



hfma

tennessee chapter

2018

TN HFMA FALL INSTITUTE

OCTOBER 17-19, 2018
THE PARK VISTA GATLINBURG, TN

PAVING TOMORROW'S PATH
TREKKING THROUGH
THE SHIFT TO
CONSUMER DRIVEN HEALTHCARE

Welcome From the President

Greetings from Tennessee HFMA and welcome to our 2018 Fall Institute!

Come join us this fall in Gatlinburg, TN, nestled at the entrance to the beautiful Great Smoky Mountains with its breathtaking beauty as it again plays host for this year's Annual 2018 Fall Institute October 17th-19th at the Park Vista Hotel. It's an exciting time for healthcare with many challenges on the horizon in our industry. TNHFMA is confronting them by making sure our events are relevant and beneficial to you.

We kick off this year's event with our annual Golf Tournament and Mountain Hike on Wednesday. These events will be followed that evening with our annual Kurt Swersky Memorial BBQ at Twin Creek Pavilion. Plan to join us for a great day of fun and networking with your fellow friends and Healthcare professionals.

We have a fantastic lineup of educational opportunities starting Thursday morning with our Keynote Speaker, Donna Hartley, who will "Fire up your Life". Be amazed by her survival story of a DC-10 plane crash, cancer, and heart surgery, which all occurred on the date of a March 1st. She delivers an inspirational message with a twist of drama and humor. You will laugh, cry, and become energized to ignite your **FirePower!** Her style is entertaining, memorable, and impactful.

We will have an update from HFMA National, and we will have sessions including:

- Crisis Management: Managing Hospital Security Protocols,
- a case study on Managing Denials Through Physician Engagement,
- Ransomware and Cyber Security,
- a Healthcare Accounting Update on Revenue Recognition,
- a CFO panel featuring financial executives from the area,
- and more!

Our day concludes on Thursday evening with our first HFMA "Cornhole Tournament," so plan to join us for a lot of fun and networking.

Friday morning begins with sessions on:

- Best Practices in Managed Care Negotiations,
- Patient Engagement and Activation,
- current Key Issues and Strategic Options in Healthcare, and
- a Map Award Presentation from Geisinger Health.

Don't leave early or you will miss an opportunity to win one of the many door prizes to be given away!

Mark your calendar and plan to join us for a wonderful few days of educational and networking opportunities. You are truly our greatest asset, today and tomorrow, and we cannot accomplish what we do without your support.

See you in Gatlinburg!

Mike Phillips

2018-2019 Tennessee HFMA Chapter President

COMMITTEE MEMBERS

Committee Chair:

Chase Wunder *Wakefield & Associates, Inc.*

Committee Co-Chair:

Steven Bauer *CHS*

Committee Members:

Brad Arnold *Frost-Arnett*
Lisa Brantley *Apex*
Martha Calfee *Matheney Stees & Associates*
Christine Crowley *Nashville General Hospital*
Sheila Hayden *Ballad Health*
Pam Jones *MCOT, Inc.*
Buffy Loveday *Care Payment*
Tina Minnick *Press Ganey Associates, Inc.*
Pete Pearson *OrthoTennessee*
Mike Phillips *CBC*
Sandra Pinette *IntelliHARTx*

SCHEDULE AT A GLANCE

Wednesday, October 17th

9:00 am – 12:00 pm	4.5 Mile Hike to Andrew's Bald via Clingman's Dome
9:00 am – 3:00 pm	Golf Tournament: Gatlinburg Country Club
12:00 pm – 5:30 pm	Exhibitor Set Up
4:00 pm – 5:00 pm	TN HFMA Board Meeting
6:00 pm – 8:00 pm	Kurt Swersky Memorial BBQ

Thursday, October 18th

7:00 am – 5:00 pm	Registration
7:00 am – 8:00 am	Breakfast
8:00 am – 9:15 am	Keynote Session: Fire Up Your Life!
9:15 am – 9:30 am	Break
9:30 am – 11:00 am	General Session: CFO Panel
11:00 am – 11:10 am	Break
11:10 am – 12:00 pm	Concurrent Session: Managing Denials Through Physician Engagement
11:10 am – 12:00 pm	Concurrent Session: Healthcare Accounting Update on ASC 606 – Revenue Recognition
12:00 pm – 1:00 pm	Lunch and Awards
1:00 pm – 1:50 pm	General Session: Imagine Tomorrow (Update from National HFMA)
1:50 pm – 2:05 pm	Break
2:05 pm – 2:55 pm	Concurrent Session: Fire Up Your Speaking! Dynamic Presentation Skills
2:05 pm – 2:55 pm	Concurrent Session: Welcome to PalmettoGBA – JJ MAC – Audit & Reimb. Part 1
2:55 pm – 3:10 pm	Break
3:10 pm – 4:00 pm	Concurrent Session: Hospital Emergency Incident Situations
3:10 pm – 4:00 pm	Concurrent Session: Welcome to PalmettoGBA – JJ MAC – Audit & Reimb. Part 2
4:00 pm – 4:10 pm	Break
4:10 pm – 5:00 pm	General Session: Ransomware and Cyber Security
5:00 pm – 7:00 pm	Cornhole Tournament

