



2018 CRITICAL ACCESS HOSPITAL AND RURAL HEALTH CLINIC CONFERENCE

September 18-20, 2018 | Reno, NV

WIPFLi

CONFERENCE SESSIONS

Day 1 – Rural Health Clinics

Legislative Changes That Will Impact Your Facilities

8:30 – 10:00 a.m.

Advanced Preparation: None
Level: Basic
Prerequisite: None
Field of Study: Regulatory Ethics
CPE*: 1.5 credits

Do you want your rural health clinic to operate better tomorrow than it is today? Understanding how the market is changing and where new opportunities exist will help you build strategies that are proactive rather than reactive. This session will focus on national rural policy matters impacting rural health clinics, as well as current industry trends.

Learning Objectives:

- Apply your understanding of market trends to the strategic growth of your rural health clinic.
- Understand how legislative changes impact your facility.

Speaker:

Bill Finerfrock, Executive Director – NARHC

Providing Clarity to Complex Medicare Cost Report Issues

10:15 a.m. – Noon

Advanced Preparation: None
Level: Basic
Prerequisite: None
Field of Study: Accounting
CPE*: 1.5 credits

How confident are you that your facility's cost report is accurate? Does it include easily missed services that could increase your reimbursement? This session will focus on advanced topics related to Medicare rural health clinic cost reporting and includes several real-life examples of common cost reporting inaccuracies and opportunities for improvement.



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Learning Objectives:

- Accounting for non-rural health clinic activities and “carve outs.”
- Accumulating encounter statistics.
- Applying provider productivity standards.
- Claiming reimbursement for Medicare bad debts.
- Allocating hospital shared costs to the rural health clinic.

Speaker:

Katie Jo Raebel, CPA, Partner – Wipfli LLP

101s of Incident Command: How to Run Your Emergency Operations Center

1:00 – 2:15 p.m.

Advanced Preparation: None

Level: Basic

Prerequisite: None

Field of Study: Business Management

CPE*: 1 credit

This interactive, hands-on session will provide you with tools, checklists, and resources needed to run and operate your incident command/emergency operations center. During this session, you will fill a role within your facility.

Learning Objectives:

- Overview of HICS/ICS chart.
- Development of position-specific checklists.
- Communications and information flow.
- Documentation.
- Development of tools and resources to effectively manage your emergency operations center.

Speakers: Kim Baldwin, Senior Consultant and Michael Davis, Manager – Wipfli LLP

Top Tips to Enhance Your Billing Processes

2:30 – 3:30 p.m.

Advanced Preparation: None

Level: Basic

Prerequisite: None

Field of Study: Business Management

CPE*: 1 credit



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Your facility cannot capture revenue without effective billing processes. What billing opportunities are you missing? This session will cover important concepts related to Medicare billing in your rural health clinic. Ever get stuck with unique billing items? There will be ample time set aside for you to ask questions regarding billing challenges at your facility. You will also be able to learn from examples shared by other attendees.

Learning Objectives:

- Medicare reporting of CPT/HCPCS codes.
- Common rural health clinic billing issues.
- Billing differences between rural health clinic and non-rural health clinic services.
- Billing for preventive services.
- Rural health clinic revenue codes.
- Flu and pneumococcal vaccine reporting.

Speaker:

Katie Jo Raebel, CPA, Partner – Wipfli LLP

How RHC Revenue Can Be Enhanced by Expanding Medicare Services

3:30 – 4:30 p.m.

Advanced Preparation: None

Level: Basic

Prerequisite: None

Field of Study: Business Management

CPE*: 1 credit

Medicare continues to expand and revise the scope of services that may be covered in the rural health clinic setting. In this session, we will review the most-recent changes to Medicare-covered services and discuss how rural health clinics can expand care to Medicare beneficiaries.

Learning Objectives:

- Review the 2018 update for care management services.
- Identify the potential clinic revenue enhancement for providing wellness visits, general care management, and vaccines.
- Discuss operational barriers to expanding services to Medicare beneficiaries.

Speaker:

Jeff Johnson, CPA, Partner – Wipfli LLP



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Day 2 – Critical Access Hospitals

Opening Session: The Federal Landscape of Rural Health

8:45 – 10:15 a.m.

