Nebraska HFMA
2015 Mid-Year Meeting

Featuring keynote speakers

Craig Deao
Closing the Knowing-Doing
Gap in Health Care

Ryan Donohue
Consumerism: The New Payer
on the Block - Understanding
What Makes Today's Health Care
Consumer Tick

May 21-22, 2015
Younes Conference Center
416 W. Talmadge Road
Kearney, NE
nehfma.org
Thursday, May 21, 2015
7:30 - 8:00 a.m.  Registration & Continental Breakfast
8:00 - 9:30 a.m.  **Keynote Session: Closing the Knowing-Doing Gap in Health Care**
                        Craig Deao
9:30 - 9:55 a.m.  Sponsor Break
9:55 - 10:00 a.m.  **President’s Welcome** - Dan Schonlau
10:00 - 11:40 a.m.  **The Business Case for Medicaid Expansion in Nebraska**
                        Dr. Allan Jenkins & Dr. Ron Konecny
11:40 - 1:00 p.m.  Lunch/ HFMA Board Meeting
1:00 - 1:50 p.m.  **Revenue Cycle Legal Issues**
                        Adam Plotkin
1:50 - 2:40 p.m.  **2015 CMS Quality Programs**
                        Tammy McNeil
2:40 - 3:00 p.m.  Sponsor Break
3:00 - 4:40 p.m.  **Federal and State Legislative Update**
                        David Burd & Bruce Rieker
4:40 - 6:00 p.m.  Social Reception
7:00 p.m.  HFMA Social Mixer - Thunderhead Brewing Company *(see page 8 for details)*

Friday, May 22, 2015
7:30 - 8:00 a.m.  Registration & Continental Breakfast
8:00 - 9:30 a.m.  **Keynote Session: Consumerism: The New Payer on the Block - Understanding What Makes Today’s Health Care Consumer Tick**
                        Ryan Donohue
9:30 - 10:00 a.m.  Sponsor Break
10:00 -11:40 a.m.  **Is Your Hospital Prepared for the Future?**
                        Ralph Llewellyn
11:40 a.m.  Adjourn
Closing the Knowing-Doing Gap in Health Care
Craig Deao, Senior Executive - Studer Group

This session will describe and share evidence-based practices for closing the “Knowing-Doing Gap” in health care. Six frogs are sitting on a lily pad, and one decides to jump. How many frogs are left on the lily pad? You may assume the answer is five. Actually, it’s six. Why? Because deciding to jump and jumping are two completely different things! Back in 2000, Jeffery Pfeffer and Robert Sutton published a book called The Knowing-Doing Gap. It pinpoints a challenge faced by organizations in all industries, including health care: we work really hard to figure out what we need to do, yet we fail to implement what we learn in the process.

In 2001, the Institute of Medicine published a report called Crossing the Quality Chasm. This report pointed out that it takes an average of 17 years for new (scientifically generated) knowledge to be translated into practice. That’s a long time between knowing and doing – and we can no longer afford to wait 17 years. Most health care organizations really want to leap off that lily pad – especially with value-based purchasing making it even more critical that we drastically improve clinical quality (and keep improving it). So, why don’t we follow through? Why are so many frogs with good intentions? The gap between knowing what we need to do and actually doing it is almost always a foundational issue.

The Business Case for Medicaid Expansion in Nebraska
Allan Jenkins, PhD, Professor of Economics & Ron Konecny, PhD, Professor of Management
University of Nebraska - Kearney

Most of the debate concerning possible Medicaid expansion in Nebraska has focused on the cost to the state. We bring a cost/benefit approach to the subject by identifying seven benefits and using a Nebraska-specific IMPLAN model to estimate the economic benefits to the state. After comparing total benefits to identified costs, our analysis shows that Medicaid expansion will have a positive impact on the state economy and on the state budget for the five year period of analysis.

Revenue Cycle Legal Issues
Adam Plotkin, JD, Principal/General Counsel - Healthcare Outsourcing Network, L.L.C.

With the myriad of legal issues facing hospital business offices, knowledge is key. An increased knowledge of these issues and how to deal with them will increase your compliance and your revenue. Various legal issues including the IRS 501(r) Final Rules will be addressed in this session.

2015 CMS Quality Programs
Tammy McNeil, RHIA, CPHIT, CPEHR, Quality Improvement Advisor - CIMRO of Nebraska

This presentation will help guide decision makers wishing to maximize their participation in the various Medicare quality reporting programs. This presentation will focus on understanding the programs that may affect your providers, avoiding the 2017 PQRS negative payment adjustment, satisfying the Clinical Quality Measure (CQM) component of the Medicare EHR Incentive Program, and meeting the requirements for the Provider-Based Value Modifier Program (VM).
Program Descriptions

Federal and State Legislative Update
David Burd, FHFMA, Vice President, Finance - Nebraska Hospital Association

Decisions made in Washington D.C. have a significant impact on Nebraska’s providers. The 114th Congress is well under way and there are numerous health care related issues discussed every day on Capitol Hill that could impact how providers deliver care. Mr. Burd will share updates and engage attendees in a discussion regarding the following:

- Congressional priorities for 2015
- Status of legislation, including positions of Nebraska’s federal delegation
- Congressional outlook for 2015

Bruce Rieker, JD, Vice President, Advocacy - Nebraska Hospital Association

Bruce Rieker will present an overview of Nebraska’s 2015 legislative session and discuss legislation that will impact the future quality, affordability and accessibility of health care in our state. With only five days remaining in the 90-day session, the Unicameral will have developed Nebraska’s budget for the 2015-17 biennium that will dictate many things, including how health care providers will be reimbursed for their services and whether the state will be funding comprehensive studies of the state’s data analytics and behavioral health needs. In addition, Mr. Rieker will discuss several more health care related proposals that the Legislature considered or has yet to consider before the session ends on June 5. Those topics include such things as the transformation of the DHHS, Medicaid expansion, along with scopes of practice for surgical first assists and nurse practitioners.

Consumerism: The New Payer on the Block - Understanding What Makes Today's Health Care Consumer Tick
Ryan Donohue, Corporate Director of Program Development - National Research Corporation

Consumerism is here and health care is reeling from pressure to appeal to a new group of industry stakeholders: everyday people. This session will explore how consumer decision making has become a strategic threat to health care organizations everywhere and which areas of focus are essential to survive and thrive post-reform. Participants will learn: 1) what is important to the health care consumer as they make increasingly important decisions; 2) why the health care consumer is not connecting with hospitals and health systems; and 3) how to build a reform-proof relationship with past, current and future patients.

Is Your Hospital Prepared for the Future?
Ralph J. Llewellyn, CPA, CHFP, Partner - Eide Bailly LLP

Is your hospital prepared for the future? Future success in the health care industry will require facilities to adopt best practices in a proactive manner. This includes the development of deeper relationships with other providers, strengthening of the reimbursement process, management of labor and the exploration of alternative payment models. This session will explore the practices adopted by providers to prepare for the financial realities of today and the future.
Speaker Biographies

David Burd
David Burd’s responsibilities include oversight of the financial management of the NHA and subsidiaries, advocating on behalf of NHA member hospitals primarily on federal issues, communicating with Nebraska’s Congressional delegation, analyzing federal legislation and regulations, and providing impact analyses to the NHA membership. Prior to joining the NHA, he served in leadership positions at a large urban hospital and a Critical Access Hospital. Mr. Burd worked at Bryan Health in various roles including the Patient Accounts Manager and at Thayer County Health Services as CFO. Mr. Burd graduated from the University of Nebraska – Lincoln with a Bachelor of Science degree in business administration. He is active in the HFMA, has been a member since 1997, received his certification in 2006 and became a Fellow in 2010.

Allan Jenkins
Allan Jenkins received a Ph.D. in Economics from the University of Nebraska-Lincoln in 1987 and has taught in the Economics Department at the University of Nebraska Kearney since then. He served UNK as the Director of the General Studies Program, as the General Editor for The Platte River: An Atlas of the Big Bend Region, as a member of the Editorial Board for A Prairie Mosaic: An Atlas of Central Nebraska and as the director of the Marienau Symposium. Dr. Jenkins teaches a variety of policy-oriented courses including: Healthcare Economics, Environmental Economics and Public Finance. He created and teaches a General Studies capstone course: The Morality of Capitalism. Dr. Jenkins is active in the Nebraska Economics and Business Association, serving as its president for three terms. His current research efforts are directed toward rural health policy.

Ron Konecny
Ron Konecny received a Ph.D. in Economics from the University of Nebraska-Lincoln in 1987 and came to University of Nebraska Kearney in 1988. Currently, he is a Professor in the Department of Management at UNK. He has served as President of Nebraska Economics and Business Association and as Editor of NEBA’s peer-review journal, Economics & Business Journal: Inquiries & Perspectives. In the Management Department, Dr. Konecny teaches a variety of analytical and statistics-oriented courses. His research extends the theory and application of using probability distributions and simulation in the field of Leontief Input/Output Analysis. Dr. Konecny is experienced in the use of IMPLAN impact modeling.

Collaboratively: Jenkins and Konecny have written the statutory impact statement reports for $1.2 billion in investment spending in Nebraska through multiple Tax Increment Financing (TIF) projects. They have co-authored academic articles on community development, the ethanol industry, and economic development of the Great Plains. Jenkins/Konecny have also collaborated on research projects for the UNL Bureau of Business Research, EPA Region VII, the Nebraska Department of Environmental Quality, and the Nebraska Economic Development Association. In 2013 they completed a major cost/benefit study for the South Dakota Association for Healthcare Organizations titled: Is Medicaid Expansion Good for South Dakota’s Business Community, Economy, and People? In 2015, they completed Nebraska Medicaid Expansion: Protecting a Critical Infrastructure, Supporting Main Street, and Improving Worker Health and Productivity for the Nebraska Hospital Association.

Ralph Llewellyn
Ralph Llewellyn is a health care partner with Eide Bailly LLP and resides in Fargo, North Dakota. Mr. Llewellyn has over 20 years of experience in the health care industry in the area of finance, leadership, reimbursement and operations. He began his health care career as a hospital CFO for a 49 bed hospital with a 116 bed nursing home. Over the last 18 years, he has been with Eide Bailly where he is currently the Director for Critical Access Hospitals. He assists providers with the development of solutions in he area of cost report reimbursement, Chargemaster development, billing compliance, operations leadership, organizational structure, process flow, board education, licensure status and EHR incentives. Ralph is a frequent speaker as state, regional and national conferences for NRHA, HFMA, AICPA and state hospital associations.
Tammy McNeil

Tammy McNeil currently serves as a Quality Improvement Advisor for CIMRO of Nebraska, the Medicare Quality Improvement Organization for Nebraska having worked the past 5 years on helping providers with various quality improvement projects including PQRS, Million Hearts, the EHR Incentive Program, and the Value-Based Payment Modifier. She has worked in the health care field for 15+ years in both hospital and ambulatory settings, holding leadership positions in Risk Management, Performance Improvement, Health Information Management, and Privacy and Security. She has managed software implementation projects, served as an EHR Coordinator and System Administrator for several software applications, and she has vast report writing experience. Ms. McNeil obtained her BS in Health Information Management from the University of Kansas and maintains credentials as a Registered Health Information Administrator, Certified Professional in both Health Information Technology and Electronic Health Records.

Adam L. Plotkin

Adam L. Plotkin has over 20 years of hospital receivable management experience and currently serves as Principal/General Counsel for Healthcare Outsourcing Network, L.L.C. (HON), a self-pay and insurance follow-up outsourcing company based in Denver, Colorado. In addition to his work with HON, Mr. Plotkin is also a shareholder in the Denver-based law firm of Adam L. Plotkin, P.C. He has represented clients in matters ranging across the entire spectrums of health law issues and creditors’ rights. His primary areas of practice include Health Insurance Portability and Accountability Act (HIPAA) compliance, health law, creditors’ rights, Fair Debt Collection Practices Act (FDCPA) compliance and defense, Fair Credit Reporting Act (FCRA) compliance and defense, Gramm-Leach Bliley Act (GLB) compliance and defense, commercial litigation, employment law and corporate law. Mr. Plotkin received his B.A. and J.D. degrees from the University of Denver. He is a certified instructor for ACA International (ACA) and has served in the past as the National Chair for ACA’s Healthcare Services Program Committee. He has also served as the National Chair for ACA’s Members’ Attorney Program Committee, and as a member of ACA’s National Legislative Council. Mr. Plotkin further serves as approved insurance defense counsel for Northland, Gulf, and St. Paul Travelers Insurance companies in the Rocky Mountain Region. Mr. Plotkin is widely regarded as one of the nation’s foremost experts on HIPAA compliance, and is a frequent national lecturer on HIPAA, the FDCPA, the FCRA and the GLBA, and has authored several articles on the topics. He is a member of the Colorado Bar Association, the Denver Bar Association, the Healthcare Financial Management Association (HFMA), the American Association of Healthcare Administrative Management (AAHAM), ACA’s Members’ Attorney Program, Healthcare Services Program, and Asset Buyers Division.

