

PHYSICIAN PRACTICE COMPLIANCE CONFERENCE

San Francisco, CA | Sir Francis Drake Hotel

October 7 - 8, 2004

Health Care Compliance Association
5780 Lincoln Drive, Suite 120
Minneapolis, MN 55436

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With your Conference registration receive a copy of HCCA's *Individual and Small Group Physician Practice Compliance: What Every Physician Should Know*
A \$139 value!



Health Care
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BURLING HEALTHCARE CONSULTING, LLP
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- AIS's A Guide to Auditing Health Care Billing Practice
- HPro's Private Practice Success Newsletters
- HPro's Strategies for Healthcare Compliance
- AIS's Physicians Compensation Report
- HPro's Healthcare Auditing Strategies
- CCH Medicare and Medicaid Portfolio
- Nursing Home Law & Litigation Alert
- Hospital Liability & Litigation Alert
- HPro's Group Practice Solutions
- HPro's The Doctor's Office
- Medicare Compliance Week
- Medicare Compliance Alert
- Medical Office HIPAA
- Part B Insider

INFORMATION | REGISTRATION

Thursday, October 7, 2004

- 7:00 - 8:15 am** REGISTRATION & CONTINENTAL BREAKFAST
- 8:00 - 8:15 am** WELCOME AND INTRODUCTORY COMMENTS
- 8:15 - 9:30 am** **Quality of Care and Compliance**
Cheryl Wagonhurst, Chief Compliance Officer, Tenet Healthcare Corporation
Jennifer Daley, MD, Chief Medical Officer, Tenet Healthcare Corporation
D. McCarty Thornton, Esq., Partner, Sonnenschein, Nath & Rosenthal LLP
- 9:30 - 10:45 am** **Incorporating Quality and Utilization Monitoring in a Compliance Program**
Steve Ortquist, JD, CHC, Chief Compliance Officer, Banner Health System
Jennifer Daley, MD, Chief Medical Officer, Tenet Healthcare Corporation
Rory Jaffe, MD, Chief Compliance Officer, University of California Davis Health System
Michael Myers, Jr., MD, MBA, Associate Medical Director, Partners Community Healthcare Inc.
Debbie Troklus, CHC, Assistant Vice President for Health Affairs/Compliance, University of Louisville
- 10:45 - 11:00 am** TRANSITION/COFFEE BREAK
- 11:00 - 12:15 pm** BREAKOUT SESSIONS
- 101 **Confirming the Compliance Program Activities of your Third-Party Billing Company without Breaking the Bank**
David Yarin, Manager, National Healthcare and Life Sciences Regulatory Practice, Deloitte.
Paul Gleis, Vice President and Chief Compliance Officer, Per-Se Technologies
- 102 **Balancing Compliance & Quality...Templates, Encounter Forms & Electronic Medical Records**
Georgette Gustin, CPC, CCS-P, CHC, Director, Physician Coding/Compliance Services, PricewaterhouseCoopers
Marcia Myers, Esq., Partner, Schottenstein, Zox & Dunn
- 103 **Teaching Physician Rule***
Terri Gilbert, CPC, CHC, Director, Physician Services, HP3, Inc
- 12:30 - 2:15 pm** LUNCHEON
Improving Financial and Operational Performance Through Compliance*
Michael Myers, Jr., MD, MBA, Associate Medical Director, Partners Community Healthcare Inc.
- 2:30 - 5:30 pm** **Resident Training Program - Three Hour Session***
Debbie Troklus, CHC, Assistant Vice President for Health Affairs/Compliance, University of Louisville
Georgette Gustin, CPC, CCS-P, CHC, Director, Physician Coding/Compliance Services, PricewaterhouseCoopers
- 2:30 - 3:45 pm** BREAKOUT SESSIONS
- 201 **Anatomy of a Healthcare Fraud Investigation***
Al Josephs, CHC, Director of Corporate Compliance, Hillcrest Health System
Frank Sheeder, Esq., Principal, Sheeder & Welch
- 202 **HIPAA Security Implementation: Will You be Ready?**
Marti Arvin, CHC, Privacy Officer, University of Louisville
- 203 **Achieving Positive Financial Outcomes***
Kathy Merlo, Compliance Director, St. Louis University
Pat Marion, Partner, Compliance Concepts, Inc
- 3:45 - 4:00 pm** TRANSITION/COFFEE BREAK

* Session is NOT approved for Physician CME Credit



- 4:00 - 5:30 pm** BREAKOUT SESSIONS
- 301 **Relationship Between Compliance Officer and Legal Counsel***
Rory Jaffe, MD, Chief Compliance Officer, University of California Davis Health System
Anna Orłowski, Esq., Associate Director, Office of Compliance University of California Davis Medical Center
- 302 **Incident-to - Not Incidental to Your Practice**
Sheryl Vacca, Director, Healthcare and Life Sciences Regulatory Practice, Deloitte.
Nina Tarnuzzer, CPA, MHA, CPC, Associate Director, Office of Compliance University of Florida College of Medicine
- 303 **E&M Documentation & Coding**
Janet Himmelreich, Senior Vice President, CHC Healthcare Solutions
Mary Whalen, Vice President, Regulatory Affairs, Samaritan Medical Center
- 5:30 - 7:00 pm** RECEPTION

