

# NORTHERN & SOUTHERN CALIFORNIA HFMA CHAPTERS



## CALIFORNIA FALL CONFERENCE

### 19TH ANNUAL CONFERENCE

Hyatt Regency Monterey Resort & Spa, Monterey, CA  
Sunday, September 13 – Tuesday, September 15, 2009

## CO-SPONSORING ORGANIZATIONS

American Association of Healthcare  
Administrative Management:  
AAHAM - Southern California Chapter  
California Association of Physician Groups (CAPG)  
California Hospital Association  
Healthcare Billing and Management Association  
Healthcare Executives of Southern California  
Hospital Association of Southern California  
Hospital Association of San Diego &  
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Healthcare Information Management Systems  
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# REGISTRATION FORM

19th Annual California Fall Conference, c/o Victoria Morgan, PO Box 923035, Sylmar, CA 91392  
HFMACAfallconf@aol.com, (818) 606-4995, (818) 362-5610 fax

September 13-15, 2009, Hyatt Regency Monterey Resort & Spa, Monterey, CA

Please complete this form and return by mail, or if paying by credit card, fax form to (818) 362-5610 or, register online at our website [www.hfma-cafallconf.org](http://www.hfma-cafallconf.org).

## Badge and Mailing Information

CHFP    HFMA

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FULL NAME

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FIRST NAME FOR NAME BADGE                      COMPANY / ORGANIZATION                      TITLE

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ADDRESS

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CITY    STATE    ZIP

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E-MAIL    HFMA CHAPTER    MEMBER NUMBER

CORPORATE SPONSOR LEVEL \*    DIAMOND    GOLD    SILVER

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CO-SPONSOR ORGANIZATION \*

Rates	Member	Non-Member	Subtotal
Early Registration by 07/31/09	\$ 595.00	\$ 695.00	\$ _____
Regular Registration	\$ 695.00	\$ 795.00	\$ _____
Pre Conference Extra	with Full Registration	Workshop Only	
Full-Day Sunday Sessions	\$ 130.00	\$ 175.00	\$ _____
		<b>Total</b>	\$ _____

## Breakout Session Selections

Please identify which breakout sessions and pre-conference workshops you will be attending. Use course numbers from the Schedule at a Glance.

Sunday 10:30	<input type="checkbox"/> S1	<input type="checkbox"/> S2	<input type="checkbox"/> S3	Monday 10:30	<input type="checkbox"/> M2	<input type="checkbox"/> M3	<input type="checkbox"/> M4
1:00	<input type="checkbox"/> S4	<input type="checkbox"/> S5	<input type="checkbox"/> S6	1:30	<input type="checkbox"/> M5	<input type="checkbox"/> M6	<input type="checkbox"/> M7
2:30	<input type="checkbox"/> S7	<input type="checkbox"/> S8	<input type="checkbox"/> S9	3:30	<input type="checkbox"/> M8	<input type="checkbox"/> M9	<input type="checkbox"/> M10
				Tuesday 10:45	<input type="checkbox"/> T3	<input type="checkbox"/> T4	<input type="checkbox"/> T5

## Payment Information

Payment enclosed (check payable to HFMA California Fall Conference) in the amount of \$ \_\_\_\_\_

Charge \$ \_\_\_\_\_ to    VISA    MASTERCARD    AMERICAN EXPRESS

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CARD NUMBER    EXPIRATION DATE

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CREDIT CARD BILLING ADDRESS: STREET NUMBER    ZIP CODE

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CVC# (3 DIGITS PRINTED ON FRONT OR BACK OF MASTERCARD OR VISA AFTER EMBOSSED CARD ID)

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PRINT CARDHOLDER NAME    SIGNATURE

**Cancellation Process:** A refund of the registration fee (less a \$150.00 processing fee) will be granted if cancellation is received by July 31, 2009. Substitutions are permitted. Cancellations must be submitted in writing by fax to (818) 362-5610 or by mail to HFMA California Fall Conference, (see address above) or via email to [HFMACAfallconf@aol.com](mailto:HFMACAfallconf@aol.com). NO refunds will be issued after July 31, 2009.

