The 2014 Mega Conference is a tremendous educational opportunity for:
- Administrators
- CEOs
- Clinic Office Managers
- Compliance Officers
- Finance Staff
- Registration Staff
- CEOs
- CFOs
- Coding Staff
- Customer Service Staff
- IT Staff
- Privacy Officers
- CEOs
- CFOs
- Collections Staff
- Directors of Patient Accounts
- Materials Managers
- Many Others

Network with fellow colleagues, learn from industry speakers and meet business associates from many different organizations. This is the sixth bi-annual Mega Conference. Conferences in past years have drawn roughly 500 attendees. With a special room rate of $92 for a standard room and the early bird registration of $225, the 2014 Mega Conference is a bargain. For the latest information please visit: www.megawisconsin.com

Presented By:
- AAHAM (Revenue Cycle Co-op)
- HFMA - Healthcare Financial Management Association - WI
- HIPAA COW - HIPAA Collaborative of Wisconsin
- WMGMA - Wisconsin Medical Group Management Association

This conference is 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:
on.

**Breakout Sessions**

**Session 1** - Health Insurance Exchanges - Dan Schwartz, State of Wisconsin, Office of the Commissioner of Insurance

OCI was created in 1871 to ensure that the insurance industry responsibly and adequately met the insurance needs of Wisconsin citizens. The passage of PPACA changed the insurance landscape in Wisconsin, but OCI’s mission remains the same: to be the primary regulator of the insurance industry in Wisconsin. This session will focus on the implementation of the health insurance marketplace in Wisconsin and its impact on consumers, insurers, and providers.

**Session 2** - Cracking the Perimeter via Web Application Hacking - Zach Grace, 403 Labs, LLC

Hackers can steal data from an organization with even the most secured network if its web applications are vulnerable. Year after year, industry reports illustrate how vulnerabilities such as SQL injection and cross-site scripting consistently contribute to breaches. Yet, the presence of these vulnerabilities remains widespread. This live demo will show you how these common vulnerabilities allow for authentication to be bypassed, data to be extracted, browsers to be exploited and employees to be phishing. The session will also discuss when to consider outsourcing as well as the responsibilities associated with that decision.

**Session 3** - “Lessons Learned” from Co-founding HealthSouth and the Ultimate $2B Securities Fraud Trial - Aaron Beam

Aaron Beam speaks at university, association and company engagements across the U.S. He, Richard Scrushy (CEO) and two others founded HealthSouth in 1984 and grew the company into a NYSE Fortune 500 company. Mr. Beam departed HealthSouth in 1996 because he and his accounting department were instructed to ‘fix the numbers’ to meet Wall Street expectations, and he approved it; ultimately leading to his indictment, conviction and prison term. Audiences are intrigued by Aaron’s first-hand account of the nefarious CEO figure, Richard Scrushy, who built a healthcare juggernaut only to bring it to its knees. The talk follows his book, The Wagon To Disaster” to describe a corporate culture that worked the system of stock analysts, auditors and Wall Street investment bankers to perpetuate a $2B securities fraud. Mr. Beam’s discussion includes how to identify ‘early on’, possible signs of an ethical collapse within key personalities and behaviors to beware of in any company.

**Session 4** - The Medicare Cost Report - A Tool for Decision Making and Strategy Development - Kathleen LaBrake and Holly Pokranda, Wipfli

Strategic decision making may require extensive resources, including time and financial commitment. It can involve mounds of reports, hours and hours of analysis, additional FTEs, or maybe even the expertise of a consultant. We understand that information technology systems provide unlimited information for evaluation, but if you are looking for a quick tool for decision making and strategic development, you may need to look only as far as your Medicare cost report. While it is important to stress that the Medicare cost report has its limitations, it may well be one of your best first resources when evaluating financial questions at a high level. Please bring your cost report with you to begin your decision making.

**Session 5** - Business Ethics: The Nefarious CEO - Dan Schwartzer, State of Wisconsin, Office of the Commissioner of Insurance

Mr. Beam’s discussion includes how to identify ‘early on’, possible signs of an ethical collapse within key personalities and behaviors to beware of in any company.

**Session 6** - Health Insurance Exchanges - Dan Schwartz, State of Wisconsin, Office of the Commissioner of Insurance

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**Session 8** - “Lessons Learned” from Co-founding HealthSouth and the Ultimate $2B Securities Fraud Trial - Aaron Beam

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**Session 9** - The Medicare Cost Report - A Tool for Decision Making and Strategy Development - Kathleen LaBrake and Holly Pokranda, Wipfli

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Questions: For a list of Frequently Asked Questions, for both attendees and exhibitors, please visit the FAQs tab on our website:
http://www.megawisconsin.com/faqs.html
For all other questions not answered in the FAQs, please contact the Events Planner, Wendy Ellwein, at info@megawisconsin.com.

