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"For my first time attending a Wipfli conference, I found it informative and beneficial with things to bring back home to improve what and/or how we do things in our facility."

- Ward C. VanWichen, CEO – Phillips County Hospital

Critical Access Hospital and Rural Health Clinic CONFERENCE

September 12-14, 2017
Reno, Nevada

LEADERSHIP TRACK

Focusing on the Quadruple Aim

Includes a workshop on Empowering Patient
Care Teams for Excellence

Designed for executive, financial, and clinical roles.

FEATURED GUEST SPEAKER

Tracy Morton, MPH

Senior Program Manager for National Rural Health Resource Center

Speaking on The Future of Rural Health Care.



#WIPCAH

Get entered in a special drawing by
tweeting about this event.

WIPFLi
CPAs and Consultants
HEALTH CARE PRACTICE

CONFERENCE REGISTRATION

OPTION 1: Focus on Rural Health Clinics – \$200

OPTION 2: Focus on Critical Access Hospitals – \$400

OPTION 3: Full Conference – \$500 (most popular)

Visit wipfli.com/CAHRHC2017 and complete the PDF registration form for EACH individual attending from your organization. For groups of four or more per facility, contact Sylvia Weise at 866.766.1340 or sweise@wipfli.com for a registration discount.

Please note: This conference is intended for provider organizations only.

CONFERENCE SESSIONS

- Legislative Update
- Rural Health Clinic Compliance
- Rural Health Clinic Billing
- Creating Connections Between Leadership and Business Operations
- Cost Reporting Pitfalls and Big Rocks
- A Deep Dive: Your CAH Medicare Cost Report From A-M
- Provider-Based Hospital Departments: Are We Compliant?
- Build Your Way to a Healthy Revenue Cycle

NEW LEADERSHIP TRACK

FOCUSED ON THE QUADRUPLE AIM

- ✓ Access to care
- ✓ Quality of care/patient satisfaction
- ✓ Cost of care
- ✓ Provider and staff satisfaction
- Addressing the Realities of Value-Based Care
- Two-Part Workshop: Empowering Patient Care Teams for Excellence
- Concepts for Understanding the Financial Impact of Value-Based Care

Wipfli Federal ID #39-0758449

Cancellations made 10 business days or more prior to event will receive full refund. Cancellations made less than 10 business days prior to the event are responsible for the full registration fee.



CPE for Day One: 8 hours, CPE for Days Two and Three: 11 hours, CPE for full conference: 19.5 hours. In accordance with the standards of the National Registry of CPE Sponsors, CPE credits are based on a 50-minute hour. Wipfli LLP is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.NASBARegistry.org.

Prerequisites: None

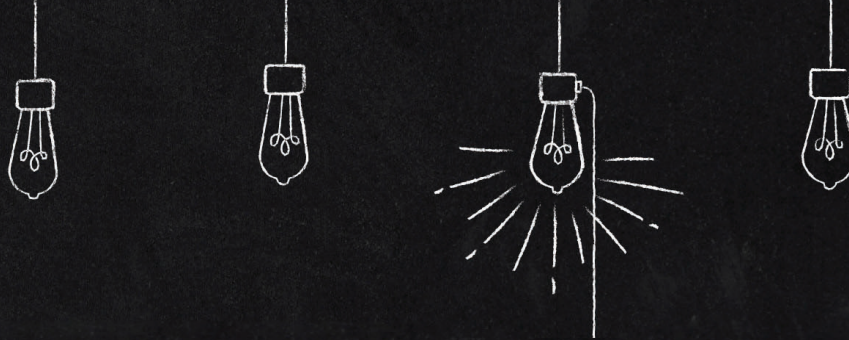
Advance Preparation: None

Instructional Delivery: Group - Live

Course Level: Basic

Field of Study: Specialized Knowledge and Applications

For more information regarding administrative policies, such as program cancellation or complaint policies, please contact Sylvia Weise at sweise@wipfli.com.



HOTEL ACCOMMODATIONS

September 12-14, 2017
Reno, Nevada

Peppermill Resort Spa Casino
2707 South Virginia Street
Reno, Nevada 89502

Special group rates available:

Peppermill Tower \$99/night
Tuscany Tower \$119/night

Wipfli room block available until August 12, 2017.

