

FALL CONFERENCE

September 16-17

Virtual







hfma wisconsin chapter

CONFERENCE HIGHLIGHTS

Keynote Speaker

FRANK KITCHEN

"I LIVE F.R.E.S.H.!" THE FIVE STEP RECIPE FOR LIVING THE DREAMS YOU HUNGER FOR

"Where you mind goes, your body will follow!"



FRANKKITCHEN.C OM

How has your Mindset impacted your productivity? For years, Frank Kitchen taught students, professionals and leaders how to break through mental and physical barriers to produce the tasty results they desired. In 2015, he was forced put his methodologies to the test when the expectant father was "Fired on Father's Day!"

During this interactive learning experience, Frank will teach you the Live F.R.E.S.H. recipe he implemented to go from the unemployment line to Live his Dream of being a highly sought after Keynote Speaker and one of the world's first African American Fundraising Auctioneers.

Virtual Workshop

"SPICE UP YOUR SPEAKING!"
HOW TO EXCEL AT THE ART PUBLIC SPEAKING

Tuesday, October 12 | 12:00-1:30 PM

Workshop Included in Full Conference Registration! -or-

> Register for the Workshop Only: \$15 Member | \$20 Non-Member

Join us virtually after the conference! In a follow-up virtual workshop, keynote speaker Frank Kitchen will teach you the strategies and techniques he and his coaching clients have utilized to break through their mental and physical barriers to excel as Public Speakers for in-person and virtual events.

REGISTRATION

Register at: www.hfmawisconsin.com

Registration Fee

	Member	Non-Member
Full Conference	\$70	\$100
Thursday Only	\$50	\$70
Friday Only	\$25	\$35
Speaking Workshop Only	\$15	\$20

Full Conference registration includes Thursday sessions, Friday sessions, and October 12 virtual workshop.

Payment is accepted online during the registration process. If you prefer to pay via check, please mail payment along with a copy of your registration confirmation to:

Mary Kaja HFMA P. O. Box 1604 Madison, WI 53701-1604

Sponsors, please utilize the certificate/waiver codes you were provided when registering online.

EVENT AUDIENCE

Professionals interested in healthcare finance topics at all levels from early careerists to executives, whether employed with a hospital or health system, clinic or medical group, long-term care or senior living setting, vendor or industry partner, consulting firm or self-employed as an entrepreneur. Students and those in a career transition are also welcome!

CONTINUING EDUCATION CREDITS

Learn more about maintaining HFMA certifications and reporting educational hours at www.hfma.org.



HFMA Refund Policy:

A full refund of the registration fee, less a \$25 processing charge will be granted if a cancellation is received up to 5 days prior to the event. A 50% refund, less a \$25 processing charge will be granted up to 48 hours prior to the event. Substitutions with the same organization are allowable. Refunds will be made to the original form of payment. Exceptions to this policy may be allowed at the discretion of the VP Programs in consultation with the Program Chair, if applicable, and Chapter President.

Conference content, format, and details are subject to change. Please consult our chapter website at www.hfmawisconsin.com for the latest information.

Thank You Planning Committee!

*VP Programs*Melinda Mastel

VP Programs Emeritus Matt Clark Social & Networking Chair Kyle Kovacevich

Communications Chair
Colleen Nolan



Chris Burke Shelby Netz
Eric Lopata Aimee Smith
Art Mertig Zach Zahedi



CONFERENCE SCHEDULE

Thursday, September 16

8:00 AM-8:15 AM

President's Welcome

Tracy Quinn, State Collection Service, 2021-2022 Chapter President

8:15 AM-9:30 AM

KEYNOTE: "I LIVE F.R.E.S.H.!" The Five Step Recipe for Living the Dreams You Hunger For

Frank Kitchen

9:45 AM-10:45 AM

General Session

"Teach Me How to Cook" The Seven Skills of Fruitful Leadership

Frank Kitchen

Do you desire to be the leader known for producing the tasty results everyone talks about and attempts to replicate? To do this, you must focus on the results you produce and not title you possess. Leadership is the ability to educate, energize and empower an individual or group to Live A Dream. Leadership and Cooking are very similar. Everyone has the ability to do it, but it is a skill that must be cultivated. In this interactive program, Frank Kitchen will teach you the seven skills needed to create your very own leadership style that produces environments where people and dreams flourish.

