

Western Reserve AAHAM Fall Institute September 26 & 27, 2013

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First Name Last Name
Company Name
Org Address 1
Org Address 2
Org City Org St Org Zip

Glenmoor Country Club
\$99 AAHAM special room rate
330.526.2213
4191 Glenmoor Rd. NW
Canton, Ohio 44718
www.bertraminnglenmoor.com/

To make hotel reservations call 330.966.3600
and make sure you reference AAHAM.

DAY 1 AGENDA

8:00 AM

Registration/Vendor Fair/Continental Breakfast

8:30 AM

Welcome/Business Meeting/Recognition of Certified Members

9:00 AM

Affordable Care Act
Shanna Hanson – Human Arc

10:15 AM

Break with Exhibitors

10:30 AM

OHA Update
Charles Cataline, Senior Director of Health Policy – Ohio Hospital Association

12:00 PM (Noon)

Lunch/Vendor Fair

1:00 PM

Team Building Exercise

2:15 PM

Break with Exhibitors

(Continued on back)

Chapter Chairwoman of the Board

Sue Bertram
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First Vice President & Membership

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Western Reserve Chapter
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Second Vice President & Education

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Treasurer

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Fax: (216) 431-5201
E-mail: speffer@humanarc.com

Board Members

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Stephen E. Rybka
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Corporate Sponsors

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Akron, Oh 44333
Phone (330) 864-4422 ext 224
Fax (330) 864-3344
Email: dbecker@improvefinancialhealth.com

(Continued from front)

DAY 1 AGENDA

2:30 PM

"Leadership, Integrity and Success"

Norbert "Nobby" J. Lewandowski – Certified Public Accountant

4:00 PM

Afternoon Activities

**Golfing*

**Spa services*

**Wine tasting*

6:30 PM

Cocktails/Vendor Fair

7:30 PM

Dinner

8:30 PM

DJ and Dancing

DAY 2 AGENDA

8:00 AM

Breakfast Buffet/Vendor Fair

9:00 AM

***Medicare PPS Regulatory and Legislative Update
for Hospitals and Health Systems***

Andrew Williams, CPA - BKD CPAs & Advisors

10:00 AM

Break

10:15 AM

***Managing Self-Pay Collections in a Rapidly
Changing Healthcare Environment***

Mark Rukavina - Principal of Community Health Advisors, LLC

12:00 PM (Noon)

Dismissal/Vendor Prizes/Conference Evaluation

\$\$ CASH PRIZE GIVEAWAY \$\$

(WINNER MUST BE PRESENT)

First Prize \$300

Second Prize \$100

Third Prize \$100



American Association of Healthcare
Administrative Management

**Thank you to our 2013
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Akron, OH 44333

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Fax: (330) 864-3344

E-mail:

dbecker@improvefinancialhealth.com

All questions and registration for golfing
please contact:

John Prolongo, Executive VP/National
Business Development

The HMC Group

Mobile: (216) 407-4651

E-mail: jprologo@hmcgrp.com

PRESENTER BIOGRAPHIES

Shanna Hanson, FHFMA **Manager of Business Knowledge** **Human Arc**

Shanna Hanson, is the Human Arc leader with responsibility for research and reporting to executive staff on all legislative and environmental changes and trends impacting the company's health care markets, services and product development initiatives. This includes strategic knowledge leadership for the company on national health care reform and the Affordable Care Act; she has researched health care reform and the ACA for many years. In addition, she works with corporate Information Technology so Human Arc software complies with evolving state and other agency protocols. Finally, her decades of experience with eligibility programs are important in corporate training as well. Prior to her present role, Ms. Hanson served 14 years as Human Arc Midwest Operations Leader for its Medicaid eligibility enrollment services. She has been a driving force behind her region's Healthcare Financial Management Association for many years. Ms. Hanson has served as its President and earned the designation of Fellow of the Healthcare Financial Management Association (FHFMA). She holds the organization's Certificate of Advanced Technical Study in Mastering Patient Financial Services as well as the Founders Medal of Honor Award. She is a recognized industry writer and speaker on health care and related topics, conducts webinars on health care reform, and is a frequent health care reform blog contributor. In addition, Ms. Hanson is involved in diverse Greater Kansas City community outreach efforts. She holds a BS degree in business from Oklahoma State University (Stillwater, OK) as well as Master Team Facilitator certification.

