Preparing for the Transformation of Health Care Finance

Track One: Reimbursement Strategies for PPS Hospitals

Track Two: Current Reimbursement Issues for Critical Access Hospitals

Oct. 9-10, 2014
Crowne Plaza Minneapolis West, Plymouth, MN
Thursday, Oct. 9, 2014

7:30 a.m. Registration and Continental Breakfast

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

8:45 a.m. Leadership: Encourage Growth and Development
Al Newman, speaker, former Minnesota Twin, Savage, MN
Al learned a lot about leadership from his mentor and manager Tom Kelly while he played for the Minnesota Twins. Learn how to find the right combination and bring out the best in people.

9:45 a.m. Break

10 a.m. Price Transparency: Public Policy and Health Care Industry Responses to Consumer Cost Concerns
Mark Rukavina, principal, Community Health Advisors, LLC, Chestnut Hill, MA
The increase in out-of-pocket expenses for patients has focused attention on the need for improved price transparency in health care. This session will provide background on health care cost trends, review the Affordable Care Act’s Section 501(r) requirements related to pricing, examine the HFMA’s Medical Account Resolution Best Practices, and provide an overview of the report produced by the HFMA’s Price Transparency Task Force. Participants will explore the principles and recommendations put forth by the Price Transparency Task Force.

11 a.m. State Policy Update: Where Do We Go From Here?
Mary Krinkie, vice president, government relations, Minnesota Hospital Association, St. Paul, MN
As we approach the 2015 legislative session, Minnesota health care will find a number of issues that will become a priority. Whether we look at workforce or staffing issues, payment reform or transparency, helping Minnesota hospitals deliver safe patient care is our top priority. Krinkie will share highlights of the 2014 session and also preview of the priority issues that the health care community will be facing in the 2015 legislative session.

Noon Lunch

1 p.m. Are Your Patients On Track to a Better Experience?
Jamie M. Pelzel, M.D., medical director, heart failure program, CentraCare Heart & Vascular Center, St. Cloud, MN and Ron Luetmer, principal, OnTrack to Health, Glenwood, MN
As health systems transition from volume to value-based reimbursement, creating “activated” patients will become an increasingly critical strategy for success, most importantly for your patients. Listen to a physician’s perspective on how to empower patients so they materially participate in leveraging more value from each health care dollar spent. OnTrack to Health is designed to put the management of chronic disease where it belongs — in the patients’ hands. Using a mobile device, patients actively report symptoms, medication changes and adherence, send secure messages, receive provider-driven education, and track changing vital signs. This session will provide practical insights on clinical workflows and challenges in implementing a disruptive innovation. It will also include a discussion on the financial impact of a patient-centric population health strategy using data from a 20-month pilot conducted at CentraCare.

CHOOSE FROM ONE OF THE FOLLOWING TRACKS

Track One: Reimbursement Strategies for PPS Hospitals

2:30 p.m. PPS Hospitals — 2015 Inpatient Final Rule
Kevin Krawiecki, director, DataGen, Inc., Rensselaer, NY
This session will explore the policy and payment rule changes under Medicare’s inpatient and outpatient prospective payment systems for 2015. Medicare’s other payment settings will also be discussed along with a look into the future of these payment systems.

3:30 p.m. Break

3:45 p.m. PPS Hospitals — Bundled Payments Financial Analytics: How to View Future Payment Reform Models
David Schuh, principal - health care group, CliftonLarsonAllen LLP, Minneapolis, MN
As the payment incentives for hospital care evolves, there will be a greater emphasis on payment for value over payment for volume. One of the current innovation models that CMS supports is for bundled payments across the continuum of hospitalization to 90-days...
post-discharge. Schuh will present concepts and financial analysis that will provide the tools you will need when entering this new era of payment reform.

**Track Two: Current Reimbursement Issues for Critical Access Hospitals**

2:30 p.m.  
**Critical Access Hospitals — Billing Requirements and Compliance**  
*David Glaser, attorney, health law group, Fredrikson & Byron, P.A., Minneapolis, MN*  
Glaser will provide information on billing requirements and compliance issues pertaining to observation status, the “two midnight” rule, 96-hour requirements and swing-bed utilization. He will also provide practical tips to protect your hospital from costly audits.

