July 17 - 19, 2016
Grand Geneva Resort & Spa
Lake Geneva, Wisconsin

Four Tracks
Revenue Cycle
Leadership
CAH
Finance/Accounting

Special Thank You to our Gold Sponsors

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Presented by the following HFMA Chapters:
Indiana, McMahon Illini, Southern Illinois and Wisconsin
For More Information Visit: hfmaregion7.com
Conference Attire: Recommended attire for this event is business casual. Dress in layers to accommodate varying room temperatures.

**Sunday, July 17, 2016**

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<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>3:00 - 6:00 pm</td>
<td>Exhibitor registration, check-in and set-up (The Forum Registration Desk)</td>
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<tr>
<td>4:00 - 8:00 pm</td>
<td>Attendee registration (Hotel Lobby Registration Desk)</td>
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<tr>
<td>6:00 - 8:00 pm</td>
<td>Welcome Networking Reception (Exhibit Hall/The Forum)</td>
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<td>We will kick off our event with a welcome reception in our exhibitor hall where</td>
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<td>you can network with colleagues, maybe while having a cocktail or two. Light</td>
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<td>appetizers will be served.</td>
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<tr>
<td>8:00 - 10:00 pm</td>
<td>After Party (Ski Chalet)</td>
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<td>Relax in a casual atmosphere, network and enjoy s’mores by the bonfire out at the</td>
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<td>Ski Chalet.</td>
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**Monday, July 18, 2016**

