

### Registration and Fees

The seminar fee is \$250 per person for MHA and HFMA members and \$325 for non-members. The fee reflects the cost of tuition, program materials, lunch and breaks.

MHA wishes to take those steps required to ensure no individual with a disability is excluded, denied service, segregated or otherwise treated differently than other individuals because of the absence of auxiliary aids and services. If you need any special assistance to attend this program please contact MHA in advance.

### Registration Instructions

Register online at [www.mnhospitals.org](http://www.mnhospitals.org) (click on "Events") or complete and return the registration form by Sept. 17, 2010 to the Minnesota Hospital Association, 2550 University Ave. W., Suite 350-S, St. Paul, Minnesota 55114-1900. If the check is not ready by the program deadline and you wish to ensure your registration is received, you may fax your registration to MHA at (651) 659-1477 and mail the original form with a check to the address above. Please indicate on your registration form that it has been previously faxed.

SPACE IS LIMITED!

### Schedule

Registration starts at 7:30 a.m. on Day 1. The program runs from 8:30 a.m. – 5 p.m. on Day 1 and from 8:15 a.m. – noon on Day 2.

### Program Site

Radisson Hotel and Conference Center  
3131 Campus Drive  
Plymouth, Minnesota 55441  
(763) 559-6600

Overnight accommodations: \$119. Cut-off date for room reservations at the quoted rate is Sept. 7, 2010. Please indicate you are with MHA when making overnight accommodations.

### Who Should Attend

Chief executive officers, chief financial officers, chief operating officers, directors of nursing and management staff of hospitals, leaders or directors of business offices and compliance/risk officers.

### Cancellation and Refund Policy

MHA reserves the right to cancel or reschedule due to an insufficient number of registrants or other unforeseen circumstances. Registration will be accepted on a first-received basis. Registration fees, less a \$25 cancellation fee, are refundable if notice is received five working days prior to the program date. Registrants unable to attend may send an alternate. No shows will be billed.

### Dress

Please wear casual business attire. Meeting rooms are often cool so bring a sweater or jacket.

# Understanding the Future of HEALTH CARE FINANCE

*Track One:  
Reimbursement Strategies  
for PPS Hospitals*

*Track Two:  
Cost Management Strategies  
for Critical Access Hospitals*

*Radisson*

RADISSON HOTEL & CONFERENCE  
CENTER MINNEAPOLIS

Sept. 30 - Oct. 1, 2010



Minnesota Hospital Association



## MHA/HFMA Conference

Sept. 30 – Oct. 1, 2010

Radisson Hotel and Conference Center, Plymouth

Name \_\_\_\_\_ Title \_\_\_\_\_

E-mail \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

E-mail \_\_\_\_\_

Facility \_\_\_\_\_

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Enclosed is a check made payable to MHA.

Charge to Mastercard/Visa.

Please send education brochures by e-mail.

Please send education brochures by mail.

Name on card \_\_\_\_\_

Visa  Mastercard Exp. Date \_\_\_\_\_ Card Number \_\_\_\_\_

For additional information, please contact MHA's educational division: (651) 641-1121 or (800) 462-5393.

Please check breakout sessions you will be attending:

PPS Hospital Track 1

Critical Access Hospital Track 2

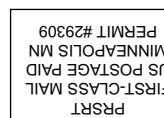
HFMA Member

MHA Member

Both

Non-member

7580/250/325



www.mnhospitals.org  
St. Paul, MN 55114-1900  
2550 University Ave. W., Suite 350-S  
Minnesota Hospital Association



# Schedule

Thursday, Sept. 30

7:30 a.m. – 8:30 a.m.

**Registration**

8:30 a.m. – 8:45 a.m.

**Welcome and Opening Remarks**

**Jeff Gendreau**, President, Healthcare Financial Management Association, Minnesota Chapter, Minneapolis, MN

8:45 a.m. – 9:45 a.m.

**Five Reasons People Succeed**

**Mike Max**, Sports Reporter and Anchor, WCCO News Radio, Minneapolis-St. Paul, MN

Mike Max will present “Five Reasons People Succeed” with a focus on: 1) overcoming adversity; 2) focusing on what you can control; 3) dealing with fear of failure; 4) surrounding yourself with good people; and 5) working hard. Under each topic he will present real life examples from his work and what he’s learned by interviewing people like Michael Jordan, Tony Dungy, Kirby Puckett and many more. It’s an inspiring presentation with a dose of humor blended into it.

9:45 a.m. – 10 a.m.

**Break**

10 a.m. – 10:55 a.m.

**National Policy Update**

**Don May**, Vice President for Policy, American Hospital Association, Washington, D.C. (invited)

Mr. May’s presentation will focus on implementation timeline and key hospital issues pertaining to federal health care reform legislation. May will cover federal health care reform highlights and ongoing advocacy opportunities for hospitals. In addition, he will summarize other key opportunities for hospitals as well as the decision points that Congress and the Centers for Medicare & Medicaid Services (CMS) will make in the coming months.

11 a.m. – 11:55 a.m.

**Never a Dull Moment**

**Mary Krinkie**, Vice President, Government Relations, Minnesota Hospital Association, St. Paul, MN

Doing more with less seems to be the new “norm” for health care finance personnel. Ms. Krinkie will provide a review of the recent changes that have been made in the GAMC and Medical Assistance programs and preview the priority issues that the health care community will likely be facing in the 2011 legislative session. The 2010 elections will change our strategies and, most likely, our challenges as well.

Noon – 1:00 p.m.

**Lunch**

1 p.m. – 2:15 p.m.