Phone Reservations: 866.821.9996
Room block code: CWIP917

ONLINE HOTEL RESERVATIONS

Visit <https://aws.passkey.com/e/16252342> to reserve your hotel room online.

CONFERENCE ATTIRE

Business casual. Would you like to wear jeans? See our Casual for a Cause announcement below for details.



Casual for a Cause

Back by popular demand, all attendees are invited to wear jeans for a \$1 donation per day. All proceeds will be matched by Wipfli and donated to the Food Bank of Northern Nevada. More details to be provided at the conference.

QUESTIONS? Please email Sylvia Weise at sweise@wipfli.com or visit wipfli.com/CAHRHC2017 for conference information.



FREE COST REPORT EVALUATION

Meet with a Medicare reimbursement expert to discuss your most recently filed Medicare cost report. Wipfli will provide complimentary one-on-one sessions to review your cost report, walk through each section, and help you understand reimbursement opportunities and other ways to potentially boost your organization's overall financial performance.

Sign up for this FREE evaluation on the registration form.

**Limited sessions are available. We will contact you
to schedule a date and time slot.**



SHARE ON SOCIAL MEDIA

Every attendee who tells others about this conference or shares their experience while at the conference will be entered in a drawing for some really great prizes.

**Critical Access Hospital and Rural Health Clinic Conference:
Mention #WIPCAH in your tweet.**

Also remember to follow Wipfli Health Care on LinkedIn at:
[linkedin.com/company/wipfli-health-care](https://www.linkedin.com/company/wipfli-health-care)

AGENDA



Rural Health Clinic Forum | Day One

7:30 – 8:30 a.m.	Registration and Breakfast (provided)
8:30 – 10:00 a.m.	Legislative Update
10:00 – 10:15 a.m.	Break
10:15 a.m. – Noon	Rural Health Clinic Compliance
Noon – 1:00 p.m.	Lunch (provided)
1:00 – 2:45 p.m.	Rural Health Clinic Billing
2:45 – 3:00 p.m.	Break
3:00 – 4:00 p.m.	Creating Connections Between Leadership and Business Operations
4:00 – 5:00 p.m.	Cost Reporting Pitfalls and Big Rocks

Critical Access Hospital Conference | Day Two

7:30 – 8:30 a.m.	Registration and Breakfast (provided)
8:30 – 8:45 a.m.	Welcoming Remarks
8:45 – 10:15 a.m.	General Opening Session – The Future of Rural Health Care, Tracy Morton, MPH
10:15 – 10:30 a.m.	Break
10:30 a.m. – Noon Breakout sessions (concurrent)	FINANCIAL TRACK: A Deep Dive: Your CAH Medicare Cost Report From A – M
	LEADERSHIP TRACK: Addressing the Realities of Value-Based Care
12:00 – 1:00 p.m.	Lunch (provided)
1:00 – 2:30 p.m. Breakout sessions (concurrent)	FINANCIAL TRACK: A Deep Dive: Your CAH Medicare Cost Report From A – M (continued)
	LEADERSHIP TRACK: Empowering Patient Care Teams for Excellence Workshop (part one)
2:30 – 2:45 p.m.	Break
2:45 – 4:30 p.m. Breakout sessions (concurrent)	FINANCIAL TRACK: A Deep Dive: Your CAH Medicare Cost Report From A – M (continued)
	LEADERSHIP TRACK: Empowering Patient Care Teams for Excellence Workshop (part two)
5:00 – 7:00 p.m.	Networking Social

Critical Access Hospital Conference | Day Three

8:00 – 8:30 a.m.	Breakfast (provided)
8:30 – 10:00 a.m. Breakout sessions (concurrent)	FINANCIAL TRACK: Build Your Way to a Healthy Revenue Cycle
	LEADERSHIP TRACK: Concepts for Understanding the Financial Impact of Value-Based Care
10:00 – 10:15 a.m.	Break
10:15 a.m. – Noon	Provider-Based Hospital Departments – Are We Compliant?



Rural Health Clinic | Day One

8:30 – 10:00 a.m. | General Session

Legislative Update

This session will focus on national rural policy matters impacting rural health clinics (RHCs) and current industry trends.

