CONFERENCE HIGHLIGHTS

Aligned with 2015-16 HFMA National Chair Melinda Hancock’s theme of “Go Beyond,” our 2016 conference is focused on how HFMA’s three main target groups -- hospitals, physicians, and payers -- must continue to work more closely together to meet the challenges of providing high quality, cost-effective healthcare. As Chair Hancock states: “In a time when key industry stakeholders are realigning at an unprecedented pace, finance leaders should go beyond old assumptions about traditional roles and responsibilities and collaborate with others to meet industry challenges together.”

We are excited to have HFMA National’s President and CEO, Joe Fifer, as our keynote speaker. He will kick off two days of informative sessions, which include topics such as hospital/physician/payer partnerships, physician integration, value-based contracting, population health management, coding/regulatory updates, and the current status of healthcare reform in Hawai‘i. These presentations will be enhanced by professional development talks on career development for those new and seasoned in the healthcare finance field as well as an invigorating talk by Pam Chambers on the importance of teamwork.

Featuring presentations on physician engagement and physician integration with panelists from the American College of Healthcare Executives -- Hawaii Pacific Chapter.

For online registration via credit card/Paypal: http://www.hfma.org/Content.aspx?id=30967
Joseph J. Fifer, FHFMA, CPA President & CEO, HFMA

Joseph J. Fifer, FHFMA, CPA is president and chief executive officer of the Healthcare Financial Management Association. HFMA provides the resources healthcare organizations need to achieve sound fiscal health in order to provide excellent patient care. With more than 40,000 members, HFMA is the nation’s leading membership organization of healthcare finance executives and leaders. In 2014, Fifer was named to Modern Healthcare’s list of the 100 Most Influential People in Healthcare. Prior to assuming his position with HFMA in June 2012, Fifer spent 11 years as vice president of hospital finance at Spectrum Health, in Grand Rapids, Mich. He also spent time with McLaren Health Care Corporation, Flint, Mich., as vice president of finance and Ingham Regional Medical Center, Lansing, Mich., as senior vice president of finance and CFO. Fifer started his career with nine years at Ernst and Young, also in Michigan. Fifer was Chair of the HFMA Board of Directors in 2006-07. An HFMA member since 1983, Fifer served as a chapter president and for two terms as an HFMA board member. A Fellow of HFMA and a CPA, Fifer received his bachelor’s degree in Business Administration from Saginaw Valley State University, University Center, Mich. Fifer is an active community volunteer and runner. Fifer and his wife, Katie, have three children: Sarah, Tom, and Joe-Joe.

Description: As the healthcare industry realigns around value, the roles of hospitals, physicians, and health plans are blurring and sometimes converging. This session offers insight into the long-term trends that have led to this shift, and explores the implications of these trends for healthcare finance leaders and their organizations. Discover how collaboration across traditional boundaries is spreading, why consumerism will continue to be a change driver, and how HFMA is changing along with the healthcare industry. After this session, attendees will be able to:

- Describe the evolving roles of major healthcare stakeholders
- Discuss the implications of industry realignment for finance leaders
- Develop a career plan for staying relevant in a changing industry

GENERAL SESSION SPEAKERS

General Session 2: Do’s and Don’ts of Managed Care Contracting: Avoiding the Pitfalls
Description: As the cost of health care continues to rise in these Affordable Care Act times, employers will demand more cost savings from commercial carriers and many carriers will increase denials or reduce payments to providers in order to find those savings. A few commercial carriers already have denial rates as high as 20 percent of inpatient days. The denial impact on claims involving patients related to a particular contractual relationship with a health plan is substantial. A healthcare provider needs a comprehensive plan for handling denials to increase earnings and reduce future denials. This presentation will assist in solving the contract mysteries and making sure your facility is ready to tackle the reimbursement challenge with contractual agreements that are already in place.
Speaker: Chuck Acquisto, Esq., Senior Legal Counsel, Law Offices of Stephenson, Acquisto, Colman; HFMA Regional Executive, Region 11

Charles “Chuck” Acquisto is a Senior Associate Attorney at the Law Offices of Stephenson, Acquisto & Colman, with offices in Burbank and Pleasanton, California. He graduated from Loyola University of Maryland in 1989 and the University of Baltimore School of Law in 1996. He has been an active member of the Health Care Financial Management (HFMA) of Northern California and the American Association of Healthcare Administrative Management (AAHAM). On the HFMA of Northern California’s Board of Directors since 2000, he served as President for 2008-2009. He is the current Regional Executive for Region 11 of HFMA. Chuck has been a speaker at AAHAM’s ANI as well as several local and regional HFMA events, covering topics from reimbursement to healthcare legal issues. His book, Wisdom to Grown On, was published in April 2006 by Running Press, Tap Room Tales eBook (2011) and Wisdom for a Young Golfer by Apprentice House (2015). A father of three, Chuck is a resident of Dublin, California.
General Session 3: Engaging Physician Leaders: The "What's In It For Me (WIIFM)?" Problem

Description: This panel of physicians and hospital leaders will address how to engage physicians who often approach leadership requests with the question, "What's in it for me?"...money, power, title, or other resources. Suggestions on how to move from transactional thinking to transformational thinking will be provided.

