

# “Leading the Way”



Regions 10 and 8  
9th Annual Conference

**May 9 - 11, 2007**

La Fonda on the Plaza  
Santa Fe, New Mexico

In Conjunction with our Corporate Sponsors

*Sterling Silver*



*Turquoise*



*Coral*



*Copper*



## Schedule-At-A-Glance

Wednesday, May 9, 2007

- 9:00 am Golf Outing at Towa Golf Resort  
**Optional Activities for the Day** - visit the concierge desk for more details  
> Within Walking Distance: Canyon Road with residential arts and crafts; Historical walking tour for \$12/person which leaves La Fonda at 1:15 pm every day; Four Museums; Shopping, shopping & more shopping!  
> 45 Minute Drive: Bandelier National Monument with Indian ruins
- 12:00 pm Exhibitor Set-up  
**Certification Exam Coaching Sessions: 12:00 - 4:00 pm**  
Register for either: Core, PFS, Accounting & Finance or Physician Practice Mgmt  
(Sessions offered if there is adequate registration; \$75 payment requested then)
- 3:00 Registration Opens
- 5:00 Reception with Exhibitors**
- 6:00 Many Dining Options on the Plaza as you enjoy dinner on your own

Thursday, May 10

- 7:00 am Breakfast with Exhibitors;** Registration
- 8:00 First Keynote Session**
- 9:15 Refreshment Break with Exhibitors
- 9:45 Concurrent Sessions #1**  
Finance/Leadership (F/L); Revenue Cycle (RC); Rural Issues (RI)
- 11:15 Concurrent Sessions #2**
- 12:30 pm Lunch**
- 2:00 Concurrent Sessions #3**
- 3:15 Refreshment Break with Exhibitors
- 3:45 General Session**
- 5:00 Reception with Exhibitors**
- 6:00 Filet Mignon & Pork Tamale Dinner at La Fonda** - Register Early, Seating is Limited

Friday, May 11

- 8:00 am Breakfast with Exhibitors**
- 9:00 Second Keynote Session**
- 10:15 Refreshment Break with Exhibitors
- 11:00 General Session**
- 12:15 pm Closing

### La Fonda

La Fonda, the inn at the end of the Santa Fe Trail, occupies the southeast corner of the Plaza where travelers of all descriptions have been welcomed for almost 400 years. The current La Fonda was built in 1922 on the site of the previous inns. From 1926 to 1968, La Fonda was one of the Harvey Houses, a renowned chain of fine hotels. Since 1968, La Fonda has been locally owned and operated and has continued a tradition of warm hospitality, excellent service and modern amenities while maintaining its historic integrity and architectural authenticity. A travel writer once said, "Like vintage wine, La Fonda only improves with age...it is definitely an authentic Santa Fe heirloom."

For more information on this non-smoking hotel, Visit [www.lafondasantafe.com](http://www.lafondasantafe.com).

Room Reservations can be made by calling 800-523-5002 and choosing #1 or online at <http://www.lafondasantafe.com/email-group.html>. Standard Rooms are \$129 and Deluxe or One-Bedroom Suites are \$149 plus tax on both of 14.625%. **Rate Guaranteed until April 9, 2007.**

# Thursday, May 10

7:00 am Registration; Breakfast with Exhibitors  
8:00 Welcome, Eric Burgmaier, Region 10 & 8 Conference Chair, New Mexico President

## **Absolute Honesty: Building a Team Culture That Values Straight Talk and Rewards Integrity**



Larry Johnson CSP, Johnson Training Group

Straight, honest, no nonsense communication in organizations today is more rare than common. Whether it's fear of reprisal, natural timidity, or not wanting to hurt someone's feelings, many of us avoid telling the truth that needs to be told.

*Tools: Apply the 6 laws of absolute honesty; Short circuit "kumbaya" syndrome; Get chronic Whiners to stop sniveling; Stop "lipotage"; Communicate more candidly; Confront problems.*

9:15 Refreshment Break with Exhibitors

## **F/L 1 How to Lead Change in Today's Changing Health Care Environment**

Larry Johnson CSP, Johnson Training Group

Chains keep merging; Medicare and insurance reimbursement schedules keep shifting; CMS and JCAHO quality standards seem like moving targets . . . Keeping up with these changes is challenging enough. Getting everyone in your facility to buy-in, and adapt to these changes is even tougher.

*Tools: Capture commitment from those who are asked to change; Gain insight into your own resistance to change; Deal with the 'grief of loss' that accompanies change.*

## **RC 1 Section 1011 - A Provider's Perspective**

Josie G. Cox CPAM, Director of Patient Financial Services,

This presentation outlines the process work flows implemented on May 10, 2005 at Thomason Hospital to ensure compliance with Section 1011 guidelines.

