

NEW HOTEL DEADLINE
June 10th

Renaissance Hotel in Austin June 24-25, 2009

CAH

CRITICAL ACCESS HOSPITAL

Conference Program & Registration



CO-HOSTED BY

TORCH FOUNDATION

AND



**TEXAS ORGANIZATION OF
RURAL & COMMUNITY HOSPITALS**

The **TORCH FOUNDATION** and the **TEXAS ORGANIZATION OF RURAL & COMMUNITY HOSPITALS (TORCH)** are pleased to host the **2009 Texas Critical Access Hospital Conference**. Texas ranks among the top five states in the country with the most certified CAHs. These hospitals are a vital part of Texas' rural safety net providers.

This is a unique time for rural healthcare, with several opportunities for significant change in the way healthcare is delivered. Federal push, particularly through the economic stimulus plan, for the adoption of certified electronic health records has generated much excitement (and uncertainty) for what this will mean for rural hospitals.

This education conference will provide you valuable information on key issues, topics, resources and strategies for Critical Access Hospitals. We encourage you to be an active participant in this exciting learning event and to take this opportunity to interact with your peers and the presenters.

CRITICAL ACCESS HOSPITAL CONFERENCE

UPCOMING EVENTS

RURAL HOSPITAL INFORMATION TECHNOLOGY CONFERENCE & TRADESHOW

October 20-21, 2009

Hyatt Regency in Austin

TORCH LEADERSHIP & MANAGEMENT INSTITUTE SEMINAR

October 22-23, 2009

Hyatt Regency in Austin

2009 TEXAS RURAL HEALTH FORUM

November 9-10, 2009

Hyatt Regency in Austin

MAKE PLANS TO ATTEND and look for information in the mail

CONTACT INFORMATION

505 E. Huntland Drive, Suite 150
Austin, TX 78752

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Austin, TX 78761

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<http://torchnet.org>
<http://foundation.torchnet.org>



Wednesday, June 24th

Exhibitor Move-in & Setup 10:00 am – 12:00 pm

Registration Desk Opens 12:00 pm

Welcome & Introduction 1:00 pm

James Vanek, CEO, Lavaca Medical Center
Quang Ngo, President/CEO, TORCH Foundation

Federal Landscape for Critical Access Hospitals: Challenges in Quality, Safety and Facilities 1:15 pm

Kristi Martinsen, Hospital-State Division Director, Federal Office of Rural Health Policy

This session provides an overview and update of key challenges facing CAHs in the current environment and in the future, including the adoption of health information technology, quality reporting, and workforce challenges. This session will also cover current CAH research and findings, evolution of the Flex Program, and the future of the SHIP Program.

Prepare to be Stimulated: Impact and Opportunities for Critical Access Hospitals through ARRA 2:00 pm

James Oakes, Jr., Principal, Health Care Information Consultants

This session provides a stimulating overview of the opportunities for CAHs through ARRA. The federal government created a pot of gold that healthcare providers (and others) are all anxiously awaiting to access. Learn what benefits are in store for your hospitals and when this funding becomes available. This is the time to get started. There's a lot to do to prepare your organization to take advantage of the funding.

Break in Exhibit Area 3:00 pm – 3:30 pm
Key Financial Considerations and Opportunities for Critical Access Hospitals 3:30 pm

Tom Watson, CPA, BKD, LLP

So, you are a Critical Access Hospital. Yes, you receive cost-reimbursement. But what else should you know about strategies and opportunities to ensure not just survival but growth and profitability? Learn about the advantages of being a CAH and key areas of focus to maximize revenue.

Texas Flex Program Updates 4:30 pm

Cindy Miller, Flex Coordinator, Office of Rural Community Affairs

This session provides an update on the Texas Flex program, including priorities, services, and available funding opportunities.

Reception in Exhibit Area 5:00 pm – 6:00 pm



2009 CRITICAL ACCESS HOSPITAL CONFERENCE



Thursday, June 25th

Breakfast & Exhibits 7:30 am

Legislative Updates 8:15 am

*David Pearson, President/CEO, TORCH
Don McBeath, Director of Advocacy, TORCH*

The Texas State Legislature will have completed their work on June 1st, but then healthcare providers are left to determine how to deal with the new laws and requirements. David and Don will summarize all the bills that were passed and highlight what changes are coming down the pike. Don't miss this informative session as we help sort out the good from the bad during this overview of the recently concluded 81st Session.

EHR Adoption Under the ARRA HITECH Stimulus Act 9:00 am

Fred Beck, JD, President, Opus Healthcare Solutions

How does a hospital become a meaningful user of a certified or qualified EHR? And what is a "certified" EHR, according to the federal government? What is the window of opportunity for hospitals and physician clinics to qualify for payment incentives before penalties begin to take effect? This session answers these questions and provides information on the market climate, organizational readiness, solution options, cost, contracts and implementation.

Break in Exhibit Area 10:00 am – 10:30 am

Optimizing Revenue Cycle in Uncertain Financial Times 10:30 am

Chad Polk, Principal, MED A/Rx

In these times of financial uncertainty, maintaining a steady flow of revenue is the lifeblood of your hospital. Find out how to effectively manage your revenue cycle, discover how to embrace the right technology, and how having the right quantitative analysis performed can lead to maximizing your internal cash flow.

Red Flags, RACs and IRS Audits 11:15 am

Kevin Reed, Attorney, Davis & Wilkerson

Medicare RAC audits pose one of the greatest financial and operational challenges to healthcare providers. This session covers the essentials on audit compliance, appeals and deadlines. Learn how to detect and correct errors that cause improper payments. Also, learn what you can do about IRS audits for physician contracts and the red flag rules.

Lunch 12:00 pm

Networking with Exhibitors & Sponsors 1:00 pm - 1:30pm

Redefining Image and Information Management 1:30 pm

*David Madaffri, Regional Sales Manager-Mid America, GSS NA Healthcare Informatics, Philips
Jenny Evans, iSite PACS Specialist, Philips*

This session will take an in depth look at PACS architecture, capital versus fee per study analysis, and tips and strategies to prepare your hospital for the transition from analog to digital.

Performance and Quality Reporting 2:15 pm

*Kevin Warren, Senior Vice President, Operations, TMF Health Quality Institute
Becky Heinsohn, Director of Patient Safety, TMF-Health Quality Institute*

Maintaining a high standard of quality is a becoming a high priority for all Critical Access Hospitals. How to demonstrate and maintain that high standard is a growing challenge that hospitals now face, especially in light of the data reporting and financial impact of the CMS core measures, HCAHPS, value-based purchasing and 'never events', to name just a few. Learn how you can leave your best mark and move from mere compliance to the 90th percentile during this session.

Closing Remarks 3:00 pm

Hotel Information

The CAH Conference will be held at the Renaissance Austin Hotel located at 9721 Arboretum Blvd, Austin, Texas 78759. To make room reservations, please call the hotel directly at (800) 468-3571 or (512) 343-2626. When calling, refer to TORCH Critical Access Hospital Seminar for special conference rate. Room rates are \$129 for singles and doubles. Call before June 10th for this special room rate and availability.

Exhibits by various vendors providing services and products to critical access hospitals will be open during the conference.

RETURN SERVICE REQUESTED



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An Affiliate of
*Texas Organization of Rural
& Community Hospitals*

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TIME SENSITIVE



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Important Deadlines & Information

Hotel Reservation Deadline: **June 10, 2009**

Conference Registration Deadline: **June 17, 2009**