Friday, October 19th

7:00 am – 10:15 am	Registration
7:30 am – 8:30 am	Breakfast
7:30 am – 8:30 am	Prayer Breakfast
8:30 am – 9:30 am	Concurrent Session: Patient Engagement and Activation: The Keys to Measuring Healthcare Performance and Quality Improvement for Achieving the Triple Aim
8:30 am – 9:30 am	Concurrent Session: Best Practices in Managed Care Negotiations
9:30 am – 9:45 am	Break
9:45 am – 10:45 am	General Session: Healthcare at its Crossroad: Key Issues and Strategic Options
10:45 am – 11:00 am	Break
11:00 am – 12:00 pm	General Session: MAP Award Presentation from Geisinger Health

****Schedule is subject to change****

PRESENTATION DESCRIPTIONS AND BIOGRAPHIES

Thursday, October 18th

8:00 am – 9:15 am Keynote: Fire Up Your Life!

Donna Hartley

If you have ever wondered about your life purpose, Donna shares her insights gained from her own experiences and offers nine strategies to overcome daunting challenges, get you unstuck, and moving to great fulfillment and transformation. Acquire the skills you need to take your leadership expertise to the next level. You will be empowered to shift your attitude with this inspirational and uplifting presentation. A master storyteller Donna relates the lessons learned from three life-altering events... a plane crash, Stage III Melanoma and open heart surgery... all on March 1 of different years. Master the techniques it takes to be a survivor and thrive in these changing times.

Learning Objectives:

- Explain how to handle the unexpected.
- Have an attitude adjustment and implement a plan.
- Develop your intuition and trust your abilities.
- Identify your inner leadership skills.

Take-away: Empower yourself and your career by learning how to handle unexpected events, develop your intuition, improve your leadership, trust in yourself, and make and follow through with a plan.

CPE Credits: 1.5 Hours; Field of Study: Personal Development

9:30 am – 11:00 am CFO Panel

Stephen Ramey, Bruce Naremore, Ben Cunningham, and Moderator Tina Minnick

Join us as a panel of CFOs discusses their current challenges in today's healthcare environment.

Learning Objectives:

- Identify the impacts healthcare organizations face due to regulations (e.g. value based payment reimbursements, pay requirements, etc.).
- Discuss strategic initiatives that have enhanced the financial performances for the CFO's respective facilities.
- List various metrics that the CFOs track periodically and those metrics that are outside usual "course of business" and discuss their importance.

CPE Credits: 1.5 Hours

11:10 am – 12:00 pm Concurrent Session: Managing Denials Through Physician Engagement

Dr. Christine Crowley and Jason Winston

Learn how one hospital has reduced its clinical denials by nearly 30 percent through involving its physicians. This was accomplished through training, feedback, and networking opportunities with the revenue cycle leaders. This is a "how to" approach to providers involving your physicians in managing clinical denials with a focus on medical necessity.

Learning Objectives:

- Identify the most common medical necessity denials at your facility and how to tackle them.
- Build and execute a training program for physicians on a "how to" document and decision-making techniques to minimize clinical denials.
- Identify what physicians want to know vs what physicians need to know from a revenue cycle perspective.
- Define what physicians think "the revenue cycle" is and how to get them to "own it."

CPE Credits: 1.0 Hour

**11:10 am – 12:00 pm Concurrent Session: Healthcare Accounting
Update on ASC 606 – Revenue Recognition**

Alex Dawald and Katie Reid

This presentation will cover the new revenue recognition topic ASC 606 as it pertains to the healthcare industry. We will present on this topic from both an accounting and auditing viewpoint as well as the internal revenue cycle viewpoint.

Learning Objectives:

- Identify and apply the reporting requirements of ASC 606.
- Define the potential issues/challenges associated with implementation of ASC 606.
- List the implications of ASC 606 as it relates to the healthcare industry.

CPE Credits: 1.0 Hour; Field of Study: Accounting & Auditing

1:00 pm – 1:50 pm Imagine Tomorrow

Tammie Galindez

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.

Learning Objectives:

- 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.

CPE Credits: 1.0 Hour

2:05 pm – 2:55 pm Concurrent Session: Fire Up Your Speaking: Dynamic Presentation Skills

Donna Hartley

Do you want to be an exceptional presenter, influence lives, and advance your career? There is no greater skill than knowing what to say and how to say it. Make a difference when you speak with presentation, projection and persuasion techniques. Learn how to develop a results-oriented presentation with tools such as body language, voice and impact words. Heighten your techniques with a powerful opening statement, prevalent key points and a persuasive-call-to-action close. If you want to motivate your listeners and staff to action, become a unique storyteller.

Learning Objectives:

- Demonstrate how to conquer your nerves when presenting.
- Handle negative questions with professionalism.
- List 5 techniques to open your speech.
- Describe 4 powerful action based closings.

Take-away: Develop top notch presentation skills, heighten your listening skills, inspire your staff to follow through, call to action close for your speech, master a question and answer session, have fun, master your nerves and make it happen, use effective body language to your advantage, master your voice inflection, discover words that make a difference, begin your speech with impact, project your key points clearly, and make your statistics understandable.

