



Fall

ANNUAL CONFERENCE

SEPTEMBER 12-14

2010



SUNDAY-TUESDAY · HILTON ST. LOUIS AT THE BALLPARK



WELCOME TO *St. Louis*

you might come to St. Louis for the music or the history – or because the people are friendly, the climate is temperate and the area is convenient and easily accessible. But more likely, you'll want to join us for the extraordinary education and networking opportunities available at the **HBMA 2010 Fall Conference**.

Review the information in this brochure for details regarding the outstanding program and special events awaiting you in this distinctive Midwestern destination. We look forward to seeing you there!



Scott Everson, CHBME, HBMA President
VP Business Development, PracticeMax, Inc.



HILTON ST. LOUIS AT THE BALLPARK



One South Broadway
St. Louis, Missouri, 63102
1-800-445-8667
www.hiltonstlouis.com

Our host hotel is an urban retreat ideally located downtown next to Busch Stadium and within walking distance to some of the Gateway City's most acclaimed attractions, historic landmarks, entertainment and restaurants.

Hilton At the Ballpark is a masterful architectural design with soaring lobby, spectacular city views of the Busch Stadium and Gateway Arch, stylish accommodations, luxurious facilities, oversized, state-of-the-art business center, concierge amenities and a first-rate array of food and beverage venues, including Market Street Bistro, Imo's Pizzeria, Mike Shannon's Steakhouse, Starbucks®, and outdoor patios with spectacular views of the downtown skyline.

Special rates offered to HBMA guests are \$145, plus tax, single/double occupancy. Reservations should be made before the cut-off date of **Friday, August 20, 2010**.

MetroLink Light Rail: St. Louis' light rail system, MetroLink (www.metrostlouis.org) has been called one of the best mass-transit systems in the country. The clean, efficient trains are a big hit with commuters and visitors who want to see many of St. Louis' attractions without a car. Hilton At the Ballpark is within walking distance of two MetroLink stations.

Trans Express: Trans Express offers round-trip service from Lambert–St. Louis International Airport to downtown for \$15 one-way and \$25 round trip. (Subject to fuel surcharge when applicable).

1-800-844-1985
or 1-314-428-7799



Schedule AT-A-GLANCE

SUNDAY, SEPTEMBER 12

- 8:00 am – 12:00 pm **PRE-CONFERENCE SESSIONS**
Hot Topics In Compliance – *Holly Louie & Robert Burleigh*
Technology Update 2010 – *Robert Spencer*
- 12:00 – 1:00pm First-Time/New Member Lunch Session
- 1:00 – 1:30 pm **President's Welcome** – *Scott Everson*
- 1:30 – 3:00 pm **Creating Higher Levels of Engagement** – *Tim Wright*
- 3:00 – 3:30 pm Break – Silent Auction Opens
- 3:30 – 4:00pm HBMA: Candidate Introductions
- 4:00 – 5:30pm **Washington Update** – *Bill Finerfrock*
- 5:30 – 7:30 pm Exhibitor Showcase & Opening Reception



MONDAY, SEPTEMBER 13

- 7:00 – 8:00 am Continental Breakfast
- 8:00 – 9:30 am **How to Build Continuous Improvement into the Revenue Cycle** – *Daniel Marino*
- 9:30 – 10:30 am Exhibitor Showcase & Break
- 10:30 am – 12:00 pm **CONCURRENT EDUCATION SESSIONS** 
A. **Improving Rejections Through Process Improvement & Automation** – *Daniel Marino*
B. **Road Map to SAS 70 Compliance** – *Nazif Sharique*
- 12:00 – 2:00 pm HBMA Business Meeting & Awards Luncheon
- 2:00 – 3:30 pm **CONCURRENT EDUCATION SESSIONS**
A. **Billing Companies & Medical Practices: Building Meaningful Business Relationships**
Karen Schechter
B. **Business Social Networking** – *Robert Spencer*
- 3:30 – 4:30 pm Exhibitor Showcase & Break
- 4:30 – 6:00 pm **CONCURRENT EDUCATION SESSIONS**
A. **Creating Customer Happiness** – *Howard Cox*
B. **The EHR Marketplace – Hype or Reality** – *Mark Anderson*
- 6:00 – 7:00 pm Exhibitor Hosted Wine & Cheese Reception / Silent Auction Closes
- 7:00 – 10:00 pm Off-Site Event at the St. Louis Arch

