



2012 Mega Conference

"Healthcare Excellence Through Collaboration"

c/o Wendy Ellwein

PO Box 372

Watertown, WI 53094



2012 Mega Conference

"Healthcare Excellence Through Collaboration"

When: January 18th -20th, 2012

Where: Kalahari Resort & Conference Center, Wisconsin Dells, Wisconsin

For More Information Visit:

www.megawisconsin.com

Presented By: AAHAM, HFMA, HIPAA COW, WAHAM, WCCMA, and WMCA



**Room Rate:
ONLY \$85!**



2012 Mega Conference

The **2012 Mega Conference** is a tremendous educational opportunity for:

- Administrators
- CEOs
- Clinic Office Managers
- Compliance Officers
- Finance Staff
- Registration Staff
- Accounting Staff
- CFOs
- Coding Staff
- Customer Service Staff
- IT Staff
- Privacy Officers
- Billing Staff
- COOs
- Collections Staff
- Director of Patient Accounts
- Many Others

It allows you to network with fellow colleagues, learn from industry speakers and meet business associates from many different organizations. This is the fifth bi-annual Mega Conference. The 2010 event drew over 500 attendees. With a special hotel room rate of \$85 and the early bird registration of \$225, the **2012 Mega Conference** is a bargain. For the latest information please visit:

www.megawisconsin.com

Presented By:

AAHAM - American Association of Healthcare Administrative Management - WI

HFMA - Healthcare Financial Management Association - WI

HIPAA COW - HIPAA Collaborative of Wisconsin

WMCA - Wisconsin Medical Credit Association

WCCMA - Wisconsin Clinic Credit Managers Association

WAHAM - Wisconsin Association of Healthcare Access Management



NEW THIS YEAR: This conference is going green!

By going green, we're going paperless with electronic course materials. This means:

- You'll receive an email one week before the conference to download PDFs of the materials, which can be printed or saved to a laptop or tablet device;
- You can preview session topics prior to the conference, providing an opportunity to prepare questions to ask presenters or colleagues;
- During the conference, you can take notes electronically. Using a laptop, tablet device, or smart phone with the materials already saved, you can insert comments or highlight text of interest.

Special Thanks to our three Grand Kahuna Sponsors:





2012 Mega Conference Schedule

Wednesday, January 18, 2012

5:00pm - 8:00pm	Early Registration - North Atrium
6:00pm - 8:00pm	Networking Reception: Conference Center A/B/G/H Join your colleagues and escape the winter blues with some music from the Islands!. Enjoy a buffet dinner and forget the snow as you listen to the sounds of a one man steel drum band. No sunscreen needed!!
8:00pm - 9:00pm	Social Hour (optional): Conference Center A/B/G/H Stick around to continue networking with colleagues or head out for the evening. It's up to you. A cash bar will still be open and the socializing will continue.