*Tools: Describe registration and billing processes; Understand challenges of managing Section 1011 A/R; Provide overview of payment and audit request processes.*

## **RI 1 Rural Hospital Federal Legislative and Regulatory Update**

Don May, Vice President Policy, American Hospital Association

This session will give an overview of the legislative and regulatory environment in Washington and the specific activities that may impact rural hospitals.

*Tools: Understand the specific laws and rules that will affect rural hospitals.*

## **11:15 F/L 2 Making Capital Allocation Decisions To Achieve Strategic Objectives - I**

Kevin Andrews, Senior Vice President and Hugh King, Vice President, QHR

Through this interactive workshop, participants will enhance their Capital Allocation decision making and match the most suitable type of financing vehicles with the asset financed, and discuss project-financing alternatives.

*Tools: Learn an effective process to identify and prioritize capital expenditures; Establish "hurdle rate" for capital expenditures; Enhance capital allocation decision-making skills.*

## **RC 2 The Clinical Revenue Cycle: Things That You Don't Have Time for that Really Make a Difference;**

Joseph Zebrowitz MD, Executive Vice President, Executive Health Resources

Participants will learn why observation status and 1-day stays have become a major compliance problem and why hospitals often lose significant revenue from inappropriate observation claims. Participants will learn how to unite the clinical and financial departments of hospitals.

*Tools: Learn How to Implement a Program that Ensures CMS Compliance & Revenue Integrity; Learn National Best Practices in Putting Together a Short Stay Compliance Program that Preserves Revenue and Compliance.*

## **RI 2 Barriers to Healthcare Faced by Rural Patients and Providers**

Jeff Bontrager, Senior Research Analyst, Colorado Health Institute

Communities in rural and frontier areas face numerous obstacles to providing healthcare for their residents. They are workforce shortages, unfavorable socioeconomic and health characteristics and the uninsured. This presentation will focus on these challenges and discuss appropriate community response.

*Tools: Identify the challenges rural patients and providers face; Identify positive ways rural communities respond to these challenges; Learn from the experience of other attendees*

## Thursday, May 10 continued

12:30 pm Lunch

2:00 **F/L 3 Making Capital Allocation Decisions To Achieve Strategic Objectives - II**

Continuation of F/L 2 session with Kevin Andrews and Hugh King

**RC 3 Revenue Cycle Consulting - Knowing When, Who & Why**

Karolyn K. Broussard, Senior Vice President of Consulting Services, QHR

Jim Childers, Sr VP, Finance and CFO, Gerald Champion Regional Medical Center

When is the best time to hire a revenue cycle consulting firm and when it may not be necessary? This session will address these questions and more: presenting perspectives from both a consulting firm and a hospital CFO.

*Tools: Identify when a consulting firm and what type is required; Gain an understanding of when outsourcing portions are beneficial and what impacts the success rate of an engagement*

**RI 3 RHIO Update and the Impact of Implementing HIT Services for Rural Community Hospitals and Clinics**

Lynn Dierker RN, Director for Community Initiatives, Colorado Health Institute

Interoperable electronic health record systems are needed and building it relies on the providers on the front lines. This presentation will help rural providers and communities to understand the "big picture" related to the emerging health information exchange (HIE) environment.

*Tools: Establish context for understanding the emerging HIE environment; Provide practical understanding of what is being built and why; Identify the relevant opportunities and challenges*

3:15 Refreshment Break with Exhibitors

3:45 **How to Improve Cash Flow - A Panel Discussion**

Randy Dale, Vice President, Health Care Financial Services (HCFS), TeamHealth

Joel Lewis, Vice President, Portfolio Recovery Associates

Moderator - Gene Deutscher, Principal, The FUMP Group

A comprehensive academic overview of the concept of medical bad debt selling/purchasing. A case study of successful medical bad debt selling will be presented. Questions are encouraged.

*Tools: Learn the history of the development of selling medical bad debt; Identify the major debt buyers in the healthcare industry; Know what to expect from a debt buyer*

5:00 Reception with Exhibitors

6:00 **Filet Mignon & Pork Tamale Dinner in La Terraza Room at La Fonda** - Limited Seating

Tickets are \$20 per person and Guests are welcome - See Registration Form

## Friday, May 11

8:00 am Registration; Breakfast with Exhibitors

9:00 **Leadership With a Capital 'L'**



Retired Marine Corp Lieutenant General Jefferson Davis (JD, "Beak") Howell, Jr., Leadership will be defined and the ethos required to be an effective Leader. The Principles of Leadership will be reviewed and explained with how they can be applied in real life, illustrated with actual life experiences.

