# 2019 HFMA Winter Conference

The Wilderness Lodge & Resort Wisconsin Dells, WI





Thank You To Our Platinum Sponsors









# Conference Highlights







**Networking Reception:** Wednesday, January 23rd from 6:00 - 10:00 pm Monk's Sports Bar & Grill 220 Broadway Wisconsin Dells, WI 53965 Join your fellow HFMA members the night before the conference at Monk's SportZone for an evening of networking and fun. Enjoy great appetizers, complimentary beer, wine and soda (cash bar available), table top games and cool prizes. (Monk's is hailed as the sports fan's ULTIMATE getaway, with walls dedicated to the Wisconsin Badgers, Green Bay Packers, Milwaukee Brewers and Bucks - a Wisconsin fan's paradise.) Free shuttle available!



**Cocktail Reception and Exhibiting Sponsors:** Thursday, January 24th from 4:30 - 9:00 pm Enjoy food and beverage – spend the evening networking, catching up with friends, and enjoying the night.



**Keynote Speaker:** Thursday, January 24th from 8:15 - 9:30 am "The Glass Ain't Half Empty, It's Just Too Big" Mark Mayfield, The Speaker Agency

This is a humorous approach to a very serious subject and emphasizes that creativity is the key component in managing change. Learn change theory and creative exercises in this upbeat, fast-paced program that will leave you laughing and leave you with change management skills.



**Early Riser Coffee Hour and Mentorship Program:** Friday, January 25th from 8:00 - 9:00 am Perhaps you are a new member, new to healthcare, or ready to take your career to the next level and would like to be mentored. Maybe you are a healthcare veteran, finance leader, or looking for a way to give back to your organization and industry by being a mentor. If you fall in this spectrum, come join the officers of the chapter for coffee and jump start your participation in the mentorship program.



**Brunch and Learn:** Friday, January 25th from 9:30 - 10:30 am "Trends in Managed Care Contracting" Paul Spencer, VP Managed Care & Revenue Cycle Services, Froedtert Health In this session, the latest trends in managed care contracting and the issues that payers and providers are wrestling with today will be discussed. Aside from the usual rate negotiations, payers and providers negotiate other complex issues such as pricing transparency, steerage to lower cost settings of care and access to provider data.

# **Thank You to Our Committee Members**

Leslie Claas, VP Programs Matt Clark, Program Chair; Doreen Brecheisen, Vice Chair Michelle Conard and John Kelly, Social Committee Members



### Room Reservations

Make your hotel reservation right away to receive the best rates: Room Rates: \$99.99 single/double, plus \$19.95 nightly resort fee. Contact the hotel direct at 800-867-9453. Let them know you are with the Healthcare Financial Management Association (HFMA), Leader #626029

### Room Rates

Room rates are \$99.99 for a single/ double room. There is an additional resort fee of \$19.99 per night.

Note: Some of the sleeping rooms are in the building right next to the Conference Center, but many are located closer to the hotel main entrance and it's about a 20 minute walk through the hotel to get over to the Conference Center. You may prefer to drive over to the Conference Center where there is plenty of parking.

# Check In / Check Out

- Check in is at 4:00 pm
- Check out is at 11:00 am

# Book your room By January 7th!

Rooms are reserved on a first come first served basis and are limited.

# **Upcoming Events**



# **Spring Conference and Annual Meeting**

(formerly The Radisson Paper Valley)





### **Fall Conference**

Park Hotel



# Women in Healthcare Leadership Conference

Pewaukee. WI



### **Mega Conference**

Wisconsin Dells, WI

# Conference Registration

# **Conference Rates**

### Member Rates

- Full Program \$195
- One Day Only \$150
- Wednesday Night Guest \$50
- Thursday Night Guest \$50

### **Non-Member Rates**

- Full Program \$275
- One Day Only \$190
- Wednesday Night Guest \$50
- Thursday Night Guest \$50

# Registration

Registration for this event will be accepted ONLINE ONLY!! To register, visit http://hfmawisconsin.com/Events.html.

## **Payment**

Once registration is complete you may make your payment for all registration fees online through paypal. If you are paying by check, please make a copy of your registration and send it with payment to:

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

**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 meeting. A 50% refund, less a \$25 processing charge will be granted up to 48 hours prior to the meeting. Substitutions with the same organization are allowable. Refunds will be made to the account fund issuing the check. Exceptions to this policy may be allowed at the discretion of the VP of Programs in consultation with the Program Chair and the President of the Wisconsin HFMA Chapter.

