### Thursday, May 9th

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 am - 8:00 am</td>
<td>Breakfast &amp; Registration</td>
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| 8:00 am - 9:30 am   | **Mastering Your Memory**  
*Presented by:* Tyler Enslin, Tyler Enslin International |
| 9:30 am - 10:30 am  | **Effective Feedback**  
*Presented by:* Tyler Enslin, Tyler Enslin International |
| 10:00 am - 10:45 am | Networking Break                                                                       |
| 10:45 am - 11:45 am | **Imagine Tomorrow**  
*Presented by:* Mike Allen, National Chair-Elect of HFMA |
| 11:45 am - 12:30 pm | Lunch                                                                                   |
| 12:30 pm - 1:30 pm  | **Veteran Affairs Claims: Deconstructing the Claims Resolution Process**  
*Presented by:* Kirby Yawn, Argos Health, Inc. |
|                     | **Top Three Financing Trends for 2019-2020**                                           |
|                     | *Presented by:* Quinton Harris, Lancaster Pollard                                       |
| 1:30 pm - 2:30 pm   | **Provider Enrollment Process**  
*Presented by:* Gretchen Heckenlively & Dennis Grindle, Seim Johnson, LLP |
|                     | **The Health of your Medicare Cost Report**                                            |
|                     | *Presented by:* Joe Splinter, Eide Bailly                                              |
| 2:30 pm - 2:45 pm   | Networking Break                                                                       |
| 2:45 pm - 3:45 pm   | **Drilling for Data in Those Gosh-Darned Revenue Cycle Hills**  
*Presented by:* Phil Roudabush, University Of Iowa Hospital & Clinics |
|                     | **Finance Professionals as Insiders – a Focus on Cyber Security Risks and Recommendations** |
|                     | *Presented by:* Michael Chase, Baird Holm                                              |
| 3:45 pm - 5:15 pm   | **Crossing the Clinic Divide**  
*Presented by:* Linda Corley, Xtend Healthcare                                            |
| 6:00 pm - 9:00 pm   | Networking @ Smash Park                                                                  |

### Friday, May 10th

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| 8:00 am - 9:00 am   | **Price Transparency**  
*Presented by:* Michael Lohrer & Brad Josephson, PMMC                                   |
| 9:00 am - 10:30 am  | **Building Your Firm’s Ethical Culture**                                               |
|                     | *Presented by:* Jeremy Wortman, HRD Initiatives                                          |
| 10:00 am - 10:45 am | Networking Break                                                                       |
| 10:45 am - 11:45 am | **Developing Ethical Leadership**  
*Presented by:* Jeremy Wortman, HRD Initiatives                                           |
| 11:45 am - 12:00 pm | Closing Remarks                                                                         |

**REGISTER NOW**
How to Create a Culture that Embraces Candid Feedback!

In this interactive program we will examine feedback from both perspectives: giving and receiving. Participants will determine why constructive or ‘negative’ feedback is often either avoided or delivered in a way that is ineffective. We will discuss the common barriers that are experienced by the receiver. To limit these barriers, effective feedback requires skill, and the application of specific techniques on the part of the giver. On the receiving side, we will discuss how to respond, accept, and apply constructive feedback even if it is given in unkind, or vague fashion.

Mastering Your Memory

The human brain possesses an incredible amount of power to store and recall information. Unfortunately, most people are never taught how to fully access this ability. In this fun and highly engaging training program you will learn unique and exciting methods to increase your memory skills to extraordinary levels.

Most importantly, discover how to use these new skills in daily life. Instantly recalling people’s names, giving presentations without notes, and improved mental organization are just a few of the practical benefits from this intriguing program.
Two healthcare reimbursement themes have taken center stage for 2019 — “pay for performance” and “proof of revenue integrity.” These interconnected clinical and financial requirements highlight the need for compliant processes that support the provision, documentation and reporting of quality patient outcomes.

However, it’s essential for health systems to improve their procedures between hospital and physician staff members to achieve optimum payment. And, while the regulatory guidance is generally well-known, the structural and operational “how-to’s” for achieving improved revenue cycle processes between the system hospital(s) and the supporting specialty locations are proving more difficult to define and implement. This missing structure for optimizing the new payment methodologies brings about a need for understanding and developing compliant Revenue Cycle “change” management” strategies for collaboration of hospital and physician staff members. This session will present practical and proven clinical and financial operational job tasks and work flows to meet the challenges of 2019 compliant and optimized reimbursement.

Presented by: Linda Corley, Xtend Healthcare

How Healthcare Providers Can Win in the New Age of Pricing Transparency

In an effort to increase pricing access to patients, drive competition, and lower costs, CMS required all hospitals to publish their standard Chargemaster on January 1. What will be the impact of this on healthcare providers and patients in 2019 – and beyond?

Presented by: Michael Lohrer & Brad Josephson, PMMC
Revenue Cycle Breakout

Sessions Include:

- Veteran Affairs Claims: Deconstructing the Claims Resolution Process
  Presented by: Kirby Yawn, Argos Health, Inc.
- Provider Enrollment Process
  Presented by: Gretchen Heckenlively, Seim Johnson, LLP
- Drilling for Data in Those Gosh-Darned Revenue Cycle Hills
  Presented by: Phil Roudabush, University Of Iowa Hospital & Clinics

Finance Breakout

Sessions Include:

- Top Three Financing Trends for 2019-2020
  Presented by: Quinton Harris, Lancaster Pollard
- The Health of your Medicare Cost Report
  Presented by: Joe Splinter, Eidebailly
- Finance Professionals as Insiders – a Focus on Cyber Security Risks and Recommendations
  Presented by: Michael Chase, Baird Holm

Building Your Firm's Ethical Culture

Great performance can never come without great people and great culture. During this session we will explore the critical ingredients that create a strong ethical organizational culture.

For each cultural ingredient the associated best practices will be shared so that the participants can benchmark their own organization cultural efforts. Upon leaving this session the participants will be equipped with meaningful action items to build their organization’s ethical culture.

Presented by: Jeremy Wortman, HRD Initiatives

Building Your Firm's Ethical Culture

Because leadership is a social-influence process – anyone at any time within your organization has the opportunity to demonstrate leadership behaviors – LEADERSHIP DEVELOPMENT IS FOR EVERYONE!!!

It is safe to say that most people working within Corporate America has worked with an individual who was very intelligent, had amazing experience, and was technically superb…. but their interpersonal skills made them very challenging to work with. An individual can be the smartest technical person in the room but if they cannot work with others in a professional manner their career will be limited. This course is designed to intellectually stimulate the participants’ thinking about how they conduct themselves within the workplace and how they work with others.

Presented by: Jeremy Wortman, HRD Initiatives
This exciting night will also include life-size Connect Four and Jenga, cornhole, and ping pong!

6:00 – 9:00pm
(Game Court from 7:00-9:00)

Heavy Appetizers & Beverages Included

Smash Park, 6625 Coachlight Drive, West Des Moines, Iowa, 50266

Event sponsor:
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**Ready to become a sponsor?**

Contact Jeremy Behrens at jbehrens@seimjohnson.com or 402-330-2660