YESTERDAY IS FORGOTTEN. TODAY IS ALMOST GONE. WE MUST LOOK FORWARD TO BUILDING A BETTER TOMORROW.
IMAGINE TOMORROW

HFMA COLORADO | SPRING SYMPOSIUM

APRIL 10-11, 2019
ARVADA EVENTS CENTER
Conference Learning Objectives:

- Identify the 4 levels of emotional intelligence.
- Describe current HFMA initiatives designed to help finance professionals succeed in their efforts to make a difference in today’s healthcare industry.
- Engage their creativity in their job.
- Employ Key Performance Indicators (KPIs) that will motivate change: Reduce claim denials and aging, reduce customer service calls.
- Categorize existing analytics within that framework.
- Implement and measure the success of bundled payment contracts.
- Increase collaboration in the workplace.
- Examine high-impact reimbursement areas of Uncompensated Care Cost reimbursement in the cost report.
- Identify the key factors to create a successful Telemedicine Program.
- List trends that will continue in practice: consolidation and which ones could disappear.
- Identify risk areas and develop a plan to proactively defend your CDM structure and negotiate payer contracts.
- Explore various succession planning strategies that organizations have successfully incorporated.
- Identify the 3 Stages of Applying Analytics to Revenue Cycle.
- Compare three different healthcare delivery models and the challenges in reimbursement, particularly Medicaid and Medicare value based payments.
- Identify opportunities for consistency in vendor management.
- Provide tools, opportunities and incentives to help nudge individuals toward a financial planning mindset.
- Evaluate data correlates in the area of income, education, food, transport, and others and their relationship to medical adherence and outcomes.
- Recognize where many contract management systems are unable to produce an accurate expected reimbursement.
- Explain changes in the healthcare tax area regarding pass-through deductions.
- Review payment changes that the Colorado Department of Health Care Policy and Financing will be implementing.

Program Level: Intermediate

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

Advance Preparation: None

Delivery Method: Group Live Seminar
If You Have To Cancel: A refund of the registration fee will be granted if cancellation is received by March 27th minus a $5.00 processing fee. NO REFUND OR CREDIT will be granted if cancellation is received after March 27th, 2019. Substitutions are permitted. Cancellations must be submitted in writing to admin@hfma-co.org prior to the cutoff.

Wednesday Night Networking Reception: Take a chance and join us for an evening of fun at our Casino Night. Roulette or Blackjack whatever your choice we’re having a party it’s time to rejoice! You don’t have to travel to Vegas to test your luck. Great networking, good food and fun prizes will make this a night to remember.

Sponsorship & Exhibit Hall: The support of our sponsors make this program possible. Please be sure to visit our Exhibitors to learn about the great services and products that they offer. Exhibits will open Thursday morning.

Questions: If you have any questions concerning registration, refund, complaint, and/or program cancellation policies, please contact Jessica Griffith at admin@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.

Upon verification of participant attendance, this program will be eligible for up to 14.0 CPE credits in various fields of study. Credits may vary depending on individual state guidelines.
Wednesday

7:00-7:50 AM
Women In Leadership Early Riser Session
Empathy: Why it’s important to leaders of the future.

8:15-9:15 AM
Imagine Tomorrow
Kevin Brennan, CPA, FHFMA

9:15-9:45 AM
Break with Exhibitors

9:45-11:15 AM
The Intelligence of Fun
Craig Zablocki

11:15-12:45 PM
Lunch and Awards

12:45-1:45 PM
3 Ps to Successful Claims and Reimbursements Processing: Provider, Payer & Patient
Sheila Augustine & Richard Heise

1:45-2:00 PM
Break with Exhibitors

2:00-2:55 PM
Harnessing Analytical Horsepower
Peter Angerhofer

2:00-2:55 PM
Bundled Payments: How Providers Can Realize Savings in Value-Based Care Environment
Moshe Starkman

2:00-2:55 PM
Managing Multiple Generations in the Workplace
Ashley Wiggins, LCSW
Patrick Hiester, LPC

3:00-3:50 PM
Mergers & Acquisitions in Healthcare
Mike Ware

3:00-3:50 PM
Uncompensated Care Strategies
Chad Krcil

3:00-3:50 PM
Telemedicine
Glenn Hammack & Scott McCray

4:10-5:00 PM
Defending Your Chargemaster
Rebecca Marsh

410-5:00 PM
5 Ways to Transform Revenue Cycle Through Analytics
Pieter Schouten & Sarah Armstrong

410-5:00 PM
Love Connection: Leadership Development and Hiring
Memory Johnson

5:00-7:00 PM
CASINO NIGHT NETWORKING RECEPTION!

