11th Annual
Two-Day
Hospital/Physician
Collaborative Meeting

Monday & Tuesday
March 20-21, 2017
Lancaster Convention Center

Sponsor opportunities available. Contact Kristy Richmond at (717) 216-5028 or kprichmond@commercialacceptance.net
### 11th Annual Two-Day Hospital/Physician Collaborative Meeting
March 20-21, 2017

**KEYNOTE SPEAKERS**

<table>
<thead>
<tr>
<th>Day</th>
<th>Session</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monday, March 21</strong></td>
<td><strong>Opening Address</strong></td>
<td><strong>Theodore T. Katz, MD FACS, Medical Director, Central Appeals Unit, Division of Clinical Excellence, Mercy Health System</strong>&lt;br&gt;Primary physician resource to the Centralized Appeals Unit of Mercy Health System with oversight responsibility of hospital based physician advisors related to making medical necessity determinations, appealing payer denials/downgrades and providing training to hospital medical and professional staff.</td>
</tr>
<tr>
<td><strong>Monday, March 20</strong></td>
<td><strong>Keynote</strong></td>
<td><strong>Tom Beeman, COO for Regional Operations at the University of Pennsylvania Health System</strong>&lt;br&gt;Rear Admiral (ret) Thomas E. Beeman is a graduate of Vanderbilt University with a Ph.D. in Leadership and Policy. He has most recently served as the assistant deputy surgeon general for Reserve Affairs. In his role as Chief Operating Officer for Regional Operations at the University of Pennsylvania Health System, a $6 billion health system, he is responsible for ensuring that the broadest population of communities possible have access to Penn's clinical care.</td>
</tr>
<tr>
<td><strong>Tuesday, March 21</strong></td>
<td><strong>Keynote</strong></td>
<td><strong>Marc Voyvodich, Chair of the Board of Directors of Stroudwater Associates</strong>&lt;br&gt;Marc's primary focus over the past 28 years as a consultant has been assisting clients in performance improvement through clinical service and facility, strategic, and operational planning. Preceding the creation of Stroudwater Associates, Marc was the first Executive Director of SYNERNET, a 20+-hospital alliance in northern New England. Marc served as a Program Officer at the Robert Wood Johnson Foundation, where his responsibilities included managing national programs in emergency medicine, rural medical practice development, and new program development.</td>
</tr>
</tbody>
</table>
11th Annual Two-Day Hospital/Physician Collaborative Meeting
March 20-21, 2017

Agenda – Monday, March 20

7:15 a.m. Registration Outside Heritage Salon D

7:15 – 8:30 a.m. Continental Breakfast (Exhibit Hall) Heritage Salon D

8:30 – 8:45 a.m. Welcome and Announcements, Sharon Taube, President 2016-2017 Central Pennsylvania Chapter HFMA Heritage Salon ABC

8:45 – 10:00 a.m. “The Importance of Physician Collaboration In Revenue Cycle Management No Physician Left Behind” Opening Address: Theodore T. Katz, MD FACS, Medical Director, Central Appeals Unit, Division of Clinical Excellence, Mercy Health System Heritage Salon ABC

10:00 – 10:15 a.m. Visit the “Solutions Hall” for an Update on the Latest in Healthcare Technology and Services-Break and Networking (Exhibit Hall) Heritage Salon D

10:15 – 11:15 a.m. “Healthcare Leadership” Morning Keynote: Tom Beeman, COO for Regional Operations at the University of Pennsylvania Health System Heritage Salon ABC

11:15-11:30 a.m. Break and Networking (Exhibit Hall) Heritage Salon D

Breakout Sessions
11:30 – 12:30 p.m.
EXECUTIVE LEADERSHIP: “The Importance of Physician Collaboration In Revenue Cycle Management “No Physician Left Behind”- Executive Leadership Focus”, Theodore T. Katz, MD FACS, Medical Director, Central Appeals Unit, Division of Clinical Excellence, Mercy Health System Commonwealth Salon 3

REVENUE CYCLE/HOT TOPICS: “Clean Claim Production Cycle Improvement”, Dan Hobbs, CRCE, MBA, Quorum Health Resources, LLC Commonwealth Salon 4

PHYSICIAN PRACTICE: "Patient Financial Care: Why Patients are Happier and Paying More” Corey Meyer, Director of Customer Success, Simplee Commonwealth Salon 1-2

12:30 – 1:30 p.m. Lunch Heritage Salon ABC

1:30 – 2:45 p.m. “Achievement Now!” Tyler Enslin, National Director, Direct Development Training Heritage Salon ABC

2:45 – 3:00 p.m. Visit the “Solutions Hall” for an Update on the Latest in Healthcare Technology and Services-Break and Networking (Exhibit Hall) Heritage Salon D

3:00 – 4:15 p.m. “MACRA” Afternoon Keynote: David Gregory, Principal, Baker Tilly Heritage Salon ABC

Breakout Sessions
4:20 - 5:15 p.m.

