

# ALLIED PROGRAMS ◀ WEDNESDAY, OCTOBER 14 ▶

## **American College of Healthcare Executives (ACHE) - Heartland Healthcare Executive Group**

### **Creating and Leading Error-Free Management Systems**

8:00 a.m. – 2:30 p.m.

Speaker: Diane Kelly, DrPH, RN

Cost: \$475 for ACHE affiliates/\$550 for non-ACHE affiliates

This seminar will focus on improving quality and patient safety. It will develop leadership skills and techniques to improve quality and patient safety by eliminating management error. Learn how to apply systems models to leverage senior management effectiveness, and develop new tools to scrutinize management systems and identify factors that contribute to latent errors within health care delivery organizations.

Diane Kelly, DrPH, RN, is the presenter and is faculty to a number of ACHE educational programs. The seminar is presented by the Heartland Healthcare Executive Group, the Nebraska Chapter of ACHE.

This program is available for 6 ACHE Category I education credits.

## **Healthcare Financial Management Association (HFMA) - Nebraska Chapter**

All programs \$150 per day (Wednesday, Thursday and Friday) or \$400 for all three days (\$50 discount)

### **Transforming the Revenue Cycle: Achieving Superior Results (a continuation of the PFS series)**

9:00 a.m. – 12:00 p.m.

1:30 p.m. – 2:30 p.m.

Speaker: Tamie Osburn, CHFP, Client Service Executive and Education Services Coordinator - Gustafson+Associates, Inc.

Revenue cycle leaders and patient financial service directors have many responsibilities and are pulled in many different directions. At the end of the day, there is very little time left for the critical analysis needed to ensure that the department is focused on the areas that will really have an impact on improving operations and cash flow. Ms. Osburn will provide case study and patient focus group information that will expose the "flaws" of "traditional" revenue cycle benchmarks and indicators, and enable the attendees to define the true indicators of processing excellence.

Participants will identify common process, people, technology and cultural obstacles that prohibit organizations from achieving outcomes and relationship success. They will learn the steps to design, implement and leverage a contemporary revenue cycle model; to achieve a strategic customer advantage and ensure the strongest bottom line impact; and to evaluate and identify alternate approaches.

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## Healthcare Financial Management Association (HFMA) - Nebraska Chapter (cont.)

### PFS/Revenue Cycle Leaders Panel: Best Practices

2:45 p.m. – 4:15 p.m.

Speaker: Tamie Osburn, CHFP, Client Service Executive and Education Services Coordinator - Gustafson+Associates, Inc.

Patient financial service and revenue cycle leaders will share best practices with the group, including benchmarks, scorecards, projections and other reports that they utilize to evaluate their department, and provide upper management and the board of directors.

Panel members include Jana Danielson, CHFP, Director of PFS, The Nebraska Medical Center, Omaha; Louise Hoffman, Director of Patient Financial Services, Great Plains Regional Medical Center, North Platte; Bernie Hergott, Patient Financial Services Director, Columbus Community Hospital, Columbus; and Jennifer Beckman, Business Office Director, Community Memorial Hospital, Syracuse.

### HFMA Certification Exam Testing Site

9:00 a.m. – 4:00 p.m.

Cost: No Charge

Have you meant to take the certification test, but haven't crossed it off your list of things to do yet? We are making it easier than ever. We will have a computer lab available all day for you to come and take the test. All you need to do is contact Brian Green, certification chair, at [bgreen@seimjohnson.com](mailto:bgreen@seimjohnson.com) to make the appropriate arrangements. Please remember that the Chapter will reimburse your registration fees once you have passed, so now is the time to get the study guides and mark your calendar.

# ALLIED PROGRAMS ◀ THURSDAY, OCTOBER 15 ▶

## Healthcare Financial Management Association (HFMA) - Nebraska Chapter

### Are YOU Worth Following? Follow the Leader!

8:00 a.m. – 9:30 a.m.

Speaker: Bryan Flanagan - Flanagan Training Group

Great leaders understand their leadership style, have a clear vision and are competent in expressing themselves. Effective leaders know their own strengths and weaknesses and they endeavor to make their strengths obvious and their weaknesses irrelevant.

This session is designed to teach the skills necessary for you to understand your leadership style and the style of those who follow you. You will learn about your leadership traits and how they positively impact others. This approach is achieved in two ways: (1) To help you thoroughly understand your leadership style; (2) To learn about the differences in others, as well as the work environment they require so the team can build harmony and trust within the organization.

