Welcome to the 2016 HFMA Revenue Cycle conference. This year’s conference contains various agenda items and diverse speakers to cover a wide range of topics that pertain to the revenue cycle. Our morning keynote compares and contrasts the aviation industry with today’s healthcare industry with our afternoon keynote highlighting his brave and heroic efforts during the 9/11 World Trade Center terrorist attacks. Throughout the day, breakout session topics cover case studies in Pre-Service Communication, 340B Drug Pricing and the Epic Implementation at Partners Healthcare. We close with this year’s celebrity speaker Jackie MacMullan who is a sports writer and columnist for ESPN.

Attendees will gain the following from this conference:

- The important role of Case Managers and their impact on, not only patient care, but their integral involvement in Revenue Cycle; and
- The focus of the patient’s experience and the patient flow in the outpatient and ambulatory setting; and
- Meeting new peers and networking with old colleagues during session breaks, lunch and the evening cocktail reception.

**Pre-requisite Requirements:**
No advanced preparation necessary

**Program/Education Committee Chair:**
Beth O’Toole, Beth Israel Deaconess Medical Center

**Program Coordinators:**
Patrick McDonough, ParrishShaw
Jen Samaras, Patient Funding Alternatives
A Championship Strategy for your Revenue Cycle

Friday, January 22, 2016
Gillette Stadium West Clubhouse, One Patriot Place, Foxborough, MA 02035

7:00–8:45 Registration, Breakfast and Networking
CFO Exclusive Networking Event Breakfast served in suite Blue72
(pre-registration required for CFO Tracks / Events)

8:45–9:00 Welcome and Chapter Announcements
Timothy Hogan, President, HFMA, MA-RI Chapter

9:00–10:45 Morning Keynote
Making 21st Century Healthcare Safe – What we can Learn From the Aviation Industry
Following the Tenerife aviation disaster on March 27, 1977, the aviation industry had to go through a major soul searching transformation. Our healthcare industry is going through a similar transformation as we learn how to take the hard lessons learned from aviation, apply them to healthcare, and then make them our own. Learn what we must do to provide cost effective healthcare services that optimize outcomes and are reliable and safe.

Speaker:
Jonathan Burroughs, MD, MBA, FACHE, FACPE

10:45–11:00 Break and Networking

11:00–12:15 Morning Breakout Sessions (Choose one of five concurrent sessions)
Revenue Cycle Track
A Case Study in Pre-Service Communication with Patients
This session will help ensure that patients receive clear and accurate communication from the first point of contact is critical to setting the stage for a positive experience. In this presentation, Texas Health Resources will share strategies to better manage communication with patients through monitoring, scoring and focused training with staff.

Speaker:
Patti Consolver, CHAM, Senior Director of Patient Access, Texas Health Resources

Physician Track
Strengthening the Connection between Quality Care, Patient Satisfaction and Collections
The case management model has long existed and continues to gain increasing recognition as an integral part of quality, cost effective healthcare delivery. Though, despite growing improvements, patients are still facing both psycho-social and economic barriers to health. Most patients, whether with chronic or complex healthcare needs, often have additional issues impacting their health making it difficult, if not impossible, to participate in prescribed care plans. Case managers, as true partners with patients, are in a strategic position to recognize and mitigate these barriers and strengthen the connections from quality care to patient satisfaction and ultimately collections. Join this educational session to learn how to incorporate whole patient insights into quality and cost effective care.

Moderator:
Brian Graves, Vice President, Connance
Panelists:
AnnMarie Cloonan, Senior Director of Revenue Cycle, Steward Medical Group
Randy K. Hawkins, M.D., CMO, Connance
Mary McClintock, Director of Case Management, Charter Health
Jenny Quigley-Stickney, President of CMSNE MA-RI Chapter
Agenda Continued: Revenue Cycle 2016

**IT Track**

**Virtual Healthcare Implementation**
The merger of services and technology in the patient setting is allowing for more communication between the patient/clinician and more involvement in patient care and coordination. Virtual healthcare is continuing to grow and impact urban and rural providers as well as the young and aging patient populations. Hear the experiences of Virtual Monitoring at Brigham and Women’s Hospital followed by TBD Speaker with expertise in Virtual Expertise.

