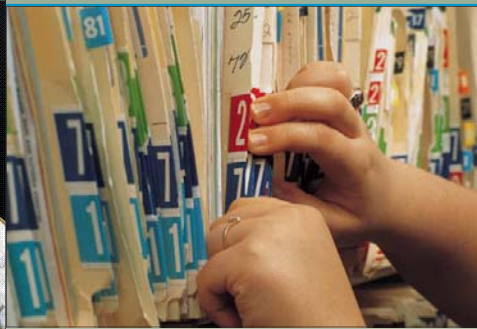


2010: A Healthcare Odyssey

3rd Annual Conference
November 12-13, 2009



Embassy Suites ~ 1000 Woodward Drive NE ~ Albuquerque

Thank you to the Conference Sponsors



Thursday, November 12th

12:00 pm Registration

1:00 **Too Many Flies, Not Enough Swatters: Practical Leadership Ideas to get the Work Done**
Debra Wiggs FACMPE, CEO, Trinity Management Solutions

As a leader, this session will help in the understanding of the importance of clarity and accountability regardless of the role while setting and supporting performance expectations. Methods to clarify roles and distribute responsibility will be shared with attendees.

Learning Objectives: How to effectively negotiate through the multiple roles practice administrators or financial managers hold (mentor, teacher, referee, team member); Methods to clarify roles and distribute responsibility; Ways to identify and improve communication styles

2:30 Refreshment Break with Exhibitors

3:00 **Medicare 2010: Rippling Through the Industry**
Cecilia Williams, Manager, Government Programs and Compliance, MedAssets

This session will outline some of the changes to the Medicare program in 2010 and beyond. It will also provide some tools that will help protect your bottom line from the payment reductions that are ahead.

Learning Objectives: Explore how past and future changes will impact Medicare Advantage and other managed care programs; Identify how providers can alter negotiations in the near term as their bargaining power shifts; identify certain tools to help the organization operate successfully in a managed care market

4:30-6:00 Reception with Exhibitors

7:30 am Breakfast with Exhibitors

Friday, November 13th

8:00 **Generational Differences in the Workplace**
Dr. Breda Bova, Professor and Senior Advisor to the President, University of New Mexico

The four generations in the workplace today will be covered with special emphasis on the characteristics of each as well as leadership issues.

Learning Objectives: Identify the four generations in the workplace today and discuss the characteristics of each generation and the implications for the workplace

9:15 Refreshment Break with Exhibitors

9:45

MGMA 1: Washington Update

Leah Cohen, Government Affairs Representative,
Midwest and West Sections, MGMA

Discover how the regulatory and legislative changes made in the Medicare program for 2009 will affect reimbursement and practice operations. There will also be a discussion of the American Recovery and Reinvestment Act of 2009 (economic stimulus package), an update on administrative simplification issues including recovery audit contractors, Red Flags rule and Project SwipeIT.

Learning Objectives: Find out how practice payments will be modified as a result of policy changes; Learn how the political system works so it can be used for advocacy efforts and contract negotiations

HFMA 1: Preparing for HIPAA 5010 and ICD-10: Are You Ready? Part I

Chris Armstrong, Principal, Deloitte

This session will focus on the health care transactions in ASC X12 Version 5010 Technical Report 3s (HIPAA 5010). The adoption of ICD-10 diagnosis and inpatient hospital procedure codes will be discussed.

Learning Objectives: Understand compliance responsibilities; Know how the new requirements will impact your administrative and business operations; Understand how your organization's implementation fits within larger efforts by other industry stakeholders (providers, vendors and clearinghouses)

Friday, November 13th ~ continued

11:00

MGMA 2: Partners in Compliance

L J Smith, Providers Relations Specialist, J4 Part B Provider Outreach and Education, Trailblazer Health Enterprises LLC

The importance of compliance regarding Medicare claims filing will be covered while highlighting the safeguard programs in place. The CERT and RAC functions will be reviewed and Medicare's top denials/rejects will be covered.

