



HBMA
Healthcare
BILLING & MANAGEMENT
Association

MARCH 8-10
ANDAZ HOTEL
SAN DIEGO, CA

2011
Compliance

FEATURING:

Bob Burleigh, CHBME
Karen Collier, Esq.
Holly Louie, RN, CHBME, PCS
James B. Wieland, Esq.
Jackie Willett, CHBME
J. Dennis Mock
Bill Finerfrock

*** CONFERENCE**

EFFECTIVE COMPLIANCE IS GOOD BUSINESS

Register Today ▶ www.hbma.org ▶ 1-877-640-4262

* EFFECTIVE COMPLIANCE IS GOOD BUSINESS

The **HBMA 2011 Compliance Conference** offers two-and-a-half days of focused instruction presented by an expert faculty of compliance and billing industry professionals. Featuring new and revised sessions, this once-a-year program provides a practical approach to developing and assessing your Compliance Plan within the context of effective business practices. Learn how to **integrate compliance** into everything you do. Discover how to **add value** to your business services. Receive tips, techniques, strategies and resources to make compliance work for you.



CONFERENCE MATERIALS INCLUDE

- Compliance Implementation Tools
- Sample Documents, Worksheets & Checklists
- Sample Contracts & Legal Documents
- Sample Policies & Procedures

FROM THE ATTENDEES

What they are saying

Thank you all for sharing your experiences, views and knowledge with us all on such critical topics and making it easier because we all need the help! You made a complex subject easier for me to go back and help educate my team. Thanks!

Overall this conference was great! Very insightful! I feel like I've really learned a lot and have been given a substantial amount of tools that can truly improve my company!

WOW! This was an excellent, clear presentation and overview of compliance.

I definitely will want to attend other HBMA education based on what I learned at this first-time session + the welcome that was extended to me from HBMA members and staff as well as other attendees!

The overall conference was excellent. Every presenter provided a wealth of information and I learned so much. As a small billing company, things were brought to my attention that hadn't occurred to me.

You did a great job adding detail on current regulatory changes woven into the presentations – along with compliance basics. A great educational source – especially for newcomers.

Great comprehensive conference! I love that there are so many resources and references. Everyone provided a lot of great information from day one! It really showed the relevance of this conference and what is to come. Perfect way to start off!

CONFERENCE FACULTY

Robert B. Burleigh, CHBME
Brandywine Healthcare Services
West Chester, PA

Karen L. Collier, Esquire
Intermedix
Oklahoma City

Holly J. Louie, RN, CHBME, PCS
Practice Management, Inc.
Boise, ID

James B. Wieland, Esquire
Ober, Kaler, Grimes & Shriver
Baltimore, MD

Jackie Willett, CHBME
Term-Intermedix
Mansfield, TX

GUEST SPEAKERS

J. Dennis Mock
Senior Strategy Advisor
Medical Business Bureau
Venice, FL

Bill Finerfrock, HBMA Legislative
HBMA Legislative Consultant
Capitol Associates
Washington, DC

* SCHEDULE-AT-A-GLANCE



* TUESDAY, MARCH 8

- 11:30 am – 1:00 pm . . . Registration Open
- 1:00 – 1:15pm Welcome and Introductions
- 1:15 – 2:30pm **Compliance in Medical Billing Offices** Jackie Willett, CHBME
- 2:30 – 3:45pm **HIPAA – HITECH and Beyond** Karen L. Collier, Esquire
- 3:45 – 4:00pm Break
- 4:00 – 5:30pm **Compliance Officer and Committee** Robert B. Burleigh, CHBME
- 5:30 – 7:00pm Networking Reception

* WEDNESDAY, MARCH 9

- 7:30 – 8:30am Continental Breakfast
- 8:30 – 10:00am **Policies and Procedures for Your Billing Company** Karen L. Collier, Esquire
- 10:00 – 10:15am Break
- 10:15 – 11:45am **Effective Monitoring and Auditing** Holly J. Louie, RN, CHBME, PCS
- 11:45am – 1:00pm . . . Lunch
- 1:00 – 2:30pm **Compliance Education and Training** Jackie Willett, CHBME
- 2:30 – 2:45pm Break
- 2:45 – 4:15pm **Risk Assessments & the Oops Factor** Holly J. Louie, RN, CHBME, PCS
- 4:15 – 5:45pm **The Impact of FDCPA on a Third Party Medical Billing Company** . . . J. Dennis Mock

