

Critical Access Hospital Conference Agenda

San Antonio, TX | April 1-3, 2020



Wednesday, April 1, 2020				
Type	Session		Start	End
Registration			12:00 PM	1:00 PM
General Session	<u>Welcome & State of the Industry</u> Ralph Llewellyn, CPA, CHFP Partner-in-Charge of Critical Access Hospitals Eide Bailly		Tango Ballroom	1:00 PM 2:00 PM
Break			2:00 PM	2:15 PM
Concurrent Session	<u>Cost Reporting Part 1: Deciphering the Mystery & Developing the Strategies</u> Brian Bertsch Principal, Healthcare Consulting Eide Bailly Ralph Llewellyn, CPA, CHFP Partner-in-Charge of Critical Access Hospitals Eide Bailly David Korn Senior Manager, Healthcare Reimbursement Eide Bailly		Tango 1&2	2:15 PM 3:30 PM
Concurrent Session	<u>Business Office Boot Camp Part 1</u> Deyon Suchla Senior Manager, Healthcare Consulting Eide Bailly Joy Krush, RHIT, CCS, CCS-P, CDIP Senior Manager, Healthcare Consulting Eide Bailly		Tango 3&4	2:15 PM 3:30 PM
Break			3:30 PM	3:45 PM
Concurrent Session	<u>Cost Reporting Part 2: Deciphering the Mystery & Developing the Strategies</u> Brian Bertsch Principal, Healthcare Consulting Eide Bailly Ralph Llewellyn, CPA, CHFP Partner-in-Charge of Critical Access Hospitals Eide Bailly David Korn Senior Manager, Healthcare Reimbursement Eide Bailly		Tango 1&2	3:45 PM 5:00 PM
Concurrent Session	<u>Business Office Boot Camp Part 2</u> Deyon Suchla Senior Manager, Healthcare Consulting Eide Bailly Joy Krush, RHIT, CCS, CCS-P, CDIP Senior Manager, Healthcare Consulting Eide Bailly		Tango 3&4	3:45 PM 5:00 PM
Cocktail Social	Windows on the River Restaurant / Lounge		5:15 PM	6:45 PM

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Thursday, April 2, 2020				
Type	Session		Start	End
Breakfast	Windows on the River Restaurant / Lounge		7:00 AM	8:00 AM
Concurrent Session	<u>Cost Reporting Part 3: Deciphering the Mystery & Developing the Strategies</u> Brian Bertsch Principal, Healthcare Consulting Eide Bailly Ralph Llewellyn, CPA, CHFP Partner-in-Charge of Critical Access Hospitals Eide Bailly David Korn Senior Manager, Healthcare Reimbursement Eide Bailly	Tango 1&2	8:00 AM	9:15 AM
Concurrent Session	<u>National Provider Identifiers: What You Need to Know</u> Amy Tepp, CPA Partner-in-Charge of Revenue Cycle Eide Bailly Deyon Suchla Senior Manager, Healthcare Consulting Eide Bailly	Tango 3&4	8:00 AM	9:15 AM
Break			9:15 AM	9:30 AM
Concurrent Session	<u>Cost Reporting Part 4: Deciphering the Mystery & Developing the Strategies</u> Brian Bertsch Principal, Healthcare Consulting Eide Bailly Ralph Llewellyn, CPA, CHFP Partner-in-Charge of Critical Access Hospitals Eide Bailly David Korn Senior Manager, Healthcare Reimbursement Eide Bailly	Tango 1&2	9:30 AM	10:30 AM
Concurrent Session	<u>Top CDI Takeaways</u> Joy Krush, RHIT, CCS, CCS-P, CDIP Senior Manager, Healthcare Consulting Eide Bailly Teresa Mallett Chief Financial Officer Madison Regional Health System	Tango 3&4	9:30 AM	10:30 AM
Break			10:30 AM	10:45 AM
General Session	<u>Attracting the Next Generation of Patients for Your Rural Hospital</u> Mike Milligan President, Legato Healthcare Marketing	Tango Ballroom	10:45 AM	11:45 AM
Lunch	Windows on the River Restaurant / Lounge		11:45 AM	12:45 AM

