



hfma[™] kentucky chapter
healthcare financial management association

2012 FALL EDUCATION INSTITUTE

TOPICS INCLUDE:

LETTING OTHERS HAVE YOUR WAY

THE JOPLIN STORY: COLLABORATION AND INTEGRATION

CIO ROUNDTABLE

HFMA PEER REVIEW PROCESS

DENIAL PREVENTION

**FINDING YOUR NICHE: 5 KEY POINTS FOR HEALTHCARE INDUSTRY
EXECUTIVES**

**HEALTHCARE'S ECONOMIC OUTLOOK: THE IMPACT OF
HEALTHCARE REFORM AND OTHER TRENDS ON THE SUPPLY CHAIN**

AND MUCH MORE!

FALL EDUCATION INSTITUTE

OCTOBER 25-26, 2012

Earn 13.0 CPE credits at Griffin Gate Marriott, Lexington, Kentucky



SCHEDULE

THURSDAY, OCTOBER 25, 2012



7:30 – 8:00

REGISTRATION

8:00 – 8:15

WELCOME, OPENING REMARKS

Theresa Scholl – KY Chapter HFMA President

8:15 – 9:45

KEYNOTE SPEAKER: LETTING OTHERS HAVE YOUR WAY

Keynote Speaker: David Yoho – Professional Educators, Inc.

9:45 – 10:00

MORNING BREAK 1

10:00 – 11:15

GENERAL SESSION: THE JOPLIN STORY: COLLABORATION AND INTEGRATION

Speaker: Greg Meier – ROI

11:15 – 11:30

MORNING BREAK 2

11:30 – 12:30

MORNING BREAKOUT SESSION

SESSION A: HEALTHCARE FUTURE | IMPROVING LIVES THROUGH THE SHARING OF KNOWLEDGE

Speaker: Kevin Rapp – Microsoft

SESSION B: EFT/ERA STANDARDS AND OPERATING RULES – A WHOLE LOTTA SHAKIN' GOIN' ON!

Speaker: Pam Grosze – PNC Healthcare

SESSION C: DENIAL PREVENTION

Speaker: Linda Fotheringill – Washington and West, LLC

12:30 – 1:15

LUNCH

1:15 – 2:30

GENERAL SESSION: CIO PANEL DISCUSSION

Moderator: Rodney Murphy – CIO of the KY Cabinet for Health and Family Services

Panelists: Randy McCleese – VP of IS & CIO of St. Claire Regional Medical Center

Jackie Lucas – VP & CIO of Baptist Healthcare System

Dr. Carol Steltenkamp – CMIO of University of Kentucky Healthcare

Sheldon Tyndall – CIO of TJ Samson Community Hospital



SCHEDULE

2:30 – 2:45

AFTERNOON BREAK 1

2:45 – 3:45

AFTERNOON BREAKOUT SESSION

SESSION A: MEDICARE READMISSION PENALTIES FOR 2013

Speaker: Mark Aspenson – Avery Telehealth



SESSION B: MAXIMIZING SCHEDULE H CHARITY REPORTING WITH MINIMAL FINANCIAL IMPACT

Speakers: Arvind Krishnaswami and Jack Hodge – Medlytix, LLC

SESSION C: NATIONAL PERSPECTIVES ON LABOR MANAGEMENT: USE OF COMPARATIVE DATA AND BENCHMARKING FOR EFFECTIVE BUDGETING

Speaker: Craig Dickinson – Premier, Inc.

3:45 – 4:00

AFTERNOON BREAK 2

4:00 – 4:30

GENERAL SESSION: HFMA PEER REVIEW PROCESS

Speaker: Jonah Michael – First American Healthcare Finance

4:30 – 5:00

GENERAL SESSION: KHA UPDATE

Speaker: Steve Miller – Kentucky Hospital Association

5:00 – 6:00

VENDOR HALL RECEPTION: COCKTAILS AND LIGHT HORS D'OEUVRES

6:30 – ???

SOCIAL: CASINO NIGHT, DRINKS & HEAVY HORS D'OEUVRES



SCHEDULE

FRIDAY, OCTOBER 26, 2012



7:30 – 8:00

REGISTRATION

8:00 – 9:30

**GENERAL SESSION: FINDING YOUR NICHE:
5 KEY POINTS FOR HEALTHCARE INDUSTRY EXECUTIVES**

Speaker: Michael Lincoln – Lillibridge Healthcare Services, Inc.

