



General Information

IRM's Best Practice Revenue Management Forum

February 19-21, 2008

Plan now to attend IRM's 2008 Revenue Management Best Practices Forum!

IRM is proud to host this February's forum in Orlando, Florida and have prepared the following information in anticipation of your attendance.

Lodging/Forum Location

We have a block of 2 bedroom, 2 bath grand suites at a discounted corporate rate of **\$175.00** per night + tax at:



**12550 Floridays Resort Drive at International Drive South
Orlando, Florida 32821**

www.floridaysresortorlando.com

For Reservations Call: 1-866-797-0022

Please reference **"IRM"** when making your reservations.

You must identify yourself as a participant otherwise you might not be quoted the proper rate and/or told the hotel is sold out in error. The discounted corporate rate will also be available for three days before and after the event should you wish to stay longer. Be sure to make your reservations as soon as possible, as rooms will be released for general sale after **January 7, 2008** **Deadline extended to January 21, 2008!**

A credit card guarantee is required for all reservations. The hotel accepts all major credit cards. Check in at the hotel is 3:00 p.m., check out is at 12:00 p.m.

High Speed Internet access is available in the rooms and is complimentary with your stay.

Cancellations must be made 72 hours prior to arrival date. If you cancel after the 72 hours, you will be charged one night's room and tax. No shows and early departures will be billed.

For travel planning purposes, please note that the forum will be set on the following tentative schedule:

Tuesday, February 19, 2008	Optional Pre-Forum Meetings	9:30 a.m. to 1:30 p.m. (Lunch included)
Tuesday, February 19, 2008	Hosted Dinner and Reception	6:00 p.m. to 8:00 p.m.
Wednesday, February 20, 2008	All Day Meeting / Roundtable	7:30 a.m. to 5:00 p.m.
Thursday, February 21, 2008	Meeting Continuation / Closing	7:30 a.m. to Noon

A forum agenda will follow under separate copy closer to the event.

Air Transportation

The Floridays Resort Orlando is located 14.5 miles from the [Orlando International Airport](#).

Driving Directions

From Orlando International Airport

Take 528 West (Beach Line Expressway) to I-Drive South. Turn Left and drive 3.5 miles resort is on the right.

From Orlando

I - 4 West to 528 East (Beach Line Expressway) to I-Drive South. Turn Left and drive 3.5 miles resort is on the right.

From Tampa

Take Interstate 4 heading East to Exit 71. Make a right at the exit onto Central Florida Parkway. At the first stop light make a right onto Westwood Blvd. Drive approximately 2.3 miles to International Drive South. Make a right at the stop light and drive approximately 1.2 miles; the Floridays Resort Orlando entrance will be on your right. Look for the signs.

From South Florida & The Turnpike

Take the Turnpike North to Osceola Parkway, to Exit 249. Turn left onto Osceola Parkway / Dart Blvd. From Dart Blvd, turn right onto Orange Blossom Trail / US 441 N /US 1792 N. Merge onto FL 417S / Central Florida Greenway via the ramp on the left toward Tampa / Disney World (Portions Toll). Take the International Drive Exit - Exit 6 toward SR - 535 / SR - 536, take the International Drive North ramp, merge onto International Drive South, make a u-turn at Crossland onto International Drive South. You will see the sign for the Resort entrance.

From I- 95 South

From I-95 S, merge onto I-4 West via Exit 260B toward Orlando. Take the SR 528 Toll Exit - Exit 72 - toward International Airport/ Cape Canaveral. Merge onto FL 528 Beach Line (Portions Toll), take the International Drive Exit - Exit 1, take the ramp toward Sea World, turn left onto International Drive South, go about 3.8 miles, make a right onto the Resort, look for Resort sign.



Parking

Complimentary parking is available at the resort.

Meals Provided

Breakfasts: Plated breakfasts will be provided both Wednesday and Thursday mornings.

Breaks: Mid-morning and afternoon breaks will be provided on Wednesday; and a morning break on Thursday.

Lunch: Lunches will be provided on Tuesday and Wednesday.

Dinner: A dinner will be provided on Tuesday evening.

If you require a special meal for religious or other dietary needs (i.e. Kosher or vegetarian), please notate it on your registration form or notify us in advance so we can make the appropriate arrangements

Attire

While attending our three-day conference, we suggest that you come in business casual attire.

