



10th Annual Conference  
February 25-27, 2009

**hfma**™ region 10  
healthcare financial management association

Glendale Renaissance Hotel & Spa  
Glendale, Arizona



# making connections

In Conjunction with our Corporate Sponsors

## MOSS ADAMS<sup>LLP</sup>



## Schedule-At-A-Glance

### Wednesday, February 25, 2009

- 8:30 am Golf Outing at Legend at Arrowhead Golf Course (details on page 7 of brochure)  
11:00 Exhibitor Set-up  
10:30, Optional - University of Phoenix Stadium Tours (details on page 6 of brochure)  
12:30 pm & 2:30  
12:30 Optional - Desert Adventure Jeep Tour  
1:00 Optional - Heard Museum Tour  
4:00 Registration Opens  
5:00 Reception with Exhibitors; Golf Outing Awards  
6:30 Dinner and Entertainment Options within walking distance at the Renaissance (www.renaissanceglendale.com) or Westgate (www.westgateaz.com)

### Thursday, February 26

- 8:00 am Breakfast with Exhibitors; Registration Open  
9:00 **HFMA: Making Connections, Meeting Challenges**  
10:00 Refreshment Break with Exhibitors  
10:30 **There is no They: Delivering Care from the Customer's Perspective**  
12:00 pm Lunch  
1:15 Breakouts: Finance/Leadership (FL 1): **How to Turn on Your Employees**  
Revenue Cycle (RC 1): **Developing and Using Payer Report Cards**  
Rural Issues (RI 1): **Healthcare Legal Issues for Rural Areas**  
2:15 Refreshment Break with Exhibitors  
2:45 FL 2: **Changes in the Accounting World**  
RC 2: **The Direction of the Medicare and Medicaid Programs**  
RI 2: **Surviving the RAC Audits**  
4:00 FL 3: **Promoting Healthier Cash Flow: Cost Segregation**  
RC 3: **Clinical Accuracy vs Coding Accuracy**  
RI 3: **Utilizing Scorecards and Benchmarks Successfully**  
5:00 Reception with Exhibitors  
6:30 Dinner and Entertainment Options within walking distance at the Renaissance (www.renaissanceglendale.com) or Westgate (www.westgateaz.com)

### Friday, February 27

- 7:30 am Breakfast with Exhibitors  
8:30 **Challenges & Opportunities: Short & Long Term, Facing the Healthcare Financial Markets**  
10:00 Refreshment Break with Exhibitors  
10:30 **Healthcare: A New Year; A New President; A New Congress- Need to be a New YOU?**  
12:00 Closing Remarks

### Continuing Education Units and Other Details

10.25 Continuing Education Units are available for this conference.

Business Casual is the suggested attire for this event.

**Transportation:** Sky Harbor International Airport is 22 miles from the Renaissance. Car rental is available at the airport and self parking at the hotel is \$11/day. Other options are Super Shuttle at \$24/trip; Taxi at \$50/trip.

### Glendale Renaissance Hotel & Spa

Guests are invited to indulge, rejuvenate and discover the urban essence of everything under the sun! This four star hotel features a full service spa with outdoor treatment rooms, fitness center with indoor lap pool, exercise equipment and fully equipped 24 hour business center. The address is 9495 W. Coyotes Blvd, Glendale, AZ 85305; the phone is 623-937-3700; for details and views, visit [www.renaissanceglendale.com](http://www.renaissanceglendale.com).

The **HFMA's Rate is \$219 for single and double occupancy. Reservations can be made by calling 1-800-HOTELS1 (800-468-3571), To Book Online, go to [www.marriott.com/phxgr](http://www.marriott.com/phxgr): Enter dates of stay and number of rooms, then enter the group code: HFMHFMA; continue reservation process. Reservations must be received on or before Sunday, January 25, 2009 to guarantee the rate. Reservations after January 25th are based on space and rate availability.**

The Westgate City Center is adjacent to the Renaissance offering shopping and dining with other options within walking distance. Discover more at [www.westgateaz.com](http://www.westgateaz.com). If you are a sportsman, Cabela's is also nearby and for those who love historic districts, downtown Glendale is a free shuttle ride away at [www.visitglendale.com](http://www.visitglendale.com).

