



Grow
The
Possibilities

Presented by:

 **hfma** tennessee chapter
healthcare financial management association

WELCOME FROM THE PRESIDENT

Greetings from Tennessee HFMA and Welcome to our 2018 Spring Institute!

WELCOME FROM THE PRESIDENT

Welcome to our annual Spring Institute! President Elect Mike Phillips and his team have put together an incredible agenda for us. “Grow to the Possibilities,” this year’s Spring Institute theme, is sure to open your mind to new and energizing thoughts as we listen and engage with our dynamic line up of speakers!

Larry Van Horn, Scott R. Mertie, David Stewart and a panel with Jason Moore, Patrick Saal and Alex Huff will be kicking off the learning and festivities on Wednesday afternoon. This is followed by the HFMA Night Out with the Sounds networking event where there will be plenty to eat and drink as you watch America’s favorite past time.

Thursday morning opens with two general sessions: HK Derryberry and Jim Bradford share with us how “Anything in Life is Possible,” followed by Wendy Wright and Kerry Hart showing us where hospitals can gain control over Post-acute care cost and risks.

Thursday’s lunch includes the installation of our 2018 – 2019 Chapter Officers and Directors by Mary Mirabelli, Director of Organizational Effectiveness, Healthcare Financial Management Association. It is also an opportunity for you to engage with TN HFMA current and incoming chapter leaders as well as our Sponsors. You’ll also have the chance to connect and network with your healthcare colleagues – an opportunity you won’t want to miss!

Thursday afternoon closes out with breakout sessions with Jason Kressel on automating care coordination, Christie Berger on auditing leadership, and a security panel with Robbie Morris, Emily Crabbe, Bill Moyer and Mark Johnson.

As we close out our chapter year and look forward to what lies ahead, I want to thank our current Officers and Directors for their tireless energy and dedication to serving the Tennessee HFMA Chapter members. This has been a year of transition and change with many new initiatives and directives both at the State and National level for our local chapter. We have continued the tradition of the Tennessee Chapter by striving to serve our membership and making the Chapter better in each and every endeavor. Thank you for everything you’ve accomplished as we anticipate the many great opportunities that lie ahead.

“We are Volunteers” has echoed throughout the year. With that in mind, we thank you for your participation and input. We value your perspectives and continually strive to provide you with the best TN HFMA should offer.

It’s been an honor to serve you this past year. Thank you!

Guice Smith

2017 – 2018 TN HFMA President

COMMITTEE MEMBERS

Committee Chair:

Kathryn Topper *HCA*

Committee Co-Chair:

Jack Abernathy *ACI*

Committee Members:

Brent Adair *State Collections Services, Inc.*

Rodney Adams *Williamson Medical Center*

Brad Arnold *Frost-Arnett*

Steven Bauer *CHS*

Lisa Brantley *Arx, LLC*

Olivia Brooks *Med Cycle Management*

Martha Calfee *Matheney Stees & Associates*

Marc Carter *CBC*

Sara Carter *Kraft Healthcare Consulting, LLC*

Sheila Hayden *Ballad Health*

Jennifer LeMieux *XMI*

Mike Phillips *CBC*

Guice Smith *Guice Smith & Associates*

Michael Waite *HCM & MSI*

SCHEDULE AT A GLANCE

Wednesday, May 9th

7:30 a.m. – 12:00 p.m.	2018 Gloria Adams Memorial Golf Tournament – <u>Separate registration required</u> Location: Vanderbilt Legends Club
10:00 a.m. – 12:00 p.m.	Exhibitor Set-up
12:00 p.m. – 5:25 p.m.	Registration
1:00 p.m. – 2:15 p.m.	Keynote: Health Care Market Evolution – Keys to Success for Health Care Providers
2:15 p.m. – 2:30 p.m.	Break
2:30 p.m. – 3:45 p.m.	General Session: LEANing the Hospital Footprint
3:45 p.m. – 4:00 p.m.	Break
4:00 p.m. – 5:15 p.m.	General Session: State Data Panel Discussion: Innovatively Approach Your Data with Insights from the Best in Healthcare
5:15 p.m. – 9:00 p.m.	Networking Event: Nashville Sounds Baseball Game

