



2010 Mega Conference
 "Healthcare Excellence Through Collaboration"
 c/o Wendy Ellwein
 PO Box 372
 Watertown, WI 53094



2010 MEGA Conference

"Healthcare Excellence Through Collaboration"

When: January 20th - 22nd 2010

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

For More Information Visit:

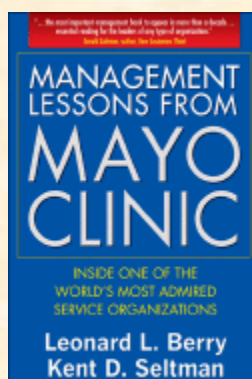
www.megawisconsin.com

Presented By: AAHAM, ACHE, HFMA, HIPAA COW, WAHAM, WCCMA, and WMCA

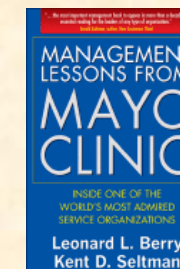
Free Book "Management Lessons From MAYO CLINIC" to all Opening Keynote Attendees!



Room Rate of ONLY \$85!



2010 MEGA Conference



The **2010 MEGA Conference** is a tremendous educational opportunity for:

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

It allows you to network with fellow colleagues, learn from industry speakers and meet business associates from many different institutions. This will be the fourth edition to this conference which in 2008 drew nearly 500 attendees. With a special hotel room rate of \$85 and the early bird registration of \$225, the **2010 MEGA Conference** is a bargain. For the latest information please visit:

www.megawisconsin.com

New in 2010: The mission of the MEGA Conference is to provide education to the attendees. Therefore, those attending Dr. Leonard L. Berry's Opening Keynote address, will receive a copy of his book, *"Management Lessons From Mayo Clinic"*.

NEW for 2010, is an ACHE Category 1 three credit educational session on Friday afternoon. ALSO 8.75 of Category 2 ACHE Credits are available to Full Conference Attendees.

Presented By:

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



Special Thanks to our Three Grand Kahuna Sponsors:





2010 MEGA Conference Schedule

Wednesday, January 20, 2010

5:00 pm-8:00 pm	Early Registration - North Atrium
6:00 pm-9:00 pm	Rat Pack Networking Reception: In classic movie style, you'll enjoy an evening with your peers networking with the Rat Pack. Well not really the Rat Pack, but close! Make sure you have your camera to snap some pictures with Frank Sinatra and Dean Martin! Enjoy hors d'oeuvres from 6:30pm to 8:30pm while you visit with sponsors and exhibitors. Make sure you fill out your movie trivia to be entered into a raffle for great prizes. Ask the exhibitors for trivia help! Exhibitor Hall 1-8

