

NORTHERN & SOUTHERN CALIFORNIA HFMA CHAPTERS



CALIFORNIA FALL CONFERENCE

20th Annual Conference
Hyatt Regency Long Beach, Long Beach, CA
Sunday, September 19 - Tuesday, September 21, 2010

CO-SPONSORING ORGANIZATIONS

American Association of Healthcare
Administrative Management-AAHAM,
Southern California Chapter
California Association of Physician Groups
(CAPG)
California Hospital Association
Healthcare Billing and Management Association
Healthcare Executives of Southern California
Hospital Association of Southern California
Hospital Association of San Diego and Imperial
Counties
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California
Integrated Healthcare Association
Healthcare Information Management System
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Xtend Healthcare

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REGISTRATION FORM

20th Annual California Fall Conference, c/o Victoria Morgan, PO Box 923035, Sylmar, CA 91392
HFMACAfallconf@aol.com, 818-606-4995, 818-362-5610 fax

September 19-21, 2010, Hyatt Regency Long Beach, Long Beach, CA

Please complete this form and return by mail, or if paying by credit card, fax form to (818) 362-5610 or, register online at our website www.hfma-cafallconf.org.

Badge and Mailing Information

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Rates	Member	Non-Member	Subtotal
Early Registration by 08/06/10	\$ 595.00	\$ 695.00	\$ _____
Regular Registration	\$ 695.00	\$ 795.00	\$ _____
Pre Conference Extra	with Full Registration	Workshop Only	
Full-Day Sunday Sessions	\$ 130.00	\$ 175.00	\$ _____
		Total	\$ _____

Breakout Session Selections

Please identify which breakout sessions and pre-conference workshops you will be attending. Use course numbers from the Schedule and Session at a Glance.

Sunday 10:30 S1 S2 S3 Monday 1:30 M3 M4 M5
1:00 S4 S5 S6 3:30 M6 M7 M8
3:00 S7 S8 S9 Tuesday 2:30 T3 T4 T5

Payment Information

Payment enclosed (check payable to HFMA California Fall Conference) in the amount of \$ _____

Charge \$ _____ to VISA MASTERCARD AMERICAN EXPRESS

CARD NUMBER _____ EXPIRATION DATE _____

CREDIT CARD BILLING ADDRESS: STREET NUMBER _____ ZIP CODE _____

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PRINT CARDHOLDER NAME _____ SIGNATURE _____

Cancellation Process: A refund of the registration fee (less a \$150.00 processing fee) will be granted if cancellation is received by August 6, 2010. Substitutions are permitted. Cancellations must be submitted in writing by fax to (818) 362-5610 or by mail to HFMA California Fall Conference, (see address above) or via email to HFMACAfallconf@aol.com. NO refunds will be issued after August 6, 2010.

COMBINE BUSINESS AND PLEASURE IN LONG BEACH

This year's Fall Conference is taking place in the Hyatt Regency Long Beach overlooking the Long Beach Harbor and Marina. The Hyatt is adjacent to the Long Beach Convention and Entertainment Center and immediately across the street from the Aquarium of the Pacific. It overlooks the Queen Mary berthed in the Long Beach Harbor and is surrounded by other harborside attractions. (See <http://longbeach.hyatt.com>). Nearby world famous attractions include Disneyland, Universal Studios and Knott's Berry Farm as well as the many cultural attractions of the LA Basin. Downtown Long Beach itself has numerous museums and shopping opportunities and for those with extra time, transportation to Catalina Island as well as fishing and whale watching tours leave from Long Beach Harbor. Finally for those who just want to relax there are sandy beaches nearby to just relax and enjoy the ocean.



Welcome to the 20th Annual California Fall Conference! This year's Fall Conference, jointly sponsored by the Northern California and Southern California HFMA chapters, returns to Southern California and the beautiful Hyatt Regency Long Beach!

The California Fall Conference is one of the most successful and long standing educational traditions of the HFMA. Our objectives for this conference are three-fold.

First: To provide keynote speakers who will both entertain and inspire AND provide insights about healthcare trends and regulation both nationally and in California.

Second: To provide our attendees with top quality educational programming in three distinct disciplines within healthcare: Finance, Patient Financial Services and Managed Care Contracting.

Third: To provide a forum where our vendor sponsors can mingle with users and prospective users of their services in a social setting designed for effective networking.

