

HEALTH CARE CONFERENCE

February 11, 2016
Cobb Galleria Centre
Atlanta, Georgia

Event Codes:
13010,  LS13010



The Georgia Society
of CPAs

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CPE Credit: 8 hours with a possible 2.5 hours A&A

With ongoing developments in health care, your organizations and clients are continually affected. Stay on top of the trends and changes to benefit your company and clients.

The 2016 Health Care Conference presents industry leaders discussing a range of issues in the legal, regulatory, audit, valuation, and operational realms of financial health care. Glean new ideas and change the way you approach the health care industry.

Who Should Attend: CEOs, CFOs, CIOs, compliance officers, internal auditors, financial managers, and administrators of hospitals, physician groups, managed care organizations, as well as CPAs with health care clients

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 **LIVE STREAM ATTENDANCE**

Event Code:  **LS13010**

CPE Credit: 8 hours General; 2.5 hours of A&A

Live stream allows you to attend the conference from your home, office or anywhere you can access the Internet. You view the sessions in real time as part of the audience and have interaction with other attendees via chat areas.

Sessions in the program indicated with the  symbol are available to stream.

For more information or to register, visit olc.gscpa.org or call 404-504-2985 or 800-330-8889, Opt. 3.



PROGRAM SCHEDULE

7:15 - 8 a.m.

Continental Breakfast/Registration

8 - 8:05 a.m.

Welcome and Announcements

8:05 - 9:20 a.m.

 A - Volume to Value Payment Models: How to Engage Skeptical Physicians (A&A)

Dr. Kent Bottles, Thomas Jefferson University, Philadelphia, Pa.

Discuss the difficulty of weaning physicians off fee-for-service payment models. Although it seems inevitable that we are gradually embracing value payment models, most physicians do not appreciate the reasons why and they are still supportive of traditional payment models. Dr. Bottles will discuss MACRA, MIPS, patient satisfaction surveys, Physician Compare, the ProPublica Surgeon Scorecard, and much more. Value based payments are changing from abstract theory to concrete pilots that will have winners who will receive more Medicare payments and losers who will receive less Medicare payments.

9:20 - 9:30 a.m.

Break

9:30 - 10:45 a.m.

 B - Implementing a Data-Centric Security Model

Robert Hudock, Epstein Becker & Green, Washington, DC

Data-centric security is a difficult paradigm shift from a network or firewall-centric security model because the vast majority of tools are geared to this model. Adopting a data-centric model would effectively counter many of APT attacks we have seen in the last couple years, and the shift would also be key in addressing issues and concerns resulting from the pervasive use of cloud services and personal devices in the enterprise.

10:45 - 11 a.m.

Networking Break

11 a.m. - 12:15 p.m.

 C - Doctors on the Docket: Physician Transactions in the New Enforcement Environment

William Horton, Jones Walker LLP, Birmingham, Ala.

Examine current fraud enforcement activities against physicians and physician groups; the government's take on fair market value and commercial reasonableness; the increasing importance of financial analysis in fraud investigations; and the impact of the current enforcement environment on physician compensation and physician integration strategies.

12:15 - 1:10 p.m.

Lunch

1:10 - 2:25 p.m.

 **D1 - Georgia by the Numbers: Past, Present and Future**

Chris Kane MBA, DHG Healthcare, Atlanta, Ga.

The health care market in Georgia is large, diverse, and growing. Address recent trends and implications for the future through discussion of metrics and trends for multiple dimensions: financial performance; costs; demand and use rates for inpatient and outpatient services; physician need and supply; access and consolidation.

D2 - Evolution of Hospital

Affiliations: More than Just M&A

Janet Nicoll, KPMG LLC, Atlanta, Ga.

With an increased focus on improving quality, cost, and efficiency hospital affiliations are evolving. Explore large and small scale mergers and acquisitions, co-branding and capital market influences.

2:25 - 2:35 p.m.

Break

2:35 - 3:25 p.m.

 **E1 - Lessons Learned from Tuomey, Halifax and Other Settlements on Physician Service Arrangements**

Summer Martin, Esq.

Dentons Law Firm, Atlanta, Ga.

Gadi Weinreich, Esq.

Dentons Law Firm, Washington, DC

Recent settlements serve as a reminder that physician service agreements shouldn't be overlooked. Examine recent settlements and extract important lessons for the future.

E2 - Performance-Based Physician Compensation


Eric Passon, Advisory Board Consulting and Management, Nashville, Tenn.