* THURSDAY, MARCH 10

- 7:30 – 8:30am Continental Breakfast
- 8:30 – 10:00am **Compliance and Your Billing Contract**
 Robert B. Burleigh, CHBME, James B. Wieland, Esquire
- 10:00 – 10:15am Break
- 10:15 – 11:45am **Coding Compliance** . . Holly J. Louie, RN, CHBME, PCS, Robert B. Burleigh, CHBME
- 11:45am – 1:00pm . . . Lunch
- 1:00 – 2:30pm **Washington Update** Bill Finerfrock
- 2:30 – 3:30pm **Stump the Faculty** Panel Discussion/Faculty

* FRIDAY, MARCH 11

- 8:00 – 9:00 am Continental Breakfast
- 9:00 am – Noon **Post Conference Session: Hot Topics in Compliance!**
 Holly J. Louie, RN, CHBME, PCS, Jackie Willett, CHBME
 Karen L. Collier, Esquire, Robert B. Burleigh, CHBME

Participants in the HBMA 2011 Compliance Conference will earn 18.25 credits toward the designations of CHBME (Certified Healthcare Billing & Management Executive) or CMBA (Certified Medical Billing Associate).

* SESSION DESCRIPTIONS

TUESDAY * MARCH 8

COMPLIANCE IN MEDICAL BILLING OFFICES – WHAT IS IT? WHAT DOES IT LOOK LIKE? WHERE DO I START?

1:15 – 2:30 pm

Jackie Willett, CHBME

REVISED

This session will introduce some basic background information that will be great for those who are just beginning the process of building a corporate culture but also an important refresher for all participants.

This session will cover:

- Background
- Seven Essential Elements
- Compliance Challenges
- Resources
- Discussion

HIPAA – HITECH AND BEYOND

2:30 – 3:45 pm

Karen Collier, Esquire

REVISED

With so much recent activity in the realm of privacy and security protection, this session will give you the current information you need. We will cover how your billing company will be impacted by the new patient breach notification requirements, the enhanced penalty and enforcement structure, the coming of version 5010, and more.

Objectives:

- Gain an understanding of the HIPAA provisions included in the 2009 economic stimulus legislation and the multiple regulations that have been issued in its wake
- Learn how the role of a Business Associate has changed, and what you need to have in place to comply
- Understand when you must notify patients of a breach of their PHI, what you'll need to do, and how to do it
- Effectively take the message of increased HIPAA enforcement back to your office, clients and workforce

COMPLIANCE OFFICER AND COMMITTEE

4:00 – 5:30 pm

Robert Burtleigh, CHBME

REVISED

Establishing the administrative structure of an effective Compliance Program is essential, but is often intimidating misunderstood or overlooked. This session is designed to provide job descriptions for the Officer and Committee, a list of responsibilities and scheduled activities, how to keep records of their work and creative ways to address this important Compliance Program element in companies of all sizes – from very small to very large. Included will be discussions of qualifications, recruiting, compensation, job rotation, conflicts of interest and whether/how to use outside help to address the Compliance Officer position.

WEDNESDAY * MARCH 9

POLICIES & PROCEDURES FOR YOUR BILLING COMPANY

8:30 – 10:00 am

Karen Collier, Esquire

REVISED

Whether you are building your policies for the first time or want to refine an existing set to best reflect your business now, this session will discuss which policies are the most important to have in place and how to set up your process of crafting, approving and implementing policies and procedures. Examples and samples will be supplied and participants are welcome to bring their own policies for discussion by the group.

Objectives:

- Learn which policies are required for a billing company to have
- See and discuss examples of formats, approaches and types of policy documents
- Understand the best way to craft custom, specific policies for your business processes
- Take home ideas, samples and lists to help in building the perfect set of policies and procedures for your office

EFFECTIVE MONITORING AND AUDITING

10:15 – 11:45 am

Holly Louie, RN, CHBME, PCS

REVISED

What's the difference? Are there "musts"? What and how do you choose samples? How big do they have to be? What are other billing companies doing? Is there a road map? Is my monitoring and auditing effective? Show me how! Get the answers to these questions and more. Get a look into other billing company methods. Attendees will take home materials, resources, sample reports, links and tools to customize for their company.

COMPLIANCE EDUCATION AND TRAINING

1:30 – 3:00 pm

Jackie Willett, CHBME

REVISED

A critical element of an effective compliance program is training employees and contractors on the compliance program. This session will introduce some training ideas on both the company's compliance program itself (i.e., how the program operates, who is the compliance officer, etc.) and on the applicable laws and company policies that make up the compliance program.