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<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>7:00 - 8:00 am</td>
<td>Attendee Registration (Grand Ballroom Registration Desk)</td>
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<tr>
<td>7:00 - 8:00 am</td>
<td>Breakfast (Grand Ballroom Foyer)</td>
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<tr>
<td>8:00 - 8:15 am</td>
<td>Welcome (Grand Ballroom)</td>
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<tr>
<td>8:15 - 9:30 am (Grand Ballroom)</td>
<td><strong>Opening Keynote (Grand Ballroom)</strong></td>
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<td><strong>Hospitals in the Internet Economy:</strong> Why should a patient/consumer choose your</td>
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<td>healthcare services as opposed to all of the expanding choices? This is the central</td>
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<td>question for hospitals in the internet economy. This presentation reviews lessons</td>
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<td>learned from successful companies in the internet era and what changes will allow</td>
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<td>hospitals to be effective competitors in this environment.</td>
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Ken Kaufman: Kenneth Kaufman is Chair of Kaufman Hall – a management consulting firm that provides advisory services and software to hospitals and health systems nationwide. Since 1976, Mr. Kaufman has provided healthcare organizations with expert counsel and guidance in areas including strategy, finance, financial and capital planning, and mergers, acquisitions, and partnerships. Clients include organizations of all types and sizes – community hospitals and health systems, academic medical centers, and regional or national health systems. Recognized as a leading authority and committed to industry education, Mr. Kaufman has given more than 400 presentations at meetings such as those organized by the American College of Healthcare Executives, American Hospital Association, Healthcare Financial Management Association, The Governance Institute, and others. Mr. Kaufman has authored or coauthored seven books, most recently authoring Fast and Furious: Observations on Healthcare’s Transformation, Focus on Finance, and Best Practice Financial Management, 3rd Edition.
<table>
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<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speakers</th>
<th>Description</th>
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<tr>
<td>9:30 - 9:45 am</td>
<td><strong>Transition to Breakouts</strong></td>
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<tr>
<td>9:45 - 10:45 am</td>
<td><strong>Breakout Sessions</strong></td>
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|              | **1A Revenue Cycle**                       | **Integrating Physician Billing with Hospital Revenue Cycle**            | Moderator: Nick McLaughlin, Ridiculously Nice Collection Sales at Americollect. Panel: Nikki Harper, Director of PFS at Health Sisters Health System, Jesse Sookochoff, Director of Revenue Cycle at Ministry Health Care, and Dan Thill, Patient Accounts Manager at UW Health.  
As more and more hospitals find themselves expanding into the realm of physician practices, join moderator Nick McLaughlin as he and his panel of revenue cycle experts discuss their experiences with physician billing practices and the varying degrees in which they’ve integrated it with hospital revenue cycles. |
|              | **1B Leadership**                          | **Return on Investment and Employee Engagement to Your Bottom Line**     | Jane McLeod, Co-Founder of Capstone Leadership Solutions and Sue Tetzlaff, Co-Founder of Capstone Leadership Solutions  
Employee Engagement is more than a buzz word in healthcare. This session will demonstrate actionable solutions that you can implement in your organization on your next day at work for real results. Capstone Leadership Solutions will show dramatic results from local regional healthcare organizations that have implemented a Framework of Alignment and Ownership. Jane McLeod and Sue Tetzlaff have co-authored a book with the key solutions in an easy to read and implement fashion.  
**Objectives:** Attendee will state three key actions to take to improve results in employee engagement, attendee will state the ROI measures when employee engagement measures improve, attendee will learn benefits of implementing a Framework on Alignment and Ownership for their organization. |
|              | **1C Critical Access Hospital**             | **Cost Reporting 101: A Crash Course in the Basics**                    | Paul Traczek, Partner at Wipfli, LLP and Holly Pokrandt, Partner at Wipfli, LLP  
This session will help participants understand the basics of Medicare reimbursement principles and how the careful completion of the Medicare cost report is a critical component of every CAH. Holly and Paul will provide you with: a general understanding of cost reporting principles, the mechanics of the Medicare cost report worksheets, tips on where to focus your efforts during the cost report preparation process. This session is intended for entry-level financial professionals or those who prepare or gather data for a Medicare cost report. |
|              | **1D Finance and Accounting**              | **H20 Talk: Enhance Performance, Eliminate the Budget**                  | Gordon Edwards, CFO of Marshfield Clinic Health System  
A few healthcare organizations have eliminated the traditional budget to improve organizational effectiveness and performance. This session will summarize the results of a case study in which some healthcare leaders determined that budgets were wasteful and had the confidence in their people and processes to eliminate the budget. The alternative framework emphasized the use of metrics, and quarterly forecasts, encouraged proactive action and front-line managers to make real time decisions within predetermined principles and boundaries. |
|              |                                            | **H20 Talk: Financial Integration - Successes and Challenges**          | Stacey McCreery, Executive Director at Indiana University Health  
Integrating financial systems throughout a health system is challenging; however there are several benefits. Working through the change and pushing forward an integrated platform can lead organizations to improved quality, reduced costs, and better information. Training is a key part of that acceptance as well as having leaders embrace these changes. Keeping the patient at the forefront is the best way health systems can navigate through that change. |
|              |                                            | **H20 Talk: Engineering Aligned Physician Compensation**               | Jason Lee, Senior Manager at EGG Management Consultants and Tom Methvin, Manager at EGG Management Consultants  
The modern health care system must be responsive to the forces driving our industry. The way we pay physicians and providers must change with new care delivery models and innovative reimbursement incentives in place. Existing single note plans based on legacy models and that are insufficiently flexible may result in financial risk for your organization. We will share some of our successes and best practices from developing physician compensation plans across the nation. |
### 2A Revenue Cycle

**The Bundled Payment Imperative: Successfully Navigating Payment Transformation**  
**Kimberly Hartsfield, Senior Manager at EGG Management Consultants**

An overview of the impacts on healthcare finance and revenue based on current realities and anticipated inevitabilities of payment transformation, specifically related to bundled payments. We will explore critical success factors for strategic, policy, timing, and business implications of reimbursement based on bundled payments for commercial, Medicare, Medicaid and employer-sponsored programs. We will discuss how to position your organization now for success with bundled payments, and also look at the future of bundled payments as it moves into the outpatient arena and for the management of chronic conditions, including behavioral health.