*Tools: Learn the ethos required for ethical Leadership; Review the Principles of Leadership; Show how these Principles can be used to enhance ones Leadership skills*

10:15 Refreshment Break with Exhibitors

11:00 **The Fine Art of Small Talk**



Debra Fine

In this fast paced, informative and entertaining presentation you will laugh, learn and leave with insightful and informative conversation tips and techniques. These tips can be used at meetings, presentations and seminars, working and interacting with clients..

*Tools: Learn how to turn every conversation, hospitality suite, chamber, civic or association event, conference, and golf outing into an opportunity for success.*

12:15 pm Closing

## The Leaders

**Kevin Andrews, Senior Vice President of QHR** has more than 30 years of healthcare experience, encompassing over a decade of multi-facility management and division operations for a large hospital company, and 15 years as a hospital CEO. Mr. Andrews leads QHR's Strategic Initiatives business unit, which provides highly focused resources to reverse negative hospital performance trends.

**Jeff Bontrager, Senior Research Analyst at the Colorado Health Institute** provides technical expertise and conducts appropriate data analyses on a number of projects. In 2004, he completed an internship at the Agency for Healthcare Research and Quality in Rockville, MD concentrating on long-term care research.

**Karolyn K. Broussard, Senior Vice President of Consulting Services for QHR** brings more than 30 years of experience in healthcare operations and consulting. She has been published several times and has lectured throughout the United State on health care topics.

**Jim Childers, Sr VP, Finance and CFO, Gerald Champion Regional Medical Center** has been in Alamogordo and with QHR since July, 2003. At that time, net days in A/R were above 80 and within two years with revenue cycle efforts, days were reduced to 45 with increased in cash reserves.

**Josie G. Cox CPAM is Director of Patient Financial Services at Thomason Hospital**, the largest public hospital and level one trauma center on the U.S. Border located in El Paso, Texas. She has spent 22 years of her career as a dedicated Healthcare Administrative Management professional; 10 of those at Thomason leading a team of exceptional Associates dedicated to all facets of patient access and accounts receivable management.

**Randy Dale, Vice President, Health Care Financial Services (HCFS) of TeamHealth** is familiar with bad debt. TeamHealth generates most of its income from emergency physician patient visits, so HCFS was a pioneer in selling non-performing medical debt and has done so for 10 years.

**Lynn Dierker RN, Director for Community Initiatives, Colorado Health Institute** provides expert facilitation and consultation services, technical assistance and organizational leadership for various communities of stakeholders as they strive to understand and respond to emerging health issues. She has been facilitating their engagement in a shared vision for statewide electronic HIE since 2004.

**Gene Deutscher, Principal, The FUMP Group** whose career opportunities have included the Greenville ( S.C. ) Hospital System, Humana, Tarrant County Hospital District (TX), Coopers & Lybrand and consultative engagements including the Sid W. Richardson Foundation.

**Debra Fine** developed The Fine Art of Small Talk to teach technically oriented professionals conversational skills and techniques. She is a former engineer, now nationally recognized as a keynote speaker, trainer and author. Her book "The Fine Art of Small Talk" was published to excellent reviews in the Library Journal and USA Today. Her recent appearances include the Today Show, the Early Show & NPR.

**Retired Marine Corp Lieutenant General Jefferson Davis (JD, "Beak") Howell, Jr.**, is a visiting Professor at the Lyndon B. Johnson School for Public Affairs at the University of Texas at Austin. His area of interest is Leadership and Ethics instruction as well as enhancing collaboration between the University of Texas at Austin and NASA. Previously J.D. served as the Center Director for the Lyndon B. Johnson Space Center in Houston. He retired in 1998 following a distinguished 37 year military career.

**Larry Johnson CSP, Johnson Training Group** has more than 50 published articles on the topics of leadership, change and customer service. Since 1986, he has delivered speeches and seminars to more than 150,000 business, government and healthcare professionals. Larry has 8 years of real life experience as a manager in private sector health care and city government plus 18 years as president of his own consulting firm.

**Hugh King, Vice President of QHR** has more than 30 years of health care experience. He has a thorough operational and financial understanding of hospitals from the inside, as well as documented success in building consulting businesses. Mr. King can bring clarity to convoluted issues and identify effective solutions for hospital CEOs, and assist in executing strategies that improve performance.

**Joel Lewis, Vice President, Portfolio Recovery Associates** is using his expertise to build the medical debt purchasing division of this company. Prior, under his leadership at Marlin Integrated Capital Holding Corporation, MEDCLR was the nation's largest purchaser of distressed medical debt.