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Concurrent Session	<u>Cost Reporting Part 5: Deciphering the Mystery & Developing the Strategies</u> Brian Bertsch Principal, Healthcare Consulting Eide Bailly Ralph Llewellyn, CPA, CHFP, Partner-in-Charge of Critical Access Hospitals Eide Bailly David Korn Senior Manager, Healthcare Reimbursement Eide Bailly	Tango 1&2	12:45 PM	2:00 PM
Concurrent Session	<u>Keys to Effective Compliance Risk Mediation</u> Amy Tepp, CPA Partner-in-Charge of Revenue Cycle Eide Bailly Rachel Pugliano, RHIT, CHC Senior Manager, Revenue Cycle Eide Bailly	Tango 3&4	12:45 PM	2:00 PM
Break			2:00 PM	2:15 PM
General Session	<u>Healthcare Data: Turning a Liability into an Asset</u> Jon Ault Principal, Technology Consulting Eide Bailly Paul Schulz Manager, Healthcare Consulting Eide Bailly	Tango Ballroom	2:15 PM	3:15 PM
Break			3:15 PM	3:30 PM
Keynote Speaker	<u>Rural Healthcare 2020 & Beyond: Fighting the Good Fight</u> Sara Freymann Fontenot, BSN, JD, CSP	Tango Ballroom	3:30 PM	4:30 PM

Friday, April 3, 2020

Type	Session	Start	End
Breakfast	Windows on the River Restaurant / Lounge	7:00 AM	8:00 AM
Concurrent Session	<u>Exploring Opportunities for Service Line Expansion</u> Ralph Llewellyn, CPA, CHFP Partner-in-Charge of Critical Access Hospitals Eide Bailly Laurie McKee, BSN, MSHCA, RAC-CT Manager, Healthcare Consulting Eide Bailly	Tango 1&2	8:00 AM 9:15 AM
Concurrent Session	<u>Pricing Transparency 2021</u> Amy Tepp, CPA Partner-in-Charge of Revenue Cycle Eide Bailly	Tango 3&4	8:00 AM 9:15 AM
Break		9:15 AM	9:30 AM

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Concurrent Session	<u>Innovation in Staffing Your Critical Access Hospitals</u> Laurie McKee, BSN, MSHCA, RAC-CT Manager, Healthcare Consulting Eide Bailly	Tango 1&2	9:30 AM	10:30 AM
Concurrent Session	<u>Revenue Cycle Hot Topics</u> Susan Rohde, RHIT, CCS-P, CPC Manager, Healthcare Consulting Eide Bailly	Tango 3&4	9:30 AM	10:30 AM
Break			10:30 AM	10:45 AM
General Session	<u>Technology Disruption and the Future</u> Nathan Allphin Principal, Technology Consulting Eide Bailly	Tango Ballroom	10:45 AM	11:45 AM

WELCOME & STATE OF THE INDUSTRY

Wednesday, April 1, 2020 | 1:00 p.m. – 2:00 p.m. CDT

Session Overview

The State of the Critical Access Hospital industry is in constant change. This change results in new challenges as well as new opportunities. One of the greatest challenges is keeping up with all the changes and their potential impact to individual facilities. This session will explore the current state of the industry, proposed changes and what critical access hospital providers should consider as they explore the challenges and opportunities ahead of them.

Learning Objectives:

- Discuss the current state of the Critical Access Hospital industry.
- Explore proposed and enacted changes in the industry and their potential impact on providers.
- Discuss actions to consider mitigating the risks posed by the challenges while taking advantage of the opportunities.