Friday, October 8, 2004

- 7:00 - 8:00 am** CONTINENTAL BREAKFAST
- 8:00 - 9:30 am** **Update on CMS Program Integrity Initiatives**
Kim Brandt, Acting Director CMS Office of Financial Management, Program Integrity Group, Centers for Medicare and Medicaid Services
- 9:30 - 9:45 am** COFFEE BREAK/TRANSITION
- 9:45 - 11:15 am** **Stark II Phase II Regulations - What Physicians Should Know**
Gadi Weinreich, Esq., Partner, Sonnenschein, Nath & Rosenthal LLP
- 11:15 - 11:30 am** COFFEE BREAK/TRANSITION
- 11:30 - 12:45 pm** BREAKOUT SESSIONS
- 401 **Physician Recruitment to Existing Groups: Navigating the Legal Landscapes**
Debbi Johnstone, Esq., Partner, Vinson & Elkins LLP
- 402 **Research Compliance for Physician Practice**
Cynthia Boyd, MD, MBA, Associate Vice President, Chief Compliance Officer, Rush University Medical Center
Janis Anfossi, JD, MPH, RN, Director, Corporate Compliance Department/Privacy Office Assistant Corporate Compliance Officer, Rush University Medical Center
Ryan Meade, JD, Michael Best and Friedrich
- 403 **Non-Practitioner Billing and Compliance Issues***
John Steiner, Jr., Esq., Chief Compliance Officer, Cleveland Clinic Health System
Paul DeMuro, Esq., Partner, Latham & Watkins LLP
- 12:45 - 2:00 pm** LUNCH (on your own)
- 2:00 - 3:30 pm** **Expert Panel - Question & Answer**
Emma Wollschlager, Senior Consultant, Sinaiko Healthcare Consulting
Georgette Gustin, CPC, CCS-P, CHC, Director, Physician Coding/Compliance Services, PricewaterhouseCoopers
Al Josephs, CHC, Director of Corporate Compliance, Hillcrest Health System
Cynthia Boyd, MD, MBA, Associate Vice President, Chief Compliance Officer, Rush University Medical Center
Rory Jaffe, MD, Chief Compliance Officer, University of California Davis Health System
Marti Arvin, CHC, Privacy Officer, University of Louisville
- 3:30 pm** ADJOURNMENT

* Session is NOT approved for Physician CME Credit



Continuing Education Credit

ACHE

ACHE Health Care Compliance Association has forward documentation requesting 13 hours pre-approved Category II (non-ACHE) continuing education credits for this program toward advancement or recertification in the American College of Healthcare Executives. Participants of this program wishing to have the continuing education hours applied to Category II credit should list their attendance when applying for advancement or recertification in ACHE.

HCCB

This program has been approved for 15.9 HCCB continuing education credits for compliance certification for the Physicians Conference.

NASBA

The Health Care Compliance Association 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 addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN 37219-2417 www.nasba.org. A maximum of 15.0 credits based on a 50-minute hour will be granted. Recommended experience level for this course is intermediate to advanced. No prerequisites or advance requirements exist for this activity. This is a live-group activity. For more information regarding administrative policies such as complaint or refund, call the HCCA at (888) 580-8373.

AAPC

This program has prior approval of the American Academy of Professional Coders for 13.0 Continuing Education Units. Granting of this approval in no way constitutes endorsement by AAPC of the program, content or the program sponsor.

CME

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of Banner Health and HCCA. Banner Health is accredited by the ACCME to provide continuing medical education for physicians.

Banner Health designates this educational activity for a maximum of 12.25 category 1 credit towards the AMA Physician's Recognition Award. Each physician should claim only those hours of credit that he/she actually spent in the activity.



Compliance Conference Speakers

Al Josephs, CHC, Director of Corporate Compliance, Hillcrest Health System, Waco, TX

Anna Orlowski, Esq., Health System Counsel, University of California Davis Medical Center, Sacramento, CA

Cheryl Wagonhurst, Chief Compliance Officer, Tenet Healthcare Corporation, Santa Barbara, CA

Cynthia Boyd, MD, MBA, Associate Vice President, Chief Compliance Officer, Rush University Medical Center, Chicago, IL

D. McCarty Thornton, Esq., Partner, Sonnenschein, Nath & Rosenthal LLP, Washington, DC

David Yarin, Senior Manager, National Healthcare and Life Sciences Regulatory Practice, Deloitte., Boston, MA

Debbi Johnstone, Esq., Partner, Vinson & Elkins, LLP, Houston, TX

Debbie Troklus, CHC, Assistant Vice President for Health Affairs/Compliance, University of Louisville, Louisville, KY

Emma Wollschlager, Senior Consultant, Sinaiko Healthcare Consulting, Santa Monica, CA

Frank Sheeder, Esq., Principal, Sheeder & Welch, Dallas, TX

Gadi Weinreich, Esq., Partner, Sonnenschein, Nath & Rosenthal LLP, Washington, DC