9:30 – 9:45

MORNING BREAK 1

9:45 – 10:45

MORNING BREAKOUT SESSION

SESSION A: WHAT CAN INTERNAL AUDIT DO FOR YOU

Speaker: Brad Adams – Vanderbilt University Medical Center

SESSION B: MANAGING PHYSICIAN RELATIONS AFTER INTEGRATION

Speakers: Wayne Villanueva, MD, FACS – Baptist Neurological Surgery and Steven Ratliff – Blue & Co., LLC

10:45 – 11:00

MORNING BREAK 2

11:00 – 12:00

GENERAL SESSION: HEALTHCARE'S ECONOMIC OUTLOOK: THE IMPACT OF HEALTHCARE REFORM AND OTHER TRENDS ON THE SUPPLY CHAIN

Speaker: Kayla Sutton – Premier, Inc.



SPEAKER INFORMATION

THURSDAY, OCTOBER 25, 2012

8:15 – 9:45

LETTING OTHERS HAVE YOUR WAY: DAVID YOHO – PROFESSIONAL EDUCATORS, INC.



David Yoho is one of America's most respected business advisers – he helps organizations develop new customers – convert them to loyal advocates – and keep them for life.

He's president of Professional Educators Inc, a creative marketing agency that provides systems, direction and guidance to help companies obtain new accounts at profitable margins.

David has created and produced more than 300 audio and video training programs. His electronic magazine The Professional Educator is read world-wide.

David Yoho challenges and entertains his audiences with a fast-paced, hard-hitting style. He's been described as a combination of Dick Cavett, Billy Graham, Peter Pan and Beetlejuice.

He's been honored with the designation CPAE – which means he's one of only 175 members of the Speakers Hall of Fame – this group includes General Colin Powell, President Ronald Reagan, Dr. Norman Vincent Peale, Elizabeth Jeffries, Liz Curtis Higgs and Zig Ziglar.

10:00 – 11:15

THE JOPLIN STORY: COLLABORATION AND INTEGRATION: GREG MEIER - ROI



Greg Meier is executive director of finance at ROi. Greg is responsible for ROi's financial operations, analytics, planning and strategy and organizational development.



Greg joined ROi as a proven senior financial and operations executive with more than 20 years of experience in health care and finance at companies such as Express Scripts, Inc., Valitès Health Services, Inc., and Ernst & Young. His background includes extensive experience in supply chain, pharmacy, primary care, behavioral services, network development and underwriting.

Greg has spoken on numerous health care, finance and supply chain topics and participated in the Healthcare Financial Management Association's (HFMA) 2010 Roundtable Discussion on physician integration. Greg was published in HFMA's *Healthcare Cost Containment* magazine. In addition, he served as a keynote speaker at the 2011 World Congress

SPEAKER INFORMATION

Leadership Summit on Health Care Supply Chain Management, featured speaker at HFMA's 2012 Annual National Institute as well as presenting to the Council of Supply Chain Management Professionals and the Council of Supply Chain Executives.

Greg is a member of HFMA, the American Institute of CPAs, the Missouri Society of CPAs, Financial Executives International and the Association for Corporate Growth. He is a Certified Public Accountant and holds bachelor's degrees in accounting and finance from Truman State University.

11:30 – 12:30



SESSION A: HEALTHCARE FUTURE | IMPROVING LIVES THROUGH THE SHARING OF KNOWLEDGE: *KEVIN RAPP – MICROSOFT*

Kevin lives in Louisville, KY and serves as Director of Healthcare Strategy focused on the transformation of healthcare within strategic clients in the Louisville, KY market.

Kevin has an outstanding healthcare information technology senior leadership background of nearly 15 years with a focus on healthcare transformation. His past roles include serving as Director of Business Development for Informatics Corporation of America (ICA) a leading Health Information Exchange (HIE) provider where he was responsible for product strategy within relationships such as Intel and Emdeon. Prior to ICA Kevin consulted within the Healthcare industry including development of a product focused on delivering patient and family engagement within long-term care. Kevin has also served as Senior Vice President of Sales at Healthcare Recovery Services (Trover Solutions) and as Vice President of Business Development for Allscripts Healthcare Solutions where he was responsible for channel sales and product strategy for industry leaders such as IDX (GE Healthcare), LabCorp, Welch Allyn and NextGen as well as their VAR channel. Kevin's responsibility spanned both enterprise and SMB product and sales teams where he was a key player in increasing market share and product adoption in many top tier accounts across the US. Kevin has been a regular industry spokesperson and won a national award for Allscripts.

