Nebraska HFMA
2016 Winter Meeting

January 21-22, 2016
Great Plains Health Conference Center
North Platte, NE
2016 Winter Meeting Agenda

Thursday, January 21, 2016

8:00 - 8:25 a.m.  Registration and Continental Breakfast

8:25 - 8:30 a.m.  President's Welcome
   Dan Schonlau

8:30 a.m. - 12:00 p.m.  The Great Plains Health Journey

The Great Plains Health Journey will include a series of 15-20 minute vignettes detailing the Journey one hospital has taken to transform the patient care experience, as well as their organization. Sessions will include the background on why the decision to change was made, improvements on physician documentation, elective inductions, fall precautions, hospital-wide dress code, valet services, transitional care, ED throughput and community medicine. Guided Tours of Great Plains Health will occur in the afternoon, which will include the new patient tower.

The Decision to Change
   Mel McNea, Chief Executive Officer

Thru the ED
   Dr. James Smith, Medical Director of Emergency Medicine

Improving Physician Documentation
   Dr. Vonia Vuksanovi, Co-Medical Director of Hospital Medicine

Improving Community Medicine
   Dr. Howard Shaw, Chief Medical Officer

From Worst to First on Elective Inductions
   Barb Petersen, Senior Director of Quality

Establishing a Hospital-Wide Dress Code
   Danni Franzen, Senior Director of Ancillary Services

Please Don’t Fall
   Barb Petersen, Senior Director of Quality

Implementing Transitional Care
   Julie Johng, APRN

Valet Services: It’s Not Just About Convenience
   Fiona Libsack, Vice President of Marketing & Support Services

Get Well Network and Marbella
   Lori Kelly-Norton, Nurse Educator & Danni Franzen, Senior Director of Ancillary Services

Convenience Carts – Making It Better for the Patient
   Julie Callahan, Director of Volunteer Services

12:00 - 1:00 p.m.  Lunch
1:00 - 2:00 p.m.  
**Healthcare Supply Chain: Price Optimization Strategies**  
Cheryl Weatherford, Executive Vice President, Client Management & Sara Crittenden, Vice President, Client Management  
Would you buy a car without knowing a fair price? Why you’ll never pay fair price for medical/surgical supplies unless you know the fair price, and how a groundswell of support for cost transparency is reinventing hospital procurement for medical/surgical supplies.  
Session objectives include:  
• Explanations of cost transparency in the healthcare supply chain, and why it is disrupting the status quo.  
• How to achieve supply chain cost transparency  
• Steps for utilizing commonly used retail sourcing practices, and translation of these applications to healthcare.  
• Strategies for leveraging data to lower supply expense

2:00 - 3:00 p.m.  
**Money Matters: Billing and Payment for a New Health Economy**  
Benjamin Isgur, Director of Thought Leadership, PricewaterhouseCoopers Health Research Institute, Regulatory Center  
A horse-and-buggy in a world contemplating driverless cars, the healthcare industry’s consumer payment system is an inefficient antique. Much can be done in the near-term to improve the system, but longer-term fixes will require a new structure for a New Health Economy. PwC’s Health Research Institute takes a deeper look at the U.S. healthcare’s consumer billing and payment model and the push for this to change rapidly as consumers shoulder more of the cost of their own care. The healthcare billing and payment model must transform as consumers demand systems that reflect the mobile, retail-oriented, one-click reality of their lives.

3:00 - 3:15 p.m.  
**Sponsor Break**

3:15 - 4:45 p.m.  
**The Great Plains Health Journey in Action (Tours of New Tower)**

4:45 - 6:00 p.m.  
**HFMA Board Meeting**

7:00 p.m.  
**HFMA Mixer**
Friday, January 22, 2016

8:00 - 8:30 a.m.  Registration and Continental Breakfast

8:30 - 9:30 a.m.  Legal Hot Topics
Jason R. Yungtum, Cline Williams & Jill Jensen, Cline Williams

This Legal Hot Topics session will discuss current developments in the healthcare industry related to the following areas:

- The new Stark Law regulations – Stark relief or much ado about nothing?
- 340B Drug Pricing Program Omnibus Guidance – Helpful guidance or new issues raised?
- Recent Stark Law and Anti-Kickback enforcement activity and the new focus on physicians – Where do we go from here?

9:30 - 9:45 a.m.  Sponsor Break

9:45 - 10:45 a.m.  Speeding to Effective Time Mastery: Working Smarter Not Harder
Dr. Jerry Teplitz, Jerry Teplitz Enterprises, Inc.

