



LOUISIANA HOSPITAL ASSOCIATION 2011 ANNUAL MEETING & SUMMER CONFERENCE

JULY 18-20, 2011

PERDIDO BEACH RESORT • ORANGE BEACH, ALABAMA

MONDAY, JULY 18, 2011

10:00 a.m. – 11:30 a.m.

ShareCor Board Meeting

11:00 a.m. – 7:00 p.m.

Registration Desk Open

2:00 p.m. – 4:00 p.m.

LHA Board of Trustees Meeting *(Hospital member CEOs invited)*

NOTE: The LHA Trust Funds Annual Meeting will be held in conjunction with the LHA Board of Trustees Meeting.

5:00 p.m. – 6:30 p.m.

Welcome Reception

Sponsored by:



TUESDAY, JULY 19, 2011

7:00 a.m. – 12:00 p.m.

Registration Desk Open

7:30 a.m. – 9:30 a.m.

Breakfast Breakout Sessions *(Open to all registered participants)*

Please indicate on your registration form which session you plan to attend.

Sponsored by:



Session 1

Data Security Breach Mitigation and Response

Tony Brooks, CISA, Principal & Director of IT Assurance and Risk Services, HORNE LLP

The HITECH Act imposed significant new financial penalties and notification requirements if a breach of unsecured protected health information occurs. This presentation reviews the HITECH requirements, gives the top five reasons why breaches occur, provides a common sense approach to implementing an effective data security program, and describes the critical steps you should take if a breach occurs.

Session 2

Federal Affairs Update: Reform? Repeal? Replace? The Ongoing Healthcare Debate

Sara Traigle van Geertruyden, Health Care and Welfare Policy Expert, Thorn Run Partners

This presentation will summarize the political environment in Washington, DC, the possibilities in the upcoming elections, and the ongoing legislative and regulatory threats and opportunities.

Session 3

ICD-10 Conversion: Understanding the Challenges for a Successful Transition

Jean Ann Hartzell-Minzey, Vice President, Minzey Business Consultants to Medicine and Senior Consultant/Educator, Healthcare Education Strategies, Inc.

Although the implementation date may be one and a half years away, the time to begin planning for the ICD-10 transition is now! A planned systematic approach to convert from ICD-9 to ICD-10 would minimize the negative financial impact of ICD-10 implementation, while optimizing the financial impact on individual hospitals, groups or practices. This approach allows all entities to execute their ICD-10 plans prior to the October 2013 implementation date and points toward full compliance of certified coders by 2014.



TUESDAY, JULY 19, 2011 CONTINUED

9:45 a.m. – 10:00 a.m.

Welcome & Announcements

10:00 a.m. – 12:00 p.m.

Hospital of the Future: Strategies in an Era of Healthcare Reform

Stephen D. Gelineau, Senior Vice President, Cambridge Research Institute

Through presentation and interactive analysis, Stephen Gelineau provides insight into new strategies and business models designed to navigate the changes in healthcare resulting from the economic climate, the president's health reform package and other evolving healthcare trends. He will lead participants to an understanding of the implications of healthcare reform, the financial crisis and other transformational forces. Learn how to integrate the Hospital of the Future business model options into your business plan, align priorities and mobilize for positive change.

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12:00 p.m. – 6:00 p.m.

Adjourn for Outdoor Events (See activities insert for details)

Golf Sponsored by:



**BlueCross BlueShield
of Louisiana**

Fishing Sponsored by:



BREAZEALE, SACHSE & WILSON, L.L.P.
ATTORNEYS AT LAW

7:30 p.m. – 10:30 p.m.

Dinner and Entertainment

Randy Cabral, Comedy, Juggling and Other Useless Skills

(See last page of brochure for more details)

Sponsored by:



WEDNESDAY, JULY 20, 2011

8:00 a.m. – 8:30 a.m.

Breakfast Buffet Served – *For Registered Participants Only*

8:30 a.m. – 9:30 a.m.

LHA Business Meeting

9:30 a.m. – 11:30 a.m.

