March 19–20, 2009

RENAISSANCE GLENDALE HOTEL AND SPA
PHOENIX, AZ

Register by January 16 and SAVE $100!
PUT YOUR RAC WORRIES TO REST

The RAC demonstration program has swept through six states, taking millions of dollars away from providers. Now you must prepare for the nationwide rollout of the permanent RAC program.

Attend *Recovery Audit Contractor Defense: A RAC Readiness Summit* and learn from experienced hospital professionals from California and New York who have already been through the demonstration project. Our multidisciplinary faculty will:

- Demystify the rumors and show you where the permanent RAC program is heading
- Share their experiences and teach you to avoid pitfalls
- Cover the full scope of denial types
- Help you master the intricacies and rules of the appeal process
- Show you how to defend RAC denials and reassess processes moving forward
- Provide tested recommendations and valuable tools to help you prepare

**ARE YOU RAC-READY?**

- Have you conducted a proactive audit?
- Have you used data mining to identify risk areas?
- Is outsourcing for you?
- Do you fully understand the appeals process?
- Are you able to defend RAC denials?
- Have you spoken with someone who has survived RACs?

The RAC is coming to your facility. Attend this READINESS summit and be prepared!

**LEARNING OBJECTIVES**

- Gain knowledge on the current state of the permanent RAC program
- Identify data mining opportunity to assess risk
- Manage medical necessity across all departments, including clinical staff
- Assess internal resources to operationalize RAC requests and appeals
- Create processes to conduct proactive coding audits
- Master the rules regarding one-day and short stays

**WHO SHOULD ATTEND**

- Revenue cycle committees
- Patient access directors and managers
- Business office/PFS directors and managers
- Corporate compliance directors and managers
- Coding directors, managers, and specialists
- Case management directors, and managers
- Rehab directors and managers
- Physicians and physician advisors
- CDI directors, managers, and specialists
- In-house legal counsel

HCPro’s Revenue Cycle Institute offers successful strategies to manage today’s healthcare revenue cycle management challenges. Find in-depth information, analysis, and guidance on issues including patient access, charge capture, coding, billing, reimbursement, revenue recovery audits, and denial management, with a focus on regulatory oversight and compliance, at www.revenuecycleinstitute.com.

FOR INFORMATION, CALL 800/650-6787 OR VISIT WWW.HCMARKETPLACE.COM/SEMINARS.
Patricia Blaisdell is vice president for postacute care services with the California Hospital Association. She provides membership support and advocacy for hospital-based medical rehabilitation and skilled nursing facilities, including policy analysis and interpretation, communication with regulatory bodies and third-party payers, and planning and implementation of educational programs.

Yvonne Focke, RN, BSN, MBA, is a national revenue cycle consultant who has conducted training and education sessions for hospital clients as part of HCPro’s Revenue Cycle Institute. She is a former regional director of revenue cycle management at Mercy Health Partners in Southwest Ohio. Prior to that position, she was director of Access and Care Management for TriHealth Inc. in Cincinnati. She has also served as a presenter on the national stage for professional organizations including HFMA and NAHAM.

Adriana van der Graaf, MBA, RHIA, CHP, CCS, is currently Vice President, Revenue Cycle for Cymetrix. She is based at Saint John’s Health Center in Santa Monica, California. She is responsible for the management of the entire hospital revenue cycle, including Patient Access, Health Information and Patient Financial Services. She has more than 20 years of experience in HIM in roles ranging from a diagnostic coding instructor to many years as an HIM director, and has been responsible for overseeing the medical records functions and policies of numerous separate clinics with staff members working in multiple areas.

Stacey Levitt, RN, MSN, CPC, is director of patient care management at Lenox Hill Hospital in New York City. She has a solid clinical nursing background in both critical care and public health. Her ongoing administrative experience includes over twenty years in healthcare management settings in New York and Pennsylvania. Her areas of expertise include utilization and denial management, reimbursement analysis, performance improvement, professional staff development, and project management. She is known for her in-depth knowledge of Medicare regulations and her passion for effecting increased efficiency, productivity, mastery of insurance coding rules, and realization of appropriate reimbursement. She is an expert in data management and analysis relating to hospital and physician reimbursement.

Tanja Twist, MBA/HCM, is director of patient financial services at Methodist Hospital of Southern California in Arcadia. In her current position she is responsible for oversight of the admitting and business offices at Methodist Hospital, a 460-bed, not-for-profit hospital serving the central San Gabriel Valley in California. She has been in healthcare management for more than 20 years and is the current national finance chairperson for the American Association of Healthcare Administrative Management (AAHAM), the government relations chairperson for the Southern California chapter of AAHAM, and a current member of the Healthcare Financial Management Association (HFMA). She also sits on the advisory board of HCPro, Inc.’s The RAC Report.