Speakers:
- **Paul Ramos**, Project Manager Virtual Healthcare, Partners Healthcare
- **Kofi Jones**, Vice President of Public Affairs, American Well

**Government Track**

**Fast Track to 340B Drug Pricing Program Qualification and Retention Strategies**
Medicaid expansion under the ACA has opened up eligibility for the 340B Drug Pricing Program (“340B”) to many hospitals that did not previously qualify for the 15-20% annual Outpatient Pharmaceutical cost savings provided by 340B. Since hospitals must document every year that they qualify to remain in the program, the MA and RI Medicaid expansion will benefit hospitals well into the future. We will discuss qualification for 340B and follow-on strategies necessary to maintain compliance with the operational constraints that are a key component of this program’s maintenance and evolution.

Speaker:
- **Larry Millner Ph.D.**, Regional Director, NAVEOS

**CFO Executive Track** *(pre-registration required)*

**What a CFO Needs to Know to Effectively Monitor Revenue Cycle Performance**
CFO’s have a unique lens on their financial statements and reviewing Revenue Cycle specific metrics allows them to have insight into both financial and operational issues. Revenue Cycle Metrics can differ dramatically from other standard financial metrics and should be monitored closely. There are many variables to these metrics that need to be understood to fully allow the CFO to identify issues quickly.

Presentation and discussion lead by:
- **Richard Silveria**, CFO, Boston Medical Center
- **Dr. William Creevy**, Chief Executive Officer and President of the Faculty Practice Foundation (FPF)
  Assistant Dean for Faculty Practice at Boston University School of Medicine

12:15–1:15  
**Luncheon, Vendor Time and Networking**

1:15–2:30  
**Luncheon Keynote**

**Captain Al Fuentes 9/11 F.D.N.Y.**
Captain Fuentes responded to the NYC World Trade Center attacks as the Acting Battalion Chief for NYC Fire Department. As the North Tower collapsed, Captain Al was trapped and buried under the rubble of the building and was found and transported to a NYC hospital where he remained in a coma for weeks. Al’s journey is a courageous one. He will tell us his story and share crisis management and disaster preparedness strategies.

Speaker:
- **Captain Al Fuentes**, FDNY Survivor of the World Trade Center

2:30–2:45  
**Break and Networking**
Afternoon Breakout Sessions (Choose one of five concurrent sessions)

**Revenue Cycle Track**

**CG Caps-CAHPS and Patient Flow**

There is a lot of focus on the inpatient patient experience, HCAPS, and inpatient patient flow. The outpatient/ambulatory setting is growing exponentially and is now faced with its own quality initiative stipulations, CG-CAHPS. As a result, there is an increased urgency and focus on the patient experience and the patient flow in the outpatient/ambulatory setting. Facilities are looking to and needing to optimize their operational efficiency in the outpatient/ambulatory setting to avoid suffering the negative revenue impact of long wait times driving their patient satisfaction scores down. Learn how to overcome these changes and use analytics to determine what is bogging down your outpatient/ambulatory patient flow.

Speakers:
- **Dave Dyell**, President and CEO, Jellyfish Health
- **Brian Hale**, Director of Ambulatory Care, Westchester Medical Center

**Physician Track**

**Powering the Revenue Cycle with Analytics**

This session will present four case studies using Experian Health Power Reporting to diagnose workflow and other operational issues. The session’s goal is to teach participants how to use reports to diagnose issues, set key metrics, and drive best practice in the face of increasing transaction volumes and declining resources.

Speaker:
- **Kathleen Harris**, Vice President, Revenue Cycle Optimization Consulting and Analytics, Experian Health

**IT Track**

**Beyond the Blunt Instrument: Creating a True Picture of the Patient**

Today we can capture and apply more information about the patient through integrated health records than ever before. But just how complete is our picture of the patient, really? Actively collected data is a blunt instrument that creates blind spots that can compromise care. Looking ahead, helping patients experience greater vitality presents a challenge to collect, validate, manage and interpret a virtually infinite volume of passively-collected data – well beyond the EHR alone. Importantly is ensuring accessibility, performance, and high availability of the EHR.