Thursday, January 19, 2012

7:00am - 8:15am	Registration - North Atrium
7:30am - 8:15am	Continental Breakfast - Exhibitor Hall 1-8
8:15am - 8:30am	Welcome - Conference Center A/B/G/H
8:30am - 10:00am Opening Keynote Conference Center A/B/G/H	Ethical Leadership for the 21st Century - Cynthia Cooper, The CooperGroup, LLC Session Description: What can each of us do to build a culture of compliance, promote ethical leadership, and build a strong ethical foundation to achieve sustainable success? What are the common threads, root causes, and lessons learned from the recent corporate scandals? Cynthia Cooper will address these questions as she shares her own personal experiences at WorldCom and discusses critical governance lessons from the decade's largest scandals. She will discuss what each of us can do to promote ethical leadership; practical strategies to help sort through ethical dilemmas and make the right choices; and how each stakeholder can play a key role in building a strong ethical foundation that will lead to sustainable success. Bio: Ms. Cooper is an internationally recognized speaker and author of <i>Extraordinary Circumstances</i> . She is currently CEO of The CooperGroup, LLC, a professional consulting services firm in the areas of ethics, compliance, risk management, fraud prevention and detection and internal audit. Ms. Cooper has more than twenty years of diversified experience working with large cap public clients, public sector entities at the federal and state level, international organizations and public accounting firms. Ms. Cooper serves on several advisory boards and is currently the Chairman of the Board of Regents for the Association of Certified Fraud Examiners. Among other distinctions, Ms. Cooper was the first woman inducted into the AICPA Hall of Fame and was named one of <i>Time Magazine's</i> Persons of the Year.
10:00am - 10:30am	Break - In Exhibitor Hall 1-8
Breakout Sessions 10:30am - Noon	Session 1 - How Crozer-Keystone Health System Increased Its Revenue Cycle Performance by Creating a Pre-Encounter Unit - Terri Donohue, IMA Consulting & Richard Madison, Crozer-Keystone Health System This session will show how Crozer-Keystone Health System improved its revenue cycle operations by consolidating and standardizing pre-encounter services and processes. Attendees will learn how to develop a pre-encounter unit to improve registration accuracy, decrease administrative denials, increase point-of-service collections, improve productivity, increase capacity and enhance customer satisfaction. Session 2 - Cost Reduction: Identifying the Opportunities - Jamie Cleverly, Cleverly & Associates Increasing or sustaining profit levels with declining reimbursement is only possible through cost reduction. "How much cost saving is possible?" and "Where are the primary opportunities?" are central questions to determine appropriate action strategies. However, the answers to these questions have become confused given the multitude of available information. This session will present a succinct methodology to determine the magnitude of cost savings available, the primary cost culprits, and the actionable strategies to improve performance. Learning objectives are to: Simplify initial cost assessment through one primary performance metric, follow logical data progressions to identify specific hospital cost opportunities and understand how appropriate action strategies can yield performance improvement. Session 3 - Listening and Understanding: Touching Lives in Risk Management - Paul Frigoli, Grant Regional Health Center Do you ever wonder how to respond when a customer is angry with you? Do you question whether your responses are helpful? Do you ask yourself why you ever went into this job in the first place? Customer complaints are costly to an institution, not to mention the emotional toll inflicted on the listener. Perhaps the problem is that we are not listening, <i>really</i> listening. Communication occurs on numerous levels. We often overlook the nonverbal cues in our conversation. This session will assist us in sharpening our listening skills & focusing our attention on the actual cause of the conflict without letting our emotions overtake the moment. Session 4 - A Practical Approach to HIPAA Breach Reporting and Keeping Your Company's Compliance Program Alive After Year One - Catherine Colyer, Alliance Collection Agencies The first half of this session will provide you with a tested, effective and efficient method for capturing suspected HIPAA breaches within your organization. If you are a Business Associate, learn what information needs to be communicated with your clients and tips on doing so effectively. If you are a Covered Entity, learn what you should be receiving from your Business Associates and tips on managing this process from the client side. The second half of this session will provide practical guidance on how to keep your organization's compliance program vibrant after year one. This session will provide you with practical tools for assessing the maturity of your program and for getting the most out of your program in years 2+.

Attendee Registration Form

Registration forms are accepted on a first-come, first-serve basis.
One registration form per person. Forms may be copied.

You can also register and pay online
at www.megawisconsin.com

NAME	CIRCLE THE SESSION YOU WISH TO ATTEND IN EACH GROUP					
	Thursday 10:30 am—Noon	1	2	3	4	5
ORGANIZATION	Thursday 1:30 pm—3:00 pm	6	7	8	9	10
	Friday 9:00 am—10:30 am	11	12	13	14	15
ADDRESS	<input type="checkbox"/> ALL THREE DAYS AT THE EARLY BIRD RATE (Before November 11, 2011) \$225 <input type="checkbox"/> ALL THREE DAYS AT THE REGULAR RATE (After November 11, 2011) \$275 <input type="checkbox"/> THURSDAY ONLY \$175 <input type="checkbox"/> FRIDAY ONLY \$100 <input type="checkbox"/> WED. & THUR. EVENING GUEST SOCIAL PASS \$75 <small>Guest Social Pass only available with purchase of Full Conference Registration and must be used by a family member or significant other.</small>					
CITY	STATE	ZIP				
EMAIL ADDRESS	NAME OF GUEST: _____					
TITLE	TOTAL ENCLOSED:					
PHONE						
Please forward a written description with this registration form of any special dietary and/or physical disability accommodation requests.						
Please check (✓) ALL the boxes of the organizations that you represent.						
<input type="checkbox"/> AAHAM <input type="checkbox"/> HFMA <input type="checkbox"/> HIPAA COW <input type="checkbox"/> WAHAM <input type="checkbox"/> WCCMA <input type="checkbox"/> WMCA <input type="checkbox"/> NONE						

Checks Payable To: 2012 Mega Conference
Mail To: 2012 Mega Conference
c/o Wendy Ellwein
PO Box 372
Watertown, WI 53094



For more information on upcoming conferences for each of these organizations visit their website:

- AAHAM: www.aaham-wi.org
- HFMA: www.hfmawisconsin.com
- HIPAA COW: www.hipaacow.org
- WAHAM: www.waham-wi.org
- WCCMA: www.wccmanet.org
- WMCA: www.wmcaweb.org

Door Prizes on Friday!