Thursday

8:30 AM - WELCOME REMARKS

8:35-10:05 AM
CFO Panel with Kevin Brennan

10:05-10:30 AM
Break with Exhibitors

10:30-11:20 AM
Vendor Management - What Does "Effective" Look Like
Sjorn Lundquist, Sheila Augustine, Stephanie Warth & Troy Spring

11:30-12:30 PM
Lunch & Presentation
Get Fit: Financial Wellness for a Holistic Retirement
Jared Martin

12:40-1:30 PM
Social Determinants of Health - Can predictive analytics drive results?
Jonathan Wiik, MSHA, MBA

12:40-1:30 PM
When Technology Falls Short: Limitations of Your Contract Management System
Vanessa Fix & Matthew Thomas

12:40-1:30 PM
Healthcare Tax Highlights
Gregory Pfanstiel, CPA

1:30-2:00 PM
Break with Exhibitors

2:00-2:55 PM
State of the State - Colorado Hospital Association
Ryan Westrom

3:00-4:00 PM
Innovative Growth - A Journey to Become a National Children’s Supercenter
Raphe Schwartz
Session Details

7:00-8:00 AM
Registration & Breakfast

7:00-7:50 AM
Women In Leadership Early Riser Session
Empathy: Why it’s important to leaders of the Future

Dina Prince
Director, Revenue Cycle Billing, Amerita, Inc.

Vanessa Cavin
Contract Payor Manager, Denver Health

Dyana Garcia
Director PFS, Children’s Hospital Colorado

As leaders, we must strengthen our emotional intelligence. Emotions are not easily managed; however, this skill is a must for leaders of the future. Empathy is described by Forbes as ‘an essential leadership skill for the workplace of tomorrow’. Join us for discussions around developing these skills so you can be prepared for the future.

Upon completion of this session, participants will:
» List why empathy is an important skill for leaders.
» Identify the 4 levels of emotional intelligence.
» Evaluate connection between emotional intelligence and empathy.
» Develop a toolbox of ideas to develop empathy

Vanessa has over 17 years of experience in the Healthcare Industry and earned her B.A. in Kinesiology from University of Northern Colorado. She serves on the Colorado HFMA and Women In Leadership healthcare committees. She has a wealth of knowledge in contracting for Managed Care and Government entities. She has been the Contract Payor Manager for Denver Health for the last six years.

Dyana is incredibly passionate about leadership and empowering women. Making a difference in how we serve and lead is what continues to motivate her. Women in Leadership is an expanding group of exceptional women who enjoy learning, laughing and growing together.

8:00-8:15 AM
Welcome Remarks
Chapter President, Chad Krcil

NASBA CPA CPE Credit: 1.0 Personal Development

With 25 years in healthcare and 13 years leading Revenue Cycle I am privileged and honored to share ideas and grow future leaders. Working with Women in Leadership for the past 3 years has been an exciting time to strengthen relationships, support growing leaders, and learn from amazing powerful women.
Wednesday Keynote Speaker

8:15-9:15 AM
Imagine Tomorrow
Kevin Brennan, CPA, FHFMA
2018-2019 National HFMA Chair, Principal, SunStone Consulting

Finance professionals working in today’s healthcare industry face considerable challenges. There’s good news, however, in that it is an environment that presents numerous opportunities to make a difference and build a better tomorrow for patients, communities, and organizations. The keys to success: imagination and innovation.

Upon completion of this session, participants will:

» Identify top trends facing the healthcare industry.

» Articulate the importance of imagination and innovation when it comes to opportunities for improving the financial management of health care.

» Describe current HFMA initiatives designed to help finance professionals succeed in their efforts to make a difference in today’s healthcare industry.

NASBA CPA CPE Credit: 1.0 Specialized Knowledge

Kevin Brennan, CPA, FHFMA
2018-2019 National HFMA Chair

Kevin F. Brennan, CPA, FHFMA is a Principal with SunStone Consulting. The firm, based in Harrisburg, Pa., assists clients throughout the country with reimbursement, regulatory, revenue integrity, and strategic solutions. For 23 years, Mr. Brennan served as the Executive Vice President of Finance and Chief Financial Officer of Geisinger – a $7 billion physician-led, integrated health services organization that has as its main components an array of health services providers, including hospitals, a physician group practice, a number of health insurance companies and a medical school. Geisinger operates in 45 of Pennsylvania’s 67 counties and in 7 counties in southern New Jersey. Before his tenure with Geisinger Health System, he served as a CFO with other large health systems and tertiary care hospitals.
9:45-11:15 AM
The Intelligence of Fun
Craig Zablocki
President, Craig Zablocki & Associates

People have different ideas about what fun is. Yet, all organizations know that feeling part of a team is fun. A state of openness and connection is fun, whether you are an introvert or extrovert, a CEO, or entry-level clerk. Everyone loves the “Aha” moments when solutions to problems come into view. The Intelligence of Fun unlocks the keys to seeing solutions to problems as fun – being solution minded and not problem focused.

