The 2016 Conference on Health Reform

Featuring: The latest in legal and financial developments from Washington, the elections, appeals, the IRS, Wall Street's view, quality initiatives, possible game changing new technologies, implementation of the ACA, provider based issues, tax exempt debt, bundled payment initiatives, tax matters, (investor owned and tax exempt providers) EHR, mergers and acquisitions, the wage index and geographic reclassification, Stark, MACRA, value based payments and false claims.

Thursday, October 27th – Friday, October 28th, 2016

San Francisco Marriott Union Square
480 Sutter Street | San Francisco, CA 94108

INSIDE THIS BROCHURE YOU'LL FIND:

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Sponsored by:
Baker Healthcare Consulting, Inc.
Hall Render Killian Heath & Lyman
Hooper Lundy & Bookman, P.C.
THE 2016 CONFERENCE ON HEALTH REFORM

SCHEDULE

WHERE
San Francisco Marriott Union Station
480 Sutter Street
San Francisco, CA 94108

THURSDAY
October 27, 2016
9:00 A.M. – 5:30 P.M.

FOLLOWED BY
Cocktails and Dinner
(Attendee and guest)
6:30 P.M. Cocktails
7:30 P.M. Dinner

Sam's Grill & Seafood
374 Bush Street
San Francisco, CA 94104

FRIDAY
October 28, 2016
8:00 A.M. – 4:00 P.M.

WHO SHOULD ATTEND?
Hospital & System CEOs
Financial & Operational Executives
Key Financial Personnel
Practicing & In-house Attorneys
Government Relations Executives

No advance materials or preparation needed

SYNOPSIS of the Group Live Conference

Our focus will be on the Constantly shifting legal and regulatory landscape and our presenters are well known experts from throughout the U.S. Over 3,000 IPPS hospitals, 90% of the total, have either received or are in the process of receiving settlements totaling billions of dollars as a result of settlements with CMS, all of which began as appeals to the PRRB.

Additionally, we feature presentations on the Medicare final inpatient and proposed outpatient rules, improving quality, new organizational arrangements, Stark enforcement, and the Washington report. Also, the latest on geographic reclassification and wage indexes, tax developments from the IRS, tax exempt debt issues related to health reform, and a Medicare litigation update. We will explain the view from Wall Street and possible new cost saving technologies, a presentation on CHS rulemaking by a Washington insider.

The site for the conference is the new Marriott Union Square. The Union Square area is a vibrant cosmopolitan center of upscale boutiques, department stores, restaurants, art galleries and theaters with easy hop aboard access to cable cars to Nob Hill, China Town, Fisherman’s Wharf and Ghirardelli Square.

Our Thursday evening dinner will be at Sam's Grill and Seafood. The restaurant is a favorite for locals and tourists for its service, fresh seafood and great steaks.
DETAILED SYNOPSIS

Takeaways will include a thorough understanding of the changes that are restructuring the health care system, the relationship between physicians and hospitals and the actions needed to protect future appeal rights of significance to hospitals. Attendees are encouraged to ask questions of the speakers during breaks, lunches and during presentations.

To begin, John Hellow will discuss the final Medicare Inpatient Prospective Payment System (IPPS) regulations and the Proposed Outpatient Rules. Joe Krause and Katrina Pagonis will present new provider based payment policies, which CMS has been tinkering. Paul Smith and Jerimi Ullom will review the use of tax exempt debt as the historical rules regarding tax exempt debt are shifting as a result of the ACA. Our keynote speaker Mr. Mark Harstein will give an insider's view of CMS rulemaking. After spending 26 years with CMS much of it in policy development. After Thursday lunch, Ben Durie and Jennifer Skeels will update us about joint replacement and cardiac packaging, the bundling of payment and the implications. Calvin Chambers and Charles Oppenheim will present the major tax issues of 2016 and look forward as to what else to expect. Then Employee Health Records (EHR) and the changes in "meaningful use" Medicare payment incentives will be covered by Jeff Short and Felicia Sze. The final Thursday afternoon session will have our always popular Litigation and Appeals update again handled by Dan Miller and Robert Roth. Thursday evening, cocktails and dinner will be at one of San Francisco's outstanding seafood and steak restaurants Sam's Grill and Seafood.

