

new hampshire-vermont chapter

**hfma**

healthcare financial management association



# Healthcare Summit:

## *Operating in the Current Healthcare Environment*

January 23-24, 2008

Radisson Hotel, Manchester, NH



**Healthcare Summit:**  
***Operating in the Current Healthcare  
Environment***  
January 23-24, 2008

***Target Audience:*** Providers, policy makers, and other leadership from hospitals, public health, primary care, and community health systems

***Objectives:***

1. *To explore the initiatives and financial issues that exist with providing healthcare in the rural setting.*
2. *To present strategies for dealing with the day-to-day operational issues that present themselves to the rural provider.*
3. *To provide an opportunity for providers and other healthcare affiliated individuals to discuss what they are observing in the industry.*

***We would like to take this opportunity to thank our sponsors!***

***Baker Newman & Noyes, LLC***

***Devine, Millimet & Branch, PA***

***Maine Office of Rural Health & Primary Care***

***Massachusetts Office of Rural Health***

***New Hampshire Department of Health & Human Services,  
Rural Health & Primary Care***

***Vermont Department of Health, Office of Rural Health***

# January 23, 2008

Time	Event	Speaker
8:00-9:00	Registration	
9:00-10:15	Keynote Speaker: Friends in All the Right Places	Richard Wade
10:15-10:30	Break	
10:30-12:00	Panel Discussion: Healthcare Reform	Joshua Slen Paula Minnehan Chip Joffe-Halpern & Others!
12:00-1:00	Lunch	
1:00-2:30	Get Ready for the Debut of the RACs: Is Your Hospital RAC Ready?	Joseph Zebrowitz, MD
2:30-3:00	Break	
3:00-4:30 Two Tracks	1) Recruitment/Retention	Cal Weaver
	2) Community Benefit of Critical Access Hospitals	John Gale
4:30-5:00	Break	
5:00-7:00	Dinner w/Keynote Speaker	Ned Helms

Monarch's game post dinner— Thirty-five names will be drawn at dinner for free tickets to that evening's game!

## KEYNOTE:

**Richard Wade** ó Senior Vice President of Communications, American Hospital Association

### ***Friends in All the Right Places***

The nation's hospitals have never been under greater scrutiny. Government at every level is pressuring for greater public disclosures of safety and quality data; costs, charges and prices. Policymakers and the public are questioning the historic tax exemption granted to hospitals based on the benefits they provide to the community. Public trust and confidence are on the line.

At the same time, these same bedrock community institutions face enormous challenges to their ability to continue meeting the mission the community expects of them. Government payment is likely to shrink, the number of uninsured is on the rise, and hospitals are under pressure to invest in new facilities and technologies. Every hospital in America faces workforce challenges and the communities around them are changing ó an aging population and greater diversity present serious challenges.

What will be the key to the future? What are the opportunities every hospital must seize to survive?

### ***Panel Discussion: Healthcare Reform***

***A discussion of what is going on in each state, what is working, what is not, and where we go from here....***

**Charles Joffe-Halpern (Chip)**, Executive Director of Ecu-Health Care, Inc. During his professional career, he has been a clinical social worker, social work supervisor, and administrator in a number of mental health and medical settings in Western Massachusetts.

In May 2006, Mr. Joffe-Halpern was appointed by Massachusetts Attorney General Tom Reilly to serve on the Board of Directors of the Commonwealth Health Insurance Connector Authority, where he served a one-year term. The current Attorney General, Martha Coakley, has appointed him to serve on a task force to revise the state-wide community benefits guidelines for acute care hospitals.

**Joshua Slen** - Director of the Office of Vermont Health Access - the Medicaid Office for the State of Vermont. Director Slen is responsible for managing the Medicaid program for the State of Vermont and coordinating the financial and programmatic delivery of health care benefits. During his tenure, Director Slen has proven instrumental in facilitating the transition of the Office from a bill paying entity to a modern managed care organization, negotiating the first of its kind Global Commitment to Health Waiver with the Federal Government and reconstituting the Medicaid Advisory Board. Director Slen also provides public testimony before the Vermont Legislature and serves on the statewide Executive Committee for the Blueprint for Health - implementation of the Chronic Care Model in the State of Vermont.

