<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00am – 8:30am</td>
<td>Registration &amp; Breakfast</td>
</tr>
<tr>
<td>8:20am – 8:30am</td>
<td>Welcome Remarks</td>
</tr>
<tr>
<td>8:30am – 9:20am</td>
<td>Fraud and Abuse in Coding</td>
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<tr>
<td></td>
<td>Presented by Melissa Edenburn, MS, RHIA, CCS, Lead IP Auditor and Trainer, HCCS</td>
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<tr>
<td>9:20am – 10:10am</td>
<td>Novitas Update</td>
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<tr>
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<td>Presented by Peter Garza, Manager JH Provider Audit &amp; Reimbursement, Novitas Solutions, Inc.</td>
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<tr>
<td>10:10am – 10:20am</td>
<td>Break</td>
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<tr>
<td>10:20am – 11:50am</td>
<td>Negotiating with Yourself and Winning</td>
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<tr>
<td></td>
<td>Presented by Dr. Matthew McCarter, Associate Professor of Management, University of Texas – San Antonio</td>
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<tr>
<td>11:50am – 12:40pm</td>
<td>Lunch</td>
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<tr>
<td>12:40pm – 1:30pm</td>
<td>85th Legislative Session Update</td>
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<td>Presented by Charles Smith, Executive Commissioner, Texas Health and Human Services Commission</td>
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<tr>
<td>1:30pm – 2:20pm</td>
<td>Psychographics + Technology: Changing Patient Behaviors in Cardiovascular Health to Drive Better Outcomes, Productivity, and Cost Savings</td>
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<td>Presented by Brent Walker, SVP Marketing &amp; Analytics, PatientBond &amp; Pat Dunn, Sr. Program Manager, Center for Health Technology and Innovation, American Heart Association</td>
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<tr>
<td>2:20pm – 2:30pm</td>
<td>Break</td>
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<tr>
<td>2:30pm – 3:30pm</td>
<td>Becoming A Talking Head: Medical Billing Experts in Texas</td>
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<td>Presented by Dan Christensen, Attorney, Christensen Law Firm, PLLC</td>
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<tr>
<td>3:30pm – 4:20pm</td>
<td>The Demise of Primary Care (AKA MACRA)</td>
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<td></td>
<td>Presented by Candace Vernold Regan, CEO/Owner, Athena Talent Group</td>
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<tr>
<td>4:20pm – 5:00pm</td>
<td>Blanton Museum Tour</td>
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<tr>
<td>5:30pm – 7:00pm</td>
<td>Reception &amp; Networking – With Special Thanks to our Reception Sponsor:</td>
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# SESSIONS

<table>
<thead>
<tr>
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| 8:30am – 9:20am | Fraud and Abuse in Coding            | Course#: 180101   CPE: 1.0   Level: Entry   Prerequisites: None   | In her role as HCCS's Lead Inpatient Coding Auditor and Trainer, Melissa Edenburn is tasked with facilitating a smooth implementation of HCCS's Inpatient coding and auditing services at new client facilities. Her first step in these transitions is the important, though often overlooked task learning a client's official and unofficial coding and billing policies and procedures. A sometimes uncomfortable reeducation is necessary before getting everyone on the same page with new practices that ensure full compliance and optimum legitimate revenue. Melissa's firsthand experience with this reeducation has given her valuable practice in teaching the most important Do's and Don'ts in coding compliance.  
In addition to covering some coding compliance basics, Melissa will share some specific good and bad practices to take home. To drive the message home, we'll share some stories from the news and HCCS's own experience that illustrate the gravity of potential rewards and consequences of seemingly inconsequential coding practices.  
*Presented by*  
**Melissa Edenburn, MS, RHIA, CCS**  
Lead IP Auditor and Trainer  
HCCS |
| 9:20am – 10:10am | Novitas Update                       | Course#: 180102   CPE: 1.0   Level: Entry   Prerequisites: None   | MAC Update.  
*Presented by*  
**Peter Garza**  
Manager JH Provider Audit & Reimbursement  
Novitas Solutions, Inc. |
| 10:20am – 10:40am | Break                                |                                                                         |
| 10:20am – 11:50am | Negotiating with Yourself and Winning | Course#: 180103   CPE: 1.5   Level: Entry   Prerequisites: None   | The seminar uses simulation-based learning to understand several core principles of distributive and integrative negotiation.  
*Presented by*  
**Matthew McCarter**  
Associate Professor of Management  
University of Texas – San Antonio |
| 11:50am – 12:40pm | Lunch                                |                                                                         |
12:40pm – 1:30pm  85th Legislative Session Update
Course#: 180104     CPE: 1.0     Level: Entry     Prerequisites: None

