LEADING THROUGH CHANGE

The Fall Institute

October 24-26, 2012

TENNESSEE
Healthcare
Finance
Management
Association

60TH ANNIVERSARY

thefallinstitute.org

hfma™ tennessee chapter
healthcare financial management association

President's Message

With the advent of autumn come many glorious events. Beginning with the kickoff of college football and continuing into the Thanksgiving holiday, the season brings about changes in weather and attitudes as the oppressive heat of summer dissipates into the crispness of the autumn breeze. With the changing of the seasons and the changes in the world of healthcare finance, the one constant is the TNHFMA Fall Institute in beautiful Gatlinburg, TN surrounded by the colorful mountains and your peers. This year's event offers a special opportunity to experience a once in a lifetime moment as we celebrate the 60th anniversary of TNHFMA. As always, the Institute has a fantastic lineup of educational opportunities but will also offer celebratory moments with numerous past Presidents of the chapter. A special lunch celebration is planned for the membership and past Presidents to enjoy the memories with those who have led the chapter through the past changes in healthcare and helped to promote the success of the Tennessee Chapter. So make your plans to join us as we acknowledge those for whom all credit is due for the respect TNHFMA maintains nationally among our peer chapters.

See you in Gatlinburg!

Marc Carter
2012/2013 TNHFMA President

Fall Institute Committee Members

Merle Glasgow – Co-Chairperson
ARx

Martha Calfee - Co-Chairperson
Matheney Stees & Associates, PC

Brad Adams
Vanderbilt University

Kennon Askew
LetterLogic

Lisa Austin
Mountain States Health Alliance

Amanda Barron
Mountain States Health Alliance

Summer Brown
McKesson Corporation

David Burchfield
The University of Memphis

LeeAnn Burney
Maury Regional Medical Center

Mark Cameron
RevenueVantage

Ben Carpenetti
Carpenetti & Associates

Marc Carter
CBC

Rosalind Carter
Unified Health Services

Paula Claytore
Mountain States Health Alliance

Brandon Harrison
Kraft Healthcare Consulting, LLC

Mike Johns
QHR

Joe Johnston
Frost Arnett

Linda Knight

Neil Koonce
Healthcare Receivables Group

David Lane
Revenue Cycle Performance Group

Buffy Loveday
Emdeon

Bill Matheney
Matheney Stees & Associates, PC

Cynthia McBride
McKesson Corporation

Reed McCulloch
Williamson Medical Center

Kelly Miller
Kraft Healthcare Consulting, LLC

Patrick Miller
Professional Recovery Consultants

Tina Minnick
Press Ganey Associates, Inc.

Jennifer Mitchell
Parallon Business Performance Group

Lynn Musselwhite
Mountain States Health Alliance

Pete Pearson
Pershing Yoakley & Associates, PC

Chad Preston
Parallon Business Performance Group

Michael Sizemore
Medical Reimbursements of America

Guice Smith
SBR Healthcare Executive Search

Amy Totty
Healthcare Receivables Group

Carmen Voelz
OptumInsight

John Zimmerling
Accordias Healthcare Services, LLC

Schedule at a Glance

Tuesday – October 23

1:00	Golf Tournament – Gatlinburg Golf Course
1:00 – 5:00	Smoky Mountain Hike to Grotto Falls (meet in the Park Vista lobby)
1:00 - 5:00	Chris Johnson - Pre-Conference CHFP Certification Coaching Practicum
3:00 - 8:00	Registration
4:00 - 7:00	Sponsor Set-up in Solutions Hall
7:00	Fall Institute Committee Meeting
7:30 - 9:30	Opening Dessert Reception and Cornhole Tournament

Wednesday – October 24

7:30 - 5:00	Registration
8:00 - 9:00	Buffet Breakfast
9:00 - 10:15	Doug Lipp – The Magic of Exceptional Service, Leadership, and Teamwork
10:15 – 10:30	Break in the Solutions Hall
10:30 – 11:45	Doug Lipp (continued)
11:45 – 1:00	Lunch & HFMA 101 by Guice Smith & John Zimmerling
1:00 – 2:15	Concurrent Sessions • Pace Porter – Accounting & Auditing Update • Jody Hume-Rowland – Case Study: Vanderbilt Pharmacy's Patient Assistance Program
2:15 – 2:45	Break in the Solutions Hall
2:45 – 4:00	Concurrent Sessions • Rodney Adams & Kristin Wayne – It Ain't Easy Being LEAN! • Heather Greene, MBA, RHIA, CPC, CPMA, AHIMA Certified ICD-10 PCS/CM Trainer – ICD-10: The Elephant in the Room
4:00 – 4:15	Break in the Solutions Hall
4:15 - 5:15	Concurrent Sessions • Brad Adams – Meaningful Use: Audit Preparedness • Emily W.G. Towey – Protecting Your Billing Privileges: Four Steps to Medicare Enrollment Compliance
5:15 - 6:30	President's Reception in the Solutions Hall
6:45 - 8:30	Kurt Swersky Memorial BBQ at Twin Creeks Picnic Pavilion

SCHEDULE AT A GLANCE *(continued)*

Thursday – October 25

7:00 – 5:00	Registration
7:00 – 8:00	STAR Committee Meeting & Breakfast
7:00 – 8:00	Breakfast in the Solutions Hall
8:00 - 9:00	General Session with Jim Landman – Defining and Delivering Value in Healthcare
9:00 – 10:00	Dr. Clay Runnels – Qualified Medical Screening in the Emergency Room
10:00 – 10:30	Break in the Solutions Hall
10:30 – 11:45	Don Crosby – Learning About People from the Inside Out Rather than the Outside In!
11:30 – 1:00	Awards Luncheon & 60th Anniversary Celebration
1:00 – 2:15	Concurrent Sessions • Becky Black – Are You Winning the Battle Against Denials and Recoupments? Winning the Battle with EMR for the Revenue Cycle • Carol Carden & Lyle Oelrich – Practice Valuation and Physician Compensation Planning Considerations
2:15 – 2:30	Break in the Solutions Hall
2:30 – 3:45	Concurrent Sessions • Mary Mirabelli – What's Really Happening with Alternate Payment Models – Fee-for-Service to ACOs – Early Lessons Learned and Operation Implications • Bryon Pickard – Physician Billing/Business Offices/Beyond Physician Revenue Cycle Basics
3:45 – 4:00	Break in the Solutions Hall
4:00 - 5:15	Concurrent Sessions • Kathy Reep – Recovery Auditors, MAC Reviews, and Determining Patient Status • Brad Logan – Minimize Losses from Employed Physician Practices
4:00 -5:15	Chapter Board Meeting
5:15 – 7:00	Sponsor Reception and Sponsor Drawings in the Solutions Hall
	Dinner is on your own

Friday – October 26

7:30 – 10:00	Registration
7:30 – 8:30	Prayer Breakfast with Inky Johnson
7:30 – 8:30	Breakfast in the Solutions Hall
8:30 – 10:15	Carla Engle & Tracy Purcell – "Medicaid / TennCare Expansion and Healthcare Reform: How Will it Affect Tennessee Providers?" and "State Consideration for Medicaid Eligibility Expansion and Exchanges
10:15 – 10:45	Break in the Solutions Hall
10:45 – Noon	Bruce Pearl – Be the Best You Can Be – Focus and Enjoy the Process!
10:45 - Noon	Sponsor Teardown
Noon	Closing Announcements & Door Prizes (you must be present to win)

Agenda and Presentation Descriptions

Tuesday – October 23, 2012

Golf Tournament **1:00 PM**

Smoky Mountain Hike to Grotto Falls (meet in the Lobby) **1:00 – 5:00 PM**

Registration **3:00 – 8:00 PM**

Pre-Conference CHFP Certification Coaching Practicum with Chris Johnson **1:00 – 5:00 PM**

The Certification Course Practicum is an interactive, participatory way of preparing for HFMA's CHFP examination through short lectures and case studies. Participate in an intensive afternoon of short lectures and solve practical, everyday healthcare finance problems in a group setting to hone your knowledge and prepare for the CHFP exam.

