

WA-AK HFMA One Day Conference – Valley Medical Center, Renton, WA – November 17, 2011

Thursday, November 17th – Medical Arts Center Auditorium

Time	Session Title
7:30 AM - 8:10 AM	Registration
8:10 AM	Welcome and Introductions - Brad Becker , HFMA WA-AK Chapter President
8:15 AM – 10:15 AM	Real world examples demonstrating how delivery systems can impact cost + quality Lucy Savitz PhD, MBA, Director of Research & Education of Intermountain's Institute for Health Care Delivery Research and Craig Enge , Director, Accountable Care Consulting, Providence Health Plans
10:15 AM – 10:30 AM	Break
10:30 AM - 12:00 PM	Process Improvement/Cost Savings Success Story Bethany Sexton , VP of Revenue Cycle, MultiCare Health System
12:00 PM - 1:00 PM	Lunch
1:00 PM - 2:30 PM	State and Local Tax Opportunities: Save More; Pay Less Bob Heller and Chris Bothwell , Clark Nuber
2:30 PM - 2:45 PM	Break
2:45 PM - 4:30 PM	How CFO's address risk under the new payment reform models <ul style="list-style-type: none">○ Cassie Undlin, CFO Partner in the Seattle practice of Tatum, LLC○ Dr. John Espinola, MD MBA, Medical Director Premera Blue Cross○ Pamela Friedman, Ingenix Consulting
4:30 PM	Closing Comments and Adjournment – Thank you for attending
4:45 PM – 6:00 PM	WA-AK Board Meeting

The chapter is planning right now for its biggest annual event, the February 22-24, 2012 Meeting and Trade Fair, held at the SeaTac Hilton

We are seeking volunteers to assist the various planning committees. If you are able to help out, please contact one of the committee chairs below. Help us make this the best February meeting ever!

Our February Meeting Committee Chairs are:

Catherine Wakefield, Financial Management, Compliance & Health Policy Catherine.wakefield@multicare.org

Karen Peterson, Revenue Cycle/PFS karlynpeterson@gmail.com / **Rik Lewis**, Keynote Presentations and Current Events richard.lewis@mossadams.com

Josh Lewis, Clinical/Medical Practice josh.lewis@mossadams.com / **Tom Dingus**, Critical Access Hospitals and Rural tdingus@dzacpa.com

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Please mark your calendar for our upcoming meetings and check out our web site www.waakhfma.org:

- **Region 11 - January 29 - February 1, 2012, Caesars Palace, Las Vegas, NV**
- **Annual Trade Fair and Conference, February 22-24, 2012, SeaTac Hilton, Seattle, WA**

Speaker Bios

Chris Bothwell	Chris is a manager in Clark Nuber's state and local tax group. He has more than 7 years of experience working with state and local tax, including three years as an auditor for the Department of Revenue. Chris assists clients secure and maintain property tax exemptions, and minimize state and local tax burdens through planning, audit defense, and refund reviews.
Pamela Friedman	Pamela Friedman is a Vice President in the Strategy and Governance practice of Ingenix Consulting. She has more than 25 years of health care executive experience with a career-long focus on professional relationships across provider and payer organizations in the competitive California health care market and under the emerging challenges of health reform. Pamela understands the critical success factors in health system strategy and leadership that are necessary to thrive in a competitive market. Currently, Pamela is working on a variety of health reform strategic engagements.
Craig Enge	Craig Enge is director of accountable care consulting for Providence Health and Services. In his role with Providence, Craig is helping to develop innovative, effective strategies that focus on "accountable care" – a model that offers health care providers a financial incentive to provide quality care beneficiaries while keeping down costs – which include bundled payments, medical homes and other strategies. His work includes helping to inform and engage health care leaders in the developing areas of accountable care, assessing markets for opportunity, sharing best practices and identifying tools to support the organization's strategic goals. A primary focus is working to develop collaborative tools that Providence providers can use in assessing and delivering value-based health care. He earned an MBA from the University of Southern California and a bachelor's degree in business administration from the University of California at Bakersfield.
John Espinola MD, MBA	John is a successful Physician Executive who blends business leadership and success with a passion for achieving sustainable, quality driven clinical delivery systems and organizational transformation. John is currently Medical Director for Premera Blue Cross, a regional non-profit health plan in the Pacific Northwest. He develops value based quality initiatives in collaboration with the provider community. John recently served as Medical Director for Essence Healthcare, an innovative Medicare plan that supports the transformation of primary care to be patient focused and sustainable. John led relationship development with leading medical groups and the development of collaborative models to support the evolution of primary care towards a patient centered model. He also drove development of core UM infrastructure and tools to effectively manage adverse medical trend.
Bob Heller	As shareholder in charge of Clark Nuber's state and local tax practice, Bob has more than 25 years of experience working with state and local taxes as a consultant, practicing attorney and government official. Bob provides services to clients in the healthcare, life sciences, high technology, manufacturing, real estate, e-commerce, and other industries. Having served as the Senior Assistant Director for Tax Policy at the Washington Department of Revenue, Bob brings a unique perspective to tax consulting.
Lucy Savitz, PhD, MBA	Dr. Savitz is the director of research and education of Intermountain's Institute for Health Care Delivery Research. The Agency for Healthcare Research and Quality (AHRQ) has selected Intermountain Healthcare to research healthcare quality initiatives. The five-year project, called Accelerating Change and Transformation in Organizations and Networks (ACTION II), is coordinated through the Department of Health and Human Services and creates a formal research relationship between a network of partner health systems.
Bethany Sexton	Bethany Sexton is the Vice President of Revenue Cycle at MultiCare. She is responsible for revenue cycle functions for the entire health system including 4 acute care hospitals and over 90 outpatient sites of care. She has been at MultiCare for three and a half years and has seen the organization through integration of two hospital billing departments, implementation of Epic for their Good Samaritan hospital and many cost savings and optimization initiatives.
Cassie Undlin	Undlin is a CFO Partner in the Seattle practice of Tatum, LLC. She has 30 years of experience in healthcare organizations, primarily as CFO. She has successfully led turnarounds in two health plans, start up of one health plan that grew to over 200,000 covered lives in less than five years and start up of a branch for a fortune 50 health care organization. Her successes also have resulted in financial returns to stakeholders in excess of expectations, developing and managing healthcare risk models, establishing strategic direction and management systems, managing organizational chaos and capitalizing on opportunities created by rapid growth or change.