CPE Credits: 1.0 Hour; Field of Study: Personal Development

**2:05 pm – 2:55 pm Concurrent Session: Welcome to PalmettoGBA
– JJ MAC – Audit & Reimb. Part 1**

Chrissy Sturm Matthews and Sherry Robertson

PalmettoGBA is proud to serve you as your JJ MAC! During this session we hope to get to know you, our providers, a little better and help you understand who we are as a company and how we can best work together. We will go over key contacts for various needs providers have and give a high-level update on where we stand with workload and future plans. Our goal is to work alongside you to resolve your questions and concerns and be the best MAC in the country.

Learning Objectives:

- Identify Key Contacts for JJ A&R.
- Define Status of JJ Audit Workload.

Take-away: Attendees will become familiar with PalmettoGBA procedures and learn key contacts for provider inquiries.

CPE Credits: 1.0 Hour; Field of Study: Accounting, Governmental

3:10 pm – 4:00 pm Concurrent Session: Hospital Emergency Incident Situations

Lieutenant Ricky Dixon

We will discuss points for hospitals having to deal with various crisis incidents (both internal/external) and how to utilize the Hospital Incident Command format. Discussion will include safety and security, access, media and communications, logistics, interagency cooperation, and other issues.

Learning Objectives:

- Describe how one hospital responds to security incidents
- List helpful items for security, communication, and logistics.

CPE Credits: 1.0 Hour

**3:10 pm – 4:00 pm Concurrent Session: Welcome to PalmettoGBA
– JJ MAC – Audit & Reimb. Part 2**

Chrissy Sturm Matthews and Sherry Robertson

PalmettoGBA is proud to serve you as your JJ MAC! During this session we hope to get to know you, our providers, a little better and help you understand who we are as a company and how we can best work together. We will go over key contacts for various needs providers have and give a high-level update on where we stand with workload and future plans. Our goal is to work alongside you to resolve your questions and concerns and be the best MAC in the country.

Learning Objectives:

- Identify Key Contacts for JJ A&R.
- Define Status of JJ Audit Workload.

Take-away: Attendees will become familiar with PalmettoGBA procedures and learn key contacts for provider inquiries.

CPE Credits: 1.0 Hour; Field of Study: Accounting, Governmental

4:10 pm – 5:00 pm Ransomware and Cyber Security

Special Agent Dan Damron

This presentation will cover the latest cyber scams affecting both companies and individuals. Discussion will cover ransomware, business email compromise, tech fraud, and cyber trends and statistics.

Learning Objectives:

- List the latest cyber scams.
- Describe the areas of cyber concerns for the future.

CPE Credits: 1.0 Hour; Field of Study: Information Technology

Friday, October 19th

7:30 am – 8:30 am Prayer Breakfast (*You may attend breakfast or prayer breakfast this morning*)

Lisa Davies and Greg Armstrong

Serving in Rural Appalachia in Sneedville, Tennessee (Hancock County) brings many opportunities for outreach and creating relationships with people. Combined participation from the Run4Water nonprofit organization and Harpeth Hills Church of Christ (Brentwood, Tennessee) allows collaboration with the Sneedville leaders and its community. Originally, the water ministry from Run4Water was the primary focus – which was to provide water for those without and water sterilization for homes with contaminated water from wells and/or streams. As pump repair, making water more accessible, and alternatives for water wells began to surface so did the additional needs that came in the form of healthcare and education. In the desire to help the leaders of Sneedville provide for their community, it became obvious that partnerships could be formed.

As a result, a dental clinic was started to provide treatment for residents located within their own local health department. While the team provides dental procedures, recognition of other health needs are identified. Education is another area we embrace with the community. A summer recreation camp is offered four weeks every June free of charge. Led by the Hancock County After-School Director and volunteers across Tennessee, the children engage in physical activity, academic skills tutoring, art/music as well as social-emotional learning. The summer recreation camp allows a time for children to enjoy the simple pleasures of play yet connect with volunteers who encourage model citizenship.

Service in Hancock County continues to broaden in various dimensions each year. Collaboration is a strong tenet in our work and drives many of the programs that help the Sneedville residents. We want to help be a solution to everyday issues that often become lifelong problems – we do this in the name of Jesus Christ. It is a privilege to be accepted in a community that allows us to be their friends.

Learning Objectives:

- Participate in servant leadership to community members of Sneedville, TN.
- Collaborate with community leaders to provide basic hygiene and education services for Sneedville residents.
- Collaborate with community leaders to expand and refine initiatives focused on physical, cognitive, and social-emotional wellness.

Take-away: To gain an understanding of opportunities to support rural communities in meeting basic hygiene needs as well as promoting academic and social-emotional wellness.

CPE Credits: None for this session.

