

Welcome

2010 Fall Conference

Dear Colleague:



Vicki Peshek

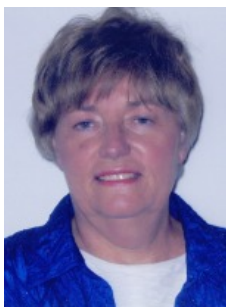
This is a very exciting time. Welcome to the 2010 Fall Conference! This year's conference focuses on all the roles, responsibilities and issues that HIM professionals face each and every day. Now, more than ever, we are poised for a complete transformation in how we do business in our industry. With the approach of the Electronic Health Record, and all the implications of that transition, we in HIM are being called upon to lead the change and to use our expertise to make the change as smooth and effective as possible. Yes, Change is Everywhere....But so, too, is Opportunity.



Vicky Wolf

Our sessions at this year's conference revolve around compliance, transitions in roles for HIM, coding and clinical documentation, and the challenges of management, for example RACs and denial management.

Everyone in the HIM profession is expected to be a change agent. Our general sessions are designed to challenge you and entertain you.



Sandy Bissen

Make plans to join us. There has never been a more important time for you to network with your colleagues, recharge your professional life, and join us at the 2010 Fall Conference.

Sincerely,

Vicki Peshek, RHIA, Fall Conference Team Leader
Vicky Wolf, RHIT, President, WHIMA
Sandy Bissen, MS, RHIA, Executive Director, WHIMA

Conference at a Glance

Thursday, September 16

7:30—8:15

Registration

8:15—9:05

General Session “Exploring the Future of Health Information Careers”

Track 1

Track 2

9:10—10:05

WHITEC: Achieving Meaningful Use Through Electronic Health Record Adoption

Joint Commission Sentinel Events

10:05—10:20

Break

10:20—11:15

National Patient Safety Goals

Realities & Strategies of HIM Leadership

11:20—12:10

HIM Dashboards and How to Set One up at Your Facility

Coding Quality, Productivity & Benchmarking

12:15—1:15

Lunch

1:20—2:10

RAC Update

Strategies for Managing Accounts Receivable

2:15—3:05

RAC Panel

Coding Roundtables: Challenging Inpatient Coding & DRG Issues; ICD-9 & CPT Coding for Orthopedics; Coding Tips and Tools

3:05—3:20

Break

3:20—4:10

RAC Panel *(continued)*

Coding Roundtables *(continued)*

5:00—7:00

Boat Trip

Friday, September 17

7:30—8:15

Registration

Track 1

Track 2

8:15—9:05

Clinical Documentation Improvement—Should You or Shouldn't You?

Denial Management

9:10—10:05

Clinical Documentation Improvement—Should You or Shouldn't You? *(continued)*

Denial Management *(continued)*

10:05—10:20

Break

10:20—11:15

ICD-10, Get Set, Get Ready...Here it Comes!

WIRED for Health: Toward Statewide Health Information Exchange for Meaningful Use

11:20—12:15

ICD-10, Get Set, Get Ready...Here it Comes! *(continued)*

Coding Compliance

12:15—1:15

Lunch and Closing Session —“Lighten Up”

2010 Fall Conference Program Schedule

Thursday, September 16, 2010

7:30 a.m. – 8:15 a.m. Registration (Coffee Service and Pastries)

Opening General Session

8:15 to 9:05 a.m.

Claire-Dixon Lee, Executive Director, CAHIM, Chicago, IL

Exploring the Future of HIM Careers

This session will address:

- What roles and career pathways will emerge for HIM, health IT, and health informatics?
- Can we tell the difference among these health information players?
- What is the value of certificates, degrees, and credentials in the healthcare marketplace?
- What pathway will you follow and what will you do to get there?
- Delineate what needs to follow as health reform proposals take shape.



9:10 a.m. – 12:15 p.m. Concurrent Sessions



WHITEC: Achieving Meaningful Use Through Electronic Health Record Adoption

9:10 a.m. to 10:05 a.m.

Greg Simmons, President & Chief Executive Officer, MetaStar, Inc.,

Madison, WI

The Wisconsin Health Information Technology Extension Center is a consortium comprised of MetaStar, the Wisconsin Medical Society, the Wisconsin Primary Health Care Association, the Wisconsin Hospital Association, and the Rural Wisconsin Health Cooperative, and operated as a division of MetaStar. The presentation will provide information about the latest opportunities for assistance with adoption and implementation of Electronic Health Records (EHR), how EHRs relate to upcoming Medicare and Medicaid incentive payments, and will outline the proposed meaningful use requirements. Also covered will be information about how to apply for assistance from WHITEC, and best practices already achieved by current participants.

