

# Healthcare Conference- Livonia

MICPA



**Tuesday, April 26, 2016 (Course code 46539)**

Registration at 8 a.m., program runs 8:30 a.m. to 5 p.m.

Early Bird Ethics (Free for MICPA and HFMA members/ \$55 for non-members) at 7:30 a.m., registration starts at 7 a.m.  
(Course code: 46542)

Laurel Manor, 39000 Schoolcraft Road, Livonia 48150

*"Michigan's premier financial event for the medical profession"*

Gary Ley

President of the Ley Group

Former President, Garden City Hospital

## **WHY ATTEND:**

From the role of in-house counsel on anti-trust to progress in the Michigan healthcare M&A market, panels and experts weigh in on the issues and activity of the healthcare industry and how it applies to you. Don't miss these and other important sessions:


- Consumerism and Transparency: A Necessary Partnership
- New DOL Overtime Rules Create Issues for Healthcare
- Reimbursement Impact for Physicians
- The Future of Healthcare IT- Cyber Security
- Healthcare Tax Update for an Industry Realigned
- Determining Fair Market Value with Key Performance Indicators and Metrics
- Innovations in Provider, Employers and Insurance Structures
- And What Professional Liabilities Lurk in Healthcare Financial Statement Audits?

## **WHO SHOULD ATTEND:**

Accounting professionals working in or serving the healthcare industry or those who manage strategy, finance and accounting within healthcare entities.

**Recommended CPE Credit: 8 hours, includes Accounting & Auditing**

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**REGISTER TODAY AT: [MICPA.ORG/HCCG](http://MICPA.ORG/HCCG) AND SEE DETAILED DESCRIPTIONS (AVAILABLE MARCH 1, 2016)**

**\$215 FOR MICPA AND HEALTHCARE FINANCIAL MANAGEMENT ASSOCIATION MEMBERS / \$345 FOR NON-MEMBERS**

**(ADD \$30 FOR PRINTED MATERIALS) HFMA MEMBERS USE PROMO CODE HFMA WHEN REGISTERING ONLINE TO RECEIVE THE MEMBER RATE.**

## Keynotes:

### The Healthcare Leaders Take on ACA's Impacts NEW!

This Healthcare Entities Leaders Panel offers insights on the impact the ACA is having on the healthcare industry in Michigan. They discuss legislative updates and make predictions as to how local health systems may react to proposed changes to the ACA. Where does your healthcare system fit into these changes? Learn how you can be proactive rather than reactive to upcoming changes in healthcare.

**Benjamin R. Carter, FHFMA** – Executive Vice President/Chief Financial Officer/Treasurer, Trinity Health, Livonia

**Kris P. Kurtz, CPA** – Chief Financial Officer, Metro Health, Wyoming

**Nancy P. McKeague, SHRM-SCP, SPHR** – Chief of Staff, Michigan Health & Hospital Association, Okemos

Moderator: **Rod Meloni** – Business Editor, WDIV Channel 4, Detroit

### What Has FASB Changed? – GAAP Update for Healthcare\* NEW!

Jeff Mechanick, the Financial Accounting Standards Board's (FASB) lead staff person for not-for-profit and private company matters, reviews the latest pronouncements and discusses how these changes affect accounting and financial reporting for healthcare entities. He also provides food for thought about some of the upcoming projects, EITF issues, and other proposed changes being considered by the FASB. Hear right from FASB on changes that affect your healthcare clients.

**Jeffrey D. Mechanick, CPA, CGMA** – Assistant Director-Nonpublic Entities, Financial Accounting Standard Board-Financial Accounting Foundation, Norwalk, CT

### Perspectives from Legal Counsel on Healthcare NEW!

Legal counsel must be a multi-tasker for their healthcare systems! Among many things, they address everything from Inspector General Issues, to Physician Fraud, M&A and IT concerns and anti-trust possibilities. How does the in-house counsel successfully manage these issues? Our experts provide their perspectives to highlight how in-house counsel and healthcare professionals work together.

**Mary C. Gaughan, JD** – General Counsel, Ascension Michigan, Warren

**Terese Farhat, JD** – Senior Corporate Counsel, Beaumont Health

Moderator: **Andrew J. Broder** – Shareholder, Payne, Broder & Fossee, P.C., Bingham Farms

### Healthcare M&A - Here to Stay and How it Impacts the Michigan Market! NEW!

Panelists give us their first-hand knowledge of pitfalls and progress when working toward a healthcare M&A. They offer their good council about setting deadlines for due diligence, the need to identify the professionals and issues involved in the evolution of the deal, and the impacts, real or imagined, on the Michigan Market. Identify what to prioritize and who works well toward the common goal when you are involved in a healthcare M&A.

**John Keuten** – Executive Vice President & Chief Financial Officer, Beaumont Health System, Southfield

**David L. Rogers, JD** – Attorney, Rogers & Associates, P.C. Attorneys and Counselors, Farmington Hills

Moderator: **Gary R. Ley** – Past President, Garden City Hospital, Wayne

## Breakout Sessions :

When registering, please rank all eight of the breakout session in preference order (A-H). You will be assigned to four sessions.

### A) Consumerism and Transparency: A Necessary Partnership NEW!

Consumers are demanding greater transparency from their healthcare providers. Denise Christy details HDHP results as she emphasizes why the consumer must be viewed as the revenue stream. This is a clear message: systems, including recent M&As, need to retool the way their healthcare is packaged and purchased. Learn how you can make consumer transparency an easier and productive transition for your healthcare professionals.