This year's keynote speaker will be J. Mario Molina, President and CEO, Molina Healthcare Inc.. Since 1980 Molina Healthcare has been a leader in providing quality healthcare to those who depend on government assistance. Molina Healthcare provides healthcare assistance to approximately 1.4 million members in nine states. Over the last 25 years, Dr. Molina has served in various capacities at Molina Healthcare, Inc. From 1991 to 1994, he served as the Medical Director working with providers and clinics, while overseeing medical and risk management issues. In 1994, he became Vice President responsible for provider contracting, member services, marketing and quality assurance. Dr. Molina was elected Chairman of the Board and assumed the chief executive role at Molina Healthcare in 1996.

Dr. Molina's presentation is entitled "Beyond Health Insurance Reform—What Comes Next?"

Back by popular demand our panel of health care experts will tackle the issue of healthcare reform in a panel presentation entitled: "Yikes! ObamaCare Has Passed, What Do We Do Now?" Our panel consists of Richard Figueroa, Deputy Cabinet Secretary, Office of Governor Arnold Schwarzenegger, Don Crane, CEO, California Association of Physician Groups, Duane Dauner, CEO, California Hospital Association, Patrick Johnston, CEO, California Association of Health Plans, and Dustin Corcoran, CEO, California Medical Association. Another general session will include a California regulatory update from Cindy Ehnes, Director of the Department of Managed Care.

One new general session for 2010 will be a CEO panel with four distinguished Hospital CEO's from Northern and Southern California. The panel is composed of Richard Afable, MD, MPH, President and CEO, Hoag Memorial Hospital Presbyterian, Thomas Priselac, President and CEO, Cedars-Sinai Health System, Marcy Feit, President and CEO, ValleyCare Health System, and Robert Issai, President and CEO, Daughters of Charity Health System

The final general session speaker is Jeanne Scott who brings her inimitable blend of wit and political insight to the conference.

The winning formula of MANY breakout sessions (18 in all) provides our attendees with tools to be used back at the office. The breakout sessions are divided into three tracks; Patient Financial Services, Finance and Managed Care. All of our courses are designed to enable our attendees to return to their health systems with ideas and tools that can be implemented to complete their work better and faster!

Hotel accommodations are available at the Hyatt Regency Long Beach, 200 S. Pine Avenue, Long Beach, CA 90802

Reservations can be made by calling the hotel directly at 562-491-1234, or at <https://resweb.passkey.com/go/hfma2010lb>

Use group code HCFM when making your reservation to get discounted rates.

Hotel Rates

Single or Double: \$189 plus tax

Triple Occupancy: \$204 plus tax

Quadruple Occupancy \$219 plus tax

Parking

Overnight guest: \$16.00/self, \$19.00/valet

Day: \$8.00/self, \$10.00/valet

Arrival/Departure

Check in time is 4:00 p.m. and check out is 12:00 noon

REGISTER EARLY & SAVE \$100

Member Rates

If you want to join HFMA and receive a member discount for this conference, please visit the national HFMA website at www.hfma.org and enjoy the benefits of HFMA membership throughout the year.

Individuals with memberships in co-sponsoring organizations are eligible to attend at HFMA member rates. Affiliation must be noted on the registration form and verifiable with the professional organization. The member discount does not apply to institutional memberships.

Employees of corporate sponsors at the Corporate, Diamond, Platinum, Gold or Silver levels are eligible to register at member rates.

Cancellation Policy

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Registration and Payment

You have three options for registration:

1. Register on the conference website (www.hfma-cafallconf.org)
2. Complete the Registration Form, pay by credit card and fax your Registration Form.
3. Mail your registration with credit card information or check payable to HFMA California Fall Conference and send it to the address below.