Thursday, May 10th

7:00 a.m. – 4:00 p.m.	Registration
7:00 a.m. – 8:00 a.m.	Networking & Breakfast
8:00 a.m. – 9:15 a.m.	General Session: Anything In Life Is Possible
9:15 a.m. – 9:30 a.m.	Break
9:30 a.m. – 10:45 a.m.	General Session: How Hospitals Can Gain Control Over Post-Acute Care Cost and Risks
10:45 a.m. – 11:00 a.m.	Break
11:00 a.m. – 12:00 p.m.	Concurrent Session: The Good, Bad, and Ugly from a Vendor Perspective
11:00 a.m. – 12:00 p.m.	Concurrent Session: You, Inc. – Leveraging Your Personal Brand
12:00 p.m. – 1:00 p.m.	Lunch and Officer Installation
1:00 p.m. – 2:00 p.m.	Concurrent Session: Automating Care Coordination to Improve the Bottom Line
1:00 p.m. – 2:00 p.m.	Concurrent Session: Leadership Audit: Aligning Individual Impact to the Business
2:00 p.m. – 2:15 p.m.	Break
2:15 p.m. – 4:00 p.m.	Concurrent Session: TSCPA – Ethics Course <u>Separate registration required if not attending full Institute</u>
2:15 p.m. – 4:00 p.m.	Concurrent Session: Cyber Security Panel Discussion

Friday, May 11th

8:30 a.m. – 4:30 p.m.	Tennessee HFMA Certification Coaching Course – <u>Separate registration required</u>
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****Schedule is subject to change****

PRESENTATION DESCRIPTIONS AND BIOGRAPHIES

Wednesday, May 9th

1:00 p.m. – 2:15 p.m. Keynote: Health Care Market Evolution – Keys to Success for Health Care Providers

Larry Van Horn

This presentation will cover the economics that are facing the current public and private health care sectors with an eye to what is likely to transpire. Attention will be paid to how health care providers should be configuring their operations and strategy to best prepare themselves regardless of what policymakers do.

Learning Objectives:

- Identify the changing economics and financing of health care services.
- Describe the tension between what consumers demand and what health policy incentivizes.
- Analyze the challenges consumerism presents to health care providers.

CPE Credits: 1.5 Hours

2:30 p.m. – 3:45 p.m. General Session: LEANing the Hospital Footprint

Scott R. Mertie & David Stewart

The healthcare industry is facing significant headwinds in 2018 due to lower reimbursement rates, regulatory changes and threats of market disruption. Hospitals can reduce their operating expenses without eliminating services if they LEAN their facilities. This presentation will review tools to help hospitals reduce waste, risk, overhead and taxes.

Learning Objectives:

- Describe how to make an assessment.
- Identify best process for allocation.
- Discuss the administration of the plan.

Take-away: Following the three 'A's will help hospitals focus on their mission of providing the highest quality of patient care.

CPE Credits: 1.5 Hours

4:00 p.m. – 5:15 p.m. General Session: State Data Panel Discussion: Innovatively Approach Your Data with Insights from the Best in Healthcare

Jason Moore (Moderator), Patrick Saale, & Drake Jarman

Healthcare professionals face many challenges when it comes to deriving market intelligence from their state's data. Every state is different with the state data they offer. Each state is also facing different challenges and opportunities and is looking towards a unique set of goals for the future. During this interactive session, panelists from two multi-state health systems and a state association, representing 32 states and over 140 hospitals, will share their unique perspectives having worked with the majority of U.S. state data sets.

Learning Objectives:

- List ways to apply strategies and best practices to get more insights from their state data and make better growth decisions.
- Define how their state data stacks up to the best data sets in the country and takeaway applications to improve their data analytics process.
- Discuss how to innovatively approach their state data with a new perspective on how the best health systems in the country are using and maximizing their state data.

Take-away: Attendees will learn how to use state data more effectively and how theirs stacks up to the best in the country.

CPE Credits: 1.5 Hours

Thursday, May 10th

8:00 a.m. – 9:15 a.m. General Session: Anything In Life Is Possible

HK Derryberry & Jim Bradford

Learning Objectives: After this session, attendees will be able to:

- List ways to create positive energy in work environments.
- Identify behaviors that impact your life and career.
- Prioritize opportunities and identify tools to support your goal.