## COMBINE BUSINESS AND PLEASURE IN MONTEREY

This year's Fall Conference is being held at the Hyatt Regency Hotel and Spa in Monterey California. The hotel is located on the legendary Del Monte Golf Course with many rooms overlooking the greens. Monterey is a world class location famous for such local attractions as the Monterey Bay Aquarium on Cannery Row and the famous 17 Mile Drive.

The Del Monte Golf Course is an historic championship course operated by the Pebble Beach Companies and just outside your door at the Hyatt.

The hotel's facilities include a variety of eateries including the TusCa Ristorante and a fireplace lounge with live entertainment. For the athletically oriented there are swimming, racquet club, and other facilities plus hiking and jogging trails and a Spa with massage and yoga facilities to stretch out those tired muscles!

Monterey is one of the oldest cities in California and a former state capital. There are missions and antiquities for the historically minded but also the most up to date retail and restaurant offerings in charming cities like Carmel, a short distance from the hotel.

Those with more time can head south and experience the Big Sur as Monterey is the gateway to the fabled Route 1 Pacific Coast Highway ride through the Big Sur, a drive known throughout the world. No matter what your tastes, Monterey offers something for everyone to enjoy!

Welcome to the 19th Annual California Fall Conference! This year's Fall Conference, jointly sponsored by the Northern California and Southern California HFMA chapters, returns to Northern California and the beautiful Hyatt Regency Monterey!

The California Fall Conference is one of the most successful and long standing educational traditions of the HFMA. Our objectives for this conference are four-fold.

**First:** to provide keynote speakers who will both entertain and inspire AND provide insights about healthcare trends and regulation both nationally and in California.

**Second:** to provide our attendees with top quality educational programming in three distinct disciplines within healthcare: Finance, Patient Financial Services and Managed Care Contracting.

**Third:** To provide a forum where our vendor sponsors can mingle with users and prospective users of their services in a social setting designed for effective networking.

This year's keynote speaker will be **Jay Gellert**, CEO, HealthNet, Inc.. HealthNet Inc. health plans and government contracts subsidiaries provide health benefits to approximately 6.7 million individuals across the country through group, individual, Medicare, Medicaid and TRICARE and Veterans Affairs programs. Health Net's behavioral health subsidiary, MHN, provides mental health benefits to approximately 6.9 million individuals in all 50 states. Mr. Gellert's presentation is entitled " Universal Access in a Down Economy: What Can Be Achieved, and When?"

Back by popular demand our panel of health care experts will tackle "Universal Access for Health Care: The Governor, the President, and the Future of Health Care Reform". Our panel consists of Herb Schultz, Senior Advisor, Office of Governor Arnold Schwarzenegger, Don Crane, CEO, California Association of Physician Groups, Duane Dauner, CEO, California Hospital Association, Joe Dunn, CEO, California Medical Association, Charles Bacchi, Interim CEO, California Association of Health Plans

Additional General Session speakers include a California regulatory update from the Steve Poizner Commissioner of the Department of Insurance and Cindy Ehnes, Director of the Department of Managed Care.

The winning formula of MANY breakout sessions (18 in all) provide our attendees with tools to be used back at the office. The breakout sessions are divided into three tracks; Patient Financial Services, Finance and Managed Care. All our courses are designed to enable our attendees to return to their health systems with ideas and tools that can be implemented to complete their work better and faster!