Thursday, January 21, 2010

7:00 am-8:15 am	Registration - North Atrium
7:30 am-8:15 am	Continental Breakfast - Exhibitor Hall 1-8
8:15 am-8:30 am	Welcome - Conference Center A, B, G, & H
8:30 am-10:00 am	<p>Opening Keynote</p> <p>More Than 100 Years Old and Still Thriving: Enduring Service Lessons from Mayo Clinic - Leonard L. Berry, PH.D. - Texas A&M University</p> <p>Description of Topic: Mayo Clinic has maintained a premier reputation as a healthcare provider for more than 100 years. This presentation identifies the cultural and managerial features that fuel this enduring success. Based on original research conducted for his recently published book, <i>Management Lessons from Mayo Clinic</i>, Dr. Leonard Berry looks deeply into Mayo to find lessons that others can use. Learn how Mayo consistently delivers a service experience that exceeds patients' expectations and how other healthcare institutions can create durable service excellence.</p> <p>Bio: Dr. Leonard L. Berry is Distinguished Professor of Marketing, and holds the M.B. Zale Chair in Retailing and Marketing Leadership in the Mays Business School at Texas A&M University. He is also Professor of Humanities in Medicine in the College of Medicine at The Texas A&M University System Health Science Center. He was one of two Texas A&M faculty members honored at the University's commencement ceremony in May 2008 by being named a Presidential Professor for Teaching Excellence. During the 2001-2002 academic term he served as a Visiting Scientist at Mayo Clinic, studying healthcare service. He is the founder of Texas A&M's Center for Retailing Studies and served as its director from 1982 through June 2000. He is a former national president of the American Marketing Association.</p> <p>Those attending Dr. Leonard L. Berry's Opening Keynote address, will receive a copy of his book, <i>"Management Lessons From Mayo Clinic"</i>.</p>
10:00 am-10:30 am	Break - In Exhibitor Hall 1-8
Break Out 10:30 am-Noon	<p>Session 1 - Paradox and Imperatives in Health Care: Efficiency, Effectiveness, and E-Transformation - Dr. Jeffrey Bauer - ACS Healthcare Solutions</p> <p>Dr. Bauer will summarize his new (2008) book, <i>"Paradox and Imperatives in Health Care: Efficiency, Effectiveness, and E-Transformation."</i> He shows why unprecedented financial circumstances threaten failure for health care providers that pursue "business as usual." Dr. Bauer clearly explains how sound economic principles and proven management tools can prevent inevitable failures (if significant changes are not made). The presentation reveals how providers can draw upon internal resources to increase net revenue and provide the quality of care that payers and consumers are demanding at prices they are willing to pay. It shows why waste must be eliminated and how future-focused leaders can put their organizations on a positive path while redirection is still possible. It is an inspiring speech about how providers can do it right all the time, as inexpensively as possible.</p> <p>Session 2 - Avoiding the Pitfalls of Strategic Planning - Suzie Krentz - Mitretek Center for Health</p> <p>Hospital leaders have all been part of strategic planning efforts. While the outcome and the process are often robust, constructive, and helpful, strategic planning processes are frequently painful or don't produce a meaningful plan. Strategic planning should create a forum for thinking about possibilities, exploring options, and creating support and enthusiasm for organizational direction. Why do some planning efforts work so well, while others fail to live up to their potential? This session will explore common pitfalls in a strategic planning effort, from the development of the right balance of information to advance discussions, to the role of finance in the strategic planning effort.</p> <p>Session 3 - Medicare Bad Debt - Chris E. Rossman - Foley & Lardner LLP</p> <p>In this session, you will learn about the difficulty faced by hospital reimbursement personnel in trying to reconcile inconsistencies for Medicare Bad Debt. There is no clear guidance for reimbursement today. The mix of regulations, Provider Manual, Intermediary Manual, internal CMS memoranda, and court decisions has created a number of inconsistencies. Mr. Rossman will help you sort through these inconsistencies to find a solution for your facility.</p>

Break Out Sessions 4 & 5 Continue on Next Page →

Exhibitor Opportunities Still Available!

The 2010 MEGA Conference has made improvements by adding a second day to display for exhibitors. 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 13, 2009 and save \$200!

Standard Booth	Custom Booth	Premium Booth
Early Bird Rate \$500	Early Bird Rate \$1,000	Early Bird Rate \$1,500
Normal Rate \$700	Normal Rate \$1,200	Normal Rate \$1,700
*One 8 ft Skirted Table *1 Vendor Faire Social Pass	*Two 8 ft Skirted Tables *2 Vendor Faire Social Passes	*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: www.megawisconsin.com/sponsorship.htm

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



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—Noon	1	2 3 4 5
ADDRESS	Thursday 1:00 pm—2:30 pm	6	7 8 9 10
CITY STATE ZIP	Friday 9:00 am—10:30 am	11	12 13 14 15
EMAIL ADDRESS	<input type="checkbox"/> ALL THREE DAYS AT THE REGULAR RATE (After November 13, 2009) \$275 <input type="checkbox"/> THURSDAY ONLY \$175 <input type="checkbox"/> FRIDAY ONLY \$175 <input type="checkbox"/> WED & THUR EVENING GUEST SOCIAL PASS \$75 <small>Guest Social Pass only available with purchase of Full Conference Registration.</small>		
TITLE	NAME OF GUEST: _____		
PHONE	TOTAL ENCLOSED:		
All other educational credits will be handled by each individual organization.		Please check here if you are an ACHE member and want to receive your three Category 1 credits and up to 8.75 Category 2 credits. <input type="checkbox"/>	
Please forward a written description with this registration form of any special dietary and/or physical disability accommodation request.		***FRIDAY: Will you be attending Friday afternoon ACHE Session by Thomas A. Atchison? <input type="checkbox"/>	

Please check (✓) **ALL** the boxes of the organization that you represent.

AAHAM ACHE HFMA HIPAA COW WAHAM WCCMA WMCA

Questions: For questions regarding the MEGA Conference, please visit: www.megawisconsin.com or call 920-261-6401.

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

Address: Kalahari Resort and Conference Center
1305 Kalahari Drive
Wisconsin Dells, WI 53965
1-877-253-5466

Conference Committee

AAHAM

Shawn Gretz — *Conference Co-Chair*
Cindy Lindgren

HFMA

Carol May — *Budget Committee Chair*
Mike Everson
Phil Rohs

HIPAA COW

Jackie Lippe — *Day of Committee Chair*
Rich Donkle

WCCMA

Marcy Marquis — *Conference Co-Chair*
Pat Hirsch

WMCA

Jennifer Tarantino — *Social Committee Chair*
Steve Baseley — *Speaker Committee Chair*

WAHAM

Josie Fentress
Scott Rogers

How to Register

Registration is a two-step process:

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

**Special
Room
Rate:
\$85**

Reservations: Room reservations for this event must be made by individual attendees. Call 1-877-253-5466 and request the **2010 Mega Healthcare Conference** Room Block. Deadline for \$85 room rate is Friday, December 18, 2010. 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.

Credit Cards will only be accepted online at: www.megawisconsin.com/register

Taxpayer Identification Number: 26-0266618

Checks Payable To: MEGA Conference 2010

Mail To: 2010 Mega Conference
c/o Wendy Ellwein
PO Box 372
Watertown, WI 53094

Refunds: A full refund of the registration fee, less a \$25 processing fee, will be granted if a cancellation is received 5 business days prior to the meeting. A 50% refund, less a \$25 processing fee, will be granted if a cancellation is received up to 72 hours prior to the meeting. NO REFUND will be granted if a cancellation is received less than 72 hours prior to the conference (even if weather related). Substitutions can be made up to 72 hours before the start of the event.

10:30 am-Noon	<p>Session 4 - Revenue Cycle Innovations - Lori Zindl - Outsource, Inc. Lori Zindl will provide you with some of the latest and greatest ways to improve performance throughout the entire revenue cycle. This covers topics like improving technology without breaking your budget, doing more with less staff, improving billing compliance to keep the RACS away and other payer strategies to keep the cash coming in.</p> <p>Session 5 - Conducting a Compliance Risk Assessment - Catherine Boerner, Boerner Consulting, LLC & Aneesh Suneja, FlowOne. In this session they will discuss strategies on how to conduct an annual risk assessment as part of your compliance program. They will explore practical ways to determine the scope of your risks, strategies to assess such risks and how to prioritize next steps. As part of this process, it is also important to capture the current status of your compliance program infrastructure through an effectiveness review that will allow you to strengthen your compliance program in order to have the structure and processes in place to address your on-going compliance risks. They will discuss an automated compliance program effectiveness tool known as COMPLY-MARKO™, which can help provide clear direction in your annual compliance work plan.</p>
Noon-1:00 pm	<p>Networking Lunch - Conference Center A, B, G, & H (Exhibitor Hall will be closed)</p>
1:00 pm-2:30 pm	<p>Session 6 - Moving Beyond Financial Survival...A Guide to Achieving and Sustaining Superior Revenue Cycle Results - Bobette M. Gustafson - Gustafson and Associates More than ever before, the challenges of today and tomorrow demand that each revenue cycle professional rise to the highest level of leadership... setting the pace and assuming primary control of their revenue cycle destiny. During these challenging times you must be the driving force – ensuring financial viability and mission-congruence, creating customer loyalty, achieving compliance; and growing and retaining revenue cycle teams of excellence. In this fast-paced session, attendees will identify the strategic path to Gold-Standard revenue cycle success... by implementing the most contemporary, technology-enabled, patient-focused process model that will distinguish you from all other providers, and enable you to maximize human capital.</p> <p>Session 7 - Medicare and Medicaid - Never Events Payment and Reporting, Liens and Related Topics - Ellen Stewart - Berenbaum Weinshienk & Eason, P. In this session, you will review a case study and analyze current national environment regarding regulations and policies of never events. The numerous challenges faced by payers and providers in addressing these policies from implementation to ongoing operations and compliance. Ms. Stewart will evaluate current strategies payers and providers are using to address these challenges, and what the effect is on admission of liability on payment for subsequent care and reimbursement by Medicare and Medicaid.</p> <p>Session 8 - Strategies for Responding to Tighter Capital Markets - Mark Grube - Kaufman Hall Associates Hospital executives must be planning for and adjusting their strategic and capital plans to reflect the likely reality of higher capital costs and lower capital capacity. If hospital spending plans were built with financial projections that assumed ready and ample access to lower-cost capital, new projections should be developed and their impact assessed.</p> <p>Session 9 - Building Knowledge Capital in Your Patient Access Staff - Robert Farrington - BridgeFront / Brandywine Medical Management Services Inc. In this session, we will look at how the skillful application of human talent and creativity truly is the key to your organization's competitive advantage. This session focuses on the ever-changing technology, increasing globalization, increasing speed in market change, the need for cost containment and the unpredictability and the sheer magnitude of overall change itself. Learn how our competitive healthcare environment dictates organizations leverage the skills, knowledge and expertise of their work force to their own competitive advantage.</p> <p>Session 10 - Health Record Banking Model - Dr. Christ J. Pavlatos - PatientMD Inc. Dr. Pavlatos will share how the integration of the Health Information Exchange works with the Health Record Banking Model. This model allows the sharing of information between physicians while providing the patient full privacy protection of their data.</p>
2:30 pm-3:00 pm	<p>Break - Exhibitor Hall 1-8</p>
3:00 pm-4:30 pm Middle Keynote	<p>The Reality of Health Reform: What the Politicians Aren't Telling Us - Dr. Jeffrey Bauer - ACS Healthcare Solutions Description of Topic: Health reform has been the hottest domestic topic of the past year, but the gap between politicians' rhetoric and reality has been enormous. As a well-informed and neutral observer of the interminable battles over "overhaul," Dr. Bauer describes the basic aspects of actions taken by Congress in 2009 and relates them to the expressed goals of public policy. By comparing Congressional action and inaction with the current circumstances of health care delivery, Dr. Bauer addresses the real changes that need to be made to reduce costs and expenditures, achieve top-quality of care, and expand access to medical services. Attendees will have a solid understanding of the fundamental issues of health reform. Bio: Jeffrey C. (Jeff) Bauer, Ph.D., a nationally recognized health futurist and medical economist, is a Chicago-based management consulting partner at Affiliated Computer Services, Inc. (ACS). As leader of the futures practice for ACS Healthcare Solutions, he forecasts the future of health care and describes practical, creative approaches to improving the delivery system. Dr. Bauer has published more than 160 articles, books, Web pages, and videos on health care delivery. He speaks frequently to national and international audiences about key trends in health care, medical science, technology, information systems, reimbursement, public policy, health reform, and creative problem-solving. Dr. Bauer is quoted often in the national press and writes regularly for professional journals that cover the business of health care.</p>
5:30 pm-9:00 pm	<p>Exhibitor Faire and Hors d'oeuvres Reception - Exhibitor Hall 1-8 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. Don't forget to fill out your movie trivia quiz to be entered into a raffle for great prizes. Ask the exhibitors for trivia help!</p>