Speakers: Kenric Murayama, M.D., FACS, Chair & Program Director, UHM Department of Surgery; ACHE Hawaii-Pacific Chapter - Gerard Livaudais, M.D., Vice-President, Hawaii Pacific Health; Martha Smith, MPH, MBA, FACHE, CEO, Kapiolani Medical Center for Women and Children; Kathy Raethel, RN, MPH, MBA, President and CEO, Castle Medical Center.

Dr. Kenric Murayama is Chair and Program Director of the Department of Surgery at the University of Hawaii at Manoa. He previously served as Chair and Program Director of the Department of Surgery at Abington Hospital in Pennsylvania. He is a graduate of the John A. Burns School of Medicine and completed his surgical training and research fellowship at Northwestern University’s Feinberg School of Medicine. He has also been on the surgical faculty at the University of Nebraska, Saint Louis University, Northwestern University, and the University of Pennsylvania. His clinical interests include Minimally Invasive Surgery with a particular focus on diseases of the foregut (gallstone disease, gastroesophageal reflux disease, achalasia, etc.), spleen, adrenal and hernias of all types. Additionally, he is a laparoscopic bariatric surgeon. His research interests include surgical education (with a particular interest in skill acquisition) and simulation, outcomes in bariatric surgery patients, and minimally invasive approaches to foregut diseases. Dr. Murayama is an active member of the American College of Surgeons, the Society for American Gastrointestinal and Endoscopic Surgeons, the American Society of Metabolic and Bariatric Surgeons, and the Southwestern Surgical Congress.

Dr. Gerard Livaudais is the Vice President of Hawai’i Pacific Health. He is responsible for the overall development and strategic leadership of Hawai’i Health Partners, working to create a new model of care that emphasizes clinical integration and care coordination. A board certified internist, he has more than 20 years of experience as a clinician, medical manager and medical software professional. He most recently served as chief medical officer and senior vice president of product and content management for Quantros, Inc., a health care software company. He received his medical degree from Tulane University School of Medicine, where he also held a combined internal medicine/pediatric internship and internal medicine residency. He served as chief resident and then co-director of the residency program before taking on roles as vice president of Medical Affairs at Louisiana Health Care Review (a HCFA Peer Review and Quality Improvement Organization), as well as medical director, board member and other leadership positions at multi-specialty groups (Medford Clinic, Hawaii Permanente Medical Group). Before joining Hawaii Pacific Health, he was the chief medical officer for Quantros, a patient safety and clinical quality software company. He is a member of the American College of Healthcare Executives and a Fellow of the American College of Physicians.

Martha joined Hawai’i Pacific Health (HPH) in October 2004 and serves as the Chief Executive Officer for Kapi'o'lanai Medical Center for Women and Children. Prior to joining HPH, Martha was the Vice President for Operations at Mount Sinai Medical Center and Miami Heart Institute in Miami Beach, Florida September 2000 thru September 2004. Martha worked at Kapi‘olani Health in hospital operations throughout the system from 1986 to 1999. Mrs. Smith holds a Bachelor of Science degree in Respiratory Therapy from University of Central Florida, a Master of Public Health from University of Alabama-Birmingham and a Master of Business Administration from Chaminade University, Honolulu. She is a Fellow in the American College of Health care Executives (FACHE). Martha is active on community and professional boards. She was recognized 2015 as a Girl Scouts Women of Distinction and in 2014 as a Healthcare Leader by the Healthcare Association of Hawai‘i. She is a past president of the Hawai‘i Chapter of the American College of Healthcare Executives and is a member of the Children’s Hospital Association Chief Executive Group. Mrs. Smith serves on the AlohaCare and Surgicare (ASC Pacific Ventures) boards, as well as the Board of Regents at Chaminade University. She is also the Chair of the Board of Kapi‘olani Medical Specialists, a Physician Specialty Group of Hawai‘i Pacific Health.

Kathy Raethel is President and CEO of Castle Medical Center, a 160-bed acute care facility located in Kailua, Hawaii. Castle Medical Center is part of Adventist Health, a 20-hospital system headquartered in Sacramento, California. Kathy is passionate about the pursuit of excellence and seeks to lead Castle Medical Center’s journey to top decile performance across clinical processes as well as patient, associate and physician perception scores. Kathy is a registered nurse with a Bachelor’s Degree in Education and a Master’s Degree in both Public Health and Health Administration. Her career has spanned 40 years, with experience in nursing education, quality, business development and administration. She is a Fellow in the American College of Health Care Executives and Board Chair of Healthcare Association of Hawaii.
General Session 5: Physician Integration

Description: Moderated by Dr. Danny Takanishi, Jr., M.D., FACS, this panel provides perspectives of an Academic Medical Center with both an employed medical staff and private practitioners, a Health System with employed medical staffs who may at times go to other sites, and an HMO.

