

Directions to the Conference:

HEADING NORTH:

Take I-95 into Maine, exit at #7 The Yorks/Ogunquit. This is the last exit *before* the Maine Turnpike. Turn left on Route 1 heading north for 7 miles. The Meadowmere Resort is on the right, just after the Ogunquit Playhouse, the Ogunquit Welcome Center, and Bourne Lane.

HEADING SOUTH:

Take Maine Turnpike South, exit at #19 Wells. Turn left on Route 109. Turn right on Route 1, heading south for 6 miles. Go through the Ogunquit village center. The Meadowmere Resort is on the left, just south of the town center.

GPS UNITS:

Please use the address 74 Main Street, Ogunquit, Maine 03907.

PLEASE NOTE:

When you journey to the resort, please be careful to exit for The Yorks/Ogunquit. Please call with any questions 1-800-633-8718.

**Maine Chapter of AAHAM
2010 Corporate Sponsors**

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**The Maine Chapter
of AAHAM**

Proudly Presents:

**SCORING WITH
HEALTHCARE REFORM**

**INDUSTRY IDEAS FOR
BASE HITS
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IN TODAY'S
HEALTHCARE ARENA**

September 23-24, 2010

THE MEADOWMERE RESORT
74 MAIN STREET
OGUNQUIT, ME 03907

Awards Dinner & Entertainment ~ Thursday, September 23, 2010

The Maine Chapter of AAHAM proudly presents:

AAHAM Olympics



Dress for the awards banquet is sports related.
Please come dressed as your favorite athlete and be prepared to vie for an AAHAM Olympic medal!

Bo McMichael ~ Stand-Up Comic



Thirty-five year old southern born comedian has had many different experiences in his life through playing college football, being high school psychology teacher, and running a school for trouble youth. He is currently the Customer Service Manager for Advanced Patient Advocacy and lives in Georgia.

M & M Entertainment Specialties

Mike Mahoney of M & M Entertainment Specialties will provide music for the evening.

Join your AAHAM friends and colleagues in dancing the night away!



About our 2010 Presenters

Margaret E. Fortin, CPC, CPC-H - Senior Manager

Maggie is a Senior Manager in the Healthcare Consulting Division of Baker, Newman and Noyes. She has more than 30 years of Medicare contractor experience. Her experience includes several Medicare operational areas inclusive of policy, claims processing, customer service, provider education, Medicare secondary payer and provider reimbursement. This experience is inclusive of 20+ years of managerial experience leading to a Directorship of Medicare Operations while employed with Associated Hospital Service, a Region One Medicare Fiscal and Regional Home Health and Hospice Intermediary.

Maggie has earned her certifications as a Professional and Hospital Coder with the American Academy of Professional Coders. She is a member of the Healthcare Financial Management Association and the Health Care Compliance Association. She is also a member of the State of Maine UB-04 Committee; a sub-group of the National Committee.

Maggie has written numerous Medicare educational articles, has worked with HCCA in developing a provider based physician billing compliance webinar and is noted as a Contributing Editor in the *HCP* 2007 Auditing and Monitoring Toolkit.

Jay E. Gonsalves, MHSA, IFCCE, MCE

Jay Gonsalves is Past President of ACA International, the association of credit and collection professionals, but he is also one of us. He left St. Luke's Hospital in New Bedford, MA in 1983 to enter the collection industry with Osborne Associates, a Boston-based healthcare collections agency. Eight years later, he acquired ownership of his current firm, Action Collection Agencies, Inc. in Middleboro, MA. He was also co-founder of ACA Healthcare Management Services, a healthcare accounts receivable management firm in West Bridgewater, Mass.

Jay was elected to ACA International's Executive Committee as Treasurer in 2005 and served as President in 2008-09. Prior to that, he had chaired the association's Interstate Collections Committee and Healthcare Services Program Committee and has been highly involved in legislative matters and it was during his term that ACA's Government Affairs office was officially opened in Washington, DC. He holds the ACA International Fellowship of Credit and Collection Executives (IFCCE) and Master Credit Executive (MCE) designations and is an ACA Certified Instructor. He has represented the industry in Australia, France and Mexico and just recently returned from Brazil. He is Past President of the New England Collectors Association and still serves as its Legislative Chair.

In 1996 and 2008, Jay was recognized by the Massachusetts House of Representatives and in 2008 by the Massachusetts State Senate for his dedication and contribution to the small business community in Massachusetts and the collection industry nationally. In 2008, he was recognized at one of the "Top 50 Collection Professionals" by *Collection Advisor* magazine, an industry publication. This year he was awarded the Massachusetts Association of Patient Account Management Directors Award. He is also a member of the MA/RI Chapter of HFMA.