Friday, we start with Steve Spiel's Washington report of the developments in Washington including the elections, potential health legislation, possible lame duck session and health legislation in the remaining Obama months. Next we get Wall Street's view of the health care industry and how the ACA is affecting Wall Street's view of the industry and the exciting possible impacts of new technologies on the provision and cost of care by Joe Chiarelli. Bill Berlin and Nina Marsden will next review the new perils in mergers and acquisitions where the regulatory frame work is changing rapidly. Next, Steve Horner, gives practical advice on improving quality. Steve and HCA have done an outstanding job of improving quality over the years and enhancing HCA's position both in prestige and in financial results of operations.

After Friday lunch, Charles Oppenheim and Joe Wolf will review the Stark Law changes, the compliance trends and what to expect in the near term. Kelly Carroll and Delphine O'Rourke will discuss MACRA and Value Based Physician Payment, two of the hottest issues in healthcare. The False Claims and Qui Tam Actions will be reviewed by Ritu Cooper and Precious Gittens. For the final presentation Dale Baker and Joe Krause will discuss Medicare Geographic Reclassification and the wage index that together determine almost 70% of total Medicare inpatient payment and 60% of outpatient payment.

REGISTRATION INFORMATION

Fees & Accommodations

Conference fee: $875.00
Fee is due at the time of registration which includes Thursday lunch, and refreshments in the afternoon with cocktails and dinner in the evening. A continental breakfast, refreshments and lunch will be provided on Friday.

We have a block of rooms at the Marriott for registrants at the rate of $269 per night. There are a limited number of rooms available at this rate, therefore, we recommend booking your room early. There are a limited number of rooms at the discounted rate if you would like to stay Friday and/or Saturday night. For reservations call 1-800-228-9290 mention you are with The Conference on Health Care Reform by September 30, 2016.

CPE & CLE CREDIT

The conference includes 14 hours of CPE and is eligible for 11.5 hours CLE credit.
AGENDA

Thursday, October 27, 2016

9:00-9:30 AM .......... Registration
9:30-10:30 ............... IPPS Update – John Hellow
10:30-11:15 AM .......... Provider-Based/Site Neutral – Joe Krause & Katrina Pagonis
11:15-11:45 AM .......... Tax Exempt Debt – Paul Smith & Jerimi Ullom
11:45-12:30 PM ............ What goes on behind the curtain? An insider’s report to CMS rulemaking – Marc Hartstein
12:30-1:30 PM.............. Lunch
1:30-2:15 PM............... Joint Replacement & Heart Issues (Bundles of Joy) – Ben Durie & Jennifer Skeels
2:15-3:00 PM............... Tax Matters – Calvin Chambers & Charles Oppenheim
3:00-3:15 PM............... Break
3:15-4:30 PM............... Meaningful Use & EHR – Jeff Short & Felicia Sze
4:30-5:30 PM............... Litigation & Appeals Update – Dan Miller & Robert Roth

Friday, October 28, 2016

8:00-8:30 AM............... Continental Breakfast & Registration
8:30-9:30 AM............... The Washington Report & Election Preview – Steve Speil
9:30-10:15 AM ............. New Technologies & Wall Street’s View of Health Care Investments – Joe Chiarelli
10:15-10:30 AM .......... Break
10:30-11:15 AM .......... New Perils in Mergers & Acquisitions – Bill Berlin & Nina Marsden
11:15-12:00 PM .......... The Continued Evolution of Quality Reporting by CMS – Steve Horner
12:00-1:00 PM.............. Lunch
1:00-1:45 PM............... Compliance & Stark – Charles Oppenheim & Joe Wolfe
1:45-2:00 PM............... Break
2:00-2:45 PM............... MACRA & Value Based Physicians – Kelly Carroll & Delphine O’Rourke
2:45-3:30 PM............... False Claims & Qui Tam Actions – Ritu Cooper & Precious M. Gittens
3:30-4:00 PM............... Geographic Reclassification and Wage Index – Dale Baker & Joe Krause
THE 2016 CONFERENCE ON HEALTH REFORM

SPEAKERS

Dale E. Baker, President, Baker Healthcare Consulting, Inc.: Dale represents over 1,500 U.S. hospitals on geographic reclassification, wage index and other issues. Dale works closely with hospital associations and law firms and is a federal lobbyist.

