



hfma[™] great lakes chapter
healthcare financial management association

Behavioral Interviewing
Tax Exemption Issues
Revenue Cycle Hot Topics
October 30, 2006
Otsego Memorial Hospital
Gaylord, MI 49735-1592

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Tax Exemption Issues
Revenue Cycle Hot Topics
October 30, 2006
Otsego Memorial Hospital
825 N Center Ave
Gaylord, MI 49735-1592

Both morning and afternoon sessions will be held in the Board Room. Please see the map on the last page for directions.

Schedule

9:00 a.m. – 9:15 a.m.	Registration (AM Session)
9:15 a.m. – 10:15 a.m.	Sandra Lewis Mercy Hospital Grayling Behavioral Interviewing
10:15 a.m. – 10:30 a.m.	Break
10:30 a.m. – 12:00 p.m.	Kelly Arduino Raymond James Tax Exemption Issues
12:00 p.m. – 1:00 p.m.	<i>Catered Lunch</i>
12:30 p.m. – 1:00 p.m.	Registration (PM Session)
1:00 p.m. – 4:00 p.m.	Claudia Birkenshaw Modern Management Muse Revenue Cycle Hot Topics



SANDRA LEWIS

MS. SANDRA LEWIS is a Human Resource Generalist for Mercy Hospital Grayling. She is a benefit specialists and in charge of FMLA and Short Term disability administration as well as oversight for Recruitment for the hospital. Sandy has a Bachelor's degree in Social Work from Western Michigan University and brings a diverse background of work experience from Real Estate sales to Social Work to her Human Resources work. Sandy is currently training managers at Mercy Hospital Grayling to use behavioral interviewing to assist them in selecting the best candidates for all positions from entry level to director level.

LEARNING OBJECTIVES: BEHAVIORAL INTERVIEWING

- * Learn how to get candidates to speak about actual experiences versus “best case” scenarios
- * Learn when to talk and when to allow silence in an interview
- * Behavioral Interviewing will show you a whole new way of gauging the best candidate for you open position
- * The best single predictor of a candidate's future job performance is his or her past



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KELLY ARDUINO, MBA

MS. KELLY ARDUINO brings over fourteen years of experience working with and in hospitals and healthcare systems across the US. Prior to joining Raymond James, she was a healthcare strategy consultant at Tiber Group, a Navigant Consulting company. Her expertise strengthens our understanding of the link between the strategic initiatives of healthcare organizations and their capital needs and financing structure. She has significant experience in service line planning, prioritization of capital, joint ventures between hospitals and physicians, and hospital M & A feasibility analysis. Recent clients include non-profit healthcare organizations ranging from academic medical centers to healthcare systems to rural community providers.

Ms. Arduino received her MBA from Kellogg School of Management. She was responsible for evaluating the cost-effectiveness of interventions to improve patient care. Additionally, she has an MA in Counseling Psychology from Loyola University and a BS in Organizational Development from Northwestern University. She is a Registered Securities Representative and a Municipal Securities Principal.

LEARNING OBJECTIVES: TAX EXEMPTION ISSUES

- * Review the national climate of scrutiny of tax-exemption for hospitals
- * Understand the historical situation in Michigan
- * Rating Agencies View of For-Profit vs. Not-for-Profit Hospitals
- * Compare Tax-Exempt vs. Taxable Financing Costs
- * Capital Implications of a Change in Tax Status for a Not-for-Profit Hospital



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CLAUDIA BIRKENSHAW, MSA

CAREER SUMMARY: Eighteen years managerial experience in hospital patient accounting; over twenty years experience in healthcare.

EDUCATION: M.S.A. – Science of Administration, Central Michigan University, December, 1995. B.S. – Majors: Healthcare Administration and Psychology, Central Michigan University, November, 1989.

SPEAKING: Claudia Birkenshaw has over eighteen years of managerial hospital patient accounting experience and has worked over twenty-five years in healthcare finance. She is the author of two books: the *UB-92 Handbook for Hospital Billing*, and the *UB-04 Handbook for Hospital Billing*, both published by the American Hospital Association. She is the key speaker for HFMA's Revenue Cycle Boot Camp which is offered throughout the country (beginning October, 2006), has spoken for the Michigan Hospital Association, Emdeon, and various other organizations. She is an active participant with the National Uniform Billing Committee (NUBC), and busy with her own company, Modern Management Muse. She is co-founder of PFS KnowledgeTrek, an e-based educational revenue cycle about healthcare and she also serves as the Vice President of Revenue Cycle Solutions for CareTech Solutions. She holds a Master's of Science of Administration degree from Central Michigan University.

