



# 15<sup>th</sup> Annual Small or Rural Conference May 1-2, 2008 Marriott Nashville Airport

## Thursday, May 1, 2008

- 9:30am**      **Conference Registration**
- 10:00am**      **Work Like You're Showing Off! The Joy,  
Jazz and Kick of Being Better Tomorrow  
Than Today**  
**Joe Calloway**

There are five simple keys that can change everything...

- We've talked enough, let's go
- We can be better – beginning today
- We can create a compelling customer experience
- We achieve consistency of performance
- We know who we are

Everything begins with culture. People who work for extraordinary healthcare organizations have great clarity and a deep commitment around who they are and what they stand for. At great healthcare organizations “what’s important” gets talked about all the time. It’s in the air. It’s in their DNA. It’s why they’re a great organization. This session will give participants the tools to go from a good healthcare organization to great a healthcare organization.

- 12:00pm**      **Lunch**
- 1:00pm**      **Healthcare Reform and Physician and Nurse Supply: The Missing Piece of the Puzzle**  
**Kurt Mosley, Vice President, MHA**  
This presentation examines the current role of physicians and nurses in the health system, the state of staffing shortages, and what the major presidential candidates are saying about health care reform in the context of physician and nurse staffing. This is a **thought provoking look at health reform** from an often overlooked perspective. Health care executives will find something to take away from this candidate-by-candidate look at healthcare reform and physician and nurse supply.
- 2:00pm**      **Break**
- 2:15pm**      **Disaster Preparedness – Tennessee’s Response**  
**Bill Mize, Trousdale Medical Center**  
**Dennis Wolford, Macon County General Hospital**  
**Randall Kirby, Macon County EMS**  
**Chip Sanford, Riverview Regional Medical Center North**  
Hear eyewitness accounts of the events surrounding the devastating storms of February 5, 2008 and how Tennessee’s rural hospitals responded. When a disaster occurs is your hospital and community prepared to deal with it? Leaders of Tennessee’s rural hospitals will share their experiences to better prepare our

hospitals to cope with the next inevitable disaster, including insights on how to deal with operations, infrastructure, public relations and national, state, and local partners.

**3:15pm**      **Federal Update**  
**John Supplitt, Director Rural Health, American Hospital Association**  
Get an up to the minute look at the impact Congress has on rural healthcare.

**4:00pm**      **Adjourn**

**4:00pm**      **Business Meeting**

**5:00pm-**  
**6:00pm**      **Reception**

**Dinner on your own**

### **Friday, May 2, 2008**

**7:00am**      **THA Small or Rural ToolBox Breakfast (Subscribers Only)**

**7:30am**      **Continental Breakfast**

**8:15am**      **Tennessee Legislative Update**  
Beth Berry, Senior Vice President Government Relations  
Tennessee Hospital Association

**9:00am**      **Break**

**9:15am**      **Why Shouldn't Rural Health Lead the Future of Performance Improvement?**  
**Martin Merry, MD**  
Health care executives have responded to the demand for more cost, quality and safety transparency, but visionary leaders will recognize that what is working will not guarantee future success. Small and rural hospitals are in a unique position to steer the future of performance improvement because they are more likely to succeed with culture change, have the advantage of experimentation on a small scale, are more interdependent. So how do we lead the effort? In this session, you will study the impact of the improvement revolution and explore how you can:

- use the advantages of small and rural providers to re-conceive the notion of the health care "system"
- increase clinical cooperation to improve quality and safety and reduce waste
- demonstrate quality and value to the hospital's patients and community

**10:30am**      **Self-Pay Management and Charity Care Documentation**  
**Irene Barron, Product Management Officer, nTelagent**  
This presentation will focus on using technology to automate charity care documentation as government scrutiny increases and new IRS rules come into plan. In light of the new IRS guidelines which go into effect in 2008, providers need processes in place to account for charity care in a consistent, standardized way.