# Sponsor Registration

**Sponsor Registration:** If you are a sponsor of HFMA Wisconsin, you were emailed free program certificate numbers. To use these certificates, please register online at http://hfmawisconsin.com/Events.html and enter your certificate number in the box provided. To view the HFMA Wisconsin sponsor listing for information on complimentary program registration, visit http://hfmawisconsin.com/Sponsors.html

**Annual Sponsors:** All annual sponsors are entitled to a complimentary booth at the Winter Conference. Booths must be reserved in advance at the time you register. Your annual sponsorship includes one complimentary certificate for conference registration which can be used for this event. Additional booth personnel must register separately and pay the registration fee. Sponsors will be receiving a separate email from Art Mertig with information about exhibiting.

The exhibit hall opens at 7:00 am on Thursday and remains open throughout the day except when attendees are in breakout sessions. The exhibits conclude at the end of the Thursday evening reception.

# Conference Schedule

Casual attire is appropriate.

11.25 HFMA Certification Credit Hours

# Wednesday, January 23rd

6:00 - 10:00 pm	<b>Networking Reception:</b>
	Monk's Sports Bar & Grill, 220 F

Monk's Sports Bar & Grill, 220 Broadway Wisconsin Dells, WI 53965
Join your fellow HFMA members the night before the conference at Monk's SportZone for an evening of networking and fun. Enjoy great appetizers, complimentary beer, wine and soda (cash bar available), table top games and cool prizes. (Monk's is hailed as the sports fan's ULTIMATE getaway, with walls dedicated to the Wisconsin Badgers, Green Bay Packers, Milwaukee Brewers and Bucks - a Wisconsin fan's paradise.) Free shuttle available!

# Thursday, January 24th

7:30 - 8:00 am	Continental Breakfast and Registration	
8:00 - 8:15 am	President's Welcome	
8:15 - 9:30 am Keynote Speaker	"The Glass Ain't Half Empty, It's Just Too Big" Mark Mayfield, The Speaker Agency This is a humorous approach to a very serious subject and emphasizes that creativity is the key component in managing change. Learn change theory and creative exercises in this upbeat, fast-paced program that will leave you laughing and leave you with change management skills.	
9:30 - 9:45 am	Break	
9:45 - 10:45 am General Session	"Convenient Care Models & Delivery"  Kurt Mosely, VP Strategic Alliances – Merritt Hawkins  Why has the movement of Convenient Care grown so rapidly and is it better care? Will technology and robots reduce the need for more physicians in the future? What will the medical delivery models of the future look like? This presentation explores the emerging practice models attempting to make healthcare more convenient and consumer-driven, including retail clinics, urgent care centers, mobile healthcare apps, physician robots, and even the re-emergence of house-calls.	
10:45 - 11:00 am	Break	

11:00 - Noon Breakout Sessions	Breakout Session 101: "Just Culture"  Jill Hanson, Certified Culture Champion, Wisconsin Hospital Association  After attending this presentation you will be able to define Just Culture and explain how culture impacts patient safety and how to apply the Just Culture principles in your work environment.  Breakout Session 102: "Managing Through Financial Distress - Developing the Turnaround Business Plan and Restructuring Basics"  Sarah Hull, Senior Director, and Louis E. Robichaux, Senior Managing Director,  Ankura Consulting  When facilities are distressed they must manage liquidity, assess long term debt service capacity, set up a system to monitor the key drivers of the business and forecast cash including covenant compliance, constituency management and spending. Tactics include detailed cash flow management and robust financial projections with scenario analysis to ensure appropriate assessment of core businesses, forecasting and management decision making.
Noon - 1:00 pm	Lunch
1:00 - 2:00 pm Breakout Sessions	Breakout Session 201: "Momma Told Me There'd Be Days Like This" Mark Mayfield, The Speaker Agency Stressed out? Lethargic? Burned out? This program will help you solve those ills by learning five behaviors that will help balance your life and by learning techniques to deal with your biggest stressorPEOPLE! This presentation is high on content high on hilarity.  Breakout Session 202: "The Care & Feeding of Whistle Blowers" Stacy Gerber Ward, J.D., von Briesen & Roper, Nola J. Hitchcock Cross, J.D. Cross Law Firm Dealing with employee complaints is a fact of life for all employers. But handling potential whistle-blowers in healthcare industry requires special attention. Whistle-blower lawsuits drive much of the government enforcement again health care providers. As a result, healthcare providers should be focused on managing whistle-blower allegations to avoid the filing of a qui tam action. This session will address whistle-blower motivations; effective investigation and responses to whistle-blower allegations; and how the government works with whistle-blowers and what information whistle-blowers can permissibly provide to the government; and the types of retaliation claims that can be brought by whistle-blowers.
2:00 - 2:15	Break
2:15 - 3:15 pm H2O Talks	2:15 - 2:35: "Political Impacts on Health Care Policy" Lisa Ellinger, VP Public Policy Wisconsin Hospital Association This session will provide an overview of the 2018 elections and impacts on health care policy. You will hear about the 2018 election outcomes, top health care policy areas impacted by the elections and a status report on policy areas in question.  2:35 - 2:55: "Retire Outside the Box: Collateral-Assignment Split-Dollar Arrangements for Executives and Key Employees" Kristin Stutz, Agent, New York Life Insurance Co. In this H20 Talk, learn how your organization can move beyond the limits of traditional 401(k), 403(b), and 457(f) retirement plans. Utilizing these unique solutions can help your organization recruit better executive talent, motivate and retain key employees. These arrangements are based on the use of versatile permanent life insurance policies and provide a tailored solution to meet the unique objectives of the organization while providing a meaningful, tax-favored financial benefit to the individual. Learn how these customized "outside the box" insurance-based solutions allow the organization to create powerful financial impact to both the individual and organization.  * Neither New York Life nor any of its agents are in the business of offering tax, legal or accounting advice. Please consult with your own personal advisors for tax, legal or accounting advice. SMRU# 1796424