**8:30 am – 9:30 am Concurrent Session: Patient Engagement and Activation:
The Keys to Measuring Healthcare Performance and
Quality Improvement for Achieving the Triple Aim**

Craig Swanson

Research reveals that patient activation is directly associated with positive health outcomes, increased patient satisfaction, and improved medication adherence. As patient activation increases over time, healthcare costs, hospital readmission rates, and emergency room utilization decline. Managing these complex issues in a population health management environment involves not only obtaining accurate measurement of an individual's activation level (i.e., the ability to self-manage health and health care) but also proactively and appropriately tailoring communication, instruction, goals and action steps to help patients achieve guideline health behaviors. With an activation-guided approach, care plans and support are delivered in a means and in a volume that matches what the patient is capable of taking on, so that the simplest behaviors are mastered before more complex behaviors are addressed. When we focus too soon on achieving more complex and difficult behaviors, we discourage and overwhelm those patients with lower activation, resulting in less chance of success. As patients become more aware and increasingly confident in their self-management capabilities (i.e., as patient activation increases), a shift occurs: healthy behaviors increase, health outcomes improve, and there is reduction in avoidable utilization. (*continued on next page*)

**8:30 am – 9:30 am Concurrent Session: Patient Engagement and Activation:
(continued) The Keys to Measuring Healthcare Performance and
Quality Improvement for Achieving the Triple Aim**

Learning Objectives:

- Describe the concept of patient activation and the science behind it.
- Describe how an increase in patient activation is linked to lower healthcare costs, hospital stays, and medication adherence as well as improved health outcomes and key health indicators.
- List how healthcare organizations have implemented patient activation strategies to increase healthy behaviors, improve health outcomes, and reduce avoidable use of high-cost services.

Take-away: At the conclusion of the session, attendees will understand the relationship between patient activation and engagement with the establishment of quality and performance measures. In addition they will understand how interventions that build knowledge, skills and confidence are effective in increasing patient activation, leading to achieving lower per capita health care costs, improved patient experience and improved population health.

CPE Credits: 1.0 Hour

8:30 am – 9:30 am Concurrent Session: Best Practices in Managed Care Negotiations

Beth Mullins, Rachel Hervatin, and Paul Bolin

The session will cover managed care negotiation best practices and strategies to maximize managed care revenue. It will cover the entire process from understanding where your rates compare to your peers in the market through modeling of the final contract to ensure financial viability. Recent examples of negotiations and trends in the industry will be given to illustrate opportunities and risks that exist in the current environment.

The development of the first proposal during a negotiation is incredibly important since it dictates the parameters for the discussion with the payer. Modeling and rate benchmarking will drive this process in conjunction with the hospital's overall financial objectives. The session will highlight a recent example of a negotiation, provide insightful guidance and give the audience time to ask questions that arise. Additionally, consideration for strategic pricing to counter steerage for commoditized services such as imaging, lab, and ED will be discussed.

During the discussion of the timbre of the negotiation topic, current payer tactics will be discussed as well as guidance on how to respond to aggressive payers. Additionally, the topic will include how to integrate your contracting strategy on behalf of employed physicians, ASCs, imaging centers, and other ancillary services. This portion will also cover considerations in acquisition and how they might impact your negotiations.

In conclusion, the session will ensure that the attendees have been given a current perspective for the managed care negotiation environment in Tennessee.

Learning Objectives:

- Define how benchmarking can be used for developing proposals and support negotiations.
- Design an annual contracting plan and pricing structure.
- Outline the necessary language and sections of contracts, including: amendments, termination provisions, product design and network structure, denials, acquisitions and assignment language, and new technology provisions.
- Describe macro trends in the industry.

Take-away: The session will ensure that the attendees are well versed in how to develop, measure, plan and execute on a well-articulated managed care strategy. They will understand how current trends are impacting their net revenue and contracts as well as how to respond and counter the tactics that erode managed care revenues.

The importance of a disciplined approach to managed care negotiations will be understood as hospitals continue to face financial pressures that require them to ensure they are receiving rate increases each year to ensure financial viability in the future.

CPE Credits: 1.0 Hour

9:45 am – 10:45 am Healthcare at its Crossroad: Key Issues and Strategic Options

Paul Keckley

Healthcare is going through a gut check. The volume and velocity of change is unprecedented. In this session, Dr. Keckley will take us into a deep dive of the history, facts, data, directions, and emerging trends among the policy makers, investors, and provider organizations charting new directions in healthcare. He will share the heart and substance of the ‘right conversations’ in healthcare, share his perspective of challenging strategies and his anticipation of public and consumer reaction and adoption. He will shed light on the opportunities in our changing healthcare system and improve your odds of success.

Learning Objectives:

- Identify where we have been in healthcare in the U.S.
- Describe where we are today based upon political drivers and government spending as well as disruptors to the industry.
- List where we are headed under the current political landscape and investors.
- Outline positions of success we should be prepared to embrace.

CPE Credits: 1.0 Hour

11:00 am – 12:00 pm MAP Award Presentation from Geisinger Health

Mark Steinkirchner and George Webby

Join the team from Geisinger who will share insight into what steps it took at its organization to change a culture that was accustomed to asking patients to pay their standard co-payments, but less likely to collect on previously incurred balances. Geisinger implemented several initiatives that are consistent with HFMA’s Patient Financial Communications Best Practices, where consistency, clarity, and transparency to patients are at the forefront.

