



**2014 Mega Conference**  
 c/o Wendy Ellwein  
 PO Box 25413  
 Woodbury, MN 55125



# 2014 Mega Conference

*"Healthcare Excellence Through Collaboration"*

**When: January 29 -31, 2014**

**Where: Kalahari Resort & Conference Center, Wisconsin Dells, Wisconsin**

**For More Information Visit:**

[www.megawisconsin.com](http://www.megawisconsin.com)

**Presented By: AAHAM(Revenue Cycle Co-op), HFMA, HIPAA COW, WMGMA**



Offering a low  
 Standard Room Rate of  
 Only \$92!



## 2014 Mega Conference

The **2014 Mega Conference** is a tremendous educational opportunity for:

- Administrators
- CEOs
- Clinic Office Managers
- Compliance Officers
- Finance Staff
- Registration Staff
- Accounting Staff
- CFOs
- Coding Staff
- Customer Service Staff
- IT Staff
- Privacy Officers
- Billing Staff
- COOs
- Collections Staff
- Directors of Patient Accounts
- Materials Managers
- Many Others

Network with fellow colleagues, learn from industry speakers and meet business associates from many different organizations. This is the sixth bi-annual Mega Conference. Conferences in past years have drawn roughly 500 attendees. With a special room rate of \$92 for a standard room and the early bird registration of \$225, the **2014 Mega Conference** is a bargain. For the latest information please visit: [www.megawisconsin.com](http://www.megawisconsin.com)

**Presented By:**

- AAHAM (Revenue Cycle Co-op)** - American Association of Healthcare Administrative Management - WI
- HFMA** - Healthcare Financial Management Association - WI
- HIPAA COW** - HIPAA Collaborative of Wisconsin
- WMGMA** - Wisconsin Medical Group Management Association

### This conference is going green!

**We're going paperless with electronic course materials. This means:**

- You'll receive an email one week before the conference to download PDFs of the materials, which can be printed or saved to a laptop or tablet device;
- You can preview session topics prior to the conference, providing an opportunity to prepare questions to ask presenters or colleagues;
- During the conference, you can take notes electronically. Using a laptop, tablet device, or smart phone with the materials already saved, you can insert comments or highlight text of interest.

### Special Thanks to our three Grand Kahuna Sponsors:





# 2014 Mega Conference Schedule

## Wednesday, January 29, 2014

5:00pm - 8:00pm	<b>Early Registration</b> - North Atrium
6:00pm - 8:00pm	<b>Networking Reception:</b> Conference Center A/B/G/H Kick back and join your colleagues for a fun night of networking, food, and maybe a cocktail or two at the networking reception. A food buffet will be available, so come hungry!
8:00pm - 9:00pm	<b>Social Hour (optional):</b> Conference Center A/B/G/H Stick around to continue networking with colleagues or head out for the evening. It's up to you. A cash bar will still be open and the socializing will continue.

