



February 15-16, 2018
Denver Marriott South at
Park Meadows | Lone Tree

CLEANING UP YOUR HOUSE:

Prioritizing
Compliance Risks
in an Evolving
Compliance World



Cleaning Up Your House:

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HFMA COLORADO CHAPTER | COMPLIANCE CONFERENCE 2018
Denver Marriott South at Park Meadows | Lone Tree, CO

Program Overview

Learning Objectives:

Upon completion of the program, participants will be able to:

- Articulate the differences between an organizational culture of compliance and a culture of integrity.
- Develop an ability to implement strategies to mitigate risk and avoid litigation.
- Identify new OIG focus areas and Review existing and continued OIG priorities.
- Identify the legal issues and risk affecting physician/hospital relationships.
- List the key regulatory and reimbursement changes that impact their organizations.
- Develop key strategies for maintaining your culture of compliance in a changing industry.
- List recent changes to federal laws the relax beneficiary inducement standards.
- Identify key strategies for managing research compliance at an academic institution.
- Detail key strategies for communicating compliance updates, initiatives and plans.

Program Level: Intermediate

Prerequisites: This program is appropriate for healthcare finance professionals with experience and knowledge comparable to Compliance Professionals, CFO's, Revenue Cycle Executives, Consultants, Controllers, Finance Executives, and other similar positions.

Advanced Preparation: None

Delivery Method: Group Live Seminar

CPE Credit for Accountants/NASBA: Upon verification of participant attendance, this program will be eligible for up to 10.0 CPE credits in various fields of study. Credits may vary depending on individual state guidelines.

CCB CEUs Pending

CLE Certifications Pending

Registration: Please refer to detailed registration instructions included in this brochure.

Refunds and Cancellation: To receive a full refund, requests must be submitted in writing by February 1, 2017. No refunds will be granted after this date. For more information regarding refund, complaint, and/or program cancellation policies, please contact Jessica Griffith at jessica@hfma-co.org.



HFMA Colorado Chapter 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 final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE sponsors through its website: www.learningmarket.org.

Provider Special - Buy One Get One Free!

We are excited to provide attendees from the same provider organization 2 registrations for the price of 1! This offer is limited to provider organizations (hospitals, physician practices, etc.) and limited to 1 per organization. To take advantage of this offer, please complete the registration form included in this brochure and email them to Jessica Griffith at jessica@hfma-co.org.

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Agenda

Thursday, February 15, 2018

7:00 - 8:00 AM

Registration and Breakfast with Exhibitors

8:15 - 9:30 AM

What Leaders Say, What Employees Hear: Organizational Culture in the Compliance Context

Speaker: Deb Roybal, Vice President, Ministry Formation, SCL Health

Program Overview: Organizational culture is arguably the most important asset in the leader's toolkit for success. With an emphasis on healthcare compliance, this session offers a straightforward definition of culture and provides practical tips for how to manage this complex element of organizational life.

Upon completion of this session, participants will:

- Define organizational culture.
- Identify four key elements of organizational culture.
- Articulate the differences between an organizational culture of compliance and a culture of integrity
- Implement strategies that strengthen an organizational culture of integrity.

NASBA CPA CPE Credit: 1.5 Specialized Knowledge and Application

9:30 - 10:00 AM

Break with Exhibitors

10:00 - 11:00 AM

Top Ten Trends in Healthcare Enforcement

Speaker: Jeffrey Fitzgerald, Shareholder, Polsinelli PC

Program Overview: Health care enforcement continues to be a priority of the federal government. This session will discuss the top fraud and abuse developments from the past year. The session will highlight key settlements and key court decisions. We will also discuss the shifting sands of the DOJ enforcement initiatives.

Upon completion of this session, participants will:

- Report the current state of fraud and abuse enforcement
- Assess their own organization's risk in light of cases and settlements
- Develop an ability to implement strategies to mitigate risk and avoid litigation

NASBA CPA CPE Credit: 1.0 Specialized Knowledge and Application

11:00 AM - 12:00 PM

Top 10 Focus Areas from the OIG Work Plan

Speaker: Patrick Garcia, Attorney, Hall, Render, Killian, Heath & Lyman, P.C.