**Denise L. Christy** – Founder & CEO, iSelect Custom Benefits Store, Troy

### B) Auditor Dilemmas: What Landmines Lurk in Healthcare Financial Statement Audits? NEW!

Be prepared! Recognize the risks you face when preparing for a healthcare financial statement audit. Our presenters will expertly guide us through the maze of landmines included within patient receivables, managed care contracting, investments, joint ventures, goodwill, long-term debt, pension and malpractice liabilities, IT, and reporting. Join this session to hear what can go wrong and learn some insights to avoid these auditor dilemmas.

**Laura L. Horvath, CPA** – Partner, Not-for-Profit Practice Leader, Baker Tilly Virchow Krause, LLP, Southfield

**Benjamin T. Jarmul, Jr., CPA, FHFMA** – Partner, Healthcare Practice, Baker Tilly Virchow Krause, LLP, Pittsburgh, PA

### C) Key Performance Indicators & Metrics/Physician Compensation Benchmarking: A Guide to Understanding the Surveys and Determining Fair Market Value (Physician Practice Valuation) NEW!

The healthcare industry continues to evolve at a quick pace, with ACO's, practice acquisitions, physician employment, reimbursement changes to name a few. This in turn, is often changing physician compensation plans as practice operations change and organizations are looking to ensure fair market value. With recent cases in the news, ensuring physician compensation compliance, fair market value, and commercial reasonableness is of utmost importance. This session explores best practices for ensuring physician compensation compliance and determining fair market value and commercial reasonableness.

**Eric J. Gonzaga, JD** – Principal, Grant Thornton, Minneapolis, MN

**William B. Hopkins, JD** – Director, Grant Thornton, Minneapolis, MN

### D) Healthcare Tax Update for an Industry Realigned

By mid-2015, a record-shattering \$400 billion in healthcare deals had already been announced. Flash forward one year and where does the onslaught of industry mergers and realignments stand? Organizations are required to do more with less. What particular implications and opportunities are there for tax in this changing environment? Practical considerations from health plan/ health system convergence, to technology, to credits and incentives to tax compliance matters. Come prepared with tax questions that are top of mind for you.

**Lori A. Boyce, CPA, CFP** – Director, Business Tax Services, Healthcare Providers, Deloitte Tax, LLP, Detroit

**Alicia M. Janisch, CPA** – Director, Business Tax Services, Healthcare Providers, Deloitte Tax, LLP, Detroit

### E) Innovations in Provider, Employers and Insurance Structures NEW!

UAW VEBA, ACOs, joint ventures and collaboration of major employers and insurance companies are key innovators in current healthcare benefit structures. Is your healthcare client/HR department aware of these innovations? Our presenter uses real workplace experiences ranging from tiered networks and UAW VEBA to accounting/finance pricing issues to explain how these innovations impact revenue sharing across each structure. A must attend session for labor, healthcare and accounting/financial professionals who collaborate in providing benefit packages.

**Mary Beth Kuderik, CPA, CMA, CGMA, MHCDS** – Chief Financial Officer, UAW Retiree Benefits Trust, Detroit

### F) Reimbursement Impact for Physicians: The Shift in Physician Payment for Professional Services NEW!

The replacement of the Sustainable Growth Rate (SGR) provision in the determination of the Physician Fee Schedule with Medicare Access and CHIP Reauthorization Act (MACRA) has created a major shift in the way physicians will be paid for professional services. Our experts focus on the planned schedule for decrease in the current fee-for-service approach to outcome and value-based performance measures and the myriad of cost-related staffing issues your physician or healthcare client can face. Be prepared to guide your client through this major reimbursement impact.

**David Speicher, CMA** – Managing Director, Speicher Associates, Inc., Hamburg

**Marianne Speicher** – Managing Director, Speicher Associates, Inc., Hamburg

### G) The Future of Healthcare IT - Cyber Security NEW!

A healthcare IT security specialist recently remarked that not keeping updated on cyber security risks for three to four months puts your healthcare clients in jeopardy for major cyber security issues. With constant computer system upgrading that store patient information, institutional financial issues, and escalating insurance-related cyber security costs, healthcare providers are seeking greater assistance in identifying/controlling IT security risks before they become monumental professional liabilities. Join us to learn why healthcare is at risk, how to detect threats, common security flaws, and how to prevent them from happening again. Our presenters give us criteria for reporting cyber security issues and steps to take to stay compliant.

**Jim Giordano** – President & Chief Executive Officer, CareTech Solutions, Inc., Troy

**Jim Hunter, CISSP, GSNA, GWAPT, GCFE** – Director, Monitoring and Security, CareTech Solutions, Inc., Troy

### H) New DOL Overtime Rules Create HR Issues for Healthcare NEW!

The good news is that your healthcare client is so successful the workforce works overtime. Is their HR staff knowledgeable and ready to implement new DOL overtime compensation rules for overtime? Our expert shares positive options HR can consider that follow NLRB guidelines, address ACA HR issues, and client/workforce tax consequences. Learn to navigate the pitfalls of the new DOL overtime rules!

**Courtney L. Nichols, JD** – Associate, Plunkett Cooney, Bloomfield Hills

## Early Bird Ethics

Registration at 7 a.