11:00 AM-12:00 PM

Breakout Session 201

Accounting and Audit Update

Kevin Morey & Ben Schmitz - BKD

There are several new accounting standards that will impact FASB and GASB health care organizations. This program will provide an overview of the upcoming standards. Some of the new standards will require the organization to evaluate policies and procedures to ensure proper adoption of the standards.

Breakout Session 202

Let Every Voice Be Heard

Bradley Kruger, System Vice President Patient Experience & Global/Executive Health - Advocate Aurora Health

Join an exploration of the topic of patient experience and trust as a fundamental component of the physician-patient relationship.

CONFERENCE SCHEDULE, continued

Thursday, September 16

12:00 PM-1:00 PM

Lunch Break!

1:00 PM-2:00 PM

Breakout Session 301

Legal and Regulatory Update 2021

Thomas N. Shorter, JD, FACHE, Partner & Kelsey Toledo, JD, Associate - Husch Blackwell, LLP

The COVID-19 pandemic continues to color the healthcare landscape as it moves well into year two, this session will focus on legislative and regulatory developments affecting providers and suppliers. The details and strategic implications of the following topics will be discussed:

- •Updates to Medicare and federal health care program regulations for providers, including provider-based implications, 340B program updates, and others;
- •Consolidated Appropriations Act including Medicare Payment for Rural Emergency Hospital Services, and other COVID-19 related legislation updates
- ·Medicare payment program updates; and
- •No Surprises Act, Price Transparency, and Cures Act updates

Breakout Session 302

Seeing Beyond the Numbers: Improving Revenue Cycle Results Through Data Visualization Kyle McMahan, Manager - Baker Tilly

In today's Healthcare Revenue Cycle environment, management is hyper focused on achieving KPI's that have been around for ages. Tomorrow's Revenue Cycle needs to be focused on actionable data and insights to maximize on the organizational efficiency. This presentation will explain why it's important to move from rows and columns and focus on visual data that enhances visibility for the end user in order to make meaning decisions NOW, not tomorrow.

2:15 PM-3:15 PM H20 TALKS

Contracts: Business Ins & Outs of Which to Be Aware

Peggy Barlett, Senior Counsel - Husch Blackwell

Chapter Update

HFMA Wisconsin Chapter

Practical Ways to Utilize Statistics

Jacob Rouse, Director of Revenue Cycle - Bellin Health

3:30 PM-4:15 PM

What You Need to Know About Recent Legislative Updates

Mike Frost, Partner, Malone Frost Martin, PLLC

CONFERENCE SCHEDULE, continued

Friday, September 17

9:00 AM- 9:30 AM Morning Meet & Greet

Bring your morning coffee and meet other conference attendees and chapter leaders!

9:30 AM-10:30 AM
Brunch & Learn
Healthcare Under Attack? The Current Threat
Landscape

Christopher Gerg, Manager, Security Privacy and Risk Consulting - RSM US

10:45 AM-11:45 AM
Closing General Session
US Healthcare Affordability and Revenue Cycle
Strategies to Positively Impact
Jacob Rouse, Director of Revenue Cycle - Bellin Health

11:45 AM Door Prize Giveaway - Must be present to win!



Women in Healthcare Leadership Conference Ingleside Hotel, Pewaukee, WI



January 26-28, 2022
MEGA Conference
Kalahari Resort and Conference Center,
Wisconsin Dells, WI

May 18-20, 2022
Spring Conference & Annual Meeting
Ingleside Hotel, Pewaukee, WI