Without proven techniques to efficiently find and plug the holes in your revenue cycle where charges fall out before ever being billed, you stand to lose the very revenue that may well insure the financial health of your hospital.

Attend this conference to hear best-in-class case studies from the country’s leading experts in healthcare finance who will show you exactly how to capture charges and revenue you have earned. You need tested and proven processes in place or you risk losing essential revenue that you deserve. Invest two days to learn specifically how to:

- **Improve** charge capture to increase net revenue
- **Gain** buy-in and break down silos between the business and clinical departments to improve charge capture
- **Implement** best practices in revenue integrity through proper medical documentation
- **Improve** your charge reconciliation process
- **Develop** internal audit procedures to identify lost revenue and ensure compliance
- **Identify** what is NOT in your chargemaster and improve your audit control process to fix deficiencies
- **Establish** proven processes to systematically capture charges
- **Leverage** effective tools to assist clinicians in capturing revenue
- **Establish** system-wide commitment and accountability
- **Improve** the accuracy of internal cost accounting and achieve positive net revenue through effective multidisciplinary collaboration and cooperation
- **Manage** effectively CDM requests, maintenance, and review processes
- **Capture** medical necessity for radiology and interventional radiology services to insure proper reimbursement levels
- **Optimize** technology to target areas with the greatest potential for error
- **Identify** appropriate charge capture and ensure revenue integrity as you prepare for the financial and operational impact of OPPS 2008
- **Evaluate** and **improve** current charge structures, charge capture procedures and service delivery methods
- **Establish** an effective corporate compliance program to minimize risk associated with revenue cycle operations
- **Communicate** effectively with both financial, operations and clinical staff in the current increasingly complex environment
- **Audit** order entry processes to insure proper reconciliation and charge capture
- **Ensure** proper revenue capture for reimbursement on observation services

Unique insights and innovative strategies from these progressive hospitals and health systems that are significantly improving bottom-line performance through simple yet effective charge capture and control techniques:

- Bridging the Gap between Business and Clinical Departments to Improve Charge Capture by Building Communication, Creating Accountability, and Achieving Results
  - **ST. LUKE’S EPISCOPAL HEALTH SYSTEM**
- OPPS 2008: Preparing Your Organization for the Financial and Operational Impact
  - **CAROLINAS HEALTHCARE SYSTEM**
- Maximizing CDM End-Process Revenue
  - **UNIVERSITY OF TOLEDO MEDICAL CENTER**
- Benchmarking for Optimal Charge/Revenue Capture
  - **SAINT CLARE’S HEALTH SYSTEM**
- Achieving Sustainable Process Improvement: An All-Inclusive, Multi-Disciplinary Model for Revenue Enhancement Projects
  - **THE HEALTH ALLIANCE**
- Establishing an Effective Compliance Audit Program to Protect Reimbursement & Minimize Risk to the Organization
  - **OCHSNER HEALTH SYSTEM**
- Drugs and Drug Administration Charge Capture & Coding
  - **DUKE HEALTH SYSTEM**
- How to Build and Optimize a Charge Capture SWAT Team
  - **ADVOCATE HEALTH CARE**
- Improving Clinical Documentation to Optimize Financial Outcomes
  - **TRINITY MOTHER FRANCES HEALTH SYSTEM**

**SPECIAL FOCUS SESSION**

- **Best Practices in Clinical Department Charge Capture Management**
  - **ST. JOHN HEALTH SYSTEM**
- **Surgical & Implant**
  - **CAROLINAS HEALTHCARE SYSTEM**
- **Radiology & Interventional Radiology**
  - **ADVOCATE HEALTH CARE**
- **Emergency Department**
  - **CATHOLIC HEALTH SYSTEM**
- **Observation & Outpatient**
  - **COMMUNITY HEALTH NETWORK**

**PANEL DISCUSSION**

- Leveraging Information System Controls to Ensure Charge Accuracy and Capture
  - **SAINT CLARE’S HEALTH SYSTEM**
  - **CATHOLIC HEALTH SYSTEM**

**DON’T MISS THESE MUST-ATTEND, IN-DEPTH WORKSHOPS!!**

**How to Improve Reimbursement by Evaluating Coding & Analyzing Charge Capture**
- **T.T. MITCHELL CONSULTING, INC.**

**Maximizing Charge Capture Accuracy**
- **APPLIED REVENUE ANALYTICS**

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Dear Healthcare Finance Professional:

Are you positive you’re collecting all the revenue that is due to you?