2:15 - 3:15 pm H2O Talks Continue	2:55 - 3:15: "The Enterprise Solutions Journey" Vince Lynn, HFMA Enterprise Solutions, while still fairly new, now makes up for 27% of the entire HFMA Membership. Learn how the program is structured, what types of organizations Enterprise Solutions fits best with, best practices from organizations who have adopted it, and how it can help achieve chapter goals.
3:15 - 3:30 pm	Break
3:30 - 4:30 pm Breakout Sessions	Breakout Session 301: "Direct Contracting & Bundled Payment" Curt Kubiak, NOVO Health Providers and employers find more in common and value than simple medical bundles. Opportunities for onsite/near site, travel, professional services and group purchasing advance the strategic partnership to the next level."  Breakout Session 302: "340B" Chad Johnson, PharmD, MBA, Manager of 340B Education & Compliance Support Apexus, LLC This session will provide an overview of the 340B Drug Pricing Program for healthcare financial leaders by discussing basic 340B principles, reviewing trends in the marketplace, and explaining the role of Apexus. Bring your questions to this interactive session.
4:30 - 9:00 pm Evening Reception	Evening Reception and Exhibiting Sponsors  Enjoy food and beverage – spend the evening networking, catching up with friends, and enjoying the night.

# Friday, January 25th

8:00 - 9:00 am	Early Riser Coffee & Mentorship Program  Kathleen Olewinski, UWM  Perhaps you are a new member, new to healthcare, or ready to take your career to the next level and would like to be mentored. Maybe you are a healthcare veteran, finance leader, or looking for a way to give back to your organization and industry by being a mentor. If you fall in this spectrum, come join the officers of the chapter for coffee and jump start your participation in the mentorship program.
9:00 -9:30 am	Hot plated Breakfast
9:30 - 10:30 am	Brunch & Learn: "Trends in Managed Care Contracting" Paul Spencer, VP Managed Care & Revenue Cycle Services, Froedtert Health In this session, the latest trends in managed care contracting and the issues that payers and providers are wrestling with today will be discussed. Aside from the usual rate negotiations, payers and providers negotiate other complex issues such as pricing transparency, steerage to lower cost settings of care and access to provider data
10:30 - 10:45 am	Break
10:45 - 11:45 am Closing General Session	"Recruitment Through Social Media"  Julie Teixeira, Senior Client Consultant, ROI Research Group  Regarding social media, developing strategies for finding top talent through various social platforms, such as Twitter, Facebook, LinkedIn, as well as leveraging how to get your name (meaning organization name) out through your networks, referral plans, and how social media is used throughout generations.  Let's look at the data. It's not a one size fits all. I'll be sharing best practices of utilizing social media, what's appropriate and not appropriate. Basically, "to tweet or not to tweet."
11:45 am	Door Prize Giveaway Be sure to stay for your chance to win great door Prizes - Must be Present to Win!

## **HFMA Wisconsin**

c/o Mary Kaja PO Box 1604 Madison, WI 53701-1604