Becoming certified distinguishes you as a leader and high-level professional in the healthcare finance industry. It reflects a deep personal commitment and sense of accountability that inspires credibility and confidence in your professional knowledge. Through HFMA Certification Programs, you can show your dedication to high industry standards.
CPA CPE Credits: Specialized Knowledge 4.5 Hrs

Sponsor Set-up in the Solutions Hall **4:00 – 7:00 PM**

Fall Institute Committee Meeting **7:00 PM**

Opening Dessert Reception and Cornhole Tournament **7:30 – 9:30 PM**

Wednesday – October 24, 2012

Registration **7:30 AM – 5:00 PM**

Buffet Breakfast **8:00 – 9:00 AM**

Opening General Session **9:00 – 10:15 AM**

The Magic of Exceptional Service, Leadership, and Teamwork
Doug Lipp
Exceptional customer service breaks down if leadership doesn't model the desired attitude and behavior. Doug zeroes in on the concept of great leadership equals great customer service and then reinforces his concepts with examples of successful strategies from Disney and other organizations. Management is responsible for building a strong team by setting the tone. Few people are "natural born leaders," and Doug demonstrates how an extraordinary attitude and communication style can transcend the organization and make a difference. While front-line employees take care of the external customer, the leadership team is responsible for taking care of the internal customer. The strongest organizations have leaders who role-model attitudes and behaviors that inspire heightened productivity, plus maximize both personal and professional success.
CPA CPE Credits: Specialized Knowledge 1.5 Hrs

Break in the Solutions Hall **10:15 – 10:30 PM**

Doug Lipp, (*continued*) **10:30 – 11:45 PM**
Continuation of Earlier Session
CPA CPE Credits: Specialized Knowledge 1.5 Hrs

Lunch **11:45 – 1:00 PM**
HFMA 101 – How Can I Benefit and Be More Involved?
Guice Smith and John Zimmerling
This session is designed to provide more information about HFMA and to explain how you can get more involved with the Chapter. You will learn about the benefits, products, and services HFMA can offer you personally, as well as the leadership opportunities that exist within the Tennessee Chapter. A portion of the topics include: How the Tennessee Chapter is organized, National HFMA structure, Founders Award Points, and Certification process.
CPE Credits: Specialized Knowledge - 1.0 Hrs

Concurrent Session **1:00 – 2:15 PM**

Accounting & Auditing Update
D. Pace Porter
This presentation will cover recent accounting and financial reporting issues and related pronouncements that are unique and specific to the healthcare industry. Matters covered will include emerging issues such as accounting for patient service revenue, incentive payments for meaningful use of EHR, and ICD-10 implementation costs. The presentation will also discuss recent changes to the AICPA Audit and Accounting Guide, *Health Care Entities*. Other general accounting matters which have recently been addressed or are on the near horizon will also be discussed, particularly as they relate to the healthcare industry.
CPE Credits: Accounting and Auditing – 1.5 Hrs

Case Study: Vanderbilt Pharmacy's Patient Assistance Program
Jody Hume-Rowland
Pharmacy Patient Assistance Programs (PAPs) are designed to facilitate medication access among the under/uninsured population. These programs provide relief not only to the patient, but also to the facilities and clinicians who care for them. The benefits of a successful PAP far outweigh the resources required to initiate and support the program. Patients are able to adhere to prescribed treatment regimens, preventing disease progression. Visits to the Emergency Department and unnecessary hospitalizations resulting from non-compliance are avoided. Through the efforts of the Vanderbilt PAP team, assistance has been provided to an average of 90 patients each month resulting in approximately $2,100,000 worth of medications each year. While PAPs provide many benefits, the application process can be complex. A well-structured program and appropriate software support tools can streamline the process, providing value to all stakeholders. This session will describe the different types of Pharmacy PAPs, define the stakeholders, detail the methods of capturing true cost savings and describe the tools to use in setting up a program. At the end of this presentation, attendees will be able to identify the different types of Pharmacy PAPs, will know the best way to serve their stakeholder population, and will have the tools to begin and quantify the outcomes of their own in-house program.
CPE Credits: Specialized Knowledge – 1.5 Hrs

Break in the Solutions Hall **2:15 – 2:45 PM**

Concurrent Sessions **2:45 – 4:00 PM**

It Ain't Easy Being LEAN!

Rodney Adams & Kristin Wayne

During this session we will explore the early stages of the LEAN transformation at Maury Regional Medical Center. Join Kristen and Rodney as they candidly discuss the successes and challenges faced along the way to becoming a LEAN organization. You will also begin to understand basic LEAN concepts and terminology and learn practical strategies for implementing a LEAN program at your hospital. Attendees will gain an understanding of our decision to pursue LEAN at this time, learn basic LEAN concepts and terminology, and review strategies for implementing a LEAN program at your hospital. The presenters will discuss successes/challenges of their LEAN journey. After this fun and informational session attendees will have a basic understanding of LEAN principles. Attendees will also learn about some "real world" examples of LEAN process improvements to help you better navigate your LEAN voyage or decide to "set sail" and begin your own LEAN transformation.

CPA CPE Credits: Specialized Knowledge 1.5 Hrs

ICD-10: The Elephant in the Room

Heather Greene, MBA, RHIA, CPC, CPMA, AHIMA Certified ICD-10 PCS/CM Trainer

This session will examine why this country needs to move to ICD-10, how ICD-10 differs from ICD-9 and how ICD-10 is structured. This session is a basic introduction to what lies ahead for health care with regard to coding and documentation. The attendees will gain an understanding of the breakdown the guidelines for ICD-10, divulging the similarities to ICD-9. This presentation will help the audience understand how hospitals and physicians will continue to work together successfully.

CPA CPE Credits: Specialized Knowledge 1.5 Hrs
AAPC CEU Credits: 1.5 Hrs

Break in the Solutions Hall **4:00 – 4:15 PM**

Concurrent Sessions **4:15 – 5:15 PM**

Meaningful Use: Audit Preparedness

Brad Adams

The American Recovery and Reinvestment Act of 2009 allocated $25.8 billion to incentivize the adoption and meaningful use of electronic health records (EHR). The potential to recoup a significant portion of EHR investments has prompted most hospitals and providers to participate in the Meaningful Use program. In late July 2012 the first physician practices began to receiving audit notification letters and requests for information. Would you or your clients be able to provide all of the required and requested documentation in two weeks?