Increasing competition among hospitals and declining reimbursements are ample reason for hospital financial managers to become far more sophisticated in their approach to financial management – both cost accounting and revenue capture. Are you confident that you’re accurately capturing all your charges? Are you doing everything you can to improve your control processes to ensure optimal revenue capture and compliance? Without proven techniques for efficiently finding and plugging the holes in your revenue cycle you stand to lose millions that will fall out before ever being billed.

World Research Group’s 2nd Annual Revenue Capture & Control Summit, taking place on October 22-23, 2007, in Arlington, VA, will teach you exactly what you need to know about optimizing charge capture and maximizing revenue – both of which will improve your organization’s bottom line by ensuring accuracy and compliance. This must-attend conference will focus on how leading hospitals and health systems:

- Establish effective processes that systematically capture charges and improve reimbursement levels
- Gain buy-in and break down silos between the business and clinical departments to improve charge capture and control
- Develop internal audit procedures to identify lost revenue and ensure compliance
- Manage CDM requests, maintenance, and review processes
- Identify appropriate charge capture and ensure revenue integrity as you prepare for the financial and operational impact of OPPS 2008
- Communicate effectively with all stakeholders including clinicians, finance and operational professionals in the increasingly complex revenue cycle and coding environment
- Leverage technology to maintain CDM and ensure charge accuracy and capture

Effective Charge Capture Strategies Improve the Bottom Line

By attending The Revenue Capture & Control Summit, you will learn the tools to ensure effective implementation of proven best practices to help develop revenue capture strategies. You will specifically learn how:

- University of Toledo Medical Center accurately identifies and captures missing revenue through an effective CMD end-process review
- Advocate Health Care capitalizes on the nurse auditor to implement proactive review processes and medical audits that maximize charge capture
- Ochsner Health System minimizes risk through an effective compliance audit program and successfully protects reimbursements
- Catholic Health System worked closely with clinical staff and HIM to successfully redesign their charge capture, coding and auditing process for Interventional Radiology and has realized a substantial improvement in pre-bill audit accuracy rates as well as gains in net revenues
- Community Health Network enables clinicians to maximize ancillary revenue capture during observation stays
- Saint Clare’s Health System develops and updates benchmarking strategies to optimize charges and enhance revenue capture
- Duke Health System ensures appropriate Medicare reimbursement on drug and drug administration services and has set up their CDM to maximize reimbursements

In addition to our distinguished faculty presenting first-hand case studies, we are also offering two interactive, in-depth workshops that will give you step-by-step roadmaps to develop first-class revenue capture strategies.

Don’t miss this opportunity to find out what progressive hospitals are doing to develop successful policies and practices. Take the next step – register yourself and a team of key people today. Reserve your seats by calling 1-800-647-7600 or 781-939-2438.

