



Invites You to Attend the

HFMA 2016 Annual Conference

"GOING BEYOND TO BUILD SMARTER HEALTHCARE TOGETHER"

May 26-27, 2016

The Osthoff Resort – Elkhart Lake, WI

"Why We Make Mistakes" Joe Hallinan, Author, Pulitzer Prize-winning Journalist

"Wage Index – The Last Frontier" Marie White, Reimbursement Manager and Eddie Phibbs, Director, Health Care Payment Strategies, Eide Bailly LLP

"Optimizing Self Pay Workflow – Right Tools Right Results" Colette Lasack, VP Revenue Cycle, University of Kansas

"Super ACOs – An Emerging Model To Deliver on the Quadruple Aim" Kurt Janavitz, CEO, Integrated Health Network

Talk H20 -- CFO Panel: "What is it That Keeps You Awake at Night"

Moderator:	Kevin Boren, HFMA WI President
Panelists:	Dara Bartels, CFO, Gundersen Health System
	Jim Dietsche, CFO, Bellin
	Carol May, CFO, Sauk Prairie Healthcare
	Jim Nelson, CFO, Fort Healthcare

"Legislation and Advocacy: Your 2016 Update" Jenny Boese, VP Federal Affairs & Advocacy, Wisconsin Hospital Association

"Optimizing the Value-Based Revenue Cycle: The Merit-Based Incentive Payment System (MIPS)", Tom S. Lee, Ph.D., CEO & Founder, SA Ignite Inc.

"Developing High Functioning Leadership Teams" Tina Nazier, MBA, Director, Health Care Strategic Alignment, Wipfli LLP

Talk H20 Sessions

"Patient Estimation" Laurie Hurwitz, Executive Director, Gundersen Health Care System

"Leveraging Technology" Ivan Nedovba, Manager-Revenue Cycle, Rogers Memorial Hospital

"Next Generation ACO Models – Legal and Operational Design Strategies", Thomas Shorter, Godfrey & Kahn

Platinum Sponsors
MMIC Group
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2016 Annual Conference/ May 26-27

Cardon Outreach
Dave Cartier
4294 Dahlberg Drive
Golden Valley, MN 55422-4805

To:

Program Location



The Osthoff Resort
101 Osthoff Avenue
PO Box 151
Elkhart Lake, WI 53020

For reservations call: 1-800-876-3399

Make sure you tell them you are with HFMA
Room Rate: \$135.00

Thank you to our Platinum Sponsors

**MMIC Group
ProAssurance**

For further information on this program,
contact Program Chair:

**Dave Cartier
Cardon Outreach
dcartier@cardonoutreach.com
612-235-7442**

Conference Registration

Registrations are only being accepted online at <http://hfmawisconsin.com/Events.html>.
Please contact David Cartier, VP of Programs at dcartier@cardonoutreach.com or 763.772.3120

Program Fees

Early Bird discount for Members ends Friday, May 13, 2016

Member Rate:	Non-Member Rate:
Full Program \$170 (after May 13, \$200)	Full Program \$250

Guest Pass Rate for Thursday dinner only: \$50 per person

Sponsor Registration

If you are a sponsor of HFMA Wisconsin, you were mailed free program registration certificates. To use these certificates, please register online at <http://hfmawisconsin.com/Events.html> and select the "Sponsor (Free Certificate)". You can also view the HFMA Wisconsin sponsor listing for information on complimentary program registration.

Payment for all registration fees can be made online through PayPal. If paying by check, make a copy of your registration and send to:

Mary Kaja
HFMA WI
P O Box 1604
Madison, WI 53701-1604

Important Announcements

Be sure to stay for your chance to win great door prizes – Must be present to win!

- Register by Friday, May 13 and receive an Early Bird Discount for Members
- Make your hotel reservation by May 1, 2016 to receive the best rates: \$135/night. Call 1-800-876-3399 and mention Wisconsin HFMA when making your reservations.
- We take Program Evaluations seriously. This Program has been assembled based on your feedback.
- Business casual attire is appropriate
- 7.75 CPE credits are available

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. 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.

