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 healthcare financial management association

Now with a
 pre-conference
 option on
 Thursday!

REVENUE CYCLE COMMITTEE

“Do Your Job!” Strive to Make Your Revenue Cycle Thrive

Thursday, January 19 AND Friday, January 20, 2017

Renaissance Patriot Place Hotel, 28 Patriot Place, Foxborough, MA 02035
 Gillette Stadium, West Clubhouse, One Patriot Place, Foxborough, MA 02035

Welcome to the expanded 2017 HFMA Revenue Cycle Conference! This year’s conference includes new educational and networking programs on Thursday afternoon/evening in addition to the popular Friday conference. The agenda includes hot topics and diverse speakers who will cover a wide range of strategies designed to optimize the revenue cycle and effectively manage change. Friday’s conference coincides with Inauguration Day. Join us to learn how healthcare organizations can achieve peak financial performance and adapt to change as the new administration moves into the White House. We close with celebrity speaker Rick “Nifty” Middleton, former Boston Bruins co-captain standout and NESN analyst.

Attendees will gain the following from this conference:

- ▶ Tools to address administrative burden which leads to provider and staff burnout and stress;
- ▶ Perspectives on healthcare and revenue cycle changes to expect from the new administration;
- ▶ Ways to identify and overcome new IT security threats to the revenue cycle and organization;
- ▶ Knowledge on the current state and opportunities in ACO evolution, Quality Payment Programs, revenue forecasting, drug pricing, and patient funding sources;
- ▶ Time to meet new peers and network with colleagues during session breaks, lunch, and two evening networking receptions.

Program/Education Committee Chair:

Rosemary Rotty, HFHMA, UMass Memorial Health Care, Inc.

Program Coordinators:

James Jacobi, Medix
 Patrick McDonough, The CCS Companies
 Dennis S. Scott, PV Kent & Associates, P.C.

“Do *Your Job*” – Strive to Make Your Revenue Cycle Thrive

Thursday, January 19, 2017

Renaissance Patriot Place Hotel, 28 Patriot Place, Foxborough, Massachusetts 02035

12:00 – 12:45 **Registration**

12:45 – 1:00 **Welcome and Opening Remarks**

Beth O’Toole, President, HFMA, MA-RI Chapter

1:00 – 2:00 **Impact of Retail Clinics**

Retail clinics are becoming an integral part of medical delivery for our patient population. This session will help attendees understand the structure and functionality of retail health clinics, how medical centers and retail health clinics can utilize an integrated EHR to jointly care for a given population, the health care drivers leading to the increased utilization of telemedicine and how retail clinics are using telemedicine.

Speaker:

Tobias Barker, MD, MPH, Senior Vice President of Medical Operations, MinuteClinic

2:00 – 3:00 **The Revenue Cycle Forecasting Imperative: Static Versus Rolling**

Static budgeting has become obsolete in keeping up with the cadence of today’s healthcare business environment. Converting to rolling forecasts allows your organization to more accurately assess performance management and meet revenue goals. This talk will cover Mr. Greenwood’s learned lessons on budgeting, forecasting and how their forecasting process allowed them to achieve their revenue cycle metrics.

Speaker:

John Greenwood, President, UMass Memorial Accountable Care Organization, Inc.

3:00 – 4:15 **ACOs and Changes in Reimbursement**

Accountable Care Organizations continue to evolve and our panel of stakeholders in the ACO care continuum will share their perspectives. Panelists will discuss the current state and goals of ACOs in MA/RI, the proposed roadmap for MassHealth’s ACO rollout and the challenge (and opportunity) of ACOs for revenue cycle, reimbursement, and system performance.

Moderator:

Tobias Barker, MD, MPH, Senior Vice President of Medical Operations, MinuteClinic

Panel Discussion:

Ipek Demirsoy, MBA, Director of Payment and Care Delivery Innovation, EOHHS, MassHealth

John Greenwood, President, UMass Memorial Accountable Care Organization, Inc.

Pat Edraos, JD, MBA, MPH, Health Resources/Policy Director, Massachusetts League of Community Health Centers

Leslie Carver, Senior Director, Managed Care Finance and Operations, Boston Accountable Care Organization

4:15 – 5:00 **Cocktail Reception – Renaissance Patriot Place Hotel**

5:00 – 8:00 **Networking Event - Splitsville / Howl at the Moon (*Event sponsored by PV Kent & Associates*)**

Come join your HFMA colleagues and our valued vendors / sponsors at HFMA’s private social event at Splitsville / Howl at the Moon Luxury Lanes, Restaurant, and Bar, a 20,000 square-foot bowling, dining, and entertainment complex located right in Patriot Place. This event provides an opportunity to network after the Thursday conference with fellow attendees and look forward to Friday’s exciting program. The party includes lane-side food, with traditional mouth-watering buffet options, private tables, a full-service bar, live entertainment, a dueling piano show, and live band. Challenge your friends and colleagues to ten pin bowling at the private reserved bowling lanes. Tickets will be distributed at the end of Thursday’s educational sessions. Get an early jump on your game piece for Friday and qualify for bonus prizes. The private party ends at 8:00, but the fun continues through the rest of the evening.