HealthSouth: The Wagon to Disaster

Aaron Beam, Co-Founder, HealthSouth

Deborah Lawson, Director Healthcare Strategy, SoundView Technology

This presentation will explain how Richard Scrushy and Aaron Beam founded HealthSouth and grew the company into a NYSE Fortune 500 Company. However, it all ended badly after fraud began in 1996. Beam will describe the corporate culture that allowed fraud to continue for seven years. Beam will also discuss how you can spot the signs of ethical collapse in any company. Deborah Lawson, formerly a highly-regarded investment research analyst at Morgan Stanley, Goldman, Sachs & Co. and Citigroup with over 20 years of experience researching and analyzing the operations and financials of companies involved in the U.S. healthcare sector, will share her insight on the HealthSouth collapse and the healthcare financial sector in general.

11:30 a.m.

Adjourn 2011 Annual Meeting & Summer Conference

Hotel Accommodations: A block of rooms has been reserved at the Perdido Beach Resort. You may reserve your room by calling (800) 634-8001 or (251) 981-9811. If making reservations online at www.perdidobeachresort.com, use reservation code 5065. If you need to modify or cancel your reservations, contact the hotel directly.

SPEAKERS' BIOS

Aaron Beam, Co-Founder HealthSouth



Aaron Beam's professional career began in Houston, Texas in 1971 where he worked as controller for two small companies before earning his CPA in 1978. In 1980, he joined Lifemark Corp, a NYSE healthcare company. In 1984, he and Richard Scrusby started HealthSouth, which grew to the 350th largest public company in the U.S. Beam took part in fraud at HealthSouth and received prison time as a result. He retired from HealthSouth in 1997, and today operates a lawn service business and does public speaking. Beam was born in Shreveport, Louisiana. He graduated with a Bachelor of Science degree in Economics from Louisiana State University in 1967. After college, he joined the U.S. Navy and achieved the rank of E-5.

Tony Brooks, CISA, Principal & Director of IT Assurance and Risk Services, HORNE LLP



Tony Brooks is Principal and Director of IT Assurance and Risk Services with HORNE LLP, a 375-person CPA and Business Advisory firm with twelve offices in AL, LA, MS, TN, and TX. He is a Certified Information Systems Auditor and Information Systems Consultant with over 28 years of information technology experience. His audit and consulting practice focuses on the critical technology issues faced by today's organization executives, including information technology regulatory compliance (HIPAA, GLBA, FACTA, NIGC, FISMA and Sarbanes Oxley), information privacy and security, records management, fraud prevention, disaster recovery, and business continuity. His clients come from a wide variety of industries including healthcare, retail, manufacturing, banking, agriculture, property management, gaming, and government. Prior to joining HORNE in 2004, he worked 18 years for a \$45 billion regional banking company in applications systems management, internet banking, product development and training. Brooks has delivered over 100 presentations and training seminars during his career, including meetings of the Health Care Financial Managers Association, Mississippi Hospital Association, Louisiana Hospital Association, Louisiana HIPAA Conference, Institute of Internal Auditors, ISACA, and Association of Information Technology Professionals.

Stephen D. Gelineau, Senior Vice President, Cambridge Research Institute



Steve Gelineau is a Partner and Senior Vice President with the Cambridge Research Institute (CRI), a national healthcare strategic advisory firm. CRI is one of the longest serving healthcare consultancies in the U.S., having been founded in 1967 by faculty of the Harvard Business School in Cambridge, Massachusetts. Gelineau has served as a strategic advisor to chief executive officers, management teams, governing boards, physician leaders and others in the healthcare field for more than 20 years. He has completed over 250 consulting engagements with leading national healthcare organizations, regional healthcare systems, academic medical centers, community hospitals of all types and sizes, medical group practices, PHOs, TPAs, health plans, not-for-profit and for-profit healthcare companies. His expertise encompasses all aspects of strategy; the strategic planning process; hospital-physician integration and medical staff planning issues; hospital affiliation feasibility studies, healthcare system formation, merger and acquisition planning, leadership structure and organization for strategy implementation and organizational performance. He has also facilitated over 200 planning retreats as part of his work. His work also includes guiding healthcare organizations through their most difficult and challenging decisions – from whether or not to affiliate or remain independent, to choices about which clinical service lines to develop, from the best models of hospital-physician integration, to forecasting demand and understanding the implications of future forces and trends in the marketplace. He also brings his clients a strong record of working through implementation challenges and performance issues, including governance, leadership and management structures, reorganizations, systems for effective leadership, building accountability, driving change, and aligning key constituencies with organizational strategy. Prior to becoming a consultant, Gelineau acquired over 15 years of healthcare management experience with several organizations including posts on the executive staff of an academic medical center, a health system and several community hospitals. He holds a Bachelor of Science degree in Organizational Behavior and a Master of Science degree in Management from the Lesley University School of Management, Cambridge, MA.