## Thursday, January 30, 2014

7:00am - 8:15am	<b>Registration</b> - North Atrium
7:30am - 8:15am	<b>Continental Breakfast</b> - Exhibitor Hall 1-8
8:15am - 8:30am	<b>Welcome</b> - Conference Center A/B/G/H
8:30am - 10:00am Opening Keynote Conference Center A/B/G/H	<b>Momma Told Me There'd Be Days Like This - Finding stability in stressful times - Mark Mayfield, Mayfield Presentations</b> <b>Session Description:</b> Mark will help you identify your major stressors and help you find balance in this fast paced world. You'll learn stress management techniques while you hold your sides laughing, because Mark believes you remember things that make you laugh. Why can't you remember where you put your keys, but you can remember a funny line from one of your favorite movies? Get better at managing people and managing stress in this fast paced, outrageously funny program that will help you get more done, enjoy life more, and LIVE LONGER. <b>Bio:</b> It's pretty simple what Mark Mayfield does: he talks about VERY serious stuff in a VERY funny way. Known as "The Corporate Comedian", he has merged together his corporate background as a lobbyist and his comedy background as a nightclub performer to create an extremely unique and comedic presentation style. Mark is a popular author and has received the "Certified Speaking Professional" designation from the National Speakers Association. He has also been inducted into their "CPAE Speaker Hall of Fame". From comedy shows to seminars, Mark's philosophy is simple.....say it with humor and people will take the message home. A national convention planner recently called Mark "one of the very few, really funny, inspiring men in America today". Mark's mom also said that once after a small bribe.
10:00am - 10:30am	<b>Break</b> - Exhibitor Hall 1-8
Breakout Sessions 10:30am - Noon	<b>Session 1 - Health Insurance Exchanges - Dan Schwartz, State of Wisconsin, Office of the Commissioner of Insurance</b> OCI was created in 1871 to ensure that the insurance industry responsibly and adequately met the insurance needs of Wisconsin citizens. The passage of PPACA changed the insurance landscape in Wisconsin, but OCI's mission remains the same: to be the primary regulator of the insurance industry in Wisconsin. This session will focus on the implementation of the health insurance marketplace in Wisconsin and its impact on consumers, insurers, and providers. <b>Session 2 - Cracking the Perimeter via Web Application Hacking - Zach Grace, 403 Labs, LLC</b> Hackers can steal data from an organization with even the most secured network if its web applications are vulnerable. Year after year, industry reports illustrate how vulnerabilities such as SQL injection and cross-site scripting consistently contribute to breaches. Yet, the presence of these vulnerabilities remains widespread. This live demo will show you how these common vulnerabilities allow for authentication to be bypassed, data to be extracted, browsers to be exploited and employees to be phished. The session will also discuss when to consider outsourcing as well as the responsibilities associated with that decision. <b>Session 3 - 'Lessons Learned' from Co-founding HealthSouth and the Ultimate \$2B Securities Fraud Trial - Aaron Beam</b> Aaron Beam speaks at university, association and company engagements across the U.S. He, Richard Scrusby (CEO) and two others founded HealthSouth in 1984 and grew the company into a NYSE Fortune 500 company. Mr. Beam departed HealthSouth in 1996 because he and his accounting department were instructed to 'fix the numbers' to meet Wall Street expectations, and he approved it; ultimately costing him his wealth, career and a prison term. Audiences are intrigued by Aaron's first-hand account of the nefarious CEO figure, Richard Scrusby, who built a healthcare juggernaut only to bring it to its knees. The talk follows his book, 'The Wagon To Disaster' to describe a corporate culture that 'worked the system' of stock analysts, auditors and Wall Street investment bankers to perpetuate a \$2B securities fraud. Mr. Beam's discussion includes how to identify 'early on', possible signs of an ethical collapse within key personalities and behaviors to beware of in any company. <b>Session 4 - The Medicare Cost Report - A Tool for Decision Making and Strategy Development - Kathleen LaBrake and Holly Pokrandt, Wipfli</b> Strategic decision making may require extensive resources, including time and financial commitment. It can involve mounds of reports, hours and hours of analysis, additional FTEs, or maybe even the expertise of a consultant. We understand that information technology systems provide unlimited information for evaluation, but if you are looking for a quick tool for decision making and strategic development, you may need to look only as far as your Medicare cost report. While it is important to stress that the Medicare cost report has its limitations, it may well be one of your best first resources when evaluating financial questions at a high level. Please bring your cost report with you to begin your decision making.

## Major Sponsors

### Grand Kahuna Sponsors

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Note: Contributor sponsorships are still available for \$250. Go to our website sponsorship page for details. <http://www.megawisconsin.com/sponsorship.html>

## Exhibitor Opportunities Still Available!

Entrances, bars, food stations, and stages are strategically placed throughout the floor plan to create many premium booth spots. Below are the exhibitor opportunities:

**Early Bird Rates! Register on or before November 15, 2013 and save \$200!**

For more information, please go to the Exhibitor page on our website:

<http://www.megawisconsin.com/exhibitors.html>

Standard Booth	Custom Booth	Premium Booth
Early Bird Rate \$525	Early Bird Rate \$1,025	Early Bird Rate \$1,525
Normal Rate \$725	Normal Rate \$1,225	Normal Rate \$1,725
- One 10ft. x 8ft. booth - One 8 ft. skirted table - Pipe & Drape - 1 Vendor Faire Social Pass	- One 20ft. x 8ft. booth - Two 8 ft. skirted tables - Pipe & Drape - 2 Vendor Faire Social Passes	- One 20ft. x 8ft. booth in high visibility location - Two 8 ft. skirted tables - Pipe & Drape - 3 Vendor Faire Social Passes

## Conference Committee

### AAHAM (Revenue Cycle Co-op)

Scott Rogers - Conference Co-Chair  
Cindy Lindgren  
Marcy Marquis

### HFMA

Wendy Schultz - Conference Co-Chair  
Brian Lovdahl  
Brian Stephens  
Jennifer Moebius - Financial Advisor

### HIPAA COW

Rich Donkle  
Greg Margrett  
Kirsten Wild

### WMGMA

Julie Lederhaus  
Patti Schuchart

**Questions:** For a list of Frequently Asked Questions, for both attendees and exhibitors, please visit the FAQs tab on our website:

<http://www.megawisconsin.com/faqs.html>

For all other questions not answered in the FAQs, please contact the Events Planner, Wendy Ellwein, at [info@megawisconsin.com](mailto:info@megawisconsin.com).