## Thursday, February 26

- 8:00 am Breakfast with Exhibitors; Registration  
9:00 Welcome, Ron Bach, Region 10 Executive and Hal Prink, Region 10 Executive-Elect; Co-Chairs
- HFMA: Making Connections, Meeting Challenges**  
Robert L. Broadway FHFMA, Chairman, Healthcare Financial Management Association
- This presentation will highlight the current issues and actions affecting the key drivers of success in the healthcare business. It will also include a review of HFMA's involvement in the long term goal of national healthcare payment reform. Mr. Broadway will share how HFMA can help its members meet these challenges by making connections.
- Objectives: Understand the four key drivers of business success: cost, volume, pricing and payment; Provide an overview of HFMA's payment reform initiative; Provide an understanding of tools and products that HFMA offers.*
- 10:00 Refreshment Break with Exhibitors  
10:30 **There is no They: Delivering Care from the Customer's Perspective**  
CJ and Larry Johnson, Johnson Training Group
- In this dynamic, informative, humorous, and heart-felt presentation, Larry demonstrates the importance of delivering exceptional care to patients, residents, and clients. It is a story that will touch hearts and make you glad you have chosen to work in this very noble field.
- Objectives: Describe how word-of-mouth advertising affects customer loyalty; Describe the impact of customer perception on word-of-mouth advertising; Add the extra touch that makes the difference in every contact they have with patients and their families.*
- 12:00 pm Lunch  
1:15 **FL 1: How to Turn on Your Employees, So They Won't Turn Over on You**  
Larry Johnson, Johnson Training Group
- This fast-paced, content-packed, humor-laced session shows participants how to reduce employee turn-over, increase employee productivity and enhance employee morale. The program is based on the premise that happy, turned-on employees provide the best service to customers.
- Objectives: Carry out the twelve most important actions a supervisor can take to ensure that employees maximize productivity and customer satisfaction; Avoid motivational faux pas that cause employees to "retire on the job"; Celebrate their "eagles," develop their "robins," and get rid of their "turkeys"*
- RC 1: Developing & Using Payer Report Cards for Improved Contracting & Bottom Line Performance**  
Maria K. Todd MHA, PhD, Executive Director, The Healthcare Reimbursement Institute
- Learn the basic elements of developing a payer report card and how it can be utilized for contract re-negotiation and payer performance relationship and process improvement. Map metrics tracked from remittance summaries, EOBs, HIPAA standard Transactions and Code Sets and other informative data sources to create a composite outcomes summary of comparative payer metrics.
- Objectives: Learn the elements of a basic payer report card; Identify the data sources to be used to create a basis of comparison between payers; Understand what to track and why it is important*
- RI 1: Legal Update on Laws and Issues Affecting Hospital Business Offices**  
Adam Plotkin, Esquire, Partner and General Counsel, Healthcare Outsourcing Network
- In this session, we will explore the myriad of legal issues facing hospital business offices. There is no shortage of hot-button topics to discuss, including: 1. Various state laws curtailing hospital billing and collection practices; 2. The proper way to handle credit reporting and scoring of medical accounts under the Fair Credit Reporting Act; 3. Billing and collecting from the uninsured. etc. Other topics raised by the audience will be addressed through a mixture of black letter law and real life "war stories" from his courtroom experiences. Please bring your questions to what promises to be a lively and interactive session!
- 2:15 Refreshment Break with Exhibitors  
2:45 **FL 2: Changes in the Accounting World**  
Kimberly McKay, Partner and Ryan Reiff, Manager, BKD LLP
- This session will focus on the impact of recently issued accounting and auditing standards and how they effect your organization. In light of recent economic issues, we will discuss existing guidance that is relevant in today's market. In addition, the AICPA is currently in the process of revising the Health Care Organizations Audit and Accounting Guide so the session will cover the impacts of the new guide.
- Objectives: Notify attendees of updates in the Health Care Audit and Accounting Guide; Inform attendees of changes in accounting and auditing standards that will effect health care organizations; In light of economic issues, we will discuss existing guidance that is relevant in today's market.*
- RC 2: The Direction of the Medicare and Medicaid Programs**  
David Sayen, Region IX Administrator, Centers for Medicare & Medicaid Services
- With just 46 days under the new Obama Administration, participants will hear about the direction of Medicare and Medicaid programs. What non-partisan initiatives from the last eight years will endure into the future.