**Don May is Vice President for Policy at the American Hospital Association's** Washington DC office. He directs the AHA's policy development activities for Medicare and Medicaid funding of hospitals and health systems. Prior to joining the AHA, Don was a Senior Manager with The Lewin Group where he managed projects with the AHA and other state and national associations.

**Joseph Zebrowitz MD is Executive Vice President of Executive Health Resources**, a Philadelphia-based physician organization that provides outsourced Physician Advisor teams concentrating on managing Medicare regulatory compliance, minimizing medical necessity denials and achieving appropriate lengths of stay in acute care hospitals and health systems.

## **HFMA REGION 10 & 8 CONFERENCE GOLF OUTING**



### **Get Your Team Together and Join Us for a Round of Fun and CA\$H Prizes!!**

#### Details:

- Where: TOWA Golf Resort – 505-455-9000 www.towagolf.com  
47 Towa Golf Road, Santa Fe, NM 87506
- When: Wednesday, May 9, 2007
- Time: 8:30AM Shotgun Start
- Event: 4 Person Team Scramble and Luncheon
- Prizes: Awarded at Evening Reception in Exhibitor's Area

#### Contests:

- 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> and Last Place Team Finishers
- Shortest Drive
- Prizes – Giveaways
- Raffles Tickets
- Mulligans available for purchase

**Player Registration - \$ 90**

### **Team & Sponsor Special - A Foursome plus Hole Sponsorship - \$ 500**

**TITLE SPONSOR:**



**LUNCH SPONSOR: \$1,500** – Signage at lunch, Opportunity to display brochures

**Tee Box - \$ 175**

**Green - \$ 175**

**Tee Box & Green - \$275**

### **Registration Deadline- Friday, April 13<sup>th</sup>, 2007**

Name \_\_\_\_\_ Handicap \_\_\_\_\_ e-mail or phone \_\_\_\_\_

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

Player 2 Name \_\_\_\_\_ Handicap \_\_\_\_\_ e-mail or phone \_\_\_\_\_

Player 3 Name \_\_\_\_\_ Handicap \_\_\_\_\_ e-Mail or phone \_\_\_\_\_

Player 4 Name \_\_\_\_\_ Handicap \_\_\_\_\_ e-mail or phone \_\_\_\_\_

Team Name \_\_\_\_\_

Towa golf course is 10 miles away from the hotel, will you need arranged transportation to the golf course Yes \_\_\_\_\_ No \_\_\_\_\_

#### **Enclosed is Payment For:**

\_\_\_ \$500 – Team & Sponsor Special

\_\_\_ \$90 Player

\_\_\_ \$175 – Tee Box Sponsor

\_\_\_ \$175 – Greens Sponsor

\_\_\_ \$275 Tee Box & Green Sponsor

\_\_\_ \$2,500 – TITLE Sponsor

\_\_\_ \$1,500 – LUNCH Sponsor

Make checks payable to: HFMA Region 10 Mail Payments: HFMA Region 10 & 8, Chris Vairo, Omnium Worldwide, 7171 Mercy Road, Omaha, NE 68106

Credit Card Payment: \_\_\_ Visa \_\_\_ MasterCard \_\_\_ American Express

FAX Registration to: 402-384-6325

Credit Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Cardholder's Name (print): \_\_\_\_\_ Signature: \_\_\_\_\_

Questions and Further Details: Chris Vairo, Omnium Worldwide 402-546-7077 or cvairo@omniumworldwide.com

# "Leading the Way" Registration

Name (print carefully): \_\_\_\_\_ Title: \_\_\_\_\_  
 Organization: \_\_\_\_\_ hfma mbr? \_\_\_\_\_ State \_\_\_\_\_  
 Street Address: \_\_\_\_\_ City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_ e-mail: \_\_\_\_\_

*(Multiple registrants from the same organization for discounted fee, copy form for 6 or more)*

Name #2: \_\_\_\_\_ Title: \_\_\_\_\_  
 Name #3: \_\_\_\_\_ Title: \_\_\_\_\_  
 Name #4: \_\_\_\_\_ Title: \_\_\_\_\_  
 Name #5: \_\_\_\_\_ Title: \_\_\_\_\_