REVENUE CYCLE/HOT TOPICS: “Preventative & Integrative Medicine; Techniques to ensure a Healthy bottom line!” Vonda Moon/Nick Jacobs, SunStone Consulting Commonwealth Salon 4

PHYSICIAN PRACTICE: “MACRA-Physician Focus” David Gregory, Principal, Baker Tilly Commonwealth Salon 1-2

5:15 – 7:15 p.m. Networking and Social Event
# Agenda – Tuesday, March 21

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 a.m.</td>
<td>Registration Outside Heritage Salon D</td>
</tr>
<tr>
<td>7:30 – 8:30 a.m.</td>
<td>Continental Breakfast (Exhibit Hall) Heritage Salon D</td>
</tr>
<tr>
<td>8:30 – 8:45 a.m.</td>
<td>Welcome and Announcements, Sharon Taube, President, 2016-2017 Central Pennsylvania Chapter HFMA Heritage Salon ABC</td>
</tr>
<tr>
<td>8:45 – 10:00 a.m.</td>
<td>“Healthcare in a Trump World” Keynote Speaker: Marc Voyvodich, Chair of the Board of Directors of Stroudwater Associates Heritage Salon ABC</td>
</tr>
<tr>
<td>10:00 – 10:30 a.m.</td>
<td>Visit the “Solutions Hall” for an Update on the Latest in Healthcare Technology and Services-Break and Networking (Exhibit Hall) Heritage Salon D</td>
</tr>
</tbody>
</table>

### Breakout Sessions

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30 – 11:30 a.m.</td>
<td><strong>EXECUTIVE LEADERSHIP:</strong> &quot;OPPS FY 2017 Final Rule&quot; Jonathan Besler, President &amp; CEO BESLER Consulting Commonwealth Salon 3</td>
</tr>
<tr>
<td></td>
<td><strong>REVENUE CYCLE/HOT TOPICS:</strong> &quot;Patient Access; Improving the Customer Experience&quot; Dan Hobbs, CRCE, MBA, Quorum Health Resources, LLC Commonwealth Salon 4</td>
</tr>
<tr>
<td></td>
<td><strong>PHYSICIAN PRACTICE:</strong> &quot;Important Out of Industry Lessons for Reliable Safety Culture” Deb Grubbe, DuPont Commonwealth Salon 1-2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:30-12:30 p.m.</td>
<td><strong>EXECUTIVE LEADERSHIP:</strong> “Finance Discussion” Eric Able, Bank of America / U.S. Trust - Wealth Strategies and Personal Retirement Allocation Planning Commonwealth Salon 3</td>
</tr>
<tr>
<td></td>
<td><strong>REVENUE CYCLE/HOT TOPICS:</strong> &quot;Multiple Returns on the Patient Experience Investment The Value of a Comprehensive Beyond Imagination Strategy&quot; Diane S. Hopkins, Certified Experience Economy Expert, DuPont Commonwealth Salon 4</td>
</tr>
<tr>
<td></td>
<td><strong>PHYSICIAN PRACTICE:</strong> TBD Commonwealth Salon 1-2</td>
</tr>
</tbody>
</table>

### Breakout Sessions

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:30-1:30 p.m.</td>
<td>Lunch Heritage Salon ABC</td>
</tr>
<tr>
<td>1:30 – 3:00 p.m.</td>
<td>“Speed of Change”, Ira Wolfe, Owner, Success Performance Solutions, Heritage Salon ABC</td>
</tr>
<tr>
<td>3:00 p.m.</td>
<td>Adjournment</td>
</tr>
</tbody>
</table>
11th Annual Two-Day Hospital/Physician Collaborative Meeting
March 20-21, 2017

Program Objectives: To provide senior health care executives, director, managers, and staff with comprehensive education on current topics of interest related to executive leadership, revenue cycle, and physician practice management.

Target Audience: Physicians, CEOs, CFOs, Controllers, Accountants, Revenue Cycle staff, RNs, HIM, Health Care Consultants, IS Managers and staff.

Eligible for: CPEs 14 Other

Hotel Information:

Lancaster Convention Center
25 South Queen Street, Lancaster, 17603
Phone: (717) 239-1600

Lancaster Marriott at Penn Square
HFMA Room Rate: $149 per night single/double. Use code HFMHFMA under the group code that can be found in the Special Rates and Awards.

Room rate guaranteed through February 25.
Reservations: Call 888-850-6146 or online at http://www.lancastermarriott.com.

Registration:

Preferred Register ONLINE at…11th Annual Two-Day Registration

Alternative method by Paper - Complete and fax the attached Registration Form below.

Register by February 4th for discounted registration if attending the full meeting: $299 Vendor, $199* Provider/Payor
11th Annual Two-Day Hospital/Physician Collaborative Meeting
March 20-21, 2017

BY PAPER - Meeting Registration Form

Name: __________________________________________
Company: __________________________________________
Address: __________________________________________

Phone: __________________________ Email: __________________________

Please provide your email—handouts will not be available at the meeting. Handouts will be available to you online prior to the meeting. Information will be emailed to your attention with instructions for downloading.

HFMA Member: [ ] Yes [ ] No

Will you be attending the Social Event Monday, March 20? [ ] Yes [ ] No

Two-Day Program Sponsor? [ ] Yes [ ] No (Two registrations included in Booth Sponsorship. Additional registrations pay at regular registration rates. Registration still required.)

Please check the education track you are most interested in:

[ ] Executive Leadership [ ] Revenue Cycle/Hot Topics [ ] Physician Practice Mgmt

Registration Fees (circle selection)

2-day Registration* 1-day Registration
$250 for Provider/Payor (Early-bird rate, $199) $150 for Provider/Payor
$350 for Vendor (Early-bird rate, $299) $225 for Vendor

Early-bird rate through 2/4/2017

Registration fee includes: Breakfast, lunch on both days, and a social networking event on the first day of the meeting. Additional guest tickets for social networking events are $35.

Make checks payable to: HFMA CENTRAL PENNSYLVANIA CHAPTER
FAX registration form by March 14, 2017, and follow-up with a check to:
Brooke Bowers 230 N Broad Street, Jersey Shore, PA 17740
Phone: (570)522-4035 Fax: (570)768-3911 Email: brooke.bowers@evanhospital.com
Cancellations after March 14 will be a 100% cancellation fee if not received prior to March 18.
Big Thank you to our Meeting Booth Sponsors!!!