**Why Leading Hospitals Love the RACs: Increasing Revenue Capture to Offset Audit Related Losses**

**Malissa Bennett**, Director, Revenue Integrity, The Advisory Board Company, Washington, D.C.

In this program, attendees will learn actionable techniques used by progressive hospitals to turn RAC and MIC audits into an opportunity to increase revenue capture. Region D hospitals are in the unenviable position of having almost their entire Medicare book of business subject to audit, a trend we are certain to see expand across regions in the near future. This program will condense vital learnings from the nationwide response to early rounds of RAC and MIC requests, demonstrating how select hospitals are turning the tables on the RACs and using their own techniques to find underpayment areas representing the opportunity to significantly increase revenue capture and inform smarter clinical documentation improvement programs to ensure appropriate payments, even with limited resources.

Choose from one of the following tracks:

**Track One: Reimbursement Strategies for PPS Hospitals**

2:30 p.m. – 3:30 p.m.

**PPS Inpatient and Outpatient Final Rules**

**Susan (Sue) Ulrey**, Advisory Managing Director, KPMG LLP, Indianapolis, IN

Join us for a discussion regarding the implications of the inpatient regulatory rule slated to take effect Oct. 1, 2010 and the outpatient rule effective Jan. 1, 2011. The session will cover how you and your organization can plan for changes in Medicare MS-DRGs, APCs, wage index revisions, marketbasket updates, disproportionate share hospital (DSH) fund allocations, and much more. This interactive session will cover the high points of the final rules, including health reform regulations implemented through these rules.

3:30 p.m. – 3:45 p.m.

**Break**

3:45 p.m. – 5 p.m.

**Restructured GAMC Program: How is it Working?**

**Karen Peed**, Director, Managed Care and Payment Policy, Department of Human Services, St. Paul, MN, **Rep. Erin Murphy** (DFL-St. Paul), co-author of GAMC bill (invited); Representative from a CCDS hospital; Representative from a non-CCDS hospital

Much of the 2010 legislative session was spent looking for ways to resuscitate the General Assistance Medical Care (GAMC) program that Governor Pawlenty had line-item vetoed in 2009. MHA worked with legislators to explore creative solutions, but in the end, the governor would only support a bill that would “reform” GAMC in a way that provided block grant style funding to hospitals for providing care to the GAMC population enhanced with an uncompensated care pool and some special funding for prescription drugs. Each panelist will give their perspectives on the effectiveness of the program to date as well as ideas for addressing the needs of this population in the future.

2:30 – 3:30 p.m.

**Track Two: Cost Management Strategies for Critical Access Hospitals**

**Using Benchmark Data for Operations Improvement**

**Michael Hagen, Ed.D.**, CEO and Administrator, Riverwood Healthcare Center, Aitkin, MN

Small and rural hospitals’ leadership teams have a multitude of responsibilities to ensure their hospital remains financially viable as reimbursement streams become constrained. Bending the cost curve requires hospitals to benchmark their costs against others to discover opportunities. Mr. Hagen will share some of the ways his hospital has utilized data systems to discover and implement performance improvement activities.

3:30 p.m. – 3:45 p.m.

**Break**

3:45 p.m. – 5 p.m.

**Successful Strategies for a Hospital-Physician Integration and Effective Physician Practice Relationships**

**Rick Wagner**, Partner, Eide Bailly LLP, Denver, CO; and **Allison Lunde**, Senior Manager, Eide Bailly LLP, Minneapolis, MN

Successfully managing a physician practice is a challenge faced by nearly every hospital. The objective of this session is to provide recommendations to effectively create and manage CAH-owned relationships that will lead to improved operational effectiveness and closer alignment to the goals of the health system. This presentation will also guide you through the critical elements to ensure a successful and sustainable hospital-physician relationship. We will also discuss important considerations in the future to creating sustainable relationships.

**Reception — Sponsored by McGladrey, Inc. and Medicalis**

Friday, Oct. 1

7:30 a.m. – 8:15 a.m.

**Continental Breakfast**

8:15 a.m. – 9:30 a.m.

**State Economy: The New Normal**

**Tom Stinson, Ph.D.**, Professor, University of Minnesota, Minnesota State Economist, St. Paul, MN

The Great Recession is over and the economy has taken a toll on all organizations including health care providers. What many have yet to recognize is that we will not be returning to the economy we grew accustomed to in the late 1990s and the early part of this century. Instead we are moving to a new normal, and those that understand the forces behind that move and their implications will be most successful. Mr. Stinson will present a brief picture of how our state weathered the recession followed by his perspective on the new normal and its effect on the outlook for the health care sector.

9:30 a.m. – 10:30 a.m.

**Electronic Health Records Meaningful Use: What Does it All Mean?**

**Paul Kleeberg, M.D.**, FAAFP, FHIMSS, Clinical Director, REACH - Regional Extension Assistance Center for HIT

The health information technology incentives that have been put in place promise long-term cost savings and improved patient safety, but the implementation costs are high and requirements for incentive payments have appeared complex. Dr. Kleeberg will discuss the “meaningful use” criteria and incentives available to hospitals and clinics that now appear in the final rules and will identify strategies that you can use to achieve the greatest benefit from the incentive program.

10:30 a.m. – 10:45 a.m.

**Break**

10:45 a.m. – Noon

**Accountable Care Organization (ACO) Development and Future**

**Terry Carroll**, CIO and Sr. V.P., Transformation, Fairview Health Services, Minneapolis, MN

Health reform is providing a test bed for more highly refined care delivery and payment models. ACOs are seen as a way to incentivize prevention and treatment with quality outcomes. Fairview has committed resources to experiment with the ACO model. Mr. Carroll will outline what has been tested to date and give his prediction for future development of this highly-touted model.

Noon

**Adjourn**