



Managing Your Rural Health Clinic for Success



Rural Health Clinic Workshop
Tuesday, May 11, 2010
Northfield Inn & Suites, Springfield, IL
8:15 a.m. – 4:15 p.m.

Northfield Inn & Suites
3280 Northfield Drive
Springfield, IL

Sponsored by
Illinois Department of Public Health, Center for Rural Health
Illinois Critical Access Hospital Network

Managing Your Rural Health Clinic for Success

INTENDED AUDIENCE

Rural hospital administrators, financial officers and management staff, clinic/practice managers; physicians; nurse practitioners; physician assistants; and clinic/financial consultants.

SPEAKER BIOGRAPHIES

Bill Finerfrock, Executive Director, NARHC

Mr. Finerfrock is co-founder and Executive Director of the National Association of Rural Health Clinics (NARHC). He is also a recognized expert on rural health issues. In addition to his work with a wide range of health professional organizations including physician assistants, nurse practitioners, and radiologic technicians, Finerfrock provides legislative and policy consulting work for the Healthcare Billing and Management Association and the American Academy of Professional Coders.

Since 2004, he has been the project director and moderator for the Rural Health Clinic Technical Assistance teleconference series, a project funded by the Federal Office of Rural Health Policy. He has worked in and with the U.S. Congress and Federal agencies for nearly 30 years. After spending nearly 8 years working in the U.S. Senate, he served as the Director of Federal Affairs for the American Academy of Physician Assistants for 8 years.

Mr. Finerfrock has been a speaker at numerous state and national health professional meetings and has been published extensively in newsletters and professional journals. In 1999, he wrote a book for the Federal Office of Rural Health Policy entitled, "Understanding and Working with Managed Care, A Guide for Rural Providers", and more recently co-wrote and edited a publication entitled, "Starting a Rural Health Clinic, a How to Manual".

Jeff Bramschreiber, CPA, Partner, Wipfli

Jeff specializes in all the business aspects of operating rural health clinics and medical practices. For over 20 years, he has worked with all types and sizes of medical practices and clinics from sole practitioners to 200+ physician medical groups. He has successfully developed strategies to improve revenue, reduce costs, and enhance the profitability. Jeff is a sought after presenter and has spoken for organizations such as MGMA, NARHC, and HFMA.

Jeanne M. Chapdelanie, Director, Wipfli

Jeanne has spent her entire career in health care, focusing on improving her clients' business performance. She has consulted for over 16 years, focusing on revenue and third party payer compliance issues in medical groups and health systems, and she has great skill working with physicians and gaining their confidence and cooperation. Her national client mix ranges from small rural practices to large health systems.

Nancy L. Jacobson, CPC, CCS-P, Consultant, Wipfli

Nancy is a certified coding consultant with over 25 years of health care experience in the medical clinic setting. She has developed proficiency in a broad range of medical office areas, specializing in coding and reimbursement and medical practice operations. Specific areas of focus include surgical and office coding and reimbursement, design and implementation of charge tickets, auditing procedures, and development of resources (clinic policies and procedures).

Beth Ann Perkins, RN, Principle, Health Consulting Strategies, Inc.

Ms. Perkins serves a practice management consultant to Rural Health Clinics, Federally Qualified Health Centers, healthcare systems and communities. She has expertise in RHC survey readiness, policy and procedure development, HPSA Population/Geography Designation, community health assessment and planning, grant writing, New Access Point (CHC Section 330) grant development, integrating behavioral health, and she has experience in executive management and strategic planning. As a former state surveyor for Michigan, she certified the first mobile RHC and second island-based RHC in the United States.

ICAHN Rural Health Clinic Workshop, May 11, 2010

WORKSHOP AGENDA

- 7:45 a.m.** **Registration and Continental Breakfast**
- 8:10 a.m.** **Welcome and Introductions**
Pat Schou, Executive Director, Illinois Critical Access Hospital Network (ICAHN)
- 8:15 a.m.** **“Legislative Update”**
Bill Finerfrock, Executive Director, National Association of Rural Health Clinics, Washington, D.C. (via Teleconference)
- 9:15 a.m.** **“Medicare Cost Reporting”**
Jeff Bramschreiber, CPA, Partner, Wipfli
This session will include identification of the most common areas of cost reporting errors, as well as key opportunities to improve RHC reimbursement. Specific topics such as visit statistic reporting, provider productivity standards, commingling, carve-outs, and Medicare bad debts will be examined.
- 10:45 a.m.** **Break**
- 11:00 a.m.** **“Billing for Rural Health Clinics”**
Jeff Bramschreiber, CPA, Partner, Wipfli
This session is designed for clinic staff involved in charging, billing, and/or coding for services provided by RHC's. It will also include an overview of Medicare billing rules and regulations, issues unique to RHC's, and common billing problems for RHC providers. Information pertinent to both independent and provider-based RHC's will be presented.
- 12:30 p.m.** **Luncheon**
- 1:15 p.m.** **“Revenue Cycle Improvement”**
Jeanne Chapdelaine, Director; Nancy Jacobson, Senior Consultant, Wipfli
This session will address key revenue cycle functions within a physician practice/hospital department, focusing on front and back-end data collection and processing. Also discussed will be common areas for Charge Master improvements for these services. The focus will be on specific areas that tend to have the best return, identifying typical problems, offering of solutions, and the pointing out of challenges and barriers to improving your revenue cycle. Learning Objectives: Understand the components of the revenue cycle, develop an awareness of the most important components for improving your revenue cycle, discuss solutions and techniques you can implement immediately, and learn how and what to monitor to ensure your improvements continue.
- 2:45 p.m.** **“Quality Assessment and Performance Improvement (QAPI)”**
Beth Ann Perkins, RN, Principle, Health Consulting Strategies, Inc., Grand Ledge, MI
Learning Objectives: Participants will be able to: identify all components of the RHC Program Evaluation standard, identify all components of the proposed QAPI Program standard, have a working knowledge of how to lead their staff through process improvement utilizing the Flow Chart tool covered in this session.
- 3:30 p.m.** **“Be Your Own Surveyor”**
Beth Ann Perkins, RN, Principle, Health Consulting Strategies, Inc., Grand Ledge, MI
Take control of the survey process by becoming “Your Own Surveyor”. In this session, you'll learn how to review your clinic and clinic operations through the surveyor's eyes. You will gain an understanding of what's most important in a survey from the front door to medical records. You will be given tools to help you and your staff experience a successful survey every time.
- 4:15 p.m.** **Evaluation & Adjournment**

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Registration Form

Hospital/Clinic/Organization Name: _____

Address: _____

Phone: _____

Contact Person: _____

Email: _____

| Name | Email Address |
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Registration Information

The **registration deadline is Friday, May 7, 2010**. Registration forms may be faxed to the Illinois Critical Access Hospital Network (ICAHN) office at 815-875-2990 or emailed at registrations@icahn.org. The registration fee is \$50 with checks made payable to the "Illinois Critical Access Hospital Network". **There is no charge for ICAHN members.**

**for additional information contact the ICAHN office at 815-875-2999 and ask for Matt Comerford or Don Evans.*

Illinois Critical Access Hospital Network
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Princeton, IL 61356
www.icahn.org