Developing charge/revenue capture strategy is a multistakeholder and multidisciplinary process. Register 3 and the 4th is free!
DAY ONE • Monday, October 22, 2007

8:00 Workshop Registration and Continental Breakfast
8:30 Special, In-Depth Pre-Conference Workshop A
(see page 5 for more details)

Maximizing Charge Capture Accuracy
Jeffery P. Tarte
Managing Partner
APPLIED REVENUE ANALYTICS

12:00 Conference Registration
12:30 Chairperson’s Opening Remarks

12:45 Benchmarking for Optimal Charge/Revenue Capture
This session will focus on the development of benchmarking strategies to optimize charges and enhance revenue capture as well as new benchmarking metrics and reports utilized at Saint Clare’s Health System in Denville, NJ. Specific topic areas for examination will include:
- Identifying and benchmarking patient financial indicators
- Benchmarking LOS by unit
- Exploring charge capture processes
- Developing revenue benchmarking reports
- Benchmarking the charge reconciliation process
Sue Reaves
Director of Revenue Enhancement
SAINT CLARE’S HEALTH SYSTEM

1:30 OPPS 2008: Preparing Your Organization for the Financial and Operational Impact
This session will analyze the key issues found in the 2008 OPPS Proposed Rule and provide guidance on what to look for in the Final Rule, which is due in early November. Each major issue will be examined in the context of appropriate charge capture and what providers must do to ensure revenue integrity. By attending this session, you will be able to identify and communicate within your organization all the potential financial and operational OPPS changes. This session will focus on:
- How to perform a financial impact analysis
- Special attention on major coding and methodology changes
- Examination of dos and don’ts from recent years
John Settlemyer, MBA, MHA
Director, Financial Services/CDM
CAROLINAS HEALTHCARE SYSTEM

2:15 How to Build and Optimize a Charge Capture SWAT Team
Large departments with hundreds of line items mean hundreds of codes and increased potential for error; large revenue-producing departments tend to be the areas that represent the greatest charge capture challenges. To address this challenge, Advocate Health Care, an organization of 8 large and small hospitals in the Chicago area, built a team specifically designed to provide charge capture project management.
This session will examine how this charge capture “SWAT” team was developed and how it is being leveraged to maximize revenue capture and control. Specifically, you will learn how to:
- Optimize the role of the Chargemaster analyst and nurse auditor
- Identify and develop charge capture reviews
- Implement proactive review processes and medical audits
- Create encounter forms that make sense for each department
Wendi Accardi
Director, Chargemaster & Revenue Compliance
ADVOCATE HEALTH CARE

3:00 Networking Break and Refreshments

3:30 Maximizing CDM End-Process Revenue
At the University of Toledo Medical Center in Toledo, OH, the CDM Review process is utilized to ensure that missing revenue is accurately identified and captured. This session will provide you with proven strategies and processes to:
- Conduct CDM & process reviews
- Develop an audit function to establish effective control procedures
- Identify lost revenue

DAY TWO • Tuesday, October 23, 2007

8:30 Chairman’s Recap of Day One
8:45 Bridging the Gap between Business and Clinical Departments to Improve Charge Capture by Building Communication, Creating Accountability, and Achieving Results
This session will examine how St. Luke’s Episcopal Health System in Houston, Texas developed a sustainable infrastructure for charge capture processes. Through the establishment of a new department, and work groups that unite business and clinical departments, charge capture improvements have been realized through education, collaboration, monitoring of performance, and accountability.
By attending this session, you will learn strategies detailing how to gain buy-in and break down silos between the business and clinical departments, including:
- How to establish system-wide commitment towards charge capture
- Soliciting support from front-line staff in identifying and resolving issues
- How to build collaboration between the business and clinical departments
- Ensuring ongoing support for charge capture
Peggy Keus
Assistant Director, Revenue Integrity
ST. LUKE’S EPISCOPAL HEALTH SYSTEM

9:30 Improving Clinical Documentation to Optimize Financial Outcomes
It may be hard to believe, but some medical professionals still think that the hospital gets reimbursed for EVERY charge made.
The reality is that often, the more you do – the less you get. To overcome this misconception, and many others like it, the financial and clinical professionals need to speak to each other in a language that both will understand. This session will examine how these two worlds can come together to optimize reimbursements, including how to:

• Use the right words to get the correct reimbursement
• Get buy-in from clinical staff
• Show finance and clinic people what’s in it for them – specific benefits of improving clinical documentation
• Demonstrate, in words all will understand and respond to, why it is so important to document correctly and how it directly impacts charge capture and revenue

