

2009 Health Care Conference

Assessing
change

Hospitals | Physician Practices | Long-term Care

UPDATES ON CRITICAL ISSUES AND TRENDS, INCLUDING:

- The state of the economy and health care
- Health care finance challenges
- Reimbursement changes
- Regulatory developments





In today's climate of health care reform, this conference could be one the smartest investments you could make. Gain newsworthy insight into reform issues as they happen, learn strategic planning and techniques for performance-changing solutions, network and connect with peers and key industry experts.

HOW YOU WILL BENEFIT

Learn how to:

- Interpret and apply up-to-the-minute **health care reform issues** for positive results now, and in the future.
- See the **future of health care finance** from four panel perspectives – providers, private insurers, Medicare and Medicaid.
- Stop fretting about the recession and turn it into a positive, powerful **opportunity for physician reimbursements**.
- Understand the **changes in the SNF Medicaid reimbursement system** and what effect they will have on long-term care providers.
- Comply with **regulatory changes** and how you can benefit from topical issues relating to hospitals and health law.
- **Appreciate the major duties of the board of directors** during difficult times and how their decisions can affect you.
- View both the pluses and minuses of **long-term health care reform** and how it will affect Ohio's aging population in the future.
- Apply the **changes/requirements of form 990 Schedule H** when preparing information for the IRS.
- Prepare for **Recovery Audit Contractor (RAC)** program activities.
- Appreciate the **physician-hospital integration process** and the importance of being compliant and competitive.
- Set new ways of thinking in motion to **create positive outcomes in your work** and your life by trying something new and sticking to it.

COURSE FEES

	Both Days #00361CO	Single Day #00362CO (Nov. 10) #00363CO (Nov. 11)
Member fee	\$349*	\$249*
Nonmember fee	\$504*	\$404*

PROGRAM DETAILS

DATE

Nov. 10-11, 2009

LOCATION

Crowne Plaza Columbus North
6500 Double Tree Ave
Columbus, OH 43229
Phone: 614.885.1885

Lodging:

The Ohio Society of CPAs has a preferred rate of \$109. Be sure to mention The Ohio Society of CPAs to receive the preferred rate.

CREDITS

Earn up to **16 CPE credits** in specialized knowledge and tax.

REGISTRATION OPTIONS

ONLINE

www.ohioscpa.com

Under the Education tab, click on Events Catalog.

Enter the course #00361CO in the keyword field.

CALL

CPAnswers at 888.959.1212

For quicker service, reference course #00361CO.

FAX

614.764.7694, with credit card

MAIL

OSCPA

535 Metro Place South
P.O. Box 1810
Dublin, OH 43017-7810

SCHEDULE AT A GLANCE

8:00 – 8:50 a.m.	DAY 1 - Registration and Continental Breakfast		
8:50 – 9:00 a.m.	Conference Welcome		
9:00 - 10:15 a.m.	The State of the Economy and Health Care		
10:15 – 10:30 a.m.	Networking Opportunity & Refreshments		
10:30 – 11:45 a.m.	Panel Discussion – The Future of Health Care Finance		
11:45 a.m. – 12:45 p.m.	Lunch		
12:45 – 1:45 p.m.	Hospital	Physician	Long-Term Care
	Session 1 Reimbursement Takeaways You Need to Know: Updates on Regulations and Reform Proposals	Session 2 Reimbursement Updates (Physician) or: How I Learned to Stop Worrying and LOVE the Recession	Session 3 Medicare & Medicaid Reimbursement Updates and Trends for the Long Term Care Industry
1:45 – 2:00 p.m.	Networking Opportunity & Refreshments		
2:00 – 3:00 p.m.	Session 4	Session 5	Session 6
	Regulatory Updates for Hospitals: 2009's Regulatory Beast of Burden	Regulatory – physician	Regulatory – long-term care
3:00 – 3:15 p.m.	Networking opportunity and refreshments		
3:15 – 4:15 p.m.	Session 7	Session 8	Session 9
	The Role of the Board When Times are Tough	Efficiency Quality Ratings	The Financial Future of Long-Term Health Care in Ohio
3:50 p.m.	Adjourn		
8:00 - 8:30 a.m.	DAY 2 - Registration		
8:30 - 9:45 a.m.	9 New Ways of Thinking		
10:00 - 11:00 a.m.	Session 10	Session 11	
	Tax Update – For-Profit	Saving Lives – Is It Enough for the IRS?	
11:00 - 11:15 a.m.	Networking opportunity and refreshments		
11:15 - 12:15 p.m.	Session 12	Session 13	
	Handling Self-Pay	Recovery Audit Contractors – A Medicare Initiative	
12:15 - 1:15 p.m.	Lunch		
1:15 - 2:15 p.m.	Session 14	Session 15	
	Physician – Hospital Relationships: Emerging Trends in Employment and Joint Ventures	Home Health/Hospice	
2:15 - 2:30 p.m.	Networking opportunity and refreshments		
2:30 - 3:30 p.m.	How to Access Funds in the Capital Markets		
3:30 p.m.	Adjourn		

To register or for complete session information, visit OSCPA's Events Catalog at www.ohioscpa.com.

