



MEGA CONFERENCE

Excellence through Collaboration

2018 Mega Healthcare Conference

"Excellence Through Collaboration"

January 15-17, 2018

Kalahari Resort & Conference Center
Wisconsin Dells, Wisconsin

Special Thanks to our Grand Kahuna Sponsors:



Presented By:



hfma™ wisconsin chapter
healthcare financial management association



Presented in collaboration with ACHE Wisconsin Chapter

For More Information Visit: megawisconsin.com

Offering a low Standard Room Rate of only \$109!

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2018 Mega Conference Schedule

Monday, January 15, 2018

5:00-8:00pm **Attendee Registration** (North Atrium)

6:00-8:00pm **Networking Reception** (A/B/G/H)

8:00-9:00pm **Social Hour-Optional** (A/B/G/H)

Tuesday, January 16, 2018

7:00am **Attendee Registration Opens** (North Atrium)

7:30am **Exhibit Hall Opens**

7:30-8:15am **Breakfast** (Exhibitor Hall 1-8)

8:15-8:30am **Welcome** (A/B/G/H)

8:30-10:00am **Opening Keynote** (A/B/G/H)

Motivating Healthcare Teams in An Era of Change, More Work & Fewer Resources - Joe Mull

Session Description: Have you ever wondered why some employees show up every day and give their all, while others just go through the motions? Do you aspire to motivate and inspire your employees but want fresh, evidence-based ideas on what to do and how to do it? Are you looking for clarity on the ways physicians and managers must collaborate to successfully co-lead? In this funny, compelling Keynote, speaker, author, and healthcare leadership trainer Joe Mull draws on fresh research in employee engagement and workplace psychology, to give leaders clear strategies for getting their teams firing on all cylinders.

Bio:

Joe Mull, M.Ed - Joe was head of Learning & Development for Physician Services at the University of Pittsburgh Medical Center (UPMC), where he managed training for one of the largest physician groups in the U.S.: over 9,000 employees across 500+ locations. These days he travels the country teaching healthcare leaders the skills and tools they need to navigate the people management challenges they face every day. His book *Cure for the Common Leader* has been called "one of the most practical healthcare leadership books you will ever read." He is the publisher of the "Help for Healthcare Leaders" email newsletter and host of the YouTube series "Your Practice Ain't Perfect". Joe holds a Master's degree from Ohio University and is a Professional member of the National Speakers Association.

10:00-10:30am **Break** (Exhibitor Hall 1-8)

10:30-11:30am **Breakout Sessions 1- 5**

Session 1 - Helping to Protect Wisconsin from the Cyber Threat - Byron Franz, FBI

The theft of intellectual property or trade secret information may cost the U.S. between \$300-\$400 billion dollars a year and may result in the net loss of millions of jobs. The protection of business secrets are therefore of great importance to our economy. This presentation will describe some of the cyber and insider threats to business secrets and suggest some possible mitigations. The presentation will also highlight the importance of working with the FBI and other law enforcement agencies to neutralize the threats to business and academia.

Objectives include:

1. Learn some of the primary methods of computer intrusion.
2. Learn mitigations to protecting yourself against cyber and insider threats.
3. Learn the importance of leveraging state and federal resources to defeat these threats.

Continued: Tuesday, January 16, 2018

10:30-11:30am

Breakout Sessions 2-5 continued...

Session 2 - A Framework for Organizational Excellence - Jane McLeod & Sue Tetzlaff, *Capstone Leadership*

Leaders lead from their personal leadership styles and Framework. Each leader comes to work with their own schedule and agenda in mind each day. Their style, their projects, their own personal strategies may lead them. Sue Tetzlaff, and Jane McLeod, Co-Founders of Capstone Leadership Solutions, have developed a Framework of Alignment and Ownership that places the strategy of an organization at the heart of a leader's work. There are three major components to the Framework. 1. Creating Balanced Strategies, 2. Creating Alignment to those Strategies, 3. Creating Ownership for those Strategies - a. Relationships - b. Empowerment - c. Engagement. Leaders attending this session will hear the story of organizational turnaround, and leave with Solutions that can be implemented the very next day at the office.