TUESDAY, SEPTEMBER 14

- 7:00 – 8:00 am Continental Breakfast
- 8:00 – 9:30 am **CONCURRENT EDUCATION SESSIONS**
A. **ICD-10 Implementation** – *Holly Louie*
B. **Out-Sourcing in Today's Global Economy** – *Marc Bolh & Baptiste Barrandon*
C. **Processing Plastic: Credit Card & Other Forms of Payment** – *Bill Marvin*
- 9:30 – 10:30 am Exhibitor Showcase & Morning Break
- 10:30am – 12:00 pm **CLOSING GENERAL SESSION: Paying for Health Services: What's Likely to Happen**
William Jessee
- 1:00pm – 5:00pm **POST-CONFERENCE WORKSHOP**
Ten Steps for Creating and Implementing Your Own EHR Program – *Mark Anderson*

Participants in the HBMA Fall Conference may earn up to 12.5 credits toward the designations of CHBME (Certified Healthcare Billing & Management Executive) or CMBA (Certified Medical Billing Associate). The Pre-Conference and Post-Conference Courses each offer an additional 4.0 credits.



Session Descriptions



Sunday Sessions

KEYNOTE ADDRESS

SUNDAY, SEPTEMBER 12

How to Apply Your Leadership Talents to Create Greater Employee Engagement

1:30 pm – 3:00 pm

Tim Wright

Employee engagement drives the success of any business. Customer service, revenue generation, talent retention, and the like may get the attention, but Employee Engagement is the *cause* of those successful results. When you increase the Employee Engagement in your business and its culture, you see success come faster and last longer.

Leaders and leadership teams own responsibility for stimulating more and better Employee Engagement in their business. That improvement in Employee Engagement:

- Tightens business identity by strengthening clarity and awareness of business culture
- Increases client loyalty by showing them your employees are engaged and engaging
- Reduces business expenses by increasing employee productivity
- Commits employees to quality product/service
- Improves talent management via better recruiting and increased retention

In this **Higher Levels of Engagement** keynote, Tim Wright will draw on specific examples from our industry to illustrate: the **What** of Employee engagement and its value to your business; the **Why** to expand Employee Engagement continually; the **How** to build a specific action plan that puts to work your business culture of engagement.

Tim Wright's keynote presentation blends researched evidence, concepts, case study examples, and tested recommendations. You begin constructing a specific process and procedure that places your business and its Employee Engagement in an upward spiral.

Pre-Conference Programs

SUNDAY, SEPTEMBER 12

8:00 am – 12:00 pm

Hot Topics in Compliance

Holly Louie, RN, CHBME, PCS &

Robert Burleigh, CHBME

This session has been designed for the ECP (Experienced Compliance Professional). It will be filled with dynamic real-life scenarios from billing companies across the nation. Don't miss this excellent opportunity to work in a small group setting with a great deal of interaction offered between the participants and speakers. Bring your questions and your real-life experiences to share with other course participants. Come away with knowledge you can take back to your business and put to use immediately!

Technology Update 2010

Robert Spencer, PhD

Where should you invest for the best technology ROI? Major upgrades, as well as new solutions will be rolled out all year. In this session you will receive the most current recommendations for computers, servers, printers and scanners along with ample considerations as to what to upgrade and what you need to know to transition your business.

- Discover significant changes for technology in 2010/2011
- Learn ways to extend the longevity of existing XP Systems
- Identify measures to take to encrypt and protect sensitive information

A separate Registration Fee of \$99 is required for these pre-conference courses. Earn 4.0 credits toward HBMA Certification.

Sunday Sessions

(continued)

Washington Update

4:00 pm – 5:30 pm

Bill Finerfrock

Bill Finerfrock, our HBMA Legislative Analyst, 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. You won't want to miss this session and the opportunity to interact with one of your association's most valuable resources.

