

# hfma™ wisconsin chapter



SEPTEMBER 17-18, 2020

## WELCOME TO OUR FIRST VIRTUAL CONFERENCE

*Thank You to  
Our Platinum  
Sponsors:*



For the first time in HFMA Wisconsin's history, we find ourselves meeting for a conference on a completely virtual basis. We have been thrust into a reality where we are dealing with a pandemic that has forced closures and shut-downs from many walks of life and has changed much of how we now do business. Your HFMA Board is committed to bringing you updated and instructive information about pertinent topics in the healthcare industry through our Virtual Fall Conference. As always, our first priority is everybody's health and well-being, and we hope you will join us for this exciting new adventure where we can help ensure the safety of all participants but still share all of the same great information! We thank our speakers who have taken the time to adjust from an in-person meeting to a virtual experience, our sponsors who have continued to support our members throughout all of this, and the committee members that have worked so hard to make the transition possible.

*Welcome to HFMA Wisconsin's 2020 Virtual Fall Conference —  
We look forward to seeing you!*

MATT CLARK,  
Vice President - Programs



# CONFERENCE SCHEDULE

7.25 CPE Certification Credit Hours are Available

Time	Day	Session#	Session Length	Session Topic	Speaker
8:15-8:30	Thursday		15 min.	President's Welcome	Steve Backus, HFMA President
8:30 - 9:30	Thursday	1	1-Hour	Dare to Matter: How Healthcare Finance Professionals Rise to Significance	Pete Smith
10:30 - 11:30	Thursday	2	1-Hour	Accounting & Audit Standards Update	Kevin Morey Benjamin Schmitz
12:00 - 1:00	Thursday	Lunch	1-Hour	Lunchtime Networking & Games	
1:00 - 2:00	Thursday	3	1-Hour	2020 – The Perfect Year for a Healthcare Legal & Regulatory Update!	Kate Bechen Kelsey Anderson
2:30 - 3:30	Thursday	4	1-Hour	Washington Update: An Overview of Legislative and Regulatory Events Impacting Providers and Health Plans	Chad Mulvany
9:30 - 10:30	Friday	5	1-Hour	Bond Financing in Healthcare and Lessons Learned	Karen Anillo Matt Streeter
11:00 - noon	Friday	6	1-Hour	COVID Pandemic - Lessons Learned	Michael Engle Kevin Rash Joseph Watt

## CONFERENCE REGISTRATION

Registration for this event will be accepted **ONLINE ONLY**. To register, visit:

[www.hfmawisconsin.com/wi-hfma-2020-virtual-fall-conference.html](http://www.hfmawisconsin.com/wi-hfma-2020-virtual-fall-conference.html)

If you have any questions, contact Matt Clark at [matthew.clark@froedtert.com](mailto:matthew.clark@froedtert.com) – 414.777.0322

### CONFERENCE RATES

Member Rate:	Non-Member Rate:
Full Program \$35	Full Program \$50

### PAYMENT

Once registration is complete you may make your payment for 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: If registration is cancelled by September 15 you will be issued a full refund.

## FUTURE EVENTS

**WOMEN IN  
HEALTHCARE  
LEADERSHIP  
VIRTUAL  
CONFERENCE**

**Friday, November 6, 2020**



**HFMA SPRING  
CONFERENCE  
AND ANNUAL  
MEETING**

**May 12-14, 2021  
The Ingleside Hotel,  
Pewaukee, WI**



# CONFERENCE TOPICS

## Thursday, September 17

**8:15 am – 8:30 am**      *President's Welcome*      *Steve Backus, Johnson Financial Group*

**8:30 am – 9:30 am**      SESSION 1      *“Dare to Matter: How Healthcare Finance Professionals Rise to Significance”*  
*Pete Smith, SmithImpact*

Our current environment has twisted, tossed, and turned upside-down our normal way of operating. Colleagues have become faces we see on a screen or a voice on the phone. Water cooler conversations now take place in our home kitchens. Family vacations involve going camping in your living room. Coupled with changing medical regulations, increased costs, medical technological advancements, today's hospitals and medical offices need to employ the expertise of efficient, effective, and financial management professionals. In a time of crisis and chaos, one thing is certain: what matters most is having the ability to stay focused on what matters most. Now more than ever, your pursuit of Significance matters. In today's culture of uncertainty, fear, hostility, and opportunity, financial management professionals need to possess the right knowledge, be excellent communicators, effective problem solvers, and possess a high degree of self-confidence. Additionally, financial management professionals need to maintain their own heightened level of motivation, engagement, and commitment on a daily basis. But the keys to do so don't reside in a pursuit of success and happiness. Rather, they exist within a relentless pursuit of significance, and the keys to running an effective healthcare organization exist within the Six to Significance framework. Uncovering and understanding the main pillars of significance will provide the administrative professional with the mindset, skillset, and toolset needed in order to lead effectively. Surviving a stroke at an early age, and after years of research, interviews, trainings, and observation, Pete Smith reveals the Significance framework outlined in his best-selling book, *Dare to Matter*. This framework reveals the six major pillars of significance and how they can be incorporated into our daily lives.