MORE TO EXPLORE...

Health Care Special Interest Section membership has its privileges

If you're looking for additional resources for up-to-date news and information, practical advice and networking opportunities, you need to try OSCPA's Health Care Special Interest Section.

It's one of 16 professional online communities for OSCPA members who share a common interest and use the power of the Internet to communicate and exchange information. Section benefits you get include:

- **Dedicated Web pages**
Get relevant content, links to benefits and upcoming events relevant to section members
- **Weekly electronic newsletter**
Receive timely and relevant news and information that is pertinent to your area of interest
- **Idea exchanges**
E-mail listservs enable members to ask and answer practical questions
- **Hot topic webinars**
Convenient conference calls that feature popular speakers on the section's "hot topics"
- **Dedicated OSCPA staff to assist section members**

Join Now

Join today and get connected with a network of your colleagues. To join or get more information on any of OSCPA's 16 sections, visit the Involvement page at www.ohioscpa.com or call **CPAnswers**, the Society's Member Service Center, at **888.959.1212**.

Physician Finances

Oct. 28 | Cleveland | 08401CL

Greatly enhance your advisory skills with this eight-hour Mares Nichols CPE seminar covering a variety of topics related to providing finance-related services to physicians. You'll discuss managed care programs, Medicare, revenue coding and realization, personnel administration, business management strategies, revenue recognition and business operations, tax savings techniques for physicians' financial planning and more.

Loscalzo's Guide to Tax-Exempt Organizations and the New IRS Form 990

Nov. 4 | Columbus | 06061CO

Not-for-profits will face the challenge of filing a new Form 990 in 2009. This course will help those working with not-for-profits learn about recent major developments in not-for-profit tax law, including:

- Different types of tax-exempt organizations and the process for obtaining a tax-exemption
- Congressional and IRS policy for amending the form
- How the new Form 990 specifically differs from the old form

Tax-Exempt Organizations – Advanced Planning and Compliance for Tax Matters

Nov. 20 | Columbus | 02641CO

Tax-exempt organizations are subject to a variety of complex tax issues and exposure to penalties in their everyday operations. Presentation of unusual transactions can complicate Form 990 and related Schedules. The IRS is expanding audit coverage of all types of exempt organizations. This program led by tax expert Lynn Nichols, CPA addresses, from both a transaction planning and compliance perspective, the major tax issues exempt organizations face.

To register or get more information, visit OSCPA's Event Catalog at www.ohioscpa.com or call **CPAnswers**, the Member Service Center, at **888.959.1212**.



The Society's 100% Satisfaction Guarantee

OSCPA is committed to bringing you the finest education and training programs available. If you're not completely satisfied with this program, you may choose to attend a course of comparable cost at no charge or receive a full refund.

2009 Health Care Conference | Nov. 10-11 | #00361CO

Full Name _____

Society ID/E-mail* _____ / _____

Business Name _____

Business Address _____ City _____

State _____ Zip _____ Fax _____

Phone _____ After Hours Phone _____

Special Needs _____

** Course confirmations will be sent via e-mail. In the event the Society does not have an e-mail address for you on file, your confirmation will be delivered via mail.*

THE OHIO SOCIETY OF CPAs MEMBERSHIP STATUS (Check all that apply)

- Member
- Membership Pending - The Ohio Society of CPAs
- Nonmember
- Other State Society Member (*eligible for member rate*)
- HFMA members (*eligible for Society member rate*)

SESSION SELECTION

Day 1

12:45 – 1:45 p.m.

- 1. Reimbursement Takeaways You Need to Know
- 2. Reimbursement Updates (Physician)
- 3. Medicare & Medicaid Reimbursement Updates

2:00 – 3:00 p.m.

- 4. Regulatory Updates for Hospitals
- 5. Regulatory – physician
- 6. Regulatory – long-term care

3:15- 4:15 p.m.

- 7. The Role of the Board
- 8. Efficiency Quality Ratings
- 9. The Financial Future of Long-Term Health Care in Ohio

Day 2

10:00- 11:00 a.m.

- 10. Tax Update – For-Profit
- 11. Saving Lives – Is It Enough for the IRS?

11:15 a.m. – 12:15 p.m.

- 12. Handling Self-Pay
- 13. Recovery Audit Contractors

1:15 – 2:15 p.m.

- 14. Physician – Hospital Relationships
- 15. Home Health/Hospice

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- Edvantage card/coupon
- Check (Payable to
The Ohio Society of CPAs)
- Company Credit Card
- Personal Credit Card

Credit cards accepted: MasterCard, Visa, American Express, Diners Club, Discover

Card #: _____ Expiration Date: _____

Name on card: _____



THE OHIO SOCIETY
OF CPAs

535 Metro Place South
Dublin, Ohio 43017

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SATISFACTION
100%
GUARANTEED