



MEGACONFERENCE

Excellence through Collaboration

2020 Mega Healthcare Conference

“Excellence Through Collaboration”

January 22-24, 2020

Kalahari Resort & Conference Center
Wisconsin Dells, Wisconsin

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Presented in collaboration with ACHE Wisconsin Chapter

For More Information Visit: www.megawisconsin.com

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MEGA CONFERENCE

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2020 Mega Conference Session Schedule (at a glance)

Thursday, January 23

Time	Sessions				
8:30 - 10:00 a.m.	The Disruptors: How Big Tech Will Change the Future of Healthcare				
10:30 - 11:30 a.m.	A Health Care Year in Review for 2019	Building Resilience and Gratitude	The Evolving Alternative Payment Model Landscape	Demystifying Digital Transformation and Intelligent Automation for Optimal Patient Experience	Revenue Cycle Automation: A Practical Approach to Leveraging the Use of Robotic Process Automation
1:00 - 2:00 p.m.	Healthcare 2020: Focusing on Value Based Payment Models Trends	Talk is Cheap! Getting Better Results thru Effective Communication	Blockchain: How it Works and How it Could Disrupt Healthcare	Healthcare and Privacy: Building and Managing a Risk-Based Privacy Program in an Evolving Regulatory Landscape	True Cost of Denials: Strategies to Increase Revenue Cycle Efficiency
2:15 - 3:15 p.m.	Virtual Care: Navigating Reimbursement and Regulations!	Technology to Engage a Digital Native Workforce: Gamification as a Means of Motivating and Retaining a New Generation of Employees	Happy Patients Pay: Delivering a Positive Patient Experience in the Revenue Cycle	Tales from the Trenches: A Look at Ransomware and How to Avoid It	Revolutionizing Utilization Review with AI for Greater Sustainability
3:30 - 4:30 p.m.	Taming the E-mail Beast: Key Strategies for Managing Your E-mail Overload				

Friday, January 24

Time	Sessions
8:30 - 10:00 a.m.	The Future of Health Care in Wisconsin
10:30 - 11:30 a.m.	Connecting the Workplace and Life Through F.U.N.

2020 Mega Conference Schedule *(subject to change)*

Wednesday, January 22, 2020

6:00 – 8:00 p.m. **Attendee Registration & Welcome Reception**

Thursday, January 23, 2020

7:00 – 8:30 a.m. **Attendee Registration & Breakfast with Exhibitors**

8:30 – 10:00 a.m. **The Disruptors: How Big Tech Will Change the Future of Healthcare**

Ron Galloway, Researcher, Director, Author, 818 Research

This session examines the impact Amazon, Apple, Google and others will make on healthcare. Healthcare and especially hospital-based healthcare is going through a massive disruptive phase right now, with most of the changes being brought about by new technologies and new entrants, competitive and non-competitive, into the space. In this session, the speaker will illustrate the scope of these changes, and the impacts and unintended consequences that may occur.

This session will:

- 1) Show how these five companies plan to impact hospitals and healthcare - Amazon, Google, CVS, Walmart, and now Apple have ridden the wave of businesses leveraging their existing frameworks into healthcare.
- 2) Illustrate the disruptive impact technology is having on hospitals, particularly the shift from hospitals as healthcare delivery systems to hospitals as data institutions. What changes will all the data collected from EHRs bring about? What is the role of genomic testing, especially when this data is combined with EHR data and studied with machine learning?
- 3) Promote an understanding of a timeline of these events, and how they will work in tandem to alter healthcare delivery and evolve the mission of healthcare delivery.

10:00 – 10:30 a.m. **Break**

10:30 – 11:30 a.m. **Breakout Sessions**

1.1 A Health Care Year in Review for 2019

Thomas Shorter, FACHE, Partner, Husch Blackwell LLP

This session will address key federal and state legislative and regulatory developments affecting healthcare providers. The session will include a discussion of the following topics: the continuing saga of healthcare reform, the opioid epidemic, health information privacy laws, CMS reimbursement enhancements, healthcare consolidation, fraud, abuse, additional public health updates, and much, much more.