**Learning Objectives:** After this session, participants will be able to: provide a national perspective on the rapid expansion of bundled payment programs for: Medicare (Bundled Payments for Care Improvement Initiative), Medicaid, Commercial Payers, and employers; prepare facilities and physicians for the challenges and opportunities that accompany bundled payment implementations; highlight critical success factors for participation in bundled payment initiatives; describe how to use bundled payments to facilitate care redesign and physician engagement within an organization and align incentives appropriately; educate on the challenges of gain/risk sharing.

### 2B Leadership

**H2o Talk: ONE SIZE DOES NOT FIT ALL: Using Leadership Pipeline Principles in Succession Planning**  
**Scott Kiefer, Principal & Executive VP of LP Institute and Laura Bernhardt, Marketing Director, Senior Consultant at Oliver Group**

Many organizations find succession planning challenging at the executive level, but the problem is often created at the lower levels within the organization. Many leaders at lower levels were never supported in their transition from one leadership level to another, or they skipped a level, and suddenly they lack critical leadership skills and operate too low in the organization. Likewise, many organizations come to realize that they have too few leaders with potential for the senior positions. You can certainly develop all leaders, but not all leaders can be developed into successful executives. This calls for both the right process and the right tools to create a better fit in your succession plan.

**Objective(s):** Identify executive level potential through the use of assessments, define the work that needs to be done at each level of leadership, provide an objective overview of the organization's ready-now successors.

**H2o Talk: Managing New Hire Expectations: No, You Are Not the CFO Already**  
**Penny McCarty, Chief People Officer of Health Sisters Health System**

As managers, we look for high potential, promotable talent to fill each opening on our teams. However, those who have the potential and desire to promote likely have a timeline in mind for promotion that may not match the needs of the organization. This session will assist you in engaging new hires from the first interview, through onboarding, and throughout your daily interactions so that you can manage their expectations while retaining them and ultimately preparing them for future success. By implementing a few key leadership behaviors in managing your newest talent, you will increase new hire employee engagement, decrease first year employee turnover, and ultimately increase the number of employees in your talent/succession planning pool.

**H2o Talk: Millennials - It’s Not Stopping With Us!**  
**Leslie Lennergard, Strategic Planning Manager at Aurora Health Care**

Millennials are a tour de force in the workplace, and organizations are grappling with how to appeal to these new employees without disenfranchising prior generations. In a TED-style talk, listen to Millennial, Leslie Lennergard share her insights into what Millennials really want and tips for how to prepare our organizations for success as multi-generational workplaces become the new norm.
### Continued Monday, July 18, 2016