The point is that working within a culture of playfulness and the Intelligence of Fun is proven to increase productivity, motivation, creativity, new learning, and staff engagement. It affects everything...from the bottom line up.

Upon completion of this session, participants will:
» Increase their productivity at work.
» Engage their creativity in their job.
» Promote a capacity for new learning.
» Increase staff engagement and collaboration.

NASBA CPA CPE Credit: 1.0 Personal Development

Speaker, Trainer, Author, Craig Zablocki has encouraged and inspired thousands of people with his fresh, unique blend of humor and authenticity. Since 1992, Craig has spoken to over one million people internationally, across industries, and in all 50 states. He was ranked in of the top 2% of speakers in America from the Society of Human Resource Managers (SHRM). Unraveling us from our habitual ways of being, and from the social conditioning that keeps us stuck, Craig does it with humor and heart. Mr. Zablocki has authored Unleash Your Creative Spirit; Improv 101, published articles, and engaged in television and radio interview, including National Public Radio.
Breakout Session A1

Harnessing Analytical Horsepower
Peter Angerhofer
Principal, Colburn Hill Group

A full understanding of the types of metrics can help managers use advanced analytics to improve results and reduce costs. This presentation will give managers tools to apply advanced analytics, including enabling the use of Robotic Process Automation to reduce costs and improve outcomes.

Upon completion of this session, participants will:

» Describe an academic view of analytics.
» Categorize existing analytics within that framework.
» Describe the application of automation in revenue cycle.
» Apply and compare staff productivity with and without analytics and automation.

NASBA CPA CPE Credit: 1.0 Specialized Knowledge

Peter Angerhofer is a principal at Colburn Hill Group, a revenue cycle firm focusing on operational improvements, including Robotic Process Automation. Peter spent 10 years managing operations for Accretive Health, improving client yield by more than 4% and reducing costs by more than 20%. Peter worked for Deloitte and CSC/APM, as well as in health policy roles on Capitol Hill.

Breakout Session A2

Bundled Payments: How Providers Can Realize Savings in Value-Based Care Environment
Moshe Starkman
Senior Director of Value-Based Reimbursement, nThrive

Bundled payments are another critical step in the transition from volume-driven fee-for-service care to risk-based contracting, i.e. fee-for-value. Bundled-payment models centered around episodes of care incentivize providers to create an environment that promotes the quality of care for each patient while managing and often reducing the overall per capita cost of a given episode. In this session we will explore the fundamental components of a strong bundled payment model and provide insight into the questions "where do I start?" and "is my organization following the best forward towards value-based reimbursements?"

Upon completion of this session, participants will:

» Design and evaluate episodes.
» Determine episode payment rates and build revenue projection models.
» Implement and measure the success of bundled payment contracts.
» Assess organizational readiness to adopt value-based contracts.

NASBA CPA CPE Credit: 1.0 Specialized Knowledge

Moshe Starkman is the Senior Director, Value-Based Reimbursement at nThrive, specializing in value-based reimbursements with an emphasis on MACRA and bundled payments. He is an accomplished small business owner and popular public speaker. He has over 20 years of experience as a software architect and has developed solutions for several medical societies, the United States Postal Service, a team of former FBI investigators, and two leading presidential campaigns. Between his knowledge of the industry and his technology savvy, Moshe is a sought-after leader in the transition to value-driven health care throughout the U.S.
2:00-2:55 PM  
Breakout Session A3  
Managing Multiple Generations in the Workplace  
Ashley Wiggins, LCSW  
Account Manager, MINES & Associates  
Patrick Hiester, LPC  
Chief Operating Officer & Privacy Officer, MINES & Associates  

We will invite attendees to break down stereotypes about generations in the workplace, while also identifying useful characteristics that come from generational influences. Emphasis will be placed on learning and valuing differences, exploring management approaches with different generations and understanding potential motivational differences. Exploring ways to communicate more effectively can produce some dramatic and innovative results.

