



Schedule

8:30 a.m. – 9:00 a.m.	<i>Registration</i>
9:00 a.m. – 11:00 a.m.	Patricia Clark Craneware
11:00 a.m. – 11:15 a.m.	<i>Break</i>
11:15 a.m. – 12:00 p.m.	David Raymond Clinical Financial Management Associates, LLC
12:00 p.m. – 12:45 p.m.	<i>Lunch</i>
12:45 p.m. – 1:30 p.m.	David Raymond Clinical Financial Management Associates, LLC
1:30 p.m. – 4:00 p.m.	Bobette Gustafson Gustafson & Associates Inc.

Patricia Clark Craneware

Ms. Clark works as part of the Craneware Data Team working on core research and regulatory coding changes for Craneware Chargemaster Toolkit and Craneware Online Reference Toolkit.

Pat has over 25 years hospital experience; working as a Clinical Laboratory Manager, a Clinical Practice Manager and a CDM Consultant. Pat has over six years experience with the Craneware Suite of Revenue Cycle Software products.

Presentation Topics:

Chargemaster, Impacting the Bottom Line -- A treatment of coding, reimbursement and compliance with respect to the bottom line. Discover how technology and best practices are making a difference in hospitals nationwide.

Regulatory Review, Medicare OPPS -- A timely review of the final OPPS rule changes and discussion on keeping current with coding and regulatory issues.

David Raymond
Clinical Financial Management
Associates, LLC

David C. Raymond is the President and Founder of Clinical / Financial Management Associates which specializes in DRG management. David has his Masters degree from the University of Michigan, School of Public Health in Health Care Administration and Health Gerontology.

His experience includes six years of clinical experience in an emergency department, six years of program management for PSROs and nine years in health care administration at a community hospital. He was responsible for Strategic Planning and Program Development, DRG management, physician recruitment and practice start-up, and a key liaison with the medical staff. Throughout this time he worked closely with finance, the clinical staff and physicians to maintain profitability and advance the hospital.

Fifteen years ago he founded CFMA to assist hospitals and physicians to work together to achieve and maintain profitability under DRGs. The focus of CFMA is on achieving a team relationship between clinical and financial sides of the hospital, as well as between hospital and medical staff. Practical bottom-line results are achieved through facilitating clinical support for high quality and clinically effective care practices and improved physician documentation for quality and reimbursement purposes. David has 23 years of experience in helping hospitals and their medical staffs to successfully manage under DRGs.

“Now is the Time to Prepare for Severity Adjusted DRGs”

Talking Points:

- Why the change to HSRV and Severity Adjusted DRGs?
 - Projected range of impact for Michigan Hospitals: from a 12% decrease in CMI to an 8% increase
 - Why such a diverse impact?
 - What you should be doing now to improve the impact at your hospital?
 - The 4 key steps to preparing for success under Severity Adjusted DRGs
 - Why many hospitals need to start now, rather than waiting for October 2007.
- How do you know if your reimbursement under DRGs is what it should be?
- Why you can't compare overall Medicare CMI across hospitals
 - What you can compare and what this reveals
 - Actual Performance by hospital: who is doing well and who has opportunity to improve
- What about Fraud and Abuse?
 - The Challenge of Implementing a Program with full impact and lasting success.
 - Doing it without Consulting assistance
 - Getting the Medical Staff on board



Bobette Gustafson
Gustafson & Associates, Inc.

Bobette M. Gustafson is the founder and president of Gustafson and Associates, Inc. a firm dedicated to quality healthcare business process consulting and education. Ms. Gustafson has worked in the industry for over 35 years and has developed a respected and growing consulting practice serving hospitals and other healthcare providers as well as system and outsource vendors. In her roles as project administrator, facilitator, educator and consultant, and professional coach, she has focused on all areas of revenue-related activities.

Before founding Gustafson and Associates, Ms. Gustafson held patient access and account management positions including that of Corporate Director in two Chicago-area multi-hospital systems. Ms. Gustafson resides in the Upper Michigan Peninsula where she serves as a Regional Vice President for the HFMA Great Lakes Chapter. She is also active in the Wisconsin Chapter. Previously she has held all leadership positions in the First Illinois Chapter of HFMA and also served a term as a National Director. Designated as an HFMA "Distinguished Speaker" Bobette regularly teaches National HFMA's course on revenue cycle management and presents annually at the ANI. Ms. Gustafson also authors the HFM Journal's PFS column. She has received the Bronze, Silver, Gold and Medal of Honor awards and was the recipient of National HFMA's first annual PFS Lifetime Achievement Award. Ms. Gustafson also regularly accepts appointments to many state and national task forces.

"Implementing the Best-Practice,

Upside-Down Revenue Cycle Model"

PROGRAM DESCRIPTION

The low-hanging revenue cycle fruit has been picked. Sustained revenue cycle success has been elusive but it is now essential... especially in light of the consumer-driven transformation; demand for pricing and process transparency; and the growth of the uninsured and underinsured. This session will teach attendees the unique method various "best-performing" providers have used to conduct in-depth self-assessments that revealed the "flaws" in "traditional" revenue cycle benchmarks and indicators, and identified the hidden opportunities for *true* revenue cycle excellence. Using case study information and various exercises, strategies will be presented to design "tomorrow's" revenue cycle model... access-driven; financially and clinically integrated; patient-focused; compliant; and technology-enabled.



hfma™ great lakes chapter
healthcare financial management association

Revenue Cycle Issues
Chargemaster Issues
Medicare OPPS Final Rule
Severity Adjusted DRG's
November 29, 2006
Bavarian Inn, Frankenmuth, MI

Registration Form

November 28, 2006 Networking Session

The Great Lakes Chapter will be hosting a Networking Session on Tuesday evening, November 28, 2006 at the Springhill Suites in Frankenmuth. For planning purposes, please check the box if you plan on attending.

Yes, _____ (number of people) will be attending the Networking Session.

A small number of rooms have been blocked for November 28, 2006 at Springhill Suites. Please contact them directly at 989-652-7500 – ask for the HFMA Block – group rate \$81.00. Rooms are only being held until November 6th.

**November 29, 2006
Bavarian Inn, Frankenmuth, MI**

**The deadline for registration is Wednesday, November 22, 2006
No refunds will be given for cancellations after November 22, 2006.**

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 <small>**Please include</small>	ORGANIZATION	PHONE



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