This session will review Stage 1 Meaningful Use requirements and strategies to document related decision-making processes, interpretation, and calculation. The speaker will review the current status of Meaningful Use audits and discuss additional risks that may impact Meaningful Use programs. Attendees will have an improved understanding of the actions necessary to prepare for a Meaningful User audit including examples of criteria documentation.

CPA CPE Credits: Specialized Knowledge 1.0 Hrs

Protecting Your Billing Privileges: Four Steps to Medicare Enrollment Compliance

Emily W.G. Towey

In March 2011, top U.S. Government Accountability Office (GAO) officials identified increased enforcement of Medicare's complex enrollment requirements as its number one strategy for combating fraud and abuse in the Medicare program. Consistent with this recommendation and health reform mandates, the Centers

for Medicare and Medicaid Services (CMS) has promulgated new enrollment requirements and heightened enforcement of such requirements. Healthcare providers should no longer consider the Medicare enrollment process as a bureaucratic exercise in paperwork completion. Unless providers make Medicare enrollment a top compliance priority, they could face Medicare billing privilege revocation or denial. Senior Executives, Compliance Officers, General Counsel and outside legal counsel will benefit from this program. This session will review important Medicare enrollment rules and recent developments in the Medicare enrollment process. Attendees will learn about pitfalls and best practices in completing the Medicare enrollment process. Attendees will hear about recommended steps for incorporating enrollment compliance into a healthcare organization's daily operation. Attendees will be provided with PowerPoint handouts and a program outline, checklist of organizational changes that must be reported to CMS through the enrollment process and sample enrollment policies.
CPA CPE Credits: Specialized Knowledge 1.0 Hrs

President's Reception in the Solutions Hall **5:15 – 6:30 PM**

Kurt Swersky Memorial BBQ **6:45 – 8:30 PM**
Twin Creeks Picnic Pavilion

Thursday – October 25, 2012

Registration **7:00 AM – 5:00 PM**

STAR Committee Meeting & Breakfast **7:00 – 8:00 AM**

Breakfast in the Solutions Hall **7:00 – 8:00 AM**

General Session **8:00 – 9:00 AM**

Defining and Delivering Value in Healthcare
Jim Landman
Value is driving a fundamental reorientation of the healthcare system. To successfully manage the transition to value, healthcare organizations should organize efforts around driving value for care purchasers. Finance leaders will play a critical role in this strategic transformation. The presenter will discuss stakeholder perspectives on how new payment methods can create value, develop strategies for improving value delivered to purchasers and payers, and describe how providers are preparing for value-based payment.
CPA CPE Credits: Management Advisory – 1.0 Hrs

General Session **9:00 – 10:00 AM**

Qualified Medical Screening in the Emergency Department
Dr. Clay Runnels
Deploying appropriate medical screening in your emergency department can serve to direct your patient population to the appropriate care setting. This presentation will highlight how this strategic initiative has been deployed at Mountain States Health Alliance facilities and illustrate the key financial/clinical results. The learning objectives for this session will be to explore medical screenings within the constraints of EMTALA, the educational needs of patients with respect to appropriate care settings and how clinical and financial teams must work in tandem to affect ED overutilization. Medical screening programs in the emergency department will teach patients to access care appropriately, thus improving throughput and outcomes for true emergency cases. This program also drives down costs for patients, providers and payers, thus allowing continued financial sustainability.
CPA CPE Credits: Management Advisory – 1.0 Hrs

Break in the Solutions Hall **10:00 – 10:30 AM**

General Session **10:30 – 11:45 AM**

Learning About People from the Inside Out Rather than the Outside In!
Don Crosby
Businesses and organizations have always had challenges with people, but probably never as critical as today because of new laws and regulations. So, by having improved communications with clarity within a workforce you can reduce serious emotional and expensive repercussions. During this session you will receive a demonstration of some effective principals and tools to help you break the sound barrier of misunderstandings. Learn how to take a deep breath approach to dealing with complex situations. Attendees will learn approaches such as, "Don't take it personal", "How do others see it, and … need it?", and "Stop, listen, understand and talk". This session is geared to be a thought-provoking delivery of information that will compel your imagination to provide you with the insight for your most important business or personal relationships. This session is focused to help you take the sting out of dealing with challenging people situations to help you with improving your quality of life.
CPA CPE Credits: Specialized Knowledge – 1.5 Hrs

Awards Luncheon & 60th Anniversary Celebration **11:30 – 1:00 PM**

Concurrent Sessions **1:00 – 2:15 PM**

Are You Winning the Battle Against Denials and Recoupments? Winning the Battle with EMR for the Revenue Cycle
Becky Black
Saint Joseph's Hospital of Atlanta (SJHA) uses documentation of activity created throughout the revenue cycle to overturn hundreds of claims that would otherwise be denied. By creating an "EMR" (Electronic Medical Record) for the revenue cycle area, they are winning the battle with denials and after payment recoupments. SJHA leverages digitized and stored documents and conversations to prove the hospital's right to be paid and protect such payments from recoupment years down the road. The result has added hundreds of thousands of dollars back to the bottom line and a very positive ROI related to this project. This session will evaluate opportunities and methods for documenting activity on the business side of patient care and consider strategies to leverage documentation for increased reimbursement. This session will include a discussion on how a central repository for revenue cycle activity can improve work flow between departments. The presenter will identify opportunities to improve quality and compliance by monitoring records of revenue cycle activity and establishing metrics as key performance indicators. Attendees will learn how to track revenue cycle activity to limit denials and recoupments and add dollars back to the bottom line. You will receive a checklist to assist you in performing an inventory of your own organizations opportunities for improvement.
CPA CPE Credits: Management Advisory – 1.5 Hrs

Practice Valuation and Physician Compensation Planning Considerations
Carol Carden & Lyle Oelrich
This session is designed to identify the primary planning considerations for a hospital or health system that is considering the purchase of a physician practice and the employment of the practice's physicians. Key topics to be addressed during the discussion include:

- What valuation approaches are typically used?
- How are the practice's intangible assets valued?
- How does an expected conversion to provider-based rates impact the valuation?
- What are the various physician compensation options?

- Can physicians continue to benefit from ancillary revenue streams?
- Can quality be rewarded through compensation arrangements?