HFMA California Fall Conference
c/o Victoria Morgan, FHFMA
PO Box 923035, Sylmar, CA 91392
Fax: 818-362-5610
Email: HFMACAfallconf@aol.com

SCHEDULE AND SESSION AT A GLANCE

Sunday, September 19, 2010

10:00 am	Pre-Conference Registration Opens		
10:30 am	<p>PFS Track (S1) Legal Update Learn the latest about the current and future state of national regulation and rulemaking as well as California specific legislation. <i>Paul Demuro, Partner, Latham & Watkins</i></p>	<p>Finance Track (S2) Accountable Care Organizations: Case Studies and Physician Alignment Implications A presentation of key strategic and technical components, structural models and real-world case studies on Accountable Care Organizations. <i>Leonard J. Henzke, Principal, ECG Management Consultants, Inc.; Jennifer K. Gingrass, Senior Manager, ECG Management Consultants, Inc.</i></p>	<p>Managed Care Track (S3) Provider Contracting Panel The natural tension between health plans and providers has been exacerbated by the economic situation and rising costs across the board. Is there common ground? Hear the opinions of leading system leaders on what can and is being done to ameliorate this situation. <i>Jeffrey Conklin, President, Adventist Health Managed Care; Terri Guzy, Director Managed Care, Hill Physicians Medical Group</i></p>
12:00	Lunch for Pre-Conference Attendees		
1:00 pm	<p>PFS Track (S4) 3-Day Payment Window and Transfer DRGs—Underpayment Reimbursement This session presents the regulations related to the 3-Day Payment Window and Transfer DRGs, their compliance impact and how to maximize underpayment reimbursements. <i>David A. Jupp, President, MCare Solutions, Inc.</i></p>	<p>Finance Track (S5) Economic recovery is on the horizon. Are you prepared? Retooling for Recovery is a call to action for treasury. This session will focus on three key areas of treasury operations. (1) Assess investment alternatives for optimizing interest income; (2) Optimize business processes for cost management; and (3) Use the latest treasury technology for efficiency. <i>Julie Hazen, Principal Treasury Strategies, Inc.</i></p>	<p>Managed Care Track (S6) Physician Group and Hospital Relations in the Foundation and Other Models. The Foundation model is emerging as a potentially viable delivery system in managed care. What are the critical elements of the relationships, particularly rates, data exchange, and shared risk programs between the hospital and its affiliated physicians that can make the model work efficiently and effectively. The panel will discuss and highlight these important Foundation components. <i>Jennifer Jackman, President & CEO, PIH Foundation; John Cascell, VP Managed Care, Long Beach Memorial Medical Center; Morris Flaum MD, CEO, Sutter Pacific Medical Foundation</i></p>
2:30 pm	Break		
3:00 pm	<p>PFS Track (S7) HIPAA 5010, ICD-10, and ARRA/HITECH: Are you there yet? Understand what needs to be done to turn these regulatory compliance initiatives into strategic advantages. Learn where your organization should be at now. <i>Elaine Lips, RHIA, President and CEO, ELIPSe, Inc.; Deborah Kohn, MPH, RHIA, FACHE, Principal, Daks System Consulting</i></p>	<p>Finance Track (S8) Economic Stimulus: Understanding the Healthcare IT Impact For Physicians & Hospitals This presentation will provide an overview of the current state of the ARRA/HITECH legislation with focus on the financial incentives available. Also included will be a review of the current state of Health Information Exchanges and the revenue opportunity associated with them. <i>Clark Kegley, Senior Director, Information Services, Scripps Health</i></p>	<p>Managed Care Track (S9) Update on Managed Care Legal Issues: Accountable Care Organizations, Non-Contracted Providers, Other Regulatory Matters This session will provide a legal update on law and regulations in managed care, including the latest developments on non-contracted providers, administrative simplification, and Accountable Care Plans, among other things. <i>Mike Thornhill, Partner, Miller & Miller</i></p>
4:30 pm	Pre-Conference Sessions End and Conference Registration Opens		
5:00-6:30	Opening Reception		

Monday, September 20, 2010

7:00 am Continental Breakfast and Conference Registration

8:15 am Conference Welcome: Conference Chairs
*Jim Moynihan and Peter Hugenroth*8:30 am **(MG1) Beyond Health Insurance Reform—What Comes Next?**

National Health Insurance Reform has been passed and is ramping up. What effects can we expect for California health plans, hospitals and medical groups? And while membership increases, can costs be controlled while quality is maintained? One of the country's leading Health Plan CEOs will look into the crystal ball and tell us what he sees.

Keynote: J. Mario Molina, President and CEO, Molina Healthcare

10:00 am Break

10:30 am **(MG2) Department of Managed Health Care Update
DMHC Update On Managed Care**

The Department of Managed Health Care (DMHC) will be challenged as never before with expanded provider networks, new licentiates, solvency requirements, and financial disputes between plans and delegated medical groups. Director Ehnes will provide remarks and walk attendees through these issues.

