



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.
Program: 9:00 a.m. – 5:00 p.m.

Fee: \$295 NJHA Members
\$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

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

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

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>

Full Name: _____ (EDU 1455)	
Job Title: _____	Check Amount: \$ _____ Check # _____
Degrees/Credentials (MD, RN, LNHA, etc.): _____	Organization: _____
E-mail: _____	Organization Address: _____
Phone Number: _____	City, State, Zip: _____

Additional Registrant

Full Name: _____ (EDU 1455)	
Job Title: _____	Check Amount: \$ _____ Check # _____
Degrees/Credentials (MD, RN, LNHA, etc.): _____	Organization: _____
E-mail: _____	Organization Address: _____
Phone Number: _____	City, State, Zip: _____