Agenda Continued: “Do *Your Job*” – Strive to Make Your Revenue Cycle Thrive

Friday, January 20, 2017

Gillette Stadium West Clubhouse, One Patriot Place, Foxborough, Massachusetts 02035

7:00 – 8:45 **Registration, Breakfast, and Networking**

(Breakfast co-sponsored by ROI, a Bolder Healthcare Company and Gragil Associates)

8:45 – 9:00 **Welcome and Chapter Announcements**

Beth O’Toole, President, HFMA, MA-RI Chapter

9:00 – 10:30 **Morning Keynote**

Addressing Administrative Burden in Healthcare

National physician surveys have shown that up to 60 percent of physicians exhibit one or more symptoms of burnout. Physicians identify administrative burden as a major contributor to stress, burnout, and potential for compromised patient safety. In this session, Dr. Ting will identify specific administrative burdens associated with physician burnout, and describe “Kitty Hawk,” a novel initiative at the Massachusetts General Hospital, which aims to leverage technology and workflow re-engineering to reduce the burden on physicians and their practices.

Speaker:

David Y. Ting, MD, FAAP, FACP, Chief Medical Information Officer, Massachusetts General Physicians Organization

10:30 – 10:45 **Break and Networking**

10:45 – 12:00 **Morning Breakout Sessions**

Session 1

Real World Security Threats and How to Handle Them

In today’s world of technology-assisted healthcare delivery, we are able to obtain important information more rapidly than ever before. This leads to world-class treatment, but also allows for new and more inventive security threats. In this presentation, Dr. Halamka discusses these threats and gives real-world advice for overcoming them without slowing down your revenue cycle.

Speaker:

John D. Halamka, MD, MS, Chief Information Officer, Beth Israel Deaconess Medical Center and Harvard Medical School

Session 2

340B Mega Guidance

The long-awaited “mega-guidance” for the 340B drug pricing program is expected to be released in December. This is a program that grants significant discounts (20% - 50%) on outpatient drug prices to many DSH and other hospitals and community health centers. The program can be worth millions of dollars in savings to a facility. However, significant changes are being proposed and should be of major concern to many facilities.

Speaker:

Gary A. Rosenberg, Esq., Counsel, Verrill Dana, LLP

Philip Rioux, Rph, Director of Compliance and Regulatory Services Comprehensive Pharmacy Services Lewiston, ME

Session 3

Finding New Funding Sources for Self-Pay Patients:

As the self-pay financial class continues to increase as a percent of overall AR, the revenue cycle focus must change to a more holistic, system-wide view of uncompensated care. The speaker will identify new and integrated solutions to identify payment sources, drive efficiencies, and increase approval rates at the state and federal levels. New innovative models that leverage technology including real time determinations and mobile device integration will be highlighted.

Agenda Continued: “Do *Your Job*” – Strive to Make Your Revenue Cycle Thrive

A panel discussion will follow the presentation sharing new ideas, painful lessons learned, and advice on improving collections as well as the patient experience.

Speaker and Moderator:

Elizabeth Staas, National Vice President, MedAssist

Panelists:

To Be Announced

12:00 – 1:15 **Luncheon, Visit Exhibitors, and Networking**

1:15 – 2:30 **Luncheon Keynote**

Change is Easy. You Go First!

The healthcare industry has become the poster child for change. The statistic that up to 70% of organizational changes fail has not improved in over 30 years. Success in the healthcare revenue cycle depends on two very disparate groups of people, PFS professionals and clinicians. How can these PFS professionals and clinicians come together in this critical environment of transformation to beat these historical odds? In this session, Mr. Britt will provide practical advice on how to navigate change successfully. As a clinician and a business advisor in healthcare, he is able to reconcile the diverse perspectives of these two audiences and help them shift from a “me” to a “we” point of view.

Speaker:

John Britt, Co-Author “Who Kidnapped Excellence” and “Who Killed Change”

2:30 – 2:45 **Refreshment Break and Networking**

2:45 – 4:00 **Afternoon Breakout Sessions**

Session 1

Physician Change Management, EHR Documentation Opportunities and Revenue Cycle Optimization

Increasing physician burnout and resistance is a worrisome trend, making it difficult for organizations to accomplish necessary change. Unfortunately, administrative and documentation burdens are often blamed for much of this burnout. This presentation will review important domains impacting physician satisfaction and motivation and highlight approaches to tap into positive physician motivators. With this backdrop, the presentation will then cover approaches to enhancing EHR documentation workflow to support physician efficiency and revenue capture.

Speakers:

Nancy Gagliano, MD, MBA, Chief Medical Officer, Culbert Healthcare Solutions

Jaffer Traish, Vice President and Epic Practice Director, Culbert Healthcare Solutions

Session 2

What Is Your Patient Thinking? Patient Financial Obligations in the Revenue Cycle

As patient satisfaction continues to become more important, we must focus our attention to improving the patient experience--while still getting paid. Understanding the patient’s perspective is a key component to optimizing the walk on this tightrope. This session discusses several key components of implementing an approach to consumer-driven healthcare that keeps patients happy while keeping facilities financially viable.

