

The Georgia Society of CPAs

HEALTH CARE CONFERENCE

February 21, 2020 | Atlanta, Ga.

In-Person: 13010

Live Stream: LS13010



**The Georgia Society
of CPAs**



Nonprofit Organization

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Atlanta, Georgia

Permit No. 1366

Health Care
Conference

The Georgia Society
of CPAs



Six Concourse Parkway
Suite 800
Atlanta, GA 30328

HEALTH CARE CONFERENCE

February 21, 2020

Cobb Energy Performing Arts Centre, Atlanta

In-Person Event Code: 13010 | Live Stream Event Code: LS13010

CPE Credit

In-Person: 8 hours with possible 5 hours of A&A Credit

Live Stream: 4.5 General hours, 3.5 A&A hours

Change is happening rapidly in health care. Continually-changing legislation, emerging technology, and a competitive marketplace are just some of the challenges facing CPAs in small- to medium-sized health care organizations.

The **2020 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 your business approach.

Two tracks of study are provided, giving you the flexibility to examine the current state of the health care sector, as well as trends and issues impacting health care providers, governments, payers, patients, and other stakeholders.

FACILITY

COBB ENERGY PERFORMING ARTS CENTRE

2800 Cobb Galleria Pkwy, Atlanta, GA 30339

Directions: www.gscpa.org/public/catalog/facilities.aspx

HOTEL

EMBASSY SUITES ATLANTA – GALLERIA

2815 Akers Mill Road, Atlanta, Georgia 30339 | 866-238-4218

Website: <http://bit.ly/EmbassyGSCPA>

TASK FORCE

Valerie Barckhoff | Windham Brannon

Susan Clark, CPA | Emory University

Tynan Kugler | PYA


Yogesh Patel, CPA | Warren Averett

Jimmie Richter, CPA | Draffin & Tucker

Kelly Thrift, CPA | Dixon Hughes Goodman

LIVE STREAM ATTENDANCE

Event Code:  LS13010 | CPE Credit: 4.5 General hours, 3.5 A&A hours

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.

FEATURED SPEAKERS



Jim Creamer, CPA, CFE
Draffin Tucker, Albany, Ga.



Ron Galloway
818 Research LLC, Augusta, Ga.



Sandria Stephenson, CPA, Ph.D.
Help Doctoral Students Retreat
Suwanee, Ga.



Sean Sullivan, J.D.
Alston & Bird, Atlanta, Ga.

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 - Case Study: Health Care Fraud Meets Tax Fraud (A&A)

Lauren Neal, IRS - Criminal Investigation, Atlanta, Ga.

Health care industry frauds continue to rise. Take a deep dive into fraud case investigation and prosecution relating to health care.

9:20 - 9:30 a.m.

Networking Break

9:30 - 10:45 a.m.

B - The Disrupters: How Big Tech Will Change the Future of Health Care

Ron Galloway, 818 Research LLC, Augusta, Ga.

Examine the impact Amazon, Apple, Google and others will make on health care. The health care industry, especially hospital-based healthcare, is going through a massive disruptive phase, with most of the changes being brought about by 1) new technologies and 2) new entrants, competitive and non-competitive. Discuss the scope of these changes and the impacts and unintended consequences.

10:45 - 10:55 a.m.

Networking Break

10:55 a.m. - 12:10 p.m.

C - 2020 and Beyond: Legal Trends Affecting the Health Care Industry

Tom Hawk, J.D., King and Spalding, Atlanta, Ga.

Kate Stern, J.D., King and Spalding, Atlanta, Ga.

Jennifer Lewin, J.D., King and Spalding, Atlanta, Ga.

A discussion of important legal and business trends affecting the health care industry and patients over the past year and a preview of future trends will be the focus of this session. Included are topics related to federal policy changes, certain 2020 candidates' health policy proposals, the status of ACA health insurance exchanges, Medicare and Medicaid developments, commercial health insurance, provider consolidation, innovations and other key issues.

12:10 - 1 p.m.

Lunch

1 - 2:15 p.m.

D1 - The Three Ps of Healthcare: Solutions for Operational and Clinical Improvements, Revenue Enhancement, and Cost Savings

Sandria Stephenson, CPA, Ph.D., Help Doctoral Students Retreat, Suwanee, Ga.

Engage in a case-based collaborative approach to identify the three Ps (people, productivity, and processes) to understand the organizational and structural changes implemented by hospitals to identify and solve problems. The approach of focusing on the three Ps leads to many changes in rules, procedures, clinical pathways and guidelines.