Panelists: Gerard Livaudais, M.D., FACP; George McPheeters, M.D., FACS, Chief Medical Officer, UHA; Mark Mugiishi, M.D., FACS, Senior Vice-President for Clinical Affairs, HMSA

Dr. Danny Takanishi, Jr. is currently a Professor and an Associate Program Director in the UHM Department of Surgery and Director of Surgical Clinical Research at the Queen’s Medical Center, in Honolulu, Hawaii. A graduate of JABSOM, he completed his General Surgery Residency and Surgical Critical Care Fellowship in Hawaii, obtaining American Board of Surgery certification in both specialties. He then completed a National Institutes of Health-sponsored, Surgical Oncology Fellowship at the University of Chicago and remained on the faculty for a number of years prior to returning to Hawaii to serve as Chair of the UHM Department of Surgery (2001-2012). He also was the Program Director for the department’s general surgery residency program from 2001-2015. He has served in numerous leadership roles both locally and nationally, including President of the Hawaii Chapter of the American College of Surgeons, Chair of the Hawaii Medical Board, State Chair for the Commission on Cancer, Chair of the ACGME’s Common Program Requirements Committee and currently serves as Vice-Chair of the Surgery Residency Review Committee, which has a 6 year term, ending in 2018.

Dr. Anna Loengard is chief medical officer of the Queens Clinically Integrated Physician network, leading their clinical and quality programs. Prior to this she was President of ClarisHealth Hawaii, a company created to design innovative programs for the elderly and those with complex care needs. She is currently board certified in palliative medicine, and geriatrics and serves as an Assistant Clinical Professor of Geriatrics at the University of Hawaii John A. Burns School of Medicine. Before joining ClarisHealth Hawaii, she was Chief Medical Officer for the St. Francis Healthcare System. Dr. Loengard moved to Hawaii in 2009 from New York City where she was a Mount Sinai School of Medicine faculty member and founded “Successful Caring, Inc.,” a company created to educate caregivers on how to navigate the healthcare system and provide the best medical care for aging loved ones. At Mount Sinai her teachings focused on the complexities of caring for the home-bound elderly and those with serious illness. Dr. Loengard has received many teaching awards, has been named Best Doctor in Hawaii for geriatrics and internal medicine since 2010 and received the HAH “physician of the year” Award in 2013.

Dr. Gerard Livaudais is Vice President of Hawai’i Pacific Health. He is responsible for the overall development and strategic leadership of Hawai’i Health Partners, working to create a new model of care that emphasizes clinical integration and care coordination. A board certified internist, he has more than 20 years of experience as a clinician, medical manager and medical software professional. He most recently served as chief medical officer and senior vice president of product and content management for Quantros, Inc., a health care software company. He received his medical degree from Tulane University School of Medicine, where he also held a combined internal medicine/pediatric internship and internal medicine residency. He served as chief resident and then co-director of the residency program before taking on roles as vice president of Medical Affairs at Louisiana Health Care Review (a HCFA Peer Review and Quality Improvement Organization), as well as medical director, board member and other leadership positions at multi-specialty groups (Medford Clinic, Hawaii Permanente Medical Group). Before joining Hawaii Pacific Health, he was the chief medical officer for Quantros, a patient safety and clinical quality software company. He is a member of the American College of Healthcare Executives and a Fellow of the American College of Physicians.

Dr. George McPheeters is a graduate of JABSOM, UHISRP and worked at Straub Clinic for nearly 25 years. He has experience with rural surgery through the Navajo Nation and is currently Chief Medical Officer at UHA, a local insurer founded by physicians UHA acted as the original faculty practice plan and is devoted to evidence based care. He is certified in Surgery and Surgical Critical Care.

Dr. Mark Mugiishi is Chief Medical Officer for HMSA. One area of focus for Dr. Mugiishi at HMSA is overseeing the partnership between the health plan and the provider community as well as directing the effort to transform the health care delivery system to improve health and well-being in the State of Hawaii. He is a board certified surgeon at Central Medical Clinic/Ekahi Health. His University of Hawaii academic appointments include Associate Chair of Clinical Affairs, Department of Surgery; Director of Surgical Education, Kuakini Medical Center; Associate Program Director, Transitional Residency Program; and Assistant Professor of Surgery, John A. Burns School of Medicine. He received his MD from Northwestern University and completed his residency training at the University of Hawaii Surgical Residency Program.
General Session 6: An Aligned Approach to Population Health in Hawaii

Description: Close to four years after the U.S. Supreme Court rendered a final decision to uphold the law, it is a good time to reexamine the Affordable Care Act (ACA). From a local perspective, our panelists present on the impact of the ACA in Hawaii and State initiatives to improve access to and quality of healthcare, health outcomes, and community health.

