

Dear Friends



hfma

healthcare financial management association

Dear Friends and Colleagues,

On behalf of the Maryland Chapter of the Healthcare Financial Management Association, I would like to invite you to our 40th Annual Institute. This year, we have an outstanding educational program and many exciting social activities planned. We are in the midst of difficult yet very interesting times. The Annual Institute Committee has done a wonderful job creating a program centering on the important issues facing our industry.

This year we decided to take the event to a whole new exciting location and hotel. This year, the event will be held in Cambridge, Maryland and we will be staying at the Hyatt Regency Chesapeake Resort.

We know that your time is valuable and that many of your organizations have had to cut education and travel expenses in response to difficult financial circumstances. In response, the Annual Institute Committee has worked hard to help you get even more educational value by increasing the total amount of available CPEs to fifteen. In addition, we have reduced the usual registration fee to \$350, a reduction of \$100 compared to prior years, but you must register before September 21. Also, to encourage new members to join us at the Annual Institute, we are offering a combination registration and membership fee of \$500 to first-time members. This new promotion provides a total savings of \$130 to people who attend the Institute and become new members. Membership will be effective October 1, 2010.

We hope that you will join us at this exciting event. Please take advantage of this opportunity to listen and learn from dynamic speakers, and network with your fellow healthcare financial professionals. Please consider using this occasion as an opportunity for team building for your organization's Finance Team.

Don't miss the chance to learn and catch up with old friends and make new ones.

I hope to see you at the Hyatt.

Sincerely,

Eric Melchior
Maryland Chapter President



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HFMA-Maryland Chapter
c/o University of Maryland Medical System
22 S. Greene Street – PP7
Baltimore, MD 21201

40th Annual Institute

Healthcare Financial Management Association

40th Annual Institute

Maryland Chapter



October 6–8, 2010

Cambridge, MD

- 12:00 PM Registration**
- 12:15 PM Annual Institute XL Welcome**
Traci LaValle, John Cuddy and Chuck Zorn Co-Chairs
- 12:30 PM Maryland Health Care Commission Update**
Pam Barclay, Director, Center for Hospital Services, Maryland Health Care Commission
- Gain insight into the forces driving MHCC's priorities for the coming year such as the MHCC role in the state's patient safety and quality initiatives and how this will impact Maryland facilities.*
- HSCRC Update**
Jerry Schmith, Deputy Director, Maryland Health Services Cost Review Commission
- Mr. Schmith will provide an overview of recent financial and operating performance of Maryland Hospitals and the Maryland rate setting commission. Get inside information on recent projects initiated by the HSCRC and future financial and policy trends in the industry. A must attend session for Maryland CFOs.*
- Maryland Hospital Association Update**
Mike Robbins, MHA Senior Vice President, Financial Policy
- A review of MHA's strategic goals for 2011, hospital roles in health reform, and the status of discussions to implement changes in the care delivery system and changes to Maryland's Medicare waiver will be provided.*



State of Maryland Capital Financing
Annette Anselmi, Executive Director, MHHEFA, and Errol Brick, Killarney Advisors

The session will provide an update on the complex and changing factors affecting the current state of healthcare financing in Maryland.

2:15 PM National Healthcare Reform
Brad Benton, Partner, KPMG Healthcare

Even prior to the President's signing of reform legislation, the healthcare industry had rapidly become characterized by material and ongoing transformation. Reform serves to both energize and inform transformation. We will discuss how providers need to prepare for reform provisions and the overall transformation of the healthcare environment.

3:15 PM Healthcare in the State of Maryland
John Colmers, Secretary, Department of Health & Mental Hygiene

Healthcare reform will affect every aspect of the Maryland health and medical system. Senior managers need accurate and timely information on how implementation of reform will advance in Maryland. Secretary Colmers will provide his views on national reform and its impact on Maryland.

4:15 PM Healthcast 2020 – National and International Perspective
Robert Veletta, Partner, PricewaterhouseCoopers

PricewaterhouseCoopers looks at the responses around the world to the globalization of healthcare and efforts to create a sustainable health system. It highlights best practices in innovation, and shares insight and lessons learned from around the world. The discussion will provide a context for understanding global healthcare trends; compile a rich variety of "transferrable lessons" from around the world on what's working in a converging global health market; identify "solution drivers" within the control of executives and administrators, where health leaders can take action and effect change; and serve as a call to action for healthcare organizations to look beyond their own boundaries to tackle the complex challenges of sustainability.

