



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.



NJHA Healthcare Business Solutions is proud to be the sponsor of the NJHA/HRET educational programs.

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. P131-4/08-11. This program qualifies for 5.25 contact hours.

This program qualifies for 5 CPE credits.

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)

New Jersey Hospital Association NJHA

REGISTRATION INFORMATION

Fees: NJHA Hospital, Institutional and Business Member: \$185 ea. Non-member: \$265 ea. Includes continental breakfast, lunch and materials..

Payment by credit card or check is required along with this registration form in order to be registered.

Faxed copies of check will not be accepted.

- Registrations will be accepted by FAX at 609-275-4271 ONLY IF ACCOMPANIED BY credit card information (MasterCard, VISA or American Express).
• Make checks payable to: HRET of NJ
• Mail to: Educational Services
HRET of NJ
P.O. Box 828691
Philadelphia, PA 19182-8691

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.

For directions visit NJHA on the Web at <http://www.njha.com/directions.aspx>.

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

REGISTRATION (Please Type or Print Clearly)

Seminar # 1058 (Healthcare Reform) Mem. \$185 Non-mem.\$265

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