Advanced Preparation: None

Level: Basic

Prerequisite: None

Field of Study: Business Management

CPE*: 1.5 credits

Rural providers have seen major changes over the last decade in health care delivery. These changes present challenges and opportunities. This session will focus on the potential impact of federal policy on rural providers of care and their communities with emphasis on value-based purchasing and population health.

Learning Objectives:

- Evaluate current federal legislative changes.
- Understand the impact that federal policy has on how you provide care.

Speaker: Brock Slabach, Senior VP Member Services – NRHA

Concurrent: 501(r) Compliance – Will Your Hospital Survive the IRS Audit Traps?

10:30 a.m. – Noon

Advanced Preparation: None

Level: Basic

Prerequisite: None

Field of Study: Auditing

CPE*: 1.5 credits

If your hospital were to be audited today, how confident are you that the policies and compliance plans you have in place meet IRS requirements? In this session, we'll run through the ABCs of 501(r) Compliance, the Community Health Needs Assessment (CHNA), Financial Assistance Policies (FAP), and Extraordinary Collection Actions (ECA).

Learning Objectives:

- How to respond to the IRS notice of an audit.
- Lessons learned from historical IRS 501(r) audits.
- How to help ensure your current policies conform to all of the IRS requirements.

Speakers:

Terri Rexrode, CPA, Director – Wipfli LLP and Mary Jo Werner, JD, CPA, CFF, Partner – Wipfli LLP



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Concurrent: Managed Care Contracting Strategies

10:30 a.m. – Noon

Advanced Preparation: None

Level: Basic

Prerequisite: None

Field of Study: Business Management

CPE*: 1.5 credits

This workshop session will focus on how critical access hospitals can evaluate insurance contracts and how best to manage the contracting process (in economic and non-economic terms). We will also discuss contractual provisions in typical commercial contracts to review during the contracting process as well as how to understand and mitigate risk associated with various contract provisions. This session is a technical workshop designed for critical access hospital CEOs, CFOs, and others involved in the contracting process.

Learning Objectives:

- Evaluate the types of valued-based contracts.
- Determine how to manage the contracting process.
- Understand how to mitigate risk associated with contract provisions.

Speaker: Jane Jerzak, CPA, RN, Partner – Wipfli LLP

Concurrent: Medicare Critical Access Hospital Reimbursement: Greatest Hits and Biggest Mistakes (Part One)

1:00 – 2:30 p.m.

Advanced Preparation: None

Level: Basic

Prerequisite: None

Field of Study: Accounting

CPE*: 1.5 credits

What is most critical when preparing a Medicare cost report is to “get it right.” Throughout the various cost report worksheets, there are items that have a direct impact on reimbursement. As a result of this direct impact, if data is not properly tracked, recorded, and understood, there can be financial consequences. This session will focus on the one “greatest hit” on each significant CAH cost report worksheet and the resolution to avoid the “biggest mistake.” Specific topics covered will include the following: cost report reimbursement elections, tracking patient days and rural health clinic visits, expense allocation, revenue offsets, and trends noted in Medicare auditor adjustments.



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Learning Objectives:

- Understand the most critical aspects in completing the cost report.
- Evaluate the most common mistakes in completing the cost report.

Speakers:

Eric Volk, CPA, Partner – Wipfli LLP

Paul Traczek, CPA, Partner – Wipfli LLP

Erik Prosser, Senior Manager – Wipfli LLP

Concurrent: How to Implement an Effective and Sustainable Labor Productivity Improvement and Cost Reduction Initiative at a CAH

1:00 – 2:30 p.m.

Advanced Preparation: None

Level: Basic

Prerequisite: None

Field of Study: Business Management

CPE*: 1.5 credits

Smaller hospitals face challenges in implementing labor productivity improvements due to their lack of size, volume, and resources. This session will cover an approach for identifying and implementing labor cost saving initiatives for smaller rural and critical access hospitals. It will give an overview of a cost-effective yet rigorous method of identifying, quantifying, and implementing specific initiatives to improve labor productivity and decrease costs.

Learning Objectives:

- Identify labor cost savings.
- Understand how to implement labor cost saving initiatives.
- Quantify how these initiatives can decrease costs.

Speaker: David Kim, Partner – Wipfli LLP

Concurrent: Medicare Critical Access Hospital Reimbursement: Greatest Hits and Biggest Mistakes (Part Two)

2:45 – 4:30 p.m.