CPE Credits: 1.5 Hours

9:30 a.m. – 10:45 a.m. General Session: How Hospitals can Gain Control over Post-Acute Care Cost and Risks

Kerry Hart & Wendy Wright

Traditional independent market roles and arm's length relationships between acute and post-acute providers present challenges in the emerging value-based market. Misalignment will become a major performance obstacle as reimbursement models evolve. What is the right relationship structure now and in the near term? What should be done to align provider incentives, foster collaboration and equip community providers to succeed? This session provides practical answers to these and other critical questions.

Learning Objectives:

- Define the clear and hidden financial risks to acute care hospitals, health systems and ACOs face when not aligned with post-acute providers.
- Discuss the underlying disconnects, gaps and issues underlying these risks.
- List the strategies used to manage these risks and the inherent pros and cons of the various approaches.

Take-away: Creating alignment among acute and post-acute providers, creating successful cross-organizational processes and then equipping community providers with actionable analytics and data are the keys to managing the costs related to PAC relationships in the value-based reimbursement marketplace.

CPE Credits: 1.5 Hours

11:00 a.m. – 12:00 p.m. Concurrent Session: The Good, Bad, and Ugly from a Vendor Perspective

Randall Green

This session will provide some real life examples around the use of analytics at hospitals. Having worked with over 50 hospitals, Randall has many good uses of analytics (along with some bad and some ugly ones). Hopefully, by shedding some light on this, hospitals can learn from his and his clients' experiences to mitigate the "bad" and the "ugly" and promote the "good".

Learning Objectives:

- Demonstrate how to leverage the experience of your vendors.
- Identify goals to have in mind with analytics.
- Explain how to track the progress you expect from your team AND your vendor and hold all accountable.

Take-away: To avoid the "bad" and the "ugly" with data analytics, you must be proactive and you must have a system of accountability in place.

CPE Credits: 1.0 Hours

11:00 a.m. – 12:00 p.m. Concurrent Session: You, Inc. – Leveraging Your Personal Brand

Sandra Pinette

Every person, like businesses and products, innately has a “brand.” These are things that distinguish them in personal and professional endeavors. Learn ways to identify, create, and fine tune your personal brand, mission critical for the success of “You, Inc.”

Learning Objectives:

- Explain what is a “Personal Brand in business and why is it important?”
- Identify how to create and leverage your own personal brand.
- Define what Personal Brand is and how to create a personal mission statement.

CPE Credits: 1.0 Hours

1:00 p.m. – 2:00 p.m. Concurrent Session: Automating Care Coordination to Improve the Bottom Line

Jason Kressel

Health care organizations are under increasing pressure to deliver financial results by increasing revenue while cutting costs. Digital care coordination solutions can play a critical role driving both metrics while improving the patient experience. This presentation will outline the ways a digital care coordination platform can automate key processes to help patients receive the care they need while limiting dependencies on manual interventions by the organization.

Learning Objectives:

- Define ways digital care coordination solutions can drive revenue.
- Demonstrate ways digital care coordination solutions can reduce cost.
- Discuss how digital care coordination solutions simplify internal operating processes.
- Describe how patients can seamlessly coordinate their own care.

Take-away: Health care organizations can empower patients to have more control over their own care while reducing costs, increasing revenue and improving the patient experience.

CPE Credits: 1.0 Hours

1:00 p.m. – 2:00 p.m. Concurrent Session: Leadership Audit: Aligning Individual Impact to the Business

Christie Berger

The business landscape is constantly evolving. Effective leaders conduct recurring audits to ensure their leadership style and mindset matches what the business needs in order to succeed. To influence and lead others, leaders need to ensure that their impact aligns with their intentions and that they are engaging with others in a manner that promotes collaborative interactions. We will explore these concepts through case examples from past coaching engagements and identify the steps in conducting a leadership audit.

Learning Objectives:

- Discuss how to understand the value of conducting individual and business context audits.
- Demonstrate the ability to objectively assess the business environment.
- Define individual success factors that best support the business context.
- Analyze audit results, to ensure individual impact aligns with intentions by integrating ongoing feedback mechanisms.

