

The **2008 MEGA Conference** is a tremendous educational opportunity for:

- Accounting
- CFO
- Collections
- Director of Patient Accounts
- Privacy Officers
- Billing
- Clinic Office Managers
- Compliance Officers
- Finance
- Registration
- CEO
- Coding
- Customer Service
- IT Staff
- Many Others

It allows you to, network with fellow associates, learn from industry speakers, and meet business associates from many different industries. This will be the third bi-annual conference that in 2006 drew nearly 500 attendees. With a special hotel room rate of \$99.00 and the early bird registration of \$225.00, the **2008 MEGA Conference** is a bargain. For all the latest information please visit: www.megawisconsin.com.

Presented By:

- AAHAM** - American Association of Healthcare Administrative Management
- HFMA** - Healthcare Financial Management Association
- HIPAA COW** - HIPAA Collaborative of Wisconsin
- WAHAM** - Wisconsin Association of Healthcare Access Management
- WCCMA** - Wisconsin Clinic Credit Managers Association
- WMCA** - Wisconsin Medical Credit Association

Special Thanks to the Grand Kahuna Sponsors:



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2008 MEGA Conference Schedule

5:00 pm-8:00 pm	Early Registration - North Atrium
6:00 pm-8:00 pm	"Mexican Magic" Network Reception - Join your peers for an evening of networking and

Wednesday, January 30, 2008

Thursday, January 31, 2008

7:30 am-8:30 am	Registration - North Atrium
7:30 am-8:30 am	Continental Breakfast - Exhibitor Hall 1 - 8
8:30 am-8:45 am	Welcome - Conference Center A, B, G, & H
8:45 am-10:15 am Opening Keynote	<p>Three-Way Leadership: How Healthcare Managers Effectively Lead Up, Down, and Across Their Facilities - Dr. Jim Harris - The Jim Harris Group, Inc.</p> <p>Description of Topic: Real healthcare leadership is all about being a positive influence for the common good of the organization. In fact, many of the most influential leaders within your hospital, clinic, or staff have no direct reports. They know the secrets of how to influence up, down, and across your facilities. Developed from Dr. Harris's years of best practices research, this program teaches practical, real-world techniques that educate every executive, department head, manager, and supervisor on how leverage influence rather than power, fear, or threats to help your organization live your mission. You will also learn how to move from individual goals to the common good, what to do when bosses don't get it, how to bust silos of negativity and resistance to change, how to build successful partnerships, and how to leverage the power of standards to mandate cross-function teamwork.</p> <p>Bio: A former executive within the headquarters of a Fortune 500 firm, Dr. Jim Harris is Founder & CEO of The Jim Harris Group, Inc., an international speaking and consulting firm that advises leadership teams on how to achieve breakthrough results. Dr. Jim's world-class research has garnered him such prestigious honors as a Fortune magazine "Best Business Book" designation and an American Management Association "Spring Selection" designation. His wisdom and unique insights have appeared in dozens of media outlets including PBS Nightly Business Report, USA Today, and Executive Excellence, as well as numerous newspapers including the Chicago Tribune, Denver Post, and Tampa Tribune.</p>
10:15 am-10:30 am	Break - In Exhibitor Hall 1 - 8



2008 MEGA Conference

"Healthcare Excellence Through Collaboration"

P.O. Box 389

Wild Rose, Wisconsin 54984

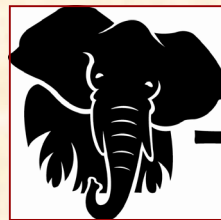


2008 MEGA Conference

"Healthcare Excellence Through Collaboration"

When: January 30, 31, & February 1, 2008

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



Kalahari®

Wisconsin Dells

For More Information Visit:

www.megawisconsin.com

Special Room Rate: \$99

Presented By: AAHAM, HFMA, HIPAA COW, WAHAM, WCCMA, & WMCA

How to Register

Registration is a two step process:

**Special Room
Rate: \$99**

1. Book a room at the Kalahari.
2. Mail in conference registration or register online at: www.megawisconsin.com

Reservations: Room reservations for this event will be made by individual attendees. Call 1-877-253-5466 and request the **2008 MEGA Healthcare Conference** Room Block. Deadline for \$99 room rate is Monday, December 21, 2007. Cancellation policy for hotel reservations: 72 hours, or more, prior to arrival to receive full refund less \$25.00 processing fee. Less than 72 hours prior to scheduled arrival forfeits entire deposit. Friday and Saturday room rates are discounted to \$199 per night.



Door Prizes Friday:

After the Closing Keynote Speaker on Friday, prizes will be awarded from each organization to conference attendees. You must be present to win!