National Patient Safety Goals

10:20 a.m. to 11:15 a.m.

Cheryl Schmidt, RHIA, Director of Quality/Risk Management, Affinity Health System, Appleton, WI

This session will identify the National Patient Safety Goals and describe the elements of performance for each. The presenter will describe accredited organizations' experiences with applying National Patient Safety Goals.

Joint Commission Sentinel Events

9:10 a.m. to 10:05 a.m.

Cheryl Schmidt, RHIA, Director of Quality/Risk Management, Affinity Health System, Appleton, WI

The presenter will define a sentinel event; explain the required response to a sentinel event, describe the new accreditation requirements and implications for each and identify sentinel event alerts.

10:05 a.m. – 10:20 a.m. Break



Realities & Strategies of HIM Leadership

10:20 a.m. to 11:15 a.m.

Claire-Dixon Lee, Executive Director, CAHIM, Chicago, IL and William French, RHIA, Shared EMR Compliance Director, Marshfield Clinic & Ministry Health, Marshfield, WI

Where are we headed with IT? What is the future for HIM professionals with the implementation of the EMR? This session is designed to be a point/counterpoint type of session.



Thursday Concurrent Sessions (continue)

HIM Dashboards and How to Set One up at Your Facility

11:20 a.m. to 12:10 p.m.

Andrew Weier, Director, Quality Analysis & Decision Support, St. Joseph's Hospital, Marshfield, WI

Andrew Weier will review what is a dashboard, why you want to use them, and discuss ways to set up using software (Excel) most already have. The presenter will discuss what components would go into the dashboard, how broad or narrow to focus, should be coding, AR or all of HIM, and the value of benchmarks. Review building a dashboard, tricks in making stoplight style reports. Explore different ways of sharing the report.



Coding Quality, Productivity & Benchmarking

11:20 a.m. to 12:10 p.m.

Lori Amende, RHIA, CCS, Coding Manager, UASI, Plainview, NE

This session will take a look at strategies for monitoring quality, setting productivity standards and establishing benchmarks.

12:15 p.m. to 1:15 p.m. Lunch & WHIMA Delegates Forum

Delegates to the 2010 AHIMA House of Delegates will be present to obtain your feedback and ideas. Hear about the issues that will be discussed and decided upon at the 2010 AHIMA House of Delegates in Orlando, FL. Attendees will have an opportunity to ask questions, and have the WHIMA delegates hear their concerns and comments on the topics.



Concurrent Sessions Continue

1:20 p. m. — 4:10 p. m.



RAC Update

1:20 p.m. to 2:10 p.m.

Minnette Terlep, RHIT, Vice President, Business Development, Amphion Medical Solutions, Madison, WI

What is happening in the RAC world? You will learn about the experiences and challenges your peers are having in responding to requests for RAC complex review. Practical solutions will also be provided to help you and your hospital better manage the reality of ongoing scrutiny by the Recovery Audit Contractor.



Strategies for Managing Accounts Receivable

1:20 p.m. to 2:10 p.m.

Julie Andrews, RHIA, Revenue Cycle & HIM Director, Sauk Prairie Memorial Hospital & Clinics, Prairie du Sac, WI



and Marianne Baumgarten, RHIT, Director, Health Information and Business Services, Reedsburg Area Medical Center, Reedsburg, WI

The largest and usually the most significant asset of all healthcare providers is their accounts receivable. As budgets tighten and shrink, it is necessary to take all steps possible to make sure that optimal reimbursement takes place. This session will teach you innovative ideas of how you can make a difference with your organization's bottom line.

Thursday Concurrent Sessions (continue)



RAC Panel

2:15 p.m. to 4:10 p.m.

This session covers 2 time slots

Dale Gullickson, FHFMA, Financial Consultant, Rural Wisconsin Health Cooperative, Sauk City, WI and Heidi Kruzitski, RAC Database Coordinator, Ministry Healthcare, Marshfield, WI and Vicki Peshek, RHIA, Director Health Information Management, Riverview Hospital Association, Wisconsin Rapids, WI. Panel members will discuss RAC preparedness and tools used in their organization for RAC request tracking and RAC analysis. Heidi Kruzitski from Ministry Health Care will talk about the RAC centralized unit for all of Ministry facilities and the RAC flow. As the leader for the National RAC Listserv, Kruzitski will also discuss the National Listserv and the resources available on the Listserv for sharing information regarding RAC activity. Attendees will see actual tools demonstrated. This is an interactive session, come with your questions.