## RESERVATIONS

Hotel accommodations are available at the Hyatt Monterey Resort & Spa on Del Monte Golf Course, 1 Old Golf Course Road, Monterey, CA 93940

Rates:	Single or Double	\$185 plus \$12 resort fee and tax
	Triple Occupancy	\$210 plus \$12 resort fee and tax
	Quadruple Occupancy	\$235 plus \$12 resort fee and tax

Reservations can be made by calling the hotel directly at 831 372 1234, or 800 233-1234 or at [www.newportbeach.hyatt.com](http://www.newportbeach.hyatt.com)

Use group code GOLD when making your reservation to get discounted rates online: [www.hyatt.com](http://www.hyatt.com) online code is G-GOLD

### Arrival/Departure

Check in time is 4 p.m. and check out is 12:00 noon

## REGISTER EARLY & SAVE \$100

### Member Rates

If you want to join HFMA and receive a member discount for this conference, please visit the national HFMA website at [www.hfma.org](http://www.hfma.org) and enjoy the benefits of HFMA membership throughout the year.

Individuals with memberships in co-sponsoring organizations are eligible to attend at HFMA member rates. Affiliation must be noted on the registration form and verifiable with the professional organization. The member discount does not apply to institutional memberships.

Employees of corporate sponsors at the Diamond, Gold or Silver levels are eligible to register at member rates.

### Cancellation Policy

Full refund of the conference registration fee, less a \$150.00 processing fee, will be made if cancellation is received in writing by July 31, 2009. Substitutions are acceptable. We are sorry that NO refunds or cancellations will be possible after July 31, 2009.

### Registration and Payment

You have three options for registration:

1. Register on the conference website ([www.hfma-cafallconf.org](http://www.hfma-cafallconf.org))
2. Complete the Registration Form, pay by credit card and fax your Registration Form.
3. Mail your registration with credit card information or check payable to HFMA California Fall Conference and send it to the address below.

HFMA California Fall Conference  
c/o Victoria Morgan, FHFMA  
PO Box 923035  
Sylmar, CA 91392  
Fax: 818 362-5610  
Email: [HFMACAfallconf@aol.com](mailto:HFMACAfallconf@aol.com)