Speakers: Virginia Pressler, MD, MBA, FACS, Director of Health, State of Hawaii; Rachael Wong, DrPH, Director of Human Services, State of Hawaii; Beth Giesting, Health Care Innovation Director, Office of the Governor, State of Hawaii; Judy Mohr-Peterson, Ph.D., Med-QUEST Administrator

Dr. Virginia Pressler, M.D., MBA, FACS is Director of Health for the State of Hawaii Department of Health. Previously Dr. Pressler was Executive Vice President and Chief Strategic Officer for Hawaii Pacific Health. She has also served as Deputy Director of the Hawaii State Dept. of Health, President & CEO of the Queen’s/ HMSA Premier Plan, Vice President at The Queen’s Health Systems, Director of Surgical Education at The Queen’s Medical Center, Associate Professor of Surgery at the John A. Burns School of Medicine, private practice in general surgery, and five years in management at Bank of Hawaii. Dr. Pressler holds a Bachelor of Arts degree from Cornell University, and MBA, MS in physiology and MD degrees from the University of Hawaii at Manoa. She has been active in the community in a wide variety of volunteer roles, including serving past board member and secretary of the YMCA. She has also received numerous awards, including the American Cancer Society St. George National Award, recognition as one of the University of Hawai‘i Distinguished Alumni, the Business Leadership Hawai‘i Lifetime Achievement Award, and many others.

Rachael Wong, DrPH serves as director of the State of Hawaii Department of Human Services. Previously, she was the vice president and chief operating officer of Healthcare Association of Hawaii where she worked with healthcare providers on the provision of quality care and improving community health. She also served as executive director of Kokua Mau (Hawaii Hospice & Palliative Care Organization) and the Hawaii Consortium for Integrative Care. Rachael earned a bachelor’s degree in East Asian studies and certificate in women’s studies from Princeton University, a master’s degree in public health from University of Hawaii at Manoa, and a doctorate in public health from University of North Carolina at Chapel Hill. She currently serves on the National Governors Association Human Services Core Advisors Network.

Beth Giesting joined the Governor’s Office September 1, 2011 to develop an agenda for health care transformation for Hawaii. In that role, she has headed a two-part State Innovation Planning Process that identified strategies to improve patient-centered care and coordination, move workforce to a more flexible team model, embrace HIT more widely, reform payment, and use policy levers to advance systems change. In addition, her work includes developing an ACA State Innovation Waiver for Hawaii and guiding it through the process of approval and implementation. Ms. Giesting’s career has been devoted to promoting good health and health care. As the executive director of Kalihi-Palama Health Center, she supervised a substantial expansion of health services for Honolulu residents with language, cultural, and financial barriers to care. This was followed by an extended stint as CEO of the Hawai‘i Primary Care Association. There, she promoted equitable health policy and was instrumental in increasing the number of community health centers in the state, adding to the resources that support the medically underserved, promoting oral health and mental health integration with medical care, and expanding competent use of health information technology.

Judy Mohr-Peterson, Ph.D. serves as the Med-Quest Division Administrator for the State of Hawaii Department of Human Services (DHS). Dr. Mohr Peterson is a nationally-recognized leader in Medicaid, health care transformation and Affordable Care Act implementation. She began her career with Medicaid in 1997 and had served as Oregon’s State Medicaid Director from 2009 to 2015, and in that role was an architect of Oregon’s successful health system transformation and coverage expansion. Prior to becoming Medicaid Director, she spent eight years managing the Analysis, Evaluation and Quality Improvement sections for the Oregon Medicaid agency and five years managing caseload forecasting, actuarial services and the Oregon Health Authority budget. Before working for the Oregon Medicaid program, Mohr Peterson evaluated and reported on children’s mental health in Texas. She received her Master’s degree in Anthropology and Doctoral degree in Sociocultural Anthropology from the University of Texas at Austin.
General Session 4: Career Opportunities in Healthcare Finance for the Novice to the Seasoned Professional

Description: The ever-changing healthcare landscape has resulted in mergers, acquisitions, downsizing, and in some cases expansion. Positions have been created, redescribed, and eliminated. This session will inform both the healthcare finance novice on how to best enter the profession, as well as the seasoned professional who is looking for a new way to utilize his or her skills.

Speaker: Marie Kumabe, Principal, Kumabe HR, Human Resources and Staffing

Marie Kumabe, Principal, provides Executive Recruitment and Human Resource Consulting. She has spent the last 10 years actively engaged with Hawaii companies, partnering with them to insure that their organizations have access to the best HR trends as well as leadership candidates. She has over 20 years in the business, with 15 years specifically in staffing and recruitment. Marie is a recognized leader in the field of staffing and human resources in the state as is demonstrated by her appointment as the current Faculty Director for the Masters of Human Resources Management program at the Shilder College of Business at the University of Hawaii. The 15 year unique relationship Kumabe has with the University delivers an amazing network representing the top emerging talent available in the state. She launched a successful national staffing franchise and sold her interests to start her own company and serve the community on her terms. She has also served as Director of Human Resources for American Hawaii Cruises and has held senior management positions with Continental and Northwest Airlines. Marie received her undergraduate degree from UCLA in International Relations with an emphasis in Business, and holds a master’s degree in Human Resource Management. She is active in organizations like the Junior League of Honolulu, Nuuanu YMCA Board, the UH TIM Alumni Organization and Aloha United Way.

General Session 7: Winning Teamwork (Together Everyone Achieves More)

Description: An aligned team produces better results than a group of individuals working separately. In this hands-on seminar, you will learn what makes a winning team; how personal and team values affect productivity; six behaviors that sabotage team success, and how to turn sabotage into support.