Session 3 - Rolling Forecasting: Will it Work for Your Organization? - Angela Estey, Kaufman Hall and Debbie Childress, *Beaver Dam Community Hospitals*

You've heard other health care organizations adding rolling forecasting as part of their financial suite, but aren't sure your organization is ready? This session will describe the benefits of using a rolling forecasting model to suit your organization's needs and we'll provide best practices to make rolling forecasting a successful management tool for your organization. Additionally, you will hear directly from Beaver Dam Community Hospital's Controller about their journey to successfully replace budgeting with rolling forecasting. Find out what decisions were made to prepare their organization and how they held their managers accountable to a target other than a budget.

Session 4 - Personalization Strategies for Reducing the Cost to Collect - Patrick Maurer, *APEX Revenue Technologies* and Abby Abongwa, *UW Health*

Cost-to-collect is a critical metric for healthcare financial leaders, but what is the right approach? This session covers cost-reduction strategies that focus on top-line growth and efficiencies as opposed to straight cost-cutting measures. 1. Why straight cost-cutting measures are risky (3 examples where cutting corners cut results and 3 visionary providers who invested in patients as a strategy to cut costs). 2. Tailoring financial communication workflows (including going beyond credit score and balance due, why channel matters and personalized reminders and payment options). 3. Reducing balances sent to collections (working smarter earlier in the revenue cycle and creating flexible financing options that improve financial outcomes, and patient satisfaction).

Session 5 - Specialty Pharmacy: Are You Missing Out on A Viable Revenue Stream? - Paul Cope and Anthony Harris, *RSM*

In the ever-changing landscape of healthcare, Specialty Pharmacy has evolved over the past few years as one of the fastest growing segments of the healthcare industry. By the year 2020, it is expected that Specialty Medications will represent 50% of all US pharmaceutical expenditures for less than 5% of the prescription population. In order to understand what this may mean for your organization(s), let's take the time to clearly define what Specialty Pharmacy is; why it is growing in significance; identify some of the barriers an organization may confront; and finally, how should an organization proceed if it believes Specialty Pharmacy may be suited for them.

- Defining Specialty Pharmacy by revenue trends
- Rationale for the immense growth and how to leverage the cost
- How Specialty Pharmacy is closing the loop for disease management driving down noncompliant readmission rate.
- Specialty Pharmacy modeling three approaches with differing revenue outcomes.
- Barriers impeding successful navigation of a Specialty Pharmacy implementation.

11:30am-12:15pm

Lunch (A/B/G/H)

12:15-1:00pm

Dessert Reception (Exhibitor Hall 1-8)

1:00-1:50pm

Breakout Sessions 6-10

Session 6 - Aspirus Arise: A New Wisconsin Partnership - Tyler Kattre, *Aspirus Arise*

Tyler will review the genesis of Aspirus Arise, how it got to where it is today, and where they're heading. Provider sponsored plans are very common in Wisconsin, but the Aspirus Arise model is unique. Risk sharing is a concept that has multiple ways of manifesting itself for both providers and payers: capitation, value-based payments, new insurance entities, etc. Our model affords our provider shareholder a subsidiary insurance company to help manage care, while providing our insurance shareholder with more compelling products to offer.

Session 7 - Your Communication Success Formula - Jerry Teplitz, *Jerry Teplitz Enterprises, Inc.*

Would you like to be even more successful and effective in your communication? This program allows you to achieve that goal. You'll take a close look at your own communication behavior style while you are also learning how to better understand and relate to the staff around you. This will result in better interpersonal relationships back on the job. 1. Understand how others interpret your actions. 2. To increase awareness of your personal ability and responsibility to control and reduce stressors within the work environment. 3. Increase levels of effective communications between yourself, other staff and patients.

Session 8 - It works! Using Episode-Based Care to Improve Outcomes - Dennis O'Donnell, *PinPoint Care*

With a change in administration and perspective, CMS has raised uncertainties about the future path for bundled payments. Despite evidence that bundled payments can improve value, CMS is moving away from large scale mandated programs to invitation-based voluntary participation. At the same time, commercial payers are expanding use of bundled payment arrangements. While the future path is ambiguous, the value derived from episode-based care management is clear. This session will delve into the reasons why episode-based care management works and how it can be used as a stand-alone approach or a primary ACO strategy to engage providers and improve outcomes. Topics will include: Aligning stakeholders through governance, role clarity, and incentives; Creating "shadow" bundles within ACOs; Using risk stratification and predictive analytics to inform care; and, Designing high ROI care management services.

Continued: Tuesday, January 16, 2018

1:00-1:50pm

Breakout Sessions 9-10 continued...