Learning Objectives: Highlight CMS and contractor safeguard programs; Learn the importance of the CERT program; Recognize resolutions to denials

HFMA 2: Preparing for HIPAA 5010 and ICD-10: Are You Ready? Part II

Chris Armstrong, Principal, Deloitte

This session continues and focuses on the health care transactions in ASC X12 Version 5010 Technical Report 3s (HIPAA 5010). The adoption of ICD-10 diagnosis and inpatient hospital procedure codes will be discussed.

Learning Objectives: Understand compliance responsibilities; Know how the new requirements will impact your administrative and business operations;

12:00 pm

Lunch Presentation - **State of Healthcare in New Mexico**, Lt. Governor Diane Denish
Networking and raffle drawings

1:15

MGMA 3: MGMA Member Meeting

Becky Strom, President, New Mexico Medical Group Management Association

This session provides an update on issues as well as new information. The results of the brainstorming session will be shared. Judy Montgomery, MGMA's Western Section Representative, will be present to update the group on National Information.

HFMA 3: Automating PFS-Increasing Cash Flow & Productivity with Predictive Analytics

Jason Merck, Director, System Engineering, Apollo Data Technologies

A discussion on how predictive analytic technology is used to drive business process improvements, automate account follow up and resolution, and streamline processes and workflow.

Learning Objectives: Learn how new technologies like predictive analytics can be leveraged to improve the bottom line; technologies that are positively impacting the revenue cycle

2:15

Refreshment Break with Exhibitors

2:30 - 4:30

Is Technology Making Us Stupid? What the internet & technology are doing to our brains – what you can do to save your sanity and bring focus and energy back to your life!

Jerry Bridge, President, Bridge Practice Management

Today's world is all about speed and gathering superficial information. How does that affect our ability to comprehend, focus and manage our work? Effective action relies on a combination of two traits: focus and energy.

Learning Objectives: Learn what it takes to manage your life and work with the focus, energy, and vitality necessary to accomplish what's most important

11.0 CPE credits are available and CE hours will be assigned by ACMPE for MGMA members.

Dress is Business Casual.

The **Embassy Suites Albuquerque**, 1000 Woodward Drive NE, is the site for this conference. Featuring two room suites, a heated indoor pool and spa, fitness center, 24 hour business center and wireless internet accessibility in the public areas, this hotel is a setting conducive for learning and relaxation.

Call 1 800-EMBASSY (800-362-2779) and ask for the New Mexico HFMA chapter room rate of \$119 which ends October 17th.

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Conference Faculty

Chris Armstrong, Principal, Deloitte Consulting's Life Sciences and Health Care practice has more than 25 years of health care experience in industry and consulting. She has extensive industry experience in the revenue cycle, operational management roles, and corporate director of information systems.

Dr. Breda Bova, Professor and Senior Advisor to the President, University of New Mexico has carried out research with various populations in the areas of mentoring and generations in the workplace. Her publications include *Workplace Learning and Generation X* and *Mentoring Revisited: The African-Woman's Experience*.

Jerry Bridge, President, Bridge Practice Management, is a trainer, coach and motivational speaker. Over the past 15 years, Jerry has trained over 75,000 healthcare executives, providers and practice managers on issues such as revenue cycle management, customer service and stress management and productivity.

Leah Cohen, Government Affairs Representative, Midwest and West Sections, MGMA answers national member questions about technical details of federal legislative and regulatory issues. She also coordinates grassroots efforts by MGMA members and speaks before state and national meetings.

Lt. Governor Diane Denish of New Mexico is the first woman to be elected Lt. Governor in New Mexico. A life-long New Mexican, she has lived, worked and come to know residents throughout the state. Ms. Denish is the former chair of the Democratic Party of New Mexico and for twelve years owned a successful small business.

Jason Merck, Director, System Engineering, Apollo Data Technologies leads the technical implementation and process re-engineering teams at Apollo. He brings ten years of healthcare consulting and technology experience. He has experience developing solutions to improve denial management, self-pay and bad-debt accounts and underpayments.