Coding Roundtables

2:15 p.m. to 4:10 p.m.

This session covers 2 time slots

A must-attend event for new and experienced coders! Roundtables for coding specialists. Each roundtable will have a facilitator. Join your coding peers to discuss current coding issues and solutions. Share ideas with each other and learn from the combined wealth of knowledge.



Lois Kelley, RHIA, Vice President of Coding, Compliance & Education from Amphion Medical Solutions will lead the Roundtable on Challenging Inpatient Coding and DRG Issues. What are Red Flags? This dynamic discussion by those present will highlight challenging issues that the inpatient coder encounters on a daily basis. Is there clinical information to support the physician's diagnosis? If not, do I code it anyway? When to query or not? What DRGs do we need to be most concerned with when coding? All attending will participate and share "best practices".

The Coding Roundtable on ICD-9 and CPT Coding for Orthopedics will be facilitated by Sheila Goethel, RHIA, Coding Consultant, Rural Wisconsin Health Cooperative in Sauk City, WI. No bones about it—there are many factors and documentation items to consider when coding orthopedic/fracture-related diagnoses and procedures. This roundtable will review the ICD diagnoses issues and the CPT related orthopedic issues.

Rhonda Voelz, RHIA, Program Director, Medical Coding Specialist Program, Madison Area Technical College, Madison, WI will lead the Roundtable on Coding Tips and Tools. Join your peers for an informal discussion of tips and tools that aid in the coding process. Come ready to share a coding tip or tool that might help other coders. Hopefully you'll leave with an idea that will make your coding life easier!

Attendees are invited to bring the questions and issues to each of the session.

3:05 p.m. - 3:20 p.m.

Break & refreshments & drawing for prizes

4:10 p.m. Adjournment



5:00-6:00 p.m. Travel on the Wisconsin River—An extraordinary experience awaits you aboard one of the Dells double decker boats with an enclosed lower level and an open air top deck. Join your colleagues for a happy hour cruise. The boarding fee will include drink tickets for soda and beer and hors d'oeuvres.

Enjoying the exquisite scenery on the Wisconsin River. You will have a memorable trip!



Friday, September 17, 2010

7:30 a.m. – 8:15 a.m. Registration (Coffee Service and Pastries)

7:30 a.m. – 8:00 a.m. Special Event—Community of Practice Demo

The new AHIMA and WHIMA Community of Practice debuted on March 2, 2010. Members are learning how to use it. As with any new software, there is a learning curve, but help is available. Dawn Paulson, WHIMA President-elect, will present a short demonstration of the new WHIMA Community of Practice and the features of the software and how to use the community to obtain information. All attendees at this special session will be entered into a drawing for a \$125 voucher for registration at the 2011 Annual Conference.

8:15 a.m. – 12:15 p.m. Concurrent Sessions



Clinical Documentation Improvement—Should You or Shouldn't You?

8:15 a.m. to 10:05 a.m.

This session covers 2 time slots

Gayl Kirkpatrick, Client Service Executive with Health Information

Systems Consulting Services, 3M, Atlanta, GA
This presentation will focus on the challenges hospitals face today and what prompts them to consider documentation improvement programs. This includes the financial implications, quality of care proof of pudding, market share, consumerism and more changes on the horizon. This presentation will also examine what hospitals should look for when considering a clinical documentation improvement initiative.

Denial Management

8:15 a.m. to 10:05 p.m.

This session covers 2 time slots

Marcy Marquis, Reimbursement Consultant, SVA HealthCare Services, LLC, Madison, WI

Lori Zindl, CEO OutSource, Inc, Pewaukee, WI

The most important step in denial management is to post your denials (zero pays). Denials are MONEY!! We will talk about setting your practice management software up correctly so you can create reports by denial type, carrier, CPT code and place of service. This will allow you to trend denials so you can work with your insurance carriers, insurance contracts, and educate your staff and providers to reduce your denials. Reducing denials will increase your revenue and decrease your days in A/R.



10:05 a.m. to 10:20 a.m. Break

Friday Concurrent Sessions (continue)

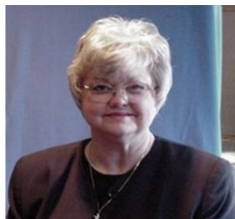
ICD-10-CM, Get Set, Get Ready...Here It Comes!