After Friday's Closing Keynote Speaker, each of these six organizations will be awarding prizes to conference attendees via a raffle drawing. You must be present to win!



Questions: For questions regarding the Mega Conference, please visit: www.megawisconsin.com or call the Events Planner, Wendy Ellwein, at 920-261-6401.

Attire: Business Casual. Dress in layers to accommodate varying room temperatures.

Address: Kalahari Resort and Conference Center
1305 Kalahari Drive
Wisconsin Dells, WI 53965
1-877-253-5466
www.kalahariresorts.com



Conference Committee

AAHAM

Judy Waydick

Cindy Lindgren - Social Committee Chair

HFMA

Wendy Schultz - Conference Co-Chair

Carmen Wolf

HIPAA COW

Cathy Boerner - Conference Co-Chair

Rich Donkle - Marketing Committee Chair

WAHAM

Kaye Prieve

Scott Rogers

WCCMA

Randy Haines - Speaker Committee Chair

Kari Karaffa - Sponsorship Committee Chair

WMCA

Jackie Lippe - Day-of Committee Chair

Connie Schmiede

Advisors

Shawn Gretz

Marcy Marquis



How to Register

Registration is a two-step process:

1. Book a room at the Kalahari;
2. Mail in conference registration or register online at: www.megawisconsin.com

Special Room Rate: \$85

1. Hotel Reservations: Room reservations for this event must be made by individual attendees. Call 1-877-253-5466 and request a room in the **2012 Mega Healthcare Conference** Room Block. Deadline for \$85 room rate is Wednesday, December 14, 2011.

*Cancellation policy for hotel reservations:
72 hours or more prior to arrival to receive full refund less \$25 processing fee. Less than 72 hours prior to scheduled arrival forfeits entire deposit.

2. Conference Registration:

- Register Online at www.megawisconsin.com. Credit cards are accepted online via Pay Pal

or

- Mail in a registration form:

Checks Payable To: 2012 MEGA Conference

Mail To: 2012 Mega Conference
c/o Wendy Ellwein
PO Box 372
Watertown, WI 53094

Taxpayer Identification Number: 26-0266618

Refunds: A full refund of the registration fee, less a \$25 processing fee, will be granted if cancellation is received five business days prior to the meeting. A 50% refund, less a \$25 processing fee, will be granted if cancellation is received up to 72 hours prior to the meeting. NO REFUND will be granted if cancellation is received less than 72 hours prior to the conference (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 checking. Please contact Wendy as soon as possible at info@megawisconsin.com to provide the updated information.