Speakers:

Asha Strazzero-Wild, Director, The Advisory Board Company

Aliina Hopkins, Managing Director, The Advisory Board Company

Agenda Continued: “Do *Your Job*” – Strive to Make Your Revenue Cycle Thrive

Session 3

Requirements and Strategies for Medicare’s New Quality Payment Program (MIPS and MACRA)

Medicare continues to drive the nation toward value-based purchasing of healthcare services. The new Quality Payment Program, (aka MIPS) queued by MACRA legislation in 2015, is the most recent iteration of that effort. In this session Dr. Mingle will review the requirements of the Quality Payment Program and discuss specific strategies that will help organizations to excel within the program.

Speaker:

Dan Mingle, MD, MS, Founder & CEO, Mingle Analytics

4:00 – 5:00

Closing Celebrity Speaker – Rick “Nifty” Middleton, Co-Captain Boston Bruins and NESN Alumni

Over his 14 seasons in the NHL, Rick Middleton made an art out of doing HIS job. In this presentation, the player they called “Nifty” will discuss how his day-to-day dedication to doing his job helped him to evolve from a high draft pick known for slick moves, into a sharpshooting forward who once scored on over 25% of the shots he took over the course of a season, and further into a reliable penalty-killer who played as well on the defensive end as he did on the offensive end. He will also discuss how his career was shortened by a head injury and how dedication to teaching others led him to a gold medal as the coach of the US Paralympic sled hockey team. In this session, attendees will hear about how talent is an important piece of the puzzle in achieving your goals, but that there is no substitute for hard work and dedication to your job if you want to be among the best.

5:00 – 7:00

Raffle Drawings and Networking Reception (*Reception co-sponsored by ARMS, LLC and Parallon*)

Please plan to stay for our popular post program networking cocktail party! Relax with your colleagues, make new connections, enjoy some favorites at the food stations and have a great time!

Please Note:

Dress is Business Casual.

Handouts will NOT be available at the meeting. Presentations, if provided by the speaker, will be online at www.MA-RI-HFMA.org for viewing and printing.

Continuing Educational Credits (CPE):		Group Live Presentation
Pre-requisite Requirements: No advanced preparation necessary		
Program Level: Intermediate		
Thursday, January 19, 2017		3.5
	Specialized Knowledge and Applications	3.5
Friday, January 20, 2017		7.0
Keynote	Business Management and Organization	1.5
Morning Breakout	Specialized Knowledge and Applications	1.5
Luncheon Keynote	Business Management and Organization	1.5
Afternoon Breakout	Specialized Knowledge and Applications	1.5
Closing Speaker	Personal Development	1.0

HFMA Massachusetts-Rhode Island is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have the final authority acceptance of individual courses. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org. HFMA MA-RI National Sponsor Registry Number: 129053.

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REGISTRATION

"Do Your Job" Strive To Make Your Revenue Cycle Thrive

Thursday, January 19, 2017 and Friday, January 20, 2017

CPE and CEU Credits: Up to HFMA 10 / CPE 10.5

Cost Full Conference – Member \$160; Non-Member \$220; Student/Retiree Member \$45

Best value! Includes Thursday and Friday Education Sessions, plus Splitsville Networking Event and Thursday and Friday Receptions

Cost Friday only – Member \$140; Non-Member \$200; Student/Retiree Member \$25

Includes a full-day of Education Sessions and the Closing Reception

Cost Thursday only – Member \$60; Non-Member \$90; Student/Retiree Member \$25

Includes Thursday afternoon Education Sessions and Reception, plus Splitsville Networking Event

Deadline for registration/cancellation: 4 p.m. Friday, January 13, 2017. Payment (cash/check/credit card) is DUE on/before meeting date.

Cancellation Policy: Attendees who send a written cancellation notice to admin@ma-ri-hfma.org at least one week prior to the program will receive a full refund.

Registration Options: Mail, Email, or Online at www.MA-RI-HFMA.org.

When mailing a check, please make payable and return completed registration form to:

HFMA, Massachusetts-Rhode Island Chapter

465 Waverley Oaks Road, Suite 421, Waltham, MA 02452

Any concerns or complaints can be addressed to admin@ma-ri-hfma.org or 781-647-4422.

Full Conference ☐

Thursday Only ☐

Friday Only ☐

HFMA Member ☐

Non-Member ☐

Student/Retiree Member ☐

I Plan to Attend the Thursday Night Splitsville Networking Event: Yes ☐

Please Indicate Your Friday Session Preferences If Applicable:

Morning Session: 1 ☐ 2 ☐ 3 ☐ Afternoon Session: 1 ☐ 2 ☐ 3 ☐

Attendee Name		HFMA Number
Title		
Organization		
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