# SCHEDULE AND SESSION AT A GLANCE

**Sunday, September 13, 2009**

9:30 am	Pre-Conference Registration Opens		
10:00 am	<p><b>PFS Track</b> <b>(S1) Patient Charge Estimates</b></p> <p>This provider panel will present real world, best practices for the development of timely and accurate patient charge estimates. Both automated and manual process solutions will be described.</p> <p><i>Kathryn Leppert-Director PFS, Contra Costa Regional Medical Center; Chris Finch, Regional Director PFS, Memorial Care; Noe Ambriz, Patient Access Trainer, Conifer Health Solutions; Carol Hubschman, Director Patient Access, CHW Sacramento Region</i></p>	<p><b>Finance Track</b> <b>(S2) Capital Markets Update</b></p> <p>A panel of financial advisors and investment bankers will provide insights into the recent turmoil in the capital markets and directions for providers who want to maintain access to capital on the best possible terms.</p> <p><i>Charlie Plimpton, Director, Healthcare Finance Group, Citigroup; Ellen G. Riley, Senior Vice President, Kaufman Hall</i></p>	<p><b>Managed Care Track</b> <b>(S3) Boosting the Bottom Line by Recalibrating Private Payor Relationships</b></p> <p>Attendees will learn techniques to control the agenda and frame the issues in contract negotiations, including preparing for the worst, and how to use the psychology of motivation in getting an edge in disputes.</p> <p><i>Brandon Edwards, President/COO, Davies Public Affairs</i></p>
11:30	Lunch for Pre-Conference Attendees		
12:30 pm	<p><b>PFS Track</b> <b>(S4) Medi-Cal Update</b></p> <p>Medi-Cal billing and follow up rules change daily. This session will provide the latest and most current changes being made by both DHS and EDS. Discuss these changes with your peers and find out what others are doing to resolve Medi-Cal billing issues and what you can do to prepare your facility for 2010 Medi-Cal changes.</p> <p><i>Ron Campbell, Technical Director, MDX; Hospital Reactor Panel</i></p>	<p><b>Finance Track</b> <b>(S5) Succeeding at Succession</b></p> <p>This interactive workshop includes a brief update on succession trends and best practices in healthcare followed by small group activities where workshop participants will outline their own succession needs and "test drive" a few succession planning tools. Individuals will measure their succession readiness and identify three action steps to take back to their organizations</p> <p><i>Megan Trinneer, Manager &amp; Senior Consultant, Moss Adams, LLP; Judy Upham, SPHR Consultant, Moss Adams, LLP</i></p>	<p><b>Managed Care Track</b> <b>(S6) MS-DRG and IPPS Important Changes for FY10</b></p> <p>The Centers for Medicare &amp; Medicaid Services' diagnosis-related groups (DRG) saw a major overhaul as of October, 2007. This program will provide an update on changes and their impact on the Case Mix Index and present knowledge and tools for management and improvement.</p> <p><i>Gloryanne Bryant, BS, RHIA, CCS, HIM Managing Director Revenue Cycle, N. CAL Kaiser Foundation and Hospitals</i></p>
2:00 pm	Break		
2:30-4:00 pm	<p><b>PFS Track</b> <b>(S7) Front End Processing</b></p> <p>This presentation addresses the guiding principles for training, accountability, staffing, and incentives to improve the revenue cycle process. Results are apparent from increased cash collections and net revenue due to improved Point of Service collections, registration process, coding, and level of care identification.</p> <p><i>Lisa Thakur, Vice President Operations, Scripps Health</i></p>	<p><b>Finance Track</b> <b>(S8) Hospital Productivity Improvement Strategies and Tools</b></p> <p>This presentation will introduce strategies, methods and tools to achieve and maintain improved levels of productivity in hospitals utilizing lessons learned over the past 25 years, with particular emphasis on clinical areas.</p> <p><i>Denis Sullivan, Partner, Sullivan Lakier Group</i></p>	<p><b>Managed Care Track</b> <b>(S9) Legal Update</b> <b>Current Legal Issues In Managed Care</b></p> <p>This presentation will touch upon the "hot" legal issues facing Hospitals, Providers, and Health Plans. Issues such as balance billing, fair market rates, contracted vs. non-contracted status, new DMHC regulations, and contract compliance issues. Hear our panel of expert lawyers sort out this and discuss other key legal developments in the managed care world.</p> <p><i>Panel: Kevin Kroecker, Peter Roan, Partners; Locke Lord Bissell &amp; Liddell LLP</i></p>
4:00 pm	Conference Registration Opens		
5:00-6:30 pm	Wine & Cheese Reception		

## CONTINUING EDUCATION

Participants should consult their reporting jurisdictions concerning acceptance of individual courses. Upon request, participants will receive a certificate of attendance at the completion of the program, reflecting the number of educational hours earned. All HFMA education programs earn points toward HFMA Certification and Certification Maintenance Requirements.



**Monday, September 14, 2009**

7:00 am Continental Breakfast and Conference Registration

8:15 am Conference Welcome: Conference Chairs  
*Jim Moynihan and Steve Thompson*8:30 am **(MG1) Universal Access in a Down Economy: What Can Be Achieved, and When?**

The Universal Access Plan proposed by Governor Schwarzenegger in 2008 passed in the Assembly but failed in the Senate. Are we finished with universal access to cover all? President Obama says No, and so does Arnold. Hear the views of one of our leading thought and policy leaders on where we go from here.

*Jay Gellert, CEO, HealthNet, Inc.; Moderator: Steve Thompson*

10:00 am Break

10:30 am **(MG2) Universal Access for Health Care: The Governor, the President, and the Future of Health Care Reform**

Stake holders in health care will have to agree on a framework for proceeding to mend our broken healthcare system. The Governor's Senior Adviser and leaders of the health care provider associations will discuss the obstacles that must be overcome in order to achieve health care access for all.

*Herb Schultz, Senior Advisor, Office of Governor Arnold Schwarzenegger; Don Crane, CEO, California Association of Physician Groups; Duane Dauner, CEO, California Hospital Association; Joe Dunn, CEO, California Medical Association; Charles Bacchi, Interim CEO, California Association of Health Plans; Moderator: Frank Matricardi, Dr. PH*

Noon Lunch

1:30 **PFS Track****(M3) CMS—ACE Demonstration Pilot**

Medicare announced a pilot program in "payment reform" in January 2009 with five hospitals as demonstration sites. This "payment reform" will provide "bundled payments" to hospitals who in turn will reimburse physicians. Is this a major reform or a recipe for an administrative nightmare? One of the demonstration hospitals will present their experience and guidance for the industry.