Jean Ann Hartzell-Minzey, Vice President, Minzey Business Consultants to Medicine and Senior Consultant/Educator, Healthcare Education Strategies, Inc.

Jean Ann Hartzell-Minzey is a healthcare professional with more than 30 years of experience in the areas of management, documentation, education, analysis, auditing, chargemaster review, pricing, coding, and compliance issues for all healthcare settings. She has experience in physician practices, acute care hospital, home health, skilled nursing, nursing home and ambulatory surgery center management, coding and billing. She is a specialist in reimbursement methodologies (including prospective payment systems) for Medicare, Medicaid and other third-party payors. Hartzell-Minzey has developed customized training programs for hospitals and skilled nursing, home health, LTAC and inpatient rehabilitation facilities. She has provided more than 3,000 workshops nationwide for various hospital associations and national consulting firms. As an instructor for Healthcare Education Strategies, Inc., she has worked with organizations such as St. Anthony Consulting (Ingenix), Georgia, Louisiana, Mississippi and Missouri Hospital Associations, Superior Coding and numerous National Consulting Firms. Hartzell-Minzey also manages and operates an international E-commerce business for products and services. She is a Certified Professional Coder through the American Academy of Professional Coders (AAPC) and a Certified Hospital Auditor.

SPEAKERS' BIOS

Deborah Lawson

Director Healthcare Strategy, SoundView Technology



Deborah Lawson has over 20 years of experience researching and analyzing the operations and financials of companies involved in the U.S. healthcare sector with a particular emphasis on healthcare services companies. Most recently, as Director of Healthcare Strategy at SoundView Technology, she conducted and coordinated research encompassing all aspects of the U.S. healthcare sector including services, managed care and pharmaceuticals. Prior to SoundView, Lawson was a highly-regarded investment research analyst at Morgan Stanley, Goldman, Sachs & Co., and Citigroup. Consistently ranked among the top in her sector (healthcare services) by both Institutional Investor and Greenwich Associates, she covered a diverse group of companies ranging from hospitals, skilled nursing facilities, rehabilitation, home healthcare, assisted living, clinical laboratories, ambulatory surgery centers, home oxygen and various other services companies. While her primary role was to advise worldwide institutional investors on industry and company fundamentals within healthcare services, she was also involved in over a dozen initial public offerings (IPOs) and follow-on offerings of equity and convertible debt within the sector. Lawson also played a role in many mergers and acquisitions in the sector, as well as in numerous restructurings (most significantly the revitalization of HCA, the largest for-profit hospital company in the U.S., in the late 1990s). Lawson is also a distinguished author of dozens of detailed research reports and has created and maintained significant statistical information on companies in the healthcare services sector. Throughout her career, she has placed a particular emphasis on understanding and advising clients as to the dynamics of the Medicare and Medicaid programs and their impact on various subsectors of the healthcare industry (ranging from specific pricing issues and expansion of the programs to governmental investigative initiatives). A notable success was her extensive coverage and analysis of the late 1990s transition of the skilled nursing facility (SNF) sector to a prospective payment system (PPS) under Medicare. She received a Bachelor of Science degree in Finance from the University of Virginia's McIntire School of Commerce.