Bruce Rieker

Bruce Rieker is responsible for providing leadership in the development of public policy on issues affecting the accessibility, financing, delivery and cost effectiveness of health care services in Nebraska. Prior to joining the NHA in November, 2006, Mr. Rieker served as a congressional staff person for 16 years; first, as deputy chief of staff for United States Congressmen Bill Barrett and then as chief of staff for United States Congressman Tom Osborne. He graduated from the University of Nebraska in 1982 with a BS from the College of Agriculture. In 1987 he received his Juris Doctor degree from the University of Nebraska College of Law. In addition, Mr. Rieker is an adjunct instructor of U.S. Health Care Policy for Doane College and serves as a trustee for the Nebraska Children’s Home Society.
You Are Invited to a Pizza Mixer

WHERE:  Thunderhead Brewery
         18 E. 21st St.
         Kearney, NE  68845

WHEN:  Thursday, May 21, 2015
        7:00 P.M. - ???

Please plan to join your friends and colleagues for a relaxed and enjoyable evening at Thunderhead Brewery. Thunderhead Brewery has been a fan favorite in the past. We will be having delicious hand created pizzas and other food items. Thunderhead is also known for their craft beer selection. This event is sponsored by the NE Chapter of HFMA.

If you have questions, please contact Rick Rogers at (414) 690-6099.
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**Provider**
Community Hospital - McCook
Sidney Regional Medical Center
Registration Form — Mid-Year Meeting 2015

hfma® nebraska chapter
healthcare financial management association

Your Information (please print)

Name & Title

Member ID

Organization

Address, City, State, Zip

Phone       Fax

Email

Sponsors: Please contact Jill McClure at jill.mcclure@umb.com

Past Nebraska Presidents Registration: Please contact Rebekah Mussman directly at rmussman@kchs.org or (308) 832-3400 x2674 to take advantage of any free registrations.

Choose Your Sessions

☑ Thursday and Friday $225  ☐ Thursday Only $180  ☐ Friday Only $90

Is this your first time attending an HFMA Meeting? ☐ Yes  ☐ No

How to Register & Payment Information

☑ By Credit Card: Please register online at www.hfma.org/Content.aspx?id=29221

☑ By Check: Please complete registration form and fax to HFMA, Attn: MSC at (708) 531-0665 or mail to: HFMA, 6063 Eagle Way, Chicago, IL 60678. Checks should be made payable to HFMA and mailed to the aforementioned address. Please include the meeting code 1560NE5 on your check.

If you have any questions regarding your registration, please contact Rebekah Mussman at at rmussman@kchs.org or (308) 832-3400 x2674.

Lodging Information

A block of rooms has been held at the Wingate Inn at a group rate of $94.95 + tax per night. Call (308) 237-4400; Comfort Inn (connected to Younes Conference Center) at a group rate of $94.95 + tax per night. Call (308) 236-3400; and Fairfield Inn (connected to Younes Conference Center) at a group rate of $99.95 + tax per night. Call (308) 236-4200. Be sure to mention that you are part of the NHA 2015 Mid-Year Meeting to receive the discounted group rate. The cut-off date for reservations is April 29, 2015.

Please note new lodging cancellation policy: 24-hour cancellation notice – guests MUST cancel prior to 6:00 p.m. on the day BEFORE their arrival date to avoid paying for the first night’s lodging.

Cancellation Policy

A full refund of meeting registration fees will be granted only if the cancellation is received at least seven days prior to the scheduled program.
Monday, March 23, 2015

Lisa Kerley
Seim Johnson, LLP
18081 Burt Street, Suite 200
Omaha, NE 68022

Course Number: 15-99

I have reviewed your request for evaluation of allowable continuing education credit for the following:

Program: NE HFMA - 2015 Mid Year Meeting

Sponsor: Nebraska HFMA

Date(s): 5/21/2015 5/22/2015

Delivery Method: FORMAL (LIVE)

And have made the following determination, which is subject to Board ratification at their next meeting.

Requested Hours: 11.5  Accepted Hours: 11.5  Ethics Accepted:

Unless you hear to the contrary within two weeks after the next Board meeting, you may assume that the Board has accepted my recommendation. The next Board meeting is scheduled to be held May 13, 2015. This letter is not considered proof of attendance.

Sincerely,

Heather Myers
CPE Coordinator

* A course is pre-approved on the condition of attending the full schedule. Each individual should report the hours they attended.*

*Self study courses, college courses, and instruction hours can only count for a maximum of 40 hours of CPE.*

*Only CPE hours for participant recorded, 2 instruction hours are available for every one participant hour.*

*This letter does not count for proof of attendance.*