Speaker: Pam Chambers

Pam Chambers is known as Hawaii’s Presentation Coach. Since 1985, she has helped thousands of people become better communicators — whether they speak to one person, to small groups, or to large audiences. Pam used to be “the shyest girl in the world,” and avoided standing out in any way. But years later, she was propelled into the limelight when she accepted a position as sales manager for a seminar company in San Francisco. She then put herself through the challenging and rewarding process of becoming a public speaker. And now she teaches others to speak out. Pam helps a wide array of clients — moving men, bodyguards, front-line retailers, entertainers, CPAs, attorneys, bankers, CEOs, and people from any industry you can name — even a shy ten-year-old boy. Pam is the author of Speak for Yourself, Stand & Deliver, and Life is a Presentation. Her latest book, Public Speaking Made Easy, made the bestseller list in Hawaii. She was named by Honolulu Magazine as one of Hawaii’s 10 Most Admired Women. Pam’s style is interactive, entertaining, and practical. She knows how to bring out the best in her audiences, and she is praised for her “wise and cheerful lessons.”
**Breakout 1A: Population Health Management**

**Description:** This presentation will describe how a community hospital built a population management infrastructure. The tools and techniques deployed within the service area will be covered as well as the establishment of several risk based contracts. Unique payer partnerships will be discussed and a special focus will be given to the financial components (revenue, risk, expense) of this unique enterprise. The session objectives are: 1) identify population management infrastructure success factors; 2) discover revenue arrangements that compensate for infrastructure expenses; 3) successful curve-2 communication tactics with executive management and board members.

**Speaker:** Matthew Morgan, MBA, FHFMA, Chief Accounting Officer, Community Hospital of the Monterey Peninsula; President, HFMA Northern California Chapter

Matt Morgan is a healthcare finance professional with over 18 years of provider-based industry experience. He currently serves as Chief Accounting Officer at Community Hospital of the Monterey Peninsula (CHOMP) and the Chief Financial Officer of Aspire Health Plan. Prior to that role he was employed as the manager of financial reporting at Cedars-Sinai Medical Center in Los Angeles as well as stints at Granada Hills Community Hospital and Prudential. He has a passion for intelligent data presentation, cost control and problem resolution. He holds a BS in Finance from San Diego State University and an MBA from California State University Northridge. Matt enjoys playing beach volleyball and snowboarding and is active in his church. He lives with his wife and two young daughters in the paradise known as Carmel, California.

**Breakout 1B: Coding and Regulatory Update**

**Description:** Hear about the latest updates from Medicare that will be in effect for 2016.

**Speaker:** Jean Matsushita, CPC, Part B Education Representative, Noridian Healthcare Solutions

As an Education Representative, Jean brings 46 years of Medicare experience to the Provider Outreach and Education Department. Jean graduated from the University of Hawaii in Accounting and has worked for Aetna as a Manager in the Customer Service, Correspondence and Appeals Department. She then was hired by Noridian Administrative Services as a Team Leader managing the Hawaii Medicare Office in Education. Following the transfer of jurisdiction to Palmetto GBA she was the Sr Provider Outreach and Education Representative. She's now back to Noridian Healthcare Solutions as an Education Representative. She has the responsibility of assisting the providers in the State of Hawaii, American Samoa, Guam and the Marianas Island on billing as well as any other issues and serves as a liaison between the providers and the Medicare contractor. She is a Certified Professional Coder and a member of the American Academy of Professional Coders (AAPC) where she has served as President and New Development Officer for the Honolulu Chapter of AAPC and is currently the Advisor to the chapter.

**Breakout 2A: Understanding the Basics of Clinical Documentation Improvement for Compliant Reimbursement**

**Description:** The challenge of appropriate clinical documentation to support quality of care and to accurately report patient care outcomes continues to grow. Learn five proven strategies to not only improve provider documentation, but also to align the requirements for “pay-for-performance” and its applicable coding guidelines. Documentation by physicians, hospitalists, mid-levels, and therapists will be discussed. The adoption of these five strategies will ensure compliant best practice procedures for professional and technical charge capture for revenue integrity and optimum reimbursement. Session objectives include discussion of necessary documentation for the Two-Midnight Rule and hospital preformance on governmental penalties for patient care (e.g., hospital-acquired conditions, appropriate patient status order at the time of service, observation requirements, and reporting core measures based on documentation.

**Speaker:** Linda J. Corley, MBA, CRCR, CPC

Linda Corley has worked collaboratively with hospitals and physician offices for the past twenty-five years. She has served as Controller of a university-owned, four hospital group; and provided insight to clinical and financial staff members on compliant reimbursement. Linda is a credentialed coder and a frequent HFMA presenter. She is a previous college professor who taught financial processes for healthcare, health information management skills, and billing and collection courses. Linda also has over fifteen years’ experience on the national level of leading CDM Reviews, coding and billing audits, and providing consulting services for revenue cycle improvement. She has served as Corporate Compliance Officer for Perot Systems and Dell Revenue Cycle Services. Linda currently is Vice President of Compliance and Quality Assurance for Xxend Healthcare.
Breakout 2B: **Impacting Reimbursement Using Clinical Data**  
**Description:** Tapping into clinical data provides a real opportunity to gain insights that can not only improve care and population health, but also impact reimbursement. However, healthcare organizations continue to lag behind other high risk industries in using the data they collect and report. A major hurdle? Understand how to capture value from clinical data in pursuing reimbursements.  
**Speaker:** Mical DeBrow, Ph.D., RN  