Monday Morning

MONDAY, SEPTEMBER 13

How to Build Continuous Improvement into The Revenue Cycle

8:00 am – 9:30am

Daniel Marino, MHA, MBA

The key to achieving strong revenue cycle performance is creating a billing organization that continually recycles failures into process improvements. This presentation provides practical steps for building a culture of continuous improvement. Mr. Marino will show how to help clients create a multidisciplinary team to oversee all billing-related functions. Discover how to develop reporting systems that provide rich performance data and learn how to establish processes for systematically identifying and solving revenue cycle problems in client organizations. A case study of a large multispecialty physician group shows how an organization can rapidly adopt continuous improvement methods and create ongoing improvement momentum.

- Build a culture of continuous improvement in your billing organization
- Use performance data to set improvement priorities for clients
- Establish processes for systematically solving client revenue cycle problems

CONCURRENT EDUCATION SESSIONS

MONDAY, SEPTEMBER 13

10:30 am – 12:00 pm



Improving Rejections Through Process Improvement and Automation

Daniel Marino, MHA, MBA

An organized approach to reducing rejections can increase your clients' net revenue significantly in just six months. This presentation will show how to reduce payer rejections using a combination of flexible data reporting and analysis and effective operational processes. Mr. Marino will present techniques for benchmarking rejections; show where to start improving a client's rejection processes; and outline tools and techniques for sustaining performance improvements in client organizations. Learn how to use automated follow-up practice management tools to manage and track the rejection process in both billing company and client operations.

- Use data reporting and analysis to benchmark and track client rejection rates
- Implement processes that help rejection-proof your billing function
- Use practice management system automation capabilities to manage rejections more effectively
- Reduce rejected claims to increase client reimbursement and cash flow

Road Map to SAS 70 Compliance

Nazif Sharique, CPA

Nazif Sharique has more than 14 years of experience in financial audits and business process control analysis in a wide range of industries. In this session, he will present information that will allow you to gain an understanding of the inner workings of Statement on Auditing Standards No. 70. Topics to be addressed include: SAS 70 Type I and Type II Audits; Medical Industry Specifics, including HIPAA & Security; SAS 70 Audit Planning & Audit Fieldwork Activities; Upcoming Changes to the SAS 70 Landscape, and more...

REGISTER
EARLY!

REGISTER BY AUGUST 13 AND SAVE! Go to www.hbma.org



Monday Afternoon



MONDAY, SEPTEMBER 13 • 2:00 pm – 3:30 pm

Billing Companies & Medical Practices: Building Meaningful Business Relationships

Karen Schechter, RHIA, MBA, CCS-P

The billing and collection function in a medical practice is the life blood of the organization. While medical practice managers (and their physicians) see the importance of these functions, they often lack the appropriate resources necessary to maximize revenues and profitability. In direct conflict is the practice management's lack of willingness to outsource this important function due to fear of increased costs and loss of control associated with outsourcing.

The purpose of this presentation is to identify the inadequacies that members of the National Society of Certified Health Care Business Consultants (NSCHBC) find when working with medical practices. Ms. Schechter will explain what motivates practice managers (and their physicians) to hold on to the billing and collections function in spite of these inadequacies. She will provide guidelines as to how billing companies can help practice managers overcome their fears of outsourcing and realize a productive partnership for all involved.

- Discuss the causes of inadequate management of billing & collection functions in medical practices
- Identify the reasons practice managers want to keep their billing & collection function in-house
- Discover what a billing service can provide to encourage practice managers to consider outsourcing the management of their billing & collection functions

Business Social Networking

Robert Spencer, PhD

Not since the introduction of e-mail into the office have we seen so much controversy and concern. Social Network is quickly supplanting e-mail and even voice communications as the preferred way to communicate; yet business is lacking the basic understanding as to how to initiate a strong cohesive plan of implementation, written Internal Control Procedures to manage, or an understanding of the downside to Social Networking. In this session, Dr. Bob will define the process, address what you need to know to manage Social Networking, as well as the Social Media Tools you should be utilizing.

- Discuss what Social Networking is and is not
- Explore options for managing use of Social Networking in your business
- Identify tools and processes to effectively utilize Social Networking in business

MONDAY, SEPTEMBER 13

4:30 pm – 6:00 pm

Creating Customer Happiness

Howard Cox

One of the goals of a business is to provide an above average return on investment to their stockholders over the long run. In order to accomplish this objective, the organization will have to create a sustainable competitive advantage. One path to achieving such a position is by providing a unique and compelling value proposition for its customers. Customers measure value by dividing the benefits they receive by the costs they incur. One aspect of the benefits a customer can receive is their overall "experience." The goal of this session is to provide case studies and best practices in creating a superior customer experience.

