

HEALTH CARE CONFERENCE

February 17, 2017

Cobb Galleria Centre, Atlanta, Georgia

Event Codes: 13010,  LS13010





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

With ongoing developments in health care, your organization and clients are continually affected. Stay on top of the trends and changes to give your company and clients the most up-to-date information and assistance.

The 2017 Health Care Conference presents industry leaders discussing a wide range of issues in the legal, regulatory, audit, and operational realms of financial health care. Enhance best practices and change the way you approach the health care industry.

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


NEW FOR 2017 - THREE TRACKS OF STUDY

For optimal customization of your learning experience, breakout sessions have three tracks of study: A&A, Tax, Physician Interest

LIVE STREAM ATTENDANCE

Event Code:  **LS13010**

CPE Credit: 5.5 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.

SPECIAL THANKS TO OUR SPONSORS

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FEATURED SPEAKERS



CHRISTOPHER CORNUE

Navicent Health, Chicago, Ill.

As Chief Strategy and Chief Innovation Officer, Christopher Cornue leads Navicent Health's efforts to plan for the future and meet the organization's mission, vision and values. He collaborates with the organization's leaders, caregivers, physicians and community and other key stakeholders to establish and execute on strategy, operations and innovation across the system.

Christopher has more than 20 years of professional healthcare experience. He leverages his expertise in leadership, operations, strategy, physician relationships, thought leadership and clinical performance both domestically and globally. He has been a thought leader at Sg2 where he led the consulting practice, oversaw the Center for the Future, and served as a trusted advisor to healthcare organizations.

He was CEO of McKee Medical Center in Colorado, where he led the organization to strong financial performance and top decile performance in quality outcomes and patient satisfaction while creating an engaged workforce. He was vice president at Sinai Health System, where he held system and medical group leadership, operational and strategic responsibilities. He worked with major academic medical centers nationwide at University HealthSystem Consortium, and held several leadership roles at the University of Chicago Medical Center.



GLEN REED

King & Spalding, Atlanta, Ga.

Glen Reed is a past president of the American Health Lawyers Association. He served as co-chair of the first two American Health Lawyers Association conferences on health care reform in 2010. His practice concentrates on the general representation of health care systems and on specialized projects involving compliance planning, health care industry restructuring, reimbursement, fraud and abuse, antitrust, managed care, health care policy and new service development. The practice has included assistance to several provider organizations in achieving more favorable contractual relationships with payors and enforcing payor/provider contracts.

PROGRAM SCHEDULE

7:15 - 8 a.m.

Registration/Continental Breakfast

8 - 8:05 a.m.

Welcome and Announcements

8:05 - 9:20 a.m.

 **A - Preparing for Future Relevance in Health Care**

Christopher Cornue, Navicent Health, Chicago, Ill.

Hear from Navicent Health's Chief Strategy & Innovation Officer on the importance of understanding disruption and innovation, while keeping an eye on possible future states of healthcare.

9:20 - 9:30 a.m.

Networking Break

9:30 - 10:45 a.m.

 **B - Legal Trends Affecting the Health Care Industry**

Glen Reed, J.D., Tom Hawk, J.D., and Kathy Poppitt, King and Spalding Atlanta, Ga.

Discuss the most important legal trends affecting health care and patients over the past year, as well as a preview of future trends. Included will be discussion of the 2016 Election; repeal of the Affordable Care Act and elements of a replacement program; proposals for Medicaid restructuring and reform; Medicare payment developments and proposals for Medicare restructuring and reform; developments in the managed care marketplace, including insurer merger challenges and provider/payor consolidation; False Claims Act developments relating to implied certifications of compliance; telemedicine developments; HIPAA developments; required medical device incident reporting; proposals relating to drug costs and FDA reform; and other key issues.

10:45 - 11 a.m.

Networking Break

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

 **C - HIPAA Audits: What's Going on Now, What is Coming, and How to Prepare**

Barry Mathis, PYA, Knoxville, Tenn.

HIPAA is certainly nothing new. However, the amount of attention and money being spent to manage HIPAA compliance risks is at an all-time high. Are you getting the full value of the dollars spent? Will you come up short in an audit? Or worse, are there gaps that could lead to breaches? Discuss more than the HIPAA basics. Review actual cases where HIPAA audits failed and why, and learn what auditors are focusing on and what should be done to prepare.

12:15 - 1:10 p.m.

Lunch

1:10 - 2:25 p.m.

A&A TRACK

D1 - FASB Update (A&A)

Keith H. Shurbutt, KPMG, Atlanta, Ga.