Take-away: Participants will learn the advantage of and how to conduct ongoing leadership audits in order to advance individual and business objectives.

CPE Credits: 1.0 Hours

2:15 p.m. – 4:00 p.m. Concurrent Session: TSCPA – Ethics Course

Dr. Perry Moore

Tennessee State Board of Accountancy Rule 0020-05-.03(b) requires all active license holders to earn two hours of Board approved state specific ethics during each CPE reporting period. Effective January 1, 2018, there is only one version of this course approved by the Tennessee State Board of Accountancy available for licensees to complete. This approved version is available in both live presentations and online formats. The Board has partnered with the Tennessee Society of CPAs to help ensure that the most current and accurate state specific ethics content is included in the course material.

Learning Objectives:

- Understand CPA licensing requirements in Tennessee.
- Understand continuing professional education requirements for Tennessee CPAs.
- Understand basic requirements of the peer review program and who must be enrolled.
- Understand the core competencies required of CPAs and the rules of professional conduct.
- Through the use of case studies and examples, gain an understanding of what constitutes ethical behavior.

CPE Credits: 2.0 Hours

2:15 p.m. – 4:00 p.m. Concurrent Session: Cyber Security Panel Discussion

Robert Morris (Moderator), Emily Crabbe, Bill Moyer, & Mark Johnson

This panel brings together Healthcare Information Technology leaders from different organizations to discuss the urgent and complex issues facing our industry involving Cybersecurity.

Learning Objectives:

- List key issues impacting computer security strategies of healthcare organizations.
- Explain paths being taken by healthcare organizations as they face the future impact of technology security issues.
- Develop plans to meet upcoming challenges in individual environments.

CPE Credits: 2.0 Hours

Friday, May 11th

8:30 a.m. – 4:30 p.m. Tennessee HFMA CHFP Coaching Course (Lunch Served?)

Christoph Stauder

Have you ever thought about pursuing your CHFP through HFMA? The CHFP is geared toward financial professionals, clinical and nonclinical leaders, and payers – all those whose jobs require a deep understanding of the new financial realities of healthcare.

Enhance your understanding of healthcare finance and develop your business savvy by working individually and in small groups on financial analyses and case studies on strategy. Participants receive a course book with sample exam questions, case study materials, and readings on the healthcare delivery system and financial management best practices. Register online at:

<http://www.tnhfma.org/Certification>

Session One Financial Management Skills Learning Objectives:

- Measure financial performance by analyzing the financial statements of two large health systems
- Estimate the market value of the two systems
- Apply ABC costing to a hospital lab
- Describe the relationship between good working capital management and an organization's viability
- Calculate 3-way and 3-way variances without the aid of a computer

Session Two Strategic Management Skills Learning Objectives:

- Review the aims of healthcare reform, 8 years into the ACA
- Discuss the preoccupation with “value” in health care from an economist's standpoint
- Distinguish between PCMHs, CINs and ACOs

CPE Credits: 8.0 Hours

The class is complimentary, but a \$35 registration fee will cover the cost of the course book and study materials. We invite you to take the class, even if you're undecided on whether to sit for the CHFP exam!

SPEAKER BIOGRAPHIES

Larry Van Horn

Larry Van Horn is a leading expert and researcher on health care management and economics. His current research focus centers around the shift to consumer purchase of health care and the impact it will have on new delivery models. His research has appeared in such leading journals as the *Journal of Health Economics*, *Journal of Law and Economics*, *International Journal of Industrial Organization*, *Management Science and Operations Management*, *New England Journal of Medicine*, *Medical Care*, *Medical Care Research and Review*, *Journal of Public Budgeting and Financial Management*, and *Harvard Business Review*.

Professor Van Horn is responsible for the graduate health care programs at Owen Graduate School of Management at Vanderbilt University. He founded and directs the Center for Healthcare Market Innovation at the Owen Graduate School of Management. He also holds courtesy appointments in both the medical and law schools; Professor Van Horn is a highly sought after speaker on the topic of health care reform for national associations and corporations. He has consulted with most of the largest hospital systems and insurers in the U.S. on topics of data analysis as well as antitrust concerns.