Attire: Business Casual. Dress in layers to accommodate varying room temperatures.

Taxpayer Identification Number: 26-0266618

Checks Payable To: MEGA Conference 2008

Mail To: Mega Conference 2008
P.O. Box 389,
Wild Rose, Wisconsin 54984



Refunds: A full refund of the registration fee, less a \$25.00 processing charge, will be granted if a cancellation is received 5 business days prior to the meeting. A 50% refund, less a \$25.00 processing charge, will be granted if a cancellation is received up to 48 hours prior to the meeting. **NO REFUND** will be granted if a cancellation is received less than 48 hours prior to the conference



Registration Form

Registration forms are accepted on a first-come, first-serve basis. One registration form per person. Forms may be copied. Register online at www.megawisconsin.com

NAME	CIRCLE THE SESSION YOU WISH TO ATTEND IN EACH GROUP					
ORGANIZATION	Thursday 10:30 am—12:00 am	1	2	3	4	5
ADDRESS	Thursday 3:00 pm—4:30 pm	6	7	8	9	10
CITY	Friday 9:00 am—10:30 am	11	12	13	14	
STATE	<input type="checkbox"/> ALL THREE DAYS AT THE EARLY BIRD RATE (On or Before November 16, 2007)			\$225		
ZIP	<input type="checkbox"/> ALL THREE DAYS AT THE REGULAR RATE (After November 16, 2007)			\$275		
EMAIL ADDRESS	<input type="checkbox"/> THURSDAY ONLY			\$175		
TITLE	<input type="checkbox"/> FRIDAY ONLY			\$100		
PHONE	<input type="checkbox"/> WED & THUR EVENING SOCIAL PASS			\$75		
	Name of Guest:					
	TOTAL ENCLOSED					
	Please contact the organizations that you represent to receive your educational credits (if applicable).					

Check the box of the organization you represent:

- AAHAM**
 HFMA
 HIPAA COW
 WAHAM
 WCCMA
 WMCA
 NA

<p>Breakout Sessions 10:30 am -12:00 pm</p>	<p>Session 1 - Revenue Cycle Management in the Physician Organization - Lamon Willis, CPC-P, CPC-H - Craneware Despite unique differences in the physician office setting, measuring activity and improving billing processes are common revenue cycle goals. Both ambulatory clinics and hospitals manage coding, charging, compliance and billing. An overview of important elements such as chargemaster, ER coding, and business intelligence are included.</p> <p>Session 2 - How to Maximize the Effectiveness of your Collection Agency - Tom Gavinski - IC System, Inc. What are the challenges of Healthcare Debt for the Collection Agency? How does the Collection Agency become an efficient extension of your Revenue Cycle? What should the Healthcare Provider look for with a Collection Agency partner? How does the Healthcare Provider cultivate a successful relationship with the Collection Agency? What should the Healthcare Provider be concerned about with Data Security and Regulatory issues? What types of performance metrics are critical to success? What is the future of the Healthcare Provider and Collection Agency partnership?</p> <p>Session 3 - Advanced Reimbursement: "The Medicare Chess Game" - David Snow - Hall, Render, Killian Heath, and Lyman This presentation will provide an overview of the latest strategies for optimizing Medicare reimbursement. Topics covered will include: the provider based rules and restructuring, billing under arrangements, multi-campus structures and spin-offs, relative to both the PPS and cost reimbursed settings. The discussion will also cover strategies related to the wage index, DSH, and various special payment classifications available to rural hospitals.</p> <p>Session 4 - Ten Questions Leadership Should Be Asking About Their Revenue Cycle - Robin Bradbury - Re solution This presentation will provide CFOs and CEOs of hospitals with an effective game plan for monitoring and measuring the performance of the department that has the most direct impact on the organization's fiscal health: the business office.</p> <p>Session 5 - Patient Information Exchange - Beth DeLair - DeLair Consulting, LLC The past two years have seen an increase in the interest and attempts to create methods for exchanging patient medical records electronically on a regional, state, and national level. However, as healthcare organizations and software vendors begin collaborating to make the goal of electronic interchange possible, legal, operational, and public relations issues must be addressed in order to make these efforts successful. This presentation will briefly discuss the history of some of these efforts, what is being done on a state and national level to help implement these, as well as detailing the many legal, operational, and public relations issues that must be addressed to make these efforts successful.</p>
<p>12:00 pm - 1:15 pm</p>	<p>Networking Lunch - Conference Center A, B, G, & H</p>
<p>1:15 pm - 2:45 pm Keynote Speaker</p>	<p>Building Collaboration Around the Improvement of Health and Healthcare through Information and Information Technology - Janet Marchibroda - eHealth Initiative Description of Topic: National, state, and local leaders representing every stakeholder in healthcare are coming together across the U.S. to collaborate on strategies that will drive improvements in the quality, safety, and efficiency of healthcare through information and information technology. Learn about the policies and best practices they are using to build social capital in their communities and generate a sustainable model for healthcare improvement and change that leverages the sharing of electronic clinical information across healthcare organizations in a way that respects patient privacy and confidentiality. Bio: Janet Marchibroda is the Chief Executive Officer of the eHealth Initiative and its Foundation, both Washington, D.C.-based independent, national non-profit organizations whose missions are to improve the quality, safety and efficiency of healthcare through information and information technology. The eHealth Initiative is a multi-stakeholder member organization-- representing clinicians, employers, health plans, healthcare IT suppliers, hospitals and other healthcare providers, consumer groups, pharmaceutical and medical device manufacturers, public health organizations, standards bodies, and academic institutions that develops consensus among multiple and diverse stakeholders on strategies that will drive better healthcare for patients through the use of information technology. Through the eHealth Initiative Foundation, the organization provides financial and technical support to state, regional and community-based multi-stakeholder collaboratives across the nation who are mobilizing health information electronically to support patient care.</p>
<p>2:45 pm - 3:00 pm</p>	<p>Break - In Exhibitor Hall 1 - 8</p>
<p>Breakout Sessions 3:00 pm - 4:30 pm</p>	<p>Session 6 - Management Excellence: The Six Essential Skills for Today's Healthcare Manager:- Dr. Jim Harris - The Jim Harris Group, Inc. Healthcare managers are under attack, not only from the patients, but also from regulations, procedures, and policies. To successfully navigate ever increasing workloads, increasing spans of control, and the ever present need to deliver higher and higher patient satisfaction within the always hectic healthcare environment, executives, managers, and supervisors must be foundationally strong in six essential skills: problem solving, planning and organization, communication, delegating, training, and motivating. In this fast paced executive briefing of the book, <i>Management Excellence</i>, Dr. Harris offers fun, practical, and always powerful ways to polish and improve the skills of your entire management team. If you need all your managers to lead from the same place, this program is for you!</p> <p>Session 7 - Disclosure of Health Information for Payment Purposes - Chrisann Lemery - WEA Trust Compliance Specialist This session addresses issues in the industry surrounding the disclosure of patient protected health information/record copies for payment purposes. The presentation provides an overview of applicable state and federal laws and tackles troublesome payment issues: minors and confidential treatment, applying the minimum necessary standard, sharing information with guarantors, external complaints regarding privacy breaches, and security practices for electronic health information exchange.</p>

Breakout Sessions
Continued
3:00 pm - 4:30 pm

Session 8 - To Keep or Discharge: Managing the Borderline Employee, Legally - Daniel T. Dennehy - von Briesen & Roper, S.C.

One of the duties of a manager is to manage his or her employees. This requires the managers to take appropriate action when an employee is not satisfactorily performing his or her job. In our litigious society, using appropriate progressive discipline with such employees is essential. Attorney Daniel Dennehy of the law firm von Briesen & Roper S.C. will discuss how managers need to investigate, document, and react to unsatisfactory job performance or misconduct and how to present negative performance evaluations and disciplinary notices.

Session 9 - 2008 Medicare Coding & Billing Update - Penny Osmon, BA, CPC - Wisconsin Medical Society

Every year there are numerous policy and procedural changes to Medicare Part B program. Attend this session to learn what Medicare changes will affect your office in 2008 related to coding, billing, and reimbursement.

Session 10 - A New Health Benefits Counseling Approach: Developing an Electronic HealthCare Coverage Plan and Record - Bobby Peterson - ABC for Health

Since its founding in 1994, by attorney Bobby Peterson, ABC for Health has been a leader in Wisconsin in assisting clients obtain, maintain and finance their healthcare needs. ABC for Health pioneered the process of health benefits counseling for patients and training programs for provider staff. Health benefits counseling services not only provides the patient with pro-active assistance in identifying all available healthcare coverage resources, but also helps providers generate third party reimbursement. Health financing rules and regulations are highly complex and always changing. This session will detail a new on-line approach to training health benefits counselors as well as a process to develop a healthcare coverage planning document and how to develop and maintain an electronic healthcare coverage record for patients.

5:00 pm - 8:00 pm

Exhibitor Faire and Hors d'oeuvres Reception - Exhibitor Hall 1 - 8

Network and meet with exhibitors while listening to Mike Massey as he performs on the piano and sings your favorite piano bar songs.

