

Covering Our Bases in Healthcare

Maryland AAHAM 42nd Annual Institute

September 9th - 11th

Ocean City, Maryland





Maryland AAHAM is proud to announce the 42nd Annual Institute, Covering Our Bases in Healthcare for 2014.

This year's conference promises an outstanding line-up of nationally renowned speakers on the hot topics that touch each of us in the business of healthcare management. This year's theme is coupled with the fun of America's favorite pastime-baseball. This year promises to hit a grand slam with Education, Networking and CEU's!

Education

This year's topics provide a full spectrum of learning for Patient Access, Revenue Cycle and Executive topics that include the Maryland Waiver, Implementation for 2 Midnight Rule, Denial Management Breakthroughs, Compliance and Employee Engagement. Maryland AAHAM also welcomes back Pete Smith for an outstanding Opening Session that provides an inspiring perspective on life balance and what is important to making the most of our personal and professional lives.

Networking

Network with your colleagues-MD AAHAM provides many scheduled opportunities for you to meet your colleagues and share feedback on today's struggles while developing valuable relationships you can build on in the future.

CEU's

Earn CEU's for attending these sessions through both AAHAM and the AAPC! Get the benefit of CEU's for both of your certifications but only pay for one conference!

Sponsors

Get your questions answered and discover valuable product and services that can best improve your bottom line! We have a dedicated Sponsor Exhibit Hall for you to meet with those who can best help with your challenges.

Registration

Register online with the link provided in the email. Didn't receive the email? Can't locate the link? No problem! Visit our website www.mdaaham.com today to visit our event page to register and get the latest AI information!

Go Mobile

Scan the QR code below to download our full brochure to your smart phone!



TUESDAY, SEPTEMBER 9, 2014

11:30AM - 5PM	Registration Begins!
12:30PM - 1:45PM	<p>Opening General Session Certification Programs CRCE, CRCP, CRCS <i>Presented by Chuck Poggioli, CRCE-I, Karen Moore, CRCE-I</i></p> <p>Certification is becoming increasingly important to employers. If you are considering certification, this session is for you! You will learn about the costs, formats, eligibility, and structure of the exams as well as get invaluable information on how to study. The session also includes sample problems/questions in a fun, no pressure environment so that you know what to expect. Also learn about Maryland's study guide rental program!</p>
2PM - 3:30PM	<p>Opening Session Maryland HSCRC Update & Revenue Cycle Impacts <i>Presented by Brett McCone of MHA</i></p> <p>Learn about Maryland's New Revenue Model agreement with CMS. Brett will provide an overview of recent, planned and future HSCRC policy changes to succeed under the new revenue model. Don't miss the discussion of revenue cycle "tips and traps" in the new HSCRC world.</p>
3:30PM - 5PM	<p>Keynote Address A Stroke of Significance: What a Near-Death Experience Revealed About Success <i>Presented by Pete Smith of Smith Impact</i></p> <p>Pete Smith received overwhelming positive feedback when he presented his inspirational story at our June 2013 educational session. Back by popular demand, Pete will take you through his journey to identify the 5 barriers to individual achievement, the 5 bridges to individual achievement and will develop your "next steps" plan to perform at a higher level. Come on this journey with your peers to set the positive tone for the AI experience. This opening Keynote Address should not be missed!</p>
5PM- 6PM	<p>Member Reception Presented in the Sponsor Exhibit Hall <i>Proudly Sponsored by Salucro Healthcare Solutions</i></p> <p>Join us at the opening reception located in Exhibit Hall. This reception is an excellent networking opportunity to meet new people and see many familiar faces! During this time you will have the opportunity to learn about the wide array of services and products our sponsors have to offer. The generosity and support of our beloved vendors have allowed us to continue offering this fabulous educational opportunity at an affordable cost. Take this opportunity to get to know what 's available, complete our Vendor Game and enter to win many, many prizes!</p>
6PM - 7PM	<p>President's Reception Presented in the Sponsor Exhibit Hall <i>Proudly Sponsored by Hospital Support Services and I3 HealthCare Consulting</i></p> <p>The night is not over yet! The night continues in Exhibit Hall- Everyone is invited to join our president, Kristina Mori, CRCE-I, for our annual President's Reception. This additional networking opportunity includes hors d'oeuvres and drinks!</p>