Jay received his bachelor's degree from the University of Massachusetts-Dartmouth in 1976 and master of health services administration degree from Salve Regina College in 1985.

About our 2010 Presenters

Denise Martin

A Director of Business Development for EOS CCA's Healthcare division, Denise Martin has worked with the company for three years. EOS CCA, a pioneer in the financial AR industry, is headquartered in Norwell, Massachusetts and offers services spanning the entire revenue cycle. EOS CCA has eight other offices nationwide.

Denise has over twenty plus years of experience in Business Development, working within the Healthcare/Finance and Advertising industries. In her spare time, she is active with many organizations and associations including community, civic, political, healthcare and advertising groups. Currently she is working toward her CPAM and is looking forward to joining a long list of fellow AAHAM CPAM and CPAT members.

Senator Peter Mills

Peter Mills was born in Farmington in 1943 and grew up in Maine. After graduating from Harvard College in 1965, he served five years on Navy destroyers with several duty tours to the Vietnam gun line for which he was awarded the Navy Achievement Medal. He later conducted intelligence missions against the Soviets for which he was awarded the Navy Commendation Medal.

Since graduating with honors from Maine Law School in 1973, he has devoted 32 years to resolving legal problems for Maine people. For 23 years, he has owned Wright & Mills in Skowhegan. He is a founding member of the Somerset Economic Development Corporation and a founding member of FirstPark, a successful business enterprise that is bringing over 700 jobs to central Maine.

During 16 years in the Legislature, he has served as a Republican lead on Tax, Labor, Judiciary and Appropriations Committees. He is outspoken in advocating for sensible change in tax and school funding systems. He has worked with both parties to pass significant reforms in health care and education. Republicans and Democrats know him as a coalition builder with practical and independent views and a business-like approach to state finances.

He has three adult children and two grandchildren. When not in the legislature, he practices law and manages woodlots in Cornville where he lives with his wife and two dogs.

About our 2010 Presenters

Wendy Pelletier RHIT, CCS, CPC

Wendy Pelletier is the Clinical Coding Manager in the Health Information Services Department for MaineGeneral Medical Center. She has been employed there for 5 years and is responsible for managing the coding staff, educating physicians, collaborating with departmental managers, and maintaining the A/R. Prior to working at MaineGeneral Wendy worked as a practice/office manager at Family Medicine Associates of Waterville PA for 14 years. Wendy has obtained her coding certifications from the American Health Information Management Association (AHIMA) and the American Academy of Professional Coders (AAPC). In August 2010 Wendy attended the ICD10 CM and PCS Train the Trainer Course presented by AHIMA. Wendy volunteers her time for MeHIMA as the Co-chair of the Programs and Arrangements Committee and also works as adjunct faculty at Kennebec Valley Technical College.

Phyllis Powell

Phyllis Powell is the Assistant Director of Licensing and Regulatory Services – Medical Facility Units for the Department of Health and Human Services.

About This Year's Conference Topics

Credit & Collections and Healthcare Reform

In this session you will hear about debt collection agency Federal and State regulations and how they impact recoveries. The session will also focus on the Federal financial regulatory reform, as the Obama administration has made financial regulatory reform and healthcare reform a major priority.

Free Care Panel Discussion

Your peers from Central Maine Medical Center, St. Joseph's Hospital, Southern Maine Medical Center and Wenworth-Douglass Hospital in Dover, NH will share how their facilities manage free care programs.

Habits of Successful People

This presentation is designed to assist you in organizing your "plates" and in developing your daily approach for meeting professional and personal challenges. It is an opportunity to take a step back to re-evaluation of your physical, mental, social and spiritual self. It encompasses an interactive group/teamwork activity. This presentation is focused on YOU and BEING YOUR BEST!

Healthcare Reform from the Federal Perspective

America's health reform law will extend the most costly and least efficient health care system in the world to another 35 million people, many of whom are dying for lack of access. Although we share a moral imperative to cover the uninsured, we cannot afford to do so without fixing the system.

America spends about 17% of GDP on health care in contrast to the 10% spent by our peer nations. That means health care extracts a 7% sales tax on all the goods and services that our economy can produce. Medicare alone carries a \$34 trillion unfunded liability. Bringing efficiency to health care is the biggest challenge to America's economic security and the largest component of our debt burden.

The Accountable Care Act of 2010 carries the hope that states will implement a variety of suggested reforms to bring costs under control. These include global and bundled payment systems, the creation of "medical homes", the development of "accountable care organizations" and the "meaningful use" of health IT.