How do you effectively deal with the constant deadlines, conflicting priorities, meetings, as well as the other time challenges that you are faced with on a daily basis? With this program, you will gain an understanding and ability to be a better time manager. You will discover your present time management strengths, as well as the areas needing improvement. As a result, you will leave with a strategy and action plan to develop and implement more effective time management skills in your life.

10:45 a.m. - 11:00 a.m.  Sponsor Break

11:00 a.m. - 12:00 p.m.  Increasing Your Professional Power to New Levels of Excellence
Dr. Jerry Teplitz, Jerry Teplitz Enterprises, Inc.

Have you ever had a negative day at work? How did you feel at the end of it? Tired, drained... Now, have you ever had a positive day at work? How did you feel at the end of it? Energized. Isn’t there an increase in your productivity, effectiveness and bottom line on that positive day? You can have that outcome everyday! Amazon bestselling author and top rated speaker Dr. Jerry V. Teplitz will show you how to make every day that way through actual tools and techniques that will increase your energy level to new levels of excellence. These immediate, effective and easy methods can be applied to all aspects of your professional life.
**Sara Crittenden**

Sara Crittenden is Vice President, Client Management at BroadJump, LLC. She has more than 13 years of healthcare experience, specializing in group purchasing organizations/supply chain, hospital operations and temporary labor management. Most recently, Sara served as a manager with PricewaterhouseCoopers (PwC), in the Healthcare Operations Advisory practice. During her tenure at PwC, Sara led complex engagements focused on helping health systems improve labor and productivity, revenue cycle functions, clinical labor contract negotiations, policy and procedure standardization, and large health system transformations.

Previously, Sara was a Senior Market Manager of Workforce Management Solutions at Broadlane and MedAssets. She managed an annual $30M contract labor portfolio and was responsible for labor contract negotiations, new client implementations, and business development for Colorado and the Pacific Northwest. Prior to joining the Workforce Management division of Broadlane, Sara was Director of Operations for Broadlane’s $9 billion group purchasing organization portfolio. She developed Broadlane’s key supplier program and managed day-to-day operations for Broadlane’s supply chain contracting department. Sara has also held various account management positions working with several of Broadlane’s largest outsourced clients based in Oakland, CA and Dallas, TX. Sara began her healthcare career as a college intern with Tenet Healthcare.

**Benjamin Isgur**

Benjamin Isgur is the Director of Thought Leadership at PricewaterhouseCoopers Health Research Institute (HRI) where he leads HRI’s Regulatory Center. HRI is a dedicated research group that provides new intelligence, perspective, and analysis on major health-related business issues. In this role, he develops policy related thought leadership and research initiatives for the firm and clients. He also consults with healthcare systems, trade associations and policy groups on strategic planning, and industry intelligence and trends.

Mr. Isgur is a published writer and his research is often cited by health leaders across the industry. In addition, he frequently speaks on a range of topics, including physician-hospital alignment, government policy, medical cost trends, consumerism, academic medicine and digital health. Prior to joining PwC, he developed health policy as a legislative director in the Texas House of Representatives and as a government relations officer for the City of Austin. He received a master’s degree from the LBJ School of Public Affairs at the University of Texas at Austin where he was a U.S. Department of Defense fellow.

**Jill G. Jensen, JD**

Jill Jensen’s practice at Cline Williams involves advising non-profit and for-profit healthcare clients on a variety of healthcare issues, including those relating to medical records, HIPAA, the Federal Anti-Kickback Statute, the Stark Statute, EMTALA/COBRA, antitrust, proposed joint ventures and affiliations, physician recruitment, physician compensation plans, medical staff-hospital relationships, medical staff bylaws, rules and regulations, hospital administrative policies, emergency department policies, patient consent and record retention programs. She represents healthcare workers in state disciplinary proceedings. Jill also advises employers regarding employment contracts and severance agreements, wage and hour issues, Title VII, the ADA and the Family Medical Leave Act. In addition, her representation has included employers in employment discrimination claims before the Lincoln Commission on Human Rights and the Nebraska Equal Opportunity Employment Commission.
Speaker Bios

**Dr. Jerry V. Teplitz**

Dr. Teplitz’ background is as unique as the techniques and approaches he teaches. He is a graduate of Hunter College and Northwestern University School of Law. He practiced as an attorney for the Illinois Environmental Protection Agency. At that point, Dr. Teplitz’ career took a dramatic change of direction. He studied and received a master’s and doctorate in Wholistic Health Sciences. He was also on the faculty of the U.S. Chamber of Commerce Institute for Organization Management for nine years.