Advanced Preparation: None

Level: Basic

Prerequisite: None

Field of Study: Accounting

CPE*: 1.5 credits



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The cost report isn't just a "one hit wonder," but it can be a tool for high-level strategic decision making. With a good understanding of how data is reported on the cost report, you can use the results to analyze costs, compare a contract, review contribution margins, and benchmark against yourself. While it is important to stress that the cost report has its limitations, it may well be one of your best resources when evaluating financial performance at a high level.

Learning Objectives:

- Understand how data is reported.
- Evaluate how to use your cost report as a tool for analysis.

Speaker:

Eric Volk, CPA, Partner and Erik Prosser, Senior Manager – Wipfli LLP

Concurrent: You Get What You Pay For: How to Create Effective Incentives Within a Physician Compensation Plan

2:45 – 4:30 p.m.

Advanced Preparation: None

Level: Basic

Prerequisite: None

Field of Study: Business Management

CPE*: 1.5 credits

There is truth to the old adage "You get what you pay for." This is especially true as it relates to incentives in physician compensation plans. In this session, we will share with you meaningful incentives and how health care reform is pushing and translating these principles into incentives. In addition, we will provide a guide for moving from productivity compensation to including nonproduction incentives. Finally, we will highlight key regulatory pitfalls and land mines you will want to watch out for such as FMV, Stark, Anti-Kickback, and more.

Learning Objectives:

- Learn about the impact that health care reform is having on physician compensation arrangements.
- Understand how traditional physician compensation plans can be shifted to provide new incentives.
- Review key regulatory concerns regarding physician compensation arrangements.

Speakers: Jeff Johnson, CPA, Partner and Jeff Bramschreiber, CPA, Partner – Wipfli LLP



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Day 3 – Critical Access Hospitals

Concurrent: Revenue Cycle Management Panel

8:30 – 10:00 a.m.

Advanced Preparation: None

Level: Basic

Prerequisite: None

Field of Study: Business Management

CPE*: 1.5 credits

Join our panel of experts to discuss, learn, and share best practices for revenue cycle management. Bring your questions and share your ideas for the effective management of your processes beginning with pre-service management through claim integrity to AR management. Leave with a checklist for a healthy revenue cycle and some key performance indicators.

Learning Objectives:

- Evaluate the stages of the revenue cycle.
- Share key performance indicators.

Speakers: Jennelle Fisher, Senior Consultant – Wipfli LLP

Teressa Jacques, CRCR, Senior Manager – Wipfli LLP

Todd Anderson, Manager – Wipfli LLP

Concurrent: We Have Limited Resources. So What Do We Do?

8:30 – 10:00 a.m.

Advanced Preparation: None

Level: Basic

Prerequisite: None

Field of Study: Business Management

CPE*: 1.5 credits

Emergency plans are not a one-size fits all, especially true in rural communities. Rural hospitals and clinics often have scarce resources. This interactive session will explore challenges that rural facilities face in disaster planning, ideas to thinking outside of the box, methods for collaboration, resource sharing and effective communication during a disaster.



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Learning Objectives:

- Assist rural communities in making the most of their resources
- Assess resources that are not currently being utilized
- Create purpose for outside stakeholders

Speaker: Kim Baldwin, Senior Consultant – Wipfli LLP

General Session: Legal Update

10:15 a.m. – Noon

Advanced Preparation: None

Level: Basic

Prerequisite: None

Field of Study: Business Management

CPE*: 1.5 credits

This session will provide an overview of and update on important legal and compliance issues facing rural providers in CAH, RHC, and other provider settings. Topics covered will include CAH Medicare regulatory and payment developments and strategies, provider-based updates, RHC requirements, compliance considerations, and other relevant legal developments.

Learning Objectives:

- Understand the latest legal and compliance updates affecting your facility.
- Evaluate potential compliance issues currently up for consideration on a federal level.

Speaker:

David H. Snow Esq., Shareholder – Hall, Render, Killian, Heath & Lyman, PSC

BE PREPARED: Download your materials prior to conference.

All reference materials (any PowerPoint presentations and/or additional references) for this conference will be available online one week prior to the start.

Before the conference, please download the materials to your computer/device and bring it with you to each session. If you prefer to print the materials, please bring them with you because paper copies will not be available on site.

Internet access and power outlets will be available. Please limit Internet access to checking email and accessing session materials.