Kevin holds a BSBA in Marketing from the University of Louisville School of Business and is a Kaufman Foundation FastTrac graduate. Kevin serves as a board member for Global Youth IT and is an active supporter of several charities throughout his community.

SPEAKER INFORMATION



**SESSION B: EFT/ERA STANDARDS AND OPERATING RULES – A
WHOLE LOTTA SHAKIN’ GOIN’ ON!:** *PAM GROSZE – PNC
HEALTHCARE*



Pam Grosze is the Vice President of Payer Services for PNC Bank’s Healthcare Division, which provides financial and revenue cycle management solutions to hospitals, healthcare providers, and other healthcare organization

Pam has spent more than 20 years in healthcare environments, implementing and supporting healthcare EDI transactions for leading companies, including PNC Bank and RelayHealth. She has worked with numerous healthcare EDI transaction types, including claims, remittances, claim status, eligibility, and acknowledgements. She has extensive knowledge and expertise in clearinghouse operations, revenue cycle management, remittance posting products, and payer processing.

Pam has been directly involved in industry committees and organizations, including ASC X12, Workgroup for Electronic Data Interchange (WEDI), Committee on Operating Rules for information Exchange (CORE), and HFMA. As part of participating in these organizations, she currently co-chairs WEDI’s subworkgroup on Electronic Funds Transfer and X12’s workgroup on 835 Healthcare Claim Payments.



SESSION C: DENIAL PREVENTION: *LINDA FOTHERINGILL –
WASHINGTON & WEST, LLC*



Linda Fotheringill is a founding member of Washington & West, LLC, and is a nationally recognized expert on Denial and Appeals Management. Ms. Fotheringill successfully assists hospitals across the country, overturning “hopeless” denials and generating millions of dollars in otherwise lost revenue. She has also represented clients in insurance contract disputes and medical malpractice litigation. Ms. Fotheringill began her career as a hospital-based Physician Assistant in the areas of general surgery, oncology, neurosurgery, and trauma. She also had fourteen years of experience in the insurance industry as a claims representative with Medical Mutual Liability Insurance Society of Maryland. Ms. Fotheringill graduated cum laude from the University of Baltimore School of Law and is a member of the Health Care Financial Management Association, American Association of Healthcare Administrative Management, National Association of Healthcare Access Management, American Trial

SPEAKER INFORMATION

Lawyers Association, and the Maryland State Bar Association. She has published numerous articles on appeals and payment recovery in Hospital Case Management, Hospital Access Management, and Hospital Payment and Information Management, and co-founded the Denial Management Institute. Ms. Fotheringill has provided denial management education for organizations such as the American Hospital Association, the California Hospital Association, the Missouri Hospital Association, the Indiana Hospital Association, and the Georgia Hospital Association. In addition, she has provided presentations for the HFMA National and HFMA Regional Chapters, as well as for AAHAM, CAHAM, and NAHAM. Ms. Fotheringill is also a lead developer of Quantum Appeals, a state-of-the-art denial prevention and intervention software application.

1:15 – 2:30

CIO PANEL DISCUSSION

Moderator: Rodney Murphy – CIO of the KY Cabinet of Health and Family Services

Panelists: Randy McCleese – VP of IS & CIO of St. Claire Regional Medical Center

Jackie Lucas – VP & CIO of Baptist Healthcare System

Dr. Carol Steltenkamp – CMIO of University of Kentucky Healthcare

Sheldon Tyndall – CIO of TJ Samson Community Hospital

2:45 – 3:45

SESSION A: MEDICARE READMISSION PENALTIES FOR 2013: MARK ASPENSON – AVERY TELEHEALTH



Mark Aspenson, CEO of Avery Telehealth, which is part of the Avery Group, a privately held multimillion dollar healthcare company that started in 2003 and based in Scottsdale, AZ. Mr. Aspenson is an expert in the area of readmissions, care transition planning and telehealth. He has been published in HFM Magazine on these topics. Mr. Aspenson was recognized as one of the Top 35 Entrepreneurs Under 35. He is cofounder of the Summit Group for top performers. Mr. Aspenson is also on the Board of Directors for Interior Systems International. Mr. Aspenson is an active member of the American Telemedicine Association and Healthcare Financial Management Association.