10:20 a.m. to 12:15 a.m.

This session covers 2 time slots

Gayl Kirkpatrick, Client Service Executive with Health Information Systems Consulting Services, 3M, Atlanta, GA

What are you doing to get set for the October 1, 2013 implementation date? Don't tell me, everyone thinks the date will be moved! Does your executive team still believe that it is a "HIM Coding" issue? What do your physicians think about it? How thoroughly have you explored and evaluated how your currently use ICD-9-CM coded data? Could you use a road map to assist you? Let's take a realistic look at a practical approach to getting ready for ICD-10.



WIRED for Health: Toward Statewide Health Information Exchange for Meaningful Use

10:20 a.m. to 11:15 a.m.

Seth Foldy, MD, MPH, State Health Officer/Administrator of the Division of Public Health, WI Dept. of Health Services, Milwaukee, WI

This session will provide an explanation of the WIRED for Health vision, mission, goals, and objectives and overall plan for statewide health information exchange. The presenter will identify legislative updates impacting the WIRED for Health program and the impact of WIRED for Health on health care organizations in Wisconsin.



Coding Compliance

11:20 a.m. to 12:15 p.m.

Jackie O'Neill, RHIT, Assistant Director, HIM, Pyramid Healthcare Solutions and Sheri Krueger Dix, RN, Patient Care Compliance Consultant, Froedtert & Community Health, Milwaukee, WI
Come to this session to learn about one organization's approach to coding compliance strategies. Understand how to implement tools and analyze data to identify coding and documentation vulnerabilities.

12:15 p.m. to 1:15 p.m. Lunch & Closing Session & Drawings for Prizes

Closing Session

12:15 p.m. to 1:15 p.m.

Lighten Up

Dr. Stuart Robertshaw, President & CEO, National Association for the Humor Impaired, La Crosse, WI

Dr. Stuart Robertshaw, Professor Emeritus of Psychology and Education at the University of Wisconsin-La Crosse and an attorney, will share with you his personal journey which began in September, 1987 when he started a review of the research on the benefits of humor. On June 28, 1990, he announced the formation of the National Association for the Humor Impaired. The Association has received national attention from the press in over 144 newspapers, 180 radio stations and has been featured in magazines such as *Family Circle* and *Mature Outlook*. Dr. Robertshaw, whom the press refers to as "Dr. Humor," currently serves as President and Chief Executive Officer of the Association. "Dr. Humor" will share with you what he has learned about the psychological and physiological benefits of humor and laughter as they relate to our overall health and to the necessity of taking care of ourselves.



1:15 p.m. Adjournment



General Information and Advance Registration

Early Conference Discount

To receive the early registration discount, your registration must be postmarked by September 1, 2010.

The one and two day conference fees includes access to all program sessions, including attendee materials, lunch, and breaks.

Payment

Check, money order, purchase order or credit card information must accompany all registration forms.

Three Ways to Register

Mail:

✉ Simply complete the registration form and mail it with your check (made out to the Wisconsin Health Information Management Association), money order, purchase order or Visa, Discover or Master Card information to:
Wisconsin Health Information Management Association, 2350 South Avenue, Suite 107, La Crosse, WI 54601-6272

Phone:

☎ If you are charging your registration fee, call us at: 608-787-0168. Please have your credit card information ready when you call. You may register between the hours of 8:30 a.m. and 1:30 p.m. Monday—Thursday.

Fax:

✉ Fax your completed registration form to:
WHIMA
Attn: Office Manager 608-787-0169

Your FAX should include the credit card number, expiration date, name on card, billing address, and signature of the cardholder. No other FAX registrations will be accepted.

Save \$75

Save \$75 when you register before
Wednesday, September 1

Registration Confirmation

Conference confirmations will be sent via e-mail. You will receive your confirmation from Sandy

Bissen and the subject will be “2010 Fall Conference Registration.” Please include an e-mail address with your registration to receive your confirmation.



Late, Walk-in On-Site Registrations

WHIMA will accept late registrations until September 8, 2010, or walk-ins at the conference. There is a \$25 additional if you register on-site or walk-in. We cannot guarantee seating, meals or a program for either late or walk-in registrations. We recommend that you arrive by 7:30 a.m. to register for the morning opening sessions if you are a walk-in.