Speaker:

RALPH LLEWELLYN, CPA, CHFP | PARTNER-IN-CHARGE OF CRITICAL ACCESS HOSPITALS

Ralph has more than 25 years of experience in healthcare finance, leadership, reimbursement and operations. He began his healthcare career as a hospital CFO for a 49-bed hospital with a 116-bed nursing home. Ralph has been with Eide Bailly for more than 20 years and is currently the

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Partner-in-Charge of Critical Access Hospitals and Healthcare Consulting. He assists providers by developing solutions focusing on cost report reimbursement, chargemaster development, billing compliance, operations leadership, organizational structure, process flow, use of business intelligence tools and board education.

COST REPORTING TRACK: DECIPHERING THE MYSTERY AND DEVELOPING THE STRATEGIES

Wednesday, April 1, 2020 | 2:15 p.m. – 3:30 p.m. CDT

Wednesday, April 1, 2020 | 3:45 p.m. – 5:00 p.m. CDT

Thursday, April 2, 2020 | 8:00 a.m. – 9:15 a.m. CDT

Thursday, April 2, 2020 | 9:30 a.m. – 10:30 a.m. CDT

Thursday, April 2, 2020 | 12:45 p.m. – 2:00 p.m. CDT

Session Overview

This interactive day-and-a-half course will cover the fundamental components of the critical access hospital cost report. This focused training includes detailed discussion of the actual worksheets of the Medicare cost report, information needed for completion of the cost report and how the cost report determines your Medicare reimbursement. The session will also explore best practices and strategies for optimizing reimbursement and how you can use your cost report to aid in future decision making.

Learning Objectives:

- Discuss the purpose of the Medicare cost report and its role in determining critical access hospital reimbursement.
- Explore key items in the cost report that affect your Medicare reimbursement.
- Develop strategies to improve your Medicare reimbursement.
- Discuss how the revenue cycle impacts your Medicare cost report and the role it has in determining Medicare reimbursement on your cost report.

Speakers:

BRIAN BERTSCH | PRINCIPAL, HEALTHCARE CONSULTING

Brian has more than 23 years of experience helping critical access hospitals improve their financial stability. He specializes in assisting critical access hospitals on compliance with Medicare, Medicaid and other third-party reimbursement rules and regulations to achieve proper reimbursement for services performed. Brian also provides education to critical access hospital staff, board members and constituents on Medicare reimbursement for critical access hospitals. In addition to Brian's client work, he also serves as the leader of the healthcare reimbursement practice for Eide Bailly.

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RALPH LLEWELLYN, CPA, CHFP | PARTNER-IN-CHARGE OF CRITICAL ACCESS HOSPITALS

Ralph has more than 25 years of experience in healthcare finance, leadership, reimbursement and operations. He began his healthcare career as a hospital CFO for a 49-bed hospital with a 116-bed nursing home. Ralph has been with Eide Bailly for more than 20 years and is currently the Partner-in-Charge of Critical Access Hospitals and Healthcare Consulting. He assists providers by developing solutions focusing on cost report reimbursement, chargemaster development, billing compliance, operations leadership, organizational structure, process flow, use of business intelligence tools and board education.

DAVID KORN | SENIOR MANAGER, HEALTHCARE REIMBURSEMENT

Dave has more than 30 years of experience in the healthcare industry with consulting firms and a Medicare Administrative Contractor (MAC). He focuses on regulatory issues involving all types of healthcare facilities. Dave specializes in Medicare/Medicaid reimbursement, cost reporting, wage index, appeals and compliance. He has assisted with the Office of Inspector General (OIG) and Department of Justice (DOJ) audits, as well as helped clients with their corporate integrity agreements. Dave has a long-time involvement with HFMA, including past chapter president.

BUSINESS OFFICE BOOT CAMP (PART 1 AND PART 2)

Wednesday, April 1, 2020 | 2:15 p.m. – 3:30 p.m. CDT

Wednesday, April 1, 2020 | 3:45 p.m. – 5:00 p.m. CDT

Session Overview

This presentation will walk the attendees through obstacles encountered during claims processing with recommendations for successful resolution. We will explore the interaction required between the charge capture, coding and billing process as a means for minimizing denials. Time will be allowed for discussion on obstacles attendees may be encountering, with a brainstorming session for resolution.