This presentation will use small and rural hospital case studies to show how service providers can automate their charity documentation and discounting

policies consistently, ensuring that patient financial accounting is handled appropriately and in a non-discriminatory manner. In this session, participants will learn to:

- eliminate inconsistencies in choice of accounts
- provide consistency in application of charity care
- offer assistance to all patients meeting income guidelines
- allow healthcare providers to offer community benefits on a consistent basis by assisting patients in understanding their choices
- reduce turnaround time for approvals and notifications
- assist providers in meeting application filing guidelines
- reduce outstanding days in accounts receivable

**11:05am**      **Point of Service Collection**  
**Jeffrey Potter, CPA, LBMC**

Recent trends in healthcare have increasingly required patients to absorb a greater share of the financial responsibility for healthcare treatment. Increases in co-pays, coinsurance and deductibles transfer risk to the provider in terms of ability to collect. Point of service collection is one strategy commonly used by providers to increase collections.

This presentation will focus on trends in point of service collections, discuss both manual and automated tools available to assist, provide case studies of results, discuss “scripting”, and provide common measures/metrics to evaluate the effectiveness of the process. Attendees will leave this session:

- with a greater appreciation of the point of service collection process
- understanding the importance of metrics in the evaluation
- understand the use of a front end collections decision tree

**11:40am**      **DSH M/340B Management – A New Paradigm**  
**Robert F. Gricius**

A window of opportunity has opened up to facilities who have not realized the full potential of Social Security Title XIX eligibility data driven computation of the Medicaid day's disproportionate share component proxy. Hospitals must identify and quantify benefit generated for a defined subset of financially vulnerable patient populations in order to properly monitor, manage and optimize their eligibility and entitlement status

“DSH Management Solutions believes the 'perfect storm' confluence of regulatory, judicial and healthcare data set standardization presents an opportunity for hospitals serving a large portion of low income and poor healthcare status individuals to maximize retrospective Medicaid and Medicare components of Federal DSH revenue, improve Title XIX/340B revenue, and prospectively manage market share and revenue streams from the Federal DSH and 340B programs.”

**12:15pm**      **Adjourn**

***Drawing for 2 \$500 door prizes will be at the conclusion of the conference. Must be present to win!***

## **SPEAKERS**

### **Joe Calloway**

Joe Calloway is a branding consultant, business author, and restaurant owner whose client list reads like a “Who’s Who” in business. From Saks Fifth Avenue to BMW to American Express to IBM, a wide range of organizations depend on Joe for insight into today’s marketplace. Joe is a guest lecturer with the Center for Professional Development at Belmont University and a partner in Mirror, an award-winning restaurant in Nashville, which was recently featured on television’s Food Network. Sales and Marketing Management Magazine called Joe and “expert in developing customer focused teams,” and a National Customer Services Advisory Board called him “one of the most innovative and compelling people in customer service.”

### **Kurt Mosley**

Kurt Mosley serves as Vice President of Business Development for AMN Healthcare/The MHA Group, the nation’s largest health care staffing organization. He is responsible for corporate client development and client relations and a support member of the Council on Physician and Nurse Supply and is actively involved in corporate political action lobbying of physician and nurse supply. He serves as liaison for multiple health care organizations nationwide, which endorse The MHA Group. A graduate of California State University, Fullerton, and spent several years in professional baseball.

### **Martin Merry, MD**

Martin Merry, MD, is a recognized expert in Six Sigma, human factors science, ISO9000 and Baldrige-based systems development. He has worked with hundreds of health care organizations on leading organizational transition, integration of quality systems into health systems, and creative approaches to address the national patient safety issue. He is a part-time adjunct associate clinical professor of Health Management and Policy at the University of New Hampshire.

### **Irene Barron**

Irene Barron has more than 20 years experience in business office operations and revenue cycle management. She has extensive working knowledge of registration, insurance billing, collections and reimbursement, as well as overall monitoring and reporting of accounts receivable. Ms. Barron has served as a consultant for Triad Hospitals in both hospital and clinic settings and has successfully implemented central scheduling departments and upfront policies and procedures in order to maximize accuracy and upfront collections.