Joe Zebrowitz, MD, is executive vice president and senior medical director of Executive Health Resources (EHR) in Newtown Square, PA. In this role, he developed EHR’s suite of clinical revenue cycle management services—endorsed by the American Hospital Association as “Best in Class.” EHR’s programs focus on clinical denial reduction, length-of-stay management, governmental claims, compliance, and physician education through daily physician-to-physician interaction. Zebrowitz works as a physician advisor and medical director at EHR client hospitals, leading clinical denial management and length-of-stay programs, quality initiatives, documentation and compliance programs, and independent peer review processes.

For information, call 800/650-6787 or visit www.hcmarketplace.com/seminars.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 AM–8:00 AM</td>
<td>Registration and continental breakfast</td>
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<tr>
<td>8:00 AM–9:45 AM</td>
<td>General session: State of the union</td>
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<td>Our panel will bring you up to date on where the permanent RAC program is going with notes from the field. They’ll explore what has changed between the demonstration and the permanent program, the mood on Capitol Hill, updates on various proposed legislation, the GAO’s review of the RAC program, and a discussion of “the California Experience.”</td>
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<td>9:45 AM–10:00 AM</td>
<td>Break</td>
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<tr>
<td>10:00 AM–11:30 AM</td>
<td>General session: From the field: A panel discussion</td>
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<td>Our esteemed faculty will share their stories, experiences, challenges and victories with the RAC demonstration project. Their goal is to help you prepare by providing tested recommendations.</td>
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<td>11:30 AM–12:00 PM</td>
<td>Q&amp;A with all panelists</td>
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<td>12:00 PM–1:30 PM</td>
<td>Lunch (on your own)</td>
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<td>1:30 PM–2:30 PM</td>
<td>Breakout sessions</td>
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<td>2:30 PM–2:45 PM</td>
<td>Break</td>
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<tr>
<td>2:45 PM–4:00 PM</td>
<td>Breakout sessions</td>
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<tr>
<td>4:00 PM</td>
<td>Networking Reception</td>
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## AGENDA (continued)

### Day 2
**Friday, March 20**

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<tr>
<th>Time</th>
<th>Activity</th>
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<tr>
<td>7:00 AM–8:00 AM</td>
<td>Continental breakfast</td>
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<td>8:00 AM–9:15 AM</td>
<td><strong>General session: Appeals process</strong>&lt;br&gt;Our faculty will provide a thorough discussion of how to appeal RAC determinations. The session will cover levels of appeal, options regarding what to appeal, timelines and guidelines on operationalizing the process, as well as assessing what it will take financially and from a staffing perspective to do so. Faculty will provide tools and cheat sheets.</td>
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<td>9:15 AM–9:30 AM</td>
<td>Break</td>
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<td>9:30 AM–10:45 AM</td>
<td><strong>Breakout sessions</strong>&lt;br&gt;<strong>BREAKOUT SESSION THREE (choose one of two)</strong>&lt;br&gt;A team approach to manage medical necessity (same as break out session one)&lt;br&gt;During the demonstration project, RACs focused heavily on medical necessity issues. Our speakers will provide:&lt;br&gt;• Ways to integrate case management or install an admitting case manager&lt;br&gt;• Tips to review physician orders for medical necessity&lt;br&gt;• Ways to set up criteria in the emergency department&lt;br&gt;• Steps to ensure criteria are met for one-day stays and observation&lt;br&gt;• Strategies to properly use the Medicare Secondary Payer Questionnaire&lt;br&gt;• Ways to identify data mining opportunities to determine risk areas&lt;br&gt;• Components of Rehab medical necessity&lt;br&gt;• Frequent errors/vulnerabilities in documenting medical necessity for rehab&lt;br&gt;• Implications of RAC for rehab services admissions and documentation&lt;br&gt;• Tips to optimize the role of case management and physician advisors&lt;br&gt;<strong>Strategies for coding compliance (same as break out session two)</strong>&lt;br&gt;Our speakers will present:&lt;br&gt;• Analysis of top areas found in demonstration project, including debridement and septicemia&lt;br&gt;• How to conduct proactive audits&lt;br&gt;• How to ensure proper documentation on medical necessity</td>
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<td>10:45 AM–12:00 PM</td>
<td><strong>Breakout sessions</strong>&lt;br&gt;<strong>BREAKOUT SESSION FOUR (choose one of two)</strong>&lt;br&gt;The perfect storm: An exploration of other post billing audits&lt;br&gt;RACs are only one of seven state and federal regulatory bodies charged with auditing your organization. From the Medicaid Integrity Program (MIP) to Comprehensive Error Rate Testing (CERT) to Zone Program Integrity Contractors (ZPIC), our speakers will help you:&lt;br&gt;• Get up to speed to on what these audits are all about and what they’re targeting&lt;br&gt;• Create strategies for risk assessments to make sure you can mitigate the impact this will have on you&lt;br&gt;• Gain understanding from providers who have been battling these regulators, including a look at letters and requests&lt;br&gt;• Operationalize these audits in tandem with RACs&lt;br&gt;<strong>Monitor one-day stays under RAC scrutiny</strong>&lt;br&gt;One-day and short stays were heavily scrutinized in the demonstration program. This session will explore how you can ensure:&lt;br&gt;• Your organization has processes in place to admit appropriately&lt;br&gt;• Your physicians are documenting appropriately and meeting medical necessity,&lt;br&gt;• You have case managers in place to monitor admissions,&lt;br&gt;• Your emergency department is in compliance with admissions</td>
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<td>12:00 PM</td>
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Agenda subject to change.
PROGRAM INFORMATION