Friday, February 1, 2008

8:00 am - 9:00 am

Registration & Hot Breakfast Buffet - A, B, G, & H

Breakout Sessions
9:00 am- 10:30 am

Session 11 - Election 2008, reform US Healthcare ... or Else! - Jeanne Scott - Health Politics

Jeanne Scott, one of the nation's leading healthcare lobbyists will be here to discuss the 2008 presidential and congressional elections from the healthcare perspective. What are the issues, what are the candidates saying, what does it mean for you – and what should you be doing to prepare. All of this with a little of Jeanne's well known "tongue-in-cheek" perspective will make this a session you won't want to miss.

Session 12 - FBI/OIG, What you should know when they come knocking at the door. - Barbara J. Zabawa - Godfrey & Kahn - Mike Koll - Former Federal Agent

Both Federal and State governments are becoming more fervent in protecting against fraud and abuse in healthcare billing. In this session, you will learn why the government is increasing its efforts to detect fraud, which government actors are involved in investigating allegations of fraud, how to respond to search warrants, subpoenas and investigators and what your organization should be doing to ensure a proper response and to mitigate any damages.

Session 13 - EMR Implementation, Get it Right! - Janice Ahlstrom - Wipfli, LLP - Jennifer Martin - Aurora Health Care

The pitfalls of implementing an electronic medical record can be related to a complex technology environment, however they are just as likely rooted in the organizational processes or people issues. This session discusses real-life examples of how to successfully implement an EMR and minimize the risks for an organization. From readiness assessment, vendor selection, clinician adoption approach, system configuration, training, and implementation/support, the participants will learn key strategies to optimize EMR efforts and curtail obstacles.

Session 14 - Introduction to Organizational Financial Planning - Charles Kim - Kaufman, Hall, & Associates

Financial planning links the organization's strategic mission and vision to measurable financial objectives and helps an organization determine whether strategies are financially possible given the organization capital capacity. A solid financial plan describes future financial risk in quantitative terms, considers alternative scenarios, and specifies sensible reactions to expected or unexpected changes. It enables the organization to react quickly and flexibly in a dynamic and complex marketplace. This session describes a best-practice financial planning process and covers the following specific topics: Core objectives and guiding financial principle, using a capital markets approach, key financial indicators used in financial planning, why an organization's credit profile matters, balancing capital sources and uses, estimating capital requirements and analyzing capital position, integrating risk/sensitivity analysis, and successfully implementing a financial plan: Case study in brief.

10:30 am-10:45 am

Break

10:45 am-12:15 pm
Closing Keynote

Why is There No Statue? - Dr. Bill McConkey - University of Wisconsin Oshkosh

Description of Topic: You will not be able to sit still. This presentation is THE personal motivating speech. Combining the stories of historical heroes, neighbors who cared, kids that did, lessons that lead, rules of right-thinking, the do and the do not, with humor, unbelievable passion, communication skills, and the use of the language, this speech will motivate and inspire people to rise to their absolute best and fight for their families, communities and nation to be the best they can be.

Bio: From the farmlands of Illinois to the Office of the President of the United States; from the offices of governors and legislators to kitchens with professional chefs; from the mountains of Alaska to the salt marshes of Florida; from the boxing ring to commercial salmon fishing; from a man alone in his library to the father of seven daughters, Dr. Bill McConkey has been there and done that. Bill motivates, inspires, entertains and teaches, all at the same time. He can make participants laugh, cry, think and do. His vast experience, his wit and sense of humor and his passion for life will light a fire under everyone in the room.

Exhibitor Opportunities Still Available!

The 2008 MEGA Conference has made changes to the Exhibitor Faire layout to increase flow. Entrances, Bars, Food Stations, and Stages are strategically placed throughout the floor plan to create many premium booth spots. Below are the exhibitor opportunities:

Standard Booth \$500	Custom Booth \$1,000	Premium Booth \$1,500
<ul style="list-style-type: none"> *One 8 ft Skirted Table *1 Vendor Faire Social Pass 	<ul style="list-style-type: none"> *Two 8 ft Skirted Tables *2 Vendor Faire Social Passes 	<ul style="list-style-type: none"> *High visibility booth location. *Two 8 ft Skirted Tables *Custom booth set-up according to specific needs *3 Vendor Faire Social Passes

For More Information and an Exhibitor Floor Map Visit: <http://megawisconsin.com/sponsorship.htm>

Healthcare Providers: Remind your business associates that you want to see them at the Mega.



MEGA Conference

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(as of August 30th, 2007)

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- Americollect
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