



**hfma™ minnesota**  
healthcare financial management association

**AAHAM**  
American Association of Healthcare  
Administrative Management  
MN Gopher Chapter



***2013 Joint Summer Institute***



***Spirit Mountain Conference Center***  
*9500 Spirit Mountain Pl*  
*Duluth, MN 55810*

***August 7-9, 2012***

***Wednesday/ August 7th***

- 4:00-6:00 PM      **AAHAM Board Meeting**  
*Open to all MN AAHAM Members*
- 6:30-8:30 PM      **Welcome Reception**  
*Social Hour with Hors d'Oeuvres*

***Thursday/ August 8th***

- 8:00-8:45 AM      **Registration and Breakfast**
- 8:45-9:00 AM      **Welcome/ Sponsor Recognition / Housekeeping**
- 9:00-10:30 AM      **Weston Smith**  
***"Crossing the Line - An Insider's Story of Fraud"***  
Confidence in the business world has reached an all-time low in the aftermath of repeated corporate scandals, Ponzi schemes, and unethical business practices. Weston Smith, who was one of many participants in the multi-year fraud that occurred at Healthsouth Corporation, will describe the culture and rationalizations that led to the fraud. He will deliver a hard hitting message on simply doing the right thing in business, and in life.
- 10:30-11:00 AM      **Break with Exhibitors**
- 11:00-12:00 PM      **Kathryn Cook**  
***Denials in the age of the Affordable Care Act:***  
***Maximizing Recoveries and Patient Satisfaction***  
This workshop provides an overview of current trends and issues driving the delay and denial of reimbursement to healthcare providers in the age of the Affordable Care Act. We discuss the techniques and strategies available to hospitals to overturn denials and act as an advocate to the patient to keep satisfaction high.

12:00-1:30 PM

**Luncheon/Charity/(AAHAM) Business Meeting/Vendor Exhibits**

The Rev. Barbara from the Harbor House Crisis Shelter will be our speaker. Please see information in this brochure for the specific needs for this charity.

1:30-3:00 PM

**Ike Schreibman**  
*"Pending Is Not a Status"*

An overview of techniques and best practices designed to improve follow up with third party payers and to maximize reimbursement, reduce processing time and provide additional tools to assist in resolving contested claims. The presentation is focused on improving familiarity with processes and terminology while assisting providers in developing strategies to reduce the expense of handling claims.

3:00-3:30 PM

**Break with Exhibitors**

3:30-4:30 PM

**Rolene Lampi and Jane Griesy**  
*Presumptive Charity Care*

Learn how St. Luke's Hospital is appropriately classifying its charity care to assure they are not under reporting their community benefits. Recognizing that the return rate on paper applications was insufficient, the hospital was writing off monies to bad debt that could have been better classified as charity care. Like all not-for-profit providers, St. Luke's is under increasing pressure to justify its tax-exempt status.

The first phase was to work with their first party self-pay vendor to set up a secure data exchange and upload our financial assistance policy parameters. Using public and private data the software generates an economic profile for each guarantor. This was accomplished and a report was utilized to classify charity care prior to an account going to bad debt. Phase two was implemented to work on the front end when a patient did not supply all the requirements for a financial assistance application.

The end result is a decrease in bad debt and increase in charity care. We are fulfilling our mission of "The Patient Above All Else" and now have a deliberate and documentable way of classifying qualifying balances as financial assistance discounts.