Social Activities

Wednesday, May 25

John Beglinger Classic - Golf at The Bull at Pinehurst Farms

On January 1, 2007, HFMA's Wisconsin Chapter lost a good friend in John Beglinger. John showed an extraordinary ability to make everyone around him feel special. John's unique persona gave him a very special title, Director of Schmooze. His positive impact on Wisconsin HFMA and the annual spring golf outing will remain forever. HFMA is very proud to sponsor this event in John's memory.

Thank you, John, for another year without rain!

Registration is only being accepted online at: <http://hfmawisconsin.com/Events.html>

The Bull at Pinehurst Farms
One Long Drive
Sheboygan Falls, WI 53085
Phone; (920) 467.1501

\$85.00 for 18 holes, includes green fees, cart and prizes. Tee times range from 11:00 to 12:30. Lunch & beverages are on cash basis.

Golf Registration Deadline: Friday, May 10th

You will be contacted with your actual tee time and pairing.

Questions regarding golf should be directed to Brad Taylor at bradt@stcol.com or 608-692-5064

Note: A limited number of golfers will be accommodated.

Conference Agenda

Thursday, May 26

7:30 am **WI HFMA Care Train Ride**

Come join us for a 30 mile bicycle ride through picturesque Elkhart Lake and get ready to join the Care Train for the 2016 Scenic Shores 150.

11:00 am **Board Meeting**

Lunch: On Your Own

1:00 pm **President’s Welcome**

1:15 – 2:30 pm **Opening Keynote**

“Why We Make Mistakes”

Joe Hallinan, Author Pulitzer Prize-winning Journalist

We often don’t see what’s right in front of us. We forget things in seconds. And most of us are pretty sure we’re way above average. Humans, by design, are prone to error. In *Why We Make Mistakes*, “a vastly informative, and for some readers vastly reassuring, exploration of the way our minds work” (Booklist, starred review), Joe Hallinan explores the reasons behind our mistakes, and how we can do better. His new book, *Kidding Ourselves: The Hidden Power of Self-Deception*, grew out of the idea that people often make mistakes because they are kidding themselves about one thing or another. But, as it turns out, there are good kinds of self-deception as well as bad kinds of self-deception. The good kinds—hope, faith, confidence, and even superstition—can be very valuable in propelling our way to success.

2:45 – 3:30 pm **Breakout Session 101**

“Wage Index – The Last Frontier”

Marie White, Reimbursement Manager and Eddie Phibbs, Director, Health Care Payment Strategies, Eide Bailly LLP

Medicare, for many hospitals, is the biggest payor and a vital component to the health of their bottom line. With societal and political pressures mounting to reduce a hospital’s reimbursement, now is the time to ensure the “Wage Index” used in calculating your Medicare reimbursement is correct. The Wage Index is one of the last areas that can have a direct impact on your future Medicare payment.

2:45 – 3:30 pm **Breakout Session 102**

“Optimizing Self Pay Workflow – Right Tools, Right Results”

Colette Lasack, VP Revenue Cycle, University of Kansas

Patient responsibility collections are sensitive, have a high cost-to-collect, and are becoming a significant portion of overall net revenue. By providing the right tools to staff and patients, providers can increase self-pay cash

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collections, improve staff satisfaction, and positively impact the patient experience. As healthcare costs continue to shift to patients, providers need to assess their current collection approaches and develop a strategy that optimizes their teams’ efforts.

3:30 pm **Break**

3:45 – 4:30 **General Session**

“Super ACOs – An Emerging Mode To Deliver on the Quadruple Aim”

Kurt Janavitz, CEO, Integrated Health Network

This presentation will review the emergence of Super ACOs, clinically integrated networks comprised of multiple health systems aiming to reduce costs, improve quality, enhance patient experience, and improve caregiver satisfaction. Specifically, the following topics will be covered, with Integrated Health Network of Wisconsin serving as an example: Market dynamics leading to Super ACO formation; Super ACO objectives; Structure and governance; Areas of focus; Successes to date; Challenges; The road forward.

6:00 pm **Cocktail Reception**

7:00 pm **Dinner**

8:00 pm **Awards Presentation**

8:20 pm **Installation of Officers & Directors**

8:30 pm **Remarks by President**

Friday, May 27

7:30 am **Breakfast Buffet**

8:00 am **General Session**

Talk H20 -- CFO Panel: “What is it That Keeps You Awake at Night”

Moderator: Kevin Boren, HFMA WI President

Panelists: Dara Bartels, , CFO, Gundersen Health System
 Jim Dietsche, CFO, Bellin
 Carol May, CFO, Sauk Prairie Healthcare
 Jim Nelson, CFO, Fort Healthcare

Attendees will have an opportunity to hear about the most critical issues facing some of Wisconsin health care system CFO’s in their roles as the top financial executive within their organizations. The panel discussion Q & A format will focus not only on current critical issues, but also ask about the future key financial concerns for Wisconsin health care providers.

