

HFMA

hfma[™]
wisconsin chapter

2019 Spring Conference & Annual Meeting



MAY

15 - 17, 2019

Red Lion Hotel Paper Valley
333 West College Avenue
Appleton, WI 54911

Thank You To Our Platinum Sponsors



Conference Highlights

10:00 am

15
MAY

HFMA-WI Spring Golf Outing – Reid Golf Course

This is an 18-hole, 4 person scramble event. In order to encourage more participation from HFMA members from our provider organizations, we're going to make you an offer you can't refuse – if you work for a provider organization, you can play for free! All you need to do is have a HFMA member from a non-provider organization write your name on their golf registration form. Non-providers pay \$70.00 whether they sponsor a provider guest or not, so for the same registration price, they can have 2 people play golf for the price of 1! Fee for non-provider sponsors is \$35.00.



6:30 pm

15
MAY

Networking Event - Timber Rattlers Baseball Game

Join us for a fun evening at the Timber Rattlers Ballpark. We'll start the evening off with a group picnic including Grilled Hamburgers, Grilled Cher-Make Brats, Cher-Make Hot Dogs, Baked Beans, Assorted Potato Chips, Pasta Salad, Dessert, and 2 complimentary beverages. Shuttle bus picks up at hotel at 5:30 pm and departs at 5:45 pm.



8:15 am

16
MAY

Keynote Speaker: “The Disruptors: How Amazon, Apple, CVS & Other Tech Companies Will Change Healthcare” Ron Galloway, Healthcare Industry Speaker

Healthcare is going through a massive disruptive phase right now, with most of the changes being brought about by 1) new technologies and 2) new entrants, competitive and non-competitive, into space. In this session, Ron Galloway will illustrate for trustees the scope of these changes, and the impacts and unintended consequences that may occur.



3:30 pm

16
MAY

Afternoon Keynote Speaker: “Generations at Work” Lauren Schieffer – Certified Speaking Professional

Learn what shapes and drives each of the four generations now in the workplace and how each brings its own strengths and challenges. Leave with the tools to better communicate with and motivate each generation.



8:00 am

17
MAY

Early Riser Coffee Hour and Mentorship Program:

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.

9:30 am

17
MAY

Brunch and Learn: “Universal Health Care is Coming – Analyzing the Recent Trend of Universal Health Care Proposals”, Douglas Turek, Sr. VP of Regulatory and Governmental

This presentation is intended to provide a review of the current trend of universal health care initiatives at both the state and local levels. These initiatives include both multi-payer and single payer models, with a wide variance in reimbursement models for healthcare providers.





Red Lion Hotel Paper Valley

Room Reservations

Make your hotel reservation right away to receive the best rates!
Contact the hotel directly at 920.733.8000. Let them know you are with the
Healthcare Financial Management Association (HFMA).

Room Rates

Room rates are \$125 for a single/ double room.

Check In / Check Out

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

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/2019-spring

Thank You to Our Committee Members

Leslie Claas – VP Programs, Art Mertig – Program Chair,
Brittany Tillman – Program Vice Chair, Matt Clark – Program Committee Member,
Mark Herder – Social / Networking Chair, Social / Networking Committee Members,
Michelle Conard, Kyle Kovacevich

Upcoming Events



Fall Conference

September 18th - 20th, 2019
Park Hotel
Madison, WI



Women in Healthcare Leadership Conference

November 8, 2019
The Ingleside Hotel
(formerly The Country Springs Hotel)
Pewaukee, WI



Mega Conference

January 15th - 17th, 2020
Kalahari Resort
Wisconsin Dells, WI

Conference Registration

Conference Rates

Member Rates

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

Non-Member Rates

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

Registration

Registration for this event will be accepted ONLINE ONLY!! To register, visit <http://hfmawisconsin.com/2019-spring.html>.

If you have any questions, contact Art Mertig at amertig@ashland-mmc.com - 715.685.5550.

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://hfmawisconsin.com/2019-spring.html> and enter your certificate number in the box provided.

To view the HFMA Wisconsin sponsor listing for information on complimentary program registration, visit

<http://hfmawisconsin.com/become-a-sponsor.html>



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Timber Rattlers Game

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Conference Schedule

Casual attire is appropriate.
11.25 HFMA Certification Credit Hours

Wednesday, May 15th

10:00 am	<p>HFMA-WI Spring Golf Outing – Reid Golf Course</p> <p>This is an 18-hole, 4 person scramble event. In order to encourage more participation from HFMA members from our provider organizations, we’re going to make you an offer you can’t refuse – if you work for a provider organization, you can play for free! All you need to do is have a HFMA member from a non-provider organization write your name on their golf registration form. Non-providers pay \$70.00 whether they sponsor a provider guest or not, so for the same registration price, they can have 2 people play golf for the price of 1! Fee for non-provider sponsors is \$35.00.</p>
6:30 – 10:00 pm	<p>Networking Event – Timber Rattlers Baseball Game</p> <p>Join us for a fun evening at the Timber Rattlers Ballpark. We’ll start the evening off with a group picnic including Grilled Hamburgers, Grilled Cher-Make Brats, Cher-Make Hot Dogs, Baked Beans, Assorted Potato Chips, Pasta Salad, Dessert, and 2 complimentary beverages. Shuttle bus picks up at hotel at 5:30 pm and departs at 5:45 pm.</p>