Attendees will learn key physician practice and compensation planning considerations. This session will equip healthcare leaders with planning information for consideration when purchasing/selling a physician practice and when negotiating compensation arrangements with employed physicians.
CPA CPE Credits: Management Advisory – 1.5 Hrs

Break in the Solutions Hall **2:15 – 2:30 PM**

Concurrent Sessions **2:30 – 3:45 PM**

What's Really Happening with Alternate Payment Models – Fee-for-Service to ACOs – Early Lessons Learned and Operational Implications
Mary Mirabelli
This presentation focuses on the challenges and opportunities of alternate payment models in this ever-changing healthcare landscape. Payment models will be reviewed from lowest to highest risk for providers. The underlying requirements to make these models work will be explored and described. Challenges of the way providers and physicians are organized today will be outlined. Lastly, real world examples of executed payment models will highlight the people, process and technology changes needed to make these models successful. This session will describe the risk continuum associated with various alternate payment methodologies. The presenter will highlight facts about the Accountable Care Organization (a part of the health reform law). This session will propose how "theory" moves into day-to-day operational practice and share specifically how financial processes are impacted in alternate payment models and provide "real world" examples. Attendees will walk away understanding the complex continuum of alternate payment models in a world of reform. The financial and operational implications of these models will be outlined. Real world examples of executed alternate payment models highlight needed changes in the revenue cycle from a people, process and technology perspective. Guidance and suggestions for building a plan to manage various payment models are presented for consideration.
CPA CPE Credits: Management Advisory – 1.5 Hrs

Physician Billing/Business Offices/Beyond Physician Revenue Cycle Basics
Bryon Pickard
Market forces and payment reform are driving increases in physician practice acquisitions, consolidation, and new organizational models. An understanding of the administrative components making up the physician revenue cycle is essential for achieving future success in this changing landscape. Gain insight into best practices and available technologies that optimize performance, eliminate wasteful re-work, reduce costs and enhance the patient experience. The presenter will describe key drivers of physician revenue cycle performance and examine external best practice benchmarks. Attendees will learn how to seize opportunities for automating essential revenue cycle activities and challenge status quo and create an environment of continuous improvement. Regulatory and technological changes are transforming the revenue cycle as we know it. Attendees will learn how to navigate professional and technical revenue cycle activities which are often in lockstep and fundamentally different at the same time.
CPA CPE Credits: Management Advisory – 1.5 Hrs

Break in the Solutions Hall **3:45 – 4:00 PM**

Concurrent Sessions **4:00 – 5:15 PM**

Recovery Auditors, MAC Reviews, and Determining Patient Status
Kathy Reep
This session will look at the current status of Medicare Recovery Auditor reviews, the new prepayment review demonstration, and the competing review processes recently initiated by the Medicare Administrative Contractors. The session will also look at CMS's recent inquiry into issues surrounding patient status and options for the future. Attendees will gain an understanding of the current RAC review process and areas of focus. The presenter will discuss the outcomes of recent RAC reviews from a data perspective and the prepayment review programs implemented by both the RACs and the MACs. Attendees will gain an understanding of where CMS could be headed in the future with options for determining patient status. Recognize that while the RAC process is here to stay, there is much room for improvement. At the same time, the session will look at potential legislative and regulatory changes that could impact the RAC and MAC review programs.
CPA CPE Credits: Specialized Knowledge – 1.5 Hrs

Minimize Losses from Employed Physician Practices
Brad Logan
As hospitals continue to employ physicians at record numbers this presentation identifies the top 10 areas for improvement in the practices. This session will provide attendees with information on reducing the cost of hospital based physician operations. This presentation will help the audience understand how to assist hospitals and physicians to continue to work together successfully.
CPA CPE Credits: Management Advisory – 1.5 Hrs

Chapter Board Meeting **4:00 – 5:15 PM**

Sponsor Reception and Sponsor Drawings in the Solutions Hall **5:15 – 7:00 PM**

Dinner on your own

Friday – October 26, 2012

Registration **7:00 – 10:00 AM**

Prayer Breakfast **7:30 – 8:30 AM**

An Amazing Story of Faith and Perseverance
Inky Johnson
With his unique talents, Inky seemed destined for the riches and glory of the National Football League. But his future was dramatically altered late in the fourth quarter in the game against the Air Force Academy. Inky suffered a severe injury that threatened and ultimately altered his life, in a matter of seconds crushing the plans he had for a career in the NFL and beyond. Through it all, Inky never gave up hope or faith in the One whose plans are perfect. His story of a life filled with faith and perseverance proves that Inky Johnson is a bigger hero today than he ever could have been with a stellar NFL career.

Breakfast in the Solutions Hall **7:30 – 8:30 AM**

General Session **8:30 – 10:15 AM**

"Medicaid / TennCare Expansion and Healthcare Reform: How Will it Affect Tennessee Providers?" and "State Consideration for Medicaid Eligibility Expansion and Exchanges"

Carla Engle and Tracy C. Purcell

This presentation will review the current state of Medicaid and the impact of the recent Supreme Court ruling on the Affordable Care Act (ACA). Attendees will learn how Tennessee providers will be affected and what you can do to better prepare for ACA changes. This session looks at the current state of Uninsured and Medicaid recipients in the U.S. and Tennessee. Attendees will gain an understanding how the Supreme Court ruling changed how the State of Tennessee is preparing for the upcoming changes. This session will address key Medicaid/TennCare changes under the new Healthcare Reform law. Attendees will learn general information about the current state of Medicaid and how best to prepare for the upcoming changes in 2014. This session will also focus on Tennessee's decision making process for expanding Medicaid. This could have significant impacts on the State, employers, providers, and citizens of the State.

CPA CPE Credits: Management Advisory – 2.0 Hrs

Break in the Solutions Hall **10:15 – 10:45 AM**

General Session **10:45 AM – Noon**

Be the Best You Can Be – Focus and Enjoy the Process!

Bruce Pearl

CPA CPE Credits: Specialized Knowledge – 1.5 Hrs

Sponsor Teardown **10:45 – Noon**

Closing Announcements – Door Prizes & Adjournment **Noon**

(You must be present to win)

Speaker Biographies

(alphabetical)

Brad Adams, CPA

Brad has over 10 years of healthcare experience at Vanderbilt University Medical Center. He has held successive positions in financial reporting and budgeting, revenue cycle/business office, academic administration, and internal audit. He currently focuses on revenue cycle analytics, operational process improvement and internal controls, and information technology reviews.

Brad is a graduate of Tennessee Technological University and the University of Tennessee, where he earned a Master of Accountancy with an emphasis in Information Systems. He has published articles in the Journal of Accountancy and New Accountant and also serves as an Adjunct Faculty Member at Lipscomb University.

Rodney Adams

Rodney is the Director of Pre Service and Patient Access for Maury Regional Medical Center in Columbia, TN. He holds a Bachelor's Degree in Business Administration from Warren National University. Adams has worked at Maury Regional for over seven years holding various positions in the Revenue Cycle during his tenure. Adams was responsible for the formation of the Pre Service Department and its functions at MRMC. He has also led various projects including the implementation of new processes and systems around POS Collections, Registration QA, Financial Counseling, Scheduling, Pre Registration, and Pre Certification.

Rebecca (Becky) T. Black, FHFMA, CPA

Becky entered the healthcare arena over 25 years ago and is currently the Vice President for Revenue Cycle operations for Saint Joseph's Health System of Atlanta. Becky previously served as the Director of Financial Services for Saint Joseph's from 2004-2008. She is a Certified Public Accountant and holds Healthcare Financial Management Association certifications in financial management, managed care and patient accounting. She has been a Fellow since 1993.