During this session, you will learn and appreciate the four different types of followers. They are: General George S. Patton, Bob Hope, Mother Teresa and Sherlock Holmes. You will learn the strengths, weaknesses and needs of each of these four types of followers, and how to effectively lead each one.

### The Latest on Health Care Reform—In Two Parts

9:45 a.m. – 11:30 a.m.

#### Part One: The Road to Health Care Reform

Speaker: Paul Muraca, Regional Executive - American Hospital Association

Paul Muraca will share with the group the latest on health care reform, including the current political environment and the key issues important to hospitals. Mr. Muraca will also share information about the July 8 announcement by AHA to support an agreement that would expand health coverage to 95 percent of Americans, while capping at \$155 billion over ten years the amount of hospital spending cuts.

#### Part Two: Realigning Incentives to Reform Health Care

Speaker: Steven S. Martin, President and CEO - Blue Cross and Blue Shield of Nebraska

Steve Martin will provide perspective of health care reform from the insurance industry's standpoint and will be discussing how the underlying financial incentives driving the delivery of health care in the U.S. have remained relative unchanged since the implementation of the Medicare program 44 years ago; and also discussing the CPT and ICD code-based, fee-for-service reimbursement system implemented by Medicare rewards technical specialization and service volume with the greatest financial rewards. Health reform will fundamentally challenge this method of doing business over time. While health reform advocates are focused on the insurance industry, the financial impact will be how reform changes the way all insurance plans (government and private) reimburse health care services. If the current Medicare billing systems remain the same, price freezes and global budget limits will rule the system across all payers. If billing systems can be changed, payment incentives will shift toward comprehensive primary care and case management, along with more bundled outcome-based payments for specialty services.

# ALLIED PROGRAMS ◀ THURSDAY, OCTOBER 15 ▶

## Healthcare Financial Management Association (HFMA) - Nebraska Chapter (cont.)

### Effective Annual Financial Performance Assessments: The Foundation of Success

1:00 p.m. – 2:30 p.m.

Speaker: James O. Cleverly, MHA, Principal - Cleverly & Associates

Hospitals are increasingly faced with challenging market conditions that underscore the importance of sound planning and control. Critical in this process is the review of current financial position, the creation of appropriate financial targets, and the identification of opportunity areas to enhance performance levels. During this session, you will learn how to define critical financial target areas and their relationship to sustainable growth, tools that can be used in the design of an organization's financial plan and strategies for performance enhancement to reach targets in the financial plan. During the presentation, Mr. Cleverly will share key metrics specific to Nebraska hospitals and comparative data for hospitals across the nation.

### Building Value in Your Community Hospital

3:00 p.m. – 4:00 p.m.

Speaker: James O. Cleverly, MHA, Principal - Cleverly & Associates

As hospital information becomes more transparent, it is critical to strengthen the value position of the organization. Hospitals that are able to increase value and communicate that position to residents should realize benefits in community perception and selection for services. During this session, you will learn how to illustrate importance of value in community perception of hospital services, identify key dimensions of hospital value and related findings from a national hospital value study, and learn ways hospitals can enhance value in their community. Mr. Cleverly will also share with the group information specific to Nebraska hospitals and comparative data for hospitals across the nation.

### Social Networking: The Pros, the Cons and Everything In Between

4:00 p.m. – 5:00 p.m.

Speaker: Grayson J. Derrick, Partner - Baird Holm LLP

Have you ever been invited to be a LinkedIn member and not known what to do? Have you ever heard of a tweet? Facebook, Twitter and LinkedIn social networking sites are becoming more popular and are making their way into the business world. Organizations we use in our profession such as the Nebraska Department of Health and Human Services, AICPA, HFMA and many others are now available on these sites. Many of us are just learning about social networking, but are hesitant to jump on board for various reasons. This session will teach you the basics of social networking and some potential security risks associated with it. Mr. Derrick will also discuss the need for policies regarding the use of social networking in your organization, while showing us how social networking can be used to help recruit physicians and employees to your business.

# ALLIED PROGRAMS ◀ THURSDAY, OCTOBER 15 ▶

## **Hospital Emergency Preparedness Coordinators**

### **H1N1 Updates and General Roundtable Discussion Topics**

10:00 a.m. – 12:00 p.m.

Cost: \$20

Hospital Emergency Preparedness Coordinators are encouraged to attend this informational sharing session. Representatives from the Nebraska Department of Health and Human Services, the Center for Biopreparedness Education and the Nebraska Hospital Association will be present to provide updates on the current H1N1 influenza outbreak and response in Nebraska, information regarding hospital biopreparedness grant funding opportunities and a roundtable discussion of other preparedness-related issues involving Nebraska hospitals.