Dr. Teplitz has been President of his consulting firm and as a professional speaker, he has spoken at over 1,700 meetings and to over one million people. He conducts seminars in the areas of leadership, management, stress management, employee productivity and sales development. The list of clients Dr. Teplitz has spoken and consulted for includes such organizations as the HFMA Chapters in Arizona, Georgia, South Dakota, Virginia, Kentucky, Mississippi, Nevada, Iowa, Tennessee, McMahon Illini and Wisconsin. In addition he has spoken to Century 21, Holiday Inns, International Management Council, Young Presidents’ Organization, Associated General Contractors, GlaxoSmithKline, American Bankers Association, plus over four hundred colleges and universities across the United States and Canada.

He is the author of *Switched-On Selling* and *Switched-On Networking*, both bestsellers on Amazon. Other books he has authored include *Managing Your Stress In Difficult Times*, *Switched-On Living* and *Brain Gym for Business*. Articles on Jerry have appeared in such publications as *Successful Meetings*, *Prevention*, and *Travel & Leisure Golf* magazine. He has also been listed in several editions of Who’s Who in America and now hosts an internet radio show called Healthy Alternatives. Dr. Teplitz is one of only 600 speakers world-wide who has earned the title Certified Speaking Professional from the National Speakers Association. Finally, he has been selected by the PCMA as a “Best-In Class” speaker and by the CSASE as an Association Excellence Speaker based on the quality and impact of his presentations.

**Cheryl Weatherford**

Cheryl Weatherford is Executive Vice President, Client Management at BroadJump, LLC. She served in various health-care client management and leadership roles for 20 plus years prior to joining BroadJump, LLC. Most recently, she was Regional Vice President of Client Management over Enterprise Accounts at MedAssets, a healthcare performance improvement company. Previously, she served as a regional Vice President of Client Management at Broadlane, a group purchasing organization. In earlier roles, she served as Director of Client Management for Broadlane and Director of Customer Support at Brim Healthcare Inc. Cheryl previously served on the Acute Long-Term Hospital Association (ALTHA), the Allied Council, and she co-presented a case study on “Selecting Your Group Purchasing Organization,” to the Healthcare Financial Management Association (HFMA).

**Jason R. Yungtum**

Jason was formerly with Catholic Health Initiatives (CHI) and the Alegent Creighton Health System. His practice involves advising healthcare clients on a variety of issues, including those relating to medical records; HIPAA; the Federal Anti-Kickback Statute; the Stark Law; corporate governance; antitrust; proposed mergers, acquisitions, and joint ventures and affiliations; hospital and physician employment, recruitment, and compensation plans; leasehold and IT contracts; medical staff-hospital relationships; medical staff bylaws, rules and regulations; hospital administrative policies; EMTALA and emergency department policies; patient consent and record retention policies and programs. He represents healthcare workers in state disciplinary proceedings. Jason also advises clients on a variety of employment and labor law issues, including employment contracts and severance agreements; wage/hour and unemployment issues; Title VII; the ADEA; the ADA; and the FMLA. In addition, he has represented employers in discrimination and retaliation claims before the Omaha Human Rights and Relations Department, the Nebraska Equal Opportunity Commission, the Council Bluffs Civil Rights Commission, the Iowa Civil Right Commission, the U.S. Equal Opportunity Employment Commission, and the U.S. Department of Labor/OSHA.
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Registration Form - Winter Meeting 2016

hfma nebraska chapter
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Your Information (please print)

Name & Title

Member ID

Organization

Address       City, State, Zip

Phone       Fax

Email

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

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

Past Nebraska Presidents Registration: Please contact Rebekah Mussman directly at Rebekah.Mussman@bryanhealth.org or (402) 826-7997 to take advantage of any free registrations.

Choose Your Sessions

☐ Both Days (Thursday lunch provided) $185  ☐ Thursday Only (lunch provided) $135  ☐ Friday Only $85

How to Register & Payment Information

☐ By Credit Card: Please register online at http://www.hfma.org/Site/emeetreg/main/MtgInfo.cfm?MtgCode=1660NE2

☐ 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 1660NE2 on your check.

If you have any questions regarding your registration, please contact Rebekah Mussman at Rebekah.Mussman@bryanhealth.org

Hotel Information

Holiday Inn Express
300 Holiday Frontage Road
North Platte, NE

A block of rooms has been held at the Holiday Inn Express at the group rate of $89 + tax per night for January 20 and January 21. Call 308-532-9500 to make your reservation. Cut off date is January 3, 2016 to receive the group rate. Please refer to the room block under HFMA Winter Meeting.

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.