on the first day of clinical care. Compliance considerations for your entity and provider enrollments will be presented.

Upon completion of this session, participants will be able to:

» Identify steps for provider payor enrollment.

» Implement tools for efficient and well-coordinated onboarding processes.

NASBA CPA CPE Credit: 1.0 Specialized Knowledge and Application

Jamie Amedee | Director of Medical Staff Credentialing, Encompass Medical Partners

Jamie Amedee is Director of Medical Staff Credentialing for Encompass Medical Partners. She is a Certified Provider Credentialing Specialist from the National Association of Medical Staff Services. After several years on the clinical side of healthcare Jamie began working for Northern Colorado Anesthesia Professionals in Fort Collins, CO. She was tasked with developing a non-existent credentialing department. Using her organization and process development skills she facilitated the transition of all privileging and enrollment processes to a fully automated system in order to save time and ensure data integrity. Ten years later she was integral in the conception of Encompass Medical Partners and began offering concierge-level privileging and enrollment services to critical access hospitals, rural health clinics, skilled nursing facilities, physician group practices and ambulatory surgery centers.

Jamie lives in Fort Collins with her husband and loves spending time with her three grown children and Border Collie, 'Oso'. She enjoys traveling, music, and knitting.

DRIVE TO THRIVE

5:00 - 7:00 PM Networking Event

This year COHFMA conference attendees can enjoy a family friendly, fun, social event where everyone can refresh and recharge their "Drive to Thrive." Our Preferred Partners will offer great games, activities and free giveaways for you, your family and colleagues to enjoy (free to attend with RSVP) during our Thursday night event. CoHFMA will award prizes to our partners (e.g., Best Use of Theme, Most Creative Game or Activity etc.) This is a great way to get to know our chapter, have some laughs with friends and family and eat some great food! See you there.

Back by Popular Demand: Build Your Own Macaroni & Cheese Bar and other Exciting Food Action Stations. Come hungry and enjoy!

Evening event sponsored by:

RSM

Your Logo Here

FRIDAY

7:30 - 8:00 AM

New Member Breakfast

7:00 - 8:00 AM

Early Riser: 2017 Capital Markets Update - A Changed Landscape

An overview of interest rate and economic trends with specific emphasis on healthcare organizations' access to capital in 2017 and beyond. The program will highlight some of the fundamental changes in the economic and political landscape from 2016 that will have an effect on interest rate levels, access to, and cost of capital for healthcare borrowers.

Upon Completion of this session, participants will be able to:

» Name historical interest rate trends from both a macro viewpoint as well as specific to the healthcare sector

» Identify issues affecting borrowers' access to and cost of capital

» Compare and contrast different modes or options of borrowing structures

NASBA CPA CPE Credit: 1.0 Specialized Knowledge and Application

William C. Douglas, Jr. | Director, Public Finance Healthcare Investment Banking, Wells Fargo Securities

Will Douglas has been an investment banker for over 34 years, 25 of which have been specifically dedicated to healthcare providers nationally. He came to Wells Fargo Securities in 2008 after the merger of Wachovia and A.G. Edwards & Sons. Mr. Douglas has worked in New York and Denver at boutique, medium and large sized investment banking firms. He holds a BSBA and MBA from the university of Denver Daniels College of Business and maintains Series 7,24,53,66, and 79 securities licenses.

8:00 - 9:00 AM

Leveraging Health IT to Advance Care and Improve Value

While healthcare is one of the most complicated industries, there are great opportunities for us to bend the cost curve by leveraging technology. From telemedicine to Application Programming Interfaces (API) and new payment models to the Internet of Things (IoT), there are companies in Colorado that are tackling this problem with open eyes working with the industry.

Upon Completion of this session, participants will be able to:

» Identify health technology that is being actively created right here in Colorado and across the nation

» List how these technologies can be brought into existing Health IT system

» Avoid potential pitfalls in the process

» Implement these technologies to positively impact an organization's bottom line.

NASBA CPA CPE Credit: 1.0 Specialized Knowledge and Application

Moderator: Nicole McNew

As a Contributing Editor at CyberMed News, as well as Cofounder and CEO of Narrative Design, Nicole McNew works to give voice to the community of health innovators. Nicole combines her background in public health, payment reform initiatives, and advocacy to contextualize the story of healthcare disruption and the opportunities that still exist to improve quality and decrease cost within the industry. Prior to her roles at CyberMed News and Narrative Design, Nicole was Associate Director of Community Health Strategy at the American Diabetes Association, where she led efforts to leverage the ADA's assets in the growing digital health space and found innovative approaches to achieve broader mission impact for the organization.

Panelists: Chris Saxman

Chris has more than 25 years of experience as a serial entrepreneur and C-suite executive, with an extensive background in founding and building companies, raising capital and developing and implementing corporate strategy. At CirrusMD, he leads business development and operational efforts and is instrumental in developing new value-based business models around virtual care for large payers and providers. Before joining CirrusMD in 2014, he built two tech-enabled startups in New York City. He also has extensive experience investing in tech startups through AIG's private equity arm, New York Angels and Rockies Venture Fund. He mentors technology companies through Techstars Boulder and is a leader of the digital healthcare community in Colorado. He received an MBA in Finance and Economics from NYU Stern and a BA in Economics and Government from Cornell University. He lives in Louisville, CO with his wife and young daughter.