## **Nebraska Association for Healthcare Quality, Risk and Safety (NAHQRS)**

### **Reality-Based Leadership**

8:30 a.m. – 10:45 a.m.

Speaker: Cy Wakeman

Cost: \$55

We are certainly in challenging times! Here's the reality check—the fact that times are challenging is not the source of our pain. The source of our pain is the absence of great leadership based in reality. These times call for a new type of leader—those who are willing and able to recreate mindsets—their own and the mindsets of others in order to change circumstances, and lead in a new and revolutionary way. Only by recreating mindsets can we truly create cultures of great quality, patient safety, excellent outcomes and full engagement. In this session, Cy Wakeman will rock the audience as she presents the principles of her new wave of leadership—Reality-Based Leadership!™

### **NAHQRS Business Meeting**

11:00 a.m. – 12:00 p.m.

Cost: No Charge

Regular membership meeting of the Nebraska Association for Healthcare Quality, Risk and Safety. Guests and prospective members are welcome!

# ALLIED PROGRAMS ◀ THURSDAY, OCTOBER 15 ▶

## Nebraska Association of Medical Staff Services (NeAMSS)

### MSPs Take Charge: Professional Development for Medical Staff Professionals

9:00 a.m. – 10:00 a.m.

Speaker: Deb Bass, RN, BS - Bellevue Medical Center

Cost: \$50 (includes both sessions)

Assess professional development as it relates to medical staff professionals, including leadership skills, professional image, personal growth and development, educational opportunities and self-promotion.

Deb Bass is a registered nurse with a bachelor's degree in health care management. Ms. Bass has worked in a variety of nursing and health care management roles over the past 23 years. She has been a medical staff professional for seven years and is currently the medical staff manager for the Bellevue Medical Center in Bellevue.

### Credentialing All Health Care Professionals as Provided in the Uniform Credentialing Act

10:30 a.m. – 12:00 p.m.

Speaker: Helen Meeks, Director, Licensure Unit - Nebraska Department of Health and Human Services

Helen Meeks will present on the requirements that are common to credentialing of all health care professionals as provided in the Uniform Credentialing Act, including requirements for issuing a new credential; renewing and reinstating a credential; voluntary surrendering or limiting a credential; disciplining a credential; and the procedures involved in credentialing including the role of the Division of Public Health, boards and the attorney general.

Ms. Meeks has been the director of the Licensure Unit with the Nebraska Department of Health and Human Services since 1986. She is responsible for developing and implementing operational policies and procedures, and directing all aspects of licensure functions for 100 categories of health and human service professions and occupations, and 27 types of facilities. She also analyzes and writes state legislation and regulations, provides guidance for federal and state regulatory analysis and integration, and represents the State of Nebraska at various events.

# ALLIED PROGRAMS ◀ THURSDAY, OCTOBER 15 ▶

## Nebraska Healthcare Information Technology Professionals

8:30 a.m. – 11:00 a.m.

Cost: \$60

### Contingency Planning: What Lesson Don't We Want to Learn?

Speaker: ICE Technologies, Inc.

This presentation will explore components of an information technology contingency plan, disaster recovery and security. Hear the impact on the organization on real life experiences of plans not implemented or not followed.

### HITECH: Preparing for Data Breach Notifications and Other Privacy and Security Issues

Speaker: Baird Holm LLP

This presentation will explore the new HHS data breach notification rule and discuss how the rule will impact the decisions you make on securing your protected health information. This session will also examine other privacy and security changes under HITECH that are looming in the near future.

### NeHII: Statewide Health Information Exchange

Speaker: Bass & Associates, Inc.

Attendees will be presented with on update on Nebraska Health Information Initiative (NeHII) and progress made in their statewide rollout after a successful pilot.

## Nebraska Healthcare Marketers (NHM)

All programs \$75 each (Thursday and Friday) or \$250 for both days (\$50 discount)

### NHM Board Meeting

8:30 a.m. – 9:30 a.m.

Cost: No Charge

Business meeting for members of the Nebraska Healthcare Marketers board of directors.

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## Nebraska Healthcare Marketers (NHM) (cont.)

### **The Brand of You: Marketing Yourself to Strengthen Your Organization's Brand**

10:00 a.m. – 11:30 a.m.