*Shannon Fiser, Vice President, Financial Operations, Ardent Health; Janelle Raborn, COO, Lovelace Women's Health*

**Finance Track****(M4) What Keeps A CFO Up at Night: Key Challenges Facing CFOs During the Current Economic Crisis**

A panel of hospital CFOs and healthcare finance executives will discuss some of the key challenges facing CFO's today. The panel will provide strategies to enhance financial management efforts for an organization's overall success. Participants will learn how to reassess capital capacity and how to leverage IT to enhance revenue management.

*John Orsini, Vice President of Finance, Scripps Health; Marc Golan, Vice President, Finance, St. Joseph Health System; Steve Blake, CFO, Integrated Healthcare Holdings, Inc.; Jody Hill-Mischel, Senior Vice President, Kaufman Hall*

**Managed Care Track****(M5) Issues and Solutions in Health Plan Contracting**

Lower rates, membership attrition, solvency requirements, viability of the delegated model, the non-contracting pressures from the Fed's all are some of the challenges facing health plans as they cope with the present and plan for the future. Hear senior plan executives discuss their plans to work on these important issues with their medical group and hospital partners.

*Martha Smith, Vice President, HealthNet, Inc.; Greg Stevens, Senior Vice President, Aetna California; Leslie Carter, Vice President, United Healthcare Services; Nidhi Jagani, Regional Vice President, Anthem Blue Cross*

3:00 pm Break

3:30 pm **PFS Track****(M6) PFS Round Table**

Hot topics will be reviewed in a roundtable open conversation format. Coordinators at each table will include PFS directors from throughout CA. Send your suggested topics to [hfmacafallconf@aol.com](mailto:hfmacafallconf@aol.com)

**Finance Track****(M7) Back from the Brink: The Downey Turnaround**

This case study shares insights on a challenging hospital turnaround. It will describe the reasons for its initial financial distress and the steps taken in contract negotiation, revenue cycle improvement, and financial management that have successfully stabilized a 200-bed California hospital.

*Ken Strople, President & CEO, Downey Regional Medical Center; Eric Themm, Senior Vice President, Medical Development Specialists*

**Managed Care Track****(M8) Provider Contracting Panel**

The natural tension between health plans and hospital systems has been exacerbated by the economic situation, and rising costs across the board. Is there common ground? Hear the opinions of leading system leaders on what can and is being done to ameliorate this situation.

*Mitchell Zack, Vice President Health Plan Contracting; John Muir Health Care; Stacey Hrountas, Vice President Managed Care, Sharp Health Care; Richard Igram, Regional Vice President Contracting, St. Joseph Health System*

