Hospital Strategies for 2011 and Beyond: A Symposium on Healthcare Reform and Current Enforcement Activities

Sept. 29, 2010

Sponsored by:
New Jersey Hospital Association

Location:
New Jersey Hospital Association
760 Alexander Road, Princeton

PROGRAM OBJECTIVES
In response to substantial demand from hospitals, NJHA is pleased to offer this advanced symposium to address hospital strategies for 2011 and beyond. The morning sessions will focus on the new healthcare reform law and its impact on strategic planning for hospitals. Participants in this program will be able to:

• Recommend how to strategically position their facilities to succeed under the new healthcare reform law;
• Discuss financial and operational goals and strategies for the development of accountable care organizations, bundling and medical home models; and
• Explain how to structure new collaborations and affiliations consistent with complex legal and regulatory restrictions.

The afternoon session will discuss increased enforcement initiatives and what hospitals should be doing to reduce compliance risks. Participants at this session will be able to:

• Recognize current and future enforcement initiatives against hospitals by the federal and state governments; and
• Illustrate how hospitals can reduce their potential exposure in light of increased government enforcement trends.

WHO SHOULD ATTEND
Physicians, CEOs, COOs, CFOs, CNOs, trustees, hospital attorneys, corporate compliance officers, vice presidents of planning and business development

CONTINUING EDUCATION CREDITS
HRET is accredited by MSNJ to provide continuing medical education for physicians. HRET designates this educational activity for a maximum of 5.25 AMA PRA Category 1 Credits™. Physicians should claim credit commensurate with the extent of their participation in the activity.

HRET is an approved provider of continuing nursing education by NJSNA, an accredited approver by the American Nurses Credentialing Center’s Commission on Accreditation. This program qualifies for 5.25 contact hours.

For attorneys, the law firm of Sills Cummis & Gross, P.C. will issue 3.5 hours of NY CLE credits in the area of Professional Practice. These credits can also be applied toward NJ CLE requirements for attorneys. This program is appropriate for experienced attorneys. There is a financial aid policy in place. For further inquiry, please call 609-275-4148 at the New Jersey Hospital Association.

Full disclosure will be provided at the educational activity.

(OVER)

If your check is being processed you may use a credit card to hold your registration. Please write “HOLD ONLY” by the credit card information. Credit card will be charged if check is not received by the date of the conference.

I AGREE TO THESE TERMS.

• Cancellations received by Sept. 20 will receive a refund minus a $50 per person service fee. Cancellations received after that date will not be eligible for a refund.
• Registrants unable to attend may send an alternate.
• No confirmation will be sent.
• For brochures or a calendar of upcoming seminars go to http://www.njha.com/index.aspx.

FOR MORE INFORMATION, OR IF YOU HAVE A DISABILITY AND NEED A SPECIAL ACCOMMODATION, PLEASE CALL 609-275-4180 or 4181.
PROGRAM SCHEDULE
8:30  Registration and Continental Breakfast
9:00  Welcome and Introductions
      Elizabeth A. Ryan, Esq.
      President and CEO, NJHA
9:15  Keynote Address
      David Cutler
      Otto Eckstein Professor of Applied Economics, Kennedy School of
      Government, Harvard University
      Senior Health Care Advisor, Obama Transition Team
10:00 What the Governor’s Office is Doing to Prepare
      Robert Schwaneberg
      Policy Advisor to the Governor for Health Care,
      Office of Gov. Chris Christie
10:30 Break
10:45 Strategic Planning for ACOs, Bundling,
      Medical Home - Financial and Operational Goals and Objectives
      Mark Grube
      Chair, Integrated Strategic Advisory Practice, Kaufman Hall
      Stephen Rosenthal
      Vice President, Network Care Management, Montefiore Medical Center
      President/CEO, The Care Management Company, Bronx, N.Y.
12:00- Legal and Regulatory Issues in Structuring ACOs and Other Strategic Collaborations
      Gary Herschman, Chair
      Anjana Patel, Vice Chair
      Health and Hospital Law Practice Group,
      Sills Cummis & Gross, P.C.
1:00  Networking Luncheon
2:00  The Focus of Current and Future Enforcement Activities Against Hospitals
      Maureen Ruane
      Chief
      Health Care and Government Fraud Unit
      U.S. Attorney’s Office, District of N.J.
      Mark Moskovitz
      Deputy Director, Medicaid Fraud Division
      Office of the State Comptroller
      Mark Olinsky, Co-Chair
      Jack Wenik, Co-Chair
      Health Care Government Investigations Practice Group
      Sills Cummis & Gross, P.C.
4:00  Adjournment

WATCH FOR ADDITIONAL PROGRAMS THIS FALL FOCUSING ON HEALTHCARE REFORM.


Visit www.HRET-Register.com to register online with a credit card.

REGISTRATION (Please Type or Print Clearly)

Name (as it should appear on badge)
Hospital/Firm
Title
Street
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Fax
City State Zip
Email address

Cardholder’s billing address (if different)
Name
Address
City State Zip

PAYMENT METHOD
Amount $  
Check  MasterCard  VISA  Amex
Card #  Expiration Date

Print Name (as it appears on card)

Signature