**10:30 am – 11:30 am**      SESSION 2      *“Accounting and Auditing Standards Update”*  
*Kevin Morey, Partner, BKD, LLP*  
*Benjamin Schmitz, Manager, BKD, LLP*

There are several new accounting standards that will impact FASB and GASB health care organizations. The program will provide an overview of the upcoming standards. Some of the new standards will require the organization to evaluate policies and procedures to ensure proper adoption of the standards. Additionally, we will discuss the accounting for COVID-19 related revenues and expenses.

**12:00 – 1:00 pm**      LUNCHTIME      *Networking & Games*  
Join us for a chance to meet others at the conference, play games, and win prizes!

**1:00 pm – 2:00 pm**      SESSION 3      *“The 2020 Legal and Regulatory Update”*  
*Kate Bechen, Partner - Husch Blackwell, LLP*  
*Kelsey Anderson, Associate - Husch Blackwell, LLP*

As COVID -19 continues to color the healthcare landscape, this session will focus on legislative and regulatory developments affecting provider and supplies. The details and strategic implications of the following topics will also be discussed:

- Updates to Medicare and federal health care program regulations for providers, including provider-based implications, 340B program updates, and others;
- Waivers of statutory and regulatory requirements in Wisconsin and at the federal level as a result of the COVID-19 pandemic;
- Other provider payment program developments;
- The CARES Act funding; and
- Various Small Business Administration and Treasury loan programs

# CONFERENCE TOPICS (continued)

2:30 pm – 3:30 pm

SESSION 4

*“Washington Update: An Overview of Legislative and Regulatory Events Impacting Providers and Health Plans”*

*Chad Mulvany, Director, HFP Perspectives and Analysis - HFMA*

Anticipated changes in health insurance coverage, federal response to COVID-19, federal fiscal situation, transition to value-based reimbursement for both public and private payers, and upcoming federal election all pose both opportunities and challenges to health systems. This session will discuss key health policy issues that will impact providers and offer strategies to manage anticipated risk.

## *Friday, September 18*

9:30 am – 10:30 am

SESSION 5

*“DIY: Private Placement Tax-Exempt Bond Issue”*

*Karen Anillo, Senior VP – Associated Bank*

*Matthew Streeter, CFO – Black River Memorial Hospital*

One year out from closing, Matthew Streeter and Karen Anillo share the lessons learned from their private placement tax-exempt bond issue. The \$24 million bond issued through WHEFA and purchased by Associated Bank was used to refinance two municipal bonds and fund a large building expansion project at Black River Memorial Hospital – without a broker or consultant. Come learn the basics of bond financing and how you, too, could do it yourself. It's easier than you think.

11:00 am – noon

SESSION 6

*“Emerging Lessons from COVID-19”*

*Michael Engle, Kevin Rash & Joseph Watt, BKD, LLP*

As COVID-19 affects our nation, BKD's healthcare team has been actively involved in monitoring the impact and is here to help you navigate the current environment and plan for the future. As a Trusted Advisor we have compiled our lesson's learned during this pandemic for maintaining financial stability and insights on preparing for recovering and re-entry to the health care marketplace.

Participants will be provided an overview of the CARES Act and lessons learned from the influx of grant funding for providers. They will gain an understanding of the challenges in dealing with multiple changes of the provider relief funds frequently asked questions and the multiple iterations of the SBA rule changes. In addition, participants will gain insight on revitalizing operational performance drivers, examine a hospital performance improvement case study that worked through the COVID-19 pandemic, and things to consider before the next pandemic.

*Session is for CEO, CFO, COO, Directors of Accounting, Reimbursement and Operations.*

*Thank You*  
**To Our Committee Members:**

Matt Clark – VP Programs

Eric Lopata - Chair

Kyle Kovacevich - Vice Chair

Brittany Tillman – Planning Committee Member

Leslie Claas – Planning Committee Member

Art Mertig – Planning Committee Member

Zach Zahedi, Planning Committee Member

Mark Herder – Social/Networking Chair