Dr. Mical DeBrow is widely published in healthcare operations, informatics, and performance management. He currently serves as the Associate Director of Health Economics and Outcomes Research for Boeringher-Ingelheim USA. He has previous experience as director of Health Analytics and Business Intelligence for G2 Works, LLC and a similar role at Accord Health and as Managing Director of Outcomes at Siemens Medical Solutions. His experience and accomplishments are varied and notable and have provided him with additional experience in, among other areas, disease management, patient safety, pharmacy benefit services and nursing. Dr. DeBrow's career includes service for healthcare and hospital networks, managed care organizations, healthcare consulting firms and universities. Dr. DeBrow is a frequent continuing education speaker and has been involved in clinical transformation, health analytics, and business intelligence over the last decade. Dr. DeBrow earned a Ph.D. in Management of Healthcare Systems, a Master's in Trauma and Critical Care Nursing, and holds undergraduate degrees in Nursing and Pharmacy.

Breakout 3A: **Combatting Waste, Fraud, and Abuse in Healthcare Today**  
**Description:** This talk will review major issues and topics contributing to waste, fraud, and abuse that have become areas of focus for the U.S. Department of Health and Human Services. Techniques used by OIG to address potential waste, fraud, and abuse will also be discussed. The presentation will also highlight key issues and processes financial managers should use to comply with federal regulations.  
**Speaker:** Timothy Brady, Ph.D., FACHE, FHFMA

Dr. Timothy Brady was the Regional Inspector General for HHS Regions 9 and 10 from 2007 to 2015. Immediately prior to becoming the Regional Inspector General, he was the Financial Branch Manager for CMS Region 9 Medicaid and Children’s Health, which included Hawaii and the Pacific Trust territories. Prior to his government career, he was a professor of graduate healthcare administration at California State University - Bakersfield and Texas State University - San Marcos. He spent 16 years as a healthcare administrator in New Mexico, Texas, and California. He is a fellow in the American College of Healthcare Executives and HFMA.

Breakout 3B: **Setting Priorities to Ensure a Smooth and Calm Revenue Cycle**  
**Description:** Managing the revenue cycle is a complicated process and it's easy to get caught up in “put out the latest fire” mode. This session will explore the planning, execution, and habits of managing the process. Creating daily, weekly, and monthly routines can help make the revenue cycle a very smooth process and increase the financial success you achieve.  
**Speaker:** Gregory West, President, Healthcare Resource Group

Greg West is the President of Healthcare Resource Group, located in Eastern Washington and is responsible for all revenue cycle operations, including two OutPartnering Centers and remote teams providing a comprehensive suite of cash acceleration and HIM services, consulting, and staffing. Greg has over 24 years of broad-based healthcare management experience including clinics, hospitals, vendors, and insurance carriers. His expertise includes revenue cycle management, process improvement, payer contracting, patient collections, and leadership training. He is actively involved with HFMA, AAHAM, and MGMA and has served as a board member for both the Washington Chapter of HFMA and the Inland Empire Chapter of AAHAM. Greg received his undergraduate degree from Fresno State University and recently completed the Executive Development MBA program at University of Washington, Foster’s School of Business.
Mahalo to our Annual Conference Sponsors!

Thursday Evening Reception

![TRANE BUILDING ADVANTAGE logo]

Friday Lunch

![Charge Assist logo]

Thursday and Friday Refreshment Breaks

![CARDON OUTREACH logo]

Speaker Travel Sponsors

![HRG Healthcare Resource Group logo]

![Xtend Healthcare logo](https://www.xtendhealthcare.net)
Annual Conference Exhibitors