We look forward to seeing you at to the 2008 Revenue Management Best Practices Forum! Our annual forum allows us to continue building a lasting relationship with you through partnership and teamwork. If you have any questions please feel free to contact me directly at (760) 448-1036 or via e-mail at jvansant@irminconline.com

See you there!

Jennifer Vansant
Marketing Manager



Registration Form

IRM's Best Practice Revenue Management Forum

February 19-21, 2008

Option 1: Registration online at: www.irminonline.com/news_bestpractice.htm

Option 2: E-mail your registration to jvansant@irminonline.com

Option 3: Print and Fax your registration to: 760-476-0088

Your Name: _____

Badge Name: _____

Title or Position: _____

Facility: _____

City: _____

State: _____

Telephone: _____

Fax: _____

E-mail: _____

Meal Planning: Check all of the following that you will be attending:

- | | | |
|--------------------------|------------------------------|------------------|
| <input type="checkbox"/> | Tuesday, February 19, 2008 | Lunch |
| <input type="checkbox"/> | Tuesday, February 19, 2008 | Dinner/Reception |
| <input type="checkbox"/> | Wednesday, February 20, 2008 | Breakfast |
| <input type="checkbox"/> | Wednesday, February 20, 2008 | Lunch |
| <input type="checkbox"/> | Thursday, February 21, 2008 | Breakfast |

Please note any special dietary needs below:

Hotel Information

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For reservations call: 1-866-797-0022
Reservations deadline: January 7, 2008

Please reference "IRM" when making your reservations to receive the conference rate of \$175.00 per night.

For additional information contact:
Jennifer Vansant at (760) 448-1036 or jvansant@irminonline.com



IRM's Best Practice Revenue Management Forum

Floridays Orlando Resort, Orlando, Florida

Optional Pre-Forum Workshops

Tuesday, February 19th, 2008 (Palm I and II)

9:30 am – 1:30 pm

6:00 pm – 8:00 pm

9:30 – 11:00

Intermountain Healthcare: Queries for Identifying Missing Charges

Chris Martinelli and Kearston Bradshaw, Intermountain Healthcare, Utah

Intermountain Healthcare created a queries process to help catch charges which uses coding pairs to identify missing charges. These coding pairs can be as simple as CT with contrast missing the contrast as a separate charge. There is over 125 queries setup to run at various times to catch these missing charges.

11:00 – 12:00

Lunch

12:00 – 1:30

If it Wasn't Documented it Didn't Happen: Making Revenue Happen Through Improved Clinical Documentation

Kristi Stanton, Director of Clinical Data and Documentation, IRM

In real estate the mantra is location, location, location, but in health care reimbursement, it's documentation, documentation, documentation. With the implementation of MS-DRGs, major changes to APCs in 2008, and the advent of reporting of quality indicators for both inpatients and outpatients, documentation is becoming more critical to the bottom line. Does your documentation meet industry standards? Are there gems hidden in the medical record that could potentially increase revenue? Kristi will present an overview of the challenges facing coders and clinicians alike as the industry struggles with new payment policies and discuss how facilities can work to improve clinical documentation. If your facility has a documentation problem, this presentation cannot be missed.

1:30 – 6:00

On your own – Take some time out to explore Orlando or just get settled into the beautiful Floridays Orlando Resort

6:00 – 8:00

Reception / Dinner

Join us for a welcome dinner and reception with featured keynote speaker Robert D. Ramsey, Jr., Chief Financial Officer, Our Lady of the Lake Regional Medical Center, Baton Rouge, LA

Wednesday, February 20th, 2008 (Palm I and II)

7:30 am – 5:00 pm

7:30 – 8:00

Breakfast

8:00 – 8:15

Welcome and Participant Introductions

Jack Duffy, Founder and Director, IRM

Welcoming and introductions of IRM staff as well as self-introduction by participants.

8:15 – 9:45

Make it Happen Team Values – Keys to Building a High Performing Team!