IT panelists (continued)

Kevin Riddleberger MBA, MS, PA-C

Kevin brings nearly 15 years of experience in the healthcare industry as a clinician and in management. Prior to DispatchHealth he was the head of clinical solutions and strategy at an industry leading consumer mobile health app company called iTriage. Kevin has been a board certified Physician Assistant for over a decade. Over the years Kevin has served as a clinical preceptor for area Physician Assistant students, served on numerous boards and committees including; quality improvement committees, EMR deployment committees as a provider “champion”, and president of the Colorado Academy of Physician Assistants. In addition to his work at DispatchHealth Kevin is an active advisor in the healthcare industry start-up community locally in Colorado providing both business and clinical expertise. He also serves on the board of trustees at 9Health Fair.

Ryan Lucas

Ryan is the CIO of MINES & Associates after working in several areas across the company over the past 8 years. A sociologist by education and technologist by training, Ryan has led several, major technology advancements at MINES to increase engagement of patients and simplify workflow for staff. Often listed on the top 100 influencers of Health IT on twitter, he keeps an active finger on the pulse of change in technology that will shape the future of healthcare. Ryan also sits on the Digital Health Committee for the American Diabetes Association and actively participates in a number of Health IT organizations in Denver, CO.

9:10 - 10:00 AM

Value Based payment Model from the Payer’s Perspective

In this session, Dan will explain what the current fee for service based world of reimbursement looks like, and why the value-based payments are taking off. He will describe the carrier differences and meanings of Accountable Care Organizations (ACO) and the importance, meaning and different structures of joint ventures.
Upon completion of this session, participants will be able to:

» Identify the differences between the payer perspective and the facility perspective in relation to value based payment models.

» List advantages of ACOs

» Identify different types of joint ventures taking place in the market.

NASBA CPA CPE Credit: 1.0 Specialized Knowledge and Application

Dan Oftedahl | Executive Vice President, Region Head, Aetna, Accountable Care Solutions

Dan currently serves as the Executive Vice President, Region Head for Aetna’s Accountable Care Services organization. In this role, he oversees the strategy, business development, operations and execution of Aetna’s Accountable Care Collaborations. His team leads the ACO Product collaborations in over 20 States throughout the North Mountain and South Central Regions for Aetna, including Memorial Hermann (Houston, TX), Seton (Austin, TX). Integris (Oklahoma City, OK) and Advocate (Chicago, IL). He joined Aetna in 2014. Dan has over 20 years of experience in the Healthcare Industry. Prior to his role at Aetna, he was a Regional President for Humana in charge of Commercial and Specialty Operations. Before being promoted to that role, he spent 4 years as the Market President for Humana in Denver, Colorado where he oversaw the Humana’s commercial health insurance business, including the company’s strategic direction, growth, retention and profitability. He also served as Regional Vice President of Sales for KMG America, a subsidiary of Humana specializing in Wellness, group and voluntary insurance based in Minnetonka, MN.
In 2010, Dan was named one of Denver Business Journal’s ‘Forty under 40’ given to business leaders whose efforts in both the office and in the community are helping shape the future of the Denver area. He is past board member of several non-profit organizations and remains a Trustee Emeritus with The First Tee Organization in Denver, CO. When he’s not on airplanes, he resides in Minneapolis, MN and serves as a personal Uber driver for his 3 sports crazed sons.

10:00 - 10:30 AM

Break with Exhibitors - Prize Giveaway

10:30 AM - 12:00 PM

The Curiosity of Change

Change is not our enemy, but how we react to it is…André will present how Curiosity will help you "see" that by remaining curious, you can better adapt to change and be on the forefront of change!

Upon Completion of this session, participants will be able to:

» Identify ways to embrace change.

» Seek alternative outcomes and develop change

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André van Hall | Curiosity Instigator, The André van Hall Company, LLC

After a successful 40 year career in the hospitality industry that took André to 3 continents and 12 cities working at some of the most prestigious and largest hotels in the world, he suddenly lost his eyesight and now as a professional speaker seeks to help people deal with change

REGISTRATION

Instructions for Registering

Online:

Register online by clicking on the link or by typing the link below into your browser.

http://conta.cc/2j3nzdI

You will have the option to pay by credit card or check.

By Mail:

You may also register by completing the attached registration form and forward along with check payment, payable to HFMA Colorado Chapter, to the address below. *Due to the possibility of this conference selling out, if you plan to register by mail please email a copy of your registration to admin@hfma-co.org prior to mailing.*

HFMA Colorado
PO BOX 5571
Denver, CO 80217-5571

Please include registration form with payment.