Learning Objectives:

- Discuss the difference in billing/coding requirements based on your specific designation – CAH, RHC, Provider-Based (on and off campus) and free-standing clinics.
- Share information on most common billing/coding issues being experienced within the healthcare industry connected to denials management processes.
- Explore the different paths charge capture processes follow and the role that patient record documentation and modifiers play.
- Identify ways to implement processes meeting the required billing rules and regulations while maintaining compliance.

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Speakers:

JOY KRUSH, RHIT, CCS, CCS-P, CDIP | SENIOR MANAGER, HEALTHCARE CONSULTING

Joy has more than 30 years of experience in healthcare revenue cycle. She worked at a healthcare facility in health information with emphasis on coding, denial management, compliance, documentation improvement and chargemaster. For the past four years with Eide Bailly she has worked with clients on coding and clinical documentation reviews, revenue cycle assessments, and chargemaster reviews. Joy is involved in AHIMA and NDHIMA and currently holds the office of state advocacy coordinator.

DEYON SUCHLA | SENIOR MANAGER, HEALTHCARE CONSULTING

Deyon is a healthcare consulting manager with more than 35 years of experience in the healthcare industry. She has spent 20 years in revenue cycle management with experience in hospital, clinic and long-term care operations. Deyon's consulting and training is consistent with the compliance guidelines established by Medicare and other third-party payers for both UB-04 and CMS-1500 claims billing.

NATIONAL PROVIDER IDENTIFIERS: WHAT YOU NEED TO KNOW

Thursday, April 2, 2020 | 8:00 a.m. – 9:15 a.m. CDT

Session Overview

This presentation will discuss the importance of having a structure around maintaining and managing an organization's national provider identifiers (NPIs). We will discuss the Medicare Provider Enrollment Chain and Ownership System (PECOS) and NPI best practices. It will focus on governance and key stakeholders.

Learning Objectives:

- Review best practices of managing NPIs within an organization.
- Determine the key stakeholders within the organization.
- Discuss the enrollment process, PECOS and NPPES.
- Discuss compliant billing requirements related to these items.

Speakers:

AMY TEPP, CPA | PARTNER-IN-CHARGE OF REVENUE CYCLE

Amy has more than 30 years of experience in healthcare finance, leadership, reimbursement, revenue cycle, and compliance. She has worked as a Medicare auditor; director of reimbursement, revenue integrity, & regulatory review and analysis; compliance officer and consultant. Amy is

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the Partner-in-Charge of Revenue Cycle within healthcare consulting for Eide Bailly. She assists providers by developing solutions focusing on revenue cycle process optimization, chargemaster development, pricing transparency strategy, compliance program assessment and compliance audit function.

DEYON SUCHLA | SENIOR MANAGER, HEALTHCARE CONSULTING

Deyon is a healthcare consulting manager with more than 35 years of experience in the healthcare industry. She has spent 20 years in revenue cycle management with experience in hospital, clinic and long-term care operations. Deyon's consulting and training is consistent with the compliance guidelines established by Medicare and other third-party payers for both UB-04 and CMS-1500 claims billing.

TOP CDI TAKEAWAYS

Thursday, April 2, 2020 | 9:30 a.m. – 10:30 a.m. CDT

Session Overview

Provider documentation is the data source for coding professionals, reimbursement, and public reporting. Once these codes are submitted via claims, the data is used for determining reimbursement, develop perceptions of performance in quality of care, mortality/severity of illness scoring, length of stay and readmission rates. Whether fee-for-service or fee-for-value reimbursement, inaccurate claims occur when there is incomplete documentation. During this presentation, the attendees will gain insight into one facility's decision to perform a comprehensive CDI review and the takeaways as a result of the review.

