February 17-18, 2015

Hilton Omaha
1001 Cass Street
Omaha, Nebraska

Healthcare Reform Symposium

Featuring Keynote Speaker
Steve Berkowitz, MD

Presented by
the HFMA Chapters and
MGMA State Affiliates of
Nebraska, Iowa, Minnesota
and South Dakota
Thursday  
February 17, 2015

7:30  Registration / Continental Breakfast

8:30 – 10:00  Preparing for Tomorrow’s Payer and Purchaser Expectations  
**Presented by: Andrew Cohen, Kaufman Hall**  
Commercial payers and purchasers are implementing innovative approaches to reduce the burden of healthcare costs. Using the perspective of employers, consumers, and health plans, this session reviews arrangements including direct contracting, narrow networks, high-deductible health plans, reference pricing, insurance exchanges, and value-based payment. The presentation then describes a core set of steps that provider organizations can take to prepare for the arrangements emerging in each market.

10:00 – 10:30  Networking Break  
*Sponsored by eProvider Solutions*

10:30 – 11:30  Medicine Minus the Middleman  
**Presented by: Matt Brandt, Multicare Associates**  
This session will highlight various direct contracting models operating in the marketplace and how both specialty and primary healthcare groups can market and sell themselves in this new environment. Join Matt Brandt (Multicare Associates) to review actual case studies illustrating how to make it work.

11:30 – 12:30  Lunch and Vendor Fair  
*Lunch sponsored by Xtend Healthcare and Physician Business Network*

12:30 – 1:30  Experience with CMS’s Bundled Payment Care Initiative  
**Presented by: Dan Schonlau, CHI Health**  
CMS’s BPCI can be a quadruple win for Medicare, physicians, hospitals and patients. Hear about how a Lincoln, NE hospital has fared through the first year of the program, lessons learned, and best practices for other hospitals considering the initiative.

1:30 – 2:30  Unique Challenges for Rural and Community Hospitals  
**Presented by: Steve Berkowitz, MD**  
All hospitals are facing unprecedented challenges with the pressures of cost reduction, maintaining quality / patient satisfaction, and developing integrated networks of care. The rural and community hospital has unique challenges in these arenas, which can ultimately affect the very viability of the institution. Trustees have more responsibilities than ever before. Critical decisions regarding service lines, medical staff availability and engagement, and tertiary care support are now top of mind. Dr. Berkowitz will discuss these issues and offer best practices on how the community hospital can continue high quality care throughout these difficult times.

2:30 – 3:00  Networking Break  
*Sponsored by AAA Collections, Inc.*

3:00 – 4:00  Population Management . . . It DOES Take a Village  
**Keynote (sponsored by Eide Bailly)**  
**Presented by: Steve Berkowitz, MD**  
The end game of clinical integration is the ability to successfully manage the health of the community we serve. In reality, it is a daunting task requiring the integration of the delivery system as well as community efforts. Patient empowerment (and responsibility) is an imperative. Dr. Berkowitz will discuss the road to successful population health management, discussing the major challenges we face and examples of successful population management programs.
4:00 – 5:00 ACOs: Making US Healthy Without Bankrupting the Country

Presented by: Bob Rauner, SERPA-ACO

Over 300 hundred ACOs have formed across the country, including 4 in Nebraska, with the promise of improving health while lowering costs. The two most common structures are hospital led/more vertically integrated systems and physician led/more horizontally integrated systems. Dr. Rauner is Chief Medical Officer of SERPA ACO, a statewide ACO comprising 12 independent primary care clinics caring for more than 100,000 Nebraskans, which fits the physician led/horizontally integrated structure. Dr. Rauner will discuss the strategy behind this version of ACOs and explain why this may be the better structure for ACOs in rural areas of the country.

5:00 – 7:00 Social Reception

Sponsored by ProAssurance, Medical Protective and Coverys

Wednesday
February 18, 2015

7:30 Registration / Continental Breakfast

8:30 – 9:30 Physician Alignment and Engagement: Preparing for the New Population Health Deliver Models

Presented by: Perry Hanson, Eide Bailey

Whether driven by health reform legislation or patient/consumer demands for greater value, the health care delivery industry’s transformational journey has begun. This session will provide an overview of the multiple change agents we are experiencing and how best to engage physicians in clinical integration delivery and leadership that will become the care coordination foundation of emerging population health and systems of care financing and delivery scenarios.