Cindy Ehnes, Director, California Department of Managed Health Care

Noon Lunch

1:30 pm **PFS Track
(M3) Are You Prepared for MAC,
RAC, MIC and ZPIC Audits?**

Is your hospital ready for the Permanent RAC (HDI)? The MIC, MAC and ZPIC Auditors? You will hear the latest updates on the various auditors and learn how our speaker defended a health system during a recent ZPIC audit.

Ron Nicholson, President, The Toiyabe Group

**Finance Track
(M4) CFO Forum**

A panel of hospital CFO's will discuss current challenges and opportunities in light of healthcare reform, economic recovery and the current regulatory environment. The panel will discuss strategies to enhance financial performance and key organizational success metrics.

Kathleen Cain, Interim CFO Valley Health System; Jennifer Mitzner SVP and CFO at Hoag Memorial Hospital; Laura Zehm, CFO of Community Hospital of the Monterey Peninsula

**Managed Care Track
(M5) Strategies for Handling
Difficult Negotiations: Providers
and Health Plans**

Sometimes health plans and providers seem at opposite ends of the spectrum in their contract approaches and positions. Are there strategies and techniques both sides can use to reach a mutually acceptable resolution of contract issues? Our panel will describe their experiences in promoting and structuring a "win-win" result for HMOs, hospitals and medical groups.

Brandon Edwards, President and CEO, Revive Public Affairs; Charles Bacchi, Executive Vice President, California Association of Health Plans

3:00 pm Break

3:30 pm **PFS Track
(M6) Provider Case Studies:
Denial Tracking Tools**

Many California providers were in a "reactive" mode during the RAC Demonstration Project. We need to be proactive in 2010. Learn what your peers are using for tracking tools including the pros and cons of each.

*Susan Labow, Vice President, Receivables Optimization, Inc.; Lois Maxwell, Director, Revenue Cycle, Enloe Medical Center
Tanja Twist, Director, Patient Financial Services, Methodist Hospital of Southern California*

**Finance Track
(M7) Capital Markets Update**

A panel of financial advisors and investment bankers will discuss issues related to capital formation in the post-economic meltdown environment.

Ellen Riley, Senior Vice President, Kaufman Hall; Matt Swafford, Executive Director, Morgan Stanley

**Managed Care Track
(M8) Health Plan Updates**

Healthcare reform, continuing membership attrition, solvency requirements, all are some of the challenges facing health plans as they cope with the present and plan for the future. Hear senior plan executives discuss their plans to work on these important issues with their medical group and hospital partners.

Brian Jeffrey, Vice President, UHC; Ben Katz, Vice President, CIGNA; Additional Health Plan Representative TBD

5:00 pm Break

5:15-6:30 Reception

SCHEDULE AND SESSION AT A GLANCE

Tuesday, September 21, 2010

7:30 am Continental Breakfast and Conference Registration

8:00 am General Session

(TG1) Yikes! ObamaCare Has Passed, What Do We Do Now?

The much debated universal health care initiative was finally passed and signed into law by President Obama. How will this unprecedented legislation affect health care providers, hospitals, medical groups, health plans, employers, and the uninsured? Listen to our panel of health care leaders and a senior Advisor on healthcare for the Governor, as they tell us what to expect. *Richard Figueroa, Deputy Cabinet Secretary, Office of Governor Arnold Schwarzenegger; Duane Dauner, CEO, California Hospital Association; Don Crane, CEO, California Association of Physician Groups; Patrick Johnston, CEO, California Association of Health Plans; Dustin Corcoran, CEO, California Medical Association*

10:00 Break

10:30 am **(TG2) CEO Panel**

This distinguished CEO panel will provide unique views of the challenges facing hospitals under the current economic conditions and healthcare reform efforts; the panel will discuss approaches they take to address financial, quality, access and comparative effectiveness issues, and other changes impacting the industry.