Program Overview: This presentation will include an overview of OIG's Work Plan, highlight new and ongoing OIG areas of focus related to hospitals and physicians; analyze the impact of key enforcement priorities on planning and prioritizing compliance activities; and provide practical considerations for applying OIG's recent compliance guidance.

Upon completion of this session, participants will:

- Identify new OIG focus areas
- Review existing and continued OIG priorities
- Assess impact of key enforcement trends
- Analyze practical considerations for planning and prioritizing compliance activities
- Develop targeted risk assessment tools to anticipate and eliminate vulnerabilities

NASBA CPA CPE Credit: 1.0 Specialized Knowledge and Application

12:00 - 1:00 PM

Lunch with Exhibitors

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1:00 - 2:00 PM

Dialing in the Process: A Panel to Discuss Creating Efficiencies and Reducing Compliance Risk through the Physician Contracting Process

Panel: Cheri Hale, CPA, CHC, Vice President and Regional Corporate Responsibility Officer, Southeast Region, Catholic Health Initiatives, Meredith Richardson, Care Site Compliance Officer, SCL Health - Saint Joseph Hospital & Platte Valley Medical Center Moderator: Tom Donohoe, Hall, Render, Killian, Heath & Lyman, P.C.

Program Overview: Recent enforcement actions related to hospital/physician arrangements have led hospitals and hospital systems to impose greater discipline on their physician contracting processes. This panel of health system representatives will discuss best practices in developing and managing effective physician contracting processes to manage potential risks.

Upon completion of this session, participants will:

- Identify the legal issues and risk affecting physician/hospital relationships.
- Describe common pitfalls and best practices associated with physician contracting processes.
- Obtain the tools to implement effective physician contracting processes within their own organizations

NASBA CPA CPE Credit: 1.0 Specialized Knowledge and Application

2:00 - 2:30 PM

Break with Exhibitors

2:30 - 3:30 PM

Payment and Regulatory Update

Speaker: Bragg Hemme, Shareholder, Polsinelli, P.C.

Program Overview: The presentation will cover key regulatory and government reimbursement changes that occurred in the past year and what they mean for providers. The update will include areas, of which compliance and revenue cycle leadership should be aware in order to plan for implementation and monitoring.

Upon completion of this session, participants will:

- List the key regulatory and reimbursement changes that impact their organizations;
- Distinguish the impact of those changes on the compliance, finance and revenue cycle teams
- Identify what planning, oversight, and monitoring will be required to implement key changes

NASBA CPA CPE Credit: 1.0 Specialized Knowledge and Application

3:30 - 5:00 PM

Compliance Officer Panel

Moderator: Bragg Hemme, Shareholder, Polsinelli, P.C. Panelists: Steven Knowles, BSN, CHC, Compliance Officer, Aspen Valley Hospital; Judy Hatch, Sr. Director of Operational Compliance and Regional Compliance Officer, SCL Health; Vicki L. Dwyer, Chief Compliance/Risk Officer, Valley View Hospital Association

Program Overview: This panel discussion will give insight into the best practices for developing an annual compliance plan, prioritizing the immense amount of issues compliance professionals need to monitor, maintaining the culture of compliance in an ever changing industry and managing the various fire drills that can take you off your plan.

Upon completion of this session, participants will:

- Implement best practices for developing, prioritizing and maintaining a compliance plan;
- Generate ideas for maintaining the plan, even when things change;
- Develop key strategies for maintaining your culture of compliance in a changing industry;
- Develop relationships with other compliance professionals who can be great resources.