To register, call The Revenue Cycle Institute at 800/650-6787, fax the attached registration form to 800/738-1553, or sign up online at www.hcmarketplace.com/seminars.

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DAY 2
7:00 AM–8:00 AM
Continental breakfast
8:00 AM–9:30 AM
General sessions
9:30 AM–12:00 PM
Breakout sessions
12:00 PM
Adjourn

Experience Arizona luxury at Glendale’s four-star hotel, located just nine miles north of Phoenix. The Renaissance Glendale Hotel and Spa offers a full-service Spa Botanica, swimming pool, fitness center, and fine dining. Enjoy the historic downtown, voted “Arizona’s Antique Capital,” where you can explore more than 70 antique and specialty shops adjacent to the beautiful city park. In addition to the historic downtown, shoppers can also visit one of the largest malls in the region, Arrowhead Towne Center. Glendale is home to the NFL’s Arizona Cardinals and the NHL’s Phoenix Coyotes. Take in an ice hockey game at Jobing.com Arena or tour the University of Phoenix Stadium, home of the 2008 Super Bowl.

ADDITIONAL PROGRAMS BEING HELD IN PHOENIX, AZ

March 18  Nursing Peer Review
March 19–20  HCPro’s Workshop on the ANCC Magnet Recognition Program®
March 19–20  Collecting, Analyzing, Presenting Quality Data

Attend more than one program and receive discounted pricing off the standard rate. Register for 2 programs and save 10%; register for 3 programs and save 15%. Call 800/650-6787 for details.

FOR INFORMATION, CALL 800/650-6787 OR VISIT WWW.HCMARKETPLACE.COM/SEMINARS.
CONTINUING EDUCATION
Please visit us at www.hcmarketplace.com/seminars for more information about continuing education credits that will be provided for this program.

RECOVERY AUDIT CONTRACTOR DEFENSE
Early-bird rate—deadline January 16, 2009
$895 Individual attendee $3,580 Team of five
Standard rate
$995 Individual attendee $3,980 Team of five
The program includes one-and-a-half days of intensive, interactive learning, the course workbook and tools, a continental breakfast, and morning and afternoon refreshment breaks.

SEMINAR POLICIES
Cancellation policy
Visit www.hcmarketplace.com/seminars or call 800/650-6787 for details.

Americans with Disabilities Act
If you require special accommodations in order to participate in this educational activity, please contact us at 800/650-6787.

Faculty Disclosure of Vested Interest
HCPro, Inc., has confirmed that none of the faculty/presenters or contributors have any relevant financial relationships to disclose related to the content of this educational activity.

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Can’t make it to the seminar? HCPro’s Revenue Cycle Institute provides on-site educational opportunities. Call us at 800/650-6787 for more information or visit www.revenuecycleinstitute.com.
REGISTRATION FORM—Fax to 800/738-1553, call 800/650-6787, or visit www.hcmarketplace.com/seminars.

REGISTRATION FEES:

- Early-bird rate—January 16, 2009
  - $895 Individual attendee
  - $3,580 Team of five

- Standard rate
  - $995 Individual attendee
  - $3,980 Team of five

Send a team of 4 and your 5th member is FREE!
Call for special offers for teams with more than five participants.

CONTACT PERSON NAME: Attending the seminar: ☐ Yes ☐ No

Title: Dept:
Organization:
Street Address:
City: State: ZIP:
Tel: Fax: E-mail:

NAME OF REGISTRANTS: (Seminar confirmation will be sent via e-mail.)

1st Name: Title:
E-mail:
2nd Name: Title:
E-mail:
3rd Name: Title:
E-mail:
4th Name: Title:
E-mail:
Fifth Member Is FREE!
Name: E-mail:

SELECT YOUR METHOD OF PAYMENT: (Payment is due immediately upon receipt.)

☐ Check enclosed (payable to HCPro, Inc.) ☐ Please bill my organization with PO #
☐ Bill my credit card (check one): ☐ VISA ☐ MC ☐ AmEx ☐ Discover

Signature: Account #: Exp. Date

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