10:15 a.m. – Noon | General Session

Rural Health Clinic Compliance

If it has been some time since your RHC has been surveyed, resurveyed, or if you need a refresher on RHC requirements, this session will discuss those compliance issues. In addition, we will discuss the Medicare provider-based requirements, conditions for RHC participation, key elements of the annual program evaluation, and nondiscrimination provisions of Section 1557. You will take away key items from the survey report form used by surveyors to reduce the chance of any deficiencies that could jeopardize your RHC certification.

1:00 – 2:45 p.m. | General Session

Rural Health Clinic Billing

This session will cover basic concepts relating to Medicare billing in the RHC. Adequate time will be allotted for questions and answers. At the conclusion of this session, participants will have knowledge of:

- Medicare reporting of CPT/HCPCS codes
- Common RHC billing issues
- Differences between billing for RHC and non-RHC services
- Billing for preventive services
- Use of RHC revenue codes
- Reporting flu and pneumococcal vaccines

3:30 – 4:00 p.m. | General Session

Creating Connections Between Leadership and Business Operations

This session will focus on how disconnects between clinic leaders and business office staff can adversely affect operational efficiencies and performance. Discussions will cover key performance metrics used in evaluating clinic performance in areas such as accounts receivable management, billing and collections, patient no-shows, methods used to share clinic performance expectations, and common strategies for creating a team-based approach to improving results.

4:00 – 5:00 p.m. | General Session

Cost Reporting Pitfalls and Big Rocks

This session will cover advanced topics related to Medicare RHC cost reporting, including several actual case examples of common cost reporting inaccuracies and opportunities for improvement. At the conclusion of this session, participants will understand the cost report implications of:

- Accounting for non-RHC activities and “carve outs”
- Accumulating encounter statistics
- Application of provider productivity standards
- Claiming reimbursement for Medicare bad debts
- Allocating hospital shared costs to the RHC
- Various operational strategies designed



Critical Access Hospital | Day Two

8:45 – 10:15 a.m. | General Session

General Opening Session

Tracy Morton, MPH, senior program manager for the National Rural Health Resource Center, will share her vision for the future of rural health care.

10:30 a.m. – Noon | Concurrent Session

FINANCIAL TRACK:

A Deep Dive: Your CAH Medicare Cost Report From A – M

This session will take an in-depth look at the inner workings of the Medicare cost report. Each worksheet will be thoroughly reviewed, and you will have a hands-on opportunity to work with your hospital's cost report (remember to bring it with you). As each worksheet is presented, we will discuss reimbursement strategies and their impact.

10:30 a.m. – Noon | Concurrent Session

LEADERSHIP TRACK: FOCUSING ON THE QUADRUPLE AIM

Addressing the Realities of Value-Based Care

This session will discuss the movement toward value-based care and what to expect in the future as a rural health system. It will also focus on financial planning and the use of data within your organization to begin setting the stage to plan for a value-based environment.

1:00 – 2:30 p.m. | Concurrent Session

FINANCIAL TRACK:

A Deep Dive: Your CAH Medicare Cost Report From A – M (continued)

1:00 – 2:30 p.m. | Concurrent Session

LEADERSHIP TRACK: FOCUSING ON THE QUADRUPLE AIM

Empowering Patient Care Teams for Excellence Workshop (part one)

Establishing a true culture of quality in an organization is not possible without first capturing the attention of the staff. A new focus on patient-centered care and improving health care quality is challenging health care organizations to formally adopt a family of metrics and demonstrate improvement over time in a variety of domains.

Much of the improvement work occurs—directly and indirectly—at the patient care team level. This two part workshop will focus on the role of **leadership and operations** in developing and empowering teams to innovate and pave the way for improvements in all dimensions of the Quadruple Aim (clinical outcomes, patient experience, cost of care, and provider/staff satisfaction).

We will specifically discuss:

- The roles of the multi-disciplinary patient care team.
- The key concepts that leaders must endorse in order to empower the clinical team.
- How to link the care team to the performance improvement efforts in your health center.