**This brochure available at ~ [www.nmhfma.org](http://www.nmhfma.org) and other Region 10 chapter web sites**

| Registration Fees:  | Member x # =  | Nonmember x # =               | Total |
|---|---------------|-------------------------------|-------|
| *Early Registration (Receipt by 4/18/07)  | \$310 ___ ___ | \$415 ___ ___                 | _____ |
| Early Registration (3 or more)  | \$270 ___ ___ | \$365 ___ ___                 | _____ |
| Registration (Receipt 4/19 & after)   | \$365 ___ ___ | \$470 ___ ___                 | _____ |
| Registration (3 or more)  | \$325 ___ ___ | \$420 ___ ___                 | _____ |
| <i>If a vegetarian meal is needed, Please <input checked="" type="checkbox"/> _____</i> |               |                               |       |
| Thursday Dinner in La Terraza Room at La Fonda - Per Registrant                         |               | \$ 20 x (# registrants) ___ = | _____ |
| Thursday Dinner in La Terraza Room at La Fonda - Per Guest                              |               | \$ 20 x (# guests) ___ =      | _____ |

**\*Register Early and be in a drawing for a free round of golf** TOTAL DUE \$ \_\_\_\_\_

**Concurrent Sessions that will be attended on May 10:**

F/L=Finance/Leadership, RC=Revenue Cycle, RI=Rural Issues

|          | 9:45 am                   | 11:15 am                  | 2:00 pm                   |
|----------|---------------------------|---------------------------|---------------------------|
| Name #1: | F/L 1___ RC 1___ RI 1___; | F/L 2___ RC 2___ RI 2___; | F/L 3___ RC 3___ RI 3___; |
| Name #2: | F/L 1___ RC 1___ RI 1___; | F/L 2___ RC 2___ RI 2___; | F/L 3___ RC 3___ RI 3___; |
| Name #3: | F/L 1___ RC 1___ RI 1___; | F/L 2___ RC 2___ RI 2___; | F/L 3___ RC 3___ RI 3___; |
| Name #4: | F/L 1___ RC 1___ RI 1___; | F/L 2___ RC 2___ RI 2___; | F/L 3___ RC 3___ RI 3___; |
| Name #5: | F/L 1___ RC 1___ RI 1___; | F/L 2___ RC 2___ RI 2___; | F/L 3___ RC 3___ RI 3___; |

**Continuing Professional Education (CPE) credits (11.0) Certificate:**

Name #1:\_\_\_ Name #2:\_\_\_ Name #3:\_\_\_ Name #4:\_\_\_ Name #5:\_\_\_

**Register me for one of the Certification Exam Coaching Classes on Wednesday, May 9, 12:00 - 4:00 pm:**

\_\_\_Core \_\_\_PFS \_\_\_Finance & Accounting \_\_\_Physician Practice Mgmt (\$75 payment when class is scheduled)

**REGISTRATION DEADLINE: MAY 4, 2007**

Cancellations received by May 4th, are subject to a \$50 fee. There are no refunds after that date.

**Payment Options:**

\_\_\_ Check (Made payable to HFMA 10)  
 \_\_\_ Visa \_\_\_ MasterCard \_\_\_ American Express \_\_\_ Discover

Credit Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_ Security #: \_\_\_\_\_

Cardholder's Name (Print): \_\_\_\_\_ Signature: \_\_\_\_\_

Cardholder's Billing Address: \_\_\_\_\_ City, ST, Zip: \_\_\_\_\_

**Mail Registrations and Payments:** HFMA Region 10 & 8 Conference  
**Fax Registrations To:** 602-996-2330 10221 N. 32nd Street Suite D  
**Questions:** 602-996-2220 Phoenix, AZ 85028-3849



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**May 9 - 11, 2007**

La Fonda on the Plaza  
Santa Fe, New Mexico

## Santa Fe

**Santa Fe** is located in a high mountain valley at an altitude of 7,000 feet. “**City Different**” has a wealth of cultural, historic, artistic and natural charms. Explore Santa Fe's museums, religious landmarks, ancient ruins, day trips in the area, outdoor attractions and more. The Plaza is the center of Santa Fe historically, culturally and geographically. The Plaza has served as the end of El Camino Real (The Spanish Royal Road from Mexico City), The Santa Fe Trail and the Old Pecos Trail. Now ringed by restaurants, shops and museums, it is a gathering place for locals and tourists alike. Do not miss Native American vendors along the portal at the Palace of the governors, museums and galleries within walking distance and Canyon Road, known for its residential arts and crafts. Visit [www.santafe.com](http://www.santafe.com).

**Transportation Options** from the Albuquerque Airport: Rent a car and parking at La Fonda garage is \$5 per day. Contact Sandia Shuttle Express at 888-775-5696 or Santa Fe Shuttle at 888-833-2300 to make reservations. From Santa Fe Airport, Roadrunner Shuttle meets the three daily flights.

## New Mexico Chapter Annual Sponsors

### Gold Level

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### Bronze Level

**Bank of Albuquerque Ernst & Young LLP Grant Thornton**