Session 9 - Leadership Traits to Live By - *Shane Melenbacker, Klasinski Clinic*

Everyone has the ability to influence; therefore, everyone is a leader. Since the early 50's the Marine Corps has been using 14 leadership traits to influence Marines to become leaders and the same traits that men and women have died for on the battlefield are just as useful to live for in our offices and life. Shane will combine his experience as a Marine and Healthcare Administrator when presenting 14 leadership traits to live by.

Session 10 - OCR HIPAA Audit Program Update - *Cathy Boerner, Boerner Consulting, LLC*

Cathy Boerner will discuss the most current information on the OCR Phase 2 HIPAA Audit Program reviews of covered entities and business associates to meet selected standards and implementation specifications of the Privacy, Security, and Breach Notification Rules. She will discuss any aggregate results released from the desk audits meant to enable OCR to better understand compliance efforts with particular aspects of the HIPAA Rules. In addition, she will explore the "Sample(s) Requested" and "Inquire of Management" requests for the full on-site audits, discuss approaches to demonstrating HIPAA compliance for an audit, and consider the types of technical assistance that could be developed by OCR.

1:50-2:00pm

Transition to next sessions

2:00-2:50pm

Breakout Sessions 11-15

Session 11 - The Breach in Your Pocket: Compliance Amidst the Risks From Portable Devices and Social Media -

Justin Webb, Godfrey & Kahn

Smartphones, Social Media, USB Sticks, Oh My! This presentation will provide an overview of the major risks and compliance concerns with mobile devices, removable media, and social media, especially within the context of the HIPAA Security Rule, and will focus on real-world solutions to managing risk in an interconnected and increasingly mobile world. Through the lens of recent data breaches and compliance failures, attendees will learn ways to attack these ever-increasing problems both from a legal and an information security perspective.

Session 12 - Gain a Revenue Cycle Advantage with More Effective Contract Management - *Brendan Kreter, Kaufman Hall*

As hospitals and health systems continue to face reimbursement pressure, maximizing revenue under evolving payment models has become a strategic imperative. Managed care contracts sit at the heart of the matter, and savvy Finance teams are asking important questions like: Are our claims being adjudicated correctly? Are we negotiating profitable contracts? During this session, Kaufman Hall experts will share insight on the keys to successful revenue growth and recovery, including: planning for and analyzing claim adjudication, finding leverage to reduce denials and using data to support the negotiation of new contracts. Session attendees will be equipped with the knowledge to develop a more effective contract management process that will help their organizations gain a revenue cycle advantage.

Session 13 - Understanding MACRA: Planning for Success; Now and in the Future - *Adam Strom, Eide Bailly, LLP and*

Dan Schletty, Riverwood Healthcare Center

The shift from volume to value of care in the industry is here. The Medicare Access and CHIP Reauthorization Act (MACRA) Quality Payment Program (QPP) final rule announced on October 14, 2016 further supports this change. How your organization proceeds with operationalizing MACRA is now the challenge. Understanding the effects of MACRA allows you to choose your operational path for the future years of the MACRA program to maximize your incentive payment and avoid negative payment adjustments. This session will assist in identifying and mitigating downstream effects of movement to value-based care and promotion of population health, in addition to assessing how to utilize data to align with your strategic plan. Learning Objectives include: 1. define the MACRA program and the changes for the 2018 performance year. 2. Identify the requirements to be successful under MACRA. 3. Understand the impact of utilizing data to achieve goals and process improvements. 4. Determine the financial and process downstream effects of MACRA on your organization. 5. Identify next steps of alignment in your organization.

Session 14 - Business Impact of Multiple Endoscopy Rate Reductions - *Jen Cohrs, GI Associates*

Did you know when multiple endoscopy procedures are billed, special rules for reduced reimbursement apply? This is not the predictable multiple procedure payment reduction (MPPR)! Commercial insurance carriers are catching on to the long-standing Medicare Physician Fee Schedule multiple procedure indicator and significantly reducing payments to physicians who provide GI endoscopy, joint arthroscopy, bronchoscopy, laparoscopy and more. During this session, participants will learn the difference between the typical MPPR and trickier special payment rules for multiple endoscopy procedures, the financial blow of this obscure rate reduction and the influence it may have on future patient care. Examples of this reduction will be demonstrated and discussed.