Thursday, Continued

2:45 pm

**RI 2: Surviving the RAC Audits**

Tanja Twist, Director PFS, Methodist Hospital of Southern California

This session provides a general overview of the RAC audit process and an invaluable first-hand account of the impact it has had on the providers who were involved in the 3 year pilot project. Ms. Twist will compare the CMS published RAC stats with actual stats from the audit states. She will provide the audience with tools, tips and suggestions on how they can prepare their own facilities for the upcoming audits.

*Objectives: Understanding of the RAC audits and their impact on providers; Tools and tips to prepare your facility for the audit and how to mitigate your risk; Introduction to 6 other federal audit programs*

4:00

**FL 3: Promoting Healthier Cash Flow: Cost Segregation**

Bobbi Kay Nelson CPA and Jeffrey L. Shilling ASA, Senior Managers, Moss Adams LLP

Cost Segregation provides significant cash flow benefits by identifying short lived assets in new construction projects. The session will cover cost segregation's underpinnings, how the studies are developed, and how the studies are reviewed by the responsible authorities.

*Objectives: Understand how cost segregation is applicable for tax payers, Critical Access Hospitals and new licensee hospitals; Understand what cost segregation is and the process that is involved; Understand what the benefits are of cost segregation.*

**RC 3: Clinical Accuracy vs. Coding Accuracy, Where Does Your Facility Stand?**

Glenn Krauss, Senior Consultant, QHR

Don't miss this opportunity to learn how clinical coding accuracy serves as the basis for accurate hospital reimbursement; reduced financial exposure to RAC initiated and other third party payer denials; accurate and complete reporting of data sets used in health care outcomes; quality and efficiency studies. Recognize the differences between coding accuracy versus clinical coding accuracy.

*Objectives: Understand the differences between and importance of 'Clinical Coding and "Coding Accuracy:" the two terms are not synonymous; Learn how Clinical Coding Accuracy can make a big difference to your facility's bottom line; Understand how Clinical Coding Accuracy is a best practice approach to preparing for the Medicare Recovery Audit*

**RI 3: Utilizing Scorecards and Benchmarks Successfully**

Tom Murphy, CFO, Weiser memorial Hospital

The experience of building a scorecard from scratch and the benefits of building one on your own will be discussed. Mr. Murphy will also talk about benchmarking with the help of consultants or purchasing canned products and the pros and cons of this approach. Lastly he will touch on what he believes are critical components of the successful use of scorecards and benchmarks for improving performance.

*Objectives: Know the resources involved in creating or purchasing scorecards; Learn how measuring outcomes improves performance; Learn the value of accountability.*

5:00-6:30

Reception with Exhibitors; Prize Giveaways from Sponsors and Exhibitors

## Friday, February 27

7:30 am

Breakfast with Exhibitors

8:30

**Challenges & Opportunities: Short & Long Term, Facing the Healthcare Financial Markets - Panel**

Mark McIntire, Vice President, Financial Advisory and Planning Practices, Kaufman Hall

Robert Mueller, Managing Director, Tax Exempt Credit Analysis, J.P. Morgan

John Wells, Director, Public Finance Healthcare Group, Assured Guaranty Corporation

Mr. McIntire will present an overview of the capital markets crisis and what has happened since the summer of 2007. This will include an update on the interest rate environment and what the impact will be on rating agencies, investors, bond insurers, banks and the implications for healthcare borrowers. Mr. Mueller will share how healthcare issuers face a combined threat of reduced market access, significantly higher credit spreads, large investment portfolio losses and a stressed operating environment.

Mr. Wells, will give an overview of what the credit enhancement options are for providers as they are limited in the current market and the economic value each of these options.

10:00

Refreshment Break with Exhibitors

10:30

**"Healthcare: A New Year; a New President; a New Congress – Does there need to be a new YOU?!"**

*Preparing for the brave new future of healthcare; what you need to know and what you need to be doing."*

Jeanne Scott Matthews, talking-head-in-chief, [healthpolitics.com](http://healthpolitics.com)

The 2008 presidential and congressional elections will have marked a watershed for the healthcare industry. The future of U.S. healthcare, its financing in the face of ever-increasing costs and demands for service, and its delivery mechanisms are now on the political table and are likely to dominate much of the new 111th Congress' and the new president's time and attention

*Objectives: Consider the impact of President Barack Obama's administration and a new more Democratic Party-controlled 111th Congress on the U.S. health care system and the prospects for major changes; Consider various options for industry responses to these developments; Better understand the political environment and socio-economic pressures which are driving the changes in the U.S.. health care system.*

12:00 pm

Closing Remarks

## The Connectors

**Robert Broadway FHFMA**, Voluntary Chairman, Healthcare Financial Management Association (HFMA) for the 2008-09 term which began June 1, 2008. A HFMA member since 1978, Mr. Broadway's involvement began as an officer with the Florida chapter ending as President to national involvement in many roles beginning as Chapter Liaison Representative in 1987-88 to National Board member beginning in 2003.