AccuReg

BDM

CARDON OUTREACH™

Hawes Financial Group

HRG Healthcare Resource Group

MedAssets + precyse

OPTUM360°

Sunbelt Medical International

UNIVERSITY OF HAWAI‘I AT MĀNOA

SHIDLER COLLEGE OF BUSINESS

Xtend Healthcare
# Conference Schedule at a Glance: Thursday, April 21, 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 to 8:30 a.m.</td>
<td><strong>FOYER:</strong> Registration and Continental Breakfast - Visit Exhibitors</td>
</tr>
<tr>
<td>8:30 to 8:45 a.m.</td>
<td><strong>HIBISCUS BALLROOM I:</strong> Welcome by Past-President Lehua Pate</td>
</tr>
<tr>
<td>8:45 to 10:00 a.m.</td>
<td><strong>HIBISCUS BALLROOM I: General Session 1:</strong> Healthcare Realignment: What It Means for You, Your Organization, and HFMA, Joe Fifer, FHFMA, CPA, President and CEO, HFMA</td>
</tr>
<tr>
<td>10:00 to 10:15 a.m.</td>
<td><strong>FOYER:</strong> Break - Visit Exhibitors</td>
</tr>
<tr>
<td>10:15 to 11:45 a.m.</td>
<td><strong>HIBISCUS BALLROOM I: General Session 2:</strong> Do’s and Don’ts of Managed Care Contracting: Avoiding the Pitfalls, Chuck Acquisto, Esq., Senior Legal Counsel, Law Offices of Stephenson, Acquisto, &amp; Colman; HFMA Regional Executive, Region 11</td>
</tr>
<tr>
<td>11:45 a.m. to 1:00 p.m.</td>
<td><strong>HIBISCUS BALLROOM II:</strong> Lunch, Networking, and Door Prizes - Visit Exhibitors</td>
</tr>
<tr>
<td>1:00 to 2:00 p.m.</td>
<td>Breakout Sessions</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Breakout 1A: <strong>HIBISCUS I</strong></th>
<th>Breakout 1B: <strong>CARNATION</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Population Health Management</strong></td>
<td><strong>Coding and Regulatory Update</strong></td>
</tr>
<tr>
<td>Matthew Morgan, MBA, FHFMA Chief Accounting Officer, Community Hospital of the Monterey Peninsula; President, HFMA Northern California Chapter</td>
<td>Jean Matsushita, CPC, Ombudsman, Noridian – Medicare Part B</td>
</tr>
<tr>
<td>2:00 to 3:00 p.m.</td>
<td><strong>General Session 3 (PANEL):</strong> Engaging Physician Leaders: The “What’s In it For Me (WIIFM)?” Problem – Moderator: Kenric Murayama, M.D., FACS, Chair &amp; Program Director, UHM Dept of Surgery; ACHE Hawaii Pacific Chapter -- Gerard Livaudais, M.D., MPH, FACP, Vice-President, Hawaii Pacific Health; Martha Smith, MPH, MBA, CEO, Kapiolani Medical Center for Women and Children; Kathy Raethel, RN, MPH, MHA, FACHE, President &amp; CEO, Castle Medical Center.</td>
</tr>
<tr>
<td>3:00 to 3:15 p.m.</td>
<td><strong>FOYER:</strong> Break - Visit Exhibitors</td>
</tr>
<tr>
<td>3:15 to 4:15 p.m.</td>
<td><strong>HIBISCUS BALLROOM I: General Session 4:</strong> Career Opportunities in Healthcare Finance for the Novice to the Seasoned Professional - Marie Kumabe</td>
</tr>
<tr>
<td>4:15 to 7:00 p.m.</td>
<td><strong>HIBISCUS BALLROOM II:</strong> 2016 HFMA Hawai`i Chapter Volunteer Awards and Family- Focused Reception and Door Prizes</td>
</tr>
</tbody>
</table>
Conference Schedule at a Glance: Friday, April 22, 2016

7:30 to 8:30 a.m.  
**FOYER**: Registration and Continental Breakfast - Visit Exhibitors

8:30 to 8:45 a.m.  
**HIBISCUS BALLROOM I**: Welcome by Past-President Lehua Pate

8:45 to 10:15 a.m.  
**HIBISCUS BALLROOM I: General Session 5 (PANEL)**: Physician Integration; Moderator: Danny Takanishi, Jr., M.D. FACS; Panelists: Gerard Livaudais, M.D., Vice President, Hawaii Pacific Health; Anna Loengard, M.D., Chief Medical Officer, QCIPN; George McPheeters, M.D., FACS, Chief Medical Officer, UHA; Mark Mugiishi, M.D., FACS, Senior Vice-President for Clinical Affairs, HMSA

10:00 to 10:15 a.m.  
**FOYER**: Break - Visit Exhibitors

10:15 to 11:45 a.m.  
**HIBISCUS BALLROOM I: General session 6 (PANEL)**: An Aligned Approach to Population Health in HI  
Virginia Pressler, MD, MBA, FACS, Director of Health, State of Hawaii; Rachael Wong, DrPH, Director of Human Services, State of Hawaii; Beth Giesting, Healthcare Innovation Director, Office of the Governor, State of Hawaii; Judy Mohr-Peterson, Ph.D., Med-QUEST Division Administrator

11:45 a.m. to 1 p.m.  
**HIBISCUS BALLROOM II**: Lunch, Networking, and Door Prizes - Visit Exhibitors

1:00 to 3:00 p.m.  
Breakout Sessions

<table>
<thead>
<tr>
<th>1:00 to 2:00 p.m.</th>
<th>Breakout 2A: <strong>HIBISCUS I</strong></th>
<th>Breakout 2B: <strong>CARNATION</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakout 3A: <strong>HIBISCUS I</strong></td>
<td><strong>Combating Waste, Fraud, and Abuse in Healthcare Today</strong></td>
<td><strong>Setting Priorities to Ensure a Smooth and Calm Revenue Cycle</strong></td>
</tr>
<tr>
<td>Breakout 3B: <strong>CARNATION</strong></td>
<td><strong>Setting Priorities to Ensure a Smooth and Calm Revenue Cycle</strong></td>
<td><strong>Setting Priorities to Ensure a Smooth and Calm Revenue Cycle</strong></td>
</tr>
</tbody>
</table>

3:00 to 3:15 p.m.  
**FOYER**: Break - Visit Exhibitors

3:15 to 4:15 p.m.  
**HIBISCUS BALLROOM I: General Session 7**: Winning Teamwork (Together Everyone Achieves More) - Pam Chambers

4:15 to 4:30 p.m.  
Closing Remarks and Drawing for Free 2017 Conference Registration
ADDITIONAL CONFERENCE INFORMATION

ATTIRE
Aloha, Military Class B, or Business Casual.