- Discuss customer service and the link to business strategy
- Identify the TRUE cost of customer unhappiness
- Identify the benefit of customer happiness
- Discover how you can leverage customer happiness

The EHR Marketplace – Hype or Reality: State of the Union Address

Mark Anderson

HBMA Members have been discussing the EHR market for years. While a number of HBMA members have already embraced EHR technology, many have not. This session will cover the EHR marketplace, benefits and risks of EHR adoption, an update on the HITECH Stimulus program, and case studies on how HBMA members have increased their client revenues via implementing an EHR go-forward plan.

- Discuss new developments relating to the HITECH Stimulus Plan
- Discover how an EHR can enhance your marketing to new clients
- Find out how to create an effective marketing plan
- Identify the pitfalls and benefits of an integrated or interfaced EHR
- Determine who is buying and why
- Interact with other HBMA members who have "leaped" into the EHR marketplace



Tuesday Morning

CONCURRENT EDUCATION SESSIONS TUESDAY, SEPTEMBER 14 • 8:00 am – 9:30am

ICD-10 Implementation

Holly Louie, RN, CHBME, PCS

One thing the industry appears to agree on is that ICD-10 will present the biggest operational implementation challenge we have ever faced. This unprecedented transition will require planning, collaboration, time, and money. This session – a repeat of the program offered this past spring – will focus on where the industry is, plans for implementation, potential impact on your operations, contingency planning, questions you need the answers to, and more.

Examining the Benefits & Risks of Out-Sourcing in Today's Global

Marc Bolh & Baptiste Barrandon

Marc Bolh, the CEO of AMSplus, has over 30 years experience providing clinical and management services to medical providers. He is recognized as a pioneer in global sourcing. Baptiste Barrandon currently serves as the Director of Global Resources, responsible for the assessment of back office solutions on the basis of cost, quality, scalability, and risk. They share their expertise in this arena and will outline the advantages and disadvantages of working with an out-source partner. Identify the attributes to look for when selecting a vendor. Discover how to manage and monitor the quality and quantity of work that is outsourced.

Processing Plastic: Everything a Billing Service Needs to Know about Credit Cards and Other Forms of Payment

Bill Marvin

The presentation will cover an overview of everything you and your clients should know about the payment industry. Specific topics to be addressed include: an overview of how the payment industry works, a discussion about transaction costs and pricing, how to make sure you are PCI compliant and why aggregating is a bad business practice and contractually forbidden. We will also discuss how maximizing the proper use of payment cards can reduce collection costs while speeding up collections and increasing your overall dollars collected.

- Discover how to increase collections for your clients
- Determine ways to manage high deductible health plans, such as HSAs
- Save time managing patient payments
- Discuss PCI compliance
- Identify the risks associated with industry regulations and funds aggregation



CLOSING GENERAL SESSION 10:30 am – 12:00 pm

Paying for Health Services: What's Likely to Happen

William Jessee, MD, FACMPE, FACPM

One thing is certain about the current system for billing and collecting for healthcare services: it is going to change. The questions are: 1) How will it change? and 2) When? This session will review why change is inevitable, discuss what we know for certain will change in the billing system and when those changes will occur; and explore the more profound changes that may occur in the future — potentially earlier than many of us expect.

- Describe three major features that are driving changes in how insurers (both public and private) pay for health services
- Discuss the potential impact of ICD-10-CM; PQRI and other quality reporting programs; bundled payments; and Accountable Care Organizations on billing and payment processes
- Discuss the potential impact of delivery system reform on healthcare billing

REGISTER BY
AUGUST 13
AND SAVE!

Go to www.hbma.org

REGISTER
EARLY!



Post-Conference

WORKSHOP



TUESDAY, SEPTEMBER 14 • 1:00 pm – 5:00 pm

Ten Steps for Creating and Implementing Your Own EHR program

Mark Anderson

If you are considering adding EHRs to your suite of offerings, you need a 10-step plan to insure that you can market, sell, and support a comprehensive product designed to increase revenues and improve client satisfaction. This four-hour workshop will guide you through the EHR selection process and development of a marketing plan. The program will include a comprehensive review of training requirements designed to insure an effective implementation of new technologies, along with a plan to help your clients with clinical and operational transformation.