Upon completion of this session, participants will:  
» Develop awareness and mindfulness around generational differences.  
» Describe the value of having generational differences.  
» Increase collaboration in the workplace.

NASBA CPA CPE Credit: 1.0 Personal Development  
Ashley is a proud Millennial  

Ashley is currently an Account Manager at MINES & Associates (former Clinical Case Manager). With a Master’s in Clinical Social Work, Ashley has approximately 8 years of experience in the mental health field. Her educational training was focused in child welfare, trauma, and early childhood mental health.

Patrick is a proud Baby Boomer  
Patrick Hiester is the COO and Privacy officer of Mines & Associates. Patrick has developed learning and development content, presented to organizations as well as state and international conferences such as Wyoming State SHRM, Colorado State SHRM and the International Palliative Care Conference. Patrick has long been interested in the topic of generational collaboration and facilitated several multi-generational panels on this topic. Patrick has developed and presented training content in the areas of: Communication, Resilience, Leadership, Respectful Workplace, Customer Service as well as other custom topics. Patrick is a licensed counselor and dynamic presenter.

3:00-3:50 PM  
Breakout Session B1  
Uncompensated Care Strategies  
Chad Krcil  
Senior Manager, Crowe LLP  

As the number of people seeking services increases, so too will the number of patients for whom no insurance or social safety net exists. The strain of uncompensated care on healthcare institutions is already showing up, as evidenced by AHA’s Annual Survey of Hospitals, which noted a rise of $3.4 billion from 2015 to 2016.

Uncompensated care is a growing risk to institutions and this program covers implications of Medicare Uncompensated care strategies and the connections to Medicare cost reporting and the revenue cycle. Learn how to leverage different sources of information to meet reporting and reimbursement needs related to uncompensated care cost. This course will explore strategies in reporting S-10, DSH data and Medicare Bad Debts for proper reporting and reimbursement of uncompensated care. The program will explore the driving forces for Uncompensated Care cost reporting and reimbursement.

Upon completion of this session, participants will:  
» Examine high-impact reimbursement areas of Uncompensated Care Cost reimbursement in the cost report.  
» Explore the key drivers of Medicare reimbursement for Uncompensated Care.  
» Identify the challenges and pitfalls of existing approaches to accessing required data.

NASBA CPA CPE Credit: 1.0 Specialized Knowledge  
Chad is a Senior Manager in Crowe’s Healthcare Advisory practice. He has over 25 years of experience in healthcare finance. He has over 18 years of experience in healthcare financial consulting with a focus on regulatory, revenue cycle and financial operations services.

Chad is an active member of HFMA both in his local chapter and on the National level. He currently serves as the President of the Colorado HFMA chapter. Chad also presents Medicare reimbursement strategy courses for local chapters and on a national level for HFMA.
3:00-3:50 PM  
**Breakout Session B2**  
**Mergers & Acquisitions in Health Care**  
**Mike Ware**  
Chief Executive Officer, El Paso County Medical Society & ProPractice

Whether private equity, venture capital, health system owned, or combining independent practices, there has been a decades-long consolidation trend in health care. What trends will continue to hold? What trends will disappear? What can we expect?

**Upon completion of this session, participants will:**

» List trends that will continue in practice, consolidation and which ones could disappear.
» Identify challenges in merging independent practices.
» Develop guidelines that will smooth the transition.

**NASBA CPA CPE Credit: 1.0 Specialized Knowledge**

Mike Ware is the CEO of the El Paso County Medical Society and ProPractice, its consulting and medical business services arm. Based in Colorado Springs, Colorado, he is an eighteen-year veteran of the health care industry. His career includes regional, state, and national work in twenty states and with over 100 organizations.

3:00-3:50 PM  
**Breakout Session B3**  
**Telemedicine**  
**Glenn Hammock**  
President, Nuphysicia Inc.  
**Scott McCray**  
President, Telehealth Connection, LLC

Telemedicine services have expanded across the nation to be one of the most popular strategic initiatives for healthcare providers. Expansion into telemedicine services represents a significant opportunity for healthcare providers, but it’s tough to separate the hype from the reality.

**Upon completion of this session, participants will:**

» Describe the changing environment for telehealth services.
» Identify the key factors to create a successful Telemedicine Program.
» Evaluate the financial returns of a new program.

**NASBA CPA CPE Credit: 1.0 Specialized Knowledge**

Dr. Glenn Hammack is founding President and CEO of NuPhysicia Inc., that provides medical services to patients or clinics by telemedicine, and provides telemedicine goods, services, and expertise to health care organizations. NuPhysicia has built and run advanced medicine programs in environments as challenging as prison systems and off-shore energy.

