

**ROCKIN
& ROLLING
HEALTHCARE
FINANCE**

11th Annual

SPRING INSTITUTE

**MAR
12-13, 2018**

AGENDA

LOCATION
Sheraton Station Square
Pittsburgh, PA

BROUGHT TO YOU BY:



hfma™
healthcare financial management association

western pennsylvania chapter
Three Rivers Chapter
AAHAM
American Association of Healthcare
Administrative Management

DAY 1 AGENDA

WHEN?
MARCH 12-13, 2018

WHERE?
SHERATON STATION SQUARE
PITTSBURGH, PA

7:30AM to 8:30AM	REGISTRATION & CONTINENTAL BREAKFAST	
8:30AM to 8:45AM	OPENING REMARKS	
8:45AM to 9:45AM	KEYNOTE: HFMA – A NATIONAL UPDATE Kevin Brennan, CFO Geisinger and incoming National HFMA Chair	
9:45AM to 10:00AM	BREAK	
	TRACK 1	TRACK 2
10:00AM to 11:00AM	THE NEW WORLD OF HEALTHCARE IN 2018 - The Top Five Challenges of Healthcare Leaders Lyman Sornberger, Chief Healthcare Strategy Officer, Capio Partners	Lessons Learned in Managing Third-Party Liability Claims Michael Friedberg, Vice President, Parallon
11:00AM to 12:00PM	Strategic Pricing – Finding the Balance Between Defensibility and Optimization Fred Stodolak, Executive Vice President, Panacea & Greg Adams, Senior Vice President Panacea and former National Chair of HFMA	Matching, Managing, and Protecting Patient Identities Bill Bollinger, Emergent Solutions Regional Director, Experian Health
12:00PM to 1:00PM	LUNCH	
1:00PM to 2:00PM	Using Science and Technology to Solve the Healthcare Challenge Dean Owrey, Chief Financial Officer, UPMC Enterprises	
2:00PM to 3:00PM	State and National Update Tim Ohrum, Vice President, Grassroots Advocacy The Hospital and Health System Association of Pennsylvania (HAP)	
3:00PM to 3:15PM	BREAK	
3:15PM to 4:15PM	Analytics: Dr. AI will See You Now: Artificial Intelligence and the Future of Healthcare Sam King, MPH, MBA, CPHIMS, FHIMSS, FHFMA, Faculty, USC Price School of Public Policy <i>The Artificial Intelligence (AI) revolution is here and everywhere. Its impacts and implications are shaping up the future of healthcare. This interactive session will introduce the foundations of AI, Machine Learning, Deep learning, and Natural Language Processing using easy-to-understand and relatable examples. The emphasis will be on their practical applications in healthcare and how they transform personalized medicine and population health. The legal, ethical, moral, and future workforce concerns of AI will be addressed to better prepare healthcare professionals to ride the wave of the fourth industrial revolution.</i>	
4:15PM to 5:30PM	Executive Panel on 2018 Trends - Population Health, Pay for Performance and much more! Moderator: Greg Adams , Former National HFMA Chair, Senior Vice President Panacea Healthcare Solutions Panelists: AJ Harper , President, The Healthcare Council of Western Pennsylvania Ed Karlovich , Chief Financial Officer of the Hospital and Community Services Division at UPMC Sharon Kelley , Senior Vice President and Chief Financial Officer, Gateway Health Plan. Louis J Panza Jr , President/CEO, Monongahela Valley Hospital, Inc. Elliot Smith MD , Medical Director, Bridges Health Partners Jennifer J. Soule , Director and Lead Analyst, S&P Global Robert P. Zimmerman , MD, Assistant Medical Director, Excela Health.	
6:00PM to 8:00PM	NETWORKING EVENT AT HARD ROCK CAFE STATION SQUARE <i>Just steps away from the Sheraton -Come join us for a fun-filled evening of food, drinks and networking as well as music featuring The Adorabulls (80's and 90's acoustic cover band)</i>	

DAY 2 AGENDA

7:30AM to 8:30AM	REGISTRATION & CONTINENTAL BREAKFAST	
8:30AM to 8:45AM	OPENING REMARKS	
8:45AM to 9:45AM	KEYNOTE: TWO SIDES TO THE APM COIN - WHY APMS WORK FOR SOME AND NOT OTHERS Luis Rivera, Physician Organization, Allegheny Health Network	
9:45AM to 10:00AM	BREAK	
	TRACK 1	TRACK 2
10:00AM to 11:00AM	Data Visualization & Analytics – Implementing effective operational analytics throughout your revenue cycle operations Michael Duke, Principal, Baker Tilly	Physician Practice Financial Improvement Erica Franko – SVP, Advisory Services, nThrive Kyle Kobe – Principal, Analytics Advisory, nThrive Chad Peters - Principal, Advisory Services, nThrive
11:00AM to 12:00PM	Population Health and Pay for Performance - What it means for you Matthew Fadel, National Strategy Practice Chief of Staff / Senior Manager, DHG Healthcare Brandon Hill, Manager, DHG Healthcare	Patient Access Improvement Erica Franko – SVP, Advisory Services, nThrive Kyle Kobe – Principal, Analytics Advisory, nThrive Chad Peters - Principal, Advisory Services, nThrive
12:00PM to 1:00PM	LUNCH	
1:00PM to 2:30PM	Motivating Teams in an Era of Change, More Work, & Fewer Resources Joe Mull, Healthcare Leadership Trainer <i>Healthcare is undergoing a profound transformation. Healthcare employees everywhere are being asked to do more with less. As a result, many teams are frustrated, exhausted, and burned out. Now more than ever, healthcare leaders at every level must understand those conditions that lead employees to give their all, care, and try. Drawing on fresh research in employee engagement and workplace psychology, this dynamic presentation teaches leaders clear strategies for getting their teams firing on all cylinders.</i>	
2:30PM to 3:00PM	NETWORKING BREAK	
3:00PM to 4:30PM	No More Team Drama: Ending the Gossip, Cliques, & Other Stuff that Damage Workplace Teams Joe Mull, Healthcare Leadership Trainer <i>Fostering group cohesion and team spirit is one of the toughest jobs a leader has. In the high-contact, compassion-demanding world of healthcare, grumbling, discord, infighting, back-biting, gossip, and conflict can derail even the most talented team. This funny, engrossing presentation goes well beyond the concept of “teambuilding” and teaches leaders how to influence the interpersonal dynamics of healthcare teams so they consistently work hard, get along, and wow patients.</i>	
4:30PM to 6:30PM	NETWORKING EVENT	

Attendance at the 11th Annual Spring Institute will qualify for up to **13.75 CPE's** (all other).

Register Today!



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