Becky has held numerous offices, Board/Director and chair positions for the Georgia Chapter of HFMA over the last 15 years, serving as Chapter President in 2003-04. She has also served as a member of the Chapter Advancement Team for National HFMA from 2004-2007, was a member of the National HFMA editorial review panel for five consecutive years and is a recipient of HFMA's William G. Follmer Bronze, Robert H. Reeves Silver, Frederick T. Muncie Gold and the Founders Medal of Honor Awards. She has spoken to HFMA audiences on various topics including reimbursement, managed care and healthcare finance.

Becky holds a B.S. degree in Accounting from Florida State University and a Masters of Public Administration in Health Services Management from Golden Gate University.

Carol Carden, CPA/ABV, ASA, CFE

Carol is a Principal with Pershing Yoakley & Associates, P. C. (PYA) and provides business valuation and related consulting services to a wide variety of business organizations, primarily in the healthcare industry. Ms. Carden's primary areas of expertise are in finance, valuation, managed care and revenue cycle operations for healthcare organizations. She has performed appraisals of businesses and securities for a wide variety of purposes such as mergers, acquisitions, joint ventures, management service agreements and other intangible assets. She is also a nationally-recognized speaker and writer on healthcare valuation topics.

In addition to being a Certified Public Accountant, she has also earned the Accredited in Business Valuation (ABV) credential from the American Institute of Certified Public Accountants, the Accredited Senior Appraiser (ASA) credential from the American Society of Appraisers and the Certified Fraud Examiner (CFE) credential from the Association of Certified Fraud Examiners. She is the Chair of the Business Valuation

Committee for the AICPA, was Chair of the 2010 National AICPA Business Valuation Conference, and was on the planning committee for the 2011 AICPA National Healthcare Conference.

Don Crosby

Don Crosby embodies more than nineteen years of consulting and training experience. During that time, Don has successfully assessed more than 20,000 people while working with small, medium and Fortune 500 companies. Don has established himself as an accomplished speaker and a popular choice for organizations holding workshops, seminars, and retreats while consulting and training on the concepts of human behavior and "Why you do, what you do". Don's passion for people can be heard first-hand on his syndicated radio talk show, Sound Behavior. Motivated with a strong dedication to improving the caliber of one's understanding of their natural dynamics and impacting relationships, Don has the ability to help organizations get the best out of their most important asset…their people.

Carla Engle, MBA

Carla's background includes over twenty-five years in hospital and physician practice operations, particularly in reimbursement, billing, and compliance functions. Prior to joining Emdeon, she worked in sales, compliance, and product development on the provider side for several national healthcare companies. For several years she also headed up the Part A Fraud Investigation Unit for a CMS Program Safeguard Contractor (PSC) where she was successful in the prosecution of several national cases. In her revenue cycle compliance capacity, she has worked with a number of clients in California and Florida with Recovery Audit Contractors (RACs) in setting up processes and appeals. Carla is actively involved in professional associations such as the Health Care Compliance Association (HCCA) and the Healthcare Financial Management Association (HFMA). She received her MBA in Health Care Management from the University of Phoenix in 2005 and now teaches several healthcare-related courses as an adjunct faculty member. Carla has also been a contributing editor to RACMonitor.com and Healthcare Finance News as well as a number of regional and national presentations and webinars for HFMA and NAHAM.

Heather Greene, MBA, RHIA, CPC, CPMA, AHIMA Certified ICD-10 PCS/CM Trainer

Heather is a coding and compliance consultant with Kraft Healthcare Consulting, LLC - an affiliate of KraftCPAs, PLLC. Heather consults with healthcare providers regarding billing, coding and operations as well as performs coding and documentation reviews.

With over ten years of experience in the healthcare industry, Heather has extensive experience working in a variety of key healthcare information management roles. Previously, Heather was a coding instructor at MedTech College as well as a HIM manager for LifePoint Hospitals.

As a conscientious member of the healthcare community, Heather regularly attends conferences, seminars and takes advantage of many opportunities to interact with other nationally recognized HIM and coding experts where she can stay on top of the ever changing regulations that impact the industry.

Jody Hume-Rowland

Jody is a Pharmacy Billing Manager for Vanderbilt University Medical Center in Nashville, TN where she has been employed since 2002. Prior to joining the Pharmacy team she worked in the Vanderbilt Ingram Cancer Center as a Physician Billing Manager. Jody has worked with Pharmaceutical Patient Assistant Programs for over fifteen years in different roles. Currently she manages the in-house Pharmacy Patient Assistance Team within the Pharmacy Services Department at Vanderbilt. In fiscal year 2012 this team achieved a two million dollar cost savings for VUMC. Jody has a BA from the University of South Dakota.

Chris Johnson

Chris Johnson is Vice President Patient Revenue Cycle Management – Regional Facilities for Carolinas HealthCare System (CHS) in Charlotte, North Carolina. Chris has been with CHS for 10 years and, in his current role, is responsible for oversight of the revenue cycle operations of regional healthcare facilities affiliated with the HealthCare System. Chris has over 26 years experience in revenue cycle operations in sole community providers, an academic medical center, and an integrated healthcare delivery system. Chris received his Bachelor's degree in Business Administration for Montreat College in Black Mountain, North Carolina. Chris is a Fellow in the Healthcare Financial Management Association and an active member of the North Carolina Chapter of HFMA where he has served in numerous leadership positions including Chapter President. Chris has also worked with National HFMA on the Board of Examiners, National Advisory Council, and the Chapter Advancement Team.

Inky Johnson

Former Tennessee defensive back Inquoris "Inky" Johnson played in 23 games during his Vols career, with eight starts. He finished with 10 career pass breakups and intercepted a pass in Tennessee's 2006 season-opening victory over California. One week later, Johnson suffered his shoulder injury late in a win over Air Force and fought through three long years of rehabilitation. Now, he embarks on a new career path.

James (Jim) Landman, JD, PhD

Jim is the director of thought leadership initiatives for the Healthcare Financial Management Association (HFMA). Jim is responsible for leading HFMA's thought leadership efforts, which have covered payment reform, value creation, revenue cycle management, accounting and financial reporting, capital access, and many other areas that drive healthcare organizational high performance. Results of those initiatives have been used by hospitals, rating agencies, regulatory agencies, congressional committees, accounting standard setting bodies, state hospital organizations, and other government and industry leaders.

Jim started at HFMA in 2008 as speechwriter and communications manager. Prior to his work at HFMA, Landman served as associate director in the American Bar Association's Division for Public Education. Earlier in his career, he was an assistant professor in the English Department at the University of North Texas and an associate attorney at the Faegre & Benson law firm in Minneapolis. Landman holds a BA from Northwestern University, a JD from the University of Michigan Law School, and a PhD from the University of Minnesota, and was a 1993-94 United Kingdom Fulbright Fellow at Sidney Sussex College, University of Cambridge.

Doug Lipp

Doug is the former head of training at the Disney University. His career with Disney started in 1981 as a college intern where Disney executives noticed his natural speaking skills and leadership capabilities. After graduate school, Doug was fast-tracked into an exclusive Disney management-training program where he would soon be promoted to a leader in Disney University. During this time, he began to train visiting Japanese executives in the "Disney Way" in preparation for Disney's first theme park overseas. Doug was soon transferred to help manage both the construction and operations phases of Tokyo Disney Land.

