

Rural Health Clinic CONFERENCE

March 15-16, 2017

Wausau, Wisconsin



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OR LEARN MORE AT
wipfli.com/RHC2017

WIPFLI^{LLP}
CPAs and Consultants
HEALTH CARE PRACTICE

Rural Health Clinic CONFERENCE

You are invited to this annual event to receive quality education, have the opportunity to communicate directly with industry experts, and network with colleagues at other RHCs. Our sessions are intended for all levels of RHC professionals including administrators, CFOs, CEOs, CIOs, directors of finance, finance professionals, reimbursement analysts, office managers, and patient accounts professionals.

CONFERENCE SESSIONS

- Rural Health Clinic Billing
- Rural Health Clinic Compliance
- Legislative Update
- Cost Reporting Pitfalls and Big Rocks
- Creating Connections Between Leadership and Business Operations
- Getting Value From Your Back Office

CONFERENCE ATTIRE

Business casual; please note it is often difficult to regulate meeting room temperature to everyone's satisfaction. Please come dressed in layers so you can be comfortable. Would you like to wear jeans? Please 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 a nonprofit organization. More details to be provided at conference.

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: 4 hours, CPE for Day Two: 6 hours, CPE for full conference: 10 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 Amy McBriar at amcbriar@wipfli.com.

AGENDA

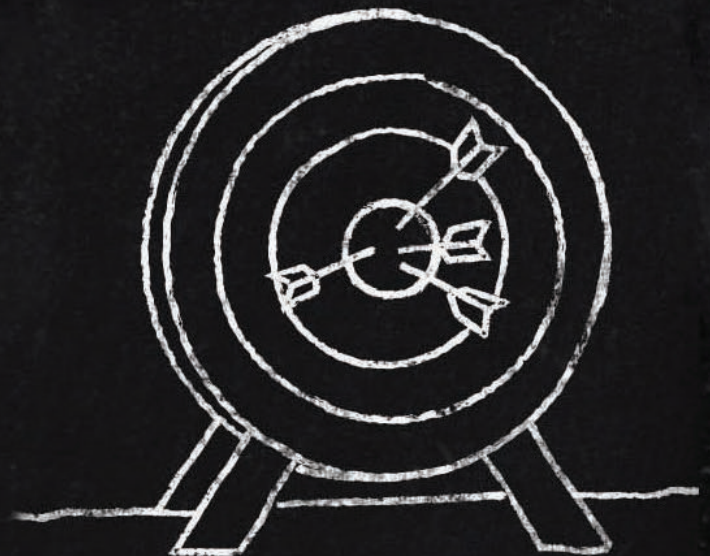
Rural Health Clinic CONFERENCE

Day One | March 15, 2017

12:30 – 1:00 p.m.	Registration
1:00 – 3:00 p.m.	Rural Health Clinic Billing
3:00 – 3:15 p.m.	Break
3:15 – 5:00 p.m.	Rural Health Clinic Compliance
5:30 – 7:00 p.m.	Networking Social (must register to attend)

Day Two | March 16, 2017

7:00 – 8:00 a.m.	Registration and Breakfast (provided)
8:00 – 10:00 a.m.	Legislative Update
10:00 – 10:15 a.m.	Break
10:15 – Noon	Cost Reporting Pitfalls and Big Rocks
Noon – 1:00 p.m.	Lunch (provided)
1:00 – 2:00 p.m.	Creating Connections Between Leadership and Business Operations
2:00 – 3:00 p.m.	Getting Value From Your Back Office



1:00 – 3:00 p.m.

Rural Health Clinic Billing

This session will cover basic concepts related to Medicare billing in the rural health clinic. 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

Presenter: Jeff Bramschreiber, CPA, Partner – Wipfli LLP

3:15 – 5:00 p.m.

Rural Health Clinic Compliance

If it has been some time since your rural health clinic has been surveyed, resurveyed, or if you need a refresher of the rural health clinic requirements, this session will discuss those items with which your clinic should be in compliance. We will discuss the Medicare provider-based requirements, rural health clinic conditions of participation, key elements of the annual program evaluation, and the nondiscrimination Provisions of Section 1557. Participants will take away key items from the survey report form that surveyors utilize in order to reduce the chance of any deficiencies that could put your RHC certification in jeopardy.

Presenter: Vicki Mueller, CPA, Director – Wipfli LLP

5:30 – 7:00 p.m.

Networking Social

This is a free event, but you must register to attend!

Join your peers and speakers in the conference foyer for a networking event including heavy hors d'oeuvres and a hosted bar.