Critical Access Hospital | Day Two (continued)

2:45 – 4:30 p.m. | Concurrent Session

FINANCIAL TRACK:

A Deep Dive: Your CAH Medicare Cost Report From A – M (continued)

2:45 – 4:30 p.m. | Concurrent Session

LEADERSHIP TRACK: FOCUSING ON THE QUADRUPLE AIM

Empowering Patient Care Teams for Excellence Workshop (part two)

NETWORKING SOCIAL

Join us for an evening of heavy hors d'oeuvres, refreshments, and networking with conference attendees and speakers.





Critical Access Hospital | Day Three

8:30 – 10:00 a.m. | Concurrent Session

FINANCIAL TRACK:

Build Your Way to a Healthy Revenue Cycle

This session will help you understand the various types of denials and how to build an effective revenue cycle team within your hospital. You will learn how to identify short pays and no pays without a contract management system. We will also discuss ways to build a program that identifies the health of your preservice, admissions, charge capture, coding, E&M support documentation, and billing. This session will educate participants on the importance of integrating charging and coding, and we will provide you with tips to maintain a healthy chargemaster. By the end of this session, you will be armed with vital information to build a healthy revenue cycle for the future.

Learning objectives:

- Build an “embryo to grave” claim review system.
- Categorize denials, build a hospital denial team, and work with payors
- Determine the attributes of a healthy chargemaster

8:30 – 10:00 a.m. | Concurrent Session

LEADERSHIP TRACK: FOCUSING ON THE QUADRUPLE AIM

Concepts for Understanding the Financial Impact of Value-Based Care

We will focus on concepts for understanding the financial impact of value-based care as it relates to the organization and patients.

Learning objectives:

- Understand how hospital and clinic volumes may change under value-based care models in the future and how to move your hospital toward a population health focus.
- Understand how to turn claims and other financial data into meaningful information to assist with strategic decision making regarding value-based care.
- Share experiences with each other regarding how other CAHs are dealing with the organizational challenges and new expectations related to value-based care.

10:15 – Noon | General Session

Provider-Based Hospital Departments – Are We Compliant?

Many hospitals (including CAHs) have on- and off-campus departments that are designated provider-based for Medicare. This designation can have a significant impact on the financial health of an organization and requires adherence to Medicare regulations. Are your departments compliant with Medicare regulations?

With national attention being placed on the reimbursement of provider-based departments, CMS is focusing on compliance with the provider-based department regulations. This session will discuss:

- The history of provider-based.
- Important dates that may impact your provider-based status.
- Criteria that needs to be considered when assessing your provider-based department(s) (including provider-based RHCs) for compliance with the provider-based regulations.

We will also provide an overview of the final outpatient rule governing site neutral payment provisions of Section 603 of the Bi-Partisan Budget Act of 2015, including new developments related to this provision. Our final discussion will include compliance strategies and strategies for hospitals that provide space to visiting specialists.



Nathan Baugh, Director of Government Relations – NARHC

Nathan was hired at Capitol Associates, a government relations firm specializing in Health Care policy, in April of 2015 to work on Rural Health Clinic issues. He was first exposed to health care issues in the summer of 2011 when he worked as an intern for Capitol Associates. Nathan graduated from the College of William and Mary in 2012 with a bachelor of arts in Government and immediately began working for a logistics firm in Norfolk, VA. After a year, he returned to his native California and began working on various political campaigns while interning for Representative Juan Vargas (CA-51). Nathan has penned a number of articles on both the broader trends in health care policy and detailed changes to the Rural Health Clinic Program. He specializes in PQRS, Essential Community Provider, and Chronic Care Management issues as they relate to Rural Health Clinics.



Bonni R. Brownlee, MHA, CPHQ, PCMH-CCE, Manager, Clinical Operations – Wipfli

Bonni is a health care management professional with over 25 years experience in health program development, operations, quality management, and performance improvement. With her expert working knowledge of primary care clinic operations across multiple business models, Bonni has planned and directed primary care transformation initiatives in multiple states, providing expertise in practice redesign and evolution towards the Patient Centered Medical Home (PCMH) model of care. She is an expert trainer on topics dealing with clinic operations, PCMH transformation, and performance/quality measurement and improvement.