Sara Traigle van Geertruyden

Health Care and Welfare Policy Expert, Thorn Run Partners



Sara Traigle van Geertruyden joined Thorn Run Partners in January 2011 as a Health Care and Welfare Policy Expert with 14 years of experience. She began her career on Capitol Hill, working for former Senator John Breaux (D-LA) from 1996-2003, first as a projects assistant handling Congressional appropriations and advising constituents on the federal grant process, and ultimately spending over three years as a legislative assistant overseeing Senate Finance Committee issues for health and welfare. During this time, she also completed her Juris Doctor in Law at the Catholic University Columbus School of Law in 2002. In 2003, she joined the law firm Patton Boggs where she practiced in the public policy group handling regulatory and legislative issues related to healthcare, welfare and appropriations for clients. She has represented clients including hospital systems, pharmaceutical companies, healthcare provider associations and coalitions. Her scope of work in healthcare combines expertise in working with all of the major healthcare agencies, including the Medicaid Payment Advisory Commission (MedPAC), the Centers for Medicare and Medicaid Services, the Administration on Aging, and the Food and Drug Administration. She has also been closely monitoring the newly created Medicaid and CHIP Payment and Access Commission (MACPAC), the Federal Coordinated Health Care Office, and the Center for Medicare and Medicaid Innovation. She handled important lobbying efforts related to the Medicare Modernization Act of 2003 and the recently-passed Patient Protection and Affordable Care Act for clients. She was actively engaged in drafting regulatory comments for her clients during the implementation of the MMA and continues to assist clients seeking to influence the regulatory process. Among her greatest successes, in 2005-2006, she managed the Medicare Rx Education Network, a coalition of over 80 national associations brought together by a mutual goal of educating seniors about the new Part D benefit under Medicare. In 2009-2010, she successfully represented a Louisiana-based coalition of healthcare providers seeking to avoid a dramatic reduction in Medicaid payments after Hurricanes Katrina and Rita as part of the new health reform law. After being deeply involved in efforts to reauthorize the Temporary Assistance for Needy Families (T.A.N.F.) law during her tenure on Capitol Hill, she continues to work on issues related to the health and welfare of low income families and children. She has a strong reputation on both sides of the political spectrum, having staffed Senator Breaux in his efforts to pass legislation that he championed with former Senator Bill Frist (R-TN) to modernize the Medicare program, and in his efforts to raise bipartisan ideas for health reform and T.A.N.F. reauthorization. She also has expertise in counseling clients through the Congressional appropriations process.

**LOUISIANA HOSPITAL ASSOCIATION
MANAGEMENT CORPORATION
LHA 2011 ANNUAL MEETING &
SUMMER CONFERENCE REGISTRATION
JULY 18-20, 2011 • PERDIDO BEACH RESORT • ORANGE BEACH, ALABAMA**

**GOLF
COTTON CREEK**

Name _____ Handicap _____

Additional Guest _____ Handicap _____

Additional Guest _____ Handicap _____

Additional Guest _____ Handicap _____

FISHING

BOATS DEPART FROM SAN ROC CAY MARINA (*ACROSS THE STREET*)

NOTE: We have only 60 spots on fishing boats, so register early!

Name _____

Additional Guest _____

Additional Guest _____

Additional Guest _____

CONTINUING EDUCATION CREDITS

Nursing – 5.25 contact hours will be awarded for this offering by the LHA for complete attendance of the program. The LHA is approved by the Louisiana State Board of Nursing – CE Provider #39.

ACHE – The LHA is authorized to award 6.0 hours of pre-approved Category II (non-ACHE) continuing education credits for this program toward advancement or recertification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward Category II credit should list their attendance when applying for advancement or recertification in ACHE.

Nursing Home Administrators – 5.5 hours of continuing education credit.

Other Participants – will receive, upon completion of workshop, a certificate documenting the completed continuing education/clock hours.

**This form must accompany your completed
LHA Summer Conference Registration Form.**

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Randy Cabral

"Randy Cabral is full of energy, high impact, very funny and incredibly talented"
-James Lay, Cruise Director, Princess Cruise Line

"No ordinary human!"
-Elizabeth Maupin, Orlando Sentinel

"Amazing, amusing, and inventive"
-Mike Ross, The Edmonton Sun

"Randy was easy to work with, and the show he did for us was truly just perfect! I can't say enough good things about him!"
-Ellen Elom, Young Professionals Organization, Delray Beach FL

COMEDY, JUGGLING & OTHER USELESS SKILLS

RANDY CABRAL

Tuesday, July 19, 2011 • 7:30 p.m. – 10:30 p.m.

Randy Cabral is a comedy entertainer that has been wowing audiences around the globe for fifteen years. His unique blend of comedy and juggling is a hit. Randy has performed at the internationally renowned Magic Castle Hotel in Hollywood and is a featured entertainer on the world's largest cruise lines. His recent appearance on NBC's "The Tonight Show" was seen by millions of viewers.