5:00-6:30 pm Reception

# SCHEDULE AND SESSION AT A GLANCE

## Tuesday, September 15, 2009

7:30 am	Continental Breakfast (open to all)		
8:00 am	<p><b>General Session</b></p> <p><b>(TG1) Pay For Performance (P4P): Update and Reform</b></p> <p>Pay for Performance (P4P) is now in effect for Commercial and Medi-Cal benefit programs, for both medical groups and hospitals. How is this program working? And how can it be improved to the benefit of providers who participate with costly Information Systems tracking programs?</p> <p><i>Tom Williams, CEO Integrated Healthcare Association; Ginny Ripslinger, RN, Chief Knowledge Officer, St. Joseph Health System; Richard Fish, Senior Vice President, Business Development, Brown &amp; Toland Medical Group</i></p>		
9:00	Break		
9:15 am	<p><b>PFS Track</b></p> <p><b>(T2) Revenue Cycle Staff Production Metrics</b></p> <p>This session offers Key Performance Indicators, Critical to Quality measurements and employee productivity metrics throughout the patient revenue cycle. Areas include Pre-registration, Government Program Eligibility Assistance, Patient Access, Claims/Follow-up and Denial Management.</p> <p><i>Michael Taylor, Regional Director of PAFS (Patient Access and Financial Services); Sutter Health, Sacramento Sierra Region</i></p>	<p><b>Finance Track</b></p> <p><b>(T3) Optimizing the Performance of Hospital-Affiliated Physician Networks</b></p> <p>This session focuses on the effects of one of the most significant industry trends in the market in the last 5 years – hospital employment of, and alignment with, physicians. Four panelists, including two provider executives, share best practices and lessons learned. The panel will identify the key elements of high performing physician networks and detail a framework for assessing your network or employed practices, with a focus on improvement opportunities.</p> <p><i>Jennifer Gingrass, Senior Manager, ECG Management Consultants, Inc.; Len Henzke, Principal, ECG Management Consultants, Inc.; Provider Panelists: Ken Jensen, CFO, ValleyCare Health System; David Bradley, CEO, Marin General</i></p>	<p><b>Hospital Managed Care Track</b></p> <p><b>(T4) Medi-Cal Managed Care Contracting: Prospects for a stable program</b></p> <p>Medi-Cal managed care is facing more rate reductions and program challenges given its enrollment size and complexity in these current uncertain economic times. A panel of 3 Medi-Cal health plan leaders will discuss the issues of Medi-Cal sustainability, including current incentives, problems, and potential solutions.</p> <p><i>Jeff Flick, Regional Vice President, Anthem Blue Cross; Alan McKay, CEO, Central Coast Alliance for Health; Richard Chambers, CEO, CalOptima</i></p>
10:30	Break		
10:45 am	<p><b>PFS Track</b></p> <p><b>(T5) Medicare Update</b></p> <p>This session will be an update on claim issues from a hospital perspective, speaking specifically to Part A claim issues. The presenter is a Medicare Part A technical representative from Palmetto GBA the MAC processor of Medicare claims for California and many other states.</p> <p><i>Wendy Weary, Ombudsmen, J1 A/B MAC, Palmetto GBA; Ruby Reed-Knighton, Ombudsmen J1 A/A MAC, Palmetto GBA</i></p>	<p><b>Finance Track</b></p> <p><b>(T6) Working with the New 990: Community Benefit, Boards and Bonds</b></p> <p>In 2008, the IRS issued a significantly redesigned Form 990, and included two new schedules: Schedule H (Hospitals) and Schedule K (Supplemental Information on Tax-Exempt Bonds). The updated Form requires community benefit reporting, potential conflicts of interest, and how tax-exempt bond proceeds are used. This session will discuss the new requirements and strategies for responding.</p> <p><i>Keith Hearle, President, Verite Healthcare Consulting, LLC; Lauren K. Mack, Counsel, Sonnenschein Nath &amp; Rosenthal LLP</i></p>	<p><b>Managed Care Track</b></p> <p><b>(T7) Developing an Effective Managed Care Recovery &amp; Fraud Audit Response Plan</b></p> <p>How can hospitals and medical groups effectively respond to 17+ types of government and other third-party payer audits currently in process? Attendees will be provided with tools for determining who should be on their response team, how to process and track audit information requests and initiate successful appeals.</p> <p><i>Donna Herbert, President, Financial Consultants of Alaska and Washington; Stephen Rose, Healthcare Partner, Financial Consultants of Alaska and Washington</i></p>
12:00 pm	Lunch with Larry Wilde, "Laughter: Rx for Healing & Happiness"		
1:00 pm	<p><b>(TG8) Health Plan Regulation and Enforcement: DMHC and DOI Perspectives</b></p> <p>DMHC and DOI, the two state regulatory agencies for health plans, indemnity insurance companies, and medical groups will present their views on regulation and enforcement in the managed care and PPO insurance areas. Both have taken active roles in regulation and enforcement. Come hear their respective points of view.</p> <p><i>Cindy Ehnas, Director, California Department of Managed Health Care; Steve Poizner (Invited), Commissioner, California Department of Insurance (Invited); Moderator: Frank Matricardi, Dr. PH</i></p>		
2:45-3:00 pm	Conference Closing—Door Prizes		