**Attire:** Recommended attire for this event is business casual. Dress in layers to accommodate varying room temperatures.

## SAVE THE DATE

### 2016 Mega Healthcare Conference

January 20-22, 2016  
Kalahari Resort, WI Dells

## For more information on upcoming conferences for each of these organizations visit their websites:

- AAHAM (Revenue Cycle Co-op): [www.aaham-wi.org](http://www.aaham-wi.org)
  - HFMA: [www.hfmawisconsin.com](http://www.hfmawisconsin.com)
  - HIPAA COW: [www.hipaacow.org](http://www.hipaacow.org)
  - WMGMA: [www.wmgma.org](http://www.wmgma.org)

### Door Prizes on Friday!

After Friday's closing keynote speaker, each of these four organizations will be awarding prizes to conference attendees via a raffle drawing.  
You must be present to win!

## Continued: Thursday, January 30, 2014

10:30am - Noon	<b>Session 5 - Stress and Organizational Change - Jo Anne Preston, Rural Wisconsin Health Cooperative (RWHC)</b> Change and stress: two facets of life that operate on a parallel continuum. Wildfire change <i>can</i> lead to over the top stress and illness. But we would be bored if things just stayed the same. How can we keep it in that "sweet spot?" Leave this session with tools and tips to get improved results from the change efforts you lead and get back in the driver's seat of how change impacts the kind of life you want to live. Participants will learn: <ul style="list-style-type: none"> <li>• A researched template for organizing a change effort</li> <li>• The power of building in margin</li> <li>• How to trade unhelpful stress (the gerbil wheel) into productive stress (doing the difficult thing that makes you grow)</li> </ul>
Noon - 12:45pm	<b>Networking Lunch - Conference Center A/B/G/H</b>
12:45pm - 1:30pm	<b>Dessert Reception - Exhibitor Hall 1-8</b>
Breakout Sessions 1:30pm - 3:00pm	<b>Session 6 - Lessons Learned and Looking Ahead; BadgerCare Plus in the New Year - Brett Davis, Wisconsin Department of Health Services</b> Coverage under the Affordable Care Act officially begins on January 1. In this session, Mr. Davis will talk about how the historic transition under the Affordable Care Act is being operationalized in Wisconsin. <b>Session 7 - Avoiding Stormy Skies with Cloud Computing - Todd Fitzgerald, Grant Thornton International Ltd.</b> Over the past several years many organizations have adopted some form of public or private cloud computing, whether the IT Departments are aware or not! The initial low cost, speed to market and manageability are very attractive options. This presentation will explore information security risks which must be considered before moving too rapidly into this evolving computing environment. <b>Session 8 - ICD-10 &amp; Clinical Documentation Improvement Strategies - Jen Cohrs, Wisconsin Medical Society</b> This session will focus the significance of specificity of clinical documentation as it relates to quality, data accuracy, reimbursement and more. Ms. Cohrs will share several real-world examples of common gaps and missed details in the medical record that demonstrate the value of precise and thorough data capture. Methods for teaching the importance of documentation accuracy to physicians and non-physician practitioners, implementing a CDI program within a small to medium group practice, and the impact of ICD-10 also will be discussed. <b>Session 9 - Service Line Accounting - Perry Hanson, Ross Manson and Brian Grote, Eide Bailly</b> Managing your organization's service line profitability will be vital to future success as you move from a fee for service to a value based system. This presentation will focus on three key components of an effective Service Line Accounting environment: <ul style="list-style-type: none"> <li>• Cost Accounting Systems - How do you build an effective system that balances efficiency with enough detail to get buy-in and support?</li> <li>• Data Analytics - How do you get the best information into the hands of the people so that they can make effective decisions?</li> <li>• Organizational Design, Structure and Culture - What can we do to achieve efficacy in both physician and staff alignment to ensure meaningful gains in improving our value proposition while creating the exceptional patient experience?</li> </ul>
	<b>Session 10 - Patient Access Panel Discussion - Connie Campbell, Mercy Medical Center; Blair Baker, Emdeon; Tammy Wood, AccuReg; Karen Ott, Ministry St. Michael's Hospital</b> Given the healthcare reform movement, now is the opportune time to improve patient access and pre-access processing. From challenges associated with technology, to opportunities associated with minimizing risk, patient access can be enhanced to meet each organization's patient satisfaction and return on investment goals. Tammy Wood explains how to meet these challenges with business process automation, more efficient workflows, and greater integration of disparate systems that result in unnecessary and costly manual processes. From Ministry St. Michael's Hospital, Karen Ott brings us tools and processes dealing with pre-registration, insurance verification, and point of service collection that her organization utilized in implementing a more progressive patient access workflow. Blair Baker focuses on streamlining front end processes to generate a significant return on investment by increasing cash collections, creating workflows designed to mitigate risk, and maximizing staff productivity. Join us as this panel of experts shares their experiences in what is sure to be an enlightening discussion!
3:00pm - 3:15pm	<b>Break</b>
3:15pm - 4:30pm Middle Keynote Conference Center A/B/G/H	<b>How the Digital and Big Data Revolution Will Transform Health Care Finances - Kent Bottles, MD</b> <b>Session Description:</b> Dr. Kent Bottles will explore how digitalization of humans and big data analytics will affect the delivery and financing of the American health care delivery system. These two developments will change the paradigm of health care from diagnosis and treatment to predict and prevent and the paradigm of financing from fee for service to global, value-based payments. <b>Bio:</b> Kent Bottles, MD teaches health policy at the Jefferson School of Population Health, serves as Chief Medical Officer of PYA Analytics, and delivers 50 keynotes a year on disruptive technology topics. He is a board certified pathologist and a nationally recognized futurist.
5:30pm - 8:00pm	<b>Vendor Faire and Hors d'oeuvres Reception - Exhibitor Hall 1-8</b> Network and meet with exhibitors while listening to Jerry Teclaw, a guitar soloist, as he performs a mix of classic rock and blues. Hors d'oeuvres will be available from 6:00pm to 8:00pm.

