



Schedule

- 8:30 a.m. – 9:00 a.m. Registration
- 9:00 a.m. – 9:15 a.m. **Mark Thompson, HFMA Great Lakes Chapter Certification Committee**
Presentation on the Certification Process
- 9:15 a.m. – 10:45 a.m. **Kate Guelich, Kaufman Hall & Associates, Inc.**

PROGRAM DESCRIPTION

Integrated Strategic and Financial Planning

This session describes an integrated approach to strategic financial planning that effectively balances strategic direction/investment with the organization's financial capabilities. The approach is designed to concentrate organizational energy on a limited set of initiatives that will drive future performance. An overview of the strategic financial planning process and an in-depth case study will be discussed.

- 10:45 a.m. – 11:00 a.m. Break
- 11:00 a.m. – 12:15 p.m. **Debra Miller, Kaufman Hall & Associates, Inc.**

PROGRAM DESCRIPTION

Financial Indicators

Do your managers struggle to explain budget to actual variances? Are you frustrated with trying to teach them? Learn techniques that have been very successful in other healthcare organizations to teach financial concepts to department managers. Also, learn what data elements are required to provide the appropriate level of information for a department manager to be able to effectively explain budget to actual variances.

Schedule Continued

12:15 noon – 1:15 p.m. Lunch

1:15 p.m. – 2:15 p.m. **Antionette Maxwell, Standard and Poor's**

PROGRAM DESCRIPTION

How the Rating Agencies View Borrowers

This session will provide rating factors for healthcare analysis which will offer insight into Standard & Poor's rating criteria. The session will also provide an overview of healthcare trends and rating implications.

2:15 p.m. – 3:15 p.m. **Great Lakes HFMA**

PROGRAM DESCRIPTION

Roundtable Discussion

Roundtable discussion of issues experienced and best practices identified related to our presented topics.

3:15 p.m. – 4:15 p.m. Networking Social

**Kate Guelich, Vice President
Kaufman Hall & Associates, Inc.**

Ms. Guelich is a Vice President in Kaufman Hall's Chicago Office. Ms. Guelich has over ten years of healthcare consulting experience. Her specific experience includes financial and capital planning for a variety of healthcare clients, including multi-state healthcare systems, academic medical centers, and community providers. Ms. Guelich has also lectured to various industry groups on the topic of strategic financial planning for healthcare organizations, including local and regional programs for the Healthcare Financial Management Association. Prior to joining Kaufman Hall, Ms. Guelich was a Senior Consultant with Cap Gemini Ernst & Young's Healthcare Strategy and Transformation group.

Ms. Guelich has a Masters degree in Business Administration from the University of Chicago with a concentration in Finance and Accounting. She received a Bachelor of Science in Business Administration from Miami University in Oxford, Ohio. Ms. Guelich is also a Certified Public Accountant in Illinois.

**Debra Miller, Vice President
Kaufman Hall & Associates, Inc.**

Ms. Miller joined Kaufman Hall in 2001 and is responsible for client management, consulting assistance and customer support for the Budget Advisor[®] implementation group, as well as managing the overall product direction of the Budget Advisor[®] product.

Ms. Miller was formerly Director of Budget and Decision Support for Columbia St. Mary's in Milwaukee, and prior to that was a Budget and Reimbursement analyst at Aurora Healthcare, also in Milwaukee. Ms. Miller has a Master of Science degree in Health Financial Management and a Bachelor of Science degree in Molecular Biology from the University of Wisconsin at Madison. She is a Certified Public Accountant, and a member of the Healthcare Financial Management Association, Wisconsin Chapter.

**Antionette Maxwell, Associate Director
Standard and Poor's Credit Market Services Group**

Antionette W. Maxwell is an Associate Director for Standard & Poor's Credit Market Services Group. Ms. Maxwell joined Standard & Poor's in 2003 as an analyst specializing in Not for Profit Healthcare credits. Working from the Chicago office, she has actively rated non for profit hospitals, long-term care providers and human service providers throughout the Midwest. Before joining Standard & Poor's, Ms. Maxwell worked as a Vice President/Portfolio Manager in healthcare lending for DVI, Inc. Prior to DVI, she worked at Finova Capital as an Account Executive in their healthcare lending group. Her responsibilities at both these companies involved managing a portfolio of asset based and cash flow commercial loans to healthcare providers. She also worked as a Commercial Lending Officer in the Workout Department at American National Bank. Ms. Maxwell holds a BA in Finance from Loyola University in Chicago. She is also a member of the Chicago Municipal Analysts Society and the Healthcare Financial Management Association.



Healthcare Finance/Financial Reporting
 January 23, 2008
 Covenant Healthcare, Saginaw MI

Registration Form

The Great Lakes Chapter will be hosting a Networking Social following the education session. For planning purposes, please check the box if you plan to attend.

Jake's Old City Grill, 100 S. Hamilton, Saginaw

Yes, ___ (number of people) will be attending the Networking Social.

January 23, 2008
Covenant Healthcare-Cooper, Saginaw, MI

The deadline for registration is Friday, January 18, 2008
No refunds will be given for cancellations after January 18, 2008

Please return this form and your check to:

By Mail: Pam Allen
 1495 Dauner Road
 Fenton, MI 48430-1561

By Fax: Pam Allen
 The Rybar Group, Inc
 (810) 750-6733

By Phone: (810) 750-6822
 By Email:
costrpt@theybargroup.com

Program Fees: \$75 per attendee, \$65 for 3 or more attendees from the same organization.

Please make check payable to: The Great Lakes Chapter of HFMA.

NAME	HFMA CHAPTER **Please include	ORGANIZATION	PHONE

GREAT LAKES CHAPTER HFMA 2007 - 2008 SPONSORS

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BRONZE



DIRECTIONS TO COVENANT MEDICAL CENTER - COOPER

700 Cooper Avenue • Saginaw, Michigan 48602



Via Southbound I-75 from Midland/Bay City:

Take the downtown Saginaw exit onto I-675. Taking Exit 3, Davenport/Michigan Avenue exit, continue south to Congress Avenue. Turn left on Congress and then turn right onto North Michigan Avenue, taking it to Cooper Avenue. Turn right onto Cooper.

Via Northbound I-75 from Flint/Frankenmuth:

Take the downtown Saginaw exit onto westbound I-675. Take Exit 3, the Davenport/Michigan Avenue exit. Turn left at the second traffic light (Michigan Avenue). Proceed south approximately ¼ mile to Cooper Avenue. Turn right onto Cooper.

Via eastbound M-46:

Take M-46 (Gratiot Rd.) to Michigan Avenue, turn left. Continue on Michigan Avenue for approximately 2 miles. At the second light past McDonald's, turn left at the light onto Cooper Avenue.

Via Westbound M-46:

After crossing I-75, M-46 becomes Remington. Stay on Remington, cross the Saginaw River and turn right onto North Michigan Avenue. At the second light past McDonald's, turn left onto Cooper Avenue.