

2015 TAHFA & HFMA SOUTH TEXAS FALL SYMPOSIUM

The Westin Riverwalk, San Antonio Texas

September 20 – 22, 2015

TAHFA Texas Association for
Healthcare Financial Administration

hfma south texas
healthcare financial management association

Please Visit our Website Event Page for Full Agenda

The 2015 TAHFA & HFMA South Texas Fall Conference is taking place September 20-22 at the Westin Riverwalk in San Antonio.

EARN UP
TO
13 CPES!

**REGISTRATION
IS OPEN!**

Registration for the 2015
Fall Symposium is open!

Click [HERE](#) to
register today!

DON'T MISS OUT ON OUR CFO PANEL

On September 21, the TAHFA & HFMA South Texas Fall Symposium will feature a panel on Private Sector vs. Public. This panel will focus on the journey two CFO's have taken in transitioning from the for profit healthcare world to the not for profit public sector.

SPEAKERS

Christopher Reed Hurley, *Executive Vice President & CFO, University Health Systems*



Reed Hurley is the Executive Vice President and Chief Financial Officer of the University Health System located in San Antonio. Mr. Hurley holds a Master's of Accounting degree from Nova Southeastern University in South Florida and a Bachelor of Science degree from University of Houston.

He is a Certified Public Accountant, and has more than 12 years' experience as a hospital CFO in for profit, publicly traded health care organizations. He also has experience in public accounting and 7 years experience in non profit healthcare.

In his current position as Executive Vice President/Chief Financial Officer for the University Health System, he is directly responsible for the fiscal affairs of the \$1.3 Billion, governmental not for profit Health System and the reporting thereof to the Health System's governing board and County Commissioners.

John Moore, CPA, *Executive Vice President & CFO, Parkland Hospital*



John Moore, CPA, joined Parkland in January 2015 from Carolinas HealthCare System in Charlotte, North Carolina, where he served as Vice President/Chief Financial Officer since 2008. There he was responsible for financial operations, patient accounting, Health Information Management, patient access, information systems, communications and wound care.

Prior to that, Moore was Chief Financial Officer at Northwest Medical Center Oro Valley in Tucson, where he was responsible opening and staffing all financial-related areas of a de novo hospital. Moore also has served as Senior Financial Analyst for Triad Hospitals, Inc., in Plano; Chief Financial Officer at Samaritan Surgicenters of Arizona in Phoenix; and accounting manager for HCA-The Healthcare Company in Dallas.

Moore earned a Bachelor of Business Administration degree from Baylor University. He is a Certified Public Accountant, and a member of the Healthcare Financial Management Association.

BINGO
1 TO 15 • 16 TO 30 • 31 TO 45 • 46 TO 60 • 61 TO 75

8	30	44	59	●
4	18	35	●	74
1	20	●	50	64
5				
●				

Join us for
BEER & BINGO
Sunday, 6:00pm - 8:00pm
Exhibit Hall

RIVERFEST

Monday
5:30pm-7:30pm
Overlooking the River

Join us for Riverfest which is an event designed to highlight the savory tastes that San Antonio is known for! You are sure to find a margarita, Texas brewed microbrew beer and definitely some killer guacamole!

TAHFA & HFMA SOUTH TEXAS FALL SYMPOSIUM AGENDA AT A GLANCE

Sunday, September 20, 2015

4:00 p.m. – 6:00 p.m.	Vendor Set-Up
6:00 p.m. – 8:00 p.m.	Let's Play Bingo! Join us for Beer & Bingo!

Monday, September 21, 2015

7:30 a.m. – 4:30 p.m.	Registration
7:30 a.m. – 8:30 a.m.	Breakfast
8:00 a.m. – 8:10 a.m.	Welcome
8:10 a.m. – 9:00 a.m.	1115 Waiver Update Presented by Brittni Bilse, Consultant, DHCG
9:00 a.m. – 9:50 a.m.	YCMTSU: The 84th Texas Legislature - You Can't Make This Stuff Up Presented by Stacy Wilson, Vice President & Associate General Counsel, Texas Hospital Association
10:05 a.m. – 10:55 a.m.	People Styles- Why is it hard to work well with some people and communicate effectively? Presented by Mark Kostreba, Sr. Vice President of Sales & Marketing, MedA/Rx®
10:55 a.m. – 11:45 a.m.	Mastering the Mandatory Elements of Reform – Leave No Money on the Table Presented by Walter Coleman, MBA, Manager, DHG Healthcare
11:45 a.m. – 12:30 p.m.	Lunch
12:30 p.m. – 1:20 p.m.	From Private to Public: The Good, the Bad, the Difference Presented by Reed Hurley, Executive Vice President & CFO, University Health Systems, and John Moore, Executive Vice President & CFO, Parkland Hospital
1:20 p.m. – 2:10 p.m.	Government Enforcement Actions: What is Next? Josh Weaver, Associate, Weaver & Weaver, PLLC, Ashley Johnston, Shareholder, Associate, Gray Reed & McGraw, PC
2:10 p.m. – 3:00 p.m.	Reducing False Claim Liability for Medicare Inpatient Admissions Presented by Gregory Palega, MD, JD, Medical Director of Regulatory Affairs, MedManagement, LLC
3:00 p.m. – 3:15 p.m.	Break
3:15 p.m. – 4:05 p.m.	Social Engineering – Protecting PHI through the Weakest Link Presented by Paul Douglas, Consulting Manager, Postlethwaite & Netterville
4:05 p.m. – 4:55 p.m.	Fraud Prevention Strategies for Healthcare Presented by Todd Burchett, CPA, ABV, ASA, CFF, CFE, Partner, BKD, LLP
5:30 p.m. – 7:30 p.m.	Riverfest

Tuesday, September 22, 2015

7:30 a.m. – 10:30 a.m.	Registration
7:30 a.m. – 8:30 a.m.	Breakfast
8:00 a.m. – 8:50 a.m.	Chargemaster Compliance & Revenue Capture Scott Treida, Senior Manager, Blue & Co., LLC
8:50 a.m. – 9:40 a.m.	Population Health Presented by Danna Campbell Bonano, BSN, MBA, CPA, Specialist Leader, Deloitte
9:40 a.m. – 9:55 a.m.	Break
9:55 a.m. – 10:45 a.m.	Maximizing Reimbursement through Coordination of Benefits Presented by Douglas Turek, Chief Operating Officer, Alegis Revenue Group, LLC
10:45 a.m. – 11:30 a.m.	Growing Your Career in Healthcare Finance Stefan Wedegar, Vice President, Coker Group
11:30 a.m.	Closing Remarks