Charles Cataline **Vice President of Health Economics and Policy** **Ohio Hospital Association**

Charles Cataline is vice president of health economics and 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 Medicaid and the Ohio Bureau of Workers' Compensation on Medicare, Medicaid and BWC advocacy, policy 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 over 30 years.

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

Norbert "Nobby" J. Lewandowski **Certified Public Accountant**

Nobby is nationally recognized for his speeches, seminars, workshops and business coaching. His delivery of relevant topics keeps audiences tuned in and thirsty for more information. By wrapping wisdom in a package of wit, music and humor, he captures the crowd. From his career as a professional baseball player to founding one of the largest accounting firms in Northeast Ohio to his successful entrepreneurial ventures, Nobby's life experiences, both successful and challenging, result in humbling and inspiring presentations. Ironically, his biggest personal challenge to overcome has defied conventional thinking in becoming a career public speaker!

Simply stated, Nobby Lewandowski stutters. On April 6th, 1965 a turning point occurred in his life. It was on that day the managing partner of the major accounting firm who employed Nobby informed him that he would be better suited for a position that required minimal verbal skills as this person thought his flawed speech represented an "inability to communicate". Nobby eventually left the firm and he clearly "communicated" to his boss that his "inability to speak fluently" should never be confused with an "inability to communicate".

Determined to never let his speech challenge be an impediment to his success, Nobby has become a huge success in the arena of public speaking despite being a stutterer. He helps his audience understand facing adversity and obstacles can result in building strong character and be the foundation of success. By facing his own challenges, Nobby has successfully leveraged what most would think to be a "liability" into a unique and impactful "asset".

In addition to being inspirational, entertaining and interactive, Nobby's presentations are packed with practical, useful information. He consistently receives positive feedback, standing ovations and in some cases, individual letters from attendees illustrating how his message positively impacted lives and perspectives. He inspires confidence and composure to make the best better and motivates inner strength and competitiveness. Nobby truly proves the theory that "it's what you say, not how you say it!"

Academics:

- BBA Kent State University 1959
- MBA Case Western Reserve University 1964
- Certified Public Accountant - Ohio 1964

Professional:

- Professional Baseball
- Big 8 Accounting Firm
- Leaseway Corporation
- CEO - accounting firm, 23 years

Inductee:

- Greater Cleveland Sports Hall of Fame
- Greater Akron Baseball Hall of Fame

Co-Founder:

- Medina County Community Fund-501(c)(3)
- Bluecoats of Medina County-501(c)(3)

Member:

- American Institute of Certified Public Accountants
- Medina Ohio Chamber of Commerce
- National Speakers Association
- Ohio Society of Certified Public Accountants

PRESENTER BIOGRAPHIES

Andrew M. Williams, CPA **Senior Manager** **BKD CPAs & Advisors**

Andy is a member of BKD National Health Care Group, providing financial statement audit, Medicare and Medicaid cost report preparation and reimbursement consulting services for hospitals and health systems throughout the United States.

His 12 years of experience includes working closely with clients to find practical solutions for new accounting issues as well as Medicare and Medicaid regulations that affect client operations or opportunities for additional reimbursement. Andy frequently works with multihospital health systems and is familiar with the complex issues these organizations face.

Andy is a member of the American Institute of Certified Public Accountants, Missouri Society of Certified Public Accountants and Healthcare Financial Management Association.

He is a 2001 cum laude graduate of Missouri State University, Springfield, with a B.S. degree in accounting.

Mark Rukavina **Principal** **Community Health Advisors, LLC**

Mark Rukavina, Principal of Community Health Advisors, LLC, holds an MBA from Babson College and a BS from the University of Massachusetts in Amherst.

He has more than 25 years of experience working on healthcare issues, advising hospitals and other healthcare providers, community coalitions, consumer groups, and public policymakers on community health improvement efforts. Mark is a recognized expert on healthcare access and affordability, medical debt, financial assistance, billing and collection, and community benefit requirements for tax-exempt healthcare providers. Mark has testified before US Congressional committees, published research and policy briefs, and his expertise is frequently sought out by policymakers and the media.