Speaker: Randy Hawthorne, Vice President of Business Development - Firespring

Cost: \$75

Marketing begins with you. In this interactive session, participate in exercises that will make you a better marketer by understanding the talents you bring to your organization. By the end of the presentation, you will know your personal brand attitudes, elevator pitch and how to use social media to promote the brand for you.

### **Marketing in a Smarter World**

1:00 p.m. – 2:30 p.m.

Speaker: Jason Bromm, President - Artisan Creed

Cost: \$75

In this ever-changing world of technology, consumers continue to challenge marketers. In this session, learn to use the technologies already available to your organization to their fullest capacity, such as on-hold messages waiting room and hospital room televisions, and space.

### **Innovative Items to Brand for the Future of Your Consumer**

2:45 p.m. – 3:45 p.m.

Speaker: Phil Stephens, President - Bob Stephens & Associates, Inc. Advertising Specialties

Cost: \$75

This interactive session will teach you about new, innovative and successful promotional items that do the work for you! Integrating useful items that your consumers enjoy and keep is always a challenge for marketers. Learn how to market your organization using items that your consumers not only want, but also items that do the work for you. Walk away with a strategy that revolutionizes the future for promotional items in health care marketing.

# ALLIED PROGRAMS ◀ THURSDAY, OCTOBER 15 ▶

## Nebraska Organization of Nurse Leaders (NONL)

### The Unknown: Health Care Reform

10:30 a.m. – 12:00 p.m.

Speaker: Tammy J. Ward, District Manager - Office of U.S. Senator Ben Nelson

Cost: \$40

An "overdue plan" or an "overwhelming challenge"? How will health care reform affect Nebraskans, nurses and you? Attend this session and interact with Tammy Ward, District Manager from U.S. Senator Ben Nelson's office. She has been active in the health care arena from the state to the national level. She will provide participants insight into the political process from the grassroots perspective to the floor of the U.S. Senate.

Continuing education contact hours awarded (1.5)–Code NE07-10C05. Nebraska Methodist College is an approved provider of continuing nursing education by the Nebraska Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. This includes pharmacology hours for nurse practitioners.

### NONL Board/Membership Meeting

1:30 p.m. – 2:30 p.m.

Cost: No Charge

Attend the semi-annual membership meeting of NONL and hear about the work of the board over the last six months. Participate in discussion related to the strategic planning session that occurred in August with Pamela Thompson, CEO of the American Organization of Nurse Executives (AONE). Health care reform and the role of nursing leadership during this time of challenges will also be discussed.

## Nebraska Society for Social Work Leaders in Healthcare (NSSWLHC)

### NSSWLHC Semi-Annual Meeting

8:30 a.m. – 4:30 p.m.

Cost: \$75 (includes Thursday and Friday programs)

Programs covering Social Work Competencies, community resources, ethics and issues faced by social work leaders in health care will be presented by local agencies, social workers and a presenter from the National Society. Business meeting with elections will also be held. A detailed agenda to follow.

# ALLIED PROGRAMS ◀ THURSDAY, OCTOBER 15 ▶

## Nebraska Society of Healthcare Engineers (NSHE)

### NSHE Fall Meeting

8:30 a.m. – 2:30 p.m.

Cost: \$35

### Active Building Humidity Control for Hospitals - Speaker: Karl Schaphorst - Trane

As buildings become tighter and more energy efficient, the need for active humidity control becomes more of a necessity especially in the environment of health care. Learn how the HVAC industry is addressing this growing issue of humidity control and how certain technologies can be used to deliver on this.

### Infrastructure Master Planning - Speakers: Jack Pagel, Eric Sherman, Tracy Hauser, Kris Burnham, Jeremy Klima - Specialized Engineering Solutions

Learn how to partner with your design team and compliment design team skill sets. Design teams and relationships with health care regulation for infrastructure master planning, identifying infrastructure needs, aligning with facility strategic and master planning, and developing a strategy to implement your plans.

# ALLIED PROGRAMS ◀ FRIDAY, OCTOBER 16 ▶

## American College of Healthcare Executives (ACHE)

### ACHE Annual Awards Breakfast

7:00 a.m. – 8:00 a.m.

Speaker: Linda J. Knodel, FACHE, ACHE Governor

Cost: \$55

ACHE Governor Linda Knodel will update members of the American College of Healthcare Executives regarding ACHE activities and plans for the future. Network with fellow ACHE members and honor health care award recipients at this annual meeting.

## American Society for Quality (ASQ)

8:30 a.m. – 11:30 a.m.