Session 15 - The Intersection of Medicaid Fraud and Patient Safety: What Honest Providers Need to Know -

Anthony Baize, Wisconsin Department of Health Services (DHS)

Electronic health records and electronic billing make patients' medical histories easily available to providers, but what happens when that medical history is compromised due to past provider fraud or medical identity theft? Attendees at this session will learn about the anti-fraud efforts of Wisconsin's Department of Health Services Office of the Inspector General (OIG), emerging Medicaid fraud trends throughout the United States, and why fighting fraud is about more than recovering taxpayer money. Key topics include: 1. The OIG audit process. 2. Beneficiary fraud investigations and medical identity theft. 3. Examples of OIG's criminal fraud referrals. 4. The future of Medicaid fraud investigations.

2:50-3:15pm

Break (Exhibitor Hall 1-8)

A complete list of speaker bios can be found on our website: megawisconsin.com/speakers

Continued: Tuesday, January 16, 2018

3:15-4:30pm

Middle Keynote (A/B/G/H)

Increasing Your Brain's Performance For Greater Professional Success - Jerry Teplitz

Session Description: Have you ever had a negative day at work or as a healthcare professional? How did you feel at the end of it? Tired, drained... Now, have you ever had a positive day? How did you feel at the end of it? Energized. Isn't there an increase in your productivity and effectiveness in your job on that positive day? What would that do to your abilities and successes? You can have that outcome everyday! Amazon bestselling author and top rated speaker Dr. Jerry V. Teplitz will show you how to make every day that way through actual tools and techniques that will increase your energy level to new levels of excellence. These immediate, effective and easy methods can be applied to all aspects of your professional life. 1. Learn how to rid yourself of the impact of negative thoughts. 2. Experience immediate changes in how you perform your job as a professional. 3. Learn a methodology to keep yourself running at high energy all day long.

Dr. Jerry V. Teplitz' background is as unique as the techniques and approaches he teaches. He is a graduate of Hunter College and Northwestern University School of Law. He practiced as an attorney for the Illinois Environmental Protection Agency. At that point, Dr. Teplitz' career took a dramatic change of direction. He studied and received a Masters and Doctorate Degree in Holistic Health Sciences. He was also on the faculty of the U.S. Chamber of Commerce Institute for Organization Management for nine years. Dr. Teplitz has been President of his consulting firm and as a professional speaker, he has spoken at over 1800 meetings and to over one million people. He conducts seminars in the areas of leadership, management, stress management, employee productivity and sales development. Dr. Teplitz' clients include HFMA Chapters in Arizona, Nevada, Georgia, AAHAM Chapters in Virginia, Minnesota, and Washington and MGMA Chapters in Tennessee and Mississippi.

5:30-7:00pm

Exhibitor Faire (Exhibitor Hall 1-8)

Network and meet with exhibitors while enjoying a variety of culinary delights. Kalahari's famous Mashed Potato Martini Bar will be available in addition to carving stations and sweets! Come Hungry!

Wednesday, January 17, 2018

8:00am

Registration Opens (North Atrium)

8:00-9:00am

Breakfast Buffet (Mangrove/Aralia/Marula/Aloeswood/Tamboti)

9:00-10:30am

General Session - Panel Discussion (A/B/G/H)

The Future of Health Care in Wisconsin

Session Description: After a tumultuous year of health care debate, most of us are left somewhat uncertain about health care policy and expectations for 2018 and beyond. Join our speaker panel and hear their perspective on recent changes, the current climate and the impact all of it has had on their sector of the industry. No matter where you stand on the numerous and complex issues with which we are faced, hearing from our expert panel will broaden your perspective on the future of health care in WI.

Eric Borgerding has been President and CEO of the Wisconsin Hospital Association (WHA) since 2002. He previously held positions as Vice President of government relations, Senior Vice President and Executive Vice President. Prior to joining WHA, Borgerding served as Director of Legislative Relations for the Wisconsin Manufacturers and Commerce.

Michael Heifetz was appointed as State Medicaid Director of The Department of Health Services (DHS) in October 2016, leading multiple programs that serve 1.2 million members with an annual budget of \$8 billion. Michael has 24 years of private and public sector experience, including eleven years in the health care arena.

Scott Kowalski was elected to the WPS Health Plan Board of Directors in September 2013 and the WPS Charitable Foundation Board of Trustees in March 2017. An employee since 2013, Scott previously worked as WPS Commercial Sales Vice President and currently has responsibility for all sales and marketing activities performed by WPS Health Insurance, WPS Health Plan (Arise), and EPIC Specialty Benefits.

