



**HFMA Maryland Chapter's 2019 Beyond Hospital Walls  
Conference Agenda**

**The Westin Annapolis, Maryland  
Day One: Monday, February 25, 2019**

7:30am	Registration in the Capitol Ballroom Lobby Entrance
7:30am	Breakfast in Capitol Ballrooms A, B and C
8:45am	Beyond Hospital Walls Welcome
9:00am – 10:00am	<p><b>Maryland Department of Health (MDH)/Medicaid Update</b> <i>Dennis Schrader, Chief Operating Officer and Medicaid Director, Maryland Department of Health</i></p> <p><u>Participants will learn:</u> Perspectives from the Maryland Department of Health and the Maryland Medicaid Program.</p>
10:00am – 11:00am	<p><b>Maryland Insurance Administration/Maryland Health Benefits Exchange Panel Discussion</b> <i>Michele Eberle, Executive Director, Maryland Health Benefits Exchange</i> <i>Al Redmer, Maryland Insurance Commissioner</i> <i>Maansi Raswant, Moderator, Maryland Hospital Association</i></p> <p><u>Participants will learn:</u> Perspectives from MIA and MHBE on changes in insurance coverage and its impact in Maryland.</p>
11:00am – 12:00pm	<p><b>Bearing Witness: Bon Secours Mercy Health's Advocacy Model to Create a Just and Humane World Through Responsible Health Care Public Policy</b> <i>Roslyn Brock, EVP Advocacy, Bon Secours Mercy Health</i></p> <p><u>Participants will learn</u> about current legislative issues that are transforming the U.S. healthcare system. The presenter will focus on the important role of health systems in patient advocacy and social equity, sharing details about Bon Secours Mercy Health's (BSMH) leadership as a 1. Legislative Advocate and 2. Community Catalyst, as well as BSMH's advocacy resolutions in four key areas: Justice, Culture of Non-Violence, Access to Health Care and Care and Protection of Creation</p>
12:00pm – 1:00pm	Lunch in Capitol Ballrooms A, B and C
1:00pm – 2:00pm	<p><b>Dealing with the Impact of RVU and Payment Changes in Physician Productivity and Compensation</b> <i>Charlotte L. Kohler, President, Kohler Healthcare Consulting, Inc.</i></p> <p><u>Participants will learn:</u> Hospital employee physician compensation is often established on productivity, and productivity is based on RVUs. Now that CMS is altering the linkage between RVUs and payment, practice management can no longer ignore the growing disparity between RVUs and compensation issues. This session will discuss the current and potential upcoming disparities, and discuss compensation approaches for the future.</p>
2:00pm – 3:00pm	<p><b>*Featured Session*</b> <b>2019 Maryland Legislative Panel</b></p> <p><i>Senator Brian J. Feldman, Vice Chair, Senate Finance Committee</i> <i>Senator J.B. Jennings, Joint Committee on Federal Relations</i> <i>Delegate Joseline Pena-Melnyk, Vice Chair, House of Delegates Health and Government Operations Committee</i> <i>Delegate Susan Krebs, House of Delegates Health and Government Operations Committee</i></p> <p><u>Participants will learn:</u> Perspectives from the Maryland General Assembly.</p>
3:00pm – 3:30pm	Networking Break



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**3:30pm –  
5:00pm**

**\*Keynote Address\***

**Walking in a Physician's Shoes**

***James McKenna, Leadership Coach for Physicians***

Participants will learn: What “A day in the life of a busy physician” looks and feels like. Attendees will have a better understanding of what is contributing to physician burnout, physician engagement and how to develop resiliency. They will be able to list ways that physician engagement (and burnout) can be quantified in terms of cost. Participants will be able to explain how this contributes to quality of patient care, quality of life and to a healthy bottom line for the organization and for the individual caregiver(s).