Thursday, May 16th

7:30 - 8:00 am	Continental Breakfast and Registration
8:00 - 8:15 am	President’s Welcome - David Cartier, MedData
8:15 - 9:30 am Keynote Speaker	 <p>“The Disruptors: How Amazon, Apple, CVS & Other Tech Companies Will Change Healthcare” Ron Galloway, Healthcare Industry Speaker</p> <p>Healthcare is going through a massive disruptive phase right now, with most of the changes being brought about by 1) new technologies and 2) new entrants, competitive and non-competitive, into space. In this session, Ron Galloway will illustrate the scope of these changes, and the impacts and unintended consequences that may occur. He will show how all these companies plan to impact hospitals and healthcare - Amazon, Google, CVS and Walmart, and now Apple have ridden the wave of businesses leveraging their existing frameworks into healthcare. He will also delve into the disruptive impact technology is having on hospitals, particularly the shift from hospitals as healthcare delivery systems to hospitals as data institutions.</p>
9:30 - 9:45 am	Break
9:45 - 10:45 am Breakout Sessions	<p>Breakout Session 101: “Surprise Medical Bills and the Potential Impact of Legislative Proposals” Christopher Garmon, Assistant Professor of Health Administration, Henry W. Bloch School of Management – University of Missouri Kansas City</p> <p>A surprise medical bill is a bill from an out-of-network provider that was not expected by the patient or that came from an out-of-network provider not chosen by the patient. Recently, there have been numerous federal and state legislative proposals to protect patients from surprise medical bills and regulate out-of-network health insurance reimbursements to providers. These proposals, if implemented, could significantly impact health care provider markets and prices. In this presentation, I will describe the scope of the surprise medical bill problem in the United States, the legislative proposals to fix the problem, and their potential impact.</p>

<p>9:45 - 10:45 Breakout Sessions Continued</p>	<p>Breakout Session 102: “The Future of Accountable Care” Mary Kay Sasseti, Regional Vice President, Caravan Health This presentation will review the transformation of current payment structures with a focus on the Caravan Health Collaborative ACO model. Focus will be to learn how hospitals and physicians can align together in Medicare ACOs to thrive under payment reform. By forming into collaborative ACOs with more than 100k lives, hospitals can successfully take downside risk, beat statistical variance in savings, and achieve the highest quality in patient care.</p>
<p>10:45 - 11:00 am</p>	<p>Break</p>
<p>11:00 - Noon Breakout Sessions</p>	<p>Breakout Session 201: “Natural Language Processing Solutions, Trends, and Potential Impact” Tim Minnich, Solution Executive, Optum Gain an understanding of what Natural Language Processing (NLP) is and how it is used in Revenue Cycle and HIM solutions today including Computer Assisted Coding, Clinical Documentation Improvement, and more. Understand the scope of NLP in healthcare, and discuss what future of NLP may look like and what solutions can be expected. Learn why some NLP solutions succeed and others have failed in the market. Understand the critical success factors to properly evaluate NLP solutions.</p> <p>Breakout Session 202: “Navigating the Intersection of Strategic, Financial and Legal Considerations in Health Care Collaborations and Joint Ventures” Jeffrey Mark, Shareholder Attorney – von Briesen & Roper, S.C. and David Olson, Chief Strategy Officer, Froedtert Health, Inc. Health systems, providers and business partners are increasingly looking to collaborations and joint ventures to drive new revenue streams, access new capabilities, and enhance market position. This session will explore the convergence of the latest strategic, financial and legal trends in health care collaborations and joint ventures. The presentation will offer insights into emerging joint venture models, collaborative governance structures, and aligned financial incentives designed to enhance financial and strategic success. This presentation will also provide pragmatic solutions for the most challenging business and legal aspects of joint ventures including how to identify strategic partners, developing exit strategies, positioning the partnership for growth and addressing market protection and expansion.</p>
<p>Noon - 1:00 pm</p>	<p>Lunch</p>
<p>1:00 - 2:00 pm Breakout Sessions</p>	<p>Breakout Session 301: “Are You Getting This? - Communicating to Be Understood” Lauren Schieffer, Certified Speaking Professional The greatest hindrance to growth in any organization or in any individual career is poor communication—both up and down the ladder. Keeping staff motivated and achieving at full potential requires keeping effective and respectful lines of communication open at all times. This engaging, entertaining presentation details the most important avenues to sustaining staff peak performance and gaining customer loyalty in the 21st Century.</p> <p>Breakout Session 302: “Fastballs, Curveballs and Spitballs: Yesterday’s Home Runs Don’t Win Today’s Games” Joe Watt, Partner, Kevin Morey, Partner, Eric Lopata, Director and Greg Sullivan, Senior Manager - BKD Similar to a 95 MPH fastball, the healthcare landscape has rapidly changed with recent merger and acquisition activity. We will provide an overview of this current environment and the ever-changing landscape due to consolidation within the industry. Recent tax reform has been like a curveball on a 0-2 count for some organizations. Learn about recent guidance issued and key considerations under tax reform to improve your organization’s chances of knocking tax reform out of the park. Some would say that throwing spit balls gives a hitter a disadvantage against a pitcher. Don’t put your organization at a disadvantage as new accounting standards become effective. The standard setting bodies have recently issued several accounting standards that will impact healthcare organizations greatly. We will provide a brief overview of these new standards and some best practices from across the industry.</p>
<p>2:00 - 2:15 pm</p>	<p>Break</p>
<p>2:15 - 3:15 pm H2O Talks</p>	<p>2:15 - 2:35 pm: “Point of Service Collections: Using Words that Work” Sherry Evenson, System Director of Financial Clearance – Aspirus, Inc. Learn how using a Words that Work strategy helps staff with how to effectively guide patients through financial discussions and increase point of service collections.</p>