Most of these measures must be implemented by state level initiatives. Nimble states like Maine that can march out ahead will be the first to reap the economic benefits while sharing in the social responsibility of meeting the needs of vulnerable populations.

About This Year's Conference Topics

ICD10 CM and PCS; How will this affect your facility?

Are you confused about how ICD10 CM and PCS will affect for your facility? Why does ICD10 matter? How do you prepare? What challenges will you be facing until the implementation date of October 1, 2013? Come join this presentation to find out many of your pending questions about how your facility should begin to prepare for ICD10. Help determine what the impact of ICD 10 CM and PCS will mean to you and the departments you work with. Also learn about the Organizational and Structural Changes between ICD9 CM and ICD10 CM and PCS. Don't wait! Your facility needs to be preparing now to be ready for October 1, 2013.

Payer Audits-RACs, MACs, MICs, CERTs etc

Over the last few years with Government and Commercial Payer audits increasing, Hospital and other providers of healthcare have found a need to revisit their quality improvement mechanisms in order to reduce billing, documentation and coding errors.

Maggie will discuss a variety of concerns associated with pre and post payment reviews, offer best practice tips and alternative methods of managing and responding to audit contractor requests.

State of Maine Free Care Update

This session will provide attendees with a review and update on the State of Maine's Charity Care regulations.

Agenda

Thursday, September 23, 2010

7:30 am – 9:00 am	Registration/Light Breakfast
9:00 am – 9:30 am	Welcome & Opening Remarks <i>Linda M. Patry, CPAM</i> <i>President, Maine Chapter of AAHAM</i>
9:30 am – 10:30 am	Healthcare Reform from the Federal Perspective <i>Senator Peter Mills</i>
10:30 am – 10:45 am	Morning Break/Networking
10:45 am – 12:00 pm	Credit & Collections and Healthcare Reform <i>Jay Gonsalves</i>
12:00 pm – 1:00 pm	Lunch
1:00 pm – 2:00 pm	State of Maine Free Care Updates <i>Phyllis Powell</i>
2:00 pm – 3:00 pm	ICD 10 CM and PCS How Will This Affect Your Facility? <i>Wendy Pelletier RHIT, CCS, CPC</i>
3:00 pm – 4:00 pm	Habits of Successful People <i>Denise Martin</i>
4:00 pm – 5:30 pm	Hotel Check-in and Free time

Thursday, September 23, 2010 (continued)

5:30 pm – 7:00 pm	Social Hour & Olympics
7:00 pm – 10:00 pm	Barbeque Dinner, Annual Meeting, Awards & Entertainment

Friday, September 24, 2010

7:30 am – 8:30 am	Light Breakfast
8:30 am – 9:30 am	Free Care Panel Discussion <i>Central Maine Medical Center,</i> <i>St. Joseph's Hospital</i> <i>Southern Maine Medical Center</i> <i>and Wentworth Douglass for the NH</i> <i>perspective</i>
9:30 am – 10:00 am	Morning Break/Networking/ Check-out
10:00 am – 12:00 pm	Payer Audits – RACs, MACs, MICs, CERTs, Etc. <i>Maggie Fortin</i>
12:00 pm – 12:15 pm	Adjourn & Closing Comments

Conference Registration

Registration Deadline September 15, 2010

Please list all names of attendees from your organization.

#1 ~ Name _____

Title _____

#2 ~ Name _____

Title _____

#3 ~ Name _____

Title _____

Organization _____

Address _____

Email Address (very important):

_____ AAHAM Member Full Conference @ \$150.00

_____ AAHAM Member Thursday only @ \$100.00

_____ AAHAM Member Friday only @ \$50.00

_____ AAHAM Non-Member Full Conference @ \$175.00

_____ Guests for Annual Dinner Banquet @ \$50.00

\$ _____ Total Enclosed

Please indicate any dietary restrictions that you may have:

Hotel Reservation Information

The Meadowmere Resort
74 Main Street
Ogunquit, ME 03907

www.meadowmere.com

There are various rates available, based on accommodation type.
Please contact hotel directly for additional information.

To reserve your room, please contact the Reservations Department at (800) 633-8718. Please be sure to mention you are with the Maine Chapter of AAHAM to receive the discounted rate. The reservation cut-off date will be **August 31, 2010**.

Send Conference Registration Form to:

Rainey Foster
The Thomas Agency
561 Forest Avenue
Portland ME 04101

Phone: 800-639-2408

Fax: 207-772-2836

raineyta@maine.rr.com

Make checks payable to:
Maine Chapter of AAHAM

Refunds will not be issued after the
registration deadline.

Unpaid registration fees will be invoiced,
unless cancellation is made prior to
deadline.