Friday, January, 22, 2010

8:00 am-9:00 am	Registration & Hot Breakfast Buffet – A, B, G, & H
9:00 am-10:30 am	<p>Session 11 - HIPAA Privacy and Security Rules Update - Sarah Coyne - Quarles & Brady This presentation covers the sweeping changes to the HIPAA privacy and security rules set forth by Health Information Technology for Economic and Clinical Health Act (HITECH) that were embedded in the American Recover and Reinvestment Act (ARRA), also known as the Stimulus Package, as well as the additional parameters that the government has rolled out since HITECH. The new laws dramatically increase the impact of HIPAA by rendering the rules directly applicable to business associates, ramping up enforcement, and increasing patient rights. The laws will require current covered entities to undertake significant affirmative compliance efforts. Business associates should also be taking steps now that these entities are directly regulated.</p> <p>Session 12 - Best Practices in Key Financial Metrics - Steven Berger - Healthcare Insights In this session, you will learn how to bring meaning to your data by using indicators, or metrics, to specifically measure the outcomes of the actions taken by administrators, directors, managers, and staff in their day-to-day work. It will explain how to develop metrics using a goal-setting process, hone the metrics by creating an action plan, and adopt the metrics through effective implementation.</p> <p>Session 13 - The Long View: How Will Economic Shifts and Health Care Reform Change Health Care? - Keith Moore - McManis Consulting How will a changing economy and structural changes in health care play out? What will the implications be for health care delivery? What current strategies will be more, or less, effective? What contingencies should be accounted for?</p> <p>Session 14 - RAC - Centers for Medicare and Medicaid Services - Scott Wakefield and Patricia Rosinski, RN - CMS and TBD, CGI Federal or PRG Schultz In this session, you will interact with the staff from CMS and RAC contractor who are responsible for Wisconsin. They will provide a brief history of the RAC and discuss the rollout of the program. You will have an update on what was learned since the project became operational in Wisconsin, learn the RAC contractor's approach to reviewing for potential issues and the process issues go through before a provider is involved. If time allows, a question and answer session will follow.</p> <p>Session 15 - The 5S System: Workplace Organization - Robert Loose - Aurora Health Care Workplace clutter and disorganization are a tremendous drain on an organization. Irritability, resentment and stress are inevitable when staff waste time searching for the items they need to care for patients and do their job. Chances are your workplace could benefit from eliminating clutter and reorganizing to facilitate efficient workflow. In this hands-on workshop you will walk through the 5S process and learn how to get rid of what you <i>don't</i> need and set up systems to ensure that you always have and can easily find what you <i>do</i> need.</p>
10:30 am-10:45 am	Break – A, B, G, & H
10:45 am-Noon Friday Keynote	<p>The Four Evolutions of Excellence - Vilis Ozols - Ozols Business Group Description of Topic: From the beach to the boardroom to the platform, the secret ingredient to success is your ability to evolve. In this inspirational and content-filled keynote presentation, you will learn the four key evolutions to attain your next level of excellence. Vilis will share strategies and tools for dealing with adversity, negativity and continuously growing your passion and excellence. Evolve Through Adversity: Whether it is dealing with setback, negativity or overcoming adversity, Vilis shares remarkable lessons that every one of us can take and use in both our personal and our business challenges. Evolve Through Maximum Effort: You will get the perspective of an elite international and professional athlete as Vilis puts this evolution in the context of work and home. Evolve Beyond Ego: One of the true secrets to success is to evolve your efforts beyond your own egocentricity. Vilis shares the psychology of personal evolution and its impact on our everyday lives. Evolve Beyond Logic: In this counterintuitive lesson Vilis shares the secret to excellence based upon emotion, determination and perseverance. Bio: Vilis brings a diverse, colorful background to every presentation he makes. He is a former member of the Canadian Jr. National Volleyball Team and a former Pro Beach Volleyball tour competitor. He is able to bring the motivational sparks and fiery intensity that made him such a successful athlete and coach to all of his presentations. His talks have always had an award-winning blend of pertinent and practical information, motivational intensity and a wonderful touch of humor that keep Vilis' audiences laughing and inspired while they learn.</p>
Noon-12:15 pm	Conference Close – A, B, G, & H
12:45 pm-1:00 pm	Lunch and Learn– A, B, G, & H <i>Please Mark Yes on the Registration Form</i>
1:00pm-4:00pm ACHE Category 1 Three Credits	<p>New to 2010: Comprehensive Leadership for Senior-Level Executives - Thomas A. Atchison, EdD - Atchison Consulting, LLC Description of Topic: Senior executives know that while leadership is part art and part science, it is learned and developed over time. In this session you will understand the importance and complexity of culture for sustainable success, understand critical success factors for aligning individual values to organizational goals, learn the key indicators and measures of the success of leadership, Learn tools for aligning individual values to organizational goals, establish methods, including communication techniques, for sustaining change efforts that instill pride and loyalty in followers, and learn how to collect and utilize critical employee assessment data. Bio: Thomas Atchison is president and founder of Atchison Consulting LLC in Hot Springs Village, Ark. Since 1984, Atchison has consulted with healthcare organizations on managed change programs, team building and leadership development. He has written and been featured in a number of articles, audiotapes and videotapes about motivation and managed change. Atchison has written or co-written numerous publications including the books "Leading Transformational Change: The Physician-Executive Partnership;" "Followership: A Practical Guide to Aligning Leaders and Followers;" and most recently, "Leadership's Deeper Dimensions: Building Blocks to Superior Performance."</p>

Major Sponsors
(as of August 15th, 2009)

Grand Kahuna Sponsors
Hall, Render, Killian, Heath, & Lyman, P.C.
OutSource, Inc
State Collection Service, Inc

Social Safari Sponsors
Americollect, Inc
The MMIC Group
Outreach Services
Rycan

Desert Oasis Sponsors
Credit System of the Fox Valley
Tri-State Adjustments
IMA Consulting
PNC Healthcare Finance
von Briesen & Roper, SC

Royal Presidential Sponsors
APEX Print Technology
Clear Medical Solutions
Credit Bureau Collection Services, Inc
Harris & Harris, Ltd
ProAssurance Wisconsin

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

- AAHAM: www.aaham-wi.org
- ACHE www.ache-wi.org
- HFMA: www.hfmawi.com
- HIPAA COW: www.hipaacow.org
- WAHAM: www.waham-wi.org
- WCCMA: www.wccmanet.org
- WMCA: www.wmcaweb.org

Door Prizes Friday!

After Friday's Keynote Speaker (Vilis Ozols), prizes will be awarded from each organization to conference attendees. You must be present to win!