Show Me the Money:  
Capturing the Benefits and Avoiding the Risks of Healthcare Reform  
New Jersey Hospital Association, 760 Alexander Road, Princeton, NJ

Oct. 30, 2014

Registration: 8:30 - 9:00 a.m.  Fee: $295 NJHA Members  
Program: 9:00 a.m. – 5:00 p.m.  $395 Non-members

Changing Delivery Systems, Reimbursement, Compliance and Enforcement in a Post-ACA World

Healthcare providers of all types must navigate a minefield of new regulations, reimbursement and payment systems, audits and enforcement initiatives, data protection requirements and dynamics involving integrated delivery systems. Now more than ever, a robust, proactive and savvy compliance program is critical for providers to remain ahead of the curve and to anticipate the new and often, unexpected hazards and to capture unprecedented opportunities presented by the rapidly evolving healthcare industry.

Hosted by: McElroy, Deutsch, Mulvaney & Carpenter, LLP

TARGET AUDIENCE:

C-Suite managed care executives including CEOs, CFOs, COOs, in-house general counsels, compliance officers and directors of reimbursement.

CONTINUING EDUCATION CREDITS:

This program has been approved by the Board on Continuing Legal Education of the Supreme Court of New Jersey for 8.3 hours of total CLE credit. Of these, 0 qualify as hours of credit for ethics/professionalism, and 0 qualify as hours of credit toward certification in civil trial law, criminal trial law, workers compensation law and/or matrimonial law.
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AGENDA

8:30 a.m. Registration and Continental Breakfast

9:00 a.m. Welcome and Introductions

Nicole Alexander, Esq.
Director of Professional and Business Development
McElroy, Deutsch, Mulvaney & Carpenter, LLP

Sarah Lechner, Esq.
General Counsel
New Jersey Hospital Association

Edward B. Deutsch, Esq.
Managing Partner
McElroy, Deutsch, Mulvaney & Carpenter, LLP

9:10 a.m. The Changing Landscape of the Healthcare Delivery Systems: Provider/Payer Vertical Integration

The panel will discuss market forces, perceived benefits, opportunities, difficulties and the diverse business / legal approaches to the growing trend of provider / payer vertical integration. Discussion will cover data integration, insurance carrier acquisition of hospitals, health system creation of carriers, other local delivery system payer arrangements including MEWAs and joint venture shared savings arrangements with and without financial risk.

Moderator: Andrew F. McBride III, Esq., MDM&C

Panelists:

Kenneth E. Kobylowski
Commissioner
New Jersey Banking & Insurance

John T. Gribbin, FACHE
President & CEO
CentraState Healthcare System

Jeffrey D. Le Benger, MD
Chairman
Summit Medical Group System

Neil M. Sullivan, Esq.,
MDM&C
Former Assistant Commissioner,
Life and Health
NJ Department of Banking and Insurance

10:30 a.m. Break

Program Continues...
10:45 a.m. **The Liability of Accountable Care Organizations – Who is Accountable and For What?**

The panel will review risk management solutions for ACOs and other integrated delivery systems involving tort and malpractice liability including the impact of financial incentives on medical decision-making as well as EHRs, and involving selected areas of regulatory liability such as data breach, anti-trust and false claims exposure.

**Moderator:** *John Zen Jackson, Esq., MDM&C*

**Panelists:**

- **David DeSimone, Esq.**
  Senior Vice President
  Organizational Transformation and Chief Legal Officer
  *CentraState Healthcare System*

- **Donna Vible, CPCU**
  Senior Vice President
  Northeast Region, Healthcare Practice
  *Willis Re Inc.*

- **Peter L. Korn., Esq.**
  MDM&C

12:00 p.m. **Luncheon**

12:00 p.m. **The Risks of Non-Compliance: A Behind-the-Scenes Look at How New Jersey Combats Healthcare Fraud**

**Keynote Speaker:**

**Ronald Chillemi**

Acting Insurance Fraud Prosecutor

*State of New Jersey*

1:00 p.m. **Break**

1:10 p.m. **The Shifting Sands of Compliance: Identifying the Opportunities and Pitfalls in a Fast Evolving Healthcare System**

The panel will discuss some of the most critical areas of change affecting healthcare providers and the potential compliance pitfalls and opportunities those changes afford for mergers and acquisitions, EHRs, credit balances, patient assistance programs and other reimbursement scenarios.