**Special Invitation from the HFMA Northern & Southern California Chapters for Chief Financial Officers and their spouses or guest... Join us for a weekend in Monterey, CA. including a CFO roundtable, lunch, golf at Del Monte Golf Course and a full day of education**

## SCHEDULE OF EVENTS

### CFO Round-Table and Lunch

Saturday, September 12, 2009

11:00 am-12:30 pm

Luncheon Speaker:

Bill Phillips, FACMC, CHC, is Adjunct Professor - Healthcare Finance, Health Services Management & Leadership, The George Washington University, Washington, DC. He is also Vice President & Chief Revenue Officer, Revenue Strategies, Inc.; where he assists health systems improve financial performance.

Topic: "Is Your Iceberg Melting"

This presentation will focus on:

1. Where to look for expense reductions and revenue growth.
2. How to accelerate revenue growth.
3. How to empower others to support it

### Golf T-Times

After lunch play golf on the Del Monte Golf Course  
Starting T-Times from 1:05 pm

### Full Day Educational Sessions

Sunday, September 13, 2009

See Conference Descriptions

### Event Locations

Saturday, September 12, 2009

Round-Table, Lunch at Hyatt Regency Monterey followed by golf

Deadline for Golf Reservations: July 31, 2009

Sunday, September 13, 2009

Full Day Education

Hyatt Regency Monterey

101D Golf Course Road, Monterey, CA 93940

## REGISTRATION FORM

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY / ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY STATE ZIP \_\_\_\_\_

BUSINESS PHONE \_\_\_\_\_

FAX \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

- \_\_\_\_\_ Saturday, September 12, 2009 *only*  
Round-Table, Lunch and Golf \$175.00 per person
- \_\_\_\_\_ Sunday, September 13, 2009 *only*  
Full Day Education \$130.00 per person
- \_\_\_\_\_ Both Saturday Golf and Sunday Education  
\$225.00 per person
- \_\_\_\_\_ Save even more on combined price for Saturday, Sunday  
and Full Fall Conference Program \$820.00 per person

Enclosed a check payable to HFMA Fall Conference

in the amount of \$ \_\_\_\_\_

Charge \$ \_\_\_\_\_ to  VISA  MASTERCARD  AMERICAN EXPRESS

CARD NUMBER \_\_\_\_\_

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ZIP CODE \_\_\_\_\_

PRINT CARDHOLDER NAME \_\_\_\_\_

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Fax credit card registrations to 818 362-5610

Mail check registrations to conference PO Box

Make check payable to HFMA California Fall Conference

**Register by July 31, 2009**

# COMMITTEE MEMBERS

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James Moynihan, FHFMA U.S. Bank  
Stephen R. Thompson, FHFMA Marin General & Novato  
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Linda De Antonio Orange Co. Foundation for  
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Rick Lash Lash Consulting Group  
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## Chapter Presidents

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Southern California Chapter  
Kenneth A. Jensen ValleyCare Health System,  
Northern California Chapter

## Conference Attire

Business casual is appropriate for all activities.

## Directions

[From Monterey Peninsula Airport](#)  
(1 1/2 miles): Turn right on Garden Road, left on Mark Thomas Dr. Hotel is on the left.  
[From San Francisco or San Jose](#)  
(traveling South on Highway 101): From 101 South, take the 156 West exit in the Prunedale

area, just north of Salinas. Stay on 156 West for 6 miles until you reach Highway 1. Take Highway 1 South for 13.2 miles, then take Monterey exit. The exit ramp drops onto Fremont Street, turn left onto Aguajito Road. At the second signal light, turn left onto Mark Thomas Drive and turn right into the hotel driveway.

[www.hfma-califallconf.org](http://www.hfma-califallconf.org)

healthcare financial management association  
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