After the successful opening of Tokyo Disney Land, Doug was invited to lead corporate training initiatives at Disney's corporate offices in 1983. A year later the evolution of The Walt Disney Company began with the hiring of new CEO Michael Eisner and COO Frank Wells. Doug continued to work at Disney's corporate office during this period of new leadership and strategic growth. Doug worked alongside Disney's leadership team, where he witnessed these strategic developments first-hand.

After leaving Disney, Doug helped lead a consulting firm and think-tank called the Intercultural Relations Institute (IRI). Through IRI, Doug worked with international corporations based in Europe, Asia, the Middle East, and the U.S. Doug specifically taught IRI's clients, such as Procter & Gamble and Intel, to develop and implement strategies for better leadership and management of diverse teams of professionals in the growing global business arena. This eventually led Doug to accepting a position as an in-house consultant with NEC where he worked with their international executives.

In 1993 Doug formed G. Douglas Lipp & Associates. In the early years he focused on primarily providing corporate training programs for long-term service and leadership projects for several large U.S. and Canada based clients. During this time, Doug became intrigued by how many "experts" spoke and wrote about Disney, many of whom had never worked for the company nor could match Doug's historical background. Since 1995, Doug has given over 1,500 keynote presentations.

Brad Logan
QHR Vice President of Physician Services, Brad Logan, has nearly 20 years of healthcare experience, including extensive experience in healthcare operations management. Prior to joining QHR, he was executive vice president of PivotHealth, where he developed and managed all aspects of the company's Physicians Services Company division, including new product development, business development, strategic planning, physician practice management, IS implementation, financial management and personnel management. Brad also previously served as chief administrative officer at Vanderbilt Medical Center, where he was charged with acquisition of practices and managing the operations of a 156-physician, community-based, multi-specialty practice.

Brad assists QHR's hospital clients with practice management, hospital-physician alignment and consulting services, including physician compensation modeling, operational practice assessments, productivity improvement, acquisitions, new practice start-ups, benchmarking, and physician-hospital enterprise development.

Mary Mirabelli
Mary Mirabelli is the Chief Project Officer and Vice President of Implementations for the Clinical Services Group of HCA. In her current role, Mary is responsible for facilitating and executing HCA's Electronic Health Record Roadmap which includes our Meaningful Use Roadmap and plan. Prior to this, she was a Vice President in HCA's Financial Services Group. She managed all consolidation and migration work associated with the Financial Services Group and HCA's Shared Service strategy. This has included successfully migrating over 180 back office operations into 10 consolidated business office sites across the country. HCA now has an organization of over 10,000 employees to manage accounts receivable.

Mary's earlier work included managing the payroll consolidation efforts and the ERP roll-out for Human Resources and Payroll for the HCA enterprise.

Prior to HCA, Mary was a senior manager with Cap Gemini Ernst & Young acting as a key leader in their healthcare shared services practice. Prior to Cap Gemini Ernst & Young, she was Director of Ambulatory Services at Christ Hospital and Medical Center, the flagship facility for Advocate Healthcare. Mary has her roots as an occupational therapy clinician obtaining her Bachelor of Science degree from the University of Illinois; she received her master's in management with a concentration in marketing and finance from Northwestern University's Kellogg Graduate School of Management.

Lyle Oelrich, MHA, FACHE, CMPE
Lyle Oelrich is a Principal with Pershing Yoakley & Associates, P.C. (PYA). He works with physicians and hospitals on physician-related operational, financial, and strategic issues. Most recently, Lyle has focused on determining fair market value compensation for a variety of physician/hospital relationships. In addition, Lyle has assisted with the financial turnaround of several large physician practices; developed strategic plans for physicians; performed many physician business office and practice assessments; developed multiple physician compensation plans; assessed managed care contracts; provided physician practice interim

management and business development; and designed job descriptions, pay ranges, standards of performance, and personnel manuals for physician practices, among his other activities for PYA.

Lyle published The Top 15 Management Policies and Procedures for Physician Practices and has contributed to several large physician practice management publications, including the MGMA Connexion.

Lyle received his Bachelor's degree in Biology (honors) from Wake Forest University and his Master's in Healthcare Administration with a Finance concentration from the University of North Carolina at Chapel Hill.

Bruce Pearl

Bruce is the recipient of six National Coach of the Year awards and is currently an ESPN Sports Analyst. He presided over the most successful six-year period in the storied history of the University of Tennessee's men's basketball program from 2006 to 2011. The Volunteers pushed aside perennial powerhouses Kentucky and Florida while asserting themselves as the Southeastern Conference's winningest program during that span. Tennessee, under Pearl, also averaged more than 24 wins per season, earned the nation's No. 1 ranking for the first time in program history, boasted an average year-end RPI of 17.2, and never failed to make the NCAA Tournament—tying a school-record with six consecutive berths in the Big Dance. In his seven most recent seasons as a head coach, Pearl's teams have appeared in seven NCAA Tournaments and advanced to the NCAA Sweet Sixteen four times (2005, 2007, 2008 and 2009). Pearl's 51-13 (.797) record in Horizon League games gave him the best winning percentage of any coach in league history. He became the second-fastest coach to win 300 career games with a 73-56 win over Loyola Jan. 8, 2005.

A native of Boston, MA, Pearl received his bachelor's degree in business administration from Boston College in 1982, graduating cum laude. Pearl has two daughters, Jacqui and Leah, and two sons, Steven and Michael. He is married to the former Brandy Miller of Sevierville, Tennessee.

Bryon Pickard, MBA, RHIA

Bryon has 25 years of experience in the healthcare industry and has worked in a variety of professional leadership capacities. He currently serves as the Director of Business Office Operations for Vanderbilt Medical Group.

Prior to joining Vanderbilt, Mr. Pickard was director of patient financial and information services for a large Midwest integrated delivery system, and has held positions at both the University of Illinois and University of Florida.

Mr. Pickard holds a Master's of Business Administration degree from the University of Central Florida. He has taught courses in healthcare finance and reimbursement, co-authored numerous textbooks, and is a frequent speaker on such topics as revenue cycle operations and health information technology (HIT) initiatives. Mr. Pickard has testified before Congress, served on several national professional boards and is past president and board chairman of AHIMA.

Pace Porter, CPA, FHFMA

Pace Porter is an Audit Principal at Pershing Yoakley & Associates, P.C. and has provided accounting and audit services to businesses in the healthcare, insurance and a wide variety of other industries for over thirty years. His experience includes supervision of financial statement audits, internal control reviews, accounting assistance, and other business and financial assurance activities. Pace has also provided litigation support in accounting and auditing matters, assisted clients with organizational and operational issues, and served in many business advisory engagements.

Pace has a Bachelor of Science degree (Summa Cum Laude) in Accounting from Mississippi State University and a Masters of Business Administration (with Honors) from the University of West Florida.