**Paula Minnehan**— Vice President, Finance and Rural Hospitals, New Hampshire Hospital Association. Paula joined the Association in 2001 with an extensive managed care background focused on provider services and account management. Additionally, she spent time with the N.H. Department of Health and Human Services where she administered the State's Certificate of Need program. Paula earned her undergraduate degree and her master's in Health Administration from the University of New Hampshire. Paula is responsible for rural health issues, Medicare, Medicaid, and other reimbursement-related issues.

## ***Get Ready for the Debut of the RACs. Is Your Hospital RAC Ready?***

This session will provide attendees with 10 survival techniques to address the growing challenges hospitals face in protecting themselves from False Claims Act Actions based upon the lack of medical necessity, which has become a large focus of the OIG through the HPMP. Participants will learn why observation status and 1-day stays have become a major compliance problem and why hospitals often lose significant revenue from inappropriate observation claims. It will examine how to create a UR process that proactively defends against RAC medical necessity denials. This session will provide you insight on building and optimizing an internal RAC response team to ensure an effective appeal process that leverages Case Management expertise and Physician Advisement. Attendees are also provided with a step-by-step approach to implement a consistent and complaint process that can not only ensure regulatory compliance but also create revenue integrity that can add millions of dollars to an average hospital's bottom line.

**Joseph Zebrowitz, MD** - Executive Vice President of Executive Health Resources (EHR). In this role, he has developed EHR's suite of Clinical Revenue Cycle Management services - endorsed by the AHA as "Best in Class." EHR's programs focus on clinical denial reduction, length of stay management, governmental claims compliance and physician education through daily physician-to-physician interaction and education. EHR's physicians currently work with more than 200 hospitals nationally on an ongoing basis.

Dr. Zebrowitz has worked as a physician advisor and medical director at EHR client hospitals, leading clinical denial management and length of stay programs, quality initiatives, documentation and compliance programs, and independent peer review processes. Dr. Zebrowitz has served as interim medical director at Health Choices HMO's and has been integral to providing solutions in payor-provider contract disputes.

Dr. Zebrowitz is recognized as a distinguished speaker for many organizations such as national and local chapters of Healthcare Financial Management Association, The World Research Group, and the National Association of Healthcare Access Management, to name a few, where he educates hospitals on the importance of revenue integrity and compliance.

### ***Concurrent Tracks:***

#### ***1) Recruitment & Retention***

**Cal Weaver, CPC** - a Medical Staff Recruiter with the Maine Hospital Association.

Cal launched his career in the recruiting and placement industry near Detroit, Michigan, in 1986 placing computer programmers in a field that was then called "data processing." Cal became a state licensed personnel agency manager in Michigan, and he earned the designation of Certified Personnel Consultant in 1989.

After relocating from the Midwest in 2000, Cal joined the Maine Recruitment Center, a nonprofit part of the Maine Hospital Association, where he has the challenging and rewarding

task of attracting primary care and specialty physicians to hospitals and practices across the State of Maine. Now with more than 20 years of experience in the field, Cal is a qualified consultant in nearly all recruitment related matters.

## ***2) The Community Benefit of Critical Access Hospitals***

**John Gale** - Research Assistant at Muskie Institute at Southern University of Maine

Mr. Gale has six years experience in rural health and rural mental health research and sixteen years senior management experience in primary care, mental health and substance abuse practices. He has published a number of articles, reports, and book chapters in the areas of rural mental health, safety net, primary care, and hospital issues. His work has included: studies of the national Medicare Rural Hospital Flexibility Program, the informal safety net in rural communities, and the use of state health policy research to inform federal and state policy; a survey of Rural Health Clinics; evaluations of the state Rural Hospital Flexibility Programs in Maine and New Hampshire; an assessment of the RWJ Southern Rural Access Program; and the management of the Mental Health Technical Assistance Program for the Mental Health Funding Collaborative in Maine. Mr. Gale serves on the Board of the National Association for Rural Mental Health and was a 2002 Fellow in the Secretary's Primary Care Policy Fellowship sponsored by the U.S. Department of Health and Human Services.

