

hfma™

wisconsin chapter

2022

Spring Conference
& Annual Meeting

May 18-20, 2022

The Ingleside Hotel
2810 Golf Road
Pewaukee, Wisconsin



Thank you to
our Platinum
Sponsors



Conference Highlights

NETWORKING EVENT

Wednesday Evening, May 18th, 6:00 - 9:00 pm

WI HFMA is hosting a picnic outside the Ingleside Pavilion. Join us for burgers and brats and an adult beverage or two. Listen to live music from The Grimm Brothers, a classic rock acoustic duo and play a game of bean bag toss while socializing with other Conference attendees.



KEYNOTE SPEAKER: AMY DEE, *The Speaker Agency*

Thursday, May 19th from 8:15-9:30 am

“Choices, Chances, Changes: The Three C’s of Life –Remember Your Power to Choose Success”

You must make a choice to take a chance or your life will never change. No more being stuck or blaming others! This hilarious but poignant presentation explores how brain and behavior science can help you take back your power to shape your own destiny by making conscious choices and taking chances that align with your goals. Attendees will discover how to improve “choice-making” by putting space between their impulses and their actions. This gives them time to reframe challenges and literally change the way they look at things and how they choose to move forward through change. They’ll learn how to self-guide by asking questions such as, “Will this choice put me closer to or further from my goal?” and “Is what I’m about to say necessary? Will it strengthen

my relationship bridge or weaken it?” Attendees will even discover how to find meaning—and value—in failures and how to take brave chances that will create positive change in their lives. Examples of the specific types of challenges your organization and audience face can be included.

EARLY RISER COFFEE HOUR & MENTORSHIP PROGRAM:

Friday, May 20th from 8:30 – 9:00 am

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.



BRUNCH AND LEARN:

Friday, May 20th from 9:30 – 10:30 am

Brunch & Learn “Payer Hot Topics”

Coreen Dicus-Johnson, President & CEO – Network Health

Payer topics most impacting providers including how interoperability can improve the patient experience and CMS’ heightened focus on social determinants of health which will require more collaboration between payers and providers.

The Ingleside Hotel



2810 Golf Road
Pewaukee, WI 53072
262-547-0201

ROOM RESERVATIONS

Book Your Room by April 30, 2022

Make your hotel reservation right away to receive the best rates. Contact the hotel directly at 262-547-0201 and let them know you are with the HFMA 2022 Annual Meeting.

Rooms are reserved on a first come first served basis and are limited.

Room Rate

Room rate is \$119 Single/Double

Check in / Check Out

Check in is at 4:00 pm

Check out is at 11:00 am

UPCOMING EVENTS

HFMA FALL CONFERENCE

September 21-23, 2022

Marriott Madison West, Middleton, WI



WOMEN IN HEALTHCARE LEADERSHIP CONFERENCE

Friday, November 11, 2022

The Ingleside Hotel, Pewaukee, WI



HFMA SPRING CONFERENCE AND ANNUAL MEETING

May 17-19, 2023





CONFERENCE REGISTRATION

Registration for this event will be accepted ONLINE ONLY. To register, visit: <https://cvent.me/qMDVGZ>
If you have any questions, contact Art Mertig at mertigart@gmail.com • 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:

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

CONFERENCE RATES

Member Rates:

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

Non-Member Rates:

Full Program \$250
One Day Only\$185
Thursday Night Guest\$50

Virtual Rate:

\$100

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

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://cvent.me/qMDVGZ> and enter your certificate number in the box provided.

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

To view the HFMA Wisconsin sponsor listing and information on complimentary program registration, visit <https://www.hfma.org/chapters/region-7/wisconsin/sponsorship.html> and <https://www.hfma.org/chapters/region-7/wisconsin/become-a-sponsor.html>

*All sponsors
are invited to
exhibit!*

Thank You
To Our Committee Members:

Art Mertig – VP Programs
Zach Zahedi – Chair
Jessica Vogen – Vice Chair
Kyle Kovacevich – Social/Networking Chair
Eric Lopata – Planning Committee Member
Shelby Netz – Planning Committee Member
Aimee Smith – Planning Committee Member
Leslie Claas – Planning Committee Member

Conference Schedule

*Business casual attire is appropriate.
10 HFMA Certification Credit Hours are available.*