**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. Mr. Johnson has 8 years of real life experience as a manager in private sector health care and city government.

**Glenn Krauss**, Senior Consultant, QHR, has more than 15 years experience and has held various staff positions in numerous healthcare systems. Mr. Krauss' s business background, experience as a practicing coder and consultant in DRGs, ICD-9-CM, Chargemaster, Billing, APCs and CPT-4 coding enable him to combine management knowledge with the importance of a functioning and effective HIM Department.

**Mark McIntire**, as Vice President of Kaufman Hall's Chicago Office, works with a wide array of national accounts providing financial advisory services for clients engaged in bond issues, derivative transactions and/or merger and acquisition activity. Mr. McIntire also supports the ENUFF Software Suite.

**Kimberly McKay**, Partner, BKD LLP, has more than 16 years experience in the health care industry with an emphasis on hospitals, mental health centers, long-term care facilities, home health agencies and hospice facilities. Ms. McKay is actively involved in all aspects of health care services including accounting and auditing, third-party reimbursement consulting and Medicare/Medicaid cost report preparation.

**Robert Muller**, Managing Director and Head of Municipal Credit Analysis, for J P Morgan, provides credit advice to institutional investor and issuer clients. Mr. Muller provides commentary on topics in the municipal bond market and conducts intensive investor education programs. In a survey of municipal investors conducted by Institutional Investor magazine, he has been ranked an All-American Analyst eleven times in various categories.

**Tom Murphy**, CFO, Weiser Memorial Hospital, is working hard to turn around this small critical access hospital. Prior to accepting this position, Mr. Murphy, was the Decision Support Manager for a large regional PPS hospital in Idaho where he developed service line analysis and prepared work papers for the Medicare and Medicaid cost reports. Prior to returning to Idaho in 2004, he held a variety of positions with Intermountain Healthcare.

**Bobbi Kay Nelson**, CPA, Senior Manager, Moss Adams LLP, has more than 20 years of experience in public accounting, Ms. Nelson provides technical support in the areas of real estate taxation issues relating to like-kind exchanges, passive activity loss rules, change of accounting methods related to federal depreciation deductions, and general depreciation issues in both the federal and state tax arenas.

**Adam L. Plotkin** Principal/General Counsel for Healthcare Outsourcing Network, L.L.C. ("HON"), a self-pay and insurance follow-up outsourcing company based in Denver, Colorado, has over 15 years of hospital receivable management experience. Mr. Plotkin is also a shareholder in the law firm of Adam L. Plotkin, P.C. and has represented clients in matters across the entire spectrums of health law and creditors' rights.

**Ryan Reiff**, Manager, BKD LLP, has more than eight years of public accounting experience primarily in the health care industry. Mr. Reiff assists health care clients with audits and provides general business consulting. In 2008, he was named a Rising Star by the Colorado Springs Business Journal.

**David Sayen**, Region IX Administrator, CMS, assumed this position in February 2008 and is based in San Francisco. Mr. Sayen has more than 29 years of federal service and experience in health and human services. Since 2002, he served as Associate Regional Administrator, Division of Medicare Health Plans Operations, leading health plan contracting for Medicare Advantage and the Prescription Drug benefit.

**Jeanne Scott** has been one of the nation's leading health care lobbyists for almost 35 years. In addition to her lobbying on behalf of the health care industry, Ms. Scott is the somewhat irreverent writer, editor and publisher of what she has humbly named *theJeanneScottletter*, an eclectic electronic newsletter, reporting on developments in "health care reform," that is widely read in many health care circles.

**Jeffrey L. Shilling** ASA, Senior Manager, Moss Adams LLP, provides supervisory and technical expertise to cost segregation, allocation of purchase price, and tax depreciation optimization studies. Mr. Shilling's 20 plus years of experience include hundreds of cost segregation studies and real and personal property appraisals for a variety of purposes in numerous industries

**Maria K. Todd**, PhD, Executive Director, The Healthcare Reimbursement Institute, has more than 30 years in health care and combined health plan, clinical, health administration and health law paralegal and mediation professional work experience, Dr. Todd is a veritable tour de force when it comes to managed care and contracted reimbursement training. She has been named a Distinguished HFMA Speaker.