Learning Objectives:

- List ways to change the culture of collections.
- Identify steps for improving point of service collections.
- Outline financial communications best practices.

Take-away: Takeaways from this session will include tactical steps necessary for improving point of service cash collections and sustaining financial health in an industry where patients are required to pay more.

CPE Credits: 1.0 Hour

SPEAKER BIOGRAPHIES

Donna Hartley

Donna Hartley has an amazing story... she is proof that one woman can walk through fire and deliver a message powerful enough to impact millions of lives. **This is an empowering survival story.** Drawing on her three life-threatening events (which all occurred on dates of March 1st) she ignites you with **Firepower** for your leadership and gives you proven strategies to master transformation in your life. Cry, laugh, and be inspired! She is a graduate of the University of Hawaii and former Miss Hawaii. Donna has been featured on PBS, NBC, ABC and in *The New York Times*. She is the author of *Fire Up Your Life!*, *Fire Up Your Intuition!* and *Fire Up Your Healing!*

Stephen Ramey

Steve Ramey has a Bachelor's degree in Accounting from Auburn University and a MBA from Heriot-Watt University. He also has 37 years of healthcare experience and has been a CFO in 4 different hospitals for 31 years. Steve has worked in both the For Profit and the Not for Profit sectors. His experience as a CFO includes 20 years in Tennessee and 11 years in Virginia. Steve has also represented his hospital before a State House committee and a regional State Senator meeting. Steve's hobbies include: coaching baseball, golf, and guitar.

Bruce Naremore

Mr. Naremore has an extensive 30-year healthcare career in hospital finance and operations, as COO and CFO, as well as seven years in finance leadership with a major health plan. He has worked in large tertiary and smaller facilities and has excelled in both for-profit and community hospitals throughout his years of service. A CPA by training, he holds Bachelors and Master of Public Administration degrees from LSU, and he also received a Master of Accounting Degree from the University of New Orleans. Prior to joining Nashville General Hospital, he served as Senior Vice President and CFO of East Jefferson General Hospital, a 400-bed tertiary hospital in New Orleans, with prior roles as CFO and COO in 250 to 400-bed for-profit hospitals in Las Vegas, Vicksburg, Mississippi, and New Orleans.

Mr. Naremore is an active member of the American College of Healthcare Executives, the Hospital Financial Management Association, and a long-time member of the largest Mardi Gras Krewe in New Orleans, Endymion.

Ben Cunningham

Mr. Cunningham has been the Senior Vice President and Chief Financial Officer of University Health System, Inc. since February 2018. University Health System operates the University of Tennessee Medical Center as well as physician practices, clinics and other outpatient healthcare services serving the East Tennessee region.

Prior to joining University Health System, Mr. Cunningham served for sixteen years various leadership roles at Palmetto Health, in Columbia, South Carolina; most recently as the System Vice President of Finance. In that position he was responsible for the finance, accounting, billing and collections, patient access, centralize customer contact center, budgeting and reimbursement for the system.

Prior to Palmetto Health, Mr. Cunningham worked as an Audit Manager with Arthur Anderson LLP working primarily with clients in the healthcare and manufacturing industry. He received a Bachelor of Business Administration in Accounting from the University of South Carolina in 1996 and holds a Certified Public Accountant license. Mr. Cunningham and his wife Ginger have two sons, Benjamin and Clarke.

Tina Minnick

Tina Minnick, a resident of Knoxville, TN, is the 2018-2019 TN HFMA President-Elect. Ms. Minnick is a Regional Director for Press Ganey Associates, Inc., and is a strategic business partner to her Kentucky & Tennessee clients, where she helps to transform their patient experience for sustainable improvement. She has been working in healthcare for the past 11 years; and has focused on patient, client and customer experience her entire career.

Dr. Christine Crowley

Dr. Crowley has worked in healthcare finance for over 40 years, been a member of HFMA 33 years, and earned the Follimer Bronze Award, Reeves Silver Award, Muncie Gold Award, Helen Yerger Award, and HFMA National Speaker Award (2001). Dr. Crowley published *Understanding Patient Financial Services* (Aspen) and has been a frequent speaker at HFMA conferences. Christine has earned certifications of FHFMA and CHE and has worked in a specialized area of healthcare for the past 20 years-- Revenue Cycle Leadership. She has served in Officer and Vice President roles with some leading organizations across the country. Recently Christine took her pre-retirement job at Nashville General Hospital where she is, along with a magnificent team of leaders, turning this aging safety net hospital around. One project underway that has already proven to be highly successful is reducing denials by engaging the physician base.

Jason Winston

Jason A. Winston has worked in the healthcare industry for over 6 years. His professional history includes positions such as Utilization Review Manager at Nashville General Hospital, Comprehensive Care Clinician at Healthway's, and Registered Nurse at Skyline Medical Center. His current responsibilities as a Utilization Review Manager afford him the opportunity to assist with coordination of care by leveraging both community and other health care experts that are available to the member. He uses critical thinking to quickly determine greatest need or most immediate risk by identifying gaps in care or barriers to care, to plan and use deep listening skills, and to personalize the message in a way that resonates with the members.