Richard Afable, MD, MPH, President and CEO, Hoag Memorial Hospital Presbyterian; Thomas Priselac, President and CEO, Cedars-Sinai Health System; Marcy Feit, President and CEO, ValleyCare Health System; Robert Issai, President and CEO, Daughters of Charity Health System

Moderator: Duane Dauner, CEO, California Hospital Association

12:00 pm Lunch

Jeanne Scott Talking Head in Chief

"ObamaCare has been the law for six months already, how many grannies have been killed? Are the 'death panels' operational yet? How many IRS agents have been hired to throw people into jail for not having health insurance? These and other critical issues are answered by Jeanne Scott, bringing us up to date, in her own inimitable way, on implementing health care insurance reform and what we can expect to happen next."

2:00 Break

2:30 pm

PFS Track (T3) PFS Roundtable

Hot topics will be reviewed in a roundtable open conversation format. Coordinators at each table will include PFS directors from throughout CA. Send your suggested topics to hfmacafallconf@aol.com

Finance Track (T4) Community Benefit and the IRS 990 H

This session will focus on how to report community benefit information to the IRS on the revised Form 990, Schedule H. New reporting requirements will be discussed as well as a Catholic Healthcare West case study.

Julie Trocchio, Senior Director of Community Benefit & Continuing Care, Catholic Health Association; Mary Tyren, Sr. Finance Director, Catholic Healthcare West; Eileen Barsi, Community Benefit Director, Catholic Healthcare West

Managed Care Track (T5) Medi-Cal Managed Care Update—Challenges and Opportunities

Medi-Cal Managed Care is facing increased challenges as a result of budget crises, changes in their delivery systems, and understanding, accommodating, and implementing health care reform policies. Can all these challenges also lead to opportunities? A panel of 3 Medi-Cal health plan leaders will discuss the issues of Medi-Cal sustainability, operational challenges, cost containment initiatives, delivery system issues, and how health care reform might impact their plans and their membership.

Jim R. Brown, Chief Operating Officer, LA Care Health Plan; Gregory S. Buchert, M.D., Chief Operating Officer, CalOptima; Greg Price, Vice President, Valley Health Plan

4:00 pm Conference Closing—Door Prizes



Conference Attire

Business casual is appropriate for all activities.

Hotel Address

Hyatt Regency Long Beach

200 South Pine Avenue,
Long Beach, California, USA 90802

Tel: 562-491-1234 Fax: 562-432-1972

Directions

From 405 South and Los Angeles International Airport
(approximately 22 miles):

Take the San Diego Freeway (405) South to the Long Beach Freeway (710) South toward Long Beach. At the Freeway split, take the LEFT LANES for Downtown Long Beach/Convention Center. Stay on Shoreline Drive, (DO NOT TAKE Broadway/Civic Center/Pine Avenue exit) follow the signs to: Aquarium/Convention Center/ Pine Avenue. TURN LEFT on Pine Avenue (4th stop light). The hotel is on the corner of Shoreline Drive and Pine Avenue.

From 405 North, John Wayne Airport / Orange County
(approximately 24 miles) and Long Beach Airport
(approximately 6 miles):

Take the San Diego Freeway (405) NORTH to the Long Beach Freeway (710) South toward Long Beach. At the Freeway split, take the LEFT LANES for Downtown Long Beach/Convention Center. Stay on Shoreline Drive, (DO NOT TAKE Broadway/Civic Center/Pine Avenue exit) follow the signs to: Aquarium/Convention Center/ Pine Avenue. TURN LEFT on Pine Avenue (4th stop light). The hotel is on the corner of Shoreline Drive and Pine Avenue.

CONTINUING EDUCATION

Participants should consult their reporting jurisdictions concerning acceptance of individual courses. Upon request, participants will receive a certificate of attendance at the completion of the program, reflecting the number of educational hours earned. All HFMA education programs earn points toward HFMA Certification and Certification Maintenance Requirements.



Committee Co-Chairs

Peter Hugenroth Trane
Jim Moynihan, FHFMA U.S. Bank

Sub-Committee Leads

Ramona Hernandez California Service Bureau
Carl Hill California Service Bureau
Gordon Johnson, FHFMA HFS Consultants
Samuel King, FHFMA King's Consulting/UC Irvine
Rick Lash Lash Consulting Group
Frank Matricardi Executive Healthcare Consulting
William McCammon, FHFMA Hill Physicians Medical Group
Victoria Morgan, FHFMA Morgan & Associates

Sub-Committee Members

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Linda DeAntoino Beach Street/Viant
David Epstein Accretive Health
Myrna Furlong The CSC Group
Greg Labow, FHFMA ROI-CORP
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