Learning Objectives:

- Discuss the impact documentation and coding have on fee-for-service and fee-for-value reimbursement.
- Review information on common documentation issues being experienced within the healthcare industry.
- Explore one CAH hospital's vision for undertaking a comprehensive documentation review.
- Identify processes which help improve documentation.

Speakers:

TERESA MALLETT, CHIEF FINANCIAL OFFICER | MADISON REGIONAL HEALTH SYSTEM

Teresa has worked at the Madison Regional Health System in Madison, South Dakota, for nearly 19 years. MRHS is an independent critical access hospital with a provider-based clinic with 12 physicians and APPs. Over her career, Teresa has worked with Eide Bailly on several revenue cycle performance improvement projects including chargemaster reviews, chart audits, cost report analysis, and clinical documentation improvement

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projects. Teresa is involved with the South Dakota HFMA chapter and currently serves on two councils for the South Dakota Association of Healthcare Organizations.

JOY KRUSH, RHIT, CCS, CCS-P, CDIP | SENIOR MANAGER, HEALTHCARE CONSULTING

Joy has more than 30 years of experience in healthcare revenue cycle. She worked at a healthcare facility in health information with emphasis on coding, denial management, compliance, documentation improvement and chargemaster. She has worked with Eide Bailly for more than three years performing coding and clinical documentation reviews, revenue cycle assessments and chargemaster reviews. Joy is involved in AHIMA and NDHIMA and currently holds the office of state advocacy coordinator.

ATTRACTING THE NEXT GENERATION OF PATIENTS FOR YOUR RURAL HOSPITAL

Thursday, April 2, 2020 | 10:45 a.m. – 11:45 a.m. CDT

Session Overview

Learn techniques for developing a data-driven marketing plan to increase volumes, retain and recruit employees and providers, and build the brand of your rural health organization. Review specific examples and results from CAHs around the nation who reduced out-migration and substantially grew existing and new service lines through targeted and strategic approaches to marketing.

Learning objectives:

- Effectively use patient and market data to develop and implement a results-driven marketing plan.
- Learn techniques for attracting a younger demographic of patients.
- Develop specific marketing objectives to measure the effectiveness of your marketing effort.

Speaker:

MIKE MILLIGAN, PRESIDENT | LEGATO HEALTHCARE MARKETING

As president of Legato Healthcare Marketing, Mike is actively engaged in identifying growth solutions for rural hospitals, specialty clinics, and physician practices. Before starting Legato, Mike served as Vice President of Communications for Prevea Health in Green Bay, Wisconsin and Director of Public Relations and Strategic Communications with Aurora Health Care, a Wisconsin-based healthcare system with 30,000 employees. Mike is a highly requested speaker for conferences and other healthcare industry events. In addition, as a healthcare marketing expert, educator and media trainer, Mike has led roundtable discussions on healthcare marketing at national conferences and has directed strategic planning efforts for a variety of organizations, serving as counsel for CEOs and other executive team members. Mike also is a contributing author for leading healthcare marketing publications and shares his insights through the nationally recognized Legato Healthcare

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Blog at www.legatohealthcaremarketing.com. Due to its involvement in the industry, Legato has been designated as the exclusive marketing partner of the National Rural Health Association.

KEYS TO EFFECTIVE COMPLIANCE RISK MEDIATION

Thursday, April 2, 2020 | 12:45 p.m. – 2:00 p.m. CDT

Session Overview

In this session we will be sharing examples of compliance risks and associated mediation strategies for organizations where the leaders of finance, the business office, coding and compliance oftentimes wear multiple hats and play overlapping roles. We will provide ideas of how to incorporate compliance into every aspect of job roles.

Learning Objectives:

- Define roles and organizational goals that speak to a culture of compliance.
- Identify and prioritize risks and how to manage competing priorities.
- Determine how to obtain and allocate resources.
- Review work that has already been performed to identify and resolve compliance issues.