Judith A. Holloway, MPH, RHIA, CCS, CCS-P, Senior Manager – Wipfli

Judith has over 30 years of experience in the health care industry, primarily in the areas of clinical and administrative operations and systems. She has extensive experience in various clinical coding systems, including ICD-10. Her accomplishments include implementing coding compliance programs, providing HIM consulting, assisting in assessment of electronic health records (EHR), and designing and presenting seminars on coding and clinical data. She has served as an expert witness in litigation involving the structure and content of facility charge description masters. Judith speaks at many conferences and has written for professional journals and coding guides.



Teresa Jacques, CRCR, Senior Manager – Wipfli

Teresa is a revenue cycle expert with over 30 years of experience working in various health care facilities including hospitals, long-term care, clinics, and behavioral health settings. Her specific areas of expertise include revenue cycle reviews, grant analysis, AR valuations, charity care, and bad debt analysis, chargemaster and pricing reviews, and various other revenue cycle related work, including compliance audits. Teresa has also held long-term interim CFO positions at small hospitals.



Jane Jerzak, CPA, RN, Partner – Wipfli

With over 30 years of experience in clinical reimbursement and strategic planning, Jane is a catalyst for positive organizational change in the current dynamic health care marketplace. With dual expertise as a certified public accountant and a registered nurse, she is uniquely positioned to provide unparalleled service to health care clients. Utilizing Jane's extensive experience in strategic planning and reimbursement, she offers her clients individualized solutions to complex issues.



Jeffrey Johnson, CPA, Partner – Wipfli

Jeff provides audit, reimbursement, and consulting services to a variety of health care organizations. Specifically, he provides strategic and financial solutions to hospitals, medical practices, and other health care providers through Wipfli's Spokane office. A certified public accountant with more than 20 years of in-depth experience in the field, Jeff is able to offer specialized services to this highly complex and ever-changing industry sector.



Mary Lopez, MSN, RN, Senior Manager – Wipfli

Mary has over 35 years experience in health care. She began her career as a critical care staff nurse, progressed to a clinical nurse specialist, and then worked in the areas of nursing education, quality improvement and administration. Today she is a consultant in the firm's clinical operations practice. Mary works to support organizational change with a focus on quality outcomes, enhanced patient experience, and a healthy practice environment. She provides GACH/SNF/ASC operations assessment, program/document development for system PI, case management, budgets, survey prep, plans of correction, and partners with the revenue cycle team for MDS compliance and records review. She is also called on as an expert witness.



Tracy Morton, MPH, Senior Program Manager – National Rural Health Resource Center

Tracy joined the National Rural Health Resource Center (the "Center") in 2009 and is responsible for the management of the Technical Assistance and Services Center (TASC), including strategic planning, work plan development, and the implementation, development, and maintenance of program timelines and program evaluation. In addition to providing technical support, education, and information to state Medicare Rural Hospital Flexibility (Flex) Program grantees, she is responsible for regional and national meetings, conference calls and webinars, and management of consultant projects for Flex Programs and critical access hospitals. Tracy facilitates and participates in the Center's community health needs assessments and strategic planning services in alignment with the Center's vision to sustain and improve health care in rural communities. Tracy is an epidemiologist and has worked in public health at the state, local, and tribal levels.



Erik Prosser, Senior Manager – Wipfli

Erik is a manager in Wipfli's Spokane office. He specializes in critical access hospital Medicare and Medicaid reimbursement and audit. Erik provides cost reporting, audit, and consulting services to numerous providers in the region. This has allowed him to develop a solid understanding of the issues that concern the health care industry.



Katie Jo Raebel, CPA, Senior Manager – Wipfli

Katie Jo has 17 years of experience in audit and accounting focused exclusively on health care industry clients. She specializes in assisting freestanding and provider-based clinics to navigate through the rural health clinic (RHC) certification process and is an expert in the RHC arena. Katie Jo helps to calculate the RHC Medicaid rate, provides education regarding changes in billing because of certification, and consults on all areas specific to RHCs. She is a regular speaker at the Rural Health Clinic Association of Washington conferences and has presented at a number of additional regional RHC conferences.



Steven Rousso, Partner - Wipfli

Steven is a partner with nearly 37 years of experience in the health care industry. He has particular experience with rural hospitals and community clinics, as he has demonstrated on various engagements for over 150 providers throughout the country. An accomplished presenter, Steven has spoken more than 50 times on a myriad of health care topics for state and federal associations. He has published numerous health care articles and acted as a consultant for the California Hospital Association (CHA), the California Primary Care Association (CPCA), and several Federally Qualified Health Center (FQHC) consortiums in California.