Scott McCray is the President of Telehealth Connection LLC, a Telemedicine Services firm that designs custom Telemedicine solutions for rural communities. Our focus is on designing solutions that are economically viable considering patient and facility strategy, funding opportunities, and the impact on reimbursement.
Increasing federal and state regulations are causing many hospitals to struggle to stay up-to-date with ever-changing coding and compliance rules, as well as developing and maintaining a defensible and transparent pricing strategy. This presentation is designed to define the Chargemaster (CDM) and help you determine next steps to defend your CDM including written criteria, policies and procedures specific to common risk areas in addition to key industry trends that impact CDM structure, price transparency and revenue. We will also address next steps for you to consider when implementing an effective Internal Audit and Monitoring program to ensure compliance and optimize reimbursement long term.

Upon completion of this session, participants will:

» Describe the role the CDM plays in the Hospital Revenue Cycle.
» Identify risk areas and develop a plan to proactively defend your CDM structure and negotiate payer contracts.
» Identify key elements of an Internal Audit and Monitoring program to ensure a compliant CDM with accurate and complete charge capture.

Rebecca Marsh, MBA, CPC, CHC is Principal Director of Advisory Services – Charge Integrity at nThrive. In her role, Marsh assesses clients’ revenue cycle operations, develops plans to migrate them to a best-practice environment, and implements recommended changes to drive the transformation of revenue cycle processes and results. Her expertise includes helping clients improve compliance, standardize CDM structure, confirm accuracy and completeness of charge capture and coding, and identify potential missed revenue opportunities. Marsh offers more than 24 years of health care revenue cycle experience with extensive experience in the areas of Charge Description Master (CDM), charge capture, process redesign, accounting, compliance, financial operations, and audit. She is a leading subject-matter expert in the Advisory Services Practice and has been with nThrive more than 14 years.
4:10-5:00 PM
Breakout Session C3

5 Ways to Transform Revenue Cycle through Analytics
Pieter Schouten
Chief Analytics Officer, Ensemble Health Partners
Sarah Armstrong
SVP, Revenue Cycle, Ensemble Health Partners

Hospital systems and physician offices are awash in data and yet very little of it is leveraged to transform results. On the one hand, reports and analysis are showing plenty of smoke. On the other, processes remain manual and revenue cycle teams are busy fighting fires without getting ahead of them. IT departments are consumed with operational issues. By combining data with workflow changes and automation, real results can now be achieved quickly, without dependencies on IT. In this free webinar, learn how you can create results quickly.

Upon completion of this session, participants will:
- Identify the 3 Stages of Applying Analytics to Revenue Cycle.
- Describe how to Leverage Artificial Intelligence & Automation to Increase Cash & Reduce Cost.
- Identify how to Leverage Analytics & Workflow Automation to Reduce Denials.
- Perform Analytics In Revenue Cycle.

NASBA CPA CPE Credit: 1.0 Specialized Knowledge

Pieter has developed a comprehensive set of healthcare analytic solutions that integrate with existing technology infrastructures and drive significant revenue, cash and cost improvements at leading healthcare companies. His expertise includes advanced analytics development and deployment, cognitive computing software innovation, analytics IP development and patent protection and data science team building and leadership.

Sarah Armstrong brings more than 15 years of experience to Ensemble Health Partners, having served in many operational leadership roles in revenue cycle. She served as project manager for a big-bang Epic installation and holds two Epic certifications. She has served as the operational leader in eight physician and eight acute separate Epic go-lives. Sarah uses her passion for leadership and a true love of learning to lead change, mentor others and pursue excellence.

8:30-10:05 AM
CFO Panel with Kevin Brennan
Tim Cashman
CFO, Estes Park Medical Center

Attendees will hear a “boots on the ground” perspective from 3 Chief Financial Officers. We will hear from Colorado based large hospital CFO the challenges of Cost Control methods, Reimbursement challenges, and changing markets. We will also hear from the CFO of a major healthcare delivery system Physician Group and we will also hear the perspectives and challenges of a rural hospital in western Colorado.

Upon completion of this session, attendees will be able to:
- Compare three different healthcare delivery models and the challenges in reimbursement, particularly Medicaid and Medicare value based payments.
- Examine staffing and cost control methodologies in different marketplaces.
- Evaluate Physician employment challenges in employment costs and also productivity.