Speakers:

RACHEL PUGLIANO, RHIT, CHC | SENIOR MANAGER, REVENUE CYCLE

Rachel has more than 20 years of experience in healthcare revenue cycle. Rachel assists clients with the improvement of their revenue cycle functions as well as maintaining compliance with government regulations. Rachel's specific expertise is in the mid-cycle of the revenue cycle which would include coding, documentation improvement and charge capture. Rachel assesses the overall health and capabilities of an organization's revenue cycle functions as well as develops coding compliance and documentation improvement strategies for both hospitals and medical group practices. She provides internal coding compliance and charge capture assistance to improve coding and charge accuracy.

AMY TEPP, CPA | PARTNER-IN-CHARGE OF REVENUE CYCLE

Amy has more than 30 years of experience in healthcare finance, leadership, reimbursement, revenue cycle, and compliance. She has worked as a Medicare auditor; director of reimbursement, revenue integrity, & regulatory review and analysis; compliance officer and consultant. Amy is the Partner-in-Charge of Revenue Cycle within healthcare consulting for Eide Bailly. She assists providers by developing solutions focusing on revenue cycle process optimization, chargemaster development, pricing transparency strategy, compliance program assessment and compliance audit function.

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HEALTHCARE DATA: TURNING A LIABILITY INTO AN ASSET

Thursday, April 2, 2020 | 2:15 p.m. – 3:15 p.m. CDT

Session Overview

The U.S. healthcare system has many problems, but a lack of data isn't one of them.

Since the rise of electronic health records (EHR) a decade ago, hospitals and doctors have been inundated with data on patients' health. Yet although 96 percent of hospitals have adopted EHR systems, it's generally accepted that the big digitalization hasn't yet led to the leaps in efficiency, safety, and improved patient care that its advocates hoped it would.

Healthcare institutions don't just need data; they need a strategy to use that data in a way that propels efficiency and transparency. The data shouldn't just be used as a management enforcement tool; it needs to be put in the hands of people on the front line to help them make better decisions right away.

We will review how healthcare organizations can use data to improve their performance in five key areas: financial performance, revenue cycle performance, operational performance, quality management and population health.

Learning Objectives:

- Discuss how to build data trust—Deploy data analytics solutions that your team will adopt.
- Examine how to use data to tell a story—A picture is worth a thousand transactions ... literally. Learn how to build dashboards that get to the point.
- Determine how to get data working for you—Explore the possibilities beyond reports by using AI and machine learning in healthcare.

Speakers:

JON AULT | PRINCIPAL, TECHNOLOGY CONSULTING

Jon Ault has more than 20 years of technology consulting experience with a focus on the healthcare industry. His experiences include implementing a broad range of technical solutions for healthcare providers, payors and pharmaceutical companies. Jon specializes in working with healthcare clients to get maximum value out of their information technology investments. Jon has a M.S. in Information & Communication Sciences from Ball State University and a B.A. in Business Administration and Computer Science from Concordia College in Moorhead, Minn.

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PAUL SCHULZ | MANAGER, HEALTHCARE CONSULTING

Paul works with healthcare process improvement system design and implementation, developing processes and systems that mobilize data for frontline workflow improvement. He reviews current process improvement team functionality within the healthcare organization and develops tools that merge multiple organizational initiatives. Paul also develops and delivers leadership coaching and education relating to implementation of strategic and organizational improvement initiatives. He works with Real Time Locating Software (RTLS) strategies and implementation, develops project management models for healthcare organizations and develops and implements communication models for cross-functional use.

KEYNOTE-RURAL HEALTHCARE 2020 & BEYOND: FIGHTING THE GOOD FIGHT

Thursday, April 2, 2020 | 3:30 p.m. – 4:30 p.m. CDT

Session Overview

Continuous changes in healthcare leave physicians, nurses, hospital administrators, and other healthcare professionals with multiple laws and regulations that can seem to impede the care of their patients. The public is even more confused any time they or a loved one seek medical care. As a nurse, attorney, and professional speaker, Sarah is uniquely qualified to bring clarity about healthcare to providers and patients alike.

