Preparing for the Transformation of Health Care Finance

Track One: Reimbursement Strategies for PPS Hospitals
Track Two: Current Reimbursement Issues for Critical Access Hospitals

Oct. 8-9, 2015
Crowne Plaza Minneapolis West, Plymouth, MN
Schedule
Thursday, Oct. 8, 2015

7:30 a.m.  Registration and Continental Breakfast

8:30 a.m.  Welcome and Opening Remarks
  Tom Hogan, president, HFMA MN Chapter, Minneapolis, MN

8:45 a.m.  Increasing Your Brain’s Performance for Greater Professional and Leadership Success
  Dr. Jerry Teplitz, Teplitz Enterprises, Inc., Virginia Beach, VA
  Have you ever had a negative day at work or as a leader? How did you feel at the end of it? Tired, drained... Now, have you ever had a positive day? How did you feel at the end of it? Energized. Isn’t there an increase in your productivity and effectiveness in your job and as a leader on that positive day? What would that do to your abilities and successes? You can have that outcome every day! This seminar provides a method for personal brain re-engineering, which enables you to adapt quickly and successfully to a changing environment. In this highly interactive program, Amazon bestselling author and top-rated speaker Dr. Jerry V. Teplitz will strengthen the skills you already have and give you the mental agility to add to your skills with surprising ease and confidence.

10 a.m.  Break

10:15 a.m.  The Annual Washington Update
  Paul Muraca, regional executive, American Hospital Association, St. Paul, MN
  Participants will hear the latest from Washington, D.C., on current developments in legislation and regulation affecting hospitals and health care. Participants will also look at how the upcoming 2016 presidential elections will impact health issues.

11:15 a.m.  State Policy Update: Moving a Health Care Agenda in a Purple World
  Mary Krinkie, vice president, government relations, Minnesota Hospital Association, St. Paul, MN
  As the 2016 legislative session approaches, Minnesota health care providers will have a number of priority issues, as well as other challenges to keep on the back burner. Whether workforce or staffing issues, payment reform or transparency, helping Minnesota hospitals deliver safe patient care is MHA’s top priority. Mary Krinkie will share highlights of the 2015 session and also preview priority issues the health care community will face in the 2016 legislative session.

12:15 p.m.  Lunch

1:15 p.m.  Partnering with Physicians
  Rahul Koranne, MD, MBA, FACP, senior vice president, clinical affairs and chief medical officer, Minnesota Hospital Association, St. Paul, MN
  Value-based purchasing and ever expanding integration of quality metrics into reimbursement structures are demanding increased collaboration between the finance and administrative teams and physicians. During this presentation, Dr. Rahul Koranne will describe strategies for working successfully with physicians at all levels within organizations. He will discuss key drivers that motivate physicians through interactive case studies and vignettes and explore how physician engagement and partnership can be enhanced.

CHOOSE FROM ONE OF THE FOLLOWING TRACKS

Track One: Reimbursement Strategies for PPS Hospitals

2:30 p.m.  PPS Hospitals — Preparing for Comprehensive Care for Joint Replacement – What is your Data Telling You?
  Kelly C. Price, senior director, DataGen, Rensselaer, NY (invited)
  An expert from DataGen will review the evolution of bundled payments as an alternative payment methodology. Attendees will review their own data for Major Joint Replacement episodes as we examine the opportunities and risks for bundled payments. What types of post-acute providers are you using? How do you compare to the regional average and how will this comparison affect you? What are the future implications of the Medicare mandatory bundled payment program? This session is for everyone, not just those with a hospital(s) in a mandatory MSA.

3:30 p.m.  Break

3:45 p.m.  PPS Hospitals — The True Impact of the Packaging Initiatives of OPPS
  Henry Gutierrez, vice president, financial services, and Robin Zweifel, B.S., MT(ASCP), senior vice president – revenue capture, Panacea Healthcare Solutions, Inc., St. Paul, MN
  The 2014 and 2015 Medicare OPPS final rules introduced expanded packaging initiatives for a number of services previously paid either through Ambulatory Payment Classification (APC) rate or fee schedule. The 2016 proposed rule indicates that Medicare will revisit the...
clinical laboratory to recover funds and expand c-APCs including creation of a c-APC for observation services. New initiatives include consolidation and reconstruction of the APC system, a new packaging policy and alternative payment methods. Attendees will be taken through a case study example using actual and simulated claims data to demonstrate how the OPPS move from a fee for service to Prospective Payment System has impacted reimbursements at the line item level and the transition to dynamic reimbursements at the encounter level.

Track Two: Current Reimbursement Issues for Critical Access Hospitals

2:30 p.m. Critical Access Hospitals — Using New Market Tax Credits to Supplement Construction Financing
Kyle Bauer, chief financial officer, Cuyuna Regional Medical Center, Crosby, MN
This program will give an overview of the use of New Market Tax Credits to help supplement construction financing. It will provide an overview of the New Market Tax Credit program, qualifications and general terms and definitions. A case study will be presented showing how Cuyuna Regional Medical Center successfully leveraged this program to provide $2.4M of equity financing to supplement its $15M operating room and clinic expansion.