NASBA CPA CPE Credit: 1.0 Specialized Knowledge

Tim Cashman has been working in the finance space of health care for over 25 years. Beginning in Colorado Springs at Cedar Springs Psychiatric Hospital in 1988, he then migrated to Gunnison, Colorado, in 1996 as CFO for Gunnison Valley Hospital. After 15 terrific years, Tim and his family moved to Glenwood Springs to work with Valley View Hospital. In 2015, Tim moved to Billings, Montana, for two years as Network Finance Director with the Billings Clinic before returning to Colorado to become CFO at Estes Park Medical Center.

Janie Wade joined SCL Health as Executive Vice President and Chief Financial Officer. In her role as CFO, Janie has overall responsibility for leading a high-performing financial organization, providing system wide strategic oversight and direction for Finance, Accounting, Payroll, Treasury, Revenue Cycle, Supply Chain and Real Estate and setting the vision and strategy for our ministries’ assets.

She also works closely with our board of directors and executive leadership across the system to reinforce market positioning and support our strategic growth initiatives. She is also a Certified Public Accountant.

Ed Johlman began his healthcare career as a Medicare Auditor for the Mutual of Omaha. His first CFO opportunity came with Banner Health and Platte County Memorial Hospital in WY in 2001. After 7 years as CFO at Sheridan Memorial Hospital, also in WY, Ed and his wife moved in 2014 to Colorado for a brief stint with Grand River Hospital District before settling in Grand Junction as CFO of Community Hospital. Ed earned an MBA from Kansas University in 1983. He is a Founders Award recipient with HFMA, certified as FHFMA, and is also certified CHC from the Health Care Compliance Association.
10:30-11:20 AM
Vendor Management - What does "Effective" Look Like
Sjorn Lundquist
Vice President, PSB & MARS
Stephanie Warth
Revenue Cycle Director, Spanish Peaks Regional Health Center
Sheila Augustine
Director Patient Financial Services, Nebraska Medicine

Don’t miss this relevant panel discussion focusing on the growing role and importance of effective Revenue Cycle vendor management. Learn how industry leaders have developed effective and consistent Vendor Management Programs to get the most out of their partnerships including performance, benchmarking, compliance, and process improvement.

Upon completion of this session, participants will:
» Discuss new Vendor Management Processes.
» Identify opportunities for consistency in vendor management.
» Recognize and apply key relationship strategies.
» Develop strategic partnerships.

NASBA CPA CPE Credit: 1.0 Specialized Knowledge

Sjorn Lundquist has 20 years of Revenue Cycle strategic outsourcing experience for both providers and vendors. Sjorn is currently Vice President of PSB & MARS, a national Rev. Cycle solutions organization. Also Chair of Minnesota Collections Legislative Board, Member of GLCCA-ACA Board of Directors, Council of Delegates for ACA International, and is active in HFMA and AAHAM at State and National Level.

Sheila Augustine is the Director of PFS at Nebraska Medicine. She began her career in PFS in 2005 as the PFS Secretary and throughout her 15 years, Sheila has completed her B.S. in Health Care Business Management, and continued working in various roles within PFS. The Nebraska Medical Center went live with EPIC in 2010. Sheila was promoted to the Operations Manager of PFS the same year and became Revenue Cycle Owner over multiple applications in the new EHR. In 2014, Sheila was promoted to the Director of PFS.

Stephanie Warth has 35 years of revenue cycle experience in both the hospital and physician office settings. She is currently the Revenue Cycle Director at Spanish Peaks Regional Health Center. Stephanie is a past president of Colorado HFMA.

11:30-12:30 PM
Get Fit: Financial Wellness for a Holistic Retirement
Jared Martin
Innovest Portfolio Solutions

72% of workers worry about personal finance while at work and 33% use work time to deal with/think about finances every week. This engaging presentation will provide tools and knowledge to equip attendees for financial wellness. Better financial education can move employees towards financial wellness.

Upon completion of this session, participants will:
» Recognize financial wellness.
» Identify bad habits and obtain tools to break those habits.
» List resources available to them to assist in achieving financial wellness, ultimately raising productivity and job satisfaction.