LEARNING OBJECTIVES: REVENUE CYCLE UPDATE

1. Understand CCI edits and some current issues
2. Identify Medical Necessity edits and some common problems which affect billing & reimbursement (LCD's and NCD's)
3. Understand Modifier 25 and 59 usage
4. Real life issues related to Observation bed charging, its history, and how this affects PFS leaders
5. Understand an overview of Medicaid's transition to APC's, April 2007
6. Identify some issues related to high-dollar drug services, verification, coding and reimbursement
7. Identify some of the latest national hot topics affecting PFS leaders



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Program Fee: Split Sessions - Please choose one or both sessions

_____ **\$35.00 Behavioral Interviewing**
Tax Exemption Issues
9:15 a.m. – 12:00 p.m.

_____ **\$35.00 Revenue Cycle Update**
1:00 p.m. – 4:00 p.m.

_____ **\$70.00 Both AM & PM Sessions 9:15 a.m. – 4:00 p.m. (Lunch Included if Attending Both Sessions)**

Please return this form and your check made payable to GREAT LAKES CHAPTER HFMA to:

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

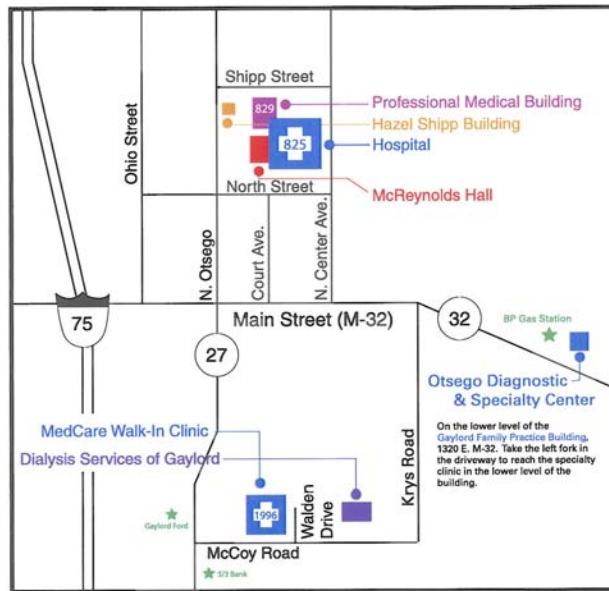
By Fax: Pam Allen
 The Rybar Group, Inc
 (810) 750-6733

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

The deadline for registration is Wednesday, October 25, 2006

No refunds will be given for cancellations after Wednesday, October 25, 2006

NAME	CHAPTER & MEMBERSHIP NUMBER	ORGANIZATION	PHONE



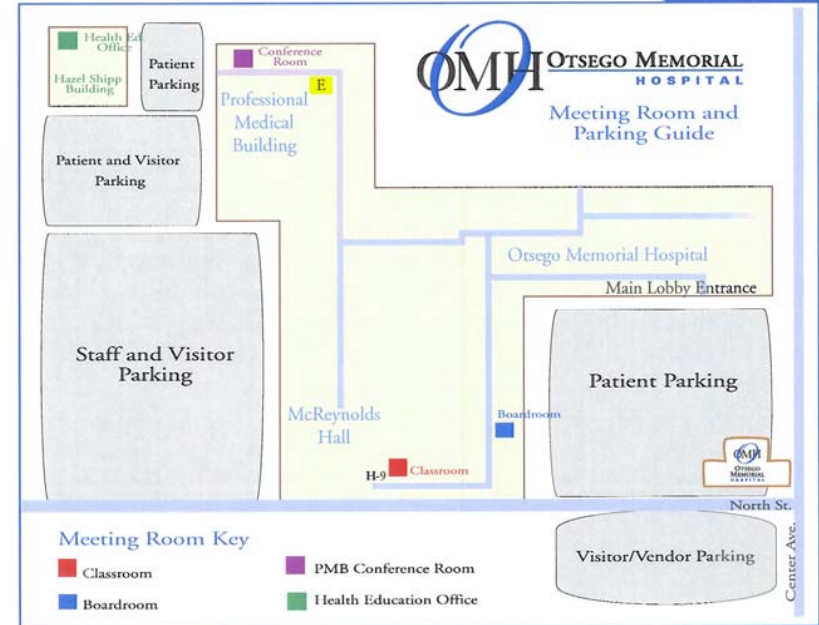
Directions to Gaylord

Two exits off I-75 will lead you to downtown Gaylord, Otsego Memorial Hospital, and the OMH Professional Medical Building.

From Exit 279: Drive north on South Otsego (Old 27) until reaching Main Street (M-32). Continue north to North Street and Otsego Memorial Hospital.

From Exit 282: Drive east on M-32 and continue to the second stoplight. Turn north (left) and continue to North Street and Otsego Memorial Hospital.

From US 131: Drive east on M-32 to reach Gaylord. At the fifth stoplight turn north (left) and continue to North Street and Otsego Memorial Hospital.



OMH BOARD ROOM

Park in Visitor Lot across North Street. Enter Main Lobby.
Park in Employee Lot, corner of North St. and N. Otsego Ave., Enter H-9.

OMH CLASSROOM

Park in Visitor Lot across North Street. Enter Main Lobby.
Park in Employee Lot, corner of North St. and N. Otsego Ave., Enter H-9.

OMH PROFESSIONAL MEDICAL BUILDING (PMB) CONFERENCE ROOM

Park in near northwest corner of campus. Enter PMB main entrance.

OMH COMMUNITY HEALTH EDUCATION OFFICE

Park in front of Hazel Shipp Building, on northwest corner of campus.