Bill Berlin, Attorney, Hall Render: Bill concentrates his practice on counseling and defending hospitals, health systems, physicians and other health care providers in federal and state antitrust enforcement agency investigations, as well as litigation, involving mergers and acquisitions, joint ventures and provider networks, exclusionary conduct by dominant firms and contracting provisions between hospitals, physicians and health plans. His litigation and government investigations frequently involve managing difficult procedural issues, including large-scale electronic discovery. Bill also serves as a monitor, arbitrator and mediator in antitrust disputes between health care entities. Recently, Bill was appointed Monitoring Trustee by the Department of Justice and approved by the court to oversee a multi-billion dollar merger divestiture.

Kelly Carroll, Attorney, Hooper, Lundy & Bookman: Kelly's practice focuses on representing clients in the health care and life sciences industries in a wide range of regulatory, transactional and litigation matters, including areas such as reimbursement, HIPAA, health information technology, regulatory compliance, and long term care issues. In addition, she advises States on matters involving federal funding of state health care programs and disputes with the Centers for Medicare & Medicaid Services (CMS). Kelly recently advised the legal task force of a state health information exchange on genetics issues.

Calvin Chambers, Attorney, Hall Render: Calvin counsels clients in the areas of tax and tax exemption, business transactions and services, employee benefits, and corporate counsel services at Hall Render. He regularly advises health care providers on business and transaction matters, including hospital/physician joint ventures, acquisition of medical practices, corporate governance and a variety of employee benefit issues.

Joseph Chiarelli, Chief Executive Officer, Chiarelli & Company: Prior to becoming CEO of Chiarelli & Company, Joe held a variety of positions with J.P. Morgan Chase and Oppenheimer & Co., and has earned the designation "Institutional Investor All Star" for both equity and high yield research. Joe received the "Best on the Street" designation by the Wall Street Journal. Joe managed over $10 billion in investable funds and has served as CFO of two highly profitable subsidiaries of J.P. Morgan Chase.

Ritu Kaur Cooper, Attorney, Hall Render: Her practice consists of representing health care providers such as hospitals and health systems in litigation, regulatory and compliance matters with a particular focus on fraud and abuse and compliance as well as internal and government investigations. She also serves as General Counsel for Capital Clinical Integrated Network, a care coordination entity providing the D.C. Medicaid population with care coordination services. Prior to joining Hall Render, Ritu represented hospitals, health systems and laboratories in government investigations. She also provided regulatory and compliance advice to hospitals, laboratories and medical device companies with respect to the Medicare fraud and abuse laws.

Ben Durie, Attorney, Hooper, Lundy & Bookman: Ben's practice includes healthcare-related business transactions and general corporate representation for healthcare entities, including structuring contracts between hospitals and physicians, fraud and abuse compliance issues and the purchase and sale of healthcare facilities. Ben specializes in hospital mergers and acquisitions and Stark related compliance issues including self-disclosures for hospitals and hospital chains. He presents regularly on fraud and abuse matters, and has recently focused on assisting clients with the implementation of MACRA and its impact on physician compensation.

Precious Gittens, Partner, Hooper, Lundy & Bookman: Precious is a former federal prosecutor who defends health care providers in both federal and state white collar criminal cases. She advises clients concerning false claims, anti-kickback and self-referral matters, self-disclosures to the OIG and development of compliance plans. Precious specializes in preparing corporate providers for criminal and civil proceedings and has substantial litigation experience involving the False Claims Act, health care fraud, contract and regulatory disputes and business torts.
Marc Hartstein, came to HPA with 26 years of CMS Medicare experience. His areas of focus have included Medicare payments for inpatient hospital services, outpatient hospital services, physician services, Part B drugs, and clinical laboratory fee services among others. Marc has been central to the development of such issues as the Medicare Severity DRGs, the 2 midnight rule, off-campus hospital outpatient department payments, and regulations to implement Medicare’s new clinical laboratory fee schedule. Marc has also worked extensively with the legislative branch.