NASBA CPA CPE Credit: 1.0 Specialized Knowledge

Jared is a vice president and consultant at Innovest Portfolio Solutions. Jared provides consulting services to committees, boards and individuals. Jared is a Certified Financial Planner® and holds an Accredited Investment Fiduciary (AIF®) designation. He uses his expertise to educate boards and committees on following a prudent investment process and presenting to participants about the importance of financial wellness.
12:40-1:30 PM
Social Determinants of Health - Can predictive analytics drive results?
Jonathan Wiik, MSHA, MBA
Principal Healthcare Strategy, TransUnion Healthcare

80% of healthcare outcomes fall to Social Determinants of Health and the remaining 20% are limited to clinical interventions in traditional delivery. Given this paradigm, population health management at the provider, payer, and employer level have focused on predictive analytics to drive cost and outcomes. Alternative deliveries of food pharmacies, alternative transport, and telemedicine will be outlined and evaluated. The cookie cutter healthcare approach will be disrupted by alternative delivery – SDOH will be the backbone in this new delivery paradigm. In this session, an exploration of the traditional data models, as well as their application within the EMR and care delivery workflow will be explored. ROI and care outcomes will be shared and discussed. Real world applications and techniques, leveraging SDOH data elements, will be outlined to benefit organizations following attendance.

Upon completion of this session, participants will:
- Evaluate data correlations in the area of income, education, food, transport, and others and their relationship to medical adherence and outcomes.
- Differentiate perspectives from Provider, Payer, and Employer as the patient consumers of healthcare are stratified by risk.
- Articulate best practice facility performances in the area of SDOH with key takeaways to drive ROI, Cost controls, and improved patient outcomes.

NASBA CPA CPE Credit: 1.0 Specialized Knowledge

Jonathan Wiik brings over 20 years’ of health care experience serving in the acute care, insurance, and business solution settings. As an active advocate of legislative changes to evolve the healthcare industry, Wiik recently authored Healthcare Revolution: The Patient is the New Payer, and is a public speaker frequently at national and state events. He has developed several nationally - recognized programs in revenue cycle. Mr. Wiik is an officer on the Colorado HFMA Board and President of the Board of Directors at an assisted living facility. Jonathan currently serves as a Principal of Healthcare Strategy at TransUnion Healthcare.

12:40-1:30 PM
When Technology Falls Short: Limitations of Your Contract Management System
Vanessa Fix
SVP, Underpayment Recovery, Revint Solutions
Matthew Thomas
Director, Underpayment Recovery, Revint Solutions

Hospitals invest millions on contract management systems in hopes that they will provide a precise expected reimbursement. However, this technology falls short – leaving holes for substantial revenue to go lost unnoticed. In this session we will review areas where technology may not support you and provide insight on catching these shortcomings.

Upon completion of this session, participants will:
- Recognize where many contract management systems are unable to produce an accurate expected reimbursement.
- Identify where manual intervention is required to supplement contract management system shortcomings.
- Develop best practice recommendations for manual intervention.

NASBA CPA CPE Credit: 1.0 Specialized Knowledge

Vanessa Fix has over 20 years of progressive leadership experience in the healthcare industry in both provider and consulting settings. Vanessa is experienced in managed care payment review for hospitals and health insurance companies, contract negotiations and implementations, strategic planning, balanced scorecard and provider network analysis. Vanessa is a Senior Vice President in the Underpayment Recovery division at Revint Solutions which specializes in the identification and recovery of underpaid dollars from both government and commercial payers.

Matthew Thomas is experienced in growing, developing, and leading underpayment recovery teams in the healthcare consulting setting. Matthew specializes in managed care payment review for hospitals, contractual risk analysis, and contract modeling for commercial and government payers. Matthew is a Director in the Underpayment Recovery division at Revint Solutions which specializes in the identification and recovery of underpaid dollars from both government and commercial payers.
12:40-1:30 PM
Healthcare Tax Highlights
Gregory Pfanstiel, CPA
Crowe, LLP

Tax management and strategies for healthcare leaders have taken on a higher level of importance following the regulatory changes of the past few years. Knowing where to focus time and resources can be a challenge for healthcare tax professionals as they balance daily operations and try to take advantage of new opportunities, while at the same time managing new risks.

» Examine key areas leaders in the healthcare arena are focused on
» Recognize key focus areas for healthcare tax leaders in the year ahead
» Explain changes in the healthcare tax area regarding pass-through deductions

Upon completion of this session, participants will:

» Increase awareness and mindfulness around generational differences.
» Increase appreciation of valuing generational differences.
» Increase collaboration in the workplace.

NASBA CPA CPE Credit: 1.0 Taxes

Greg has more than 25 years of tax experience working with healthcare clients. He has worked on both the hospital side as well as the physician practice side over his career. In addition to extensive work with pass-through entities, he has also worked on compensation model design, retirement plan design and buy-ins and outs.