- Evaluate the various EHR options and determine which EHR vendors are HBMA friendly
- Determine best practices for contracting with EHR vendors
- Discover how the EHR can actually reduce your operating costs
- Find out how the HITECH act can help pay for the entire EHR product
- Discuss why EHR implementations fail and learn how to avoid failure
- Price the EHR for quick buying decisions
- Establish best practices for client training
- Implement marketing and selling techniques that have proven successful for other HBMA members
- Create best practices for an incremental approach towards EHR roll-out
- Maximize results with minimal effort
- Track progress and create a feedback program to insure client satisfaction



A separate Registration Fee of \$129 is required for this post-conference course. Lunch is included. Earn 4.0 credits toward HBMA Certification.

Come experience all that St. Louis has to offer...

- Ride 630 feet high to the top of the Gateway Arch
- See some of St. Louis' world-class FREE attractions including the Art Museum, Zoo, Science Center & History Museum
- Marvel at the gardens and historic structures within the 79 acres of the Missouri Botanical Garden
- Flirt with Lady Luck on one of the region's five glittering riverboat casinos
- Be dazzled by the largest collection of mosaic art in the world at Cathedral Basilica of St. Louis
- Take a seat in one of the live music clubs in this city where the Blues were born
- Visit the heart of St. Louis – the friendly and historic neighborhoods, each with a style and charm all its own
- Dine in style at more than a thousand one-of-a-kind restaurants and ethnic eateries
- Indulge in a shopping trip through St. Louis' major malls & antique and collectibles stores

FIND MORE DESTINATION INFORMATION AT

www.explorestlouis.com



Special Events

REGISTER
EARLY!

FIRST-TIME ATTENDEE & NEW MEMBER LUNCHEON SESSION

SUNDAY, SEPTEMBER 12 • 12:00 – 1:00 PM

If you are a new member or attending your first HBMA conference, we want to be sure to meet you and help you feel welcome. HBMA invites you to join us for this special lunch session where you will meet your Board of Directors and learn more about your association.

OFF-SITE EVENT AT THE GATEWAY ARCH (OPTIONAL EVENT)

MONDAY, SEPTEMBER 13 • 7:00 – 10:00 PM

gateway EDI® Invitation

Gateway EDI is excited to have HBMA come to St. Louis – the “Gateway to the West.” In appreciation of HBMA and to show off our hometown in style, we are pleased to invite all registered attendees, their guests, and exhibitors to a hosted reception at the Gateway Arch. Cocktails and dining will be provided.

A short walk from our hotel brings us to the majestic Gateway Arch – Jefferson National Expansion Memorial. Towering 630 feet over the Mississippi River, our nation’s tallest man-made monument offers many exciting activities. During this time, the Arch will be open to the HBMA only. Enjoy the Arch Experience as you have access to the Visitor Center, Museum of Westward Expansion, Odyssey Theater and/or Tucker Theater, Museum Store and Levee Mercantile. Take an enclosed tram and, four minutes later, after a narrated trip, you’re at the indoor Gateway Arch observation area. Plan now to join us for this very special evening event hosted by Gateway EDI.

For your information:

Food & drinks are only allowed in the Visitor Center. Guests visiting the arch are subject to screening. This is a lighter version of airport screening – you can keep your shoes on, but metal goes through a belt and people through a metal detector. **Note:** This is a ticketed event. You must sign-up in advance to participate.



HBMA BUSINESS MEETING & AWARDS LUNCHEON

(OPTIONAL EVENT)

MONDAY, SEPTEMBER 13

12:00 – 2:00 PM

This special luncheon event gets underway with the HBMA Annual Business Meeting. Hear from the Board of Directors as they highlight the state of the Association, which includes the Treasurer’s financial report. Principal Members of HBMA will have the opportunity to vote for their candidate of choice for the open Board positions and on some proposed By-Laws changes.

Join the celebration! HBMA then invites you to join in as we come together to recognize those individuals whose contributions to our association and our industry have been outstanding. You won’t want to miss this opportunity to network and enjoy culinary delights as we honor the best and brightest within our community.

Note: This is a ticketed event. You must sign-up in advance to participate.

