

Surviving Change

2010 Regional HFMA
Gerry Haggerty
Annual Leadership
Institute

May 19-21, 2010
Glenmoor Country Club
Canton, OH



hfma

healthcare financial management association

The Gerry Haggerty Annual Leadership Institute (GHALI) is a regional HFMA conference sponsored by the Northeast Ohio chapter of HFMA with additional support from other chapters in the region. Attracting healthcare finance professionals from the Great Lakes region and others, the GHALI combines educational programming led by nationally and regionally recognized speakers. Moreover, GHALI provides opportunities to network with others in the industry. This year's theme is "Surviving Change" and reflects the various presentations contained in the program. Included in the conference are educational sessions led by healthcare industry leaders on a variety of pertinent topics; a Vendor Selection Criteria panel presentation; and vendor fair.

Networking events include: golf at the Signature Jack Nicklaus Golf Course, Spa Services, Wine Tasting, Casino Night, and a Texas Hold'em Tournament. The Accountancy Board of Ohio has approved this conference for up to 18 hours of CPE, and the American College of Healthcare Executives (ACHE) has approved up to 16 hours of CPE.

WHO'S GERRY HAGGERTY?

Gerald J. Haggerty, Jr. was a national leader in healthcare finance. He was active in the Greater Cleveland Hospitals Association, the Ohio Hospitals Association and Healthcare Financial Management Association, and helped transform University Hospitals of Cleveland into a healthcare system. "He was considered the dean of hospital financial officers," said Farah M. Walters, former President and CEO of University Hospitals. "But he was more than just a great financial officer, he was a thoughtful, wonderful family man and, to everybody here, he was a good friend. I know I will dearly miss him."

Before coming to Cleveland, he was CFO at Allegheny General Hospital in Pittsburgh. Gerry accepted the position of Chief Financial Officer for University Hospitals in 1982 continued in that capacity until his retirement in December 1995. Immediately after his retirement, Gerry, and his wife Corinne, moved back to eastern Pennsylvania to be near family. On January 27, 1996, Gerry died of cardiac arrest at the age of 62.

Gerry's involvement in HFMA earned him the Former Bronze award in 1984, Reeves Silver award in 1990, and the Muncie Gold award in 1995. He served on the Board of Directors from 1986 through 1993.

The Annual Institute conference has proudly been named after Gerry Haggerty to honor his dedication to his profession. Those who know Gerry would confirm that he was dedicated not only to his profession, but to his friends and family as well.

WEDNESDAY, MAY 19, 2010

7:00-8:00 a.m.

Registration & Continental Breakfast/Vendor Fair

8:00-9:30 a.m.

State of the Union

Matt Eirich

Managing Director, Advisory Board



9:30-10:00 a.m.

Refreshment Break and Vendor Fair

10:00-11:00 a.m.

Electronic Health Records

Scott Bejak

Partner, BKD, LLP

11:00 a.m.-12:00 noon

Form 990 Update

Aaron D. Hershberger, CPA

Senior Manager, BKD, LLP

12:00 noon-1:00 p.m.

Luncheon

1:00-2:00 p.m.

ODH's Hospital Comparative Website

Kaliyah Shaheen, MPH

Ohio Department of Health

2:00-3:00 p.m.

FASB Updates

Susan R. Flaherty, CPA

Partner, Ernst & Young LLP

3:00-3:30 p.m.

Refreshment Break and Vendor Fair

3:30-5:00 p.m.

Vendor Selection Criteria

Panel Discussion

6:15-7:00 p.m.

Cocktail Reception and Vendor Fair

7:00-8:00 p.m.

Dinner

8:00-11:00 p.m.

Casino Night/Prizes

THURSDAY, MAY 20, 2010

7:00-8:00 a.m.

Registration & Continental Breakfast/Vendor Fair

8:00-9:30 a.m.

Making It Count

Dr. Richard Clarke, DHA, FHFMA

President & CEO, HFMA, Westchester, IL



9:30-10:15 a.m.

Refreshment Break and Vendor Fair

10:15-11:00 a.m.

Embezzlement Case Study

Michael Sirohman

Special Agent, Federal Bureau of Investigation

11:00 a.m.-12:00 noon

Wellness

Dr. Timothy McNight

Twin City Hospitals

12:00 noon-1:00 p.m.

Luncheon

1:00-5:00 p.m.

Afternoon Networking Activities

Choice of:

- Golf
- Spa
- Wine Tasting

6:00-7:00 p.m.

Cocktail Reception and Vendor Fair

7:00-8:00 p.m.

Dinner and Awards

8:00-11:00 p.m.

Cornhole/Music & Dancing/Texas Hold'em



7:00-8:00 a.m.

Registration & Continental Breakfast/Vendor Fair

8:00-9:00 a.m.

Cost Reduction Strategies
Jim Sink and Gerry Hodson

RSM McGladrey

9:00-10:00 a.m.

Health Care Reform**Melanie Elsey**

Legislative Director, American Policy Roundtable

10:00-10:30 a.m.