Gary J. Borgstede, MBA, CPA – System Vice President, Ochsner Health System, Louisiana

Author of: "The Make it Happen Journey"

Health care organizations spend millions of dollars each year to better manage their revenue cycles and improve cash flow. Continued process improvement initiatives, system redesigns, workflow reengineering, performance management, and intensive training and development are all important components to successful bill and collect physician as well as hospital services quickly



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and cost effectively. However, without a strong team value system that the people within the business office can identify with and be held accountable to, a high performing business office team may possibly never be achieved. This session will motivate you as a leader plus help you discover Make It Happen Team Values that can serve as the foundation for your team to successfully fulfill its vision and consistently achieve its goals and objectives.

9:45 – 10:15 RAC: Overcoming Operational Challenges During the Audit Process - Proactive Measures for a Smoother Process

Sabrina Cottrell, Director, Patient Financial Services, Florida Hospital, Miami, FL

With all of the requests coming in through the mail, it is vital to keep track of the requests and records that you are sending out. Florida Hospital, in Orlando FL, has devised a system to maintain a database that includes a spreadsheet that enables the hospital to look up requested documents. This session will focus on:

- *Finding and retrieving old claims in the allotted timeframe*
- *How you can track and log everything that has been pulled and sent out*
- *Preparing the HIM department for the quickest retrieval*
- *How to address the increased manpower and time used during this process*

10:15 – 10:30 Break

10:30 – 11:00 PI Roundtable Presentations

11:00 – 12:00 OIG Enforcement Efforts

Paul Belton, Vice President, Corporate Compliance, Sharp Healthcare, San Diego, CA

This session on the OIG enforcement efforts and the hot button issues that hospitals need to watch for in 2008 will discuss the following points:

- *2008 OIG Compliance efforts and trends*
- *Analysis of new cases and settlements*
- *Hospital compliance challenges and risks*

12:00 – 1:00 Lunch

1:00 – 2:00 Two Presentations: Physician Services; and The Perfect Storm: Why There is No Good News in Hospital Reimbursement in '08

Jack Duffy, Founder and Director, IRM

2:00 – 3:00 PI Roundtable Presentations

3:00 – 3:15 Break

3:15 – 5:00 Recent Issues in Medicare Bad Debts

Joanne B. Erde, Partner, Duane Morris LLP, Miami, FL

This session will address CMS' current position that bad debts that are at a collection agency when they are claimed are not allowable, including the a discussion of the underlying basis for this position, the status of this issue, current litigation and practical suggestions on how to avoid big bad debt disallowances. Additionally, since providers are being required to recall their bad debts sooner, there is a renewal of interest in selling bad debts. This session will also address the issues that arise if a provider sells its bad debts.

Managed Care Contracting – The Pitfalls of Managed Care Agreements

Nanette O'Donnell, Partner, Duane Morris LLP, Miami, FL

Nanette O'Donnell will focus this session on the top 10 pitfalls associated with managed care contracting.



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Thursday, February 21st, 2008 (Palm I and II)

7:30 am – Noon

- 7:30 – 8:00** **Breakfast**
- 8:00 – 8:30** **PI Roundtable Presentations**
- 8:30 – 9:30** **Roundtable Discussion**
Join fellow participants for a fun, informative and interactive session to discuss hot topics affecting our industry. Exchange ideas on key industry topics and expand your networking opportunities through this unique, roundtable discussion format.
- 9:30 – 10:30** **The Evolving Role of the VP of Revenue Management**
Bruce Short, Founder and Director, IRM
- 10:30 – 10:45** **Break / Voting time**
- 10:45 – 11:45** **CBR Academy Awards**
Kristi Stanton, Director of Clinical Data and Documentation, IRM
The first Annual CBR Academy Awards! Awards will be given to facilities that have shown initiative in implementing IRM's CBR projects. The awards will be based on CBR projects that have been rolled out since August through the end of 2007. Eligible facilities must have performed one or more of the CBR projects that IRM has rolled out and have entered the audit findings into the CBR Software application. Awards will be presented in the following categories:
- *Most Completed IRM CBR Projects*
 - *Most Completed CBR PI Initiatives (based on IRM projects)*
 - *Biggest Financial Impact (Compliance or Revenue Enhancement)*
- 11:45 - Noon** **PI Contest winner announcements; Wrap up and planning for the next meeting**
Bruce Short, Chief Executive Officer, IRM, Inc.