SPEAKER INFORMATION



SESSION B: MAXIMIZING SCHEDULE H CHARITY REPORTING WITH MINIMAL FINANCIAL IMPACT: ARVIND KRISHNASWAMI AND JACK HODGE – MEDLYTIX, LLC



With more than a decade of experience in industry evaluations, business strategies, data analytics, data mining and predictive modeling, Arvind has pioneered new analytical frameworks and solutions for a number of industries including brokerage, insurance, mortgage, automobile financing and others.

Arvind has devoted years to evaluating the healthcare industry revenue cycle process - including patient process flow, patient collection and recovery systems, associated data and data architecture, government regulations, and financial impacts - through meetings with senior management at various hospitals as well as in-depth data analysis. This body of work has resulted in a new analytical model for analyzing healthcare data, which in turn transforms that data into tremendous cost savings and improved margins.

Prior to launching Medlytix, Arvind worked at Equifax Predictive Sciences where his duties included leading a team of consultants in identifying and solving complex problems using advanced technology and analytics across a spectrum of industries, including financial services, telecommunications and utilities, mortgages, personal finance, insurance, healthcare and brokerages. Arvind has significant experience in the design and development of generic, industry specific and customized scores utilizing data from credit databases, demographic databases and other sources. Arvind holds a BS in electrical engineering from National Institute of Technology, Surat, India, and an MS in electrical engineering. He also earned an MBA in finance from Southern Methodist University in Dallas, Texas.



Jack leads Medlytix's business development efforts, drawing from years of experience in the mergers, acquisitions, and start-ups of small-to-medium size businesses.

During the mid-1990s, Jack worked independently as a financial strategist and consultant to various companies ranging from healthcare to technology.

SPEAKER INFORMATION

Jack participates on the board of directors of several for-profit and not-for-profit organizations including Northeast Georgia Health System in Gainesville, Ga. where he serves on the finance committee and Good News Clinics, which provide free medical and dental services and prescription drugs to the working poor and less fortunate. Jack studied at the University of Georgia.

**SESSION C: NATIONAL PERSPECTIVES ON LABOR MANAGEMENT:
USE OF COMPARATIVE DATA AND BENCHMARKING FOR EFFECTIVE
BUDGETING: CRAIG DICKINSON – PREMIER, INC.**

Craig Dickinson is a Premier Award Winner for 2011, awarded to 15 individuals in the company who show innovation, a passion for performance and have demonstrated, through their actions, strong customer focus. Craig is responsible for ensuring the satisfaction of clients using our labor management comparative database (Operations Advisor) as well as the infection control and safety and quality products that Premier offers.

In addition, Craig is a labor management content expert for Premier and has had the responsibility for the setting up of labor management programs across the United States. In his previous role (through June 2011) he had direct staff responsibility for fourteen Premier resource coaches and two Performance Engineers. He provided guidance to each of these individuals on the setting up of processes for the effective management of staffing through budget compliance, comparative benchmarking and networking of peer-to-peer. He was also a Performance Partner at Legacy Health Systems (a six-facility health system located in Portland Oregon) and is currently the Partner at Southeast Alabama Medical Center (a 400-bed tertiary facility located in Dothan Alabama).

Craig has been with Premier for 15 years and is a leader in knowledge for Premier's Operations Advisor reporting and benchmarking tools. He has served as a Performance Engineer, Performance Partner and as an account manager. His expertise is labor management, serving the needs of clients from across the United States.

Craig's extensive experience began in Chicago with the American Hospital Association where he was a staff specialist in the Center for Hospital Management Engineering. He has served as a management engineer with the Massachusetts

SPEAKER INFORMATION

General Hospital in Boston and with National Medical Enterprises in New Orleans. He also spent a number of years with the King Fahad National Guard Hospital in Riyadh and with Hamad General Hospital in Doha Qatar. He has written many papers (American Hospital Association HOSPITALS magazine 1976, Radiology Management Systems) and has presented at the Society for Health Systems (AIIE) and Premier's Breakthroughs Conference.

Craig has a B.S. in Health Systems Engineering from the Georgia Institute of Technology (1976) and pursued graduate work in Management Systems (1980).

4:00 – 4:30

SHFMA PEER REVIEW PROCESS: *JONAH MICHAEL – FIRST AMERICAN HEALTHCARE FINANCE*



Jonah Michael graduated from California State Polytechnic University of Pomona with a BA in Marketing with an emphasis in B2B Relationship Management. Continuing his education, Jonah is working to obtain his Master of Finance degree from the Simon Graduate School of Business, an affiliate of The University of Rochester. Prior to joining First American, Jonah worked as a consultant for a nationwide telecommunications company. At First American, Jonah initiates key relationship development with healthcare organizations in KY, TN and VA. Jonah is an active member of HFMA serving on the Kentucky Chapter Board and volunteering for the Tennessee and Virginia chapters as well. A resident of Penfield, NY, Jonah enjoys a variety of outdoor activities, traveling, and spending time with his family.

4:30 – 5:00

KHA UPDATE: *Steve Miller – Kentucky Hospital Association*



Stephen P. Miller, CPA, is the Vice President of Finance at the Kentucky Hospital Association, Louisville, Kentucky. He has over 20 years of health care experience serving as a chief executive officer as well as a chief financial officer. Steve has been with the Association for 18 years. His primary role is to assist the Policy Team in developing KHA's position on pending legislation and monitoring Federal and State reimbursement issues. He has a B.S. Degree in Accounting from the University of Louisville and is a member of the Kentucky

SPEAKER INFORMATION

FRIDAY, OCTOBER 26, 2012

8:00 – 9:30



FINDING YOUR NICHE: 5 KEY POINTS FOR HEALTHCARE INDUSTRY EXECUTIVES: *MICHAEL LINCOLN – LILLIBRIDGE HEALTHCARE SERVICES, INC.*

Mike leads Lillibridge's business development and strategic client management activities, focused on hospitals and health systems nationwide. His responsibilities include the design, planning and execution of Lillibridge's customer experience and go-to-market strategies. In addition, he sits on the firm's executive management committee. Prior to Lillibridge, Mike was a founding member and Managing Director at GE Healthcare Financial Services Strategic Relationship Group in Chicago. His financial service career also included 10 years at Bank of America (and its predecessor firms) in positions of increasing responsibility in the area of corporate finance, debt capital markets, and interest rate risk management. Mike began his healthcare career as a marketing representative for Baxter Healthcare.

Mike holds a Master's of Business Administration degree from the JL Kellogg Graduate School of Business, Northwestern University in Evanston, Illinois. He was a licensed Emergency Medical Technician for over 10 years in Texas and North Carolina. Mike and his wife Liz, a physical therapist, live in suburban Chicago with their three children.

9:45 – 10:45



SESSION A: WHAT CAN INTERNAL AUDIT DO FOR YOU?: *BRAD ADAMS – VANDERBILT UNIVERSITY MEDICAL CENTER*

Brad has over 10 years of healthcare experience at Vanderbilt University Medical Center. He has held successive positions in financial reporting and budgeting, revenue cycle/business office, academic administration, and internal audit. He currently focuses on revenue cycle analytics, operational process improvement and internal controls, and information technology reviews.

Brad is a graduate of Tennessee Technological University and the University of Tennessee, where he earned a Master of Accountancy with an emphasis in Information Systems. He has published articles in the Journal of Accountancy and New Accountant and also serves as an Adjunct Faculty Member at Lipscomb University.

SPEAKER INFORMATION



SESSION B: MANAGING PHYSICIAN RELATIONS AFTER INTEGRATION:
WAYNE VILLANUEVA, MD, FACS – BAPTIST NEUROLOGICAL SURGERY AND STEVEN RATLIFF – BLUE & CO., LLC

Dr. Villanueva is a neurosurgeon with Baptist Neurological Surgery. After receiving his B.A. in Philosophy from the University of California – San Diego and a M.S. from the Columbia University Graduate School of Journalism, Dr. Villanueva received his M.D. from the Columbia University College of Physicians. Dr. Villanueva completed his internship in General Surgery and residency in Neurosurgery, serving as chief resident in his final year at the University of Cincinnati Medical Center. Dr. Villanueva began serving patients in Louisville in 1995. He was in private practice for 14 years before joining an integrated system in 2009.