Pace is a Certified Public Accountant in four states and is a member of the American Institute of Certified Public Accountants and the Tennessee Society of Certified Public Accountants where he has chaired the Health Care Industry Committee and served on the Accounting and Auditing Committee. He is a Fellow in the Healthcare Financial Management Association (FHFMA), Past President of the Tennessee Chapter, holds the Presslar Award and the Medal of Honor, and is a regular speaker on accounting and auditing topics. Pace is also an adjunct accounting instructor at a local college.

Tracy C. Purcell

Tracy C. Purcell serves as the Director of Member Services for the Bureau of TennCare, Tennessee's Medicaid program. Since February 2007, she has led the largest division within TennCare representing approximately 100 staff and contracts totaling approximately $90 million. She has worked for TennCare for approximately 12 years in various capacities.

The Division of Member Services is responsible for eligibility determination and re-verification, member noticing, medical appeals, and coordination with advocates for all 1.2 million Tennesseans enrolled in the TennCare program. The Division processes approximately 3,300 medical issues on average per month. As budgets have continued to be reduced, the Division has reduced staffing levels and improved efficiency through more automated and streamlined processes.

In 2009, Purcell assisted TennCare in gaining relief from the federal courts to re-verify the eligibility of approximately 169,000 recipients who had been ordered to remain eligible for TennCare even though their SSI payments had been terminated. The lawsuit, known as "Daniels," had prevented re-verification of this population for approximately 20 years. Once relief from the court was granted, Purcell was responsible for the implementation of the re-verification process for this population, ultimately saving the state approximately $169 million annually. While this process was labor intensive and highly scrutinized, the implementation was smooth and was not challenged by further court proceedings.

In 2010, Purcell was tasked with leading a team consisting of staff members from several State departments who are working on the implementation of PPACA. The team is focused on developing options and making recommendations that will prepare the State for a smooth implementation in January 2014. Her relationships across departments and knowledge of other department processes has been a key asset in developing options for streamlining enrollment and eligibility for Medicaid, SCHIP and the new insurance exchange.

Purcell is a graduate of the University of Tennessee, Knoxville with a Bachelor's Degree in Finance. She also has a Masters of Business Administration from Middle Tennessee State University.

Kathy Reep, MBA

Kathy is Vice President/Financial Services with the Florida Hospital Association. Her responsibilities include monitoring regulatory issues related to Medicare, Medicaid, managed care, Workers' Compensation, and TRICARE, determining their impact on Florida hospitals, and educating the providers in the state about their implications. She is also responsible for compliance issues related to billing and reimbursement, as well as HIPAA implementation.

Kathy has over 25 years of experience in health care. Prior to joining FHA, Kathy worked with Florida Hospital in Orlando for 18 years. She has held positions in Patient Business, Internal Audit, Systems Management, DRG Management, and as Associate Director of Budget. Prior to leaving Florida Hospital, Kathy held the position of Reimbursement Director.

Currently, Kathy co-chairs the Outpatient Workgroup of the Medicare Technical Advisory Group with CMS. She is a member of American Health Lawyers Association, HFMA, and AAHAM, as well as chairman of the State Uniform Billing Committee and a voting member of the National Uniform Billing Committee. Kathy holds an MBA degree from Rollins College.

Clay W. Runnels, MD, FACEP, MBA
A native of Beaumont, Texas, Dr. Clay Runnels completed his undergraduate education at Texas A&M University, where he received a B.S. in Microbiology in 1993. From 1993 to 1997, Dr. Runnels attended The University of Texas Southwestern Medical School in Dallas, Texas, and secured his Medical Degree. Clay trained in Emergency Medicine from 1997 to 2000 at Scott and White Memorial Hospital and Texas A&M Health Sciences Center. During his final year of Residency, he served as the Chief Resident of Emergency Medicine and the Vice President of the House Staff Association.

From 2001-2005, Dr. Runnels served as the Assistant Medical Director for the Emergency Department at Johnson City Medical Center. From July 2005 to January 2011, he was appointed as the Medical Director at Johnson City Medical Center, and was the President and CEO of Johnson City Emergency Physicians, P.C. Dr. Runnels completed his MBA at Milligan College in May 2006.

Clay's current position is the Assistant Vice President and Medical Director of Emergency Services for Mountain States Health Alliance. Serving in this role, he has responsibility for the management, integration, and quality of care across eleven regional Emergency Departments.

Dr. Runnels is incredibly blessed with a wonderful and supportive family. His family has attended Grace Fellowship Church in Johnson City for the last 11 years.

Guice Smith
Guice Smith has been with ThinkingAhead for seventeen (17) years where he is a Partner in the Nashville Headquarters. His core focus is recruiting in administration, operations, accounting, finance, and revenue cycle. Search engagements include, but are not limited to, C-Level, VP, Director, and Manager level positions with providers, payors, vendors, and consulting/professional services firms.

Prior to joining ThinkingAhead in 1995, Guice spent more than ten years in the public accounting and the consulting industry with both the Big Four and regional boutiques. While consulting, he focused in the healthcare, public utilities and manufacturing.

Guice is originally from Pascagoula, Mississippi and currently lives in Nashville, Tennessee with his wife, Rhonda, and their two sons, Guice IV and Bing. His is a 1981 Accounting graduate from the University of Mississippi, "Ole Miss". He is a Certified Personnel Consultant (CPC) and a Certified Public Accountant (CPA). He also is a Co-Chair of the Member Services Committee and Chair of the Strategic Alliances Committee for the Tennessee Chapter HFMA, Board Chair for the Donelson District YMCA, an Assistant Scoutmaster with Troop 217 and a life group facilitator at Judson Church.

Emily Towey, Esquire
Emily is a director with Hancock, Daniel, Johnson & Nagle, P.C. She holds a Master of Health Administration from the Medical College of Virginia at Virginia Commonwealth University.

Ms. Towey regularly advises hospitals, nursing homes, licensed healthcare practitioners and other healthcare providers on federal and state regulatory compliance matters relating to professional and facility licensure and Medicare/Medicaid enrollment, reimbursement and certification. Much of Ms. Towey's practice is devoted to assisting healthcare providers in all levels of the Medicare and/or Medicaid administrative appeals processes. Additionally, Ms. Towey assists various healthcare providers through every step of the Certificate of Need Process.

Ms. Towey has a BS degree from Davidson College; a JD with honors from the T.C. Williams School of Law at the University of Richmond; and a MHA with honors from the Medical College of Virginia at Virginia Commonwealth University. She is a member of the Virginia and West Virginia State Bar, the American Health Lawyers Association, and the American College of Healthcare Executives.

Kristen Wayne

Kristen is the Director of Process and Systems Improvement for Maury Regional Medical Center in Columbia, TN. She holds a Bachelor of Science in Commerce and Business Administration with a concentration in consumer/industrial marketing from The University of Alabama and a Masters of Business Administration from The University of Mississippi. With more than 6 years of experience in both payer and hospital managed care reimbursements, Kristen was responsible for leading the implementation of a contract compliance system that has recovered more than $5.5 million dollars in lost revenue. Kristen is currently responsible for all aspects of developing and implementing Lean Healthcare across the Maury Regional Healthcare System.