Refreshment Break and Vendor Fair

10:30 a.m.-12:00 noon

State Legislative Updates
Charles CatelineSenior Director of Health Policy
Ohio Hospital Association

12:00 noon

Adjourn**GLENMOOR COUNTRY CLUB**4191 Glenmoor Rd. NW.
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**MATTHEW EIRICH**

Matthew Eirich is a Managing Director with the Advisory Board Company. Mr. Eirich leads research on hospital revenue growth, specifically focusing on delivery system investments, physician-hospital relations, physician practice management and trends in commercial reimbursement. Prior to joining the firm, Mr. Eirich worked at UnitedHealth Group as a product manager in the company's insurance and care management divisions.

Mr. Eirich obtained his MBA from the Stanford Graduate School of Business and BA from Davidson College.

RICHARD L. CLARKE, DHA, FHFMA

Dr. Clarke is president and chief executive officer of the Healthcare Financial Management Association (HFMA), Westchester, IL, a professional membership association with more than 35,000 members in 68 chapters who share an interest in the financial management of the delivery of healthcare services. He has held this position since June 1986.

He holds a bachelor's degree in Industrial Distribution from Bradley University, Peoria, IL (1970), a master's degree in Business Administration (MBA) in management/finance from the University of Miami, Coral Gables, FL (1972), and a Doctor of Health Administration (DHA) degree from the Medical University of South Carolina, Charleston, SC (2005).

Dr. Clarke attained Fellowship in HFMA in 1983. He also was president of the Colorado Chapter of HFMA, served on the HFMA National Matrix, and was a member of HFMA's Principles and Practices Board.

Dr. Clarke is a past Chair of the Commission on Accreditation of Healthcare Management Education, having served in various capacities for that organization since 1997. He is also a former chair of AHA Financial Solutions, Inc. (a wholly owned subsidiary of the American Hospital Association). Additionally, he has served on the Federal Reserve Bank of Chicago's Advisory Council. Currently he serves on several committees and the Board of Directors of CHRISTUS Health, a multi state Catholic Healthcare System headquartered in Dallas, TX. Dr. Clarke holds an instructor faculty position in the Department of Health Systems Management at Rush University in Chicago.

Dr. Clarke writes a monthly column in HFMA's magazine, Healthcare Financial Management, and has written numerous articles on healthcare finance in HFM and other magazines and journals. He co-authored the books, Capitalizing Medical Groups: Positioning Physicians for the Future, published jointly by HFMA, MGMA, and McGraw-Hill in 1998, The Crisis in Health Care: Costs, Choices and Strategies, published by Jossey-Bass in 1990, and Beyond Managed Care: How Consumers and Technology are Changing the Future of Health Care published by Jossey-Bass Inc. in the summer of 2000.

CHARLES CATALINE

Charles Cataline is the senior director of health policy for the Ohio Hospital Association in Columbus, where, he manages many of the association's finance and patient financial services activities. Charles also acts as a liaison for Ohio hospitals to the Centers for Medicare and Medicaid Services' (CMS), the Ohio Department of Job and Family Services and the Bureau of Workers' Compensation on Medicare, Medicaid and BWC policy interpretation and payment initiatives.

A 1974 graduate of the Ohio State University, Charles has been in the health care industry since 1975 and with OHA for almost 30 years.

Charles staffs the OHA Finance and Admitting, Billing and Collection Committees. He also serves on a number of state and national boards and committees, including the 2005 chair of the Allied Association of Hospital Accountants and Financial Specialists, 15 years with the National Uniform Billing Committee, and appointments to the CMS Outpatient Medicare Technical Advisory Group, the American Hospital Association's (AHA) Model Practices Group and the Editorial Advisory Board of AHA's Coding Clinic for HCPCS.

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PAYMENT

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Conference registration includes attendance at all educational sessions; Wednesday evening dinner and casino night; Thursday afternoon networking activity, evening banquet and entertainment; and all breakfasts and lunches through Friday morning.

REGISTRATION FEE (circle one): HFMA/HEANO Member Non-Member

<input type="checkbox"/> Early registration	\$345	\$395
<input type="checkbox"/> After May 2nd	\$395	\$495
<input type="checkbox"/> Wednesday only	\$175	\$195
<input type="checkbox"/> Thursday only	\$175	\$195
<input type="checkbox"/> Friday only	\$125	\$195
<input type="checkbox"/> University Faculty (Full Time)		\$125
<input type="checkbox"/> University Student (Full time, 8+ credit hrs./sem.)		\$125
<input type="checkbox"/> Guest (Covers all meals and social activities for guest)		\$200

Name of Guest: _____

I wish to receive a CPE certificate for my attendance at this conference: HFMA ACHE

MEALS

In order to help us better prepare and minimize costly waste, indicate which of the following you will be attending: Yourself Guest

Wednesday Evening Reception	<input type="checkbox"/>	<input type="checkbox"/>
Thursday Dinner (circle one): Chicken, beef or fish	<input type="checkbox"/>	
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Thursday Afternoon Networking Activities (choose one):		
Wine tasting	<input type="checkbox"/>	<input type="checkbox"/>
Spa	<input type="checkbox"/>	<input type="checkbox"/>
Golf (indicate foursome below)	<input type="checkbox"/>	<input type="checkbox"/>

Mail your registration form with check payable to:
Northeast Ohio HFMA, c/o Kathy Much, 27910 Osborn Rd.,
Bay Village, OH 44140-2209
Phone: 440-835-1186 E-mail: muchness1@NEOHFMA.org