Tim Size has been the Executive Director of the Rural Wisconsin Health Cooperative since helping to found it in 1979 after working in administration at the University of Wisconsin Hospital & Clinics.

10:30-10:45am

Break (A/B/G/H)

10:45am-12:15pm

Closing Keynote (A/B/G/H)

A Dose Of Healthcare Humor - David Glickman

Session Description: Open your mouth and say "Ha!" You've never seen a funnier way of looking at Healthcare Finance, Regulations, Technology, HIPAA, Patient Relations, Clinicians, Healthcare Reform, the Pharmaceutical Industry, Joint Commission, CMS, and much more! "A Dose of Healthcare Humor" is designed to positively address situations and frustrations that the typical healthcare professional deals with in his or her job—in an incredibly entertaining way. "A Dose of Healthcare Humor" is not so much a typical general session 'speech' as it is a full-blown high-energy one-man show. It's got observational humor, funny visuals & props, hilarious song parodies, and a big "rock and roll" finish! It's non-offensive, non-invasive humor - both clean and clever. David Glickman puts the med in comedy and the Comedy in Medicine!

Bio: David Glickman works with organizations that want to add a combination of valuable content and comic relief to their events in order to make them really fun and memorable. David has been a professional speaker and entertainer for over twenty years and has presented over 2000 programs. Before transitioning from "show business" to "business shows," he worked with everyone from The Beach Boys to Steve Martin. He also appeared on "Evening At The Improv" and several other national television shows. In the late 1990's, David moved into professional speaking. He is an expert in "finding the funny" in the many groups to whom he's spoken. In 2016, David was inducted into the Speaker Hall of Fame. This lifetime award is for speaking excellence and professionalism.

Conference Registration

Attendee Rates:

\$250 - All Three days

\$200 - Tuesday Only

\$125 - Wednesday 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: 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 12:00 noon on Thursday, January 11, 2018. 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 Wendy as soon as possible at info@megawisconsin.com to provide the updated information.

Questions: For a list of Frequently Asked Questions, please visit the FAQ pages on our website: Attendees: megawisconsin.com/attendee-faqs.html. Exhibitors: <http://www.megawisconsin.com/exhibitor-faqs.html>.

For all other questions not answered in the FAQs, please contact the Meeting Planner, Wendy Ellwein, at info@megawisconsin.com.

Hotel Room Reservations

Hotel Information:

Kalahari Resort and Conference Center

1305 Kalahari Drive, Wisconsin Dells, WI 53965

1-877-253-5466 • kalahariresorts.com

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

Standard: Only \$109! • Lodge Suite: \$129

2 Room Family Suites: \$199 • Royal African Queen: \$199

Discounted rates for Sunday are also available.

Call the Kalahari for pricing

Room reservations: Reservations for this event must be made by individual attendees. Call 1-877-253-5466 and request a room in the 2018 Mega Healthcare Conference Room Block.

Deadline: The deadline for these special room rates is Friday, December 15, 2017 (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 4:00pm. Should you arrive as early as 12:00pm, you can pre-register and begin to enjoy the water parks. Check-out is no later than 11:00am. After you have checked out, the Kalahari invites you to stay until water-park closing time to enjoy the water parks 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.

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

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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 on or before November 20, 2017 and SAVE!

For more information, please go to the Exhibitor page on our website: 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 - Pipe & Drape - 1 Conference Registration	- One 20ft. x 8ft. booth - Two 8 ft. skirted tables - Pipe & Drape - 2 Conference Registrations	- One 20ft. x 8ft. booth in high visibility location - Two 8 ft. skirted tables - Pipe & Drape - 3 Conference Registrations

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 Wednesday!

After Wednesday'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 2018 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
IT Staff
Materials Managers

Registration Staff
Privacy Officers
Many others

Network with colleagues, learn from industry speakers and meet business associates from many different organizations. This is the eighth bi-annual Mega Conference. Conferences in past years have drawn over 500 attendees. With a special room rate of \$109 for a standard room and the early bird registration of \$250, the 2018 Mega Conference is a bargain. For the latest information please visit: www.megawisconsin.com



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c/o Wendy Ellwein
PO Box 25413
Woodbury, MN 55125

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For More Information visit: 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.

Be sure to look for the Event app!

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

**Offering a low
Standard Room Rate
of only \$109!**