Learning Objectives:

- Identify how the math of medicine does not work to the advantage of smaller healthcare entities, but also how the unique assets of rural America promote loyalty, innovation and excellence.
- Discuss different models to address access, quality and cost in healthcare.
- Examine the role of an entity's mission in determining how to best adapt to current market-place challenges.
- Identify the role local healthcare will continue to have on communities of all sizes.

Speakers:

SARAH FREYMANN FONTENOT, BSN, JD, CSP

A former nurse and practicing attorney, Sarah Fontenot is a professional speaker who specializes in explaining how healthcare is changing and what those changes mean for healthcare providers as well as patients. She has taught health law at Trinity University since 1997 and has been a frequent speaker for numerous national provider groups for the last two decades. Her twice-monthly newsletter "Fontenotes" provides concise information about our healthcare system and currently reaches 25,000 readers. Sarah is a proud member of the board of directors at Peterson Health in Kerrville, Texas.

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EXPLORING OPPORTUNITIES FOR SERVICE LINE EXPANSION

Friday, April 3, 2020 | 8:00 a.m. – 9:15 a.m. CDT

Session Overview

Stagnant reimbursement levels and dwindling volumes is a challenge for many hospitals. The challenges are often greater for most critical access hospitals. What services to continue to offer as well as what service lines to explore for expansion is a constant question on the minds of rural healthcare leaders. This session will explore various areas of service line expansion to consider as well as opportunities to increase volumes in existing services.

Learning Objectives:

- Identify strategies for consideration in identifying potential areas of service line expansion.
- Identify strategies for consideration in identifying potential areas of service line contraction.
- Identify common areas of service line expansion being explored by critical access hospitals.

Speakers:

RALPH LLEWELLYN, CPA, CHFP | PARTNER-IN-CHARGE OF CRITICAL ACCESS HOSPITALS

Ralph has more than 25 years of experience in healthcare finance, leadership, reimbursement and operations. He began his healthcare career as a hospital CFO for a 49-bed hospital with a 116-bed nursing home. Ralph has been with Eide Bailly for more than 20 years and is currently the Partner-in-Charge of Critical Access Hospitals and Healthcare Consulting. He assists providers by developing solutions focusing on cost report reimbursement, chargemaster development, billing compliance, operations leadership, organizational structure, process flow, use of business intelligence tools and board education.

Laurie McKee, BSN, MSHCA, RAC-CT | MANAGER, HEALTHCARE CONSULTING

Laurie has more than 35 years of healthcare experience, including 20 years of leadership experience as a director of multiple acute care units such as intensive care, emergency department, medical/surgical and cardiopulmonary, and experience as Vice President of Patient Care Services in a licensed 144-bed hospital. Her experience includes clinical experience in long-term care, emergency, surgical, medical, pediatrics, cath lab and intensive care units. Laurie has performed multiple staffing and operational analysis to assess for opportunities in operations and establish productivity benchmarks assisting clients to reach their productivity and financial goals in the acute, LTC, and ambulatory healthcare settings.

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PRICING TRANSPARENCY 2021

Friday, April 3, 2020 | 8:00 a.m. – 9:15 a.m. CDT

Session Overview

This presentation will cover the evolution of pricing transparency for hospitals. It will discuss the final rule that will become effective January 1, 2021, and how hospitals can work towards implementation compliance.

Learning Objectives:

- Review the history of price transparency.
- Discuss the final rule requirements effective January 1, 2021.
- Discuss suggested approaches and tactics to ensure implementation compliance.

Speaker:

AMY TEPP, CPA | PARTNER-IN-CHARGE OF REVENUE CYCLE

Amy has more than 30 years of experience in healthcare finance, leadership, reimbursement, revenue cycle, and compliance. She has worked as a Medicare auditor; director of reimbursement, revenue integrity, & regulatory review and analysis; compliance officer and consultant. Amy is the Partner-in-Charge of Revenue Cycle within healthcare consulting for Eide Bailly. She assists providers by developing solutions focusing on revenue cycle process optimization, chargemaster development, pricing transparency strategy, compliance program assessment and compliance audit function.