We will discuss this in the context of our Epic implementation.

Speakers:
- **Jim Noga**, Vice President and Chief Information Officer, Partners HealthCare System
- **O’Neil Britton**, Chief Health Information Officer, Partners HealthCare System

**Government Track**

**501(r) Financial Assistance Regulations and Requirements**

The compliance of Section 501 (r) is an involved and time consuming effort that non-profit hospitals are required to do in order to maintain tax exemption. Financial Assistance Policies (FAP) and Community Health Needs Assessment (CHNA) are regulations as a result of changes within the Affordable Care Act. This presentation and discussion will review the various methodologies and best practices used to implement IRS section 501 (r) Regulations. The objective of this session is to provide attendees with how hospitals are implementing and reporting the components of 501 (r).

Moderator:
- **Janet Hodgdon, CPA, CPC**, Director, Baker Newman Noyes

Panelists:
- **Gregory Kanetis, MPA**, Director of Patient Financial Services, Lawrence General Hospital
CFO Executive Track  *(pre-registration required)*

**Top Revenue Cycle Concerns for Today and Tomorrow**

Payer regulations, expanding revenue cycle complexity and increased patient expectations are combining to challenge the financial viability of every hospital and physician practice. To ensure ongoing stability every revenue cycle must be action based, proactive, quality focused and patient centric. This presentation details the top areas of revenue cycle concern and how to take action to turn these areas into a competitive advantage.

Participants will be provided actionable steps to increase accountability and ownership throughout the revenue cycle to ensure consistent, complaint results. Focus will be placed on strategies to move responsibility from administration to appropriate channels throughout the revenue cycle. Participants will identify areas of process strength as well as opportunities for improvement.

Speaker:
**John Behn**, President, Stroudwater Revenue Cycle Solutions

### 4:00–5:00

**Closing Speaker – Jackie MacMullan**

Jackie is an American freelance newspaper, sports writer and columnist for ESPN.com. She’s written New York Times bestsellers “Shaq UnCut” and collaborated with Earvin “Magic” Johnson and Larry Bird on “When the Game Was Ours.” She’s renowned in her industry and very involved in charitable works for Huntington’s Disease. This session will appeal to anyone interested in learning how Jackie achieved success by using sound management techniques to overcome the obstacles that exist in many workplaces.

### 5:00–7:00

**Post Program Networking and Cocktail Hour**

Please plan to stay for our post program networking cocktail party! We have many surprises for you including signature drinks, great food offerings, and returning again this year sounds of jazz brought to you by “Twilight”. Relax with your colleagues, make new connections, savor some favorites at the food stations and enjoy!

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A Championship Strategy for your Revenue Cycle
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CPE and CEU Credits: HFMA 7.0 / CPE 7.5

Cost
HFMA Members: $140.00  Non-Members: $200.00
HFMA Student and Retiree Members: $25.00 (with HFMA #)
Payment (cash/check/credit card) is DUE on/before meeting date
Deadline for registration/cancellation: 4 p.m. Friday, January 15, 2016

HFMA MA-RI 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.

Please make checks 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.
Or register and pay online at www.MA-RI-HFMA.org

Please Indicate Your Track Preferences (availability is first-come-first-served):
Morning Track: [ ] Rev Cycle [ ] Phys [ ] IT [ ] Govt [ ] CFO *
Afternoon Track: [ ] Rev Cycle [ ] Phys [ ] IT [ ] Govt [ ] CFO *
* CFO Track: Limited Space/Advance Registration Required. This session is for Senior Level Finance Staff of Provider Organizations Only.

Attendee name

HFMA

Title

Organization

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City State Zip Code

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Credit Card Number Expiration Date

Name on Credit Card

Signature
☐ Check here to have an CPE certification sent to you

Please Note: Dress is Business Casual. Handouts will NOT be available at the meeting. Presentations, if available, will be online at www.MA-RI-HFMA.org for viewing and printing.

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