Risk Assessments & the OOPS Factor

2:45 – 4:15 pm
Holly Louie, RN, CHBME, PCS

REVISED

Is there a monster in the closet and do things go bump in the night? Detecting, preventing and correcting issues of non-compliance are the three equivalents of medical lifesaving ABCs (Airway, breathing and circulation). It's not scary. It's not impossible. It's affordable. This session will walk you through practical and effective risk assessments. Attendees will learn how to handle and manage risks and problems that are very real in the world of Billing Companies. Come prepared to take home valuable tools, techniques, tips and ideas to start your processes and take them to the next level.

The Impact of FDCPA on a Third Party Medical Billing Company

4:15 – 5:45 pm
J. Dennis Mock

NEW!

Although, FDCPA was intended for third party debt collection agencies it has had impact on billing organizations. Therefore it is important that billers understand the six key elements of this act that can affect them, how billers over the last thirty years have violated the act and the steps they can take to reduce their exposure of a violation. As health-care providers continue to see a reduction of income the biller will have greater pressure to collect more and thus a growing possibility of violating FDCPA. Information gained from this presentation will allow the participant to review their current operations for possible errors in their voice and written communication with the public. It will also allow them to explain to their client why they need to adhere to a compliant process when it comes to FDCPA.

Objectives:

- Learn steps to take to avoid being seen as a collection agency by a "unsophisticated" consumer
- Discover where to get information about state collection laws
- Know which law firms in what cites are most active pursuing violations of FDCPA
- Recognize where to get help if there is a problem
- Understand ongoing changes and why certain decisions such as "Foti" have made this act a daily concern

THURSDAY * MARCH 10

COMPLIANCE & YOUR BILLING CONTRACT

8:30 – 10:00 am
Robert Burleigh, CHBME, and James Wieland, Esquire

REVISED

Presented by the co-authors of an industry-standard medical billing agreement, this session will review where and how to embed customer and company compliance responsibilities in your billing agreement, how to navigate common areas

of risk and negotiation difficulty, which risks are "deal breakers" and their warning signs. In addition, the 2010 edition will address the HIPAA-HITECH requirements, the notorious Red Flag rules and other up-to-the-minute billing contract issues.

CODING COMPLIANCE

10:15 – 11:45 am
Holly Louie, RN, CHBME, PCS, and Robert Burleigh, CHBME

REVISED

Coding is the number one risk factor for all billing companies. How do you know it is accurate? What if you don't code; do you have risk? Where do you find resources? Where do you get the expertise? Does certification really matter? What about the MAC, RAC and more attacks? What's new and how will it affect your company? Learn how to address coding risk in this practical session filled with tools, tips and ideas.

WASHINGTON UPDATE

1:00 – 2:30 pm
Bill Finerfrock

HBMA Legislative Analyst, Bill Finerfrock, will convey the latest news from Washington, DC, in this always in-demand, popular & informative session. Bill provides up-to-the-minute updates on pending legislation and regulations that affect the billing community. Discover what changes are coming that could impact your business.

STUMP THE FACULTY

2:30 – 3:30 pm
Faculty

NEW!

You will not want to miss this fun, inter-active wrap-up session that will allow you to submit your questions (all hypothetical, please!) to the faculty for immediate feed-back. Feel free to submit questions prior to the conference as well as throughout the conference. A prize will be awarded to the individual who comes up with the question that truly stumps this faculty!

SOCIAL & NETWORKING EVENTS

The Compliance Conference offers unlimited social and networking opportunities. Be sure to take advantage of all of these occasions to maximize your networking and learning through shared interaction with your colleagues.

Continental Breakfasts & Breaks

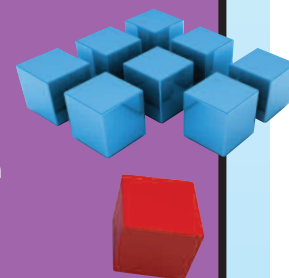
- Daily

Networking Luncheons

- Wednesday, 11:45 am – 1:00 pm
- Thursday, 11:45 am – 1:00 pm

Reception

- Tuesday, 5:30 – 7:00 pm



* POST CONFERENCE

FRIDAY * MARCH 11

POST CONFERENCE SESSION: **HOT TOPICS IN COMPLIANCE!**

9:00 am – Noon

Holly Louie, RN, CHBME, PCS, Karen Collier, Esquire,
Jackie Willett, CHBME, Robert Burleigh, CHBME

This is a session designed for the ECP (Experienced Compliance Professional). It will be filled with dynamic, real-life scenarios from billing companies across the nation.