Continued: Thursday, January 19, 2012

10:30am - Noon	Session 5 - CGI RAC Region B Outreach - Mary Hoffman and Suzanne Mihalek, CGI Federal Inc. CGI Federal's presentation will cover the overall RAC B operations and what has been achieved as of the start of 2012. This will include updates and enhancements to the provider portion of the RAC B Website, an overview of the RAC B operations, and an overview of the adjustment process. If time allows, a question and answer period will follow.
Noon - 12:45pm	Networking Lunch - Conference Center A/B/G/H
12:45pm - 1:30pm	Dessert Reception - Exhibitor Hall 1-8
Breakout Sessions 1:30pm - 3:00pm	Session 6 - Leadership and Hospitality from a Restaurant Guy - Applying Lessons Learned to Healthcare - Craig Culver, Culver Franchising, followed by Jo Anne Preston, Rural Wisconsin Health Cooperative (RWHC). Craig Culver, co-founder of Culver's Frozen Custard Restaurants, will discuss customer satisfaction and the "Culver's Experience." Following the presentation on the Culver's customer service approach, Jo Anne Preston from RWHC will talk about why hospitals need to care about customers in much the same way that a restaurant does. Regardless of the approach that an organization takes, staying open means holding staff accountable for service excellence to the same degree as technical skills. Come to this session to learn about how to tie customer feedback to employee accountability through customer service training and leadership development.
	Session 7 - Understanding Healthcare Reform's Impact on Critical Access and Rural PPS Hospitals to Develop Long Term Strategies for Success - Jane Jerzak, Wipfli LLP The session will discuss key aspects of health reform and possible operational implications and care delivery model changes for critical access hospitals and rural PPS hospitals. The link between organizational and governance strategy and operational improvement priorities will also be addressed as well as the role of various stakeholder groups to enhance organizational success.
	Session 8 - Medicare 2012 and Beyond: How to Prepare for Changes in Payment Rates - Larry Goldberg, Larry Goldberg Consulting The session will provide an in-depth review of the latest legislative and regulatory changes for Medicare in 2012 and beyond. Items will include the various changes being made to the Medicare program under current law, those mandated by the Affordable Care Act (ACA), as well as changes made to the existing prospective payment system's (PPS) such as inpatient PPS with an emphasis on coding and documentation requirements, outpatient PPS, skilled nursing facilities, rehabilitation, ESRD, physician and others. Additional material will address the status and overview of Medicare's Value Based Purchasing and Accountable Care Organizations programs. Finally, as Congress debates potential new changes as a result of budgetary negotiations, any such changes to the Medicare program will be discussed, too.
	Session 9 - Social Media ... Facebook, Twitter & Compliance - Todd Fitzgerald, National Government Services; Lee Kadel, Wheaton Franciscan; Ralph Topinka, Mercy Health Systems; Tom Shorter, Godfrey & Kahn Social media is in your health care facility. Employees are interacting with the outside world in new ways that pose risks and opportunities for health care entities. From social networking to professional networking, this panel session will explore the different perspectives and issues related to utilization of social media inside Wisconsin healthcare entities. The panelists will discuss not only issues associated with utilization of social media, but also some real life experiences related to social media in the workplace.
	Session 10 - Value Based Purchasing - Joe Becht, Deloitte & Touche LLP On April 29, 2011, CMS issued a final rule that establishes a new hospital value-based purchasing program that serves to reward hospitals for providing high quality, safe care for patients. According to the CMS Press Release, under the program, "hospitals that perform well on quality measures relating both to clinical process of care and to patient experience of care, or those making improvements in their performance on those measures, would receive higher payments." This session will provide insight into the program to assist providers in evaluating their internal data to determine their strengths and potential areas for improvement in the coming year.
3:00pm - 3:15pm	Break
3:15pm - 4:30pm Middle Keynote Conference Center A/B/G/H	Achieving Strategic Results - Pete Knox, Bellin Health Session Description: Research indicates that 60-70% of all strategies fail to get implemented successfully. In the context of the intentions stated in our mission and vision, this leaves healthcare organizations vulnerable to inadequate results in all categories of performance. Successful execution of strategy is a vital business competency required to achieve long term sustainable results. This presentation will provide a comprehensive framework for aligning and deploying strategy throughout the organization and achieving strategic results. Bio: Mr. Knox, Executive Vice President, Bellin Health, has been associated with Bellin Health for 30 years and currently, he is responsible for population health strategies, accountable care strategies, learning and innovation for the system, execution of system strategy, employer strategies, and physician networks. Bellin has been on the leading edge of quality and achievement of performance results for many years. In addition to his role at Bellin, Mr. Knox pursues his passion for helping organizations achieve strategic results as CEO of his consulting company. He is a Senior Fellow at the Institute for Healthcare Improvement and author of the book <i>The Business of Healthcare</i> .
5:30pm - 9:00pm	Vendor Faire and Hors d'oeuvres Reception - Exhibitor Hall 1-8 Network and meet with exhibitors while listening to Jerry Teclaw, a Guitar Soloist, as he performs a mix of classic rock and blues. Hors d'oeuvres will be available from 6:00pm to 8:00pm.