He is the founder and CEO of Preverity Inc., founder and partner of Health Systems Innovation LLC, and a Senior Professional with Competition Economics LLC. He is on the board of directors for Community Health Care Realty Trust (NYSE: CHCT), Quorum Health Corporation (NYSE: QHC), and Pierian Biosciences, and sits on advisory boards for the State of Tennessee as well as Vanderbilt University.

Scott R. Mertie

Scott Mertie leads Kraft Healthcare Consulting, LLC – an affiliate of KraftCPAs PLLC. With more than 20 years of reimbursement, operational and financial experience in the healthcare industry, Scott consults on various areas involving reimbursement, including Medicare and Medicaid cost reports, for healthcare clients throughout the United States.

Scott performs other operational reviews and consults on other areas involving the revenue cycle. He also provides expert reports and testimony for healthcare related litigation. His clients include attorneys; medical/surgical, psychiatric, rehabilitation and long-term acute care hospitals; skilled nursing facilities; home health agencies; and rural health clinics.

His previous experience includes 10 years as a senior healthcare consultant for a regional CPA firm, developing and managing a freestanding ambulatory surgery center for a Nashville-area hospital and accounting manager for a Nashville-based hospital management company.

David Stewart

David Stewart is a Healthcare Studio Leader in the Orcutt | Winslow Nashville office and has spent his career as an Architect in the Healthcare sector for more than 20 years. During this time, he has supported clients around the world on projects from small additions/renovations to new healthcare campuses.

He has led the development of projects implementing the latest design and construction techniques, encouraging his team to adopt new and challenging approaches to projects. He led a team to develop ground-breaking research toward a \$1.5M Agency for Healthcare Research and Quality grant focused on patient safety. Embracing prefabrication, he utilized modular construction throughout a new patient tower addition. An advocate for sustainability, David led the design team for Rashid Medical Complex to be the first LEED Gold hospital in Dubai, U.A.E.

David's experience in domestic and international projects has given him a unique perspective on the design and management of people and healthcare projects. He has thrived mentoring teams in Nashville, Shanghai and Dubai to design advanced, culturally-sensitive designs that change the lives of patients and caregivers around the world.

Jason Moore

Jason founded Stratasan in 2010 and serves as the CEO. He is responsible for key enterprise account relationships, which include the nation's largest healthcare systems, as well as the company's strategic direction. Jason has a track record of success as an entrepreneur and business advisor and is very active in the Nashville business community. Prior to Stratasan, he founded and operated the software company bigWebApps in Atlanta, GA.

Patrick Saale

Patrick Saale is a director of the Strategic Resource Group at LifePoint Hospitals. His team manages the strategic planning process for over 70 hospitals nationwide and manages analytics relationships with 22 different state data associations. Patrick's area of expertise is focused on identifying strategic opportunities for health care facilities in non-urban markets. He currently serves as a member of the TN Hospital Data Policy Committee and TN Hospital Data Services Committee. He holds his Master of Science in Finance from Vanderbilt Owen Graduate School of Management and has worked in the Healthcare industry for almost 10 years.

Drake Jarman

Drake is responsible for leading the sales team at Stratasan and has extensive experience selling into healthcare systems, having previously served as the President of Wellness Environments. Prior to Wellness Environments, Drake was involved in national politics, serving as the National Finance Director for Governor Mike Huckabee's Political Action Committee, HuckPAC, and working for then Senate Majority Leader Bill Frist's VOLPAC. Drake holds a B.A. from Wake Forest University, is a graduate of Montgomery Bell Academy, and resides in Nashville with his wife, Christina and son, Mac.

HK Derryberry & Jim Bradford

By every measure, HK Derryberry's life is truly a miracle. Born July 8, 1990, in Nashville, Tennessee, HK arrived three months premature due to an automobile accident that took his mother's life. The tiny two-pound baby boy would spend the next 96 days fighting for survival in Vanderbilt University Medical Center's neonatal intensive care unit.

Although doctors offered little hope for survival, this miracle baby proved them all wrong. Because of the accident and his premature birth, he was born blind, with cerebral palsy and countless other medical problems. Eventually this proved too much for his father, who survived the automobile crash but was unable to cope with life. When HK turned five years old, he left his disabled son in the care of his mother and disappeared for over ten years. Raised by his grandmother, some people might say HK faced too many mountains to climb.