Susan Trocchia
Director, Care Management
TRINITY MOTHER FRANCES HEALTH SYSTEM

11:00 Surgical and Implant Charge Capture & Coding

St. John Health System in Tulsa, OK has recaptured over $1 million for surgical and implant services through implementation of charge capture and coding best practices. This case study will provide you with the proven strategies the system has found so effective, including:

• Implants revenue capture for commercial payers vs. Medicare
• How to identify missing or lost charge/revenue capture opportunities
• How to recapture that revenue

Jonnetta Selvidge, RN
Director, Revenue Integrity
ST. JOHN HEALTH SYSTEM

Observation & Outpatient Charge Capture & Coding

Ancillary revenue capture during an observation stay can be more frustrating than not. Figuring out how to maximize revenue capture for reimbursement on observation services is a challenge. Do you know all the additional services that can be billed for separate payment under the APC schedule during an observation stay? Topics to be examined include:

• Determining what is permissible to bill
• Additional ancillary services that can be captured and billed to increase your overall reimbursement
• Effective tools to assist clinicians in capturing revenue

Beth Sims, BSN, RN
Network Coordinator
Outpatients in Beds/Observation Care Management
COMMUNITY HEALTH NETWORK

Emergency Department Charge Capture & Coding

• Ensuring acuity levels are built correctly – understanding the current environment of acuity levels and how this can affect your charge capture and coding
• Capturing all entitled services – visit, procedures, infusion/injection services
• Different models of coding/charge capture

John Settlemyer, MBA, MHA
Director, Financial Services/CDM
CAROLINAS HEALTHCARE SYSTEM

Radiology & Interventional Radiology Charge Capture & Coding

Redesigning your charge capture, coding and auditing process for Radiology and Interventional Radiology can be a very big undertaking involving both the clinical staff in these areas as well as HIM. Topics to be examined include:

• How to leverage training and education for selected coders and radiology technologists to maximize coding in Interventional Radiology

12:45 Luncheon for Delegates and Speakers

2:00 Drugs and Drug Administration Charge Capture and Coding

The administration of drugs to patients by infusion or injection is one of the most common procedures performed in a hospital. With the volumes of services, even small errors in assignment of codes to the drugs furnished or the procedures performed add up quickly. Systems must be in place to maximize charge capture.

At Duke Health System in Raleigh, NC, the CDM has been set up to maximize and ensure appropriate reimbursements. Additionally, the health system has had major success in improving revenue capture with outpatient drugs by auditing cases that had extremely expensive drugs and ensuring proper reimbursement. This session will provide you with lessons learned and best practices for drug and drug administration charge capture and coding, including:

• Assigning the right HCPCS codes to drugs
• Rules for use of J codes
• Rounding of units and billing for wastage
• Differences between CPT and HCPCS for drug administration
• Chemo vs. non-chemo drugs
• The value of NDC data
• Applying Medicare rules to other payers
• How to set up your CDM to maximize reimbursements

Monica Card-Mudiwa
Pharmacy Revenue Manager
DUKE HEALTH SYSTEM

3:00 Achieving Sustainable Process Improvement: An All-Inclusive, Multi-Disciplinary Model for Revenue Enhancement Projects

This session will focus on strategies/tactics the Health Alliance has used to assemble its Synergy Group. The Health Alliance (THA) is an integrated health care system serving Southwest Ohio and Northern Kentucky. The Health Alliance includes six hospitals, one post-acute care facility, and the physicians of Alliance Primary Care. A multi-disciplinary team was assembled to identify and prioritize all-inclusive lists of unit-specific OFI(s), and subsequently work toward resolution through a formal process improvement project which focuses on “one unit at a time.” This session will focus on:

• The importance of assembling a team with all the right players
• Why you should look at all available data & its different sources
• How to identify Opportunities for Improvement (OFIs)
• Benefits of implementing a multi-disciplinary approach
• Developing an organizational structure/culture involving all stakeholders
• Implementing sustainable process improvement
• Automating manual processes
• Integration of new technology
• Importance of proper & ongoing training
• Benchmarking for success

Shawn Kent
Director, Chargemaster Services
THE HEALTH ALLIANCE

4:00 Establishing an Effective Compliance Audit Program to Protect Reimbursement & Minimize Risk to the Organization

This session will focus on strategies for establishing an effective corporate compliance program and evaluating policies and standards.
of conduct to effectively minimize the risk associated with revenue cycle operations in the ever-changing regulatory environment, including:
• Importance of maintaining a dynamic compliance program
• Review of the Office of Inspector General (OIG) Compliance Program Guidance for Hospitals
• Seven elements of an effective compliance program

Participants in this workshop will examine why hospitals fail to capture charges adequately and help increase cash coming in the door. Verification of revenue codes, which will ultimately affect the completeness of the charge capture. Many hospitals never bill for many services they provide on the completeness of the charge capture. Many hospitals deal with these issues through inefficient audit and editing techniques that require large commitments of resources and quite often fail to uncover key errors. This workshop will examine analytical techniques to properly diagnose these conditions and the development of effective remediation plans. Participants will learn to develop an effective charge capture analysis plan for their hospital and how to identify the greatest opportunities for improvement.

ABOUT YOUR WORKSHOP LEADER:
Jeffery P. Tarte is Managing Partner of APPLIED REVENUE ANALYTICS. Mr. Tarte is in his 28th year of providing consulting services to the healthcare industry. He has twice served as the acting CIO of major academic medical centers in Boston and Baltimore, respectively. Mr. Tarte spent 17 years of service with “Big 6” consulting firms where he served as a Partner. Mr. Tarte has subject matter expertise in the areas of revenue cycle management, IT strategic planning, and systems development.

Mr. Tarte also has core knowledge in the areas of project management, organizational alignment and achievement of business strategy through utilization of technology enablers. Mr. Tarte’s foundation experiences are in the provider market segment, blended with 5 years of managed care engagements. Mr. Tarte has had the distinction of being selected by CIO Magazine for their top 100 CIO list.

* This workshop is reserved for hospital personnel only

Special, In-Depth Pre-Conference Workshop A • Monday, October 22, 2007
Maximizing Charge Capture Accuracy

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* This workshop is reserved for hospital personnel only

Special, In-Depth, Dinner Workshop B • Monday, October 22, 2007
How to Improve Revenue and Reimbursement by Evaluating Coding & Analyzing Charge Capture

Although a decreasing percentage of hospital revenue is being paid by insurance companies today, hospitals can still significantly increase both gross and net revenue through a process of evaluating and improving current charge capture structures, charge capture procedures and verification of revenue codes, which will ultimately help increase cash coming in the door.

Participants in this workshop will examine why hospitals fail to capture charges adequately and focus on major revenue producing departments, including those often overlooked, to identify opportunities for successfully addressing charge capture and coding problems.

Key take-aways include:
• How to turn these clinical departments into the big money makers they can be:
  - Cath Lab
  - Surgery
  - Endoscopy
  - Physical Therapy
  - Implants
• How to link supplies, c-codes and procedures to maximize reimbursements and revenue capture

ABOUT YOUR WORKSHOP LEADER:
T. T. “Mitch” Mitchell founded T. T. MITCHELL CONSULTING, INC. in 2001 to help healthcare organizations with their financial issues as they pertained to charge master, revenue, and patient accounting consulting. Before founding the company, Mr. Mitchell spent 18 years working in many healthcare organizations. He has been the regional director in a physician billing company, cash accountant at a federally qualified health center, business office manager of one hospital and director of patient accounting at another. At both hospitals he was also the revenue officer and charge master coordinator. At his last facility, he was also the corporate compliance officer.

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