**Tanja Twist**, PFS Director, Methodist Hospital of Southern California, is responsible for the Admitting and Business Offices. Ms. Twist has been in healthcare management for over 15 years and sits on the California Hospital Association's Payer Relations Committee and on the RAC Advisory Board for HCPRO.

**John Wells**, Director, Assured Guaranty's Public Finance Healthcare Group, is responsible for underwriting hospital bond transactions and for the development of the department's criteria for this sector. Prior to joining Assured Guaranty in 2007, Mr. Wells managed Fitch's public Finance Healthcare Group, which included the oversight for ratings on over 300 hospitals and healthcare systems nationwide.

## Registration - Optional Tours on Wednesday, February 25, 2009 in Conjunction with the HFMA Region 10 Conference

Optional Activities are available during your stay in Arizona and they are listed below.

The first two are off site and organized through Avalon Meetings and Entertainment (AME). If you would like to participate in either of those two tours, please use the form below.

The third provides you tour times and prices for a public tour of the University of Phoenix Stadium, home of the NFL Arizona Cardinals and of the 2008 Super Bowl.

**1. Desert Adventure Jeep Tour (12:30 - 4:30 pm)** - A caravan of comfortable four-wheel drive jeeps will pull up to the hotel to whisk your group away for an afternoon of adventure in the Sonoran Desert. Your Cowboy guides will tell tales of the Arizona backcountry and the Indians that once lived there. In the desert, there will be a guided nature walk and the numerous uses of the various Sonoran Desert plants - from modern medicine and cosmetology to a food source will be discussed. Bring your camera!

*This tour is not recommended for pregnant women or those with orthopedic issues such as back problems.*

**Time: 4 hours; Price: \$110 includes hotel pick-up, return and iced soft drinks; Minimum: 10 Reservations**

**2. Heard Museum Tour (1:00 - 4:00 pm)** - This internationally acclaimed museum is one of the best places to experience the fascinating cultures and art of the Native Americans of the Southwest. Examples of traditional and contemporary Native American fine art, including paintings and sculpture, are also on exhibit at the Museum. Founded in 1929 by Dwight B. and Maie Bartlett Heard to house their collection of American Indian artifacts and art, it also houses a large Kachina doll gallery with pieces from the collections of Senator Barry Goldwater and Fred Harvey, founder of the Harvey Houses along the Santa Fe Railroad.

**Time: 3 hours; Price: \$45 includes hotel pick-up, return and guided tour; Minimum: 20 Reservations**

1. Registration and full payment for all activities must be received by: January 28, 2009

2. Any late registration for tours will be subject to available space.

3. If minimum participant requirements are not met for pre-registered tours, you will have the option of applying moneys to another tour or a full refund.

4. Tour fees are nonrefundable after January 28, 2009.

5. AME acts only as agent for various owners and independent contractors providing means of transport and/other services and acceptance thereof shall be deemed a consent to the further condition that neither AME nor any of its agents or employees shall be or become liable or responsible in any manner in connection with these services.

**GUESTS MUST BE AVAILABLE 15 MINUTES PRIOR TO THE TOUR DEPARTURE!**

**Please Indicate the Number of Participants Next to the Tour You Choose**

Feb 25	Tour Name	Hotel Departure	Hotel Return	Cost Per Person	Total Cost
Tour 1 <input type="checkbox"/>	Jeep Tour	12:30 pm	4:30 pm	\$110.00 (# <input type="checkbox"/> X \$110 =)	<input type="text"/>
Tour 2 <input type="checkbox"/>	Heard Museum	1:00 pm	4:00 pm	\$ 45.00 (# <input type="checkbox"/> X \$ 45 =)	<input type="text"/>
				TOTAL PAYMENT	<input type="text"/>

Name: \_\_\_\_\_ Address: \_\_\_\_\_

City/ST/Zip \_\_\_\_\_ Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Payment:  Check - Payable to AME; Mail to: HFMA Region 10 / 10221 N. 32nd St Ste D / Phoenix, AZ 85028

Credit Card:  Visa  MasterCard  American Express  Discover

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

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

Cardholder's Billing Address: \_\_\_\_\_

*(Please note that the credit card statement will list Silver & Cherner, Ltd. - conference coordinator)*