9:30 – 10:30 ACOs: Adapting to Healthcare Reform

Presented by: Lynn Barr, National Rural ACO Consortium

What exactly is an Accountable Care Organization (ACO), and how does the Medicare Shared Savings Program work? Why have rural communities been left behind under Healthcare Reform? How can rural healthcare providers survive and thrive as insurers transition from volume-based to value-based reimbursement? Adopting the ACO framework is just the first step toward sustainability, as it provides a tremendous amount of actionable data, and lays the groundwork for strategic, narrow referral networks and community-based insurance plans. Lynn Barr is the founder of the National Rural ACO, an organization that has enabled rural healthcare providers to qualify for the Medicare Shared Savings Program, move toward value-based reimbursement, and play an active part in Healthcare Reform.

10:30 – 11:00 Networking Break

Sponsored by Seim Johnson, LLP

11:00 – 12:00 Medicaid Expansion Update

Presented by: Kip Piper
Meet the Presenters

Keynote Speaker

Steve Berkowitz has over 25 years of experience in health care executive management, speaking, teaching and consulting. Board certified in internal medicine, he is the Founder and President of SMB Health Consulting, specializing in: Clinical/operational performance improvement, Health care presentations to hospitals, boards, societies and medical staff, Strategic planning facilitation, and one on one CMO mentoring. He has worked with over 150 clients in all 50 states. Previously, for thirteen years he was Chief Medical Officer for St. David’s Healthcare, a six-hospital system in Austin, Texas, as well as the Division CMO for HCA Central and West Texas Division, which includes eight facilities in Austin and El Paso. As a member of the senior executive team, he had the overall responsibility of clinical outcomes improvement, physician development, strategic planning, and medical management for the Division. During this time he directed the implementation of numerous initiatives and programs to improve the system’s clinical effectiveness. St. David’s mortality index and CMS core measures are now among the best in the nation. STEMI times have reached national best practice levels, and SDH has been recognized at both the state and national levels for patient care quality and performance excellence. In 2008 St. David’s received the Texas Award for Performance Excellence, a Baldrige-based award. He was also Chairman of Capital Area Providers, a 5.01-(a) Texas medical foundation with over 850 physicians. Prior to this position, Dr. Berkowitz was the National Practice Leader for Physician Services with the HayGroup. During this time he assisted over 75 major healthcare clients throughout the USA and Canada in the areas of strategic development, physician integration, physician compensation, and medical practice management. He was a senior executive for Harris Methodist Health System serving as Managing Director of the HMO and Chief Medical Officer for the integrated delivery system. He began his administrative career as Medical/Executive director for The Travelers Health Network, in Phoenix, Arizona. He is Chair of the Board of the Texas Institute of Health Care Quality and Efficiency and sits on the Board of the Society of Cardiovascular Patient Care. He has been on the Board of the Texas Hospital Association, the Texas Association of Health Care Quality, and the Texas Health Care Information Council.

Other Presenters

Andrew Cohen is a Vice President at Kaufman Hall and a member of the firm’s Strategy practice. He provides strategic planning advisory services for a wide range of clients, including healthcare systems, academic medical centers, and community hospitals. Mr. Cohen’s responsibilities focus on healthcare reform, demand, and physician and hospital/health system integration. Mr. Cohen has more than 20 years of leadership experience in the healthcare industry. Prior to joining Kaufman Hall, Mr. Cohen was Vice President of Product Development for UnitedHealthcare, Inc., where he focused during his eight-year tenure on commercial, Medicare, group retiree, and value-based plan product development, strategy, sales, network development, contracting and product portfolio management. Mr. Cohen also has held senior positions at other large insurance companies, including Kaiser Permanente, CIGNA, and HealthNet. Additionally, his experience includes working in healthcare and public sector consulting practices for a global technology consulting firm based in Johannesburg, South Africa. Mr. Cohen has a B.A. in Economics from the University of Maine.