5:15 PM Session Ends

6:00 PM Welcome Reception

Join your old friends and meet new colleagues as you unwind and enjoy cocktails before dinner.

7:00 PM Dinner

9:00 PM Nightcap Reception Hosted by M&T Bank

Please join our host and HFMA colleagues for a fun-filled after-dinner event. You won't want to miss this annual gathering.

- 7:30 AM Breakfast**
- 8:15 AM Conference Preview by Institute Co-Chairs**
Traci LaValle, John Cuddy & Chuck Zorn – Institute Co-Chairs
- 8:20 AM President's Remarks**
Eric Melchior – Chapter President
- 8:30 AM High Altitude Leadership**
Chris Warner, Founder and President, Earth Treks
- Does your team want to perform at its highest level? Are you ready to break through to a higher level of leadership? Chris will guide us on a leadership development expedition just as he has guided numerous groups to the summit of the world's tallest peaks.*
- 9:30 AM Mergers and Acquisitions**
Chip Hurley, Managing Director, Navigant Consulting, and Joe Beck, Shattuck Hammond
- The session will review recent merger and acquisition transactions in the local and national healthcare industry, as well as the issues driving future trends in this area. Chip and Joe will also provide guidance on the risks and opportunities inherent in new partnerships and how a hospital can best position itself for a strong strategic and financial position.*



10:30 AM Break

Concurrent Session #1

10:45 AM HFMA Certification Exam
Josh Campbell, FHFMA, Director of Finance, Franklin Square Hospital Center

Come learn about the value of the HFMA Certification Exam and what it takes to become an HFMA Fellow. Mr. Campbell will review the certification exam process as well as provide tips to prepare for the exam.

Now That the RACs Are Here
Ted Giovanis, FHFMA, Principal, T. Giovanis & Company, LLC and Charlotte Kohler, CPA, Principal, Kohler Healthcare Consulting

The session will provide details of recent RAC activities nationally, including steps to prepare, mitigate and respond to reviews in Maryland and elsewhere. This is a practical look at dealing with potential income losses and how to ensure that the appeal process is in place and functioning.

Enterprise Risk Management
Alicia Harkness, PricewaterhouseCoopers

The economic crisis has exposed a variety of vulnerabilities in some organizations, including inadequate risk governance. Healthcare organizations are being encouraged to address risk issues promptly, delineate clear roles and accountabilities, and implement a risk culture that encourages candid discussions between the business and risk control functions. We will examine ERM and what your organization can do to identify, monitor and manage your risks.

11:45 AM Adjournment

12:00 PM Lunch for non-golfers

1:00 PM Golf at the Hyatt (Free time for non-golfers)

6:30 PM Past Presidents Dinner and Institute Banquet

A favorite in past years, this year's 40th Anniversary Annual Institute banquet promises more laughs and surprises! Come join in the fun as we drink, dine and recognize our past presidents and the wonderful members of our Maryland Chapter.

9:00 PM Nightcap Reception Hosted by Bank of America

Please join our sponsor and HFMA colleagues at this not-to-be-missed post-banquet event.

- 7:30 AM Breakfast**
- 8:00 AM HFMA**
Deborah Kuchka-Craig, FHFMA, National Chair HFMA
- Healthcare reform is a tipping point for the industry, requiring nothing less than a reshaping of the healthcare system. As the pace of change accelerates, new structures, tools, and processes are needed to deliver enhanced quality while managing cost and revenue in today's challenging economic environment. To thrive in this new era, providers must build key organizational competencies that will position their organizations for success. Healthcare finance leaders will be called upon to step up and play a critical role in this strategic transformation.*
- 9:00 AM Cleveland Clinic Case Study**
Steve Glass, CFO, Cleveland Clinic
- The Cleveland Clinic represents a unique model of aligning physician and hospital resources to provide the best care to its patients. Structure, governance, performance management and unique toolsets are key components to the success of this model. This presentation will provide an overview of those components and how they are used in the day-to-day operation at the Clinic.*
- 10:00 AM Break**
- Concurrent Session #2**
- 10:15 AM Finance and Audit Committees' Role in Compliance**
Laura Minassian-Kiefel, MPH, Technical Assistant, Center for Program Integrity, Centers for Medicare and Medicaid Services, and Caroline Rader, Associate Director, Navigant Consulting

More than ever, finance and audit committees need to understand their role when it comes to compliance programs. The Centers for Medicare and Medicaid Services (CMS) will require compliance programs as a condition for enrollment in the Medicare and Medicaid programs. This session will provide an overview of the actions CMS has taken to prepare for upcoming mandates. Find out how finance and audit committees can participate in compliance programs and solicit feedback on the upcoming required elements of a compliance program.