<table>
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| 11:00 - 12:00 pm | **2C Critical Access Hospital**  
*Cost Report 201: Medicare Cost Report – More than Just Compliance*  
Paul Traczek, Partner at Wipfli, LLP and Holly Pokrandt, Partner at Wipfli, LLP  
With just a little additional knowledge, the Medicare cost report can be transformed into a multipurpose tool that can be utilized for the following: reimbursement opportunities, strategic decision making, high-level revenue and cost analysis. In this session, participants will be presented with three case studies that demonstrate the value of the cost report beyond annual compliance reporting. This session is intended for financial professionals who have a working knowledge of the mechanics of the Medicare cost report. |
| 1:30 - 2:30 pm  | **Breakout Sessions**  
(Evergreen and Galewood) |
| 12:00 - 1:30 pm | **Lunch (Exhibit Hall/The Forum)** |
| 1:30 - 2:30 pm | **2D Finance and Accounting**  
*CFO Forum: Present, Past, and Future*  
Moderator: Kevin Boren, CFO of Essential Health System. Panel: Gordon Edwards, CFO of Marshfield Clinic Health System, Mike Marshall, CFO of Anderson Hospital, and John Zabrowski III, CFO of St. Mary’s Health  
The role of CFO seems to be changing as healthcare continues to evolve, and more and more CFOs are finding themselves involved in much more than finance. Join moderator Kevin Boren as he and his panel of CFOs take a look at how their roles have changed over the years while sharing their perspectives on the future. |
| 3:00 - 4:00 pm | **3A Revenue Cycle**  
*H2o Talk: Sustaining Revenue Cycle Excellence*  
Greg West, President and COO of Healthcare Resource Group  
In researching and interviewing over 50 hospital’s revenue cycle teams we have looked at the top performers who have sustained success for at least 5 years and looked for common traits in both the top performers and those achieving less. Presented will be the findings of the following items: specific processes in each area of the revenue cycle technology used in common reporting and use of data, culture and employee engagement, and leadership. We will also discuss those facilities that were doing well and were not able to sustain that performance. What happened to cause a decrease in performance and what are some of the ways top performers have avoided these same issues. Using the examples given, the audience will be able to assess their operation and compare theirs to that of the best performers in the study. This will help Identify areas of opportunity for improvement and reach that ultimate goal of sustaining success for the long term. They also will become aware of potential roadblocks to that same long term success.  
*H2o Talk: Consumer Financial Protection Bureau Update: Surprising Twists in Jurisdiction and Enforcement*  
Debra Ciskey, Compliance Officer at Wakefield & Associates  
The Consumer Financial Protection Bureau was created to regulate the financial services industry—so why is it issuing enforcement actions against medical debt collectors and telecommunications firms? Learn how your billing and collection practices can make you a target of the most powerful federal regulatory body in existence today.  
*H2o Talk: Navigating Price Transparency and Providing Patients With an Out of Pocket Estimate*  
Karen Balderson, Manager Patient Access at Ministry Health Care  
Healthcare costs have been at the forefront of the United States’ news, politics, and discussions with patients more and more in recent years. Uninsured, underinsured, or merely curious patients can now access estimated costs, by facility, to receive their care. This could be beneficial for a business, if the information is competitive and accurate. This information could also be detrimental, if the organization has decided not to keep up to date on price transparency in the consumer world. This session will focus on the need for price transparency in today’s healthcare environment. Attendees can expect valuable discussion on the current practices and tools available on providing patients with out of pocket price estimates and the many reasons implementing this process is important. The presentation will also include the pros and cons of price estimation practice for facilities, as seen in the “real life” examples provided. |
Continued Monday, July 18, 2016

1:30 - 2:30 pm
Breakout Sessions
(Evergreen and Galewood)

**3B Leadership**

**Managed Care Contracting: The Do’s and Don’t’s of Narrow Networks**

Jim Richmond, CEO of Managed Care Partners, Mata Binteris, Assistant Vice President of Managed Care Partners, and Keith Leitzen, President of Managed Care Partners

Insurance companies have resurrected narrow networks recently, in an effort to better control costs and provide cheaper options to the market. Narrow networks, which limit the in-network providers available to a member in certain payer products, can cause headaches in every part of the healthcare process including claim denials, referrals, and authorizations. Even if a provider is in a narrow network, it’s not business as usual.

**Participants will learn:** What a narrow network is, what to look for in provider contracts, and be able to speak to brokers and patients about narrow networks.

**3C Critical Access Hospital**

**Critical Access Hospital CFO Forum**

Moderator: Elaine Matzenbacher, CFO of Washington County Hospital. Panel: Mike Hobbs, CFO of Clay County Hospital, Gail Meisner, CFO of Memorial Hospital of Chester, and Lori Gutierrez, CFO of Rochelle Community Hospital

Critical Access Hospital CFOs wear many hats, lead through specific difficulties and troubles, and live and work closely with their communities. Join Moderator Elaine Matzenbacher and her panel of CAH CFOs as they talk about the good, the bad, and the ugly of rural healthcare finance including what keeps them up at night and what they wouldn’t trade for the world.