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9:45 am **General Session**

“Legislation and Advocacy: Your 2016 Update”

Jenny Boese, VP Federal Affairs & Advocacy, Wisconsin Hospital Association

There is plenty of activity at the state and the federal levels related to healthcare. Learn what is on the legislative and regulatory fronts in 2016. You'll also get a glimpse into why engaging in the legislative process can help positively shape the future for health care organizations.

10:30 am **Break**

10:45 am **Breakout Session 201**

“Optimizing the Value-Based Revenue Cycle: The Merit-Based Incentive Payment System (MIPS)”

Tom S. Lee, Ph.D., CEO & Founder, SA Ignite Inc.

We highlight the key components of the Merit-Based Incentive Payment System (MIPS) value-based program, estimated to impact Medicare Part B reimbursement up to 30% starting CY2017. We will share best practices of how provider organizations are preparing for this major shifts in Part B payment rules and, in particular, how optimizing back office activities can maximize reimbursements and bolster the consumer-facing reputation of the organization.

10:45 am **Breakout Session 202**

“Developing High Functioning Leadership Teams”

Tina Nazier, MBA, Director, Health Care Strategic Alignment, Wipfli LLP

This session takes a look at the five elements of highly effective leadership teams, provides methods for assessing the effectiveness of your team, and shares tools to improve leadership team effectiveness. This workshop incorporates group and individual activities to keep the audience involved in the entire learning session. The material can be adaptable for any team in your organization.

11:15 am **General Session**

“Talk H2O Sessions” “Patient Estimation”

Laurie Hurwitz, Executive Director, Gunderson Health Care System

The patient financial experience links to satisfaction and loyalty. Unfortunately there is often a mismatch between consumer expectations and the average patient financial experience. This presentation will walk attendees through several key concepts, utilizing Gunderson's patient financial experience wins.

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“Leveraging Technology”

Ivan Nedovba, Manager-Revenue Cycle, Rogers Memorial Hospital

In this session Ivan will address leveraging technology and process optimization to become a patient centric healthcare provider. Topics will include decreasing time for initial billing, decreasing time for denial reprocessing and improving patient engagement and billing practices.

“Next Generation ACO Models – Legal and Operational Design Strategies”

Thomas Shorter, Godfrey & Kahn

This session is designed for individuals with advanced Health Care Financial, Operational and Strategic Management knowledge. Knowledge of the financial viability of a health care system, the health care climate throughout the state and region as well as an understanding of the overall patient experience is necessary. The session will focus on the potential structuring of ACOs in the current and future health care climate.

Upcoming Events

SW Regional Event - April 2016 at TBD

Joint HFMA WI/MN in Duluth, MN - May 5th, 2016

Fitgers Inn
600 E Superior Street
Duluth, MN 55802
www.fitgers.com
(218) 722-8826

Southern Regional Event - June TBD

National HFMA ANI June 26th-29th at the Venetian in Las Vegas, NV

Scenic Shore 150 Bike Tour – from Mequon to Sturgeon Bay, WI – July, 2016

This year the Wisconsin HFMA Chapter will be assisting the Leukemia & Lymphoma Society by entering a bike team in this event which is planned for July 19th & 20th. Our goal is to raise awareness and as much money possible to help this awesome cause. Please visit the website listed below and look for our team “WI HFMA Care Train”, click on the “Team in Training” on the right and donate to sponsor our team: <http://www.lls.org/aboutlls/chapters/wi/events/ss150/>

Region 7 Conference - July 17th-19th, 2016

Grand Geneva Resort
7036 Grand Geneva Way
Lake Geneva, WI 53147
www.grandgeneva.com

WI HFMA Fall Conference - October 13 & 14th, 2016

Best Western Plus, Inn on the Park
22 S. Carrol Street
Madison, WI 53703
www.innonthepark.net

Program Sponsored by:

MMIC Group and ProAssurance