



**hfma™** western michigan chapter  
healthcare financial management association

**Western Michigan Chapter  
Finance  
Thursday, March 18, 2010  
Watermark Country Club  
Grand Rapids, Michigan**

Dear HFMA Members,

Don't miss our Finance Program on March 18<sup>th</sup>. At this meeting you should:

- Develop a basic understanding of reimbursement and cost reporting and how they translate into contractual adjustments
- Understand costs at a procedure level, be able to identify cost containment opportunities and develop a monitoring "tool kit"
- Know the many variations of Universal Healthcare as it currently exists in other countries and how that relates to what has been proposed in the United States

These national speakers are experts in their specific areas and will help facilitate a program that will be very beneficial to you at a reasonable cost. In addition, Vickie Seal will be giving an MHA update on the various happenings within our State political environment.

Please note that by registering seven days prior to the meeting, or by March 11<sup>th</sup>, you'll receive the lower early-bird registration rate of \$55 for members and \$80 for non-members. After that date, the rates will be \$65 and \$90, respectively. **REFUND POLICY:** If cancellation is received by March 15<sup>th</sup>, we will be happy to refund the registration fee. Unfortunately, we're unable to offer refunds for cancellations after March 15<sup>th</sup>.

Our next event will be Spring Conference on May 26-28 at Soaring Eagle Casino & Resort. Please contact me or any member of the Program Committee if there are specific topics and/or speakers that you'd like to see covered during this program year...we value your input and want to ensure that your educational needs are met.

**Please register at your earliest convenience by faxing your registration form to Pam Allen. Her contact information is on page two. Registering as soon as possible will help the chapter ensure that we have adequate space for the number of attendees and that we provide our caterer with the appropriate number for lunch.**

We look forward to seeing you at the meeting!

Catherine Sinning, Program Chair 616-643-9148 or [cathy.sinning@spectrum-health.org](mailto:cathy.sinning@spectrum-health.org)

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**HFMA WESTERN MICHIGAN CHAPTER**

**Finance**

**Thursday, March 18, 2010**

**Watermark Country Club**

**Grand Rapids, Michigan**

- 8:45 - 9:15           Registration
- 9:15 - 9:20           **President's Remarks**  
Tim Wescott, Chapter President, Western Michigan HFMA
- 9:20 - 10:50          <http://www.ftc.gov/bcp/edu/pubs/articles/art10.shtm>**David Raymond ,**  
**Clinical/Financial Management Associates**  
Universal Healthcare is not the same as Socialized Healthcare
- 10:50 – 11:00        Break
- 11:00 - 12:00        **Anthony Colarossi**  
Constructing a Cost Containment Strategy for a Competitive Healthcare  
Environment
- 12:00-1:00           Lunch
- 1:00 - 1:30           **MHA Update**  
Vickie Seal, Director of Finance
- 1:30 – 3:00           **Bill Lubaway, Lubaway, Masten & Company, Ltd**  
Accounting for Contractuals – The Basics and More

## **Topic: Universal Healthcare is not the same as Socialized Healthcare**

### **Description: Why the United States needs Universal Healthcare in order to remain competitive**

- The many variations of universal healthcare in France, Germany, United Kingdom, Japan, Canada, Switzerland and Taiwan
- How do people, hospitals and physicians feel about their systems in each of these countries?
- What do these systems all have in common?
- Implications for healthcare transformation in the US

**Presenter Information: David C. Raymond** is the President and Founder of Clinical / Financial Management Associates which specializes in DRG management. David has his Masters degree from the University of Michigan, School of Public Health in Health Care Administration and Health Gerontology.

His experience includes six years of clinical experience in an emergency department, six years of program management for PSROs and nine years in health care administration at a community hospital. He was responsible for Strategic Planning and Program Development, DRG management, physician recruitment and practice start-up, and a key liaison with the medical staff. Throughout this time he worked closely with finance, the clinical staff and physicians to maintain profitability and advance the hospital.

Nineteen years ago he founded CFMA to assist hospitals and physicians to work together to achieve and maintain profitability under DRGs. The focus of CFMA is on achieving a team relationship between clinical and financial sides of the hospital, as well as between hospital and medical staff. Practical bottom-line results are achieved through facilitating clinical support for high quality and clinically effective care practices and improved physician documentation for quality and reimbursement purposes. David has 27 years of experience in helping hospitals and their medical staffs to successfully manage under DRGs.

## **Topic: Constructing a Cost Containment Strategy for a Competitive Healthcare Environment**

### **Description:**

- Understanding costs at a procedure level
- What are the three principal cost containment opportunities
- Development of a monitoring “tool kit”
- What are the near-future threats that require a cost-containment strategy

**Presenter Information:** Tony has over 25 years of healthcare services experience comprising acute medical/surgical, behavioral health, physician services, managed care, and home health services. Tony has held various executive management positions within non-profit and for-profit hospitals and health care systems. Tony’s background includes both provider-based and consultative experience in financial operational improvement; business plans development and proforma analysis, revenue cycle management, and information systems integration and project management. Experience implementing labor productivity standards and systems for OrNda Healthcare, Tenet Healthcare, and Columbia HCA facilities. As an executive or consultant to several large and mid-size healthcare organizations, he performed or coordinated the analysis of capital improvement projects, additions or enhancements to service line operations, physician recruitment, and business acquisitions or divestitures. Tony currently manages the Healthcare Consulting Services for Plante & Moran’s hospital clients.

**Topic:** Accounting for Contractuals – The Basics and More

**Description:**

- Develop a basic understanding of reimbursement and cost reporting
- Learn how these translate into contractuals
- Compare pros and cons of balance sheet versus P&L models
- Relate theory to actual practice

**Presenter Information:** **Bill Lubaway** received his undergraduate degree from the University of Detroit School of Commerce & Finance, and an MBA from the University of Detroit. He is a Fellow of the Health Care Financial Management Association, past president of the Eastern Michigan Chapter, and continues to be active in the chapter. In 2008, he received national HFMA's highest recognition – the Fredrick Morgan Award for lifetime contribution to healthcare.

Mr. Lubaway worked with financial and revenue realization teams as a manager at Touche Ross & Co., where he specialized in health care and served as a national resource person for provider reimbursement issues. He continued in these roles as a partner at Plante & Moran, and most recently as founding partner of Lubaway, Masten & Company. He also served as the Chief Financial Officer at Botsford General Hospital, Mercy Hospitals of Detroit, and Sinai-Grace Hospital.

Watermark Country Club  
5500 Cascade Road  
Grand Rapids, MI 49546

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