NASBA CPA CPE Credit: 1.5 Specialized Knowledge and Application

5:00 - 6:00 PM

RECEPTION WITH EXHIBITORS

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Friday, February 16, 2018

7:00 - 8:00 AM

Breakfast with Exhibitors

8:00 - 9:00 AM

Giving a Little: Understanding Beneficiary Inducement in Value-Based Payment World

Speaker: Thomas Donohoe, Hall, Render, Killian, Heath & Lyman P.C.

Program Overview: As the federal government continues to push value-based payment reform, and with recent changes to the federal Anti-Kickback Statute and Civil Monetary Penalties Law, it is necessary for health care providers to understand the evolving framework under which they may provide items and services to federal health care program beneficiaries for free or at discounted prices. The speaker will discuss this evolving framework for beneficiary inducement and examples of the flexibility providers may have as they seek to be successful under new payment models.

Upon completion of this session, participants will:

- List recent changes to federal laws that relax beneficiary inducement standards.
- Describe the actual risk associated with beneficiary inducement.
- Identify and fix beneficiary inducement problems.

NASBA CPA CPE Credit: 1.0 Specialized Knowledge and Application

9:00 - 10:00 AM

Clinical Research Panel

Moderator - Linda Michael, JD, CHC, CHRC, Compliance Officer, Children's Hospital Colorado; Panelists: Alison Lakin, RN, PhD, Vice Chancellor of Regulatory Compliance, University of Colorado School of Medicine; David Staley, MA, Research Compliance Officer, Children's Hospital Colorado, Laurie Blumberg-Romero, MA, CRA, System Director, Research Administration, UCHHealth

Program Overview: This panel discussion will provide valuable insight into the philosophy of compliance from an academic institution's perspective and then will delve into risk assessment approaches and matrix tools for assessing areas of risk and monitoring plans to target risk areas. Finally, the panel will target the complexities of research billing during a clinical trial.

Upon completion of this session, participants will:

- Identify key strategies for managing research compliance at an academic institution.
- Develop key strategies to maintain a culture of research compliance.
- Recognize common areas of risk when billing for services that are either combined with research procedures or that are for research-purposes only.
- Apply risk assessment approaches to prioritize auditing and monitoring plans.
- Identify at least 4 types of "routine costs" insurance will cover during a clinical trial
- Recognize at least two compliance considerations regarding improper billing during a clinical trial.

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10:00 - 10:30 AM

Break with Exhibitors

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10:30 - 11:30 AM

CCO Panel

Moderator - Judy Hatch, Sr. Director of Operational Compliance and Regional Compliance Officer, SCL Health Panelists: Joanne Davidson, Chief Integrity & Compliance Officer, SCL Health, Mary Crumbaker, Chief Ethics and Compliance Officer, Vail Health; Michelle Cooper, CPA, MBA, Senior Vice President and Corporate Responsibility Officer, Catholic Health Initiatives

Program Overview: This panel discussion will provide valuable insight into how to engage business leaders in supporting and driving your organization's compliance plan. It will include discussions on how to communicate risks and updates across lanes of your organization in a way that brings everyone into the culture of compliance, engages them in key compliance initiatives, and reduces your organization's overall risk.

Upon completion of this session, participants will:

- Detail key strategies for communicating compliance updates, initiatives and plans;
- Generate ideas for gaining leadership's buy in for your organization's compliance goals
- Identify key strategies for maintaining your culture of compliance across the entire organization
- Develop relationships with other compliance professionals who can be great resources

NASBA CPA CPE Credit: 1.0 Specialized Knowledge and Application

Thank you for joining us!

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About our Speakers



What Leaders Say, What Employees Hear: Organizational Culture in the Compliance Context

Speaker: Deb Roybal, Vice President, Ministry Formation, SCL Health

Deb Roybal is the System Vice President of Ministry Formation for SCL Health in Broomfield, Colorado. In that role she creates strategies and programs that promote a strong, high-performing organizational culture through interventions that foster workplace respect and strong interpersonal relationships. She holds a PhD with an emphasis in healthcare administration and teaches undergraduate and graduate-level courses in organizational ethics and healthcare compliance at Regis University in Denver.

provider groups. Cheri is also responsible for the planning, design and implementation of a system wide compliance program for CHI Physician Enterprise, which includes over 4000 employed providers across the country.