**3D Finance and Accounting**

**Mission Possible: An Effective Provider Compensation Plan**

Lisa Gingerich, Attorney at von Briesen & Roper

An effective provider compensation plan is a key component in positioning health care organizations to succeed in an increasingly value- and results-driven industry. Lisa will discuss trends, challenges, and factors to consider in designing compensation plans, provide an overview of compliance considerations, illustrate how to identify key organizational objectives, how to establish realistic expectations for providers and leadership, and how to manage the transition as plans incorporate new value-based incentives. Attendees will supplement their understanding of compliance issues related to provider compensation; identify tools to yield higher efficiency, satisfactory outcomes, coordination with other providers and departments; and have a process map for introducing a new or refined compensation plan.

2:30 - 2:45 pm

Transition to General Session

2:45 - 4:00 pm

**General Session I (Grand Ballroom)**

**Life in the Espresso Lane: 7 Ways to Thrive in a Fast-Paced World**

What if you could give yourself an instant pick-me-up by just changing your thinking – even in stressful times? If you find yourself zapped after encounters with customers or coworkers, would you like some simple yet powerful ways to instantly become engaged, motivated, and energized? You’ll learn practical mental lattes – ideas you can serve yourself any time you need to get your perk on. This fast-paced, fun and interactive program will give you tools to blend for your own energizer. You’ll leave with new pep and excitement – and joy – for your job. When you savor this “cup of sanity,” Laurie's humor and wisdom will make you want to visit her ideas daily.

**Laurie Guest:** Laurie Guest, CSP, has over 24 years of healthcare experience serving both a privately owned medical facility and a community hospital system. During her administrative career she helped a multi-million dollar medical center become a regional leader of ophthalmic surgery. Her passion for patients and practical approach to connecting with others is what makes Laurie a favorite speaker among healthcare audiences. Laurie is a member of the National Speakers Association and is a Certified Speaking Professional, a designation held by less than 10% of speakers worldwide. To earn this distinguished honor, Laurie speaks to thousands of people each year and consistently receives stellar ratings. Laurie is a published author and lives in DeKalb, IL with a husband, two teens and puppy named Otis.
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<tr>
<td>4:00 - 5:00 pm</td>
<td>Free Time</td>
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<tr>
<td>5:00 - 7:00 pm</td>
<td>Exhibitor Faire (The Forum)</td>
<td>Welcome to the Taste of HFMA Region 7. Enjoy a light fare of foods highlighting tastes from Wisconsin, Indiana, Central and Southern Illinois while visiting with our exhibitors.</td>
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<td>7:00 - 10:00 pm</td>
<td>Dinner and Entertainment (Grand Ballroom)</td>
<td>After the Exhibitor Faire, head back to the Grand Ballroom for a sit down dinner and live music. We will have a dance floor set up, so come ready to “cut a rug.”</td>
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**Tuesday, July 19, 2016**