WEDNESDAY, SEPTEMBER 10, 2014

7:30AM - 9AM	<p>Registration & Breakfast Presented in Sponsor Exhibit Hall</p>
9AM - 10:30AM	<p>Dana Orlando Key Note Address Mastering the Chaos-Attacking the 2 MN Rule; Updates and Better Practice Ideas for Implementation <i>Presented by Day Egusquiza of AR Systems, Inc</i></p> <p>The amazing Day Egusquiza joins us again for another outstanding presentation. Updates from the ongoing audits will be shared with the group. Attendees will identify key elements to identify and save their inpatients using the 2 Midnight rule's presumption and benchmarking. Documentation and internal process changes will be key to the 'take home value' of the presentation.</p>
10:30AM - 10:45AM	<p>Break</p>
10:45AM - Noon	<p>Executive Breakout Exploring an Integrated Clinical Documentation Improvement Program Tying Together 3 Legs: Patient Status, Coding Accuracy and Charge Capture <i>Presented by Day Egusquiza of AR Systems, Inc</i></p> <p>Day gives a second powerful presentation that provides an understanding of a dynamic new approach to CDI which pulls together the new stakeholders into one synergistic approach to leading change. This session promises to move beyond the traditional CDI coding role to an integrated approach to education and documentation that supports billed service coding, patient status and charge capture. Learn how a group of hospitals made the decision to move forward and why.</p>
	<p>PFS Breakout Your Solution to Medical Necessity Denials <i>Presented by Dr. Olakunkle Olaniyan, MD, MBA, FACP, FACPE and Brian Watt of Case Management Covenants</i></p> <p>Along with providing a greater understanding of the Medical Necessity denials landscape, both current and future state, attendees will learn how to evaluate the effectiveness of their current denials management strategy and learn actionable new strategies for denial reduction. This presentation will address new data techniques and the wealth of data that is hidden within the denials which can be used to drive down Medical Necessity denials before they occur. How to interpret your data and turn it into actionable reporting for finance and medical management will also be covered.</p>
	<p>Access Breakout Meeting Ethical Challenges in Patient Access Management <i>Presented by Franklin Smith, CRCE-I of Calvert Memorial Hospital</i></p> <p>This clever dissection of the Access Department will dive into the Healthcare reform challenges of identifying a patient's ability to pay while discussing the tools that are provided to staff and their likelihood to either prevent or enhance upfront collection success. The presentation also reviews the Patient Access job descriptions and addresses an important question: Do they really describe what the access representatives really do for your hospital?</p>

WEDNESDAY, SEPTEMBER 10, 2014

12PM - 1PM	<p>Lunch Presented in Sponsor Exhibit Hall</p>
1PM - 2:30 PM	<p>Executive Breakout Survivor <i>Presented by John Currier, CRCE-I of Gibson Area Hospital and Health Services; National AAHAM First Vice President</i></p> <p>Join this presentation which promises to be entertaining with John Currier at the helm! This presentation includes team building and communication with highlights on other core components within our industry including strategies and compromises. You won't be disappointed!</p>
	<p>PFS Breakout <i>Knock it Out of the Park: Enjoy Rounding the Bases</i> <i>Presented by Kevin McDaniel, WindRiver Strategies</i></p> <p>MD AAHAM is proud to bring you this highly motivating session that impacts all of us. Kevin discusses mastering the balance of personal and leadership issues. He will take the group on a journey of how to increase personal and professional enjoyment using the Science of Happiness and the process of enhancing your performance while reducing stress. Kevin's presentation is a homerun in it's own right by reinvigorating our commitment to taking care of ourselves and our personal development.</p>
	<p>Access Breakout Patient Self Service <i>Presented by Amy Repman of WellSpan Health</i></p> <p>One of Maryland AAHAM's favorites, Amy Repman is back to give an insightful presentation on what WellSpan is offering today to their patients as a "self-service" feature. She dives into the ways it has changed the way WellSpan does business and our industry's increased demands and how to keep up with the change.</p>