## ***Dinner Speaker***

**Ned Helms, MA**, serves as

Director of the New Hampshire Institute for Health Policy and Practice. As the Institute's founding Director, Mr. Helms has provided intellectual and administrative leadership for the Institute by overseeing its continued growth and direction.

This work has involved investigating and pursuing the development of research and demonstration projects, and facilitating collaborative linkages with health and health policy organizations throughout New Hampshire and New England.

Mr. Helms has over 35 years of experience in New Hampshire health policy development and management. His experience spans the health policy continuum and includes: serving as a Legislative and Administrative Assistant for Health Policy within the U.S. Senate, serving as Commissioner of Health and Human Services for New Hampshire, founder and past President of a health policy consulting firm, and serving as Chief Administrative Officer for Blue Cross/Blue Shield of New Hampshire.



<b>January 24, 2008</b>		
7:30-8:30	<b>Registration</b>	
8:30-10:00: Concurrent Tracks	1) Grant Writing - Understanding the Basics	Jack Smith
	2) CMS Update: RACs & Preparing for Audits	Jim Bryant
10:00-10:30	<b>Break</b>	
10:30-12:00 Concurrent Tracks	1) Grant Writing: Real Life Examples	Rick Silverberg & Sharon Swanson
	2) The RHC Debacle	Alisa Butler-Druzba, Charles Dwyer, Cathleen McElligott, & Denis Barton & Bill Frinerfrock via phone
	3) PPS & Wage Index Issues	Ellen Donahue & Jan Hodgdon
12:00-2:30	<b>State Hospital Association Update w/Box Lunch</b>	Michael Del Trecco, Anuj Goel, Paula Minnehan & David Winslow

**Concurrent Presentations:**

**1) Grant Writing—Understanding the Basics**

**Jack Smith** Mr. Smith is a nationally recognized grant writer based in Atlanta, Georgia. Since 1987, his consulting practice has provided grant-writing services to more than 150 organizations, including the Huntington's Disease Society of America, Catholic Charities of Greater Atlanta, Y-Clubs of Georgia, Century Pacific Housing, and the Maine Center for Community Dental Health. He has taught grant-writing skills for numerous state governments and for agencies and clients of the U.S. Department of Education, the U.S. Department of Energy, and the Cherokee Nation. Each year, more than 1,500 participants attend one of his classes. Mr. Smith earned a master of public administration degree from the University of Maine. In 1986, the U.S. Department of Energy presented its Award for Energy Innovation to Mr. Smith's National Self-Help Weatherization Program Model.

**2) CMS Update: RACs & Preparing for Audits**

An update on the many projects that are forthcoming from CMS and how CMS is hiring Special Program Integrity contractors with a focus on Data Analysis. A discussion on the Recovery Audit Contractors, the Error Rate Contractors, and the Medi-Medi projects. He will also include a discussion on the Pay for Performance initiatives.

**James Bryant**- Associate Regional Administrator, CMS Boston Regional Office

**Concurrent Presentations:**

**1) Grant Writing: Real Life Examples**

**Richard (Rick) Silverberg LICSW**- Rick has 30 years of experience developing coalitions, interagency coalitions new start social service health/mental health agencies, doing broad base community organization/community development projects, and specializes in matching individual and group needs in the community to produce synergistic effects that are larger than the efforts of any individual agency in the group. Rick is involved in several large national projects including a BPHC funded Community Access project and the Turning Point Project. As the coordinator for the local Turning Point Project, he is the Internet liaison. He is both the director of

Health First Family Care Center, a comprehensive primary care center (FQHC) for the region, and the managing director of the Caring Community Network of the Twin Rivers.

**Sharon Swanson**- Sharon has a degree in Healthcare Management and has over 30 years experience in working with physician practices and practice management. Her experience includes physician practice in private settings, rural health centers, hospital-based practices, and critical access provider based practices. Highlighted projects include the purchase of practices, grant initiatives (over \$4.7M in dental, care management grants, and rural health center grants), electronic medical record implementation and optimization, budget and financial analysis, and ever changing physician/provider compensation and incentive arrangements. Her presentation today, along with handouts, will focus on the resources for writing grants.