John Zimmerling, FHFMA

John is a founding partner of Accordias Healthcare Services, LLC, a revenue cycle management and business office services firm based in Nashville, TN. John is a Fellow of the Healthcare Financial Management Association, a former board member of the Tennessee Chapter of HFMA, and a past chair of the Programs and Education Committee. He specializes in revenue cycle operations and reimbursement management consulting supported by his extensive information systems experience. He currently lives in the Colorado, but remains an active member in the Tennessee Chapter.

CONFERENCE INFORMATION

Tuesday Pre-Conference Events

Fall Institute Golf Tournament

Gatlinburg Golf Course is located at 520 Dollywood Lane, Pigeon Forge, Tennessee. (800) 231-4128. The tournament will have a Shotgun Start at 1:00 pm on Tuesday, October 23, 2012. The cost is $100 per golfer; you can register up to 4 golfers at a time. ***There is a $25 provider discount for this event*.*** Mulligan Packages can be purchased for $10 each when you register or at the course. Each package includes one mulligan and one tee shot from the red tees for the gentlemen and one mulligan and one 2nd tee shot for the ladies. Your registration includes a **boxed lunch which will be served at the golf course at noon**. The beverage cart will also be running. The proceeds from the mulligan sales will go to the Gloria Adams Memorial Scholarship Fund, which helps students majoring in Healthcare Finance and Administration with the cost of college. Please visit http://www.thefallinstitute.org/golf/ for further details.

*This discount is to be applied to the $100 per golfer fee listed above. (Providers Only)

Smoky Mountain Hike

The Smoky Mountain Hike will be to Grotto Falls. The group will meet in the lobby of the Park Vista at 1:00 PM. Trillium Gap Trail meanders through an old-growth hemlock forest and actually runs behind the 25 foot high waterfall. The cool, moist environment near the falls is ideal for salamanders and summer hikers. The hike is 3 miles roundtrip and considered moderate in difficulty.

Opening Dessert Reception and Cornhole Tournament

Please join us on Tuesday night for an opening night networking and social event. Cornhole/bean bag toss games will be available for plenty of fun. The event will be from 7:30 – 9:30 pm at the Park Vista! So have your dinner before the reception and save room for your desserts and fun during the opening reception.

Fall Institute Fees

With special thanks to our Corporate Sponsors, the Fall Institute Committee has been able to keep the Institute Fees at a reasonable price that provides you a better opportunity to attend.

The early bird cost for the Fall Institute is $250 for HFMA members, $300 for non-members, $200 for providers who are HFMA members and $250 for providers who are non-members, if paid by September 28, 2012. If paid after September 28, 2012, the price is $300 for HFMA members, $350 for non-members, $250 for providers who are HFMA members and $300 for providers who are non-members. The Registration includes educational meetings, breakfasts, breaks, and lunches. The full conference fee also includes the pre-conference CHFP Certification Coaching Practicum. Name badges will be required at all educational sessions and social functions. Please remember to have your badge with you to allow entry to educational sessions, meals, and events.

	Full Institute		Single Day	
	By Sept 28	After Sept 28	By Sept 28	After Sept 28
Member	$250	$300	$125	$150
Non-Member	$300	$350	$175	$200
Provider Discount*	$50	$50	$25	$25

*This discount is to be applied to the applicable fees listed above for providers only.

Registration for the CHFP Certification Coaching Practicum is available for $50.

Other Guest Rates

Reception (Tuesday, October 23, 2012)	$30
Lunch (Wednesday, October 24, 2012)	$30
Reception (Wednesday, October 24, 2012)	$25
Lunch (Thursday, October 25, 2012)	$30
Reception (Thursday, October 25, 2012)	$25

On-line registration will offer a credit card option or a payment by check option.
Thanks to our Sponsors, we are able to maintain a low registration fee for our quality programming!

Refunds and Cancellations

If cancellations are received after October 10, 2012, there will be a $50 administrative fee. **Registrants who do not cancel, cancel the first day of the Institute (October 24, 2012), 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 refund, please contract Buffy Loveday at registration@thefallinstitute.org.

CPE Credits

TNHFMA recommends a maximum of 24.0 hours CPE for the 2012 Fall Institute. The Tennessee Chapter 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. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org.

Course level-basic
Course prerequisites-none
Advanced Preparation-none
Instruction delivery method-live presentation

CEU Credits

Kraft Healthcare Consulting, LLC will issue 1.5 hours of CEU credit for Heather Greene's ICD-10 session at the 2012 Fall Institute to attendees accredited through the American Academy of Professional Coders (AAPC).

Hotel information

Reservation Deadline: September 28, 2012

Park Vista DoubleTree Hotel
705 Cherokee Orchard Road
Gatlinburg, TN 37738

The Park Vista – a DoubleTree by Hilton Hotel Gatlinburg offers sweeping views of the Great Smoky Mountains National Park in East Tennessee. Plan a business conference, destination wedding, or family vacation in our contemporary high-rise hotel and full-service convention center. Enjoy a mountain retreat just 30 minutes from the Gatlinburg-Pigeon Forge Airport with convenient access to highways leading to Knoxville, Nashville, and Asheville, North Carolina.

For reservations call 1-865-436-9211 and ask for the TN Chapter Healthcare group discount rate of $119 per night plus tax. The group code for this rate is **HCF**. To make reservations online please visit www.thefallinstitute.org/accommodations/ for instructions and a link to the hotel reservation page.

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

Handouts

In an effort to be "green" TNHFMA will not be providing printed handouts for each session at the 2012 Fall Institute. However, a link will be emailed to all registered attendees on or before October 17th with instruction on how to download the handouts for the Fall Institute.

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.

Sponsor prizes
There will be sponsor prize drawings held on Thursday, October 25th, during the reception. You must be present to win the sponsor prizes.

Solutions Hall
During your attendance at the Fall Institute, please visit with our Corporate Sponsors in the Solutions Hall. Without our Corporate Sponsors, the TNHFMA would not be able to provide the quality educational programming at our Institutes. Please visit with them to say "Thank You" for your sponsorship.

Door prizes
There will be prize drawings held on Friday, October 26th, at the close of the meeting. You must be present to win!!

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. We make every attempt to use the Chapter's funds wisely and paying for meals not used is wasteful. Thank you for your cooperation.

STAR Meeting
A STAR (Strategic Teams for Action and Response) meeting will be held on Thursday, October 25, 2012 from 7:00 – 8:00 am; breakfast will be available. This is a great opportunity to become more involved with the Tennessee Chapter of HFMA. Attend the STAR meeting and learn how you can volunteer your time to assist our Chapter, which enables us to continue to provide seminars, networking, and other valuable services to our colleagues in healthcare. The Chapter is organized around a committee structure that helps to plan the activities of the Chapter. Visit www.tnhfma.org/star-committees/ to learn more about the Chapter's leadership structure and Committees.

Reception Area - Exhibit and sponsor opportunities
TNHFMA Sponsors are invited to exhibit at the Fall Institute. For information, please go to the chapter website at www.thefallinstitute.org/exhibitor-information/ or contact Merle Glasgow at sponsorship@tnhfma.org.

Please Register Online at www.thefallinstitute.org/

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As of September 17, 2012

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