**FAX Registrations to:** 602-996-2330; For Questions and Further Details Contact: Silver & Cherner, Ltd. @ 602-996-2220

**3. University of Phoenix Tour** - With retractable roof and field, it is unlike any other stadium in North America and a marvel of engineering, design and technology. Located across the street from the Renaissance and home to the NFL Arizona Cardinals and Tostitos Fiesta Bowl, Public Tours are available on Tuesdays-Saturdays at 10:30 am and 12:30 and 2:30 pm at a cost of \$7 for Adults, \$5 for Seniors and Children 4-12, Children 3 and under are free. Visit the web site : [www.universityofphoenixstadium.com](http://www.universityofphoenixstadium.com) to learn more and order tickets one month prior.

## Golf Outing



### Get Your Team Together; Join Us for a Round of Fun and Prizes!!

- Where: The Legend at Arrowhead; 21027 N. 67th Avenue; Glendale, AZ 85308  
623-561-1902; www.legendatarrowhead.com
- When: Wednesday, February 25, 2009
- Time: 8:30 am Shotgun Start
- Event: 4 Person Team Scramble and Luncheon
- Prizes: Awarded at the 5:00 pm Reception in Exhibitor's Area

**Contests:**

- 1st, 2nd, 3rd and Last Place Team Finishers
- Longest Drive for Women and Men / Longest Putt / Closest to the Pin

Tournament Fees: (  your choice )

- |  |       |
|--|-------|
| ___ Early Bird (By 1/20/09) Foursome & Tee Box Sponsorship - \$ 515 (savings of \$ 26)           | _____ |
| ___ Early Bird Foursome - \$ 416   | _____ |
| ___ Early Bird Single Player - \$ 109 ;    Early Bird 2-3 Players ___ (# players) X \$ 109 = ___ | _____ |
| ___ (After 1/20/09) Foursome with Tee Box Sponsorship - \$ 555 (savings of \$ 26)                | _____ |
| ___ Foursome - \$ 456  | _____ |
| ___ Single Player - \$ 119 ;                    2-3 Players ___ (# players) X \$ 119 = ___       | _____ |

Optional Shuttle Bus round trip from the Renaissance @ \$30 per person; 1/20/09 Deadline \_\_\_ (#) X \$30 = \_\_\_\_\_

#### SPONSORSHIP OPPORTUNITIES

- |  |       |
|--|-------|
| ___ Tee Box - \$ 125 (Tee Box Sign, Listing at golf registration, Recognition at reception)  | _____ |
| ___ 1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> Place Prize Money - \$ 500 (Golf registration signage, Presenter at reception) | _____ |
| ___ Longest Drive (2) - \$ 75 Each (Designated Tee Sign, Listing at golf registration, Presenter at reception)                         | _____ |
| ___ Longest Putt - \$ 75 (Designated Tee Sign, Listing at golf registration, Presenter at reception)                                   | _____ |
| ___ Closest to the Pin - \$ 75 (Designated Tee Sign, Listing at golf registration, Presenter at reception)                             | _____ |
| <b>Total Due</b>   | _____ |

**On the Day of the Event:** Raffle Tickets will be sold for great prizes! If your company would like to donate a prize, please contact us at 602-996-2220. A sign at the golf registration will highlight your donation.  
Mulligans can be purchased @ \$ 5 each or 5 for \$ 20 (maximum)

#### Early Bird Deadline – Tuesday, January 20th / Final Deadline – Tuesday, February 17th

Player 1 Name \_\_\_\_\_ e-mail \_\_\_\_\_

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

Foursome Name (optional) \_\_\_\_\_

Player 2 Name \_\_\_\_\_ e-mail \_\_\_\_\_

Player 3 Name \_\_\_\_\_ e-mail \_\_\_\_\_

Player 4 Name \_\_\_\_\_ e-mail \_\_\_\_\_

Checks To: HFMA Region 10;    Mail with Registration: HFMA Region 10 / 10221 N. 32nd Street - Ste D / Phoenix, AZ 85028

Credit Card Payment:    \_\_\_ Visa    \_\_\_ Mastercard    \_\_\_ American Express    \_\_\_ Discover

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

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

Cardholder's Billing Address: \_\_\_\_\_  
*(Please note that the credit card statement will list Silver & Cherner, Ltd. - conference coordinator)*