Quite the contrary! At an early age, HK displayed an extraordinary will to overcome his disabilities and at age three enrolled at the Tennessee School for the Blind, becoming one of the youngest students in the school's history. His right arm, paralyzed from a stroke suffered soon after birth, did not stop him from learning to read and write Braille with just one hand, another first for the 150-year old school!

HK's life was changed forever in 1999 when he unexpectedly met Jim Bradford, a local businessman in Brentwood, Tennessee, who was married with two adult daughters. HK and Jim soon became inseparable and eventually Jim's family welcomed HK into their lives like an adopted son. His personal mentoring and constant involvement quickly exposed HK to a world he had never experienced.

HK Derryberry & Jim Bradford (continued)

Since age ten, HK had displayed signs of a remarkable ability to recall dates and other facts surrounding events in his life. In 2012, the mystery of his memory was unlocked by medical researchers at Vanderbilt Medical Center's Memory Clinic. They discovered that HK is one of only five or six people in the world with a medical diagnosis of hyperthymesia, otherwise known as Superior Autobiographical Memory. He has the ability to remember every event including time and place that's occurred to him since he was 3½ years old. Vanderbilt researchers are optimistic that studies on HK's brain may one day lead to a breakthrough for people suffering memory loss.

HK successfully completed every high school curriculum requirement established by the State of Tennessee and in May 2013, at the age of 21, graduated from the Tennessee School for the Blind with a high school diploma, one of the first members of his immediate family to accomplish this goal.

HK "sees" every day as a new opportunity to touch someone's life. He never allows his physical disabilities to become a permanent handicap or excuse. He is an accomplished equestrian, snow skier, boat captain, and inspirational/motivational speaker. With some assistance, he has even piloted an airplane.

Today HK and Jim continue to inspire and entertain audiences as professional motivational speakers. They have made more than 175 appearances and shared their inspiring story with more than 40,000 people since 2012. Whether appearing before corporations, churches, students, civic clubs or sports teams, their amazing true story and HK's triumph over insurmountable odds is an emotional rollercoaster for all audiences. HK's life is constant reminder to all audiences that everyone can accomplish anything in life if they always keep a positive attitude, define their personal goals, have fun, work hard, and never give up. He frequently tells his listeners "the only disability any of us have in life is a negative attitude".

Kerry Hart

Kerry Hart, The Viability Company's founder and CEO, is a healthcare executive who drives performance results by combining innovative solutions, a practical management approach and market insights from over 30 years in business. His career encompasses key management positions at General Motors, Partners National Health Plans, Aetna, Concentra, and executive consulting roles.

Kerry has led multiple large-scale performance improvement initiatives in healthcare organizations as a CEO, and as an advisor to CEOs and senior management of top healthcare organizations as well as entrepreneurial startups and early stage innovators. Clients value the multiple perspectives Kerry provides as a result of his work across the entire healthcare spectrum as well as with the investor community.

Wendy Wright

Wendy brings executive level clinical and business leadership, broad healthcare experience and success in value-based outcomes, to transform clinical care and support business objectives. She quickly engages with stakeholders to facilitate cooperation and participation in the development of agreed upon objectives and plans. Wendy was VP of Clinical Innovation and VP of Clinical Integration for Mission Point Health Partners. She also developed and implemented hospitalists, intensivists, and surgicalists programs for a major acute care hospital.

Randall Green

Randall Green is the CEO of Fidelis Analytics, LLC, and has 24 years of data analytics and accounting experience, 12 years of which are specifically in healthcare. In 2010, due to his mother's readmission, Randall began to try to figure out the "why" behind hospital readmissions. After five years of crunching data, Randall's algorithm was complete. As a result, the Ra-Con Index (ReAdmission Condition Index) has been proven to accurately (90%-95%) predict hospital readmissions.

Randall lives in Nashville, TN with his wife Dawn, son Chase, daughter Ava, and German Shepherd Tripp. Randall enjoys weather and storm chasing, hunting, fishing, and watching Chase play lacrosse for Franklin High School and Ava perform in Bloom's Dance Company.