John Hellow, Regulatory Department Chairperson, Hooper Lundy & Bookman: Since 1982, John has represented hospitals in a wide variety of Medicare and Medicaid payment disputes before federal and state administrative agencies and courts. He is lead regulatory payment counsel for some of the country’s leading hospital companies. John is payment counsel to the Federation of American Hospitals where he has primary responsibility for directing industry comments on federal program payments.

Steve Horner, MBA RN, Vice President, Clinical Analytics, Clinical Services Group, HCA: Stephen Horner is responsible for public reporting, pay for performance reporting, patient and physician engagement surveys, outcomes measurement, clinical analytics and reporting for HCA, Inc. Under his leadership HCA developed a risk-adjusted outcomes measurement and reporting application, the Comprehensive Health Outcomes Information System (CHOIS) that has enabled HCA to reduce complication and mortality rates at its hospitals. He also led the development of HCA’s Clinical Outcome Measure Evaluation and Transmission (COMET) system.

Joe Krause, Attorney, Hall Render: Joe practices in the area of health care law with a focus on business transactions, reimbursement matters and tax and tax exemption. He earned both his undergraduate degree in accounting and his J.D. from the University of Wisconsin. He is also a C.P.A. and has authored several articles.

Nina Marsden, Attorney, Hooper, Lundy & Bookman: Nina has a broad range of experience assisting health care providers, including hospitals, pharmacies, and laboratories, with licensure and certification, regulatory compliance, operational issues, and ownership changes. Additionally, she is experienced in dealing with Medicare reimbursement issues and regularly assists clients in preparing appeals to the Provider Reimbursement Review Board. Nina received her B.A. degree in Communication Studies and a B.A. degree in Psychology, magna cum laude, from the University of California, Los Angeles in 2003. She received her J.D. from Boston University School of Law in 2006.

Dan Miller, Attorney, Hall Render: Mr. Miller’s practice focuses in the areas of health law reimbursement, compliance and litigation issues, with a particular emphasis on Medicare & Medicaid reimbursement issues. A member of the Health Law and Litigation sections of the American Bar Association and the State Bar of Wisconsin, Mr. Miller is a member of the American Health Lawyers Association and has been in private practice since 1985 and has practiced before the PRRB on many occasions.

Charles Oppenheim, Partner, Hooper Lundy & Bookman: Charles was named outstanding California Health Law Attorney for 2013 (Chambers). He served as a guest lecturer at the UCLA School of Law and at the UCLA School of Public Health, and lectures on Stark to AHIA, HFMA and HCCA. He has authored publications, including: 2008 American Health Lawyers Association Monograph on Stark Law, the fourth edition of a treatise he first wrote in 1998 and is Chair of the firm’s ACO Task Force, and has been elected Chair of the California State Bar Association’s Health law committee for 2013-14.

Delphine O’Rourke, Attorney, Hall Render: Delphine serves as Managing Partner of the Philadelphia office of Hall Render. She concentrates her practice on representing national health systems and advises clients in the areas of strategy, general counsel services and government relations & health policy. Additionally, she regularly speaks to stakeholders on a variety of health care issues that affect hospitals and hospital systems including fraud and abuse enforcement, health care reform and the role of generative boards of directors. Delphine previously practiced with the elite global law firms of Shearman & Sterling and Linklaters in New York City. She clerked for the United States District Court for the Eastern District of Pennsylvania.

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Katrina Pagonis, Attorney, Hooper Lundy & Bookman: Katrina advises providers on the Health Insurance Marketplaces, health care reform, managed care contracting, and fraud and abuse. Katrina is a former Assistant Professor of Law at Hamline University School of Law and a Law Clerk on the United States Court of Appeals for the Ninth Circuit and the US District Court for Nevada.