SILENT AUCTION

ON-LINE AND ON-SITE

HBMA is pleased to announce a new format for our traditional fundraising event. This year we will offer an on-line fundraising auction prior to the silent auction in St. Louis. This allows bidding to start early and gives our members the opportunity to preview catalog items online. The on-line auction also features a “Donate an Item” button as well as a way to donate cash for those interested in contributing to the cause. High on-line bids roll-over as opening bids on silent auction items that will be available during the conference.

Watch for more information at www.hbma.org. We welcome your donations and, of course, your bids.





Conference Events



EXHIBITOR SHOWCASE

The Grand Ballroom is the setting for the Exhibitor Showcase and the gathering place throughout the conference. Food and refreshment areas can be enjoyed here as you visit with each of our vendors who have come here to do business with you. Come to shop, socialize, network and take a break. You might even win a prize!

Grand Opening Reception

SUNDAY, SEPTEMBER 12 • 5:30 – 7:30 PM

Plan now to attend the Opening Reception as the Fall 2010 Conference gets underway. The HBMA Board of Directors, Education Committee and Exhibitors will all be on hand to welcome you to this primary social and networking event. Eat, drink, and be merry as you meet friends, old and new. Come play the game that may have you be the winner of the HBMA sponsored cash prize drawing. **See you there!**

Refreshment Breaks & Exhibits

MONDAY, SEPTEMBER 13

Morning Break.....9:30 – 10:30 am
Afternoon Break3:30 – 4:30 pm

TUESDAY, SEPTEMBER 14

Morning Break, Exhibits & Drawings.....9:30 – 10:30 am

Exhibitor Hosted Wine & Cheese Reception

MONDAY, SEPTEMBER 13 • 6:00 – 7:00 PM



Get off to a great start on the evening's social activities at the Arch with this wonderful wine-tasting event hosted by our exhibitors. As you visit each booth, you will be served a favored wine the vendor has especially chosen. Sample an assortment of international and domestic cheeses in this prelude to what is sure to be a memorable evening.

The 2010 Silent Auction will close during this event. Don't miss this final opportunity to win the bid for your most wanted items!

HBMA 2010 Cash Drawing

Cash Prize Worth Up To \$1300

HBMA will again offer a cash prize drawing for conference attendees based on your visitations to exhibitor booths. The winner will receive \$25 for each stamp received from an exhibiting company on the game card. With 52 booths, the potential prize money is worth \$1300. The drawing will take place during the break on Tuesday morning. You must be present to win.



General Information

CONFERENCE REGISTRATION

Your registration fee provides for admission to the educational sessions and exhibit hall events along with the program book and access to all session materials. Continental breakfasts, refreshment breaks, receptions and the Monday luncheon are also included.

TICKETED EVENTS

HBMA will provide tickets to those who have signed up in advance for the Awards Luncheon and the off-site event at the Gateway Arch.

CONCURRENT EDUCATION SESSIONS

HBMA has expanded the topics for this conference by providing three concurrent education tracks on Day 2 in addition to the breakout sessions traditionally offered on the last day of the program. Review the session descriptions in this brochure to make your selection from the various topics

NEW
for 2010

CONFERENCE PRESENTATIONS

As part of our continuing green initiatives, you will be receiving advance access to the session presentations and handouts. Shortly before the conference, HBMA will send you the link that will allow you to download and print any presentations you choose to bring with you. Please note that presentation handouts will not be printed or available on-site.

CEU CREDITS

A new procedure requires that the credits you are awarded are based on your attendance at individual sessions. HBMA will provide a format for this purpose and provide instructions during the meeting.

RECOMMENDED DRESS

We suggest informal attire and recommend bringing along a jacket or sweater, as meeting room temperatures and personal comfort levels vary widely.

SPECIAL ASSISTANCE

HBMA staff will be glad to help you with any special needs (i.e. physical, dietary, etc.) Please indicate your request for assistance on your registration form.

GUESTS

Guests have the opportunity to attend the evening receptions and events. A Guest Registration Fee of \$150 is required.

➔ Conference Registration



Register online at www.hbma.org or return this form with your payment to HBMA.
Please complete and submit a separate Registration Form for **EACH** Attendee.

