

# AGENDA-AT-A-GLANCE

## MONDAY, SEPTEMBER 21, 2009



8:00 am – 9:00 am *Networking Breakfast and Registration in the Executive Networking Lounge*

### CONGRESS WORKSHOPS

8:00 am – 9:30 am	<b>1: Utilizing Benchmarking for Improved Revenue Cycle Yield: An In-Depth Analysis of How Your Organization Measures Up to Your Peers</b>	<b>2: The Fire on the Horizon: Preparing for ICD10 Clinical Modification</b>
9:30 am – 10:00 am	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>	
10:00 am – 11:30 am	<b>3: Achieving Quick Resolution of Unpaid Balances by Improving Your Patient Financial Services</b>	<b>4: No Longer Optional: Examining the Increased Complexity and Heightened Consequences of the New IRS 990 Schedule H Requirements</b>
11:30 am – 12:30 pm	<i>Lunch on Your Own; Conference Reconvenes at 12:30pm</i>	
12:30 pm – 1:30 pm	<b>CO-CHAIR'S WELCOME AND KEYNOTE ADDRESS – The Intersection of Reform and Financial Management: A Short vs. Long Term Projection and the Impact on Strategic Financial Planning</b>	
1:30 pm – 2:45 pm	<b>“Paying by the Bundle”: An In-Depth Assessment of How Medicare Payment Reform and the Future of Health Care Reimbursement Is Impacting Your Business Model and Long Term Profitability</b>	
2:45 pm – 3:15 pm	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>	
3:15 pm – 4:15 pm	<b>The Impact of Investments on Hospital Finance and Operations: Ensuring Liquidity, Capital Access and Long-Term Financial Success</b>	
4:15 pm – 5:30 pm	<b>CLOSING KEYNOTE ADDRESS – Strategic Financial and Revenue Cycle Collaboration: How the Executive Team at the 8th Largest IDN in the Nation Worked Together for a Strategic Financial Turnaround</b>	
5:30 pm – 6:30 pm	<i>Welcoming Cocktail Reception and Speaker Meet and Greet in the Executive Networking Lounge</i>	

## TUESDAY, SEPTEMBER 22, 2009

7:00 am – 8:00 am *Networking Breakfast in the Executive Networking Lounge*

### MARKET INSIGHT SERIES

7:15 am – 8:00 am	<b>A: Next Generation Integrated Revenue Cycle Technology: A ‘Connected’ Way to Improve the Patient Experience and Increase Your Bottom Line</b>	<b>B: Financial Reporting and Analysis: Ensuring the Accuracy of Internal and External Reports for Improved Valuation and Advanced Financial Forecasting</b>
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8:00 am – 8:10 am *Co-Chairs' Day Two Opening Remarks*

8:10 am – 9:00 am **OPENING KEYNOTE ADDRESS – Health Information Technology and the Obama Administration: Is Reform Moving In the Right Direction?**

### LEADERSHIP SUMMITS

	Leadership Summit A: Revamping the Revenue Cycle via Patient Financial Services: A Focus on Billing, Coding, Documentation and Compliance	Leadership Summit B: Solutions for Increasing Revenue Cycle Yield and Maximizing Revenue Capture	Leadership Summit C: Strategic Budgeting and Financial Planning: Solutions for Financial Strategists and the C-Suite
9:00 am – 9:45 am	Starting at the Point of Service to Reduce Bad Debt: Presbyterian Intercommunity Hospital's Story of Success	Maximizing Yield on Your Revenue Cycle: Assessing Processes from the Front to the Back	Success Strategies for Budgeting and Capital Structure: Frameworks to Navigate the Economic Downturn
9:45 am – 10:30 am	Driving Financial Returns with e-Invoicing: The Experience of Memorial Hermann Healthcare System	Case Study: How a Hospital Can Face the Challenge of Uncollected Self-Pay Receivables	Improving Investor Relations and Fostering Shareholder Relationships to Support Long Term Capital Access
10:30 am – 11:00 am	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>		
11:00 am – 11:45 am	Utilizing Financial Counseling, Financial Clearance and Charity Care: Strategies for Managing Bad Debt Opportunities to Reduce Doubtful Accounts	Best Practices in Managed Care Contracting: Strategies for Improving Collaboration, Negotiations and Contract Administration	Enterprise Risk Management: Utilizing ERM to Assess and Manage Risk
11:45 am – 12:30 pm	Best Practices in Documentation and Coding Process Improvement	“Finding the Right Balance”: A Pricing Strategy Case Study	Evaluating Mergers, Acquisitions and Determining Unprofitable Lines of Business: Strategies to Keep Moving Ahead in a Time of Economic Restraint
12:30 pm – 1:45 pm	<b>NETWORKING LUNCHEON AND KEYNOTE ADDRESS – Managing Patient Financial Responsibility in the Changing Health Care Environment</b>		
1:45 pm – 2:30 pm	Examining Successful Collections Techniques to Maximize Reimbursement: Collections Strategies for the Rising Self-Pay Population	Improving Hospital/Physician Engagement: Without the Docs, There's No Revenue to Manage!	What the CFO Needs to Know: Key Characteristics of Successful Hospital and Health Systems Who Achieve Industry Leading Ratings
2:30 pm – 3:15 pm	Maximizing Staff Effectiveness and Business Process Efficiency through Exception-Based Payer Management	Connecting the Dots: How to Bridge the Gap between the C-Suite and Revenue Cycle Teams	Preparing for and Surviving a RAC Audit: Real World Success Stories
3:15 pm – 3:45 pm	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>		
3:45 pm – 4:45 pm	<b>CLOSING KEYNOTE ADDRESS – The International Perspectives on Health Care Financial Management: Examining How Apollo Hospital Group Pioneered Corporate Health Care in India</b>		

## WEDNESDAY, SEPTEMBER 23, 2009

7:00 am – 8:00 am *Networking Breakfast in the Executive Networking Lounge*

8:00 am – 8:45 am **OPENING KEYNOTE ADDRESS – A Bridge to Excellence: How The Ritz-Carlton Approach to Customer Service Can Improve Patient Satisfaction and Your Bottom Line**

### EMERGING TREND FORUMS

8:45 am – 9:30 am	<b>A: Utilizing Lean Principles to Manage the Revenue Cycle: Increasing Efficiency for Higher Returns</b>	<b>B: Employing Predictive Modeling to Determine Likelihood of Payment: Strategies to Increase Back Office Collections</b>
9:30 am – 10:15 am	<b>C: People Management Strategies Promoting Staff Engagement and Patient Satisfaction: Getting Them to Care About Your Money</b>	<b>D: The Intersection of the Supply Chain and the Revenue Cycle: Successful Strategies for Collaboration and Cost Savings</b>
10:15 am – 10:30 am	<i>Networking and Refreshment Break in the Executive Networking Lounge</i>	
10:30 am – 11:30 am	<b>EXECUTIVE PANEL DISCUSSION – Community Benefit Programs and IRS 990 Schedule H: Strategies for Compliance, Accuracy and the Creation of World Class Community Benefit Programs</b>	
11:30 am – 12:30 pm	<b>EXECUTIVE PANEL DISCUSSION – The 2010 Outlook and Next Generation Financial Management Frameworks as Presented by Today's Leading Health Care Financial Executives</b>	
12:30 pm	<i>Closing Remarks; Congress Concludes</i>	