Meredith Richardson, Care Site Compliance Officer, SCL Health - Saint Joseph Hospital & Platte Valley Medical Center

Meredith is an experienced compliance professional focusing on the implementation and on-going facilitation of complex compliance programs. Her experience includes participating in the negotiation and implementation of a corporate integrity agreement for a national health care provider.



Top Ten Trends in Healthcare Enforcement

Speaker: Jeffrey Fitzgerald, Shareholder, Polsinelli PC

Jeffrey's practice includes representing clients with respect to fraud and abuse, Medicare reimbursement, compliance, and other regulatory issues. Jeff has experience with the representation of hospitals in fraud and abuse investigations as well as proactive analysis and resolution of fraud and abuse matters. Jeff has been recognized in health care by Colorado Super Lawyers, Rising Stars, Health Care, (2009-2011), Colorado Super Lawyers (2014-2016) and as a top health care attorney by The Best Lawyers in America (2013-16).



Moderator: Thomas Donohoe, Hall, Render, Killian, Heath & Lyman P.C.

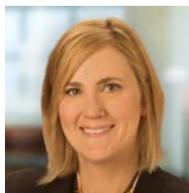
Tom Donohoe is a shareholder with the nation's largest law firm dedicated to health law and exclusively advises health care providers on a wide range of transactional and regulatory issues, including compliance with federal fraud and abuse laws such as the Stark Law, Anti-Kickback Statute and Civil Monetary Penalties Laws. Tom leverages his experience to develop pro-active strategies and solutions for health care providers to be successful and manage risk in an ever-evolving world of health care regulatory changes.



Top 10 Focus Areas from the OIG Work Plan

Speaker: Patrick Garcia, Attorney, Hall, Render, Killian, Heath & Lyman, P.C.

Patrick Garcia is an attorney practicing in Hall Render's Annapolis office. Patrick regularly advises clients on regulatory and compliance issues with a particular focus on fraud and abuse laws, including Anti-Kickback, Stark, and False Claims Act matters. His practice also focuses on advising health care providers on effective compliance programs, internal investigations, and government investigations. Prior to entering private practice, Patrick served as Senior Counsel at HHS-OIG where he represented the government in a wide range of civil and administrative health care fraud enforcement matters.



Payment and Regulatory Update

Speaker: Bragg Hemme, Shareholder, Polsinelli, P.C.

Bragg Hemme draws on a wealth of practical experience and a solid understanding of the health care industry gained during her time as both external and internal counsel. Her experience includes advising clients regarding the complex and ever-changing federal and state regulatory and reimbursement environment, including Medicare, Medicare Advantage and Medicaid reimbursement, enrollment, licensure and certification issues, regulatory compliance, and fraud and abuse.

Dialing in the Process: A Panel to Discuss Creating Efficiencies and Reducing Compliance Risk through the Physician Contracting Process



Cheri Hale, CPA, CHC, Vice President and Regional Corporate Responsibility Officer, Southeast Region, Catholic Health Initiatives
Cheri Hale has 25 years of healthcare experience. She provides compliance program oversight for the Southeast Region of Catholic Health Initiatives, which includes multiple hospitals and large employed



Judy Hatch Sr. Director of Operational Compliance and Regional Compliance Officer, SCL Health

Judy Hatch is the Sr. Director of Operational Compliance and a Regional Compliance Officer for SCL Health, a Catholic, non-profit health system with a variety of providers serving communities in Colorado, Kansas and Montana.