Robert L. Roth, Attorney, Hooper Lundy & Bookman: Bob spent eleven years in government with the HHS Office of General Counsel and earlier in the State of Maryland in various capacities and has been in private practice since 1993. He has extensive experience in Medicare payment litigation including arguing a case before the Supreme Court. In March of 2014, Bob was the Program Chair for the AHLA 2014 Institute on Medicare and Medicaid Payment Issues.

Jeff Short, Attorney, Hall Render: Jeff advises large and small companies on legal issues relating to computer hardware, computer software, technology, privacy, copyright, trademark, and the Internet. He concentrates on information technology and privacy issues relating to health care entities, including hospitals, physician groups and pharmaceutical companies. Jeff has made numerous presentations relating to HIPAA and technology procurement in health care, including speaking at a National HIPAA Summit.

Jennifer Skeels, Attorney, Hall Render: Jennifer’s practice focuses on advising hospitals on a broad range of operational issues, including physician contracting, clinical services and patient care issues, medical staff relations, regulatory and compliance matters, corporate counsel services and reimbursement. She worked as a registered nurse in both Indiana and Illinois prior to attending law school.

Paul Smith, Attorney, Hooper Lundy & Bookman: Paul advises clients in health care and other industries on health information privacy and security, corporate formation and governance, joint ventures, financing, reimbursement and regulatory compliance. He also represents technology companies in transactional, financing and licensing matters, and data privacy and security. Paul serves as co-general counsel to the Hospital Council of Northern and Central California, a regional association of hospitals and advises health care providers on health information privacy and security compliance, and incident response.

Steven Speil, Executive Vice President, Health Finance & Policy, Federation of American Hospitals: Steve manages the Federation’s broad portfolio of payment policy issues. He serves as the association’s chief liaison with the CMS. Previously, Steve served as Associate Vice President, for the Health Industry Manufacturers Association (now AdvaMed).

Felicia Sze, Attorney, Hooper, Lundy & Bookman: Felicia is a recognized expert in Medicaid and Medicare reimbursement matters, focusing on both the managed care and fee-for-service programs. She advises healthcare providers, including hospitals, clinics, post-acute providers, pharmacies, durable medical equipment suppliers, and others, on a wide array of compliance and reimbursement matters and in disputes with managed care entities and government payors. She regularly reviews, revises and negotiates managed care contracts with a focus on those using alternative payment models.

Jerimi Ullom, Attorney, Hall Render: Jerimi’s serves as borrower’s and bond counsel to the firm’s health care and business clients and also routinely serves as lender’s and/or underwriter’s counsel in a myriad of financing transactions. His services include bond counsel, borrower’s counsel, underwriter’s counsel, issuer’s counsel, letter of credit bank counsel and lender’s counsel.

Joe Wolfe, Attorney, Hall Render: Joe provides advice and counsel to some of the nation’s largest health systems, hospitals and medical groups on a broad range of regulatory, operational and strategic matters. He regularly counsels clients on a national basis regarding compliance-focused physician compensation strategies. He is a frequent speaker on issues related to the physician self-referral statute (Stark Law), hospital-physician transactions, physician compensation governance and health care valuation issues. He currently serves as vice-chair of the Fair Market Value Affinity Group of the American Health Lawyers Association, the nation’s largest organization dedicated to legal issues in the health care industry.
The Conference on Health Reform

October 27th and 28th, 2016

Registration Form

Mail to: Baker Healthcare Consulting, Inc. or Fax form to: 317-631-0302
500 North Meridian
Suite 400
Indianapolis, IN 46204

Email form to: bakerhealthcare@yahoo.com

Name(s) ____________________________________________

Title ____________________________________________

Number Attending Cocktails and Dinner Thursday, October 27th _________

Name of Hospital or Facility ________________________________________

Address _________________________________________________________

_______________________________________________________________

Telephone Number _______________ Email Address ____________________

Please return this form with payment to us by September 30, 2016.

Please call us at 317- 631-3613 with any questions you may have regarding Conference Registration.

For information regarding refund, complaint and program cancellation policies, please contact our offices at 317-631-3613.

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