Cost: \$75 for ASQ members/\$100 for non-ASQ members

This track will address some issues in health care quality. The importance of quality in health care has been widely recognized and analyzed in recent years. Medication errors and other errors are beginning to be noticed and be addressed. The Industrial Engineering Department at the University of Nebraska has solved a number of quality problems in all sectors. There will be three presentations and a panel in this track as detailed below:

8:30 a.m. – 8:50 a.m.

Overview of Medication Errors - Mr. Reddy, MS Student

8:50 a.m. – 9:20 a.m.

Past Work in Health Care Quality - Professor Ram Bishu

9:30 a.m. – 9:50 a.m.

Potential Technological Solution - Professor Eric Jones

10:15 a.m. – 11:30 a.m.

Current Quality Needs of Health Care Providers Panel - (panelists and moderator will be announced)

# ALLIED PROGRAMS ◀ FRIDAY, OCTOBER 16 ▶

## Healthcare Financial Management Association (HFMA) - Nebraska Chapter

### Creating Better Financial Outcomes Through Improved Communication With Operations Managers and Administrators

8:00 a.m. – 9:45 a.m.

Speaker: Steven H. Berger, FHFMA, CPA, President - Healthcare Insights, LLC

America's hospitals and health systems are facing growing pressures to generate growth and positive bottom-line success while at the same time providing better patient care. Costs are rising, reimbursements are declining and qualified personnel is in short supply. One way to help eliminate unnecessary costs and operational inefficiencies is to open the lines of communication with operations managers. This session will help financial managers evaluate the gap between the financial information typically provided to operating managers and their administrators, and the information needed to produce higher level results.

### Dramatically Improving Your Hospital's Bottom Line Through Effective Labor Management

10:00 a.m. – 11:30 a.m.

Speaker: Steven H. Berger, FHFMA, CPA, President - Healthcare Insights, LLC

Labor is the costliest expense for any hospital. According to national benchmarking statistics, a leading metric indicates that more than 50 percent of not-for-profits spend more than 50 percent of their total revenues on labor. By itself, this means nothing. But compared to some for-profit systems, the not-for-profits are spending 20 percent more on labor. That is an astounding difference and represents a significant competitive disadvantage. How is it possible that some hospitals can spend significantly less than other hospitals when they are doing essentially the same jobs—and they have essentially the same clinical outcomes? This session is designed to present ways in which every hospital can design labor processes to improve their labor costs without sacrificing quality.

## Nebraska Healthcare Marketers (NHM)

### Health Care Marketing to Women

8:30 a.m. – 10:30 a.m.

Speakers: Sharon Carleton, President, and Heidi Mausbach, Director of Client Services - SheHive Marketing, a division of Ervin & Smith Advertising

Cost: \$75

Join SheHive for a fun and informative marketing to women seminar focusing on health care strategies for reaching 80 percent of all health care decision makers. Marketers are still not on track when it comes to selling to women. That means potentially losing out on millions of dollars in profits each year. Position your company to connect with the most important health care consumers in America.

You will learn the scientific and social differences between men and women that are crucial to marketing communications; the marketing and public relations channels that have the most impact on women; the needs and concerns that most affect women's health care decisions; and examples of powerful campaigns that connect with female audiences.

# ALLIED PROGRAMS ◀ FRIDAY, OCTOBER 16 ▶

## Nebraska Healthcare Marketers (NHM) (cont.)

### Bright Ideas Exchange and NHM Business Meeting

10:45 a.m. – 11:30 a.m.

Cost: No Charge

Traditionally one of the highlights of the membership meeting, conference attendees are encouraged to bring samples or provide descriptions of their facility's marketing successes over the past year. "Bright Ideas" provides valuable insights into practical and innovative marketing strategies that are currently working in health care facilities. As part of the NHM Fall Conference, we will conduct our annual membership meeting, covering topics of interest over the past year and looking ahead to 2010. The slate of officers and members for the incoming NHM board of directors also will be elected.

## Nebraska Society for Healthcare Human Resource Associates (NSHHRA)

### In Search of Joy: Helping Employees to Become Happy

10:00 a.m. – 11:30 a.m.

Speaker: Lee Elliott, Vice President for Human Resources and Fund Development - Saint Francis Medical Center, Grand Island

Cost: \$50

Helping employees to be happy... Why should a business care if its employees are happy? Lee Elliott will help you understand why. HRCI Certification credits pending.

## Nebraska Society for Social Work Leaders in Healthcare (NSSWLHC)

### NSSWLHC Semi-Annual Meeting

8:30 a.m. – 11:45 a.m.

Continuation of meeting topics from Thursday, October 15.