

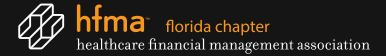
# Come Join the Family

EDUCATE | COLLABORATE | ADVOCATE

## HFMA FLORIDA SPRING CONFERENCE & ANNUAL MEETING

MAY 20-23,  
2018

THE VINOY® RENAISSANCE RESORT & GOLF CLUB  
ST. PETERSBURG, FLORIDA



### FEATURED SPEAKERS



#### JOE FIFER

President & CEO, HFMA

Joseph J. Fifer, FHFMA, CPA, is president and CEO of HFMA. Prior to assuming this position in June 2012, he spent 11 years as VP of hospital finance at Spectrum Health. Mr. Fifer also spent time with McLaren Health Care Corporation, as VP of Finance and Ingham Regional Medical Center, as SVP of Finance and CFO. Mr. Fifer started his career with nine years at Ernst and Young.

Mr. Fifer was the 2006-2007 Chair of the HFMA Board of Directors. He has been an HFMA member since 1983, has served as a chapter president and, for two terms, as an HFMA board member. Mr. Fifer has been a keynote speaker on healthcare finance and reform for organizations including the Center for Medicare & Medicaid Innovation and The Governance Institute. His industry insights have been featured in Forbes, Business Week, The Wall Street Journal, and other leading publications.



#### BRUCE PULVER

Author and VP of Strategic Account Development, MedAssist

Bruce Pulver is an author, encourager, and active public speaker. He is also a Healthcare sales and customer relationship executive with a 30 plus year career in the revenue cycle technology and services industry. Bruce is a VP of Strategic Account Development with MedAssist.

Bruce shares his message with corporations, leadership conferences, schools, family support organizations, job search assistance groups, and others. He teaches and conducts "Learnshop" seminars on the power of our words, is an active blogger and contributor to many motivational publications and has appeared on various "personal improvement and wellness" programs sharing his unique story.

### EDUCATION SESSIONS INCLUDE:

- Authorization Management
- A&A
- Value Based Purchasing
- E.M.E.R.G.E
- POS Collections
- Opioid Crisis
- Speed Networking
- CHFP Training
- Legislative Update
- PIP Repeal
- and more

### VOLUNTEER ENGAGEMENT SUMMIT



**Sunday, May 20, 2018**  
**12:00 pm - 4:30 pm**

#### Location:

Vinoy St. Petersburg Resort & Golf Club

**Register for the Summit [HERE](#)**

As a chapter member, you are invited to attend this "FREE" luncheon and pre-conference meeting to learn more about HFMA and the Florida Chapter.

#### Highlights Include:

- Special presentation by Joe Fifer, President & CEO of HFMA
- How does HFMA benefit me?
- How can it benefit my career?
- How and why should I get involved in my Chapter?
- Where do I fit within HFMA?
- What is the time commitment?

### REGISTRATION IS OPEN!

Registration for the 2018 HFMA FL Spring Conference & Annual Meeting is open!  
**Click [HERE](#) to register today!**

# AGENDA AT A GLANCE

**EARN  
UP TO 21 CPE  
CREDITS TO  
INCLUDE 1 A&A**

## SUNDAY, MAY 20th

12:00 pm - 4:30 pm	Volunteer Engagement Summit
5:30 pm - 7:30 pm	Board Meeting - All Members Welcome
7:30 pm	Dinner on Your Own and Past Presidents Dinner