This is an excellent opportunity for you to work in a small-group setting with a great deal of interaction offered between the participants and speakers. Bring your questions, bring your real-life scenarios to share with others in this session as well as glean knowledge to take back to your business and put it to use immediately!



* CONFERENCE ACCOMMODATIONS

Andaz Hotel

600 F Street, San Diego, California, 92101 • TEL: 619-849-1234

Room rate: \$199 + tax • Cut-off date: Tuesday, Feb. 15, 2011

America's Finest City is about to be revamped with a whole new vibe. Introducing the sophisticated Andaz San Diego, a boldly progressive addition to the city's historic Gaslamp Quarter. With its sleek style and fresh attitude, this chic new destination flies in the face of typical downtown San Diego hotels.

Have a seat in the Andaz Lounge—part lobby, part living room—where your Andaz Host will perk up check-in with a free glass of wine or bottle of water. No uniforms, no counters, no stuffy procedures – just a friendly conversation welcoming you to our Gaslamp Quarter hotel. The Lounge will help shape the rest of your stay as a place to get coffee, check your email, or sip a few cocktails before heading out to paint the town red.

When it comes to pillow talk, our 159 ultra-modern guestrooms and suites are studies of style and sensuality. Each room is dressed in rich textures, warm woods, and daring architectural elements, creating high design sanctuaries of cosmopolitan comfort. Luxuriate in the fashionable indulgence of platform beds, glass-enclosed bathrooms and flat screen TVs, details which make Andaz San Diego the most alluring of San Diego Gaslamp District hotels.

Business travelers are advised to loosen their ties – meetings and events are anything but buttoned up at our new San Diego hotel near the Convention Center. Corporate monotony is replaced with innovative catering and singularly stunning venues, including our supremely swank rooftop pool and lounge. Need an afterhours break from the boardroom? Hit up our iconic four-story Ivy Nightclub, or step out and experience the city's legendary high-octane nightlife.

Reinvent the way you travel. Redefine your view of cool. Experience this San Diego Gaslamp Quarter hotel, fusing the spirit of the historic Ivy Hotel with the modern soul of the Andaz brand.



* CONFERENCE REGISTRATION



MARCH 8-10, 2011 • ANDAZ HOTEL • SAN DIEGO, CALIFORNIA

Register online at www.hbma.org or return this form and payment to HBMA via fax or mail.

Please submit a separate Registration Form for each attendee.

Member Organization _____ Member #: _____ CHBME CMBA

Name: _____
First Name Last Name

Company Name: _____ Title: _____

Address: _____

City: _____ State/Province: _____ Zip: _____

Country: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

In case of emergency, please contact: _____

Emergency contact phone #: _____

REGISTRATION FEE: Includes conference materials, reception, continental breakfasts, breaks & lunches

HBMA and RBMA Member Registration	\$1295.00
HFMA and MGMA Member Registration	\$1495.00
Non-Member Registration.	\$1595.00
POST CONFERENCE: Compliance Course Participants	\$99.00
POST CONFERENCE: For Those Attending Post-conference Only.	\$399.00
Total	\$ _____

PLEASE COMPLETE THE FOLLOWING:

Your Job Title _____ # of Full-time Employees _____

Primary Specialty _____

Status of Your Compliance Program:

- Not yet started Beginning Stages Intermediate Stages Fully Implemented
- Previous HBMA Compliance Conferences Attended: 0 1 2-3 4+ Year of last program _____
- Your Expectations for the Conference (Attach separate sheet or email to paul@hbma.org)
- Functions You Will Attend: Wednesday Luncheon Thursday Luncheon
- Indicate any special needs, including dietary _____
- Please check here if this is your first HBMA Conference

PAYMENT INFORMATION: Full payment must be included with your registration form.

Registration Fee Total \$ _____ Check # _____ Visa MasterCard AMEX

Credit Card Number _____ Exp. Date _____

In the name of _____ Signature _____

Cancellation Policy: Full refund, less a \$100 processing fee, will be granted only if a written cancellation is received by HBMA by **February 7, 2011**. No refund will be made for no-shows.



1540 S. Coast Hwy, Suite 203
Laguna Beach, CA 92651



QUESTIONS AND TOPICS THAT WILL BE ADDRESSED:

- Why should I invest in a compliance program?
- Where and how do I get tools to make my plan effective for my company?
- How can I develop a compliance plan that works?
- What do I need to know about compliance in our coding?

Receive practical, operational knowledge, and tools that will enhance your operations and customer service through the development and implementation of effective compliance processes.

REGISTER TODAY!

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