Alex Dawald

Alex is a manager in the assurance services department of KraftCPAs. With more than seven years of experience in public accounting, his responsibilities include planning and performing audits, reviews, and compilations for a variety of clients, primarily in the healthcare and manufacturing / wholesale / distribution industries. He is also a member of the employee benefits team.

Katie Reid

Katie is the director of the advisory services practice at Kraft Healthcare Consulting, LLC, an affiliate of KraftCPAs PLLC, where she focuses on reimbursement and operations. Her job responsibilities consist of reviewing and preparing Medicare and Medicaid cost reports and working with clients on other reimbursement opportunities, such as Disproportionate Share (DSH) and provider-based options. Additionally, Katie performs healthcare operational assessments and operational projects such as reviews of hospital chargemasters and physician fee schedules. Katie also assists the audit team at KraftCPAs with healthcare-specific financial audits.

Tammie Galindez

Tammie Galindez is Regional Vice President, Practice Management, Value Based Care, for Conifer Health Systems in Frisco, Texas. She also serves as an officer on HFMA's National Board of Directors.

A member of HFMA since 2002, Ms. Galindez has served the national association as a member of the National Advisory Council and as a Director on the National Board from 2015-2018. At the chapter level, she has served as the South Texas Chapter president and as chair and member of various committees for the Gulf Coast, First Illinois, and South Texas Chapters. She is also a recipient of HFMA's Medal of Honor as well as the Follmer Bronze, Reeves Silver, and Muncie Gold merit awards.

Ms. Galindez has worked for nearly 20 years to help healthcare systems improve the health of their revenue cycle and aid in their transition to value-based reimbursement. She holds a bachelor's degree of business administration in finance from Florida Atlantic University and a master in health administration from George Washington University.

Chrissy Sturm Matthews

Chrissy Matthews has over 20 combined years of Provider Audit experience from two MACs. She began her career in DMERC Claims in Indianapolis, IN and gained experience working in DMERC, Part B ORU, and Provider Customer Service before moving to an Audit & Reimbursement role. Throughout the years in A&R, Chrissy has worked on various workloads including Acceptance, Tentative, Rate Reviews, and all Desk Review and Audit types including JJ specific providers. She has served in roles centered around staff training, reorganization, and process improvement within the Audit area as well. This is her third year working on the JJ contract, and she is looking forward to working with attendees as a PalmettoGBA associate.

Chrissy currently works from home and is located in Indianapolis where she lives with her husband and two sons (11 and 21). Her adopted daughter has officially been launched into the real world now! When she is not at her desk, she can be found doing something interesting with the boys, playing on her phone (guilty!), or playing piano in her church's worship band or with a group of musicians that play at various places around Indy.

Sherry Robertson

Sherry Robertson has over 20 years of experience in both Medicare Audit and Reimbursement. She started her career as a Medicare Auditor and audited Home Health Agencies and Hospitals back when it was still a cost-based payment method. From Audit, Sherry transitioned to the Appeals area, where she wrote position papers, mediated appeal cases, and testified before the PRRB when necessary. After working Appeals, she worked as a Reimbursement Supervisor under JM. Sherry took a short break from Medicare and worked in TRICARE for four years. After working in TRICARE, she came back to be the Reimbursement Supervisor for the JJ contract.

Sherry currently works at the Palmetto GBA office in Columbia where she also lives with her husband, two boys (17 and 13), and her dog Kenai. When not working, she loves spending time with friends and family, traveling, eating good food, reading, running or watching a good movie.

Lieutenant Ricky Dixon

Lt. Dixon is a graduate from the University of Tennessee with a B.A. in Criminal Justice and a minor in Psychology. He has 18 years of combined law enforcement/health care experience including as a patrol officer for the Knoxville Police Department, a Security Supervisor/Trainer for Covenant Health, and in his current position a Security Supervisor/Trainer at UT Medical Center. Ricky has also completed training in areas such as Hazmat Incidents, Hospital Incident Command, NIMS, Therapeutic Crisis Intervention, Opioid Abuse Training, Threat Assessment Profiling, Hospital Leadership, etc.

He compiles and analyzes data to help lead against Workplace Violence and Criminal Activity on UTMC campus, and serves on several hospital committees. He also teaches team members in specialized training such as De-Escalation/Workplace Violence, Active Shooter Incidents, and Dealing with Self-Medicating Patients and Illegal Drug Activity in Healthcare.

Special Agent Daniel Damron

Special Agent Daniel Damron is a current member of the Knoxville FBI cyber squad. He transferred to the Knoxville Division in 2014 to work white collar and cyber crime. Previously, he had been assigned to investigations concerning Public Corruption, Computer Analysis Response Team (CART) and was a member of the Underwater Search and Evidence Response Team (USERT).

SA Damron began his career as a Special Agent with the FBI in 2003, where he was assigned to the Washington D.C. Field Office. He earned a Bachelor's and Master's Degree in Computer Science from East Tennessee State University in Johnson City, TN.

Lisa Davies

Dr. Davies has spent the last 20 years in Nashville, Tennessee, serving as an Assistant Professor of Psychology in post-secondary institutions as well as a TN Licensed School Counselor with the local K-12 school systems. Her experiences include developing strong collaborative relationships, as well as mentoring students to empower them for college attainment and significant roles in an increasingly global economy and world.

Professional experiences include the advancement of student academic advising, leading students in study abroad programs, and career/college degree completion. Collaboration includes the Identifying and design of new initiatives with education programs, technology integration and grant writing focusing on long range planning. Lisa is married to Bob Davies and they have two sons residing in Knoxville and Johnson City, Tennessee.

Greg Armstrong

Greg Armstrong teaches life science and is an academic advisor at Friendship Christian School. He started Run4Water in 2010. Run4Water encourages youth and adults to "run for a purpose." The organization focuses on engaging individuals (especially young people) to get involved in volunteer work both globally and domestically. Run4Water currently works in Nicaragua, Haiti, Costa Rica, Uganda, Kenya and Hancock county TN. The primary mission is providing water and/or water sterilization to those without. Greg and his wife, Shelley, have two daughters and reside in Lebanon, Tennessee.

Craig Swanson

Craig is co-founder and President of Insignia Health. Insignia partners with leading health systems, hospitals, insurers, public health providers and pharmaceutical companies in the U.S. and abroad to help individuals become more active self-managers of their health and healthcare.

As individuals progress along the continuum of activation -- as measured by the Patient Activation Measure® (PAM®) -- they experience fewer health crises and become better self-managers. Over 400 independent peer-reviewed published research studies over the past decade have validated PAM by showing that increased activation translates into better health and lower healthcare costs.

Prior to Insignia Health, Craig co-founded Definity Health in 1998 and served as Chief Financial Officer, Strategy and Corporate Development Lead and Head of Operations.

Craig was also a Manager for Deloitte Consulting within the healthcare and communication industry practices. His strategy and M&A clients included leading organizations such as Kaiser Permanente, Blue Cross Blue Shield, Bell Canada, and MCI. Craig serves on the board of the Minnesota chapter of the Nature Conservancy.

He holds a Master's Degree in Business Administration from the University of Minnesota's Carlson School of Management and completed undergraduate studies at the University of Vermont.

Beth Mullins

Beth Mullins is a Principal with DHG Healthcare, the national healthcare practice of Dixon Hughes Goodman, LLP. Beth has over 20 years of healthcare experience in various roles, including managed care contracting, pricing transparency, clinically integrated networks, and business development. Beth leads the managed care business consulting segment of DHG Healthcare's National Strategy Practice.

Beth's experience includes international and domestic consulting experience with health systems, an in-depth knowledge of health plan and other payer systems, results-oriented managed care/provider pricing negotiations, strategic planning and product line analyses as well as building and broadening physician relationships. This continued focus on the strategic plan and its implementation has earned her recognition in the industry as a top performer.

Rachel Hervatin

Rachel is a Manager with DHG Healthcare's National Strategy Practice. She joined DHG in January 2017 as a member of the managed care consulting team. Rachel has six years' experience supporting clients in the development of their managed care strategies and negotiating payer contracts on behalf of hospitals, ambulatory surgery centers, specialty physician groups, long-term care facilities and other healthcare providers.

Paul Bolin

Paul Bolin has more than twenty years at Williamson Medical Center (WMC) and has served in several leadership roles including Chief Financial Officer, Chief Compliance Officer, Controller, and Revenue Cycle Executive. WMC is regarded as one of the most successful independent community hospitals in the state and is known for great outcomes, high touch personal service and financial viability.

Bolin is a Fellow in the Healthcare Financial Management Association (HFMA), has served as Tennessee Chapter President, and on the HFMA National Advisory Council. He serves his community and industry by having served on the boards of Mercy Community Healthcare, United Way of Williamson County and Christian Care Communities of Kentucky.

Bolin, a certified public accountant, earned an MBA from the Massey School at Belmont University. Paul has taught healthcare leadership classes for local universities as well as is a frequent speaker at healthcare leadership conferences.

Bolin takes health and wellbeing personally by participating in and encouraging others to participate in triathlons, running races, bike riding and strength training. Paul, his wife Pam and their three daughters all live in Franklin.

Paul Keckley

Dr. Keckley is Principal of The Keckley Group, a research and advisory practice focused on health industry trends, policy issues, and growth strategies.

He is a sought-after speaker and prolific author, having published 200 articles, authored three books and his weekly report, The Keckley Report. During the period preceding the passage of the Affordable Care Act, he facilitated a series of meetings between the White House Office of Health Reform and major health industry trade groups as private sector input was sought in the legislation.

He served as the Executive Director of the Deloitte Center for Health Solutions in Washington, DC, and in Executive Management at Vanderbilt University Medical Center. He is a regular contributor to network and business coverage of health industry trends and health reform including the New York Times, CNN, Wall Street Journal, Fox News, ABC, Financial Times and others.

He is an Independent Director of Tivity Health, advisor to the Lipscomb University College of Pharmacy, Oration BPC, and Western Governors University, and member of the Health Executive Network and Nashville Health Care Council.

Mark Steinkirchner

Since joining Geisinger in 2012, Mark has been Geisinger's Point of Service Manager for the past 5 years. Prior to his current role, Mark was responsible for the Geisinger Financial Counseling team. In this role he led Geisinger's Trusted Advisor initiative designed to support community assessment and needs in compliance with the Affordable Care Act (ACA) mandates.

Prior to joining Geisinger, Mark worked in the student loan industry where he held various operational leadership positions in customer service, mail operations, document imaging and retention as well as e-commerce and financial bank reconciliations.

Mark is also a trumpet player and attended Mansfield University in Northern Pennsylvania in pursuit of a music degree but later changed direction and graduated with a Business Administration degree. He was selected as the student member of the Mansfield Faculty Brass Quintet where he performed for 3 years around the eastern U.S. and toured abroad in Ukraine and Russia. Mark also holds a Master of Business Administration Degree from Wilkes University in Wilkes Barre PA.

George Webby

George has served as Director of Patient Services and Collections of Revenue Management for Geisinger since 2011. He is responsible for the operational administration of patient billing and collections for Geisinger hospitals and physician practices. Prior to joining Geisinger, George worked in the student loan industry from 1989 to 2010 in various management roles.

George earned his MBA from Misericordia University located in Dallas Pennsylvania and an MIS Certification from Penn State University. George has served as a Sponsorship Chair, Board Member, and is currently the Treasurer for the Northeast PA HFMA chapter.

REGISTRATION, FEES, AND CONTINUING EDUCATION CREDITS

Registration is available by clicking the “Registration now open” link on our website at:

<http://www.tnhfma.org/Fall-Institute>

INSTITUTE TICKETS	FULL INSTITUTE		
	By September 30, 2018	After September 30, 2018	
Provider/Student Member	\$150	\$200	
Provider/Student Non-Member	\$200	\$250	
Other HFMA Member	\$200	\$250	
Other Non-Member	\$250	\$300	
	SINGLE DAY		
	By September 30, 2018	After September 30, 2018	
Provider/Student Member	\$70	\$120	
Provider/Student Non-Member	\$95	\$145	
Other HFMA Member	\$95	\$145	
Other Non-Member	\$120	\$170	
GUEST TICKETS	GOLF TOURNAMENT	THURSDAY LUNCH	CORNHOLE TOURNAMENT
	Wednesday, Oct 17 th \$95 / person	Thursday, Oct 18 th \$30 / person	Wednesday, Oct 17 th \$30 / person

Cancellation Policy

If cancellations are received after October 3rd, 2018, there will be a \$50 administrative fee. **Registrants who do not cancel, cancel the first day of the Institute (October 17th, 2018), or fail to attend will not be eligible for a refund.** Substitutions, however, are permitted. Registration forms and cancellations must be emailed. Phone and voicemail are **not** valid forms of communication. For more information regarding administrative policies such as complaints and refunds, please contact us via the link on our contact page: <http://tnhfma.org/Contact-U.S>.

CPE Credits

TNHFMA recommends a maximum of 11.5 hours CPE for the 2018 Fall Institute. The Tennessee Chapter of the Healthcare Financial Management Association (HFMA) 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: <https://www.nasbaregistry.org>.



If you have questions or concerns regarding educational programs provided by TNHFMA please contact our Programs and Education Chair, Lisa Brantley, at programs-education@tnhfma.org. Please direct questions about CPE, including certificates, to our CPE Coordinator, LeeAnn Burney, at cpe@tnhfma.org.

Program Level: Basic

Prerequisites: None

Advanced Preparation: None

Delivery Method: Group Live

Field of Study: Specialized Knowledge unless otherwise specified

Handouts

In an effort to be **green**, printed handouts will generally **NOT** be provided. However, handouts will be posted to the institute website. Attendees will be e-mailed when handouts are available for printing or download.

ADDITIONAL CONFERENCE INFORMATION

Hotel

Reservation Deadline: October 7th, 2018

The 2018 Spring Institute will be held at The Park Vista Inn in Gatlinburg, TN. Please make your reservations no later than October 7th, 2018 to take advantage of our group rate of \$130/night (plus taxes and fees). To reserve a room, please call 1-800-421-7275 and ask for reservations. Please indicate you are part of the TN Chapter Healthcare Financial Management block of rooms, reservation code: HFM. You may also book your reservation online by clicking here: <http://www.parkvista.com/>.

Check-in time is 4:00 pm and Check-out time is 11:00 am. Please Note: Cancellations on guest rooms must be made 72 hours prior to the arrival date to qualify for a refund.

Smoking and Dress Policy

A “No Smoking Policy” has been adopted for all meetings. “Business Casual” attire is appropriate for all educational meetings and activities.

Special Dietary Needs

Please indicate any special dietary needs on your registration, so we can try to accommodate your request. If you are not planning to attend any of the meal functions, please indicate this as well. This information will be useful in planning the number of meals to be served. Thank you for your cooperation.

Door prizes

There will be prize drawings held on Friday, October 19th, at the close of the meeting. You must be present to win!!

CHAPTER SPONSORS
AS OF SEPTEMBER 18, 2018

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