**2) The RHC Debacle**

This session includes a discussion of the Current Environment for Rural Health Clinics. This session will include updates on rural health clinics from the State Office of Rural Health Directors from Maine, Massachusetts, New Hampshire, and Vermont. It will also include national policy updates for the National Association of Rural Health Clinics. Attendees will obtain specific and current information on the status of shortage designations, program requirements, and be able to ask questions of the panel.

**Alisa Butler-Druzba**- New Hampshire Department of Health & Human Services. Alisa Butler-Druzba has been Section Administrator for the Rural Health and Primary Care Section at the New Hampshire Department of Health and Human Services, Division of Public Health Services since May 2006. In this capacity she oversees of the State Office of Rural Health, the Medicare Rural Hospital Flexibility Program, the New Hampshire Primary Care Office, the Oral Health Program, Loan Repayment and J1 Visa Waiver Programs, and associated staff and contractors. Ms. Butler-Druzba collaborates and consults with local, state, regional, and national stakeholders and partners, and with the assistance of contractors and other agencies develops strategies to improve the quality of care including addressing such issues as reducing out migration, improving access, health care workforce development, enhancing information systems, and

supporting rural health clinics and community health centers. Prior to this position she was the Rural Hospital Flexibility Program Manager and provided consultation and assistance to local communities and rural hospitals in the planning and establishment of Critical Access Hospitals (CAH) and Community Health Networks. She has a background in information technology, clinical mental health care of adolescents, family therapy, youth development and community dynamics.

**Charles Dwyer** - Director at the Maine Center for Disease Control and Prevention, Office of Rural Health and Primary Care. There he directs the operations of the seven programs within the office. Charles graduated with a Bachelor of Arts in Social Work in 1996 from the University of Southern Maine. Formerly he worked at Maine Bureau of Health, HIV, STD, Viral Hepatitis Program as the HIV Prevention Manager. Charles's previous roles at the Maine Bureau of Health have included: Assistant to the Director of the Division of Disease Control, Assistant Director of the Maine Immunization Program and Public Health Educator.

**Denis Barton** - Director of the Office of Rural Health and Primary Care in the Vermont Department of Health. The Vermont Office of Rural Health and Primary Care provides analysis, planning, technical assistance and resources to improve access to medical, oral and behavioral health services throughout Vermont. Previously in the Department of Health, he was the Administrator for Hospital Services, and Program Administrator for the Division of Alcohol and Drug Abuse Programs. During his career in the public and private sector he has served as a board member, officer, and administrator for non-profit organizations and local government. As a manager, he served as CEO for organizations that provided health and behavioral health services for the residents in Vermont, Rhode Island and Massachusetts. He holds an MBA degree in Health Care Management from Boston University.

**Cathleen McElligott, MS, RD**, has been Director of the State Office of Rural Health (SORH) since 1998 and with the Mass DPH in management positions since 1991. Cathleen has a B.S. from the University of New Hampshire and an M.S. from the Pennsylvania State University. She has provided direct services and managed health programs in 4 states at the local, regional and state levels. She has over 25 years of experience providing services and managing healthcare and public health programs. Her work has been in nutrition services, primary care, maternal and child health, prevention, health care access, safety net provider models, health care planning, program planning and evaluation.

### 3) PPS & Wage Index Issues

**Ellen Donahue** - Ellen joined Berry Dunn in August, 2001 and is currently a Senior Manager in Health Care Consulting. She has over 30 years experience working in and with hospitals and over 25 years experience in the areas of Medicare and Medicaid reimbursement. Ellen is involved in the preparation and review of cost reports and specialty filings for hospitals, FQHC, and RHC clients.

**Jan Hodgdon** - Senior Manager Baker Newman Noyes LLC Jan specializes in finance and third party reimbursement for the Healthcare Management Consulting Division of BNN.

### **State Hospital Association Update:**

This is an opportunity to be updated on what is happening on in your state and neighboring states. Representatives of the State Hospital Associations will be presenting on what is new and the current issues that the State Hospital Associations are addressing!