## MONDAY, MAY 21st

7:30 am - 8:30 am	Breakfast
8:30 am - 8:45 am	Opening Comments
8:45 am - 9:45 am	<b>Keynote Session: Update from National</b> presented by Joe Fifer, President & CEO, HFMA
9:45 am - 10:00 am	Break
10:00 am - 11:30 am	<b>General Session: Authorization Management Panel</b> moderated by Mike Bickers, HFMA FL Chapter President; panelists include Linda Rehder, RN, BSN, CCM, CHPN, CLNC PCM Hillsborough and Hernando, Florida Blue; Stacy Galik, LMHC, CCM Director, Hospital Care Coordination West & Polk Regions, BayCare Health System; Christine Benn, Director, John's Hopkins All Children's Hospital; Christine Laramée, M.D., CMO Central-North Florida, United Healthcare
11:30 am - 12:30 pm	Lunch
12:30 pm - 1:30 pm	<b>General Session: What's Going on in Healthcare Today</b> presented by Dr. Stephen Ullmann, Professor and Chair, Department of Health Sector Management and Policy Director, Center for Health Sector Management and Policy and Special Assistant to the Provost School of Business Administration University of Miami
1:30 pm - 2:30 pm	<b>General Session: What Hospitals Need to Know Before Terminating Their Relationship With a Health Plan</b> presented by Doug Wolfe, Founder, Wolfe Pincavage, LLP
2:30 pm - 2:45 pm	Break
2:45 pm - 3:45 pm	<b>General Session: A&amp;A – Revenue Recognition</b> presented by McCrae Bennett, CPA, Audit Senior Manager, Crowe Horwath LLP
3:45 pm - 4:45 pm	<b>General Session: How to Reduce Medicare Penalties impacting Reimbursement</b> presented by David Raymond, President and Founder, Clinical / Financial Management Associates
4:45 pm - 5:45 pm	<b>Certification Corner</b> presented by Jeff Zade, Manager of Cost Accounting, Martin Health System <b>Vendor Show case – Speed Networking: Invitation Only</b>
6:00 pm - 7:00 pm	Opening Reception
7:00 pm	Dinner on Your Own

## TUESDAY, MAY 22nd

7:30 am - 9:00 am	Breakfast
7:30 am - 8:30 am	<b>Early Bird Session: A&amp;A – Healthcare Industry Tax Update 2018</b> presented by Scott Mariani, Partner Practice Leader, Healthcare Services Group, Withum
9:00 am - 10:00 am	<b>General Session: E.M.E.R.G.E Revenue Cycle Talent Development</b> presented by Nina Guilford, Program Director - Florida Hospital
10:00 am - 10:15 am	Break
10:15 am - 11:15 am	<b>General Session: When Life Gives You a BAM Moment – Choose Your Words Intentionally – Your Outcomes Depend On It</b> presented by Bruce Pulver, Author and VP of Strategic Account Development, MedAssist
11:15 am - 12:15 pm	<b>General Session: PIP Repeal</b> presented by Renee Jordan, Esquire, Partner, Bacen & Jordan, P.A.; and James Hilton, VP of Business Development, Accelerated Claims
12:15 pm - 1:45 pm	Lunch w/Founders Awards and CHFP Acknowledgment
1:45 pm - 2:45 pm	<b>General Session: POS Collections – SHOW ME THE MONEY</b> presented by Michelle Fox, DBA, MHA, CHAM, Director Revenue Operations/Patient Access, Health First
2:45 pm - 3:45 pm	<b>General Session: Successful Creation of a CIN Network</b> presented by Chuck Cleaver, Senior VP/ Chief Financial Officer, Martin Health System; and Candice Tettamanti, Executive Director, Treasure Coast Integrated Healthcare
3:45 pm - 4:00 pm	Break
4:00 pm - 5:00 pm	<b>General Session: Revenue Cycle Denial Wars</b> presented by Lori Intravichit, CEO, Sunlit Cove Healthcare Consultants; and Becky Tarr, President, Med Performance
6:00 pm - 7:00 pm	President's Reception
7:00 pm - 11:00 pm	Chapter Celebration and Installation Banquet

## WEDNESDAY, MAY 23rd

7:00 am - 8:00 am	Breakfast
8:00 am - 9:30 am	<b>General Session: Do you have a Plan? Active Shooter Preparation</b> presented by Scott Griffith, Staff Officer, Lee County Sheriff's Office
9:30 am - 9:45 am	Break
9:45 am - 10:45 am	<b>General Session: State of the State</b> presented by Rich Rasmussen, VP Membership Relations, Florida Hospital Association
10:45 am - 11:45 pm	<b>General Session: Federal – Legislative Update</b> presented by Kathy Reep, VP Financial Services, Florida Hospital Association
11:45 pm - 12:00 pm	Wrap up & Prizes

## CHAPTER CELEBRATION AND INSTALLATION BANQUET

Come celebrate the success of this year's board and help welcome the 2018 board.

**Tuesday, May 22, 2018**

**President's Reception 6:00 pm – 7:00 pm**

**Dinner and Dancing 7:00 pm – 11:00 pm**



HFMA Florida Chapter is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.NASBARegistry.org](http://www.NASBARegistry.org).

PROGRAM: Intermediate

DELIVERY METHOD: Group Live

FIELD OF STUDY: Specialized Knowledge Unless Otherwise Noted

For more information regarding administrative policies such as refunds, cancellations and complaints, please contact HFMA FL at [florida.hfma@gmail.com](mailto:florida.hfma@gmail.com)