L J Smith, Providers Relations Specialist, J4 Part B Provider Outreach and Education, Trailblazer Health Enterprises LLC, is responsible for answering questions concerning policy and billing information for Part B providers. She conducts face-to-face workshops for physicians, their billing staffs and medical societies/organizations across a four-state region.

Debra Wiggs FACMPE, CEO, Trinity Management Solutions, has a passion for helping physician practices be effective medical service businesses. As a consultant, she is associated with PivotHealth, an integrated delivery systems; Maxwell IT, a vendor-neutral IT company specializing in small practice EMR selection and MGMA as an affiliate.

Cecilia Williams, Manager, Government Programs and Compliance, Med Assets, provides management oversight to the team that maintains Medicare, Medicaid (for six states) and TRICARE. In this role, she analyzes, designs and maintains pricing systems.

Registration Form ~ 3rd Annual Conference ~ November 12-13, 2009

Name (*print carefully*): _____ Title: _____

Organization: _____ mbr? HFMA ___ MGMA ___

Street Address: _____ City: _____ ST: ___ Zip: _____

Phone #: _____ Fax #: _____ e-mail: _____

(Multiple registrants from the same organization for discounted fee, copy form for 6 or more)

Regis #2: _____ Title: _____ mbr? HFMA ___ MGMA ___

Regis #3: _____ Title: _____ mbr? HFMA ___ MGMA ___

Regis #4: _____ Title: _____ mbr? HFMA ___ MGMA ___

Regis #5: _____ Title: _____ mbr? HFMA ___ MGMA ___

[This brochure available at ~ www.nmhfma.org](http://www.nmhfma.org)

Registration Fees:

	HFMA / MGMA Member	Non-Member
Early Registration (<i>Receipt by 10/30/09</i>)	\$169	\$189 \$ _____
5 or More from same organization	\$159 X # _____ =	\$ _____
Registration (<i>Receipt 10/31 & after</i>)	\$189	\$199 \$ _____
5 or More from same organization	\$169 X # _____ =	\$ _____
	TOTAL DUE	\$ _____

If a vegetarian meal is needed, Please \surd and indicate what registrant # (s) _____

\surd Concurrent Sessions that will be attended on November 14:

	9:45 am	11:00 am	1:15 pm
Regis #1:	MGMA 1 _____ HFMA 1 _____	MGMA 2 _____ HFMA 2 _____	MGMA 3 _____ HFMA 3 _____
Regis #2:	MGMA 1 _____ HFMA 1 _____	MGMA 2 _____ HFMA 2 _____	MGMA 3 _____ HFMA 3 _____
Regis #3:	MGMA 1 _____ HFMA 1 _____	MGMA 2 _____ HFMA 2 _____	MGMA 3 _____ HFMA 3 _____
Regis #4:	MGMA 1 _____ HFMA 1 _____	MGMA 2 _____ HFMA 2 _____	MGMA 3 _____ HFMA 3 _____
Regis #5:	MGMA 1 _____ HFMA 1 _____	MGMA 2 _____ HFMA 2 _____	MGMA 3 _____ HFMA 3 _____

REGISTRATION DEADLINE: November 6, 2009

Cancellations received by November 6th, are subject to a \$50 fee. There are no refunds after that date.

Payment Options:

___ Check (Made payable to NM HFMA chapter)

___ Visa ___ MasterCard ___ American Express ___ Discover

Credit Card #: _____ Exp Date: _____ Security #: _____

Cardholder's Name (Print): _____ Signature: _____

Cardholder's Billing Address: _____ City, ST, Zip: _____

(NOTE: Your credit card statement will list Silver & Cherner, Ltd. as the coordinator for this conference)

Mail Registrations and Payments: NM HFMA + MGMA Conference
10221 N. 32nd Street Suite D
Phoenix, AZ 85028-3849

Fax Registrations To: 602-996-2330 (receipt by fax by October 30th assures the Early Rate)

Questions: 602-996-2220