Continuing Education Credits

For the two days of the Fall Conference, a total of 12 Continuing Education credits can be earned. The breakdown is 7 CE hours for Thursday and 5 for Friday.

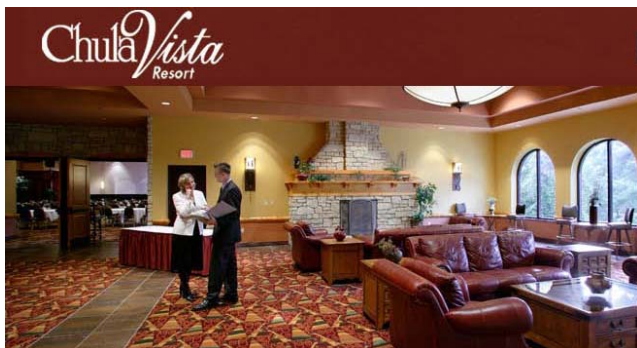
Weather and Clothing

Fall weather in Wisconsin can be cool. Dress for the conference is business casual. We strongly recommend you bring a sweater or jacket, as air conditioning in the meeting rooms can be unpredictable.

Substitutions, Cancellations and Refunds

WHIMA, Inc. reserves the right to substitute faculty or cancel or reschedule programs due to low enrollment or other unforeseen events. If, for any reason, WHIMA must cancel this program, registrants will receive a full refund of the registration fee. Should you be unable to attend, a prompt refund, less a \$60 processing fee, will be made for cancellations received in writing prior to September 8, 2010. Cancellation by telephone

General Information and Registration Information



is NOT valid. Fax written cancellations to 608-787-0169 or e-mail them to whima@whima.org. No refunds for any reason will be made after September 7, 2010. Substitutions can be made up to 48 hours before the conference.

Hotel Reservations

In Wisconsin Dells, entertainment is an art form and Chula Vista has mastered it. World-class amenities such as championship golf, luxurious spa retreats and exciting waterparks are just some of the venues available to you when you attend the 2010 Fall Conference. WHIMA has reserved Tower Jr Suites at \$101 per room, double condos (3 bedrooms) at \$290 and El Grande Condo (2 bedrooms) at \$181 per room. All rates are subject to tax and resort fees. The El Grande - 2 Bedroom Condo - has a master suite with king bed, private bath, fireplace & television and the other bedroom has two queen size beds with television. The living area is complete with a hot tub, fireplace, and a full size kitchen with dining room table. The Double Condo is 1,900 sq ft. condominium with three bedrooms, one with a fireplace and television, the second bedroom has two queen size beds with television, the third bedroom has two queen beds, sofa sleeper, television, and balcony and full bath. Guest rooms feature a microwave, refrigerator, wetbar, private two person whirlpool bath.

For hotel reservations call toll free 800-388-4782 or 608-254-8366 before Monday, August 16, 2010 for the special conference rates.

For more information about the Chula Vista go to <http://www.chulavistaresort.com>

Save \$75

Save \$75 when you register before Wednesday, September 1

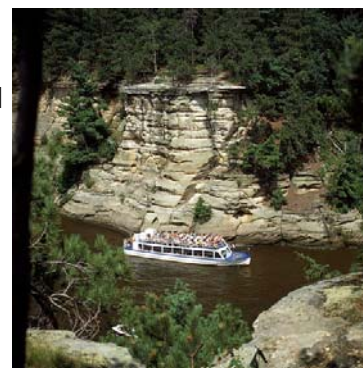
Hotel Directions

From Madison/Milwaukee/Janesville: Take I90/94 West past Madison to exit 87 for the Wisconsin Dells Hwy 13. There is only one way to go off the exit; go through to the seventh stoplight and you'll reach Hwy 13 North. Turn left on Hwy 13 North and travel 2.8 miles. Turn left onto Chula Vista Parkway.

From Eau Claire (via Hwy 12): Follow Hwy 12 East through to the Wisconsin Dells. At the first stoplight take a left onto Hwy 13 North. Follow Hwy 13 through to the fifth stoplight and turn left on Hwy 13 North and travel 2.8 miles. Turn left onto Chula Vista Parkway.

Cruise on the Wisconsin River

For just \$25, you can enjoy beer, soda and hors d'oeuvres. A limited number of tickets have been reserved. Order your boat trip ticket with the conference fee.



Questions

To ask questions regarding the conference content or registration, contact Sandy Bissen or the WHIMA Office Manager at 608-787-0168 or e-mail your inquiries to sbissen@whima.org or whima@whima.org