Steve Ratliff is a Manager with Blue & Co., LLC. With over eighteen years of medical practice management and operations experience, Mr. Ratliff brings a wealth of knowledge to his clients. His experience includes working nationally with hospital employed physician groups of multi-hospital systems, large multi-specialty practices, and smaller private practices.

Mr. Ratliff has served clients in a variety of capacities including Director of Physician Practices and Practice Administrator, performing practice operational assessments/turnarounds, new practice start-ups, revenue cycle enhancement surveys and reviews, insurance and physician contract negotiations, restructuring daily practice operations, serving on corporate compliance committees, conducting budget review, preparation and development of provider incentive compensation plans, education and development of practice managers, net income guarantee proforma development, and physician manpower planning.

Mr. Ratliff holds a Bachelor's Degree in Business Administration from Murray State University and is a member of the Medical Group Management Association (MGMA) and the America College of Medical Practice Executives (ACMPE). He has been a featured speaker to various groups on practice operations topics.

SPEAKER INFORMATION

11:00 – 12:00



HEALTHCARE'S ECONOMIC OUTLOOK: THE IMPACT OF HEALTHCARE REFORM AND OTHER TRENDS ON THE SUPPLY CHAIN:

KAYLA SUTTON – PREMIER, INC.



Kayla Sutton is the Managing Director, Economic Outlook at Premier healthcare alliance. In this role, she is responsible for content development, analysis and execution of the Premier's biannual flagship publication, and thought leadership surrounding the trends and opportunities in healthcare. Previously, Sutton was the Research Manager for the Center for Healthcare Supply Chain Research, the non-profit arm of the Healthcare Distribution Management Association, where she authored several benchmarking studies on the specialty pharmaceutical segment and other supply chain issues. Prior to her work on the supply chain, Sutton managed clinical research in cancer, stroke and communicable disease care and continues to consult on quality program design. She received her B.A. from Wake Forest University and is working toward a Master's in Public Health from the University of North Carolina at Chapel Hill.

ACCOMMODATIONS

EVENT:

Griffin Gate Marriott Resort & Spa
1800 Newtown Pike
Lexington, KY 40511
(859) 231-5100



Hotel reservations should be made directly with the hotel. Be sure to mention HFMA to receive the special discounted rate.

DIRECTIONS:

From I-75/I-64:

Take Exit 115, then turn West onto Newtown Pike. Follow Newtown Pike approximately .4 miles to the second light. Turn left onto Griffin Gate Blvd. The resort main entrance is on the left.

From Martha Layne Collins (Bluegrass) Parkway:

Take a right onto Versailles Road (US 60). Take the 2nd New Circle Road (Route 4) exit. Continue on New Circle Road until you reach Newtown Pike. Take Newtown Pike exit north 9B. Travel approximately 1.5 miles to Griffin Gate Blvd. The resort main entrance is on the left.

From Bluegrass Airport:

Take a left onto Man O War from airport parking area to Versailles Road, turn right (East) onto Versailles, take 2nd New Circle Road (Route 4) exit. Continue on New Circle Road until you reach Newtown Pike. Take Newtown Pike exit north 9B. Travel approximately 1.5 miles to Griffin Gate Blvd. The resort main entrance is on the left.

From Downtown:

Take Main Street to Newtown Pike. Turn onto Newtown Pike and go approximately 5 miles to Griffin Gate Blvd. The resort main entrance is on the left.

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hfma[™] kentucky chapter
healthcare financial management association

REGISTRATION

KY Chapter HFMA Fall Institute
Griffin Gate Marriott Resort & Spa
1800 Newtown Pike
Lexington, KY 40511
(859) 231-5100
October 25th & 26th

Name _____ Nickname _____

Title _____

Company: _____

Address: _____

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Are you an HFMA member? _____ Member # _____ Chapter Affiliation _____

REGISTRATION FEES:

(Please circle the fee that applies)

Member Registration	\$150.00
Non-Member Registration	\$200.00
One Day Registration	\$100.00
Student Registration	\$20.00
Past President / Speaker	\$0.00
Gold and Platinum Sponsor Registration	\$0.00

Register online at www.hfmaky.org

Please make checks payable to: KY Chapter HFMA

Mail to: Kourtney Nett
Mountjoy Chilton Medley, LLP
2000 Meidinger Tower
462 South Fourth Street
Louisville, KY 40202
Phone: (502) 882-4401
Fax (502) 584-0558
Email: Kourtney.nett@mcmcpa.com