D2 - Value-Based Contracting (A&A)

Robert "Bob" Paskowski, CPA, PYA, Knoxville, Tenn.

In the current environment, many health systems and physicians are aligning more than ever and organizing as contracting entities to manage their patients. And as the financing of health care transitions from volume to value-based reimbursement, the ability to organize these entities into a clinically-integrated model is paramount to risk-based contracting. Critical challenges are facing these organizations: 1) payers are moving quickly to risk-based contracting models, and 2) provider organizations are uninformed how these models work and how they can benefit.

2:15 - 2:25 p.m.

Networking Break

2:25 - 3:15 p.m.

E1 - Leveraging Blockchain: The Latest in Accounting and Auditing Technology to Patient Care (A&A)

Sandria Stephenson, CPA, Ph.D., Help Doctoral Students Retreat, Suwanee, Ga.

Learn the nuances of blockchain technology and how it is transforming accounting and data digitization, specifically related to patient care data. Health care administrators and accountants should be aware of the impact and challenges of integrating blockchain technology with quality patient care, patient medical records and billing. Leaders will need to devise strategies to adapt their health care administration, clinical and biomedical research and budgets.

E2 - Physician Employment

Sean Sullivan, J.D., Alston & Bird, Atlanta, Ga.

Focus on the compliance considerations and risks related to physician employment, from a legal and regulatory perspective. Discuss fraud and abuse considerations such as the Anti-Kickback Statute and Stark Law, and concepts such as fair market value and commercial reasonableness. Review common physician employment arrangement structures to mitigate the risk of influencing professional decision making in violation of state fee-splitting and corporate practice of medicine restrictions.

3:15 - 3:25 p.m.

Networking Break

3:25 - 4:15 p.m.

F1 - Opportunities Hiding in the Medicare Cost Report (A&A)

Jim Creamer, CPA, CFE, Draffin Tucker, Albany, Ga.

Most providers engage outside professionals to prepare year-end Medicare/Medicaid cost reports. Although such consultants are experienced and knowledgeable in the process, errors and misstatements often occur, sometimes to the detriment of the provider. Explore areas within the cost report to review to maximize the benefits available, and gain insight into the importance of cost report preparation to an organization.

F2 - Tax Update for Exempt Organizations

Travis Patton, CPA, PricewaterhouseCoopers, Washington, D.C.

Michael Hoffman, CPA, PricewaterhouseCoopers, Washington, D.C.

Attend a session designed specifically for health care and other tax-exempt organizations and their affiliated entities to provide a tax update, as well as to address tax reform impacts.

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 31	<input type="checkbox"/> \$280	<input type="checkbox"/> \$380	<input type="checkbox"/> \$280	<input type="checkbox"/> \$380
Standard Registration Fee	<input type="checkbox"/> \$340	<input type="checkbox"/> \$440	<input type="checkbox"/> \$340	<input type="checkbox"/> \$440
Late Registration Fee after February 17	<input type="checkbox"/> \$380	<input type="checkbox"/> \$480	<input type="checkbox"/> \$380	<input type="checkbox"/> \$480

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.*


BREAKOUT SESSIONS

Choose one session per time slot


1 - 2:15 p.m.

-  D1 - The Three Ps of Healthcare: Solutions for Operational and Clinical Improvements, Revenue Enhancement, and Cost Savings
- D2 - Value-Based Contracting (A&A)

2:25 - 3:15 p.m.

-  E1 - Leveraging Blockchain: The Latest in Accounting and Auditing Technology to Patient Care (A&A)
- E2 - Physician Employment

3:25 - 4:15 p.m.

-  F1 - Opportunities Hiding in the Medicare Cost Report (A&A)
- F2 - Tax Update for Exempt Organizations

PAYMENT INFORMATION

- Use Money on Account
- Check for \$_____ made payable to The Georgia Society of CPAs
- Amount to charge credit card \$_____
- Personal Card **OR** Company Card
- Discover MasterCard AmEx Visa

Card Number _____ Expiration Date _____

Name as it appears on card _____

Signature _____



MATERIALS

The Health Care Conference is a paperless conference and all materials will be available electronically as PDFs. Materials will be available to download in advance and participants will receive an email when they are available.

For more information on eMaterials visit: ematerials.gscpa.org.

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.

REGISTER TODAY!

ONLINE 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

MAIL your completed registration with credit card information or check made payable to

The Georgia Society of CPAs to:

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