2:00-2:55 PM
CHA State of the State
Ryan Westrom
Director of Finance, Colorado Hospital Association

In 2019, Colorado’s legislative session has seen an increased focus on health care, including proposed legislation on hospital and insurance costs, transparency, billing practices and affordability. This presentation will review the legislative session to date and discuss some of the bills that may have an impact on hospitals and the broader health care industry in Colorado. Additionally, this presentation will review payment changes that the Colorado Department of Health Care Policy and Financing (the state's Medicaid office) will be implementing as part of the change from the current fee for service methodology of the hospital provider fee to quality and outcome-based payments of the hospital transformation project.

Upon completion of this session, participants will:

» Review payment changes that the Colorado Department of Health Care Policy and Financing will be implementing.
» List details of the change from the current fee for service methodology of the hospital provider fee to quality and outcome-based payments of the hospital transformation project.

NASBA CPA CPE Credit: 1.0 Specialized Knowledge

Ryan Westrom is the director of finance for the Colorado Hospital Association (CHA) and has over 15 years of healthcare experience with a focus on hospital finance, payment reform and hospital reimbursement. Prior to joining CHA, Ryan worked in finance and reimbursement at a Colorado hospital, as well as, for a Medicare Fiscal Intermediary in Colorado.

He currently sits on the Colorado HFMA Board of Directors and the Colorado Hospital Accessibility and Sustainability Enterprise (CHASE) Board.
3:00-4:00 PM

Innovative Growth – A Journey to Become a National Children’s Supercenter

Raphe Schwartz
SVP and Chief Strategy Officer, Children’s Hospital Colorado

The health care landscape is evolving to a state where there will be 10 or fewer national children’s hospitals supercenters. Children’s Hospital Colorado has pursued rapid, innovative growth across every dimension to become and remain one of the leading children’s hospital in the nation.

Upon completion of this session, participants will:

» Discuss innovative models for local, regional and national growth.
» Examine digital health and virtual models to extend reach and improve access.
» Assess partnership opportunities to raise the level of care and position for strategic growth in distant communities.
» Inspect direct and indirect ROI on growth investments, ranging from partnerships to telemedicine to research excellence.

NASBA CPA CPE Credit: 1.0 Specialized Knowledge

Raphe Schwartz is Chief Strategy Officer at Children’s Hospital Colorado. He is responsible for strategy, marketing and communications, physician relations, population health, business development and service line programs. Before joining Children’s, Raphe was a senior partner with The Chartis Group and the leader of the Strategic Planning practice where he advised leading health systems on their most challenging strategic issues.
Registration Information

Badge and Mailing Info:
Attendee Name ____________________________
Title ____________________________
HFMA Member Y __, N ___ Mbr #______________
Organization ____________________________
Address ____________________________
City, ST, Zip ____________________________
Phone ____________________________
E-mail ____________________________

Course Selections:
Please mark the breakout sessions you are planning to attend.

Breakout Sessions
2:00-2:55 PM
Bundled Payments: How Providers Can Realize Savings in Value-Based Care Environment
Harnessing Analytical Horsepower
Managing Multiple Generations in the Workplace

3:00-3:50 PM
Mergers & Acquisitions in Healthcare
Telemedicine
Uncompensated Care Strategies

4:10-5:00 PM
5 Ways to Transform Revenue Cycle Through Analytics
Defending Your Chargemaster
Love Connection: Leadership Development and Hiring

Wednesday Night Party
Please indicate if you plan to attend the Thursday evening reception.
Yes ______ No ______

Special Dietary Needs:
Vegetarian ______ Vegan ______ Gluten Free ______

Registration Fees:

Provider Fees before 3/15/2019 after 3/15/2019
Member - Provider 195.00 245.00
Certified Member - Provider (CHFP or FHFMA) 170.50 220.50
Non-Member - Provider 245.00 295.00

Non-Provider and Business Partner Fees
Member-Partner 245.00 295.00
Certified Member-Partner 220.50 270.50
Non-Member-Partner 295.00 345.00

Total: ____

Refunds and Cancellation:
A refund of the registration fee will be granted if cancellation is received by March 27th.
NO REFUND OR CREDIT will be granted if cancellation is received after March 27th, 2019.
Substitutions are permitted. Cancellations must be submitted in writing to admin@hfma-co.org prior to the cutoff.

Conference Location:
Arvada Center
6901 Wadsworth Blvd.
Arvada, CO 80003

Hotel Information:
A room block has been reserved at Doubletree by Hilton Westminster. Group rate is available until March 8th or until sold out.

8773 Yates Drive
Westminster, Colorado 80031-3680
USA
Tel: +1-303-427-4000
Fax: +1-303-426-1680

The hotel offers a complimentary shuttle that will service the event venue.

Book online now.