3:30 p.m. Break

3:45 p.m. Critical Access Hospitals — Payment Reform: Moving CAHs to a Value-Based Platform
Joe Schindler, vice president of finance, Minnesota Hospital Association, St. Paul, MN and Dave Schuh, CPA, principal, health care, CliftonLarsonAllen LLP, Minneapolis, MN
The Medicare system of paying Critical Access Hospitals (CAHs) based on 101 percent of cost has increasingly come under pressure from legislators and regulators to make cuts to the system that does not have cost growth limits. MHA has been working with a task force of CAH leaders and the MDH Office of Rural Health and Primary Care to develop strategies for sustainability of health care access in rural areas. The MHA task force recently engaged CliftonLarsonAllen LLP (CLA) to assist with the modeling of alternative payment methodologies that build in value metrics and incentivize cost management. MHA staff and CLA will provide an overview of the task force’s work and potential payment mechanisms under consideration.

5 p.m. Reception — Sponsored by CliftonLarsonAllen LLP, Eide Bailly LLP and McGladrey LLP

Friday, Oct. 9, 2015

7:30 a.m. Continental Breakfast

8:30 a.m. Payment Reform Panel
Panelists: Cassandra Beardsley, executive director, Wilderness Health, Two Harbors, MN, Jim Dregney, CFO, Lakewood Health System, Staples, MN and an additional panelist to be determined
Hospitals both large and small are entering into payment reform demonstration projects with Medicare, Medicaid and commercial health plans. The panelists will describe their participation as accountable health organizations, provide insights on the challenges and opportunities and share their thoughts on how to succeed in these new arrangements. Conference attendees will be encouraged to ask questions of the panel.

9:30 a.m. 501(r) IRS Regulations for Section 501(c)(3) Private and Governmental Hospitals
Alissa Smith and Claire Topp, attorneys, Dorsey and Whitney LLP, Minneapolis, MN
This seminar will review the new Internal Revenue Services (IRS) regulations under Section 501(r) of the Internal Revenue Code of 1986 that apply to Section 501(c)(3) private and governmental tax-exempt hospitals. Presenters will answer frequently asked questions about the final IRS regulations, including compliance deadlines, and will explore basic requirements for hospital financial assistance policies, billing and collection procedures and community health needs assessments. The seminar will compare Section 501(r)’s requirements and the Minnesota attorney general’s agreement with hospitals related to billing, collections and pricing for the uninsured.

10:30 a.m. Break

10:45 a.m. How Would Kant Approach This? A Model for Ethical Health Care Business Decisions
Shannon A. Bowen, Ph.D., University of South Carolina, Columbia, SC (invited)
The philosopher Immanuel Kant developed a rational approach to ethical decision-making that can help guide health care leaders as they find themselves struggling to respond in a changing marketplace. Many decisions in health care are not black and white, but gray. Dr. Shannon Bowen will present a practical model to guide leaders and managers through a systematic analysis of the ethical aspects of a decision and to understand that decision, and its ramifications, from a multiplicity of perspectives. While providing tools and insights, Dr. Bowen’s presentation will challenge you to take a refreshing new approach for everyday decisions.

Noon Adjourn
Registration fees
Registration fee is $250 per person for MHA and HFMA members and $325 for non-members. The fee reflects the cost of tuition, program materials, lunch and breaks.

MHA wishes to take those steps required to ensure no individual with a disability is excluded, denied service, segregated or otherwise treated differently than other individuals because of the absence of auxiliary aids and services. If you need any special assistance to attend this program please contact MHA in advance.

Registration instructions
Register online at www.mnhospitals.org (click on “Calendar of Events”) or complete and return the registration form by Oct. 2, 2015 to the Minnesota Hospital Association, 2550 University Ave. W., Suite 350-S, St. Paul, Minnesota 55114-1900.

SPACE IS LIMITED!

Cancellation and refund policy
MHA reserves the right to cancel or reschedule due to an insufficient number of registrants or other unforeseen circumstances. Registration will be accepted on a first-received basis. Registration fees, less a $25 cancellation fee, are refundable if notice is received five working days prior to the program date. Registrants unable to attend may send an alternate. No shows will be billed.

Schedule
Registration starts at 7:30 a.m. on Day 1. The program runs from 8:30 a.m. – 5 p.m. on Day 1 and from 8:30 a.m. – Noon on Day 2.

Program site
Crowne Plaza Minneapolis West
3131 Campus Drive
Plymouth, MN 55441
(763) 559-6600
www.cpplymouth.com

Overnight accommodations: $129. Cut-off date for room reservations at the quoted rate is Sept. 17, 2015. Please indicate you are with the MHA-HFMA Conference Block when making overnight accommodations.

Target audience
Chief executive officers, chief financial officers, chief operating officers, directors of nursing and management staff of hospitals, leaders or directors of business offices and compliance/risk officers.

Dress
Please wear casual business attire. Meeting rooms are often cool so bring a sweater or jacket.

Registration Form
MHA-HFMA Conference
Oct. 8-9, 2015 | Crowne Plaza Minneapolis West, Plymouth

NAME
TITLE
EMAIL ADDRESS

ORGANIZATION
ADDRESS

CITY STATE ZIP

METHOD OF PAYMENT: □ CHECK MADE PAYABLE TO MHA ENCLOSED □ VISA □ MASTERCARD □ AMERICAN EXPRESS

CREDIT CARD NUMBER: EXP. DATE: SEC. CODE: CARDHOLDER:

PLEASE INDICATE YOUR MEMBERSHIP TYPE: □ MHA □ HFMA □ Both □ None

WHICH TRACK WOULD YOU LIKE TO ATTEND? □ Track 1: PPS Hospitals □ Track 2: Critical Access Hospitals

FOR ADDITIONAL INFORMATION, PLEASE CONTACT MHA’S EDUCATION DEPARTMENT AT (651) 641-1121 OR (800) 462-5393

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