Receive updates on standards that impact health care organizations, as well as a discussion of recent accounting and reporting developments impacting health care organizations including, but not limited to, financial statements, not-for-profit accounting standards, and lease accounting.

TAX TRACK

D2 - Telemedicine Legal and Payment Issues

Nathaniel Lacktman, Foley & Lardner LLP, Tampa, Fla.

Learn what is and what is not reimbursed in the market, as well as understand barriers to reimbursement for telehealth services. Examine various reimbursement and funding models that have proven most successful for maximizing ROI and the patient experience and discuss Medicare and commercial health insurance coverage of telehealth services.

PHYSICIANS TRACK

D3 - Hot Issues in Health Care Fraud Investigations

Aaron Danzig, J.D., and Sara Lord, J.D., Arnall Golden Gregory, Atlanta, Ga.

Former federal prosecutors will discuss new cases and laws affecting health care fraud investigations, including the Supreme Court Escobar case and statistical sampling case law. Recent trends in health care fraud enforcement and the role of forensic accountants in defending health care fraud investigations will also be discussed.

2:25 - 2:35 p.m.

Networking Break

2:35 - 3:25 p.m.

A&A TRACK

E1 - Disappearing Fee For Service: Clinical Documentation is Critical to Success (A&A)

D. Wayne Little, CPA, DHG Healthcare, Atlanta, Ga.

The move from volume to value has changed the necessary focus for Clinical Documentation Improvement (CDI) activities. Appropriate Case Mix Index (CMI) does not ensure accurate/appropriate patient acuity. Appropriate reimbursement under Value Based Purchasing and Alternate Payment Models requires different focus than improving CMI, while Expansion of Episodic payments continues to create urgency for health systems.

TAX TRACK

E2 - Georgia Senate Bill 258- Relief for Georgia Rural Hospitals

Jim Creamer, CPA, Draffin Tucker, Atlanta, Ga.

The passing of Senate Bill 258 provides an opportunity for qualified Georgia rural hospitals to receive much needed financial support. This opportunity is made possible by allowing Georgia tax payers to receive "credit" against their Georgia taxable income. Focus on the status of the program to date, the requirements of participating hospitals as defined by the Department of Community Health, and the various tax considerations for individuals in C corporations contemplating a donation to a qualified hospital.

PHYSICIANS TRACK

E3 - Physician Compensation

Michael Barry, MBA, J.D., Arnall Golden Gregory, Atlanta, Ga.

In the ever-changing health care industry, compensations 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.

Networking Break

3:35 - 4:25 p.m.

A&A TRACK

F1 - Consolidations and Reporting (A&A)

Ken Conner, CPA, Elliott Davis Decosimo, Chattanooga, Tenn.

Financial reporting is constantly changing. Learn the latest development in consolidations and reporting and how it affects your clients.

TAX TRACK

F2 - An IRS Update on Hospital Audits and Other Current Developments

Eddie Phillips, CPA, Draffin and Tucker, Atlanta, Ga.

We will review the Section 501(r) standards that tax-exempt hospitals must satisfy in order to retain their tax-exempt status, which includes having a written Financial Assistance Policy and Emergency Care Policy, conducting a Community Health Needs Assessment, limiting the amount charged to patients eligible for financial assistance and restricting certain collection efforts on outstanding patient accounts. In addition, we will cover recently proposed regulations impacting executive deferred compensation arrangements, also known as supplemental executive retirement programs.

PHYSICIANS TRACK

F3 - Identification of Possible Government Claims in Due Diligence for Buyers

Victor Moldovan, J.D., McGuire Woods, Atlanta, Ga.

Discuss identification of possible claims against health care providers and how to address them in due diligence.

REGISTRATION

Event Code: 13010

Name _____ MI _____ Last _____ Member # _____

Company/Firm Name _____

Address _____







City _____ State _____ Zip _____

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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 27	\$255	\$355	 \$255	 \$355
Standard Registration Fee	\$315	\$415	 \$315	 \$415
Late Registration Fee after February 14	\$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!

INTERNET registration available at www.gscpa.org

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


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 - FASB Update (A&A)
- D2 - Telemedicine Legal and Payment Issues
- D3 - Hot Issues in Health Care Fraud Investigations

2:35 - 3:25 p.m.

-  E1 - Disappearing Fee for Service: Clinical Documentation is Critical to Success (A&A)
- E2 - Georgia Senate Bill 258 - Relief for Georgia Rural Hospitals
- E3 - Physician Compensation

3:35 - 4:25 p.m.

-  F1 - Consolidations and Reporting (A&A)
- F2 - An IRS Update on Hospital Audits and Other Current Developments
- F3 - Identification of Possible Government Claims in Due Diligence for Buyers

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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