Matt Brandt is Chief Executive Officer of Multicare Associates of the Twin Cities; a primary care based physician group which has been piloting a direct pay primary care model since 2008 and in 2013 founded a healthcare cooperative which now includes over 200 doctors and is offering direct pay healthcare services to employers and patients in the Twin Cities.

Dan Schonlau is Vice President of Operational Finance for CHI Health facilities in Lincoln, NE – Saint Elizabeth and Nebraska Heart Hospital. Dan also serves on the boards of directors for the Dialysis Center of Lincoln and Nebraska Surgery Center, and is President-elect for the Nebraska Chapter of HFMA.

Dr. Bob Rauner worked as a family physician for 12 years (5 years as a rural family physician in Sidney, Nebraska and 7 years on the faculty of the Lincoln Family Medicine Program in Lincoln, Nebraska). He left clinical practice to work full time on population health projects in 2010. He earned his medical degree from the University of Nebraska Medical Center and a master’s degree in public health at Johns Hopkins, studying how to systemically improve the health of Nebraskans. He is a past president of the Nebraska Academy of Family Physicians. His wife Lisa is also a family physician.
He now splits his time between acting as Medical Director of SERPA-ACO, an accountable care organization composed of 12 independent family medicine clinics in Nebraska spread from Bellevue to McCook caring for more than 100,000 Nebraskans, and Director of Partnership for a Healthy Lincoln, where he works on community level efforts to decrease obesity and improve fitness, especially in school children. Perry Hanson is the Director of Organizational Consulting and has more than 25 years of experience in organizational development and design consulting for physician and hospital integrations, and medical group practice formations, with more than 13 years as the Administrator of several larger multi-specialty medical group practices. Perry provides executives with operational insight regarding what does and does not work and how the lives of those in integrated leadership will change. He is available as a resource as part of our engagement team to assist management in addressing ongoing strategic needs.

**Lynn Barr** is an energetic entrepreneur with thirty years of experience in health care. Lynn has shepherded four start-ups and twelve medical inventions through research, the FDA and to worldwide markets. While pursuing her Master’s Degree in Public Health, she led the California Health IT and Exchange Strategic Planning Team under California Health and Human Services, formed the Rural Health Information Technology Consortium and assessed HIT status of California Rural and Critical Access Hospitals. She developed a $20 million rural hospital loan program with United Health Group and led 13 rural hospitals through vendor acquisition to meaningful use. While acting as the CIO of a critical access hospital, she created the National Rural Accountable Care Organization to overcome barriers for rural providers to participate in innovative payment models under healthcare reform.

**Kip Piper**, MA, FACHE – a leading expert on Medicaid, Medicare, and health reform – is a prominent consultant, speaker, and author. A skilled business and policy strategist, Kip Piper advises health plans, hospitals and health systems, states, and pharmaceutical, biotechnology, medical device, information technology, and investment firms. Kip Piper’s 30 years’ experience includes senior advisor to the Centers for Medicare and Medicaid Services (CMS) administrator, director of the Wisconsin Medicaid program, Wisconsin state health administrator, a senior Medicare budget officer at the White House Office of Management and Budget (OMB), and director of national, foundation-sponsored projects on payment reform and quality improvement.
Registration

Registration Deadline: February 10, 2015

Registration Cost - $199

Payment Form:

By credit card – please register online at: http://www.hfma.org/content.aspx?id=26656

By check – please complete the attached registration form and fax it to HFMA at Attn: MSC (708)531-0665 or mail it 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 1560NE2 on your check.

Name: ____________________________________________

Title: ______________________________________________

Member ID: __________________________________________

Organization: _________________________________________

Address: ____________________________________________

City/State/Zip: _________________________________________

Phone/Fax: __________________________________________

Email: ______________________________________________

If you have questions regarding your registration, please contact Dan Schonlau at dschonlau@stez.org.

Hotel Information

Hilton Omaha
1001 Cass Street
Omaha, Nebraska
402-998-3400

A room rate of $122 per night has been contracted. This rate remains in effect until January 27, 2015. Identify HFMA/MGMA to receive the group discount. To book your reservation you may use the following link:

https://resweb.passkey.com/go/hfamgma

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.
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