



HFMA MD's 2018 Spring Conference Agenda
The Westin Annapolis, Maryland
Day One: Monday, March 5, 2018

7:30am	<i>Registration in the Capitol Ballroom Lobby Entrance</i>
7:30am	<i>Breakfast in Capitol Ballrooms A, B and C</i>
8:45am	<i>Spring Institute Welcome</i>
9:00am – 9:50am	*Keynote Speaker* “A Neurosurgeon's Odyssey through Fear, Courage, Action, and Enlightenment” <i>Dr. Mark McLaughlin, Founder and Medical Director Emeritus, Princeton Brain & Spine Care</i>
10:00am - 10:50am	Planning and Implementing Strategies for Venue of Care <i>Marco Priolo, Director of Business Development, Johns Hopkins Medicine</i> <i>Crystalle Bortnick, Senior Project Administrator, Johns Hopkins Medicine</i>
10:50am – 11:10am	<i>Networking Break</i>
11:10am – 12:00pm	Clinical Improvement Opportunities <i>Larry Burnett, Principal, Advisory, Healthcare Solutions, KPMG</i> <i>Jonathan Baker, Principal, Advisory, Healthcare Solutions, KPMG</i>
12:00pm – 1:00pm	<i>Lunch in Capitol Ballrooms A, B and C</i>
1:00pm – 2:00pm	Panel: Emergency Department Wait Times and Patient Flow <i>Traci La Valle, Vice President, Rate Setting, Maryland Hospital Association</i> <i>Nora Hoban, Senior Vice President, Policy & Data Analytics, Maryland Hospital Association</i> <i>Dr. Jonathan Hansen, Emergency Department Chair, MedStar Franklin Square Hospital</i> <i>Dr. Fermin Barrueto, Chief Medical Officer, UM-Upper Chesapeake Health</i>
2:10pm – 3:00pm	“You Need to Worry About the Stupid Things” <i>Charlotte Kohler, President, Kohler Healthcare Consulting Inc.</i> <i>Kristen M. Bohl, Esq., Principal, Baker Donelson</i>
3:00pm – 3:30pm	<i>Networking Break</i>
3:40pm – 4:20pm	“Is Parenting Bad for Your Health?” <i>Tanika Davis, Vice President, The Hatcher Group and Columnist for The Baltimore Sun</i>
4:30pm – 5:20pm	“The Tipping Point”: The Intersection of Value Based Contracting in a Fee for Service World and Bending the Cost Curve <i>Rebecca Altman, Managing Director, Berkeley Research Group</i> <i>Patrick Redmond, Director, Berkeley Research Group</i>
5:30pm – 7:00pm	Networking Event in the Capitol Ballroom Lobby <i>Beer, Cocktails and Hors d'oeuvres</i>



HFMA MD's 2018 Spring Conference Agenda
Day Two: Tuesday, March 6, 2018

7:00am	<i>Breakfast in Capitol Ballrooms A, B and C</i>
8:00am – 8:50am	<p>*Featured Session* 2018 Maryland Legislative Panel Senator Brian Feldman, Finance Committee, Chair, Health Subcommittee Senator Rich Madaleno, Vice Chair, Budget & Tax Committee; Chair, Health & Human Services Subcommittee (invited) Delegate Eric Bromwell, Vice Chair, Health & Government Operations Committee; Chair, Health Facilities Subcommittee Delegate Nic Kipke, Health and Government Operations Committee; Insurance and Health Subcommittees (invited) Delegate Bonnie Cullison, Health and Government Operations Committee; Chair, Insurance Subcommittee (invited)</p>
9:00am – 9:50am	<p>Population Health and Interventions Used to Increase Patient Satisfaction Pat Czapp, MD, Chair of Clinical Integration, Anne Arundel Medical Center Mitchell Schwartz, MD, Chief Medical Officer & President of Physician Enterprise, Anne Arundel Medical Center Barbara Jacobs, MSN, NEA-BC, CCRN-K, RN-BC, Vice President, Nursing and Chief Nursing Officer, Anne Arundel Medical Center</p>
9:50am – 10:10am	<i>Networking Break</i>
10:10am – 11:00am	<p>Claim Status Innovations: Appeal Faster, Work Smarter - INOVA Case Study DJ Reid, Senior Vice President – Operations, Medical Payment Exchange, Inc. Rick Greenberg, VP of Business Development, Medical Payment Exchange, Inc. Melissa Smith, Senior Director – Patient Financial Services, INOVA Health System Mary Ellen Murnane, Director – Patient Financial Services Ambulatory Billing, INOVA Health System</p>
11:00am – 12:00pm	<p>Physician Panel: “The Struggle for Independence” Maureen McCarthy, CPA, President, Medical Business Advisors Dr. Bradley Hunter, Family Medicine, President, Potomac Physician Associates Dr. Caren Glassman, Pediatrician, President, Potomac Pediatrics Dr. Sanford Siegel, Urologist, President, Chesapeake Urology</p>
12:00pm – 1:00pm	<i>Lunch in Capitol Ballrooms A, B and C</i>
1:00pm – 1:50pm	<p>*Keynote Speakers* Insurer Perspective in Maryland’s All-Payer System Mike Walter, Chief Financial Officer, MedStar Health Plans Matt Yancisin, Chief Financial Officer, UMMS Health Plans</p>
2:00pm – 2:50pm	<p>Post-Acute Partnership Dr. Frederick Finelli, MD, JD, Vice President, Medical Affairs, MedStar Montgomery Medical Center Diana Saladini, Director, Population Health, MedStar Montgomery Medical Center</p>
3:00pm – 3:50pm	<p>Leveraging Data to Improve Healthcare Consumer Engagement Ken Halaby, Product Manager – Identity and Care Management Solutions, Experian Health</p>
3:50pm - 4:00pm	<i>Spring Institute Adjournment</i>