Wednesday, May 18

6:00 – 9:00 pm *Networking Event – Ingleside Pavilion*

WI HFMA is hosting a picnic outside the Ingleside Pavilion. Join us for burgers and brats and an adult beverage or two. Listen to live music from The Grimm Brothers, a classic rock acoustic duo and play a game of bean bag toss while socializing with other Conference attendees

Thursday, May 19

7:30 am – 8:00 am CONTINENTAL BREAKFAST AND REGISTRATION

8:00 am – 8:15 am *President's Welcome: Tracy Quinn, State Collection Service*



8:15 am – 9:30 am *Keynote Speaker: Amy Dee – The Speaker Agency
“Choices, Chances, Changes: The Three C’s of Life –
Remember Your Power to Choose Success”*

You must make a choice to take a chance or your life will never change. No more being stuck or blaming others! This hilarious but poignant presentation explores how brain and behavior science can help you take back your power to shape your own destiny by making conscious choices and taking chances that align with your goals. Attendees will discover how to improve “choice-making” by putting space between their impulses and their actions. This gives them time to reframe challenges and literally change the way they look at things and how they choose to move forward through change. They’ll learn

how to self-guide by asking questions such as, “Will this choice put me closer to or further from my goal?” and “Is what I’m about to say necessary? Will it strengthen my relationship bridge or weaken it?” Attendees will even discover how to find meaning—and value—in failures and how to take brave chances that will create positive change in their lives. Examples of the specific types of challenges your organization and audience face can be included.

9:30 – 9:45 am BREAK

9:45 – 10:45 am *Breakout Session 101: “It’s Not You, It’s Your Brain: Dx: Brain Drain - Rx: Mind”
Amy Dee – The Speaker Agency*

Did you know that every day you are exposed to as much information as your 15th century ancestor experienced in a lifetime? You are not only experiencing epidemic “overwhelm” of information and choices, you’re being asked to do more with less. Time management isn’t enough. Today you need MIND MANAGEMENT. Amy’s hilarious stories and memorable metaphors will help you organize your day for better brain benefit, and steer around cognitive biases that hinder objective thinking, and positively deal with daily challenges. Amy will explain how self-compassion leads to better customer service. Laugh while learning practical tools you can immediately apply to make every day more productive and satisfying.

9:45 am – 10:45 am *Breakout Session 102: “STARK Law, Anti-Kickback, and False Claims Act”
Benjamin Bresnick, JD, CHC, Managing Director, Health Care Compliance – Ankura Consulting*

To operate under best practices and avoid criminal penalties, civil fines, and exclusion from Federal health care programs, it is crucial for healthcare entities to understand three critical laws: the False Claims Act (FCA), the Anti-Kickback Statute (AKS), and the Physician Self-Referral Law (Stark law). The Department of Justice, the Department of Health & Human Services Office of Inspector General (OIG), and the Centers for Medicare & Medicaid Services (CMS), are charged with enforcing these laws. Ben Bresnick will describe each of the laws and how successful compliance programs mitigate the regulatory risks.

10:45-11:00 am BREAK

11:00 - noon Breakout Session 201:

“Recruitment in a Remote Environment”

Judy Gray, Chief Human Resources Officer and Tracy Quinn, Director of Client Services – State Collection Service

In March 2020, as organizations rapidly shifted teams to remote and paused hiring, we expected to resume our standard processes in a few weeks. For the State team, it became apparent we would need to adapt our processes when we resumed our rapid growth in the summer of 2020. Over the past two years, the State team collaborated to develop robust recruitment, onboarding and training protocols that are both effective and fully remote. It appears permanently remote work is here to stay. And there are significant benefits to both your organization and your team members. Your organization can draw from a much larger talent pool, which is a necessity given the current hiring conditions. Your team members enjoy greater flexibility as well as eliminating both the time and additional costs incurred when they are office based. The presentation will discuss how organizations can effectively recruit, onboard, train and manage a permanently remote workforce.

11:00 – noon Breakout Session 202: *“US Healthcare Affordability ”*

Jacob Rouse, Director of Customer Success – Amitech Solutions

Understand the key objective economic and outcome differences between the United States compared to other highly developed countries. Where are we outliers? Where are we NOT outliers?

