



## Register Today!

All of us in healthcare realize that 2014 represents a year where so many issues are creating crossroads in our industry. The divergent paths of health care reform, health care exchanges, accountable care activity, ICD-10 implementation and meaningful use are dramatically changing the healthcare landscape. With this reality, "Health Care At The Crossroads" is the theme for the HFMA Region 1 Annual Conference to be held May 14 & 15, 2014 at the Mohegan Sun Resort in Uncasville, Ct. The HFMA Region 1 Thirteenth Annual Healthcare Conference provides the perfect setting to provide you with the information and tools you need to help your healthcare organization plan for this challenging period. Three education tracks are offered focusing on Revenue Cycle Management, Payment and Reimbursement, and Leadership. In addition, our Wednesday keynote speaker, Don Berwick, and Thursday keynote speaker, Fred Lee, will provide timely insight.

Don Berwick is one of the United States' leading advocates for high-quality healthcare. In December 2012, he stepped down as the Administrator of the Centers for Medicare and Medicaid Services. For 22 years prior to that, he was the founding CEO of the Institute for Healthcare Improvement, a nonprofit dedicated to improving healthcare around the world. His over 160 articles have appeared in professional journals on such topics as healthcare policy and healthcare quality management. His books include *Curing Health Care* and *New Rules: Regulation, Markets and the Quality of American Health Care*.

Fred Lee has the enviable distinction of having been both a senior vice president of a major medical center and a cast member at Disney University. At Disney he helped develop and facilitate Disney's healthcare version of its 3-day seminar, Disney's Approach to Quality Service, and its newest seminar on Customer Loyalty. He authored the healthcare best seller, *If Disney Ran Your Hospital: 9 ½ Things You Would Do Differently*, which was awarded the 2005 Book of the Year from the American College of Healthcare Executives.

The conference will also feature three distinct educational tracks [Revenue Cycle Management, Payment and Reimbursement, and Leadership]. Each track will provide 5 educational programs dealing with the most pressing current issues in health care

The conference kicks off with a Golf Tournament, hosted by the Connecticut Chapter, at the Fox Hopyard Golf Club in East Haddam, CT, on Tuesday May 13, 2014. For more information on the Golf Tournament contact Donna Lewis ([donna.k.lewis@us.pwc.com](mailto:donna.k.lewis@us.pwc.com)) or Eric Wetherell ([eric.wetherell@us.pwc.com](mailto:eric.wetherell@us.pwc.com)).

The conference's proximity to *Mystic Country* provides family entertainment, whether it's bonding with Mystic Aquarium's Beluga whales, touring a New England winery, or simply spending a day at Old Mystic Village and the Seaport. Additionally, major shopping outlets are close by. All of these venues

are only 20 minutes away from the Mohegan Sun Hotel. Available at the Hotel are a spa, indoor pool and exercise rooms as well as the Kids Quest entertainment area.

The conference brochure with complete details will be mailed to all Region 1 members in the near future. When you review the brochure you will see the conference volunteers have provided educational and vendor opportunities in response to your requests.

Please contact the HFMA Region 1 office at (781) 647-7004 or e-mail at [HFMAReg1@camihq.com](mailto:HFMAReg1@camihq.com) if you have any questions about the conference

We look forward to seeing you there!

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