INNOVATIONS IN STAFFING YOUR CRITICAL ACCESS HOSPITALS

Friday, April 3, 2020 | 9:30 a.m. – 10:30 a.m. CDT

Session Overview

This presentation provides a discussion on assessing staffing levels, creating benchmarks and creating lasting change in a staffing model.

Learning Objectives:

- Discuss the current state of staffing at your organization.
- Develop appropriate benchmarks.

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- Examine creative thinking in staffing models.
- Discuss implementing and sustaining change.

Speaker:

LAURIE MCKEE, BSN, MSHCA, RAC-CT | MANAGER, HEALTHCARE CONSULTING

Laurie has more than 35 years of healthcare experience, including 20 years of leadership experience as a director of multiple acute care units such as intensive care, emergency department, medical/surgical and cardiopulmonary, and experience as Vice President of Patient Care Services in a licensed 144-bed hospital. Her experience includes clinical experience in long-term care, emergency, surgical, medical, pediatrics, cath lab and intensive care units. Laurie has performed multiple staffing and operational analysis to assess for opportunities in operations and establish productivity benchmarks assisting clients to reach their productivity and financial goals in the acute, LTC, and ambulatory healthcare settings.

REVENUE CYCLE HOT TOPICS

Friday, April 3, 2020 | 9:30 a.m. – 10:30 a.m. CDT

Session Overview

This presentation provides a review of various revenue cycle hot topics and areas of concern for 2020. It will touch on items such as Appropriate Use Criteria (AUC) and how it affects the CAH, telehealth and recent opioid requirements.

Learning Objectives:

- Discuss how AUC affects specifically the critical access hospital.
- Identify the importance of telehealth guidelines; especially regarding RHC.
- Review the new opioid requirements.

Speaker:

SUSAN ROHDE, RHIT, CCS-P, CPC | MANGER, HEALTHCARE CONSULTING

Susan has more than 20 years of healthcare experience with an emphasis on coding. She specializes in interventional radiology coding, surgical coding, ICD-10-CM and CPT coding for both inpatient hospital and outpatient clinic accounts. Susan also provides proper evaluation and management (E & M) codes to obtain accurate reimbursement.

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TECHNOLOGY DISRUPTION AND THE FUTURE

Friday, April 3, 2020 | 10:45 a.m. – 11:45 a.m. CDT

Session Overview

Technology is moving fast. Entire industries are being turned inside out by advancements in technologies. Organizations are using technology to think of new and better ways to service their customers.

We will discuss our perspective on the rise of new technologies and how they'll affect every industry, including healthcare. "The cloud," RPA, blockchain, serverless architecture, ML, automation and the rise of artificial intelligence. It's further along than most of us realize and it's moving quicker than ever.

At the center of everything is data. How it's gathered, secured, organized and used. From data strategy and goal setting, to consolidating your data sources in a data warehouse for a single source of truth—we will help to bring the clarity needed to empower you with the continuous intelligence and pervasive insights necessary to excel in the digital economy.

Learning Objectives:

- Discuss emerging technologies and how they're affecting other major industries.
- Determine steps companies can take today to close the gap.
- Develop a data strategy.
- Discuss how data can empower change within an organization.

Speaker:

NATE ALLPHIN | PRINCIPAL, TECHNOLOGY CONSULTING

Nate is a Principal in the Data Analytics division of Eide Bailly. He grew up on a dairy farm in rural Missouri. After graduating with a business degree from Brigham Young University, he has spent his career helping organizations solve complex data challenges. He is passionate about helping companies put data first. He has been a guest lecturer for BYU and shared his knowledge of data warehousing principles in many other settings. Most importantly, Nate has been married to his beautiful wife Jill for 18 years and they are the parents of four great kids. In his spare time, he enjoys spending time with his family, gardening, fly-fishing and almost any outdoor activity.