3:30 p.m.  
**Break**

3:45 p.m.  
**Critical Access Hospitals — Property Valuation, A Hidden Source of Hospital Health Care Community Funding**  
*James B. McComb, president, McComb Group, Ltd., Minneapolis, MN*  
Property taxes assessed against “for-profit” facilities within a health care campus may vary dramatically between comparable health care real estate as well as other commercial real estate. The McComb Group has been extremely successful in the past evaluating commercial property’s “assessed value” resulting in significant tax savings for clients. For hospitals, funding for community health care outreach reinvestment can be expanded with potential property tax savings. McComb Group has adapted its extensive analysis methodology and background to “for-profit” health care facilities. With potential recovered assets, efforts may then be accelerated to increase community health care initiatives in areas now limited by funding constraints. This heightened benefit to the community in terms of public health and well-being enhances the mission and image of your health care organization.

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

**Friday, Oct. 10, 2014**

7:30 a.m.  
**Continental Breakfast**

8:30 a.m.  
**The Transformation of America’s Hospitals: Succeeding in the New Era**  
*Dan Clarin, CFA, Kaufman Hall, Chicago, IL*  
Purchasers of health care, including insurers, employers and consumers, are demanding greater value for their dollars. In response, progressive providers are changing strategy and operations to deliver high-quality and cost-effective care. This session will address the key drivers of the current transformation in health care such as insurance benefit design, population health management and declining volume, what they mean for hospitals and health systems and their required competencies for health care organizations going forward. This session will provide information on the road map required of leadership teams to successfully change their hospital or health system to one that can deliver on the new value equation. Participants will learn how to identify the business model change from hospital-centric sick care to community-centric health care, how to analyze the pro-competitive pressures that are disrupting and transforming traditional health care markets, and learn how to define the impact of business model disruption on existing providers.

9:30 a.m.  
**Leadership Perspectives on Health Care**  
*Mary Christensen, president & CEO and Todd Alexander, vice president of client development, Experienced Resources, Minneapolis, MN*  
With health care providers trying to balance financial viability with facility needs and community demands, where are Minnesota health care leaders currently focusing their attention? This session will offer you a valuable snapshot of what the state’s health care leaders view as their top priorities, greatest challenges, and a few of the looming issues that may lay ahead. Throughout the past eight years, Experienced Resources’ Leadership Perspectives on Health Care survey has been providing a unique look at the challenges and opportunities of health care leaders throughout the region. This session will offer you a valuable insight to what the state’s health care leaders currently view as their top priorities, the perceived barriers standing in their way, and how well they are personally enduring the never-ending list of things that need to get done.

10:30 a.m.  
**Break**

10:45 a.m.  
**From CFO to CEO: A Panel Discussion of the Path to Leadership**  
*Panelists: Stacy Barstad, chief executive officer, Sanford Tracy Medical Center, Tracy, MN; Joel Beiswenger, chief executive officer, Tri-County Health Care, Wadena, MN; and John Strange, president & CEO, St. Luke’s Hospital, Duluth, MN*  
Several current hospital CEOs were formerly CFOs. This panel of CEOs met that criteria and will describe that pathway to the chief executive’s seat. They will describe some of the opportunities and challenges they faced as they made the transition. They will also discuss what they see as the necessary leadership skills for the future of hospital financing and payment reform. Questions from the audience are encouraged.

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

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

Registration instructions
Register online at www.mnhospitals.org (click on “Calendar of Events”) or complete and return the registration form by Oct. 3, 2014 to the Minnesota Hospital Association, 2550 University Ave. W., Suite 350-S, St. Paul, Minnesota 55114-1900.

SPACE IS LIMITED!

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

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

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

Overnight accommodations: $129. Cut-off date for room reservations at the quoted rate is Sept. 17, 2014. Please indicate you are with the MHA-HFMA Conference Block when making overnight accommodations.

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

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

Registration Form
MHA-HFMA Conference
Oct. 9-10, 2014 | Crowne Plaza Minneapolis West, Plymouth

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

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

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

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

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