Sandra Pinette

Sandra Pinette has over 15 years of experience as a healthcare financial services executive. She is currently the Senior Vice President of Client Development at IntelliHART. Sandra served as Vice President of Client Development at Financial Health Strategies, where she leveraged her business expertise nationally for opportunity assessment, partnership development, negotiations and building long-term client relationships. Her focus is national in scope as she works with healthcare providers to increase revenue and enhance patient satisfaction while also improving their delivery of care. Sandra is an active member of ACHE, AAHAM and HFMA. She is a past President of the NHVT HFMA chapter. She has been awarded several Yerger awards as well as the Follmer Bronze, Reeves Silver, and Muncie Gold Merit Awards. She has authored articles on ACA, 501R, Best Practices for Eligibility, and Personal Branding, and she has presented on those topics at industry events.

Jason Kressel

Jason has been with MyHealthDirect, a digital care coordination company, for 4.5 years and serves as their Chief Operating Officer where he is responsible for Customer Growth, Product and Technology. Prior to MyHealthDirect, Jason was an executive with Accenture where he worked with Fortune 100 companies in addition to managing large health care programs in Africa, Europe, and the Middle East.

Christie Berger

Christie is a certified Executive Leadership Coach that supports individuals and organizations in enhancing their performance and reaching their potential. In addition to her private coaching practice of over 10 years, Christie has served as Head of Executive Coaching for Belmont University, Center for Executive Education and collaborated with a variety of management consulting firms.

Christie has worked with hundreds of leaders and executives from small to Fortune 50 organizations. Yet, the foundation of her work is universal in that all organizations and communities benefit when leaders and teams are able to perform at their best.

Christie is also passionate about supporting Women in Leadership and leads Fusion Leader Circuits, Executive Development program for the Top and Rising Women leaders in Nashville. She is an avid learner with a MBA from Belmont University and is a certified Brain Based Coach from the NeuroLeadership Institute and Evidence Based Coach from Fielding University.

Dr. Perry Moore

Dr. Perry Moore is Professor of Accounting and Director of Graduate Business at Lipscomb University in Nashville. He is a Certified Public Accountant, a Certified Internal Auditor, a Chartered Global Management Accountant, and is Certified in Risk Management Assurance. A Nashville native, Perry graduated from Lipscomb with a degree in accounting and then completed his graduate studies at the University of Alabama and the University of Georgia.

For the Tennessee Society of CPAs, Perry is a member of their Professional Ethics and Accounting Career Education Committees. Perry has also directed their Accounting Academy, a program designed to attract high school students to accounting careers. Perry serves as At-Large Member of the Nashville Chapter's Board.

Perry is active in the Institute of Internal Auditors. He has served as a past-President of their Nashville Chapter. Perry is Past-President of Delta Mu Delta, an international honor society for business majors.

Perry provides training for CPAs across the state of Tennessee on Professional Ethics. He serves as a member of the CPE Standards Working Group for the National Association of State Boards of Accountancy (NASBA). In 2015, the Accreditation Council for Business Schools and Programs honored Perry with their International Teaching Excellence Award. He has also received teaching awards from the Tennessee Society of CPAs, Lipscomb University, and the University of Georgia.

Robert Morris

Robert Morris is a successful entrepreneur and a seasoned HIT professional. Rising mortality rates, runaway expenses, patient population growth, and legislation have all laid the justification and roadmap for improving healthcare. It will take teamwork and practical hands-on leaders with extensive “Real World” healthcare facility knowledge and experience to manage this transformation.

Roberts 25+ year HIT career and positions have taken him from Analyst to CEO. In 1997 Robert was relocated to Nashville by Community Health Systems, Inc to be on the ground floor of what would become one of the nation’s largest healthcare corporations. The mission was to take modern healthcare to rural communities across America. This same mission led him to the HHS/ONC/ TN Regional Extension Center in 2009 to help hundreds of physicians navigate Meaningful Use. In 3rd Quarter 2017 Mr. Morris joined TekLinks, Inc as VP of Healthcare & Security Solution Services.

Over his career he has developed HIT clinical application strategy, conducted HIPAA/HITECH Privacy & Security Risk & Vulnerability Assessments and deployed HIT projects/onsite transitions of acquisitions for over 100 hospitals, 500 ambulatory clinics, and many skilled nursing facilities.