8:00 – 10:00 a.m.

Legislative Update

This session will focus on national rural policy matters impacting rural health clinics, as well as current industry trends.

10:15 a.m. – Noon

Cost Reporting Pitfalls and Big Rocks

This session will cover advanced topics related to the Medicare rural health clinic cost reporting. Included will be several real-life 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 rural health clinic
- Various operational strategies designed

Presenters: Jeff Bramschreiber, CPA, Partner and Vicki Mueller, CPA, Director – Wipfli LLP

1:00 – 2:00 p.m.

Creating Connections Between Leadership and Business Operations

This session will focus on how disconnects between clinic leaders and the 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.

Presenters: Jeff Bramschreiber, CPA, Partner and Vicki Mueller, CPA, Director – Wipfli LLP

2:00 – 3:00 p.m.

Getting Value From Your Back Office

There are many tasks required to run a business beyond the provision of day-to-day services to residents. “Back office” tasks such as accounting and human resources that do not generate revenue and can be costly to your business. The challenge is to find the most cost- and time-efficient means to accomplish these tasks so that the business runs smoothly, owners and managers get valuable information from back office processes, and profits are maximized. This session will explore “back office” best practices to increase the value and decrease the cost of your business’ back office functions. At the conclusion of this session, participants will be able to:

- Implement key processes for improving billing and collections, ensuring the accuracy of reported financial information, and enhancing relationships with department heads and the board of directors.
- Design and evaluate internal controls and segregation of duties to minimize the risk of fraud and misappropriation.

Presenter: Vicki Mueller, CPA, Director – Wipfli LLP



Jeff Bramschreiber, CPA, Partner – Wipfli LLP

Jeff specializes in all the business aspects of operating a medical practice and rural health clinic with specialization in physician service alignment and physician compensation design. For more than 25 years, he has provided guidance to rural health clinics on topics such as initial application and certification, reimbursement, billing, and cost reporting. Drawing on his extensive experience, Jeff offers unique strategies designed specifically for each individual client, from issue identification through effective problem resolution.



Vicki Mueller, CPA, Director – Wipfli LLP

Vicki has more than 20 years of consulting experience with health care organizations. She works in a variety of health care settings including hospitals, nursing homes, home health agencies, and rural health clinics and provides expert advice in the areas of reimbursement, feasibility studies, clinic assessments, fee schedules, revenue cycle testing, and Medicare enrollment. She has specific expertise in providing reimbursement services for critical access and PPS (prospective payment system) hospitals and health clinics in both rural and nonrural settings.

Rural Health Clinic CONFERENCE

March 15-16, 2017

Stoney Creek Hotel & Conference Center

1100 Imperial Avenue | Rothschild, Wisconsin 54474

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OR LEARN MORE AT
wipfli.com/RHC2017

CONFERENCE REGISTRATION

Conference Fee – \$300

Complete one registration form for EACH individual attending from your organization. For groups of four or more per facility, contact Amy McBriar at **920.662.2823** or amcbriar@wipfli.com for a registration discount.

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

HOTEL ACCOMMODATIONS

Stoney Creek Hotel & Conference Center

1100 Imperial Avenue | Rothschild, Wisconsin 54474

Special group rate: \$79/night

Wipfli room block available until February 14, 2017

Phone reservations: 800.659.2220

Room block code: Wipfli

QUESTIONS?

Please email Amy McBriar at amcbriar@wipfli.com or visit wipfli.com/RHC2017 for conference information.



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.

Rural Health Clinic Conference in Wisconsin
Mention #WIPFLIRHC in your tweet.

Also remember to follow Wipfli Health Care on LinkedIn at: linkedin.com/company/wipfli-health-care

REGISTRATION FORM

Rural Health Clinic CONFERENCE

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

Wipfli LLP
Attention: Amy McBriar
Email: amcbriar@wipfli.com
Fax: 920.739.6707

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

Check box(es) for registration/networking social:

Conference Fee – \$300

Networking Social from 5:30 - 7:00 p.m.

Join your peers and speakers for a networking event in the conference foyer, including heavy hors d'oeuvres and a hosted bar.

This is a free event but you must register to attend!

Special group rates:

For four or more attendees per organization, contact Amy McBriar at 920.662.2823 or amcbriar@wipfli.com.

Method of payment:

MC Visa DISCOVER AMEX | Cardholder: Individual Company

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TITLE

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CITY

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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/RHC2017 to print additional copies.

For questions, please contact Amy McBriar at 920.662.2823 or amcbriar@wipfli.com or visit wipfli.com/RHC2017.