Member Number _____ CHBME CMBA
 First Name _____ Last Name _____
 Title _____
 Guest(s) Name _____
 Company Name _____
 Address _____
 City _____ State/Province _____ Zip/Postal Code _____
 Country _____
 Phone Number (____) _____ Fax (____) _____
 Email Address _____ Website _____
 In case of an emergency, please contact _____
 Phone Number (____) _____

CONFERENCE REGISTRATION *Register online at www.hbma.org*

Description	On or before August 13	After August 13	Amount
HBMA Member	\$595.00	\$695.00	\$ _____
Non-HBMA Member	\$775.00	\$875.00	\$ _____
Pre-Conference: Compliance	\$ 99.00	\$ 99.00	\$ _____
Pre-Conference: Technology	\$ 99.00	\$ 99.00	\$ _____
Post-Conference: EHR	\$129.00	\$129.00	\$ _____
Guest Registration*	\$150.00	\$150.00	\$ _____
Total			\$ _____

* For Evening Events Only

CONCURRENT SESSIONS *Select only the **one** session you plan to attend*

Monday Morning 10:30 am – 12:00 pm	Monday Afternoon 2:00 pm – 3:30 pm
<input type="checkbox"/> Improving Rejections	<input type="checkbox"/> Billing Companies & Medical Practices
<input type="checkbox"/> Road Map to SAS 70 Compliance	<input type="checkbox"/> Business Social Networking
Monday Afternoon 4:30 pm – 6:00 pm	Tuesday Morning 8:00 am – 9:30 am
<input type="checkbox"/> Creating Customer Happiness	<input type="checkbox"/> ICD-10 Implementation
<input type="checkbox"/> The EHR Marketplace	<input type="checkbox"/> Out-Sourcing In Today's Global Economy
	<input type="checkbox"/> Processing Plastic: Credit Cards & Other Forms of Payment

Please assist us in planning by checking the information below:

This is my first HBMA Conference I will attend the Opening Reception
 I am a new HBMA member I will attend the Business Meeting & Awards Lunch
 I will attend the First Timer's Lunch I will attend the Off-site Event at the Gateway Arch
 I will attend the Wine & Cheese Reception I will donate an item for the auction. Please contact me
 I will contribute a donation to the auction. Enclosed is \$ _____
 Special Needs, including dietary _____

PAYMENT INFORMATION

Make Check Payable to "HBMA" Check # _____ Amount Paid \$ _____
 Visa MasterCard AMEX
 Credit Card # _____ Exp. Date _____
 Authorized Signature (required) _____ Date _____

CANCELLATION POLICY: Full refund, less a \$50 processing fee, will be granted only if a written cancellation is received by HBMA by Friday, August 13, 2010. No refund will be made for no-shows.



HBMA 2010 FALL ANNUAL CONFERENCE • SEPTEMBER 12-14, 2010

MEET ME IN



St. Louis



Don't miss this conference designed especially for professionals in the medical billing industry! When you bring this valuable knowledge home, everyone in your organization benefits...

- Explore new strategies to face your toughest challenges
- Choose from sixteen cutting-edge sessions to help you gain the most relevant industry knowledge
- Learn from industry experts and the best thought-leaders in the business world
- Discover where the future is leading us
- Build strong relationship through top-notch networking

REGISTER BY AUGUST 13 AND SAVE!

To register, go to the meeting calendar at www.hbma.org



CONFERENCE FACULTY

Mark Anderson, FHIMSS, CPHIMS
Doctor's Diagnostic Hospital & AC Group, Inc.

Baptiste Barrandon
AMSplus

Marc Bolh
AMSplus

Robert Burleigh, CHBME
Brandywine Healthcare Services

Howard M. Cox, CPA, CMA, CIA
Somerset CPA's

Bill Finerfrock
Capitol Associates

William Jessee, MD, FACMPE, FACPM
Medical Group Management Association

Holly Louie, RN, CHBME, PCS
Practice Management, Inc.

Daniel Marino, MHA, MBA
Health Directions, LLC

Bill Marvin
Instamed

Karen Schechter, RHIA, MBA, CCS-P
Stone Carlie & Company, LLC

Nazif Sharique, CPA
UHY Advisors

Robert Spencer, PhD
Network Management Group, Inc.

Tim Wright
Wright Results

www.hbma.org