**FAX Registrations to:** 602-996-2330; For Questions and Further Details Contact: Silver & Cherner, Ltd. @ 602-996-2220

*NOTE: Golf Attire: Shirts with collars, golf slacks or shorts and golf shoes without metal spikes. Tank tops, gym shorts, cutoffs and the like are not acceptable.    Rental Clubs Available: \$45 plus tax*

HFMA Region 10  
10221 N. 32nd Street  
Suite D  
Phoenix, AZ 85028-3849



**hfma** region 10  
healthcare financial management association

10th Annual Conference  
February 25-27, 2009

Glendale Renaissance Hotel & Spa  
Glendale, Arizona



making  
connections

## Make Connections in Arizona in February!



### Learn

- > 10.25 Continuing Education Units
- > Current Topics dealing with a New Administration
- > Concurrent Sessions for Finance/Leadership, Revenue Cycle and Rural Issues

### Network

- > Share and learn with Healthcare Leaders representing the Region 10 states of Arizona, Colorado, Idaho, Montana, New Mexico, Utah & Wyoming
- > View and learn about the products and services offered to your facility from vendors throughout the country

### Recharge

- > Arrive a few hours early to golf, take a jeep tour, tour the unique Heard Museum, etc.
- > Stay for a weekend in the sun
- > Encourage family members to join you

## "Making Connections" - Region 10 2009 - 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: \_\_\_\_\_ HFMA mbr? \_\_\_\_\_  
 Name #3: \_\_\_\_\_ Title: \_\_\_\_\_ HFMA mbr? \_\_\_\_\_  
 Name #4: \_\_\_\_\_ Title: \_\_\_\_\_ HFMA mbr? \_\_\_\_\_  
 Name #5: \_\_\_\_\_ Title: \_\_\_\_\_ HFMA mbr? \_\_\_\_\_

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

Registration Fees:	Member x # =	Nonmember x # =	Total
*Early Registration ( <i>Receipt by 1/28/09</i> )	\$295    ___    ___	\$415    ___    ___	_____
Early Registration ( <i>3 or more</i> )	\$265    ___    ___	\$385    ___    ___	_____
Registration ( <i>Receipt 1/29 &amp; after</i> )	\$365    ___    ___	\$470    ___    ___	_____
Registration ( <i>3 or more</i> )	\$325    ___    ___	\$420    ___    ___	_____

*If there are special dietary needs or other issues, Please  if registering solo; if not indicate list the name of the individual \_\_\_\_\_*

**Concurrent Sessions that will be attended on February 26:**

FL=Finance/Leadership, RC=Revenue Cycle, RI=Rural Issues

	1:15 pm	2:45 pm	4:00 pm
Name #1:	FL 1 ___ RC 1 ___ RI 1 ___;	FL 2 ___ RC 2 ___ RI 2 ___;	FL 3 ___ RC 3 ___ RI 3 ___;
Name #2:	FL 1 ___ RC 1 ___ RI 1 ___;	FL 2 ___ RC 2 ___ RI 2 ___;	FL 3 ___ RC 3 ___ RI 3 ___;
Name #3:	FL 1 ___ RC 1 ___ RI 1 ___;	FL 2 ___ RC 2 ___ RI 2 ___;	FL 3 ___ RC 3 ___ RI 3 ___;
Name #4:	FL 1 ___ RC 1 ___ RI 1 ___;	FL 2 ___ RC 2 ___ RI 2 ___;	FL 3 ___ RC 3 ___ RI 3 ___;
Name #5:	FL 1 ___ RC 1 ___ RI 1 ___;	FL 2 ___ RC 2 ___ RI 2 ___;	FL 3 ___ RC 3 ___ RI 3 ___;

**Continuing Education Units (CEU) (10.25) Certificate:**

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

**REGISTRATION DEADLINE: February 18, 2009**

Cancellations received by February 18th, 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: \_\_\_\_\_

*(Please note that the credit card statement will list Silver & Cherner, Ltd. - conference coordinator)*

**Mail Registrations and Payments:** HFMA Region 10 Conference  
 10221 N. 32nd Street Suite D  
 Phoenix, AZ 85028-3849

**Fax Registrations:** 602-996-2330 **Questions:** Silver & Cherner, Ltd.-602-996-2220 /hfmaregion10@scitd.biz

**Remember: Make your room reservations by January 25 to guarantee you a room and the HFMA rate of \$219.  
 Call 800-468-3571 and more details about the Renaissance are on page 2 of this brochure.**