CONFERENCE RATES
Two-day and one-day rates include registration, continental breakfast, lunch, and the evening reception. The evening reception only rate includes food, tax, and gratuities. No-host bar will be available. Early-bird registrations are due on or before December 31, 2015. The deadline for all registrations is April 7, 2016. Payment must be received no later than the conference check-in in order to attend.

PRESENTATION MATERIALS
Presentation handouts will be available at hawaiihfma.org prior to the conference. No hard copies will be distributed. Internet access will be available in the Hibiscus Ballroom I.

CANCELLATION & REFUNDS
50% of the conference registration fee is refundable only if written cancellation is received by December 31, 2015. After December 31, 2015, there will be NO refunds. Substitutions are allowed for those registrants unable to attend. If the substitute is not a member, the non-member registration fee is required.

To cancel your registration to this event, please email or fax your cancellation request to the HFMA Member Service Center (email: memberservices@hfma.org, fax: (708)531-0665). If you have any questions regarding the cancellation policy for this event, please contact the HFMA Member Service Center at (800) 252-4362, extension 2.

CONTINUING PROFESSIONAL EDUCATION CREDITS
CPA – The Hawaii Chapter of HFMA is registered with the Hawaii State Board of Public Accountancy as a sponsor of continuing professional education. Complaints regarding registered sponsors may be addressed to: Hawaii State Board of Accountancy; P.O. Box 3469; Honolulu, Hawaii 96801; (808)586-2696. The Hawaii Chapter of HFMA’s Hawaii State Board Registration Number is 94001. A maximum of 12 credits will be granted.

HOTEL ACCOMMODATIONS
The 2016 HFMA Hawaii Chapter Annual Conference will be held at the Ala Moana Hotel in Honolulu. Conference attendees may reserve hotel rooms by calling Ala Moana Reservations at 1(800)367-6025 or visiting their Web site at alamoanahotel.com. The Ala Moana Hotel is located at 410 Atkinson Drive, Honolulu, Hawaii 96814.

INQUIRIES
Please direct inquiries to Maria Chun at mariachu@hawaii.edu.

PARKING
Parking is available at the Ala Moana Hotel. Parking validations for a discounted parking fee will be provided to conference attendees. Validated parking is $6.00 for 8 hours and $8.00 for 10 hours.
Name

Employer

Title

Address

City

State

Zip

Phone

Email

Professional Association Membership

Members of the following professional associations may attend the conference at the Member rate. Join one of the Professional Associations now and attend the conference at the Member rate. Circle the organization for which you have an active membership:

HFMA    HMGMA (Hawaii Chapter of the MGMA)    ACHE (American College of Healthcare Executives)    AAPC

Breakout Session Registration (circle one breakout session per time slot)

<table>
<thead>
<tr>
<th>Thursday, April 21, 2016</th>
<th>Friday, April 22, 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 – 2:00 P.M.</td>
<td>1A</td>
</tr>
<tr>
<td>1B</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2A</td>
</tr>
<tr>
<td></td>
<td>2B</td>
</tr>
</tbody>
</table>

Conference Activities

☐ I will attend the HFMA Hawaii Chapter Officer Installation and Reception on Thursday, April 21, 2016

Conference Fees

One and two-day fees include the Evening Reception. Circle the appropriate box below. The deadline for all registrations is April 7, 2016.

<table>
<thead>
<tr>
<th>Registration for:</th>
<th>Early Bird Registration (received on or before Dec 31)</th>
<th>General Registration (received after Dec 31)</th>
<th>Neighbor Island Registration</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Member</td>
<td>Non-Member</td>
<td>Member</td>
</tr>
<tr>
<td>2 days</td>
<td>$335</td>
<td>$385</td>
<td>$385</td>
</tr>
<tr>
<td>1 day</td>
<td>$275</td>
<td>$325</td>
<td>$335</td>
</tr>
<tr>
<td>Evening Reception Only</td>
<td>$35</td>
<td>$50</td>
<td>$35</td>
</tr>
</tbody>
</table>

Registration Options: You can register for this event through any method listed below. New members who want to use the $25 off any HFMA event coupon please contact Mark Hung at mhung@rehabhospital.org for registration procedures. If you have any other questions regarding registration, please contact HFMA Member Service Center at (800) 252-4362, extension 2.


2. Via Mail: Complete the registration form and mail with payment to the address below (checks payable to HFMA).
   HFMA
   Dept. 77-6063 Chicago, IL
   60678-6063

3. Via Fax: Complete the registration form indicating payment information (or that check payment will follow) to (708) 531-0665, Attn: MSC.
Mahalo to our Chapter Sponsors!

Ali‘i Sponsors:

Kokua Sponsors:

Ohana Sponsors: