



**hfma**™ utah chapter  
healthcare financial management association



# Healthcare Alliance Seminar

March 13 - 15, 2013

Best Western Plus Abbey Inn & Conference Center  
1129 South Bluff Street, St. George, Utah 84770

**Members:** \$159.00 until March 1, \$189.00 after March 1

**Non-members:** \$189.00 until March 1, \$209.00 after March 1

**Golf Tournament:** \$50.00/9 holes – Coral Canyon Golf Course  
10.8 CPE hours (HFMA)

## Wednesday, March 13

12:30 – 5:00 pm      Golf Tournament (Coral Canyon Golf Course)

## Thursday, March 14

7:00 – 8:00 am      Breakfast

8:00 – 8:30 am      Opening and Chapter Business

8:30 – 9:30 am      Terri Kane  
(Regional VP, Intermountain Healthcare)

9:30 – 9:40 am      Break

9:40 – 10:40 am      **Value Based Purchasing, Population Health and Payment Reform**

- **Brent Hardaway – Vice President, Premier Healthcare Alliance**
- Thin margins. Value based purchasing. Fee-for-value. Hospital/physician alignment. Shared savings and population health management. Changes in reimbursement methodologies are changing the way hospitals and healthcare organizations operate across the country. Prepare for healthcare reform and learn how these changes in reimbursement will affect your organization, whether you have 25 or 350 beds. With a case study, we will identify the impact of quality ratings, readmissions and hospital acquired conditions on reimbursement through the VBP and other changes. We'll also discuss the potential impact of accountable care and bundled payments on a hospital's reimbursements. After this session, you will be able to:

- Identify reimbursement changes that are driving the need for greater emphasis on value.
- Understand recent reimbursement trends and how they impact your top line.
- Evaluate the implications of these changes on your organization and identify the best options to respond

10:40 – 10:50 am      Break

10:50 – 12:20 pm      **ICD 10 Changes Everything in the Revenue Cycle**

- **Day Egusquiza – President, AR Systems, Inc.**
- Everything changes with the transition from ICD-9 diagnosis code sets to the new ICD-10 codes. With increased specificity in the ICD-10 code set, providers must enhance details documented in the medical record and overhaul their medical payment policies. Enhancements to the remittance process with health plans will also be required. Although the conversion is scheduled for October 1, 2014, providers should start preparing now. This session provides operational guidance on preparing for the massive change to ICD-10. This change will affect every aspect of your revenue cycle – from claims submission, to payer processing, to your ability to process both ICD-9 and ICD-10 codes, in addition to your organization’s efforts to improve all documentation in the medical record and your programs to improve clinical documentation.

12:20 – 1:00 pm      Lunch

1:00 – 2:00 pm      **The Value Journey**

- **Kari Cornicelli - HFMA**
- Value is driving a fundamental reorientation of the healthcare system. To successfully manage the transition to value, healthcare organizations should organize efforts around driving value for care purchasers. Finance leaders will play a critical role in this strategic transformation. After this presentation, attendees will be able to:
  - Discuss stakeholder perspectives on value
  - Develop strategies for improving value delivered to purchasers and payers
  - Describe organizational road maps for value-driven health care

2:00 – 2:10 pm      Break

2:10 – 3:20 pm      Speaker

3:20 – 3:30 pm      Break

3:30 – 4:30 pm      **Performance Improvement: A Strategy for Rapidly Adopting Initiatives**

- **Deborah Bulger, CPHQ – Executive Director of Product Management, McKesson Enterprise Intelligence**
- With the rapid changes occurring in healthcare today, nothing in your organization is business as usual. From payment reform to patient engagement to talent management you are faced with a need to re-evaluate your processes and make rapid, large scale improvements in quality, cost, revenue and patient experience. Is your current performance improvement approach designed to meet these new challenges? Are you getting the value from your improvement initiatives to sustain financial security? This session will outline a unique way to approach performance improvement that will enable you to leverage organizational data to prioritize the most critical opportunities, model the results of process engineering and hardwire leading practices into your workflow.

## Friday, March 15

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| 7:00 – 8:00 am   | Breakfast   |
| 8:00 – 8:15 am   | Opening and Chapter Business  |
| 8:15 – 9:15 am   | Neil Smithson   |
| 9:15 – 9:30 am   | Break   |
| 9:30 – 10:30 am  | <p><b>Linking Cost to Quality: Experiences from the field</b></p> <ul style="list-style-type: none"> <li>• <b>Donna Kinzer – Director of Health Analytics, Berkeley Research Group</b></li> <li>• The imperative to bend the cost curve challenges financial executives to find new ways bring together cost, clinical and quality data to inform decision-making and redesign clinical care to be more cost effective. This talk will focus on several organizations’ approaches and outcomes using analytics to identify cost improvement opportunities, including total patient revenue/global budgets, readmissions, and potentially preventable complications. We will view and explore new tools and analytic approaches to engage physicians including patient centered analytics/data and data visualization approaches.</li> </ul> |
| 10:30 – 10:45 am | Break   |
| 10:45 – 12:00 pm | <p><b>Pure Motivation and Life Changing Leadership</b></p> <ul style="list-style-type: none"> <li>• <b>Dan Clark, Author and Motivator</b></li> </ul>   |
| 12:00 – 12:15 pm | Closing Remarks – Jared Spackman, Utah Chapter HFMA President   |

## **HOTEL ACCOMODATIONS**

Please make your hotel reservations by contacting the Best Western Plus Abbey Inn & Conference Center.

### **Best Western Plus Abbey Inn & Conference Center**

1129 South Bluff Street  
St. George, Utah 84770  
Toll Free 888-222-3946  
Local 435-652-1234

<https://reservations.bwabbeyinn.com/>

*There is a group rate of \$90.00 per night\*.*

### **Casablanca Resort & Casino**

950 West Mesquite Blvd.  
Mesquite, NV 89027  
Room Reservations 877-GETAWAY (438-2929)

<http://www.casablancaresort.com/index.php>

*There is rate of \$69.00 per night (Wednesday) and \$79.00 per night (Thursday). Please make reservations now.*

*\* Guests must identify themselves using Utah Healthcare Alliance group when making the reservation.*