8:00am - 9:00am	<b>Registration &amp; Hot Breakfast Buffet</b> - Conference Center A/B/G/H
Breakout Sessions 9:00am - 10:30am	<p><b>Session 11 - ACOs - Within the ACA, Will They Help Providers Help Patients</b> - Jesse Patton, Association Marketing Group, Inc.</p> <p>This session will provide an in-depth look at current implementation of Accountable Care Organizations authorized by the ACA. Attendees will get the most updated rules that have been implemented and the current changes within ACA. Attendees will study the possible impact the ACOs might have on the healthcare system. You will learn how this might impact your encounter with your medical providers. Attendees will walk away knowing:</p> <ul style="list-style-type: none"> <li>• The structure of ACOs</li> <li>• Proposed financial impact on America</li> <li>• How ACOs will impact the consumer of healthcare</li> <li>• How ACOs changes to the delivery system</li> <li>• Changes that have occurred since passage</li> <li>• The future and how it will change ACOs</li> </ul> <p><b>Session 12 - Social Media &amp; Healthcare Employees: Privacy, Facebook Firings and Employment Laws' New Frontier</b> - Doris Brosnan, von Briesen &amp; Roper, s.c.</p> <p>This session will discuss key legal and human resources issues relating to workplace privacy, employees' use of social media, and the scrutinizing of applicants on social media.</p> <p><b>Session 13 - Healthcare Supply Chain &amp; GPOs: Legal and Regulatory Overview</b> - David Berry, Novation</p> <p>This interactive session will provide an overview of the key legal and regulatory issues associated with group purchasing organizations and the healthcare supply chain. The session will include a discussion on the federal anti-kickback statute, key antitrust considerations and the Robinson-Patman Act. In addition, the session will address the increasing use of data analytics tools and price benchmarking in the healthcare supply chain.</p> <p><b>Session 14 - Lean Healthcare</b> - Karen Schaefer, Ministry Health Care</p> <p>Lean principles and methodologies along with their application in the healthcare system will be reviewed. Specific examples illustrating the implementation of Lean tools will be presented.</p> <p><b>Session 15 - How Many Denials Walking Do You Have?</b> - Lincoln Fish, Avadyne Health</p> <p>This session will present best practices for measuring how many denials you have walking. Doing more with fewer resources is the new normal within a hospital's revenue cycle and business office. Finance leaders expectations are that technology is helping employees better manage denials, but that is not always the case. Identifying true denials, tracking follow-up progress and measuring employee activity vs. results is how the revenue cycle will become an effective source of positive revenue flow for all hospitals from denials management. Take away handouts for use by attendees are part of this exciting presentation. If you want to know whether or not there is a better way to track your denials, then this session is for you!</p>
10:30am - 10:45am	<b>Break</b> - Conference Center A/B/G/H
10:45am - 12:15pm Closing Keynote Conference Center A/B/G/H	<p><b>Servant Leadership: The Only Leadership that Really Lasts</b> - Coach Don Meyer, Northern State University</p> <p><b>Session Description:</b> Servant leadership is described by Coach Don Meyer as leading by example, inspiring confidence and respect, gaining the trust and attention of others, having the gift of humility, and inspiring others to become servant leaders. In short, a servant leader does not have a reserved parking space. In fact, they set the bar for work ethic and inspire other to reach that bar. Coach Meyer will present from his experience as one of the winningest college basketball coaches in history and use the 5 Cs of servant leadership to inspire us to become better leaders in our organizations.</p> <p><b>Bio:</b> Coach Don Meyer is a retired college basketball coach who completed his career in 2010 as head coach of the men's team at Northern State University in South Dakota. At the time of his retirement he was the winningest coach in college basketball history, sitting atop a list that includes other legendary coaches such as Bobby Knight, Dean Smith, and John Wooden. Coach Meyer is currently the 6<sup>th</sup> winningest coach in college basketball history. Over the course of his career he also coached at Hamline University and Lipscomb University. In his 38 years as a head coach, only one player who completed his eligibility failed to graduate under Coach Meyer's leadership. Coach Meyer is presently in great demand as a motivational speaker and specializes in teaching his philosophy of servant leadership to schools, athletic teams, church groups, and businesses.</p>
12:15pm - 12:30pm	<b>Wrap Up and Prize Drawings</b> - Conference Center A/B/G/H