During this session, Executive Commissioner Charles Smith will provide a legislative update.

Presented by Charles Smith
Executive Commissioner
Texas Health and Human Services Commission

1:30pm – 2:20pm  Psychographics + Technology: Changing Patient Behaviors in Cardiovascular Health to Drive Better Outcomes, Productivity, and Cost Savings
Course#: 180105     CPE: 1.0     Level: Entry     Prerequisites: None

The presentation will demonstrate how psychographic segmentation, a methodology used by leading Consumer Products and Retail companies, can be used to change patient behavior with a focus on cardiovascular health. By targeting and messaging patients based on their motivations and “healthcare personalities,” hospitals and other healthcare providers can enhance patient engagement and the likelihood of driving positive health behaviors, leading to improved clinical and business outcomes. The presentation will provide a variety of case studies and results showing cost savings, increased patient participation and efficiencies in resource allocation.

Course Objectives:
• The audience will understand and become familiar with psychographic segmentation
• Appreciate how Consumer Industry methods can help augment and enhance patient engagement
• The audience will understand how these approaches apply to, and can benefit, their organizations

Presented by Brent Walker
SVP Marketing & Analytics
PatientBond

Presented by Pat Dunn
Sr. Program Manager, Center for Health Technology and Innovation
American Heart Association

2:00pm – 2:30pm  Break

2:30pm – 3:30pm  Becoming A Talking Head: Medical Billing Experts in Texas
Course#: 180106     CPE: 1.0     Level: Entry     Prerequisites: None

For those who have thought of using their education, training and experience to become a medical billing expert, we will discuss the benefits and challenges associated with making this part of your practice.

Course Objective:
To give an overview of the considerations for those interested in testifying as a medical billing expert in personal injury cases in Texas.

Presented by Dan Christensen
Attorney
Christensen Law Firm, PLL

Presented by Candace Vernold Regan
CEO/Owner
Athena Talent Group

3:30pm – 4:20pm  The Demise of Primary Care (AKA MACRA)
Course#: 180107     CPE: 1.0     Level: Entry     Prerequisites: None

Course Objectives:
• To understand the impact of the implementation of MACRA (Medicare Access and Chip Reauthorizations Act) on Primary Care Physicians
• The resulting rise of Concierge based Practices & how this will affect access to Primary Care
• What the long term consequences will be to the Health Care Profession

Presented by Candace Vernold Regan
CEO/Owner
Athena Talent Group

4:20pm – 5:00pm  Blanton Museum Tour

5:30pm – 7:00pm  Reception & Networking

With Special Thanks to our Reception Sponsor

DYNAFiOS
UPCOMING EVENTS

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
<th>City, State</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 Healthcare Landscape</td>
<td>February 23, 2018</td>
<td>St. George Maronite Center</td>
<td>San Antonio, TX</td>
</tr>
<tr>
<td>HFMA Texas State</td>
<td>April 22-24, 2018</td>
<td>Hyatt Regency Austin</td>
<td>Austin, TX</td>
</tr>
<tr>
<td>2018 Annual Institute</td>
<td>May 20-22, 2018</td>
<td>Embassy Suites San Antonio</td>
<td>San Antonio, TX</td>
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</tbody>
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