**Moderator:** *John K. Kaveney, Esq., MDM&C*

**Panelists:**

- **James A. Robertson, Esq.**
  MDM&C

- **Kimberly Zeoli**
  Senior Partner, National Health Care Industry Practice
  *Deloitte*

- **Jennifer N. Willcox, Esq.**
  Deputy General Counsel
  *Yale New Haven Health System*

Program Continues...
2:15 p.m.  
**Break**

2:25 p.m.  
**EHR and Meaningful Use as HIPAA, HITECH and Liability Trojan Horses**

The panel will explore ways in which the implementation of certified electronic health record technology (CEHRT) has created new risks and vulnerabilities for hospitals and physicians alike, in terms of HIPAA security, reimbursement, professional liability and patient safety. Discussion will cover the primary security, compliance and reimbursement vulnerabilities, risk mitigation and patient safety implications related to CEHRT systems in large institutions, and also preview Meaningful Use Stage 3.

**Moderator:**  *Leonardo M. Tamburello, Esq., CIPP/US, MDM&C*

**Panelists:**

- **Thomas Flynn, FACHE**  
  Vice President and  
  Chief Compliance Officer  
  Hackensack University Medical Center

- **Daniel R. Esposito, Esq.**  
  MDM&C

- **Genevieve Morris**  
  Director  
  Audacious Inquiry, LLC.

3:30 p.m.  
**Trends in New Jersey Healthcare Criminal Prosecutions**

The panel will examine a range of recent healthcare criminal prosecutions in New Jersey and other jurisdictions involving anti-kickback statutes; bribery, money laundering and false tax returns; healthcare, Medicare and Medicaid fraud; unlawful distribution of medication; obstruction of investigations; and the False Claims Act.

**Moderator:**  *Walter Timpone, Esq., MDM&C*

**Panelists:**

- **Louis R. Pichini, Esq.**  
  Director  
  Deloitte / Financial Advisory Services LLP  
  Former Chief of Criminal Division  
  United State Attorney’s Office  
  Philadelphia

- **Lee Vartan, Esq.**  
  Executive Assistant Attorney General  
  New Jersey Office of Attorney General

- **Robert Scrivo, Esq.**  
  MDM&C

- **Bob Hille, Esq.**  
  MDM&C

4:45 p.m.  
**Summary / Wrap-up**

Q&A covering all session topics

**James A. Robertson, Esq.**  
MDM&C

5:00 p.m.  
**Adjournment**
Registration Guidelines for 2014

Paying by Credit Card

Guarantee your seat now by registering and paying online with a credit card.

It's secure and easy.

Click on the following link: http://www.njha.com/education/brochure/?id=540

Note: For security purposes, please DO NOT mail credit card information with your security code to the P. O. Box. Save time and register online through our secure Web site.

Paying by Check

Please fax your registration prior to mailing with payment. Your registration will be incomplete until your payment is received. A copy of the registration must accompany your check in order to allocate your payment properly.

FAX: 609-275-4271

Make check payable to: HRET of NJ
Mail to: HRET of NJ, P.O. Box 828691, Philadelphia, PA 19182-8691

Payment is due by Oct. 23

Cancellation Policy

- Non-member cancellations received by Oct. 23 will receive a refund minus a $160 administrative fee.
- Member cancellations received by Oct. 23 will receive a refund minus a $120 administrative fee.
- Cancellations received after Oct. 23 will not be eligible for a refund.
- Registrants unable to attend may send an alternate.

General Information

- Onsite registration: We will do our best to accommodate walk-ins, but cannot guarantee seating. If a conference does have availability, payment is due at that time.
- For program inquiries, please contact the program coordinator at: Kjackson@njha.com
- For registration and payment inquiries, please contact Chendrix@njha.com
- In the event of inclement weather, call 609-275-4140 before coming to the conference
- For directions visit NJHA at: http://www.njha.com/directions.aspx (parking is behind the conference center building).
- If you have a disability and need special accommodation, please call 609-275-4181.
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| Location:  | NJHA Conference and Event Center  
760 Alexander Road, Princeton, NJ |
| Fee:       | Members: $295 per person  
Non-members: $395 per person |
| Seminar:   | EDU 1455 |

REGISTRATION  
(Please type or print clearly. Please copy form for additional registrants.)  
**Note:** Your registration will not be complete until payment has been received.  
Payment is due no later than Oct. 23.

Credit Card Registration  
To register by credit card, please click on the following link:  
[http://www.njha.com/education/brochure/?id=540](http://www.njha.com/education/brochure/?id=540)

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