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<td>7:30 - 8:30 am</td>
<td>Breakfast (Grand Ballroom Foyer)</td>
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<td>8:30 - 9:30 am</td>
<td>General Session II (Grand Ballroom)</td>
<td><strong>General Session II (Grand Ballroom)</strong></td>
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<td></td>
<td><strong>The Brave New World of Patient and Family Engagement: 2016 Policy and Practice Update</strong></td>
<td>The engagement of patients and families in the design and coordination of health care services at the levels of policy, organization and direct delivery has become a centerpiece of current healthcare improvement efforts. Legislation supporting, and in some instances mandating, explicit and meaningful involvement is accelerating nationally, regionally and locally through efforts tied to the Affordable Care Act, including the CMS Partnership for Patients, Patient Centered Medical Home (PCMH), Value-Based Purchasing and the Patient Centered Outcomes Research Institute (PCORI). Dr. Susan Frampton, patient rights advocate, patient-centered policy expert, and president of Planetree – the oldest patient and family engagement non-profit in the US, sits at the center of this movement. Dr. Frampton, a medical anthropologist, currently co-chairs the National Quality Forum’s National Quality Partnership and their Advanced Illness Care Action Team, and chairs the National Academy of Medicine’s Scientific Advisory Panel on the Evidence-Base for Patient-Engaged Care. She understands what it takes to translate both research and policy into change strategies that deliver the practical outcomes our healthcare system is committed to accomplishing in the quest to reach the Triple Aim.</td>
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<td>9:30 - 9:45 am</td>
<td>Transition to Breakouts</td>
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<td>9:45 - 10:45 am</td>
<td>Breakout Sessions (Evergreen and Galewood)</td>
<td><strong>4A Revenue Cycle</strong></td>
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<td><strong>From the accidental profession to a career of choice: Transforming Revenue Cycle through postsecondary education</strong></td>
<td>From the accidental profession to a career of choice: Transforming Revenue Cycle through postsecondary education. Nicole Fountain, Revenue Cycle Director at OSF Saint Anthony Medical Center. With Revenue Cycle functions receiving greater attention than ever and margins getting smaller, providers can little afford to think of Revenue Cycle positions as entry level jobs. Engaged, informed, and empowered employees are happier and produce better results. Hear how one organization started to transform their culture from revenue cycle as a job to revenue cycle as a career by investing in the professional development of revenue cycle employees through internal initiatives as well as a community partnership with a local college.</td>
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<td>9:45 - 10:45 am</td>
<td><strong>Breakout Sessions</strong> (Evergreen and Galewood)</td>
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<td><strong>4B Leadership</strong></td>
<td><strong>Diversity in Leadership</strong></td>
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<td>Moderator: Terry Roesch, Agency Owner of Farmers Insurance - Terry Roesch Agency. Panel: Leslie Lennergard, Strategic Planning Manager at Aurora Health Care, Penny McCarty, Chief People Officer of Health Sisters Health System, and Sunny Lu, VP of Business Development at Telemion Corporation</td>
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<td>Diversity is more than just race, gender, or ethnicity and can include religion, sexual orientation, and more. Join moderator Terry Roesch and his panel as they discuss how our workforce should mirror the diversity of our communities, and our leadership teams should embrace the differences everyone can bring to their role.</td>
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<td><strong>4C Critical Access Hospital</strong></td>
<td><strong>H20 Talk: Rural Strategies: Building Relationships with Clinical Departments</strong></td>
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<td>Marie Wamsley, Controller at Midwest Medical Center</td>
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<td><strong>Objectives:</strong> Help finance leaders understand the importance of patient care from the perspective of clinical department leaders and staff, provide tools for the finance leader to use in explaining the importance of finance to the clinical department leaders and staff and creative ways to peak their interest in healthcare finance, and the successes of sharing in each other's goals and passions with real examples.</td>
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<td><strong>H20 Talk: Virtual Care Strategies: Keeping Care Close to Home</strong></td>
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<td>Nina Antoniotti, Executive Director Telehealth &amp; Clinical Outreach at SIU School of Medicine</td>
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<td>Health care is evolving everyday and moving from a place to a space. Virtual care is exploding and its use has revolutionized health care delivery, especially for the patient. This session will provide an overview of the delivery methods, modalities, technology, legal and regulatory issues, and other highlights of providing care in the virtual space. The participant attending this session will: 1) Better understand the definition of TeleHealth/Telemedicine/Virtual care; 2) Be able to identify health care situations in which virtual care improves quality and reduces cost; 3) Be aware of the resources available to get started in using TeleHealth.</td>
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<td><strong>H20 Talk: Critical Access Hospital: Positioning for Population Health Management and Alternative Payment Models</strong></td>
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<td>Pat Schou, Executive Director at ICAHN</td>
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<td>The overall goal is to propose how CAHs can be successful under a value based purchasing system and be able to participate in an alternative payment model.</td>
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<td><strong>Objectives:</strong> Discuss the current rural healthcare environment and the challenges CAHs face now and will in the future to remain viable. Relate the impact of culture on the organization's readiness to change. Discuss the importance of medical provider and hospital partnership for securing local primary care market. Identify strategies CAHs can implement to better manage the health of their local rural communities and reduce costs. Share examples of successful CAH lead population health management initiatives in the hospital and primary care setting. Offer suggestions for policy and reimbursement program changes to maintain healthcare access and services in rural communities.</td>
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<td><strong>4D Finance and Accounting</strong></td>
<td><strong>CFO Perspectives on Capital Funding Strategies</strong></td>
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<td>Moderator: Michael Haines, AVP at First American Healthcare Finance. Panel: June Hayes, VP of Finance, CFO of Harrisburg Medical Center, C. John Kraft, Jr., CFO of Pulaski Memorial Hospital, Steve Huser, Senior VP of Treasury at Aurora Health Care, and Michael Hedrick, CFO of Rogers Memorial Hospital, Inc.</td>
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<td>In today's competitive environment, hospital's face an increasing demand for capital. Hear from a panel of finance executives who will share the capital funding strategies that have helped their hospitals succeed in the changing healthcare environment. The panelists represent four unique healthcare entities (Critical Access, Acute Care, Health System, and Behavioral Health). You will learn: - Their funding strategies - How they use cash, bonds, financing and/or leasing</td>
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<td>10:45 - 11:00 am</td>
<td><strong>Break</strong> (Grand Ballroom Foyer)</td>
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<td><strong>11:00 - 12:00 pm</strong></td>
<td><strong>Closing Keynote (Grand Ballroom)</strong></td>
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<td><strong>Healthcare, Remixed</strong></td>
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<td>Dr. Zubin Damania will be chill in by the lake with IL, IN, and WI to spread the word in a hilarious healthcare talk with an important message (and dope rhymes). Healthcare has evolved from a cottage industry to an assembly line machine to a living organism (value-based care). Dr. Zubin Damania will discuss the culture of healthcare, obstacle to good care, burnout, and our experiment with a new value model of care delivery and its financing/implementation approach.</td>
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Continued Tuesday, July 19, 2016