8:00am - 9:00am	Registration & Hot Breakfast Buffet - Conference Center A/B/G/H
Breakout Sessions 9:00am - 10:30am	Session 11 - Balancing Medical and Financial Care – Strategies for Financial Success for the Injured and Uninsured - David Cartier & Tricia Burns-Hart, Outreach Services Every time medical care is provided, a financial care issue is created that needs to be diagnosed and treated. Our two presenters will delve into the range of issues that arise from financial discussions with patients and examine various strategies for efficient identification and communication of options and obligations. This session will provide a uniquely clear understanding of financial screening, advocacy and triage; identification of third-party insurance; use of hospital liens and the interaction between government programs, liability and other medical coverage.
	Session 12 - ICD-10 Transition Strategies and Solutions for Providers - Debbie Rickelman, WHA Information Center, LLC The convergence of regulatory requirements from 2011 to 2014 is extraordinary: the 5010 standard, the ICD-10 transition, HITECH/meaningful use, accountable care organizations, in conjunction with increased pay for performance within episodes across the care spectrum. In this session Ms. Rickelman will provide an overview of the ICD-10 regulation, why the transition will occur, share how ICD-10 is related to other regulatory changes and highlight the significant impact ICD-10 will have on health care finance and operations. She will also underscore other Business Associate readiness, address work force issues, explain the key role physicians have in the success or failure of the ICD-10 transition, and describe the importance of timely and accurate data management for longitudinal data analysis and quality and financial reporting.
	Session 13 - Ensuring the Best Use of Limited Capital - Jason Sussman, Kaufman, Hall and Associates Learning to live with less on a permanent basis is <i>THE</i> core principle of healthcare reform; therefore, capital spending constraints will intensify industry-wide. This presentation is focused on defining the best practice process and tools needed for disciplined, targeted allocation of capital spending consistent with continued organizational success. Through this session, attendees will be exposed to the corporate finance-based approach that supports making the <i>right</i> decisions to maintain balance sheet strength, funding new initiatives, and supporting infrastructure needs.
	Session 14 - Wisconsin Hospital Liens: Do's and Don'ts for Collecting from Third-Party Liability Insurers - Tim Feeley and Sara MacCarthy, Hall, Render, Killian, Heath & Lyman, P.C. Wisconsin statutes provide charitable hospitals with special lien rights that ensure payment for treatment rendered to patients who are injured as the result of the negligence, wrongful act or tort of another person. We have helped numerous Wisconsin hospitals develop an efficient means of filing an enforceable lien and in collecting prompt payments from third-party liability insurers in cases involving both commercial and government payers. We have also successfully enforced hospital liens at trial and on appeal and successfully defended claims brought by members of the plaintiff's personal injury bar seeking to impose liability on Wisconsin hospitals by asserting claims that such liens violate Wisconsin's racketeering statute and other state laws.
	Session 15 - Understanding Accountable Care Organizations - Betsy Clough & Tom Schlesinger, Gundersen Lutheran This session will provide a basic understanding of why rising healthcare costs are driving change in American healthcare and at Gundersen Lutheran. The participant will leave with knowledge of the key components of an accountable care organization and will be able to explain how various activities will prepare organizations to be accountable care organizations.
10:30am - 10:45am	Break - Conference Center A/B/G/H
10:45am - 12:15pm Closing Keynote Conference Center A/B/G/H	There Is No They...Delivering Care from the Customer's Perspective - Larry Johnson, Johnson Training Group Session Description: While on a bicycling vacation in 2003, CJ, who is Larry's wife and life partner of 36 years, was involved in an accident that changed their world. Despite wearing a helmet, CJ sustained a closed-head injury that put her in a coma for eight weeks, and a persistent vegetative state for seven months. Going from intensive care to skilled nursing to home healthcare, CJ and Larry have experienced firsthand what it's like to be health care customers. In this dynamic, humorous, and heart-felt presentation, Larry shows the audience members how they can make a huge difference in how patients perceive the care they receive. It's a story that will touch the hearts of the audience and make them glad they have chosen to work in this very noble field. Bio: Mr. Johnson is the co-author of <i>Absolute Honesty: Building a Corporate Culture That Values Straight Talk and Rewards Integrity</i> . For twenty years, he has helped organizations build more productive and profitable working cultures through the development of strong leaders and dedicated employees. Additionally, Mr. Johnson has eight years of real life experience as a manager in private sector healthcare, working in mental health care as a manager and as director of an inpatient long-term care unit for the developmentally disabled. He also spent seven years as training manager in government and the private sector and 20 years as a professional speaker and president of his own consulting firm. He has written more than 50 articles on the topics of leadership, people management, customer service and changing corporate culture.
12:15pm - 12:30pm	Wrap Up and Prize Drawings- Conference Center A/B/G/H

Major Sponsors

(as of September 28, 2011)

Grand Kahuna Sponsors

Hall, Render, Killian, Heath & Lyman, P.C.
OutSource, Inc.
State Collection Service, Inc.

Safari Ranger Sponsors

Americollect, Inc.
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Desert Oasis Sponsors

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Outreach Services
Tri-State Adjustments, Inc.
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Royal Puba Sponsors

Alliance Collection Agencies, Inc.
Apex Print Technologies LLC
Harris & Harris, LTD
ProAssurance Wisconsin Insurance Company
ProSource/JCC

Exhibitor Opportunities Still Available!

Entrances, bars, food stations, and stages 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 11, 2011 and save \$200!

For more information and to register, please go to: <http://www.megawisconsin.com/exhibitors.html>

Standard Booth	Custom Booth	Premium Booth
Early Bird Rate \$500	Early Bird Rate \$1,000	Early Bird Rate \$1,500
Normal Rate \$700	Normal Rate \$1,200	Normal Rate \$1,700
*One 8 ft Skirted Table *1 Vendor Faire Social Pass	*Two 8 ft Skirted Tables *2 Vendor Faire Social Passes	*High visibility booth location *Two 8 ft Skirted Tables *Custom booth set-up according to specific needs *3 Vendor Faire Social Passes