**Enjoy dinner on your own at one of the many
restaurants Ocean City has to offer!**



THURSDAY, SEPTEMBER 11, 2014

7:30AM - 9AM	<p>Registration & Breakfast Presented in Sponsor Exhibit Hall</p>
9AM - 10:30AM	<p>Key Note Address Maryland Medicare Waiver-2014 New All Payer Hospital Model <i>Presented by Cheryl Nottingham, VP Finance/CFO, Atlantic General Hospital</i></p> <p>Join us in this informative Keynote address from Cheryl Nottingham, VP of Finance and CFO of Atlantic General Hospital as she gives a CFO perspective on the terms of the new Maryland waiver and how it differs from the current waiver. Cheryl will provide education on the new revenue models created as part of the new waiver and how this will move us towards achieving the Triple Aim in healthcare. Best practices for hospitals as well as health systems will be shared, including the Revenue Cycle Management (RCM) area for achieving maximum success.</p>
10:30AM - 10:45AM	<p>Break</p>
10:45AM - Noon	<p>Executive Breakout Adapting to Maryland's Waiver: Making a Case for a Shared Service Model for Physician and Hospital Revenue Cycle Management Operations <i>Presented by Franklin Smith, CRCE-I of Calvert Memorial Hospital</i></p> <p>In this powerful presentation, Franklin Smith provides the application of population health measurements that facilities are held accountable for beyond the hospital's four walls. Description of how the Revenue Cycle Management (RCM) process may change as a result of de-emphasizing hospital utilization will also be discussed. A case for a shared service model for RCM of Physician and Hospital operations will be established.</p>
	<p>PFS Breakout Hitting a Home Run with Compliance <i>Presented by Erin Selin, CRCE-I, CCT of Intermountain Healthcare; National AAHAM CRCE Certification Chair</i></p> <p>In this timely and energetic session, the attendees will participate in Healthcare Baseball:</p> <ul style="list-style-type: none"> 1st Base—Identify Foul Balls 2nd Base—Improve Batter Stance 3rd Base—Execute Line Drive Home Run—Compliance!!
	<p>Access Breakout How can Healthcare Learn from Google on Employee Engagement <i>Presented by Amy Repman of WellSpan Health</i></p> <p>In this fresh and informative session, Amy Repman will dive into what one of the world's most popular employers do to keep their employees engaged and how healthcare management can apply those lessons learned. Other topics include surveying the staff to get the most bang for your buck and discussing the little things that motivate even in the largest offices.</p>

THURSDAY, SEPTEMBER 11, 2014

12-12:45PM	Lunch Presented in Sponsor Exhibit Hall
12:45PM - 1PM	Sponsor Drawings & Giveaways & National Update <i>National Updates presented by Victoria DiTomaso, CRCE-I, National AAHAM President</i>
1PM - 3PM	Closing Address What's Really Going on In Washington? <i>Presented by Paul Miller, CEO of Miller-Wenhold Capitol Strategies; National AAHAM Lobbyist</i> Join us for an incredible closing session with one of Washington's finest and AAHAM's favorite lobbyist as he provides us with insider updates on healthcare. Paul supports National AAHAM and the strong grassroots efforts each year at Legislative Day.
6-7PM	Annual Institute Cocktail Hour, Tailgate Games & Silent Auction Presented Outside at the Café on the Green <i>Join us for tailgate games and cocktails with a beachfront view in preparation for the Big Game!</i>
7-8:30	Tailgate Buffet & Entertainment In honor of Cecelia Moore Presented Outside at the Café on the Green <i>The AI Banquet this year is a Tailgate Bash! Wear your favorite Baseball (or Football) team apparel and enjoy food, friends and fun as we prepare for the Football Rivalry of the Ravens vs Steelers!</i>
8-8:30	Annual Institute Closing Remarks
8:30-Midnight	Broadcast of Ravens vs Steelers Game Tailgate Party & Dancing Food and Cocktails presented in the Palmetto Ballroom with dual 70" Big Screens and Music Provided by Johnny B



Our 2013-2014 Corporate Sponsors

Maryland AAHAM would like to extend our gratitude to our sponsors who have provided their support for our Annual Institute. Without our amazing educational program sponsors, we would not be able to continue to offer this to our members.