5:30-6:00 PM

**President's Reception**

6:00-7:30 PM

**Dinner**

*We will be hosting a Presidents' reception on Thursday evening followed by dinner. After dinner, the chapters will be providing transportation to and from the Canal Park area for anyone interested in strolling around in that area or enjoying some entertainment in one of the many venues. We invite you to join your peers for some additional networking and camaraderie.*

*The shuttle will run between the two hotels (AmericInn and Country Inn and Suites), the conference center and Canal Park every 20-30 minutes. The last shuttle leaving Canal Park will depart at Midnight. Your chapters hope you will take advantage of this service to allow you to participate in after dinner social activities without worrying about navigating back to your hotel afterwards.*

**Friday/ August 9th**

8:00-9:00 AM

**Breakfast Buffet**

9:00-10:00 AM

**Jean Roberts**  
*Jurisdiction 6 (J6) MAC Transition*

National Government Services would like to welcome all providers to Jurisdiction 6 (J6). This session will provide an overview of the exciting changes that will come as you transition to the Jurisdiction 6 (J6) Medicare Administrative Contractor (MAC). I will also be available to answer your J6 transition questions.

10:00-10:30 AM

**Break**

10:30-11:45 AM

**Cecily Sommers**

THINK LIKE A FUTURIST

“If you’re not busy creating your future,” says futurist Cecily Sommers, “then all you are is busy.” Everyone, today, is managing a life burdened with so many to-dos that time and attention have become our most precious commodities. As a result, we tend to define success as movement from deadline to deadline (or, sometimes, crisis to crisis), leaving too few brain cells—and hours in the day—available to think about the future.

Clearly, the physics of time won’t budge, so we need to find a way to make our perspective both more elastic and comprehensive. In other words, we need to learn how to think like a futurist.

In her presentation, Think Like a Futurist Cecily Sommers helps people make sense of a world gone flat, fast, and fickle. With tremendous clarity, Sommers shows how the social, economic, and environmental crises of our time spring from just four constant and predictable forces. Understand how they work together to drive change, she says, and you can stake out a territory that is yours to invent and own, for the long-term. As

Cecily shares her methods for strategic foresight and innovation, she treats the audience to a guided tour of the future, pointing out important opportunities along the way. You’ll learn

1. how to use the Four Forces of Change model to spot emerging trends
2. what the brain needs to “see” implications, generate insights, and formulate genuinely new ideas
3. the secret to developing a ‘think like a futurist’ practice that supports current objectives and easily integrates into your existing workflow

Offering new tools and models for a new world, Think Like a Futurist presents a solution to one of the most vexing concerns facing business today: preparing for the future while, at the same time, maximizing productivity today.

11:45-12:00 PM

**Wrap Up/ Door Prizes**

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## Speaker Bios



### **Ike Schreiberman**

Ike Schreiberman has worked in the healthcare accounts receivable management business since 1982. Ike has been involved in all aspects of obtaining reimbursement for healthcare providers including; bad debt collections, billing, pre-collection, outsourcing as well as eligibility programs and all types of third party reimbursement.

During his career Ike has served as a senior operations executive with regional and national healthcare accounts receivable management companies such as HHL Financial Services, The Revenue Maximization Group and NCO Financial Systems. He has also been a Vice President and Chief Operations Officer for Revenue Production Management, Inc. and served as Vice President and General Counsel for MiraMed Revenue Group a full-service healthcare accounts receivable management agency located in Lombard, IL. Ike currently manages his own law practice, specializing in third party reimbursement for healthcare providers.

Ike received his undergraduate degree from Franklin and Marshall College in 1977. He was awarded a J.D. degree from John Marshall Law School in 1981. He is admitted to practice law in the states of Illinois, Wisconsin, New York and New Jersey.



### **Weston Smith**

Weston Smith spent five years as a CPA on the audit staff of Ernst & Young. He was subsequently recruited to a management position with Healthsouth Corporation, and ultimately became CFO. During his tenure at Healthsouth, the company grew from 13 locations to an international corporation with over 2000 locations, and became listed on the New York Stock Exchange and entered the Fortune 500.

However, hidden underneath Healthsouth's glimmering corporate image, a multi-year \$3 Billion accounting fraud developed. In what Weston describes as "finally doing the right thing" he voluntarily exposed the fraud in 2003, and accepted the consequences for his own actions. Since then, he has become an outspoken advocate of ethics and integrity - not just in business - but through all walks of life, and has spoken to thousands of professionals and university students. "The need for ethics and integrity isn't just a business story. They are the foundation for worthwhile goals and accomplishments in life".

Weston Smith has appeared on CNBC and the Fox Business Network. His story can be found at [www.WestonSmith.biz](http://www.WestonSmith.biz)



### **Kathryn Cook**

Ms. Cook serves as Vice President of Operations of RSource. Her expertise encompasses management of problematic healthcare claims and payers, reimbursement contracting, as well as patient advocacy claims. Ms. Cook leads a team of attorney focused on pursuing contractual denials while also providing guidance to hospital clients for amending contract provisions.

Ms. Cook regularly presents workshops and seminars for hospitals, health systems, and professional healthcare organizations nationwide with an emphasis on using legal-based techniques for fighting insurance denials as well as identifying strategies for implementing proactive processes aimed at preventing stalled reimbursement.

Ms. Cook graduated from the T.C. Williams School of Law at the University of Richmond. She is a member of the Virginia Bar and the Healthcare Financial Management Association.



### **Rolene Lampi**

Rolene Lampi is the Director of Business Services at St. Luke's Hospital in Duluth and Lake View Memorial Hospital in Two Harbors, MN. She has been in the health services field in both the clinical and administrative functions. She has experience with both small and large health care facilities with a variety of billing systems and billing methods. Rolene has responsibility for both the front end and back end of the revenue cycle and strives for innovation. She has an undergraduate degree in Management from The College of St. Scholastica and a Masters Degree in Health Services Administration from the University of St. Francis, Joliet, IL. One of her strengths is leading teams through change with an engaged, motivational style. Rolene and her teams' latest accomplishment include a record Gross Days in Account Receivables of 36.9 and last December they were voted Team of the Month.



### **Jane Griesy**

Jane Griesy started out in the patient accounting business doing claims, billing and collections for her father in his solo family practice office. For eight years, Jane worked for St. Luke's Hospital in Sioux City, IA as a collector. When Jane's husband made a career change she landed in Two Harbors. There Jane found a job doing claims, billing and collections for Lake View Memorial Hospital and has worked for Lake View for 20 years. She is currently the Billing Administrator for Lake View Memorial Hospital.

Over the years, the "what" Jane has done has been the same. She has supported the work of doctors and nurses as they provide care to those in need. However, the "how" has changed a lot. Technology and out-sourcing have given Jane tools and options that she would never dreamed of 20 years ago. Her role entails much more decision making and communicating.

### **Jean Roberts**

Jean Roberts is a Medicare Part A Provider Outreach and Education (POE) Consultant for National Government Services, Inc. Jean earned her Bachelor of Science in Nursing Degree, in 1978, from D'Youville College School of Nursing in Buffalo, New York. Jean is a registered nurse with more than 34 years of experience in the health care industry including clinical experience in general, orthopedic, and psychiatric nursing. In addition, Jean was a clinical instructor and has experience in all phases of physicians' office management and insurance billing. Jean has more than 16 years of Medicare experience including as a Medicare Part B Medical Review Analyst, Medicare Part A Appeals Review Nurse, and as a Medical Policy Nurse (primarily Part A) in addition to her current position in POE.



**Cecily Sommers**

A global trends analyst, Cecily Sommers helps organizations understand and prepare for the emerging technologies, markets, and ideas shaping our world. She is the author of Think Like a Futurist: Know What Changes, What Doesn't, and What's Next and the founder of The Push Institute, a non-profit think tank that tracks significant global trends and their implications for business and society over the next 5-10-25-50 years.

Cecily's straight-forward and practical approach to strategy and innovation is sought by organizations facing, or leading, change in their industry, working with them to identify new business and product opportunities for their brands. Cecily was selected as one of Fast Company's "Fast 50 Reader's' Favorites" and named by the Business Journal as one of twenty-five Women to Watch. She is a regular contributor to NPR's "All Things Considered" and other media outlets, where she reports on emerging technologies, markets, and ideas shaping our world. Cecily is a member of the Association of Professional Futurists.

**Wednesday Outings**

**Enger Golf Outing/ Wednesday, August 7th/ 10:00 AM**

Enger Park Golf Course  
1801 West Skyline Blvd.  
Duluth, MN  
Phone: (218) 723-3451

<https://maps.google.com/?q=1801+West+Skyline+Blvd.,+Duluth,+MN+55806>

8 tee times beginning at 10:00 a.m.  
\$40/golfer including Cart



Foursomes can call Enger Park and book one of the available tee times. Single golfers will be put together and assigned a tee time. Tee times are roughly every 9 minutes starting at 10:00 a.m.

**Charter Fishing Outing/ Wednesday, August 7th/ 8:00 AM - 1:30 PM**  
**Happy Hooker Charters**

Six fishermen (women) per boat  
Licenses are included  
Bring your own food and drink  
Dress warmly and in layers  
Credit Cards accepted  
Price is \$100 per person plus tip for first mate



**On-line Registration**

[www.mnaaham.com/meetings.html](http://www.mnaaham.com/meetings.html)

**Payment by Check**

If you are planning to pay by check, please register online at the url address listed above. At the end, select pay by check. You will be instructed where to send your check. You can print the registration form for your records and for inclusion with your check payment. If you have any questions, contact Richard Rogers at 1.888.302.8444.

**Hotel Reservations****AmericInn - Proctor**

185 Highway 2  
Proctor, MN 55810

Reservations: 218.624.1026 or online:

[www.americinn.com/hotels/MN/DuluthSouth](http://www.americinn.com/hotels/MN/DuluthSouth)

Double Queen - \$104.99/nt (QQ) (27 rooms available)

Single Queen - \$104.99/nt (Q) (8 rooms available)

Single King + Full Sleeper Sofa - \$104.99/nt (KE/KW) (27 rooms available)

Single King + Full Sleeper Sofa (2RM Suite) - \$111.99/nt (K2) (2 rooms available)

**Country Inn and Suites**

9330 West Skyline Parkway  
Duluth, MN 55810

Reservations: 218.628-0668 or online:

<http://www.countryinns.com/proctor-hotel-mn-55810/mnprocto/area>

Double Queen - \$124/nt +tax (10 rooms available)

Single King - \$124/nt +tax (10 rooms available)

*The hotel blocks of rooms expire on July 24th. Hotels have agreed to honor the group rate beyond July 24 as long as they have availability. Keep in mind that Duluth is very busy in the summer, and rooms will be going fast so, book your room as soon as possible.*

**Registration Rates**

<b>Member (HFMA or AAHAM)</b>	<b>Non-Member</b>
Early Bird (Before August 1st)	Early Bird (Before August 1st)
\$185	\$225
Late Registration (After July 31st)	Late Registration (After July 31st)
\$210	\$250

**Cancellation Policy:** Cancellations of meeting registrations received by email or phone, on or before July 31, will be eligible for a full refund. Cancellations received after July 31 are not eligible for refund, but another attendee may be substituted for the original attendee. If cancelling after July 31, please notify Richard Rogers of the change to attendee name and other registration information. **(DO NOT register the substitute attendee through the online system)**. If you are eligible for a refund, the refund will be made in the form of a check. Please include to whom the check should be made payable and the address to which it should be mailed.

**Contact Information****Dietary Needs:**

Contact Erika Running at:

[erika.running@charter.net](mailto:erika.running@charter.net)

Phone: 218.269.1386

**Other Questions/ Concerns:**

Richard Rogers

MN Gopher Chapter AAHAM and MN Chapter HFMA

1.888.302.8444

[Richard.Rogers@AR-Solutions.biz](mailto:Richard.Rogers@AR-Solutions.biz)

# What is our ...

## Value Statement

"...mercy triumphs judgment..." James 2:13

**Do all** the good you can,

**By all** the means you can,

**In all** the ways you can,

**In all** the places you can,

**At all** the times you can,

**To all** the people you can,

**As long** as ever you can. (John Wesley, founder of Methodism)

## Mission

**Harbor House Crisis Shelters** mission is to provide hospitable shelter, transitional living, **and** services for homeless women and families.

## Vision

**Harbor House Crisis Shelters** is committed to ending homelessness by providing direct **services** for homeless single women and families, by conducting public education, **analysis** of model programs and practices that create permanent housing **opportunities**, and by shaping policies to prevent future homelessness.

*"...mercy triumphs judgment..."*

*James 2:13*



## **Mission and Ministry Celebration**

### **How Harbor House Crisis Shelters is making a difference:**

**A single mom, Tess<sup>\*</sup>, and her two children were "guests" at Harbor House Crisis Shelters. Tess had alcohol and mental health issues and her children had behavioral problems. Tess really wanted to make a change in her life and in her children's lives. She worked hard and accomplished all her short term goals at the shelter. However, she needed more time to complete her long term goals. To the delight of the entire family, she qualified for our Transitional Living Center program and moved in. The first comments after their move in were "We finally get to decorate a place and call it home!"**

**The whole family worked hard and met their long term goals in nineteen months:**

- **Education**
- **Financial stability**
- **Medication regulation and overall physical health maintained.**
- **Permanent housing**
- **Connection to God and the community**
- **Support network**
- **Transportation (legal fines paid, license and insurance)**
- **Employment**

**When the family moved into their "new home," Tess said, "God has blessed me with Harbor House Crisis Shelters and their staff. I don't know what would have happened to me or my kids. My life is so much better – I have somewhere to live, I have a job, and my children are safe. Thank you for helping me to be the person I am supposed to be."**

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**A single mom, Cee<sup>\*</sup> entered Harbor House Crisis Shelters with her two daughters on three occasions. Each time Cee struggles with alcohol and depression. Each time she wanted to make changes to her life, but her living situation created an environment that made it too easy to stay the same. During her last stay, she said, "I am going to do it this time." The staff at Harbor House Crisis Shelters hoped and prayed that she would.**

**That was four years ago! Cee has made huge changes in her life. Sobriety, education, employment, support, permanent housing and a sense of purpose. She is dedicated to making the lives of community members better by working with the disabled. Cee has stabilized her life because when she failed, Harbor House Crisis Shelter did not give up on her. Cee has grown into a woman to be admired for all the she has accomplished. She said, "I am so grateful for your faith in me. You encouraged me to take one step at a time. Thank you for all that you do –my life is completely changed. "**

**\*name has been changed**

**YOUR SUPPORT MAKES A DIFFERENCE – ONE LIFE AT A TIME.**

### Top Need List

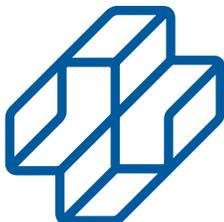
Plastic mattress protectors with zipper  
Disinfectants /Cleaning supplies  
Garbage bags (13 gallon)  
Laundry detergent  
Diapers (size 3,4,5)  
Feminine hygiene products  
Paper Products (Toilet paper/paper towels)

### Need List (The following items are things that HHCS needs on a regular basis.)

Black pens  
Paper for copier and printers  
Binders & folders  
Diapers (size 4, 5 & 6)  
Disposable training pants  
Baby wipes  
Plastic mattress protectors  
Laundry detergent/dryer sheets  
Toilet paper/paper towels  
Vacuum cleaner bags, Type A  
Disinfectant/Bleach/Household cleaners  
Compact fluorescent light bulbs, 75 watt  
Cooking oil/cooking spray  
Aluminum foil/plastic wrap  
Dishwasher detergent  
New or gently-used blankets  
Nonperishable food items  
Garbage bags (13 gallon)  
Plastic disposal gloves (for cleaning & first aid)  
Women's personal hygiene products  
Antiperspirant (male & female)  
Bus tokens



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