**5:30pm**

*Please join us for Cocktail Hour and Heavy Hors d'oeuvres*



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<b>7:00am</b>	<b><i>Breakfast in Capitol Ballrooms A, B and C</i></b>
<b>8:00am – 9:00am</b>	<p><b>Key Metrics in Monitoring Your Employed Physicians</b> <i>Mitchell Clay</i>, Executive Director, University of Maryland St. Joseph <i>Stephanie Dinsmore</i>, Executive Director, University of Maryland Upper Chesapeake</p> <p><u>Participants will learn:</u> The key performance indicators that physician groups should be tracking, why it's so important important to track and trend performance, how these indicators are measured, and ways groups are operationalizing metrics.</p>
<b>9:00am – 10:15am</b>	<p><b>Best Practices in Provider Onboarding and Credentialing Panel Discussion</b> <i>Michelle Brandt</i>, Vice President, Physician, Ambulatory Contracting &amp; Credentialing, MedStar Health System <i>Michele Martz</i>, Executive Director Physician Enterprise, Western Maryland Health System **Large Private Practice Group** <i>Cathy Zito</i>, CEO, Lighthouse Healthcare Advisors, Moderator **Invited**</p> <p><u>Participants will learn:</u> Efficient and effective provider onboarding is challenging regardless of the size of your organization. The panel will discuss best practices they have found for efficient onboarding and share their experience with creating effective credentialing processes.</p>
<b>10:15am – 10:30am</b>	<b><i>Networking Break</i></b>
<b>10:30am – 11:30am</b>	<p><b>Understanding Payer Provider Contracts and Fee Schedule Analysis</b> <i>Andrew Harding</i>, Director, Rivet Health <i>Maureen McCarthy</i>, CPA, President, Medical Business Advisors, LLC</p> <p><u>Participants will learn:</u> How to quantify and prioritize payer contracting opportunities through objective analysis of reimbursement rates. Forecast revenue impact of new contracts through financial modeling techniques, with the aim of bringing a quantitatively backed business case to your payer contract negotiations. Learn qualitative attributes that can help push your practice through a successful negotiation. Participants will also learn how to dissect payer contract language to avoid pitfalls and to assess renewal periods, termination and notice language, as well as any payer reporting requirements.</p>
<b>11:30am – 12:30pm</b>	<p><b>Transforming Physician Coding for Value-Based Reimbursement</b> <i>Kathy Barbagallo</i>, Coding Education Supervisor, Lighthouse Healthcare Advisors <i>Gabriella Gold</i>, Director, Lighthouse Healthcare Advisors</p> <p><u>Participants will learn:</u> With the implementation of MACRA, it has never been more essential in the practice setting to identify new documentation, coding and workflow standards. Participants will learn about these new standards including how physician coding will directly impact reimbursement in value-based models. Presenters will share tools to bridge the physicians' documentation and coders' skill set.</p>
<b>12:30pm – 1:30pm</b>	<b><i>Lunch in Capitol Ballrooms A, B and C</i></b>
<b>1:30pm – 2:30pm</b>	<p><b>The Collaborative Care Model: The Next Challenge</b> <i>Dr. Allen Tien</i>, Co-Founder, mdLogix/BHWorks <i>Cody Mullen</i>, Indiana Rural Health Association</p> <p><u>Participants will learn:</u> The Collaborative Care Model has been researched for years but starting in 2017, covered by Medicare for all patients. This interactive workshop will assist you in understanding this model, it's unique requirements, and how to successfully implement at your home facility. Information will be shared on Behavioral Health Integration, as well. This session will also highlight the close partnership developed between the Indiana Rural Health Association and mdlogix and unique combination of payment reform, clinical care, and technology needed to successfully implement this model.</p>



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<b>2:30pm – 3:30pm</b>	<p><b>How are Hospitals Integrating Community Providers that are Non-Employed Panel Discussion</b> <i>Kathy Maddock, Executive, Southern Maryland Integrated Care</i> <i>Peter Odenwald, VP, Physician Services, AAMC</i> <i>Karen Wilding, Senior Director Quality Network, University of Maryland Medical System– Moderator</i></p> <p><u>Participants will learn:</u> Hospitals are integrating community physician groups into their population health strategy. Learn how various integrated networks are incorporating their non-employed providers, tracking their quality measures, and holding them accountable to network goals.</p>
<b>3:30pm – 4:30pm</b>	<p><b><i>The Evolution of Physician Compensation Towards Value-Based Care</i></b> <i>Marc Hallee, Senior Client Partner, Korn Ferry</i></p> <p><u>Participants will learn:</u> Physician compensation models are the primary drivers of strategic alignment with both hospital-employed and independent medical practices. Careful consideration must be made to ensure physicians are rewarded and incentivized in ways that allow them to earn a rate of pay that aligns with the market, while the financial soundness of the practice and adherence to regulatory guidelines are maintained. This session will examine past, present, and future trends in physician compensation, at a high level, in the context of evolving reimbursement and organizational structures.</p>
<b>4:30pm</b>	<p><i>Conference Adjournment</i></p>