For more information on upcoming conferences for each of these organizations visit their websites:
- AAHAM (Revenue Cycle Co-op): www.aaahm-wi.org
- HFMA: www.hfma-wisconsin.com
- HIPAA COW: www.hipacow.org
- WMGMA: www.wmgma.org

Breakout Sessions
1:30pm - 3:00pm

Session 5 - Stress and Organizational Change - Jo Anne Preston, Rural Wisconsin Health Cooperative
Change and stress; two facets of life that operate on a parallel continuum. Wildfire change can lead to the top stress and illness. But we would be bored if things just stayed the same. How can we keep it in that "sweet spot?" Leave this session with tools and tips to get improved results from the change efforts you lead and get back in the driver's seat of how change impacts the kind of life you want to live. Participants will learn:
- A researched template for organizing a change effort
- The power of building in margin
- How to trade unhelpful stress (the gerbil wheel) into productive stress (doing the difficult thing that makes you grow)

Dessert Reception - Exhibitor Hall 1-8
3:15pm - 4:30pm
Middle Keynote Conference Center A/B/G/H

Session 10 - Patient Access Panel Discussion - Connie Campbell, Mercy Medical Center; Blair Baker, Emedeon; Tammy Wood, AccuReg; Karen Ott, Ministry St. Michael's Hospital
Given the healthcare reform movement, now is the opportune time to improve patient access and pre-access processing. From challenges associated with technology, to opportunities associated with minimizing risk, patient access can be enhanced to meet each organization's patient satisfaction and return on investment goals. Tammy Wood explains how to meet these challenges with business process automation, more efficient workflows, and greater integration of disparate systems that result in unnecessary and costly manual processes. From Ministry St. Michael's Hospital, Karen Ott brings us tools and processes dealing with pre-access processing. Blair Baker focuses on streamlining front end processes to generate a significant return on investment by increasing cash collections, creating workflows designed to mitigate risk, and maximizing staff productivity. Join us as this panel of experts shares their experiences in what is sure to be an enlightening discussion!

For information on upcoming conferences visit their websites:
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- HFMA: www.hfma-wisconsin.com
- HIPAA COW: www.hipacow.org
- WMGMA: www.wmgma.org
Door Prizes on Friday!

After Friday's closing keynote speaker, each of these four organizations will be awarding prizes to conference attendees via a raffle drawing.

SAVE THE DATE
2016 Mega Healthcare Conference
January 20-22, 2016
Kalhari Resort, WI Dells
Servant leadership is described by Coach Don Meyer as leading by example, inspiring confidence and trust, gaining the respect, gaining the trust and attention of others, having the gift of humility, and inspiring others to become servant leaders. Servant leaders do not have a reserved parking space.

In fact, they set the bar for work ethic and inspire others to reach new heights in their work. At the time of his retirement, he was the winningest coach in college basketball history. Over the course of his career, he also coached at Hamline University in St. Paul, Minnesota, and Hamline University in South Dakota. At the time of his retirement, he was the winningest coach in college basketball history.

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Session 12 - Social Media & Healthcare Employees: Privacy, Facebook Firings and Employment Laws’ New Frontier - Doris Brosnan, von Briesen & Roper, s.c.

This session will discuss key legal and human resources issues relating to workplace privacy, employees’ use of social media, and the scrutinizing of applicants on social media.

Session 13 - Healthcare Supply Chain & GPOs: Legal and Regulatory Overview - David Stover, Novation

This interactive session will provide an overview of the key legal and regulatory issues associated with group purchasing organizations and the healthcare supply chain. The session will include a discussion on the federal anti-kickback statute, key antitrust considerations and the Robinson-Patman Act. In addition, the session will address the increasing use of data analytics tools and price benchmarking in the healthcare supply chain.

Session 14 - Lean Healthcare - Karen Schaefer, Ministry Health Care

Lean principles and methodologies along with their application in the healthcare system will be reviewed. Specific examples illustrating the implementation of Lean tools will be presented.

Session 15 - How Many Denials Walking Do You Have? - Lincoln Fish, Avadyne Health

This session will present best practices for measuring how many denials you have walking. Doing more with fewer resources is the new normal within a hospital’s revenue cycle and business office.

Financial leaders are aware that technology is helping employees better manage denials, but that is not always the case. Identifying true denials, tracking follow-up progress and measuring employee activity vs. results is how the revenue cycle becomes an effective source of positive revenue flow for all hospitals from denials management. Take away handouts for use by attendees are part of this exciting presentation. If you want to know whether or not there is a better way to track your denials, then this session is for you!