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Vicki L. Dwyer, Chief Compliance/Risk Officer, Valley View Hospital Association

Vicki Dwyer has been a Compliance Officer since 1998 with experience in a large physician practice and more recently in Not-for-Profit Acute Care Hospitals. She is currently the Chief Compliance/Risk Officer at Valley View Hospital Association. She

has developed and implemented comprehensive compliance programs, been the key contact for government investigations, participated in Federal settlement discussions with the OIG and DOJ, and been responsible for the direct oversight of 2 Corporate Integrity Agreements. Ms. Dwyer has a BSN and MN from Wichita State University and a Graduate Certificate in Healthcare Corporate Compliance from The George Washington University. She holds certifications in Health Care Compliance (CHC) and Professional Coding (CPC).

Steven Knowles BSN, CHC, Compliance Officer, Aspen Valley Hospital

Steven Knowles has been the Compliance Officer at Aspen Valley Hospital going on 4 years after a 26 year career in clinical nursing and nursing management. Bringing the years of clinical experience into compliance helps to keep in perspective that the patient is why we are here.

Giving a Little: Understanding Beneficiary Inducement in Value-Based Payment World



Speaker: Thomas Donohoe, Hall, Render, Killian, Heath & Lyman P.C.

Tom Donohoe is a shareholder with the nation's largest law firm dedicated to health law and exclusively advises health care providers on a wide range of transactional and regulatory issues, including compliance with federal fraud and abuse

laws such as the Stark Law, Anti-Kickback Statute and Civil Monetary Penalties Laws. Tom leverages his experience to develop pro-active strategies and solutions for health care providers to be successful and manage risk in an ever-evolving world of health care regulatory changes.

Clinical Research Panel



Moderator: Linda M. Michael, Compliance Officer, Children's Hospital Colorado

Linda M. Michael currently serves as Compliance Officer for Children's Hospital Colorado, a pediatric health care system comprised of 16 care locations throughout the state of Colorado that serves children in all 50 states and 35

countries. Linda is responsible for the full range of corporate compliance functions at Children's Hospital Colorado, as well as internal audit and enterprise risk management. Linda earned her B.A from Doane University, her M.S. in organizational psychology from the University of Nebraska, and her J.D. from the Denver University Sturm College of Law.



Panelists: Alison Lakin, Associate Vice Chancellor for Regulatory Compliance, University of Colorado Denver I Anschutz Medical Campus

Alison Lakin has served in various regulatory compliance roles at the University of Colorado Denver I Anschutz Medical Campus since 2001, and in her current role as the Associate Vice Chancellor

for Regulatory Compliance, she has overall responsibility for the day to day functioning of the Human Research Protection Program in collaboration with its four affiliated hospitals. the University of Colorado Denver I Anschutz Medical Campus' research award funding totals around \$450 million and Regulatory Compliance manages about 3500 human subject protocols across a broad range of biomedical and social behavioral specialties as well as manage translational science projects in our various research laboratories. Allison's academic background is in nursing and law and she obtained her doctorate from King's College, London in international law, health policy and human rights.

David Staley, Research Compliance Officer, Children's Hospital Colorado



David Staley serves as the Research Compliance Officer at Children's Hospital Colorado. He ensures research activities comply with regulatory requirements while guiding the research community in securing regulatory compliance through practical approaches when confronting the complexities of clinical research. David has completed both a Master's and Bachelor's degree in the Humanities, namely Spanish Literature and Spanish Translation.

Laurie Blumberg-Romero, System Director, Research Administration, UHealth



Laurie Blumberg-Romero currently serves as the System Director of Research Administration for UHealth, a health care system comprised of 7 hospitals and more than 100 outpatient clinics in Colorado, southern Wyoming, and western Nebraska. Laurie is responsible for the full range

of clinical trial agreements, research operations, and QA/compliance functions for research at UHealth, as well as research in Epic and research billing compliance. Laurie earned her B.A from Penn State University, her M.S. at University of Denver, and is a Certified Research Administrator.