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| 11:00 - 12:00 pm (Grand Ballroom) | **Closing Keynote (Grand Ballroom)**  
Healthcare, Remixed (continued)  
**Zubin Damania (ZDogg):** Zubin Damania, MD is an internist and founder of Turntable Health, an innovative healthcare startup that is part of an ambitious urban revitalization movement spearheaded by Zappos.com CEO Tony Hsieh. During a 10-year hospitalist career at Stanford, Dr. Damania won clinical teaching awards while simultaneously maintaining a shadow career performing stand-up comedy for medical audiences worldwide. His videos, created under the pseudonym ZDogMD, have gone epidemically viral, educating patients and providers while mercilessly satirizing our dysfunctional healthcare system. In Las Vegas, Dr. Damania is making the leap from satire to actionable change by implementing an innovative model of healthcare delivery that promotes wellness at both the individual and community level. Turntable Health, a membership model team-based primary care ecosystem, is a ground-up effort to get healthcare right...for everyone. |
| 12:00 - 12:15 pm | **Wrap-Up and Prize Drawings** |
| 1:30 pm | **Golf Outing (The Brute)** |

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**HFMA Region 7 Conference Golf Outing - The Brute**  
Sponsored by:  
IMA Consulting  
RelayHealth Financial

**Tuesday, July 19**  
Shotgun start at 1:30 pm

$99 per golfer (includes cart equipped with state of the art GPS units)  
To register select option on your online conference registration.  
Golf Details: Lunch available on course (at your own cost), unlimited range balls, 4 person - 18 hole scramble, prizes awarded for 1st and 2nd place teams, on-course contests and attendance prizes.  
For more details visit http://www.hfmaregion7.com/golf.html
EXHIBITOR OPPORTUNITIES

We still have exhibitor booths available! Space is limited.

Early Bird Rates
Register on or before June 17, 2016 and you will save $1,000!