Noon – 1:00 pm LUNCH

1:00 – 2:00 pm Breakout Session 301: *“No Surprise Billing Act – Updates and Work from the Trenches”*

Deb Kozlowski, Senior Managing Consultant – BKD, LLP

Gain an understanding of the background and current updates on delayed components of the No Surprise Act and discover the practical and relevant lessons learned since the act effective date of 01/01/2022. Learn how to prepare for the future on the Acts Delayed Components (Good Faith Estimates for Insured Patients and the requirement that the Convening Provider collect all components from co-providers when providing an estimate to the Uninsured and or Self Pay Patient).

1:00 – 2:00 pm Breakout Session 302: *“A Data-Driven Approach to Increasing Margin and Improving Care”*

Jamie McGlothlin, Health Care Analytics National Lead – RSM US

Learn how a health care organization can get started with analytics and understand when and how advanced analytics should be applied. We will cover cases to improve efficiency with analytics and understand how analytics can reduce health care costs.

2:00 – 2:15 pm BREAK

2:15 – 3:15 pm H2O Talks

2:15 – 2:35 pm *“OneHFMA Website Update” - Jennifer Vanden Bergh, HFMA*

In this discussion, Jennifer will provide a brief overview of HFMA’s Enterprise Membership program designed to provide an organization’s employees with cost effective and easy to implement tools and resources to increase staff engagement and optimize results. Whether you’re a finance professional in a hospital or a health plan, a clinician or with a professional services firm. Jennifer will discuss how HFMA’s education and certifications can help organizations reach goals. In addition, she will spend some time demonstrating the features and benefits of HFMA’s website.

2:35-2:55 pm *“Institutional Investing Best Practices” - Steve Backus, Johnson Financial Group*

In today’s volatile market and interest rate environment, hospitals need to understand how much risk they are taking within their investment program and more importantly understand how much risk they can afford to take as an organization. Learn how to incorporate aspects of your operations, strategic plan and balance sheet to create an investment program that supports your organization’s mission today and long into the future.

2:55-3:15 pm *“Financial Planning - Your Most Important Vacation!”*

– *L. Bruce Lorenz, CFP, MBA, FHFMA, Financial Advisor – New Retirement Advisors*

Have you ever gone on a vacation? How long were you gone? Was there any planning involved? Did you decide where you would go? What activities you would do? Where you would stay? How much money you would spend? Most of us will end up in a place called retirement. We will get there, whether we plan for it or not. It will be the longest vacation you’ve ever had and planning will be key to how much you enjoy your most important vacation. Come and hear financial planning tips to help you navigate your financial journey whether you are 20, 40, 60, or 80.

3:15-3:30 pm BREAK

3:30 – 4:30 pm *“Handling Difficult Conversations” - Jennifer Ott, Consultant - Jennifer Ott Consulting, Inc.*

This course helps identify the nature of and origins of conflict, establishing productive techniques in addressing issues and resolving disagreements, and reaching productive resolutions. We’ll explore the role of empathy, setting ground rules and effective listening and positive feedback behaviors.

5:00 pm COCKTAIL RECEPTION

6:00 pm Dinner and Program, including awards and installation of Directors & Officers.
President’s Reception immediately follows Dinner and Program.

Friday, May 20

8:00 – 9:00 am *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.

9:00 – 9:30 am HOT BREAKFAST BUFFET

9:30 – 10:30 am *Brunch & Learn “Payer Hot Topics”*

Coreen Dicus-Johnson, President & CEO – Network Health

Payer topics most impacting providers including how interoperability can improve the patient experience and CMS’ heightened focus on social determinants of health which will require more collaboration between payers and providers.

10:30 – 10:45 am BREAK

10:45 am–11:45 am Closing General Session: *“Diversity, Equity, and Inclusion Panel”*

Dru Bhattacharya, JD, MPH, LLM, VP-Diversity, Equity & Inclusion – Advocate Aurora Health;

Andrés Gonzalez, M.Ed., CCDP/AP, VP - Chief Diversity Officer at Froedtert & the Medical College of Wisconsin and Shane Lloyd, MPH, Head of Diversity, Inclusion and Belonging for Success at Baker Tilly US, LLP

Join us for an interactive and authentic conversation on diversity, equity and inclusion as our esteemed panelists explore current topics in DE&I including initiatives and results seen in their influential healthcare systems, and provide you with ideas to expand DE&I efforts within your organization.

11:45 am **DOOR PRIZE GIVEAWAY** – Be sure to stay for your chance to win great door prizes - Must be Present to Win!