Sponsor/Exhibitor Registrations

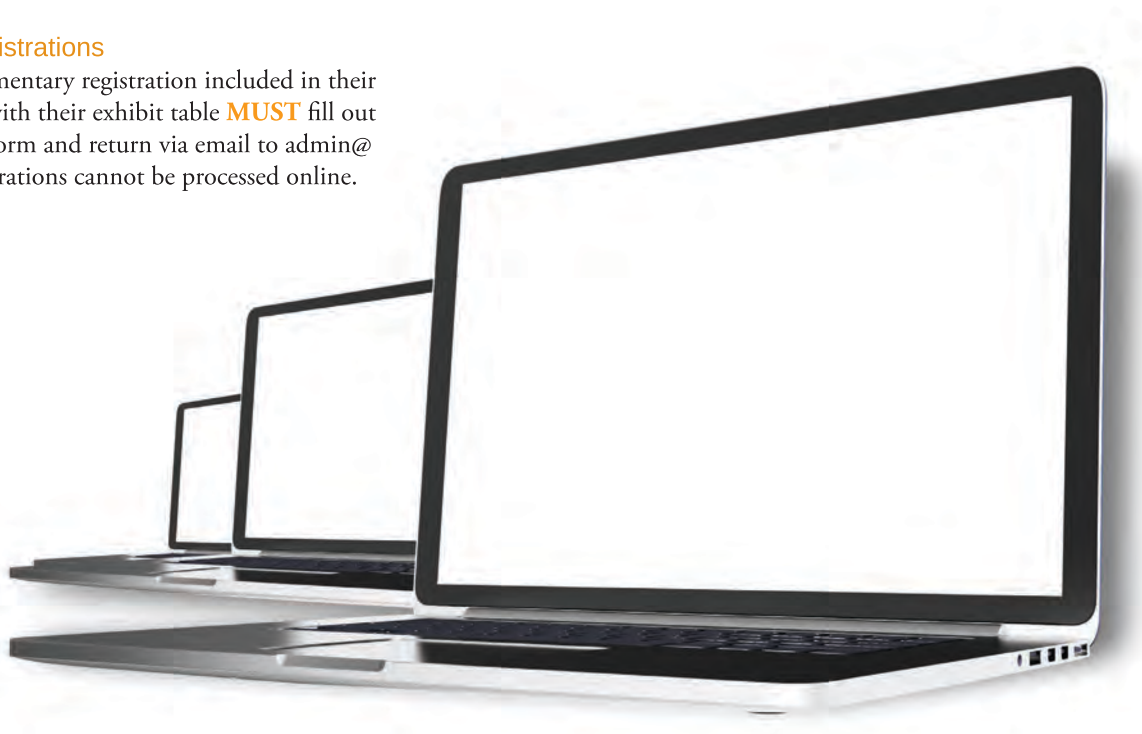
Attendees using a complimentary registration included in their sponsorship or included with their exhibit table **MUST** fill out the attached registration form and return via email to admin@hfma-co.org. Comp registrations cannot be processed online.

Provider Coupons:

If you are a HFMA Colorado Chapter member and a provider, a limited number of complimentary registrations are available. Please send your registration form to Jessica Griffith at admin@hfma-co.org and indicate that you would like to take advantage of this offer. Online registration is not available for complimentary provider registrations.

Questions?

Questions regarding registration or event details, please contact Jessica Griffith at admin@hfma-co.org.



REGISTRATION

Registration Information

Badge and Mailing Info:

Attendee Name ______________________________

Title ______________________________

HFMA Member Y ___ N ___ Mbr #______________

Organization ______________________________

Address ______________________________

City, ST, Zip______________________________

Phone______________________________

E-mail______________________________

Course Selections:

Please mark the two breakout sessions you are planning to attend. Course numbers can be found in the conference schedule.

3:10 - 4:00 PM

01 _______ 02 _______

4:10 - 5:00 PM

03 _______ 04 _______

Wednesday TopGolf Event

Yes _______ No _______

Thursday Night Drive to Thrive Party

Please indicate if you plan to attend the Thursday evening reception.

Yes _______ No _______

Special Dietary Needs:

Vegetarian _____ Vegan ______ Gluten Free ______

Registration Fees:

	after 3/1/17	
Member	$245.00	___________
Certified Member (CHFP or FHFMA)	$220.50	___________
Non-Member	$295.00	___________
Preconference Sessions	$50.00	___________
Preconference E-Student Member	$25.00	___________
	Total:	___________

Refunds and Cancellation:

A refund of the registration fee will be granted if cancellation is received by March 29th. NO REFUND OR CREDIT will be granted if cancellation is received after March 29th, 2016. Substitutions are permitted. Cancellations must be submitted in writing to admin@hfma-co.org prior to the cutoff.

Hotel Information:

DoubleTree by Hilton Hotel Denver Tech Center
7801 East Orchard Road
Greenwood Village, CO 80111
303-779-6161

Group rate: $149/night plus all applicable state and local taxes. Rates available until March 24th, 2017 or until they sell out, so book early. Book online directly through the hotel by **clicking here**. You can also find a link on our website www.hfma-co.org. You are responsible for making your own hotel reservations, including changes and cancellations.