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For your convenience, you can register for the 42nd Annual Institute online by visiting our website, www.mdaaham.com. Registration can also be completed by filling out the single registration form below, or complete the multiple registration form located on the next page! We encourage you to take advantage of our **early bird discount** by completing a paid registration before 08/15/2014 and save \$25 off of a standard full registration.

42nd Annual Institute Registration Form

Registrant Information			
Name:			
Title:			
Organization:			
Phone:		Fax:	
Email:		First Timer?:	<input type="checkbox"/> Yes <input type="checkbox"/> No
Package Information		Member	Non Member
<input type="checkbox"/> Full Registration <i>(Includes all programs, breakfasts, lunches, banquet & cocktail reception)</i>		\$400	\$525
<input type="checkbox"/> Daily Registration <i>(Includes breakfast, program, and lunch for a single day)</i>		\$165	\$225
<input type="checkbox"/> Daily Registration with Cecelia Moore Banquet		\$240	\$300
<input type="checkbox"/> Cecelia Moore Banquet Dinner		\$145	\$160
<input type="checkbox"/> Cocktail Reception		\$80	\$100
<input type="checkbox"/> Guest Package <i>(Includes all social functions held throughout the conference)</i>		\$250	\$345
Total Due:			

Please mail completed forms and payment to:

Maryland AAHAM C/O John Thomson
1503 Francke Ave.
Lutherville, MD 21093

Hotel Booking Information



Book your room by August 31, 2014 to guarantee a discounted rate of \$139/night!

Please contact the Princess Royale directly to arrange your hotel accommodations.

Visit our website at www.mdaaham.com and click on the hotel reservation link or call 410-524-7777 and mention Maryland AAHAM

Maryland AAHAM 42nd Annual Institute
Multiple Registration Form

Organization: _____

Organization Contact Person: _____

Contact Phone Number: _____ Fax Number: _____

Registrants Information			
Name	Email	Phone	Member?
1.			
2.			
3.			
4.			
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10.			
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12.			

Package	Package Details	Member	Non Member
FULL	Full Registration (Includes all programs, breakfasts, lunches, banquet & cocktail reception)	\$400	\$525
DAILY	Daily Registration (Includes breakfast, program, and lunch for a single day)	\$165	\$225
DAILY W/BAN	Daily Registration with Cecelia Moore Banquet	\$240	\$300
BANQUET	Cecelia Moore Banquet Dinner	\$145	\$160
COCKTAIL	Cocktail Reception	\$80	\$100
GUEST	Guest Package (Includes all social functions held throughout the conference)	\$250	\$345

23rd Annual Maryland AAHAM Golf Tournament

Where: Rum Pointe Seaside Golf Links

7000 Rum Pointe Lane
Berlin, Maryland 21811
410-629-1414

When: Tuesday, September 9, 2014

Registration + Group Photo: **8:30 a.m.**
Shotgun Start: **9:00 a.m.**



Prizes Awarded for:

- Putting Contest
- Last Place Team (the Coveted "Callender Cup")
- Longest Drive (Men & Women)
- Closest to the Pin (Men & Women)
- Straightest Drive
- Longest "Happy Gilmore" Drive

Everyone Is Invited to Participate Regardless of Your Golfing Ability

Mulligans, Sand Throws, Foot Wedges Will Be Available

REGISTRATION FORM

(If you are sponsoring a group of two or more golfers, please include with your registration)

Name: _____

Company Name: _____

Best Telephone #: _____

Email Address: _____

Average 18-Hole Golf Score: _____

Additional Golfers' Names/Golf Scores: _____

Fee: \$95.00 per golfer

The registration form and payment must be received by **August 8, 2014**

Please Make Checks Payable to: MD AAHAM

Mail Registration Form and Payment to:

Mike Motsay, CRCE
1920 Greenspring Drive, Suite 200
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410-616-9009

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Erin Miskelly

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