Paul Traczek, CPA, Partner – Wipfli

Paul devotes 100 percent of his time to the health care industry, with his primary focus on planning, conducting, and overseeing financial statement audits of health care organizations. He provides reimbursement and operational assistance to health care clients of all sizes, from small rural health care facilities to large organizations with annual net patient service revenue in excess of \$500 million. In addition, Paul specializes in assisting his clients with preparation of Medicare and Medicaid cost reports and optimization of reimbursement.



Eric Volk, CPA, Partner – Wipfli

Eric is a partner who specializes in critical access hospital Medicare and Medicaid reimbursement and audits. He provides cost reporting, audit, and consulting services to numerous providers across the country. This has enabled Eric to develop a solid understanding of the issues that concern the health care industry. In addition, he has significant experience in improving cost-based reimbursement and providing cost report audit and appeal support for CAHs.

REGISTRATION FORM

Please note: This conference is intended for provider organizations only.

Complete this form and email or fax with your credit card information to:

Wipfli LLP | Attention: Sylvia Weise | Email: sweise@wipfli.com | Fax: 509.489.4682

Check box for registration: ☐ \$200 – RHC only ☐ \$400 – CAH only ☐ \$500 – RHC and CAH (most popular)

Registration:

Paying by check: Make check payable to Wipfli LLP and mail to:

Wipfli LLP | Sylvia Weise | 201 W. North River Drive, Ste 400 | Spokane, WA 99201

Paying by credit card: Accepted by secure fax (509.489.4682) or phone (866.766.1340).

Method of Payment:

☐ MC ☐ Visa ☐ DISCOVER ☐ AMEX | Cardholder: ☐ Individual ☐ Company

Card Number: Exp. Date: /
MONTH YEAR

CARDHOLDER NAME (PLEASE PRINT)

AUTHORIZATION SIGNATURE

Amount Enclosed: \$

☐ I am a Board of Directors member attending the conference for free.

Select the concurrent sessions you plan to attend:

Critical Access Hospital Conference | Day Two

10:30 a.m. – Noon CHOOSE ONE	<input type="checkbox"/> FINANCIAL TRACK: A Deep Dive: Your CAH Medicare Cost Report From A – M <input type="checkbox"/> LEADERSHIP TRACK: Addressing the Realities of Value-Based Care
1:00 – 2:30 p.m. CHOOSE ONE	<input type="checkbox"/> FINANCIAL TRACK: A Deep Dive: Your CAH Medicare Cost Report From A – M (continued) <input type="checkbox"/> LEADERSHIP TRACK: Empowering Patient Care Teams for Excellence Workshop (part one)
2:45 – 4:30 p.m. CHOOSE ONE	<input type="checkbox"/> FINANCIAL TRACK: A Deep Dive: Your CAH Medicare Cost Report From A – M (continued) <input type="checkbox"/> LEADERSHIP TRACK: Empowering Patient Care Teams for Excellence Workshop (part two)

Critical Access Hospital Conference | Day Three

8:30 – 10:00 a.m. CHOOSE ONE	<input type="checkbox"/> FINANCIAL TRACK: Build Your Way to a Healthy Revenue Cycle <input type="checkbox"/> LEADERSHIP TRACK: Concepts for Understanding the Financial Impact of Value-Based Care
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☐ Please check if you would like to have a complimentary review of your latest Medicare cost report. We will follow up with you to schedule a time.

☐ Please check if you plan to attend the **Networking Social Day Two - CAH Conference**

ATTENDEE NAME

TITLE

INSTITUTION

ADDRESS

CITY

STATE

ZIP

E-MAIL ADDRESS

PHONE NUMBER

☐ Please check this box if you have specific dietary requirements or if you have a disability requiring special assistance. (We will contact you.)

For additional attendees, please copy this form or visit wipfli.com/CAHRHC2017 to print additional copies.

For questions, please contact Sylvia Weise at 866.766.1340 or sweise@wipfli.com or visit wipfli.com/CAHRHC2017.