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CCO Panel

Moderator: Judy Hatch Sr. Director of Operational Compliance and Regional Compliance Officer, SCL Health

Panelists: Michelle Cooper, CPA, MBA, Senior Vice President and Corporate Responsibility Officer, Catholic Health Initiatives
Michelle Cooper joined CHI in 2003 and is responsible for compliance, contracts administration, privacy, and information security oversight across the CHI enterprise. Michelle is active in a variety of organizations related to health care compliance issues. She is the co-chair of the American Hospital Association (AHA) Chief Compliance Officer Roundtable. She is also a member of the HealthTrust Ethics and Compliance Committee and the Catholic Health Compliance Officers Group. Michelle is a former president of the Colorado Chapter of Healthcare Financial Management Association (HFMA), a past vice president of the Health Care Compliance Association (HCCA) – Mountain Region, and was a member of the National League for Nursing Board, Finance and Public Policy Committees for several years. Michelle has a Bachelor of Science in accounting, a Masters of Business Administration in Operations Management from Regis University, Denver, Colorado and is a certified public accountant. Michelle began her career in public accounting with E&Y in Denver, Colorado. Michelle has authored compliance articles/resources and is a frequent speaker on compliance topics.



Mary Crumbaker, Chief Ethics and Compliance Officer, Vail Health

Mary has over 17 years of experience in health care and human subjects research compliance and in clinical ethics. She has worked with a broad spectrum of health care providers at the local and system level in Colorado, including Vail Health, National Jewish Health,

SCL Health, Exempla Healthcare and St. Mary's Regional Medical Center. Before beginning her career in health care, Mary practiced law as a municipal attorney, criminal prosecutor and in-house corporate counsel. She is certified in Health Care Compliance, an active member of the planning committee for the Health Care Compliance Association's annual regional conference and a past board member of the Colorado Healthcare Ethics Forum.



Joanne Davidson, Chief Integrity & Compliance Officer, SCL Health

Joanne Davidson is the Chief Integrity & Compliance Officer for SCL Health, a Catholic, non-profit health system with a variety of providers serving communities in Colorado, Kansas and Montana.

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Registration



Online (Preferred Method):

Register online by clicking on the icon or by typing the link below into your browser.

<http://hfma-co.org/meetinginfo.php?id=20&ts=1510347095>

You will have the option to pay by credit card or check.

If paying by check, mail the payment along with copy of online registration to:

HFMA Colorado
P.O. Box 5571
Denver, CO 80217

By Mail:

You may also register by completing the attached registration form and forward along with check payment, payable to HFMA Colorado Chapter, to the address below. **Due to the possibility of this conference selling out, if you plan to register by mail please email a copy of your registration to admin@hfma-co.org prior to mailing.**

HFMA Colorado
PO BOX 5571
Denver, CO 80217-5571

Please include registration form with payment.

Refunds and Cancellation:

To receive a full refund, requests must be submitted in writing by February 1, 2016. No refunds will be granted after this date. For more information regarding refund, complaint, and/or program cancellation policies, please contact Jessica Griffith at jessica@hfma-co.org or 303-524-4523.

Multiple Registrations:

In order to register multiple attendees from one organization, please fill out the attached form for each attendee and email to jessica@hfma-co.org. Payment can then be submitted via check or by credit card over the phone.

Hotel Information:

A block of rooms has been reserved at the Denver Marriott South at Park Meadows. Hotel cut-off for preferred room rate is January 18, 2018.

[Book your hotel online.](#)

Questions?

Contact Jessica Griffith at admin@hfma-co.org.

Badge and Mailing Info:

Attendee Name _____

Title _____

HFMA Member Y ___ N ___ Mbr # _____

Organization _____

Address _____

City, ST, Zip _____

Phone _____

E-mail _____

Special Dietary Needs:

Vegetarian ___ Vegan ___ Gluten Free ___

Attending Thursday Night Reception

Yes ___ No ___

Registration Fees: Register before January 5th for a \$50 Early Bird discount!

	Before 1/5/2018	After 1/5/2018	
Member	\$195.00	\$245.00	_____
Non-Member	\$245.00	\$295.00	_____
Certified Member HFMA (CHFP or FHFMA) Discount 10%	\$170.50	\$220.50	_____