Emily Crabbe

Emily Crabbe graduated cum laude from Atlanta’s John Marshall Law School in 2013. Before starting at HHS/OCR, she worked as a staff attorney at a clinical toxicology laboratory. At OCR, Emily’s investigative caseload has become focused on information security and data breaches. She functions as the office specialist for cases relating to the HIPAA Security Rule and for breaches that result in financial penalties.

Bill Moyer

Bill Moyer is a Security Architect for the Information Protection and Security (IP&S) of HCA Healthcare, one of the nation’s leading providers of healthcare services. In his role, he provides the strategies and direction necessary to securely design and develop initiatives and healthcare applications for the Cloud, Telehealth, Mobile Connectivity, and Patient Experience.

A long time professional, Bill has more than 25 years of experience in the areas of Information Technology and Information Security. He joined HCA in 2002 as a Consulting Security Engineer, and moved into his current role in 2009. Prior to HCA, Bill worked in OPSEC environments, and was an information security consultant for clients in various industry verticals including financial, energy, telecommunications, internet media, internet travel, and internet retail.

Mr. Moyer is currently Vice President of the InfraGard Members Alliance of Middle Tennessee and is a member of the Middle Tennessee chapter of the ISSA and the NH-ISAC Cloud Security working group. A Navy veteran, Mr. Moyer held numerous leadership roles during his length of service.

Mark Johnson

Mark Johnson is a Managing Director in KPMG’s Healthcare Cyber practice. He has over 25 years of information security leadership experience providing solutions to commercial companies, non-profit organizations, and various United States Federal Government agencies, including the design, development, implementation, and administration of information security strategic and operational programs. Mark’s experience includes serving as the CISO for a large Academic Medical Center, and CSO for a software company in the Financial Services Industry. At KPMG, he serves as the National Lead for Healthcare Security Services and led the protocol development and the audit efforts for the 2012 OCR HIPAA Audits.

Christoph Stauder

Christoph is a national leader in developing and presenting certification training programs for HFMA. He worked for Arthur Andersen for 14 years before starting his own healthcare consulting business in 2001. Christoph is a past president of Oregon HFMA. He and his wife Ellen have lived in Oregon since 1983 and raised three daughters there. Christoph earned a BA in Religion from Gettysburg College and an MA in Divinity from The University of Chicago.

REGISTRATION, FEES, AND CONTINUING EDUCATION CREDITS

Registration is available exclusively through our website at <http://www.tnhfma.org/event-2848120/Registration>

	FULL INSTITUTE	ETHICS COURSE	CHFP STUDY COURSE
Provider/Student HFMA Member	\$150	\$75	\$35
Provider/Student Non-Member	\$275	\$75	\$35
Other HFMA Member	\$225	\$75	\$35
Other Non-Member	\$275	\$75	\$35
Guest Tickets	Wednesday, May 9 th	Wednesday, May 9 th	Thursday, May 10 th
	-	-	-
	Sounds Game	Sounds Game	Lunch
	One Ticket	Four Tickets	
	\$30	\$100	\$50

Cancellation Policy

If cancellations are received after May 1st, 2018, there will be a \$50 administrative fee. **Registrants who do not cancel, by the first day of the Institute (May 9th, 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-Us>.

CPE Credits

TNHFMA recommends a maximum of 11.0 hours CPE for the 2018 Spring 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: www.learningmarket.org.



If you have questions or concerns regarding educational programs provided by TNHFMA please contact our Programs and Education Chair, Pam Jones, 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, Intermediate or Advanced

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 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.

CONFERENCE INFORMATION

Hotel

Reservation Deadline: April 8th, 2018

The 2018 Spring Institute will be held at The Embassy Suites in Franklin, TN. Please make your reservations no later than April 8th, 2018 to take advantage of our group rate of \$180/night (plus taxes and fees). To reserve a room, please call 1-800-EMBASSY and ask for reservations. Please indicate you are part of the TN Chapter Healthcare Financial Management block of rooms, reservation code: FMA. You may also book your reservation online by clicking here: [HOTEL RESERVATIONS](#).

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 Thursday, May 10th, at the close of the meeting. You must be present to win!!

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