### **Jeff Potter**

Jeff Potter, CPA, leads Healthcare Finance consulting at Lattimore, Black, Morgan and Cain. He has over 18 years of experience in healthcare which includes assisting clients in merger and acquisition projects and post acquisition consolidation projects and has been instrumental in several hospital reorganizations. Jeff has also provided strategies and business planning for hospitals, physical management companies and other health care providers, performed financial feasibility and debt capacity studies and bond transactions exceeding \$800 million. Jeff received a Bachelor of Science degree in Accounting and a Master of Accountancy from the University of Tennessee.

### **Robert F. Gricius**

Robert F. Gricius founded RFG Associates, Inc. in 1992 after a career as a hospital Chief Financial Officer and Corporate Director of Managed Care for a \$1 billion+ multi-hospital system in the Mid-Atlantic region. He holds a degree in Computer Science from the University of California, Berkeley, an MBA in Finance and is a licensed CPA in the Commonwealth of Virginia.

## REGISTRATION INFORMATION

- \$195 THA Member – 1<sup>st</sup> 2 registrants
- \$150 Registrant #3 or more from same facility (must arrive at the same time)
- \$295 Non Member
- \$50 Spouse/Guest (includes Thursday reception)

**Registration Deadline: Thursday, April 24, 2008**

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## HOTEL INFORMATION

***Marriott Nashville Airport***  
***600 Marriott Drive***  
***Nashville TN 37214***  
***615-889-9300***

**Room Rate: \$ 135 single/double**

**Cut-off date: April 9, 2008**

Check in time: 3:00 pm

Check out: 12:00 noon

Early room availability on the day of arrival cannot be guaranteed, but the hotel will gladly store baggage until rooms are available.

## GENERAL INFORMATION

- Registrants unable to attend may send an alternate
- Registration fee, less a \$50 processing fee is refundable if written cancellation is received five (5) business days prior to the program.
- THERF reserves the right to cancel or reschedule this program due to an insufficient number of registrants or other unforeseen circumstances.
- Do you have special needs that we can address to make your participation more meaningful? Please contact the education division at THA 1/800-258-9541.
- Dress is business casual.

## COMFORT LEVEL

Although every effort is made to have a comfortable temperature in the meeting room, we realize that everyone's comfort level is different. Please bring a jacket in case the room is too cool for your comfort.

## CONTINUING EDUCATION CREDIT

THA is authorized to award 8 hours of pre-approved Category II (Non-ACHE) continuing education credit for this program towards advancement, recertification, or reappointment in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward Category II credit should list their attendance when making application to the ACHE for advancements, recertification or reappointment.

THA has applied for nursing home credit through the National Association of Boards of Examiners of Long Term Care Administrators (NAB) for acceptance of this program. **You must sign in each morning and complete the proper forms for nursing home credit to be issued if approved.**

**Continued THANKS to our Corporate Underwriters  
LBMC, MedAssets, Team Health & MHA Group**



**ANNUAL SMALL OR RURAL CONFERENCE**  
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**Please indicate which meal functions you plan to attend:**

\_\_\_ **Thursday Lunch**    \_\_\_ **Thursday Reception (How many)**

\_\_\_ **Friday Tool Box Breakfast (Subscribers only)**

**Name** \_\_\_\_\_

**Title** \_\_\_\_\_

**Organization** \_\_\_\_\_

**Address** \_\_\_\_\_

**City/State/Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_

**Email Address** \_\_\_\_\_

**(All confirmations to be emailed or faxed)**

**Spouse or Guest Name** \_\_\_\_\_

**Method of Payment**

**Amount Enclosed \$** \_\_\_\_\_

Check made payable to THERF

Mail enrollment form with payment to THERF (Tennessee Hospital Education and Research Foundation), 500 Interstate Blvd., So., Nashville, Tennessee 37210-4634.

**Fax registration**

To register by fax, send your completed registration form, with credit card number. Fax to (615)742-3753

Credit Card     MasterCard                       Visa

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Card Holder Name \_\_\_\_\_

**Registration Deadline: Thursday, April 24, 2008**

**THERF use only: 4520-05-20-51**