Georgette Gustin, CPC, CCS-P, CHC, Director, Physician Coding/Compliance Services, PricewaterhouseCoopers, Indianapolis, IN

Janet Himmelreich, Senior Vice President, CHC Healthcare Solutions, Jenkintown, PA

Janis Anfossi, JD, MPH, RN, Director, Corporate Compliance Department/Privacy Office Assistant Corporate Compliance Officer, Rush University Medical Center, Chicago, IL

Jennifer Daley, MD, Chief Medical Officer, Tenet Healthcare Corporation, Santa Barbara, CA

John Steiner, Jr., Esq., Chief Compliance Officer, Cleveland Clinic Health System, Cleveland, OH

Kathy Merlo, Compliance Director, St. Louis University, St. Louis, MO

Kim Brandt, Acting Director CMS Office of Financial Management, Program Integrity Group, Centers for Medicare and Medicaid Services, Baltimore, MD

Marcia Myers, Esq., Partner, Schottenstein, Zox & Dunn, Cincinnati, OH

Marti Arvin, CHC, Privacy Officer, University of Louisville, Louisville, KY

Mary Whalen, Vice President, Regulatory Affairs, Samaritan Medical Center, Watertown, NY

Michael Myers, Jr., MD, MBA, Associate Medical Director, Partners Community Healthcare Inc., Boston, MA

Nina Tarnuzzer, CPA, MHA, CPC, Associate Director, Office of Compliance, University of Florida College of Medicine, Micanopy, FL

Pat Marion, Partner, Compliance Concepts, Inc., Wexford, PA

Paul DeMuro, Esq., Partner, Latham & Watkins LLP, San Francisco, CA

Paul Gleis, Vice President and Chief Compliance Officer, Per-Se Technologies, Atlanta, GA

Rory Jaffe, MD, Chief Compliance Officer, University of California Davis Health System, Sacramento, CA

Ryan Meade, JD, Michael Best and Friedrich, Chicago, IL

Sheryl Vacca, Director, Healthcare and Life Sciences Regulatory Practice, Deloitte., Sacramento, CA

Steve Ortquist, JD, CHC, Chief Compliance Officer, Banner Health System, Phoenix, AZ

Terri Gilbert, CPC, CHC, Director, Physician Services, HP3, Inc., Bethlehem, PA

Conference Objectives

This conference was developed for physicians, managers, and compliance officers. It was designed to provide opportunities for formal and informal interaction with faculty and other attendees to strengthen the learning process. The goal at the completion of the conference is that participants will be able to:

- Discuss the future of health care compliance as related to specialty group practices.
- Review current government initiatives in the field of health care compliance specific to physician group practices.
- Explain the quality of care issues, training and residency compliance issues for specialty group practices.
- Apply the information acquired to their professional responsibilities.

**Space is limited.
Register now!**

Tax Deductibility

Expenses of training including tuition, travel, lodging and meals incurred to maintain or improve skills in your profession may be tax deductible. Consult your tax advisor.
Federal tax ID: 23-2882664

	Cost:	After 9/1
HCCA MEMBERS:	\$495	\$545
Non-Members:	\$595	\$645
HCCA Membership & Registration	\$695	\$745

MAIL:

Include completed registration form with check payable to:
HCCA
5780 Lincoln Drive
Suite 120
Minneapolis, MN 55436

FAX:

Include a completed registration form, with necessary credit card information to:
(952) 988-0146

HOTEL ACCOMMODATIONS:

The conference will be held at the:
Sir Francis Drake Hotel
450 Powell Street
San Francisco, CA 94102

Hotel accommodations are not included in the registration fee. Call the Sir Francis Drake at (800) 227-5480. Indicate that you're attending the HCCA's Physician Practice Compliance Conference to receive the special group rate of \$139 single/double (\$20 additional person). The room rate expires Wednesday, September 22. Reservations received after this date will be accepted on a space and rate availability.

CANCELLATIONS/SUBSTITUTIONS:

No refunds will be given for "no-shows" or cancellations. You may send a substitute; please call the HCCA at (888) 580-8373.

REGISTRATION

PHYSICIAN PRACTICE COMPLIANCE CONFERENCE

OCTOBER, 7 - 8, 2004

- *HCCA Members (\$495) **(please add \$50 to all prices after 9/1)*
- *Non-Members (\$595)
- *HCCA Membership & Registration (\$695)

Session selection: Please indicate below which sessions you would like to attend. This information will be used in planning. You are not obligated to attend selected sessions.

Thursday, October 7

- | | | |
|------------------------------|------------------------------|------------------------------|
| 11:00 - 12:15 pm | 2:30 - 3:45 pm | 4:00 - 5:30 pm |
| <input type="checkbox"/> 101 | <input type="checkbox"/> 201 | <input type="checkbox"/> 301 |
| <input type="checkbox"/> 102 | <input type="checkbox"/> 202 | <input type="checkbox"/> 302 |
| <input type="checkbox"/> 103 | <input type="checkbox"/> 203 | <input type="checkbox"/> 303 |

- Resident Training Program 2:30 - 5:30 pm

Friday, October 8

- 11:00 - 12:15 pm
- 401
 - 402
 - 403

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Organization		
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