Capital Financing
Liz Sweeney, Director, Standard & Poor's

Recent rating activity in the not-for-profit sector is only the beginning. Get an in-depth understanding of how credit ratings and capital access have changed recently, Standard & Poor's outlook for the sector, and how health reform may impact credit quality. Learn about national-level trends and the unique credit issues in Maryland.

Concurrent Session #3

11:15 AM Care Management: Finance Can't Fix It on the Back End
Kathleen Ring, Director, Reimbursement, Anne Arundel Health, and Gregory Oliver, BSN, MBA, MS, CHE, FACHE, Managing Partner, Labyrinth Healthcare Consulting

The financial condition of hospitals is heavily dependent on appropriate placement of the patient and controlled length of stay, as well as ensuring the payment coverage of the stay—the overall effectiveness of the Care Management Program. This discussion will encompass both the care management and finance department perspective, the financial indicators, and what can be done to cost-effectively improve the results of the utilizations and case management processes.

The Path to "Meaningful Use" and Health Information Exchange
Peggy Naleppa, President and CEO, Peninsula Regional Medical Center, and David Horrocks, President, Chesapeake Regional Information System for our Patients (CRISP)

Maryland is ahead of other states in implementing a state-wide health information exchange with a sustainable business model. David Horrocks will review the types of information CRISP is currently exchanging and plans for the future. Peggy Naleppa will provide a firsthand account of issues and modifications to the IT strategic plan Peninsula considered to qualify for federal stimulus funding and to be meaningful participants in health information exchange.

12:15 PM Lunch and Speaker

Technology
Chris Gray, Sprint

As everyone knows, technology changes every second of the day. Chris will discuss Sprint's view of the technology industry and trends in how technology is being used in the healthcare space. He will have with him to give away five of the latest Sprint Smart Phones.

1:15 PM Annual Institute Adjournment



Register online at www.hfmamd.org under calendar of events!

Basic registration includes attendance at education sessions and all meals throughout the two-and-a-half-day conference. This Institute is approved for 15 hours of continuing education credits.

Please note, no hotel accommodations are included with your cost of registration. All hotel accommodations must be made and paid for by the attendee.
The rates at the Hyatt Regency Chesapeake Resort per night are \$195.00. Reservations can be made online at https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=1747927 or by calling the Hyatt at 1-888-421-1442. Please mention that you are with HFMA to get the special reduced room rate.

The Hyatt Regency Chesapeake Resort address is 100 Heron Blvd., Cambridge, MD 21613.

Hotel Registration Deadline: September 6, 2010
Rates will increase September 7, 2010 and rooms are subject to availability

Badge and Information Necessary for Registration:

Name: _____
 Badge Name: _____
 Company/Organization: _____
 Title: _____
 Mailing Address: _____
 City: _____ State: _____ Zip: _____
 Phone Number: _____
 E-mail: _____
 Name of Guest (if applicable): _____
 Are you an HFMA member? Yes No Membership # _____
 If no, see special offer below!
 Have you been an HFMA member less than 2 years? Yes No

Activities: Participants must sign up during registration
Golf Registration (if applicable): \$40 fee Registrant Handicap: _____
 \$40 fee Guest Handicap: _____

Registration Rates for all three days effective through September 21, 2010

	Member	Non-Member	New Member Registration + HFMA Membership
Basic Registration:	\$350	\$550	\$500
Guest Fee:	\$125	\$125	\$125

Registration Rates for all three days effective after September 21, 2010

	Member	Non-Member	New Member Registration + HFMA Membership
Basic Registration:	\$450	\$650	\$600
Guest Fee:	\$125	\$125	\$125

Daily Registration Rates

	Member	Non-Member
Basic Registration:	\$175	\$225
Guest Fee:	\$75	\$75

Cancellations:
 A refund of the registration fee (less a \$100 processing charge) will be granted if cancellation is received by September 24, 2010. NO REFUNDS will be granted after September 24, 2010. Substitutions may be made without charge but notification is required. Cancellations must be submitted in writing by fax or mail.

Attire: Business Casual for entire Institute