Prior to establishing Community Health Advisors, Mark served as Executive Director of The Access Project a national, non-profit, research and advocacy organization. Before his tenure at TAP, he served as Program Director for a hospital/community partnership in Massachusetts under a national demonstration program sponsored by the American Hospital Association's Health Research and Educational Trust. In March 2013, Mark was invited to join the Healthcare Financial Management Association's Medical Debt Advisory Task Force as a Founding Member. He also served on the National Advisory Committee of the Public Health Institute's Advancing the State of the Art in Community Benefit demonstration program.



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REGISTRATION FORM

Western Reserve AAHAM FALL INSTITUTE September 26 & 27, 2013

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\$99 AAHAM special room rate
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4191 Glenmoor Rd. NW
Canton, Ohio 44718
www.bertraminnglenmoor.com/

To make hotel reservations call 330.966.3600
and make sure you say for AAHAM.



Checks (made payable to AAHAM) and
Registration Form should be sent to:

President & Membership
Diane Murray
AAHAM
Western Reserve Chapter
PO Box 53
Aurora, OH 44202
Phone: (216) 570-1360
Fax: (330) 995-9646
E-mail: dianemurray1114@yahoo.com

AAHAM Member Rate:

- 2-day rate \$175
- 1-day rate \$125

Non-Member Rate:

- 2-day rate \$200
- 1-day rate \$150

Guest Rate:

- \$100

Guest Name _____

Payments made beyond the due date: add \$25
Registration deadline: Thursday, September 5, 2013

****NEW** REGISTER ONLINE**

<http://wraaham.org/site2/activities/>

Please indicate one selection for the afternoon activities:

- Golf on the Jack Nicklaus Signature Course includes:
9 holes, golf cart, bag storage, locker rooms, and driving range for \$75 per person
- \$75.00 Spa Services, choices:
Classic manicure & pedicure
Paraffin dip & Swedish massage
- Wine Tasting
- Individual Exploring

Please note Member and Non-Member rates. For the best value, become an AAHAM member today!
National Dues: \$175 and no charge for local chapter dues.
Go to <http://www.aaham.org/Join/tabid/77/Default.aspx> to join!

Name(s)/Title(s): _____

E-mail Address: _____

Hospital/Company: _____

Total Enclosed: \$ _____

Cancellations must be made three days prior to the meeting to receive a refund or not be billed for an unpaid registration.

Please indicate changes to your contact information below:

Western Reserve...
lighting the way.



VENDOR REGISTRATION FORM

AAHAM Corporate Partner: Registration Fee: \$500 \$ _____
Non-AAHAM Corporate Partner: Registration Fee: \$750 \$ _____
Activity Sponsorship Fee (See Below): \$ _____
Total \$ _____

30 Spots available for the Vendor Fair

Please select which activity you would like to sponsor:

Signage is included for each sponsor

- Shannon Hanson, ACA \$250
- Charles Cataline, OHA updates \$250
- Leadership, Integrity and Success \$250
- Golf Thursday Afternoon Activity \$250
- Wine Tasting \$250
- Open Bar at Dinner/Dance \$250 (multiple sponsorships needed)
- Breakfast Friday September 27, 2013 \$250
- Medicare PPS Regulatory & Legislative Update for Hospitals & Health Systems \$250
- Managing Self-Pay Collections in a Rapidly Changing Healthcare Environment \$250

**Don't forget about the
FREE COOKOUT!**

*If you have questions about the sponsor opportunities please contact Debbie Becker at dbecker@improvefinancialreform.com or 330.864.4422 (ext. 224).

Sponsoring Company Name: _____

Attendees Names: 1. _____ 2. _____

Address: _____ City: _____ State: _____ Zip Code: _____

E-mail address: _____ Telephone: _____

Electric hook-up needed at booth? Yes No

We are holding a Vendor Fair this year for the benefit of conference attendees. Here is your opportunity to showcase your product and meet with leaders from Patient Accounting and other related areas. Professionals that use your products and services, the vendor affair offers networking, social events, and encourages great communication with your customers. With AAHAM's outstanding reputation for education and service, your affiliation only adds to your credibility.

PLEASE MAKE CHECK PAYABLE TO AAHAM AND REMIT PAYMENT TO:

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