**Michael Del Trecco** -Mike is the Vice President of Finance for the Vermont Association of Hospitals and Health Systems and has been with the organization since 2004. In addition to his finance role at the organization, he is responsible for managing state and federal regulatory issues and focuses a significant amount of energy on health care reform issues in Vermont. Mike graduated from Northeastern University with a Bachelor of Science in Finance and has 18 years experience in health care. Prior to joining VAHHS he was employed by FAHC and has considerable experience in revenue cycle management, contracting and both federal and state reimbursement issues.

**Anuj K. Goel, JD, MPH** Anuj is the senior director of regulations and staff counsel for the Massachusetts Hospital Association. In this role, he is responsible for providing legal research on all relevant federal, state, and local laws and regulations pertaining to the hospital industry; with particular emphasis on issues relating to HIPAA, administrative simplification, clinical practices, Medicaid, Medicare, case management, and health care finance. He also develops MHA member communications to educate hospitals on the requirements to comply with these regulatory and legal issues. Anuj is also responsible for coordinating and writing all relevant legislation required by the association, as well as working with members of the advocacy team to present or write testimony on legislation and regulations. Additionally, he manages health access, community benefits, and community initiative issues for the association.

**Paula Minnehan**—Vice President, Finance and Rural Hospitals. New Hampshire Hospital Association Paula joined the Association in 2001 with an extensive managed care background focused on provider services and account management. Additionally, she spent time with the N.H. Department of Health and Human Services where she administered the state's Certificate of Need program. Paula earned her undergraduate degree and her master's in Health Administration from the University of New Hampshire. Paula is responsible for rural health issues, Medicare, Medicaid, and other reimbursement-related issues.

**David Winslow**—David joined the Maine Hospital Association in the summer of 2003. The Maine Hospital Association represents 39 acute care and specialty hospitals and their affiliates. All of the hospitals are nonprofit, community-governed organizations. Maine is one of only a handful of states in which all of its acute care hospitals are nonprofit. David is a member of the MHA senior management team, where he is responsible for financial policy development and strategy.



NEW HAMPSHIRE-VERMONT CHAPTER

hfma™

healthcare financial management association



**Please mail or fax registration**

*If you have questions regarding this event, please contact:*

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Name \_\_\_\_\_ Title/Credentials \_\_\_\_\_

Organization \_\_\_\_\_

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Individual Registrant (please use separate form for each Registrant)

	Member Rate**	Member #	Non Member Rate	Student Rate	Total Due
<b>Full Conference</b>	\$200		\$250	\$50	
<b>Wednesday, January 23rd inc Dinner</b>	\$120		\$140	\$25	
<b>Thursday, January 24th</b>	\$120		\$140	\$25	
<b>Dinner, January 23rd only</b>	\$30		\$30	\$30	

Less: NH-VT Sponsor Coupons\* \_\_\_\_\_ # coupons enclosed

**Total Amount Due**

**Please Make Checks Payable to NH/VT HFMA**

If you would like to pay by credit card, please register online at: <http://www.newenglandruralhealth.org/>

**Hotel Information: Radisson Hotel Manchester 700 Elm Street, Manchester NH** We do have a block of rooms that will receive a discounted price of \$119 per night. Please call 1-800-333-3333 for reservations or (603) 625-1000.

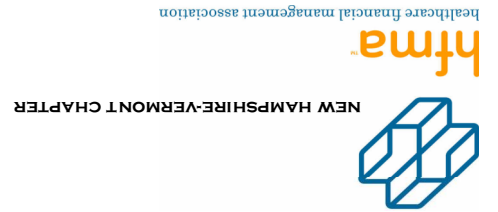
**Continuing Education: . January 23rd is approved for 7.5 contact hours (inc Dinner), Dinner only is 1.0 contact hours. January 24th is approved for 6 contact hours**

\*NH-VT Chapter Coupons can be used for this event. One education coupon per day per person.

\*\* Members of New England Rural RoundTable and HFMA members are entitled to the discounted rate

Cancellation policy: No refunds if cancelled within 3 days of the event due to guarantees that have to be made to the hotel in advance.

JANUARY 23RD-24TH, 2008  
RADISSON HOTEL, MANCHESTER, NEW HAMPSHIRE



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