In the ever-changing health care industry, compensation models continuously evolve. Learn about the latest compensation models in private practices and hospital/physician arrangements including moving to risk-based models: productivity, clinical outcomes, and strategic initiatives.

3:25 - 3:35 p.m.

Break

3:35 - 4:25 p.m.

 **F1 - The Evolving Role of the CFO in Health Care: Clinical Performance and the Balance Sheet (A&A)**

Bill Hannah, DHG Healthcare Atlanta, Ga.

Over the years the role of the chief financial officer has expanded and evolved with changes in health care. This discussion on clinical performance and the balancing sheet will also touch on risk management.

F2 - Demystifying Commercial Reasonableness in Physician/Hospital Transactions

Lyle Oelrich, MHA, FACHE, CMPE PYA, Knoxville, Tenn.

Recent government cases and settlements have emphasized that commercial reasonableness should be equally assessed for transactions between hospitals and physicians. Discuss the differences between fair market value and commercial reasonableness, share some of the lessons learned from recent government cases and settlements, and offer key insights into determining commercial reasonableness.

REGISTRATION

Event Code: 13010

Name _____ MI _____ Last _____ Member # _____

Company/Firm Name _____

Address _____







City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Registration Confirmation: Mail **OR** Email

Check here if registration includes a change of address:

PRICING INFORMATION

	Members	Nonmembers	LIVE STREAM Members	LIVE STREAM Nonmembers
Early Registration Fee by January 21	\$255	\$355	 \$255	 \$355
Standard Registration Fee	\$315	\$415	 \$315	 \$415
Late Registration Fee after February 5	\$355	\$455	 \$355	 \$455

Cancellation Policy: Cancellations/Transfers made up to three weeks before the seminar or conference will not incur an administration fee. Cancellations/Transfers made during the Standard Fee time frame are subject to a \$50 administration fee. Cancellations/Transfers made within three business days are subject to a \$100 administration fee for members; \$150 for nonmembers. *Cancellations/No shows on the date of the event forfeit the entire registration fee. No refunds or transfers of course fee will be made after the date of the event.*

Turn Form Over for Payment Information 

REGISTER TODAY!

CALL GSCPA CPE Department at 404-504-2985 or 800-330-8889, Opt. 3 to place a credit card order

FAX a completed registration form with credit card information to GSCPA at 404-237-1291

INTERNET registration available at www.gscpa.org


MAIL your completed registration with credit card information or check made payable to The Georgia Society of CPAs to:

The Georgia Society of CPAs
Six Concourse Parkway, Suite 800
Atlanta, GA 30328


BREAKOUT SESSIONS

Choose one session per time slot


1:10 - 2:25 p.m.

-  D1 - Georgia by the Numbers: Past, Present and Future
- D2 - Evolution of Hospital Affiliations: More than Just M&A

2:35 - 3:25 p.m.

-  E1 - Lessons Learned from Tuomey, Halifax and Other Settlements on Physician Service Arrangement
- E2 - Performance-Based Physician Compensation

3:35 - 4:25 p.m.

-  F1 - The Evolving Role of the CFO in Health Care: Clinical Performance and the Balance Sheet (A&A)
- F2 - Demystifying Commercial Reasonableness in Physician/Hospital Transactions

MATERIALS

Choose how you wish to receive conference materials



Download eMaterials

No printed materials provided at the conference

Printed Materials

Will receive printed materials at the conference

 **Live Stream Attendees will receive eMaterials**

PAYMENT INFORMATION

In Person Attendance *OR*  **Live Stream Attendance**

- Use Money on Account
- Check for \$_____ made payable to The Georgia Society of CPAs
- Amount to charge credit card \$_____ Personal Card *OR* Company Card
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ITEMS TO NOTE

If you have a specific dietary or other need, please contact the CPE Department at least one week prior to the conference at 404-504-2985 or 800-330-8889, Opt. 3.



If you have special needs under the Americans with Disabilities Act, please attach a written description or call 404-504-2985 or 800-330-8889, Opt. 3.



TASK FORCE

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FACILITY

Cobb Galleria Centre

2 Galleria Parkway SE, Atlanta, Ga. 30339

770-989-5095

Directions: <http://tinyurl.com/cobbgalleria>

HOTEL

Renaissance Waverly Hotel

2450 Galleria Parkway, Atlanta, Ga. 30339

770-953-4500

Website: www.renaissancewaverly.com

***GSCPA does not have a room block established at any hotel**

PHOTOGRAPHY

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