A complete list of all of our speaker bios can be found on our website:  
<http://www.megawisconsin.com/speakers.html>



### Conference Registration:

**Attendee Rates:**

- \$225 - All 3 days at the Early Bird Rate (Before November 15)
- \$275 - All 3 days at the Regular Rate (After November 15)
- \$175 - Thursday Only
- \$100 - Friday Only
- \$75 - Guest Social Pass for Wednesday and Thursday Evening (can only be purchased with full conference registration and be used by a family member or significant other)

**Registrations:** Registrations for this event are now accepted ONLINE ONLY!!

Go to: [www.megawisconsin.com](http://www.megawisconsin.com) and click on the "Register Here" tab at left.

Once registration is complete, payment can be made by mailing a check or with a credit card via PayPal. \*\*Please note: While PayPal is our payment processor, **you do not need a PayPal account to make your payment.** PayPal accepts payments from all Visa, Mastercard, Discover and American Express cards.

**Taxpayer Identification Number:** 26-0266618

**Refunds:** A full refund of the registration fee, less a \$25 processing fee, will be granted if cancellation is received five business days prior to the meeting. A 50% refund, less a \$25 processing fee, will be granted if cancellation is received up to 72 hours prior to the meeting. NO REFUND will be granted if cancellation is received less than 72 hours prior to the conference (even if weather related).

**Substitutions:** We understand that in rare instances a registrant may not be able to attend. Should a registrant desire to send a substitute to attend on their behalf, notification is required so that the correct name badge will be available upon check-in. Please contact Wendy as soon as possible at [info@megawisconsin.com](mailto:info@megawisconsin.com) to provide the updated information.



### Hotel Room Reservation:



**Hotel Information:**

Kalahari Resort and Conference Center  
 1305 Kalahari Drive  
 Wisconsin Dells, WI 53965  
 1-877-253-5466  
[www.kalahariresorts.com](http://www.kalahariresorts.com)  
 Note: For some GPS devices use Baraboo instead of Wisconsin Dells.

**Room reservations:** Reservations for this event must be made by individual attendees. Call 1-877-253-5466 and request a room in the 2014 Mega Healthcare Conference Room Block.

**Standard: Only \$92!**  
**2 Room Suite: \$189**  
**Royal African Queen: \$189**  
 \*Discounted rates for Friday & Saturday are also available.  
 Call the Kalahari for pricing.

**Deadline:** The deadline for these special room rates is Wednesday, December 18, 2013 (after this date, price and availability cannot be guaranteed).

**Waterpark Passes:** All registered guests will receive a waterpark pass to the indoor waterpark.

**Check-In/Out Times:** Check in time begins at 4:00pm. Should you arrive as early as 12:00pm, you can pre-register and begin to enjoy the waterparks. Check out is no later than 11:00am. After you have checked out, the Kalahari invites you to stay until waterpark closing time to enjoy the waterparks and the many other great Kalahari amenities and services available.

**Cancellation policy for hotel reservations:** Reservations canceled 72 hours or more prior to the date of arrival receive a refund of the deposit, minus a \$25 cancellation fee. Reservations canceled within 72 hours of the date of arrival forfeit the entire deposit.