<p>2:15 - 3:15 pm H2O Talks Continue</p>	<p>2:35 - 2:55 pm: “Incoming Workqueue Management for Referrals” Jacqueline Nowak White, System Director of Scheduling and Authorizations – Aspirus, Inc. In this session we will Identify the continuous process improvement tools used to identify opportunities in the Authorizations department and learn how Aspirus transitioned referrals to be scheduled away from Authorizations in order to improve the patient experience.</p> <p>2:55 - 3:15 pm: “Automating Financial Assistance Determinations” Cheryl Miller, Director of Financial Clearance – Aurora Health Care Charity Care application determinations took too long, paper application process was a mess, we knew we needed to find a better solution quickly...Patient Protection and Affordable Care Act provided the wind in Aurora’s sails to reengineer processes. We will explore strategies to streamline Financial Assistance determinations, identify approaches to leverage technology to automate the process and gain an understanding of one organization’s success in using technology.</p>
<p>3:15 - 3:30 pm</p>	<p>Break</p>
<p>3:30 - 4:30 pm Afternoon Keynote Speaker</p>	<p>“Generations at Work” Lauren Schieffer – Certified Speaking Professional Learn what shapes and drives each of the four generations now in the workplace and how each brings its own strengths and challenges. Leave with the tools to better communicate with and motivate each generation.</p>
<p>5:00 pm</p>	<p>Cocktail Reception</p>
<p>6:00 pm</p>	<p>Dinner and Program - including awards and installation of Directors & Officers. President’s Reception immediately follows Dinner and Program.</p>

Friday, May 17th

<p>8:00 - 9:00 am</p>	<p>Early Riser Coffee & Mentorship Program 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.</p>
<p>9:00 - 9:30 am</p>	<p>Hot Plated Breakfast</p>
<p>9:30 - 10:30 am</p>	<p>Brunch & Learn: “Universal Health Care is Coming – Analyzing the Recent Trend of Universal Health Care Proposals” Douglas Turek, Sr. VP of Regulatory and Governmental Affairs - MedData This presentation is intended to provide a review of the current trend of universal health care initiatives at both the state and local levels. These initiatives include both multi-payer and single payer models, with a wide variance in reimbursement models for healthcare providers. In the end, this presentation should provide an overview of the types of universal health care initiatives, an understanding of the payer models being proposed, an understanding of the reimbursement models being proposed and an understanding of the financial challenges to the implementation of universal health care.</p>
<p>10:30 - 10:45 am</p>	<p>Break</p>
<p>10:45 - 11:45 am Closing General Session</p>	<p>“How Healthcare Providers Can Win in the New Age of Pricing Transparency” Michael Lohrer, VP Revenue Strategy, and Greg Kay, Senior VP Revenue Strategy - PMMC Preferred Medical Marketing In an effort to increase pricing access to patients, drive competition, and lower costs, CMS required all hospitals to publish their standard Chargemaster on January 1. What will be the impact of this on health-care providers and patients in 2019 – and beyond?</p>
<p>11:45 am</p>	<p>Door Prize Giveaway 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

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