Booth Space $2,500 ($3,500 after 6/17/16)
1st Payment = 1st Selection after Sponsors
Booth registration includes:

- Standard 8 ft. x 10 ft. booth
- One 8ft. skirted table
- One conference registration - includes access to entire conference ($500/person value)
- Company listing in the Program Handout
- Pre and post-conference attendee mailing list
- A pre-assigned table for your company representatives to visit with attendees during breakfast on Monday.

For more information please, visit http://www.hfmaremregion7.com/exhibits.html

Conference Registration

Early Bird Savings!

Attendee Rates
Provider (Healthcare Employees ONLY)
- $100 Early Bird (by May 31st)
- $150 Regular Rate (June 1st - June 17th)
- $200 Late Rate (After June 17th)

Payers
- $300

Partners (Non-Providers)
- $500

* Prices above are for all three days of the event. Individual day registrations are not available.

Guest Passes
$100 - Social Pass for Sunday and Monday evening can be purchased for attendee spouses and significant others.

Registrations
Registrations for this event are accepted ONLINE ONLY!!
To register, visit http://www.hfmaremregion7.com/register.html

Once registration is complete, payment can be made by mailing a check or with a credit card via PayPal. **Please note: While PayPal is our payment processor, you do not need a PayPal account to make your payment. PayPal accepts payments from all Visa, Mastercard, Discover and American Express cards.

Cancellations/Refunds: A full refund of the registration fee, less a $25 processing fee, will be granted if cancellation is received by Tuesday, July 12th at 5:00 pm. NO REFUND will be granted if cancellation is received after that cutoff date.

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 check-in.

Please, contact Wendy as soon as possible at info@hfmaremregion7.com to provide the updated information.
Room Reservations

Request a room in the HFMA Region 7 Room Block.
To make your reservation Online Click Here

Room Block Deadline: Friday, June 17, 2016.
After this date, rate and availability cannot be guaranteed!

Room Rates *

Standard Rooms
- 2 Full Beds overlooking Courtyard - $169
- 1 King bed overlooking Courtyard - $189
- Standard Lakeview rooms also available. Call for pricing.

Suites
- Jr. Suite $269.00 per night
- King Suite $244.00 per night
- Premier Suite $294.00 per night
- Executive Suite $319.00 per night

Check In / Check Out

Check-in time is 4:00 p.m. on day of arrival.
Check-out time is 11:00 a.m. on the day of departure

Savings on Amenities For Attendees (Reserve in advance)
10% Savings on Golf - July 17 - 19, 2016
10% Savings on Spa treatments - July 17 - 19, 2016

Campus Fee Waived
The campus fee is waived for all guestrooms in this block. The campus fee includes: trolley transportation on the campus grounds on regularly scheduled routes and at scheduled times, access to the Spa & Sports Center, all local, credit card and toll-free telephone calls, wireless internet access in guest rooms, two (2) bottled waters per day, daily paper, incoming facsimile messages and in-room coffee.

*Rate does not include sales tax and/or occupancy tax. Rooms will be offered based on availability. Rates are valid 3 days before and 3 days after the event.
Thank you to our Committee Members!

This Conference is planned and organized by a group of volunteers which represent various Chapters of HFMA from Wisconsin, Illinois and Indiana.

Wisconsin Chapter
Shawn Gretz
Matt Streeter

Southern Illinois Chapter
Jennifer Durham
Jon Waitukaitus

Indiana Chapter
Farrah Mahoney
Nick Kuzera

McMahon Illini Chapter
Laurel Davis
Nikki Harper

Past Regional Executive
Jennifer Venable

Regional Executive
Brad Willkie

Financial Advisor
Steve Backus

Regional Executive Elect
Veronica Modricker

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2016 HFMA Region 7 Conference

July 17 - 19, 2016
Grand Geneva Resort & Spa
Lake Geneva, Wisconsin

Four Tracks
Revenue Cycle
Leadership
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Finance/Accounting