1.2 Building Resilience and Gratitude

Joan Brueggeman, RN, BSN, ACM-RN, Director, Gundersen Health System

Case management professionals and healthcare staff are submerged in the rapidly evolving world of healthcare practice. As healthcare moves from fee to quality, learn how to stay grounded by doing exercises in gratitude and utilizing disciplined behavior instead of default behavior during stressful interactions.

1.3 The Evolving Alternative Payment Model Landscape

Jennifer Boese, MS, Director of Health Care Policy, CLA (CliftonLarsonAllen)

While the jury remains out on many alternative healthcare payment models, some of them have shown promise and are gaining traction in the healthcare community with Medicare, Medicaid, commercial payers and employers all testing new payment models. This session provides insight into key alternative payment models, how they have evolved, how they impact care delivery and payment, and what to expect moving forward.

1.4 Demystifying Digital Transformation and Intelligent Automation for Optimal Patient Experience

Ollie East, Baker Tilly Virchow Krause, LLP

Healthcare companies face tremendous pressure to increase productivity, reduce costs, and provide more engaging patient experiences. In this session, the speaker will discuss how healthcare companies are digitally transforming, leveraging advanced technologies and are creating an efficient and innovative work culture where in-person and digital workers are operating side-by-side to create an optimal patient experience.

1.5 Revenue Cycle Automation: A Practical Approach to Leveraging the Use of Robotic Process Automation

Michael Duke, Principal, Healthcare Consulting Practice, Baker Tilly Virchow Krause, LLP

Robotic process automation (RPA) is a term that has gained serious attention for administrative tasks, such as several activities in revenue cycle processes. While there is no doubt that RPA can be a strategic component of a healthcare improvement strategy, there is still a lot of confusion about what RPA can really accomplish and its practical use cases. This session will give revenue cycle practitioners effective approaches to achieving real gains using RPA as well as practical approaches for deployment.

11:30 a.m. – 1:00 p.m. **Lunch & Association Updates**

1:00 – 2:00 p.m.

Breakout Sessions

2.1 Healthcare 2020: Focusing on Value Based Payment Models Trends

Penny Osmon Bahr, Principal/Owner, Stratevate Health

In 2015, the Centers for Medicare and Medicaid Services boldly stated aspirations of converting 90% of fee for service payments to value based models by 2018. Existing value based payment models continue to morph with lessons learned. New innovative models continue to evolve as the Center for Medicare and Medicaid Innovation remains focused on testing models that will ultimately deliver meaningful outcomes which drive patient engagement and reduce the total cost of care. During this session, the speaker will explore key Value Based Payment trends to watch in 2020 including the expansion of bundles, the evolution of Medicare Advantage, Hospital at Home, primary care opportunities and other payment model options spanning the healthcare continuum.

2.2 Talk is Cheap! Getting Better Results thru Effective Communication

Brian Garver, VP, Business Development and Marketing, KeyBridge Medical Revenue Care

Yes, it's true; talk IS cheap! Words do matter; but where do the words come from? What and how we communicate originates from personal vision and beliefs. Do "phantom beliefs" produce a communication style that silently pushes people away from their goals? In this session, the speaker will discuss how to evaluate true beliefs so that effective, passionate communication is natural.

2.3 Blockchain: How it Works and How it Could Disrupt Healthcare

Jennifer Boese, MS, Director of Health Care Policy, CLA (CliftonLarsonAllen)

Blockchain. Everyone has heard of it, read about it, or been told it could revolutionize healthcare. But what does it really mean for the industry, and when will this technology be put to use? In this session, attendees will learn the fundamentals of blockchain, key healthcare use cases, and barriers to adoption.

2.4 Healthcare and Privacy: Building and Managing a Risk-Based Privacy Program in an Evolving Regulatory Landscape

David Ross, MBA, MEng, CIPP/E, Principal, Risk and Internal Audit, Baker Tilly Virchow Krause, LLP

With data privacy compromises in the news daily, healthcare organizations face mounting pressure to demonstrate they are safeguarding private information. Recent hearings on enacting U.S. privacy legislation and California's privacy law heighten the need for healthcare organizations to implement a risk-based approach to protect, respond to and address a widening list of data privacy regulations and requirements.

2.5 True Cost of Denials: Strategies to Increase Revenue Cycle Efficiency

Lori Zindl, President, efficientC and OS inc

Nicole Querio, Revenue Cycle Director, Sauk Prairie Healthcare

In this session, the speakers will cover practical strategies for identifying root cause issues and implementing the best practices to decrease denials and drive meaningful AR results. By focusing on the true cost of denials, this session gives attendees proven tactics for increasing revenue cycle efficiency. Using real life examples, the speakers will discuss how to eliminate the most common (and frustrating) preventable denials, how to implement a denial reduction process across the entire revenue cycle and other strategies to improve net revenue and staff productivity.

2:00 – 2:15 p.m.

Break

2:15 – 3:15 p.m.

Breakout Sessions

3.1 Virtual Care: Navigating Reimbursement and Regulations!

Penny Osmon Bahr, Principal/Owner, Stratevate Health

Kelsey Anderson, Attorney, Husch Blackwell LLP

Virtual care technology is changing the way care is received and provided. From telehealth to remote patient monitoring and mHealth applications, virtual care options are becoming desirable – and demanded – as hospitals, health systems and physicians focus on consumerism, access and managing utilization for better cost of care outcomes. During this session, the speakers will share the best practices for navigating the mucky and sometimes ambiguous landscape of key virtual care regulations and provide strategic insight into how virtual care reimbursement can work across payers, payment models and varying sites of service.

3.2 Technology to Engage a Digital Native Workforce: Gamification as a Means of Motivating and Retaining a New Generation of Employees

Tracy Dudek, Chief Operating Officer, State Collection Service, Inc.

Terry Blessing, Interim Director of Patient Financial Services, University of Florida Gainesville

Productive, motivated, and engaged employees result in higher patient satisfaction levels, ultimately leading to a positive impact on a healthcare provider's bottom line. In today's technologically-driven environment, how do revenue cycle leaders meet the challenge of interacting with a generation of employees that prefer to communicate digitally? During this session, the speaker will explore the use of gamification from two important measurements: employee retention and productivity. As background, this session will explore the challenges of recruiting the digital generation and explore the retention rates before and after gamification.

3.3 Happy Patients Pay: Delivering a Positive Patient Experience in the Revenue Cycle

Brian Garver, VP, Business Development and Marketing, KeyBridge Medical Revenue Care

Train your team in practical steps to quickly improve financial performance at critical "first-touch" moments with patients. Patients now have more choices than ever; although they may not be able to differentiate between adequate and excellent clinical care, they can identify substandard customer service in the billing process and related communications from a hospital or healthcare provider. One bad patient experience can alienate those patients and potentially lose their future business as well as that of their family and friends. Treating patients with dignity and care throughout their entire experience is the fiscally responsible thing to do and should be a priority for every staff member.

2:15 – 3:15 p.m.

Breakout Sessions *continued...*

3.4 Tales from the Trenches: A Look at Ransomware and How to Avoid It

Nathan Little, Vice President of Incident Response & Digital Forensics, Gillware

Ransomware attacks on organizations are predicted to happen once every 14 seconds – with healthcare being one of the most common industries to experience them. In this session, you will learn what the latest strains and attack methods are and more importantly how to fight back. The only way to combat these damaging attacks is to fully understand what's currently happening, while also trying to predict where it's headed.

3.5 Revolutionizing Utilization Review with AI for Greater Sustainability

Kurt Hopfensperger, MD, JD, Vice President, Compliance and Physician Education, Optum360

The utilization review area of the revenue cycle has been experiencing changing dynamics and contributing factors which require new thinking in order to optimize it. These factors include a sharp increase in medical necessity denials, a decrease in the success rate of commercial denial overturns, and the ongoing need for revenue integrity to combat providers' margin pressures. Infusing artificial intelligence (AI) and rethinking utilization review processes is emerging as an answer to enhancing this critical part of the revenue cycle to help with overall provider sustainability. Session attendees will learn about the powerful outcomes experienced by providers who implemented a new AI-powered model.

3:15 – 3:30 p.m.

Break

3:30 – 4:30 p.m.

Taming the E-mail Beast: Key Strategies for Managing Your E-mail Overload

Randy Dean, MBA, The E-mail Sanity Expert®

Every day, managers and professionals are getting buried under a stream of useful and useless e-mail. Without a system for getting "control of the beast", professionals spend much of their work (and personal) time spinning wheels and feeling highly unsatisfied. Tame the e-mail "beast" by attending this session. Learn a proven system for wrangling an e-mail account, with strategies for keeping an inbox efficient and under control by building and administering a personal "e-mail infrastructure". Reduce the mess in an inbox by having "natural" places for e-mails to go. Learn how to get rid of all those "quick little" e-mails once and for all, as well as how to mitigate or even eliminate much of that annoying junk and spam. Finally feel on top of all those e-mails, rather than under them.

4:30 – 7:30 p.m.

Exhibitor Fair

5:30 – 7:30 p.m.

Dueling Pianos by Fun Pianos!

Friday, January 24, 2020

7:00 – 8:30 a.m.

Breakfast

8:30 – 10:00 a.m.

The Future of Health Care in Wisconsin

Moderator: Tim Stumm, Editor, Wisconsin Health News

Eric Borgerding, President, Wisconsin Hospital Association

Jim Jones, Medicaid Director, Wisconsin Department of Health Services

Jeremy Levin, Director of Advocacy, Rural Wisconsin Health Cooperative

After a tumultuous year of healthcare debate, most people are left somewhat uncertain about healthcare policy and expectations for 2020 and beyond. Join the speakers of this session and hear their perspective on the recent changes to healthcare, the current climate of the healthcare policy debate and the impact all of the changes and uncertainty has had on their sector of the industry. No matter where someone stands on the numerous and complex issues with which society is faced, this panel of experts will broaden attendees' perspectives on the future of healthcare in Wisconsin.

10:00 – 10:30 a.m.

Break

10:30 – 11:30 a.m.

Connecting the Workplace and Life Through F.U.N.

Paul Long, Motivational Speaker & Consultant

Two grown men, cat wrestling singlets and a social experiment. The speaker leveraged his concept of Fundamism to become the Kansas City Royals' 2016 Fan of the Year while inspiring his employees, organization and an entire city! The speaker's philosophy of Fundamism is a deliberate approach to happiness in the workplace, can be applied by anyone and is certain to move any team in the desired direction. Based on the core principle of F.U.N., this session will allow teams to explore their Foundation, Understanding of Others and help identify Next Steps in maximizing their overall effectiveness at work and in life. Teams will laugh, learn and be actively engaged while the speaker coaches them through principles that help improve employee engagement, maximize productivity, provide memorable customer experiences and create a more F.U.N. work environment! This thought-provoking session will leave audiences with a strong understanding of specific actions to help improve their personal work environment.

11:30 a.m.

Door Prizes

Conference Registration

Early Bird Attendee Rates (prices go up after December 20, 2019)

\$250	All Three days
\$175	Thursday Only
\$100	Friday Only
\$75	Guest Social Pass for Wednesday and Thursday evening (can only be purchased with full conference registration and be used by a family member or significant other)

Registrations: Registrations for this event are accepted ONLINE ONLY!! Go to the "Attendee Page" on our website: www.megawisconsin.com.

Once registration is complete, payment can be made by mailing a check or with a credit card via PayPal. **Please note: While PayPal is our payment processor, you do not need a PayPal account to make your payment. PayPal accepts payments from all Visa, MasterCard, Discover and American Express cards.

Taxpayer Identification Number: 26-0266618

Cancellations/Refunds: A full refund of the registration fee, less a \$25 processing fee, will be granted if cancellation is received by Sunday, December 22, 2019. NO REFUND will be granted if cancellation is received after that time (even if weather related).

Substitutions: We understand that in rare instances a registrant may not be able to attend. Should a registrant desire to send a substitute to attend on their behalf, notification is required so that the correct name badge will be available upon check-in. Please contact MEGA@badgerbay.co to provide the updated information.

Questions: For a list of Frequently Asked Questions, please visit the FAQ pages on our website. If you still have questions, please feel free to contact 920-560-5610 or email MEGA@badgerbay.co.

Hotel Room Reservations

Hotel Information:

Kalahari Resort and Conference Center

1305 Kalahari Drive, Wisconsin Dells, WI 53965
1-877-525-2427 • www.kalahariresorts.com

Note: For some GPS devices use Baraboo instead of Wisconsin Dells.

Room Rates for Wednesday and Thursday Nights

Standard: Only \$112!	Lodge Suite: \$139
2 Room Family Suites: \$199	Royal African Queen: \$209

For rates for other nights of the week, call the Kalahari for pricing!

Room reservations: Reservations for this event must be made by individual attendees. Call 1-877-525-2427 and request a room in the 2020 Mega Healthcare Conference Room Block. You can also make your reservation online by clicking [here](#).

Deadline: The deadline for these special room rates is Sunday, December 22, 2019 (Price and availability cannot be guaranteed after this date).

Waterpark Passes: All registered guests will receive a waterpark pass to the indoor waterpark.

Check-In/Out Times: Check-in time begins at 4:00 p.m. Should you arrive as early as 12:00 p.m., you can pre-register and begin to enjoy the water parks. Check-out is no later than 11:00 a.m. After you have checked out, the Kalahari invites you to stay until waterpark closing time to enjoy the waterparks and the many other great Kalahari amenities and services available.

Cancellation policy for hotel reservations: Reservations canceled 72 hours or more prior to the date of arrival receive a refund of the deposit, minus a \$25 cancellation fee. Reservations canceled within 72 hours of the date of arrival forfeit the entire deposit.

Exhibitor Opportunities Still Available!

Entrances, bars and food stations are strategically placed throughout the floor plan to create many premium booth spots. Below are the exhibitor opportunities.

Early Bird Rates! Register by November 27, 2019 and SAVE!

For more information, please go to the Exhibitor page on our website: www.megawisconsin.com/exhibitor-opportunities

Standard Booth	Custom Booth	Premium Booth
Early Bird Rate \$550	Early Bird Rate \$1,050	Early Bird Rate \$1,550
Normal Rate \$750	Normal Rate \$1,250	Normal Rate \$1,750
- One 10ft. x 8ft. booth - One 8 ft. skirted table - 2 chairs - Pipe & Drape - 1 Conference Registration	- One 20ft. x 8ft. booth - Two 8 ft. skirted tables - 2 chairs - Pipe & Drape - 2 Conference Registrations	- One 20ft. x 8ft. booth in high visibility location - Two 8 ft. skirted tables - 2 chairs - Pipe & Drape - 3 Conference Registrations

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Note: Contributor sponsorships are still available for \$250. Go to our website sponsorship page for additional details.
www.megawisconsin.com/sponsor-opportunities

For more information on upcoming conferences for each organization visit:

AAHAM Wisconsin Chapter: www.aaham-wi.org • HFMA Wisconsin Chapter: www.hfmawisconsin.com
HIPAA COW: www.hipaacow.org • WMGMA: www.wmgma.org

Door Prizes on Friday!

After Friday's closing keynote speaker, each of these four organizations will be awarding prizes to conference attendees via a raffle drawing. You must be present to win!

The 2020 Mega Conference is a tremendous educational opportunity for:

Administrators
Accounting Staff
Billing Staff
CEOs
CFOs
COOs

Clinic Office Managers
Coding Staff
Collections Staff
Compliance Officers
Customer Service Staff

Directors of Patient Accounts
Finance Staff
Health Information Management
IT Staff
Materials Managers

Patient Access Staff
Privacy Officers
Registration Staff
Revenue Cycle Staff
Many others

Network with colleagues, learn from industry speakers and meet business associates from many different organizations. This is the ninth bi-annual Mega Conference. Conferences in past years have drawn over 500 attendees. With a special room rate of \$112 for a standard room and the early bird registration of \$250, the 2020 Mega Conference is a bargain. For the latest information please visit: www.megawisconsin.com



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563 Carter Court Suite B
Kimberly, WI 54136

2020 Mega Healthcare Conference

"Excellence Through Collaboration"



When: January 22-24, 2020

Where: Kalahari Resort & Conference Center
Wisconsin Dells, Wisconsin

For More Information Visit: www.megawisconsin.com

Presented By: AAHAM Wisconsin Chapter
HFMA Wisconsin Chapter, HIPAA COW, WMGMA

In Collaboration With:
ACHE Wisconsin Chapter

The Mega Conference has GONE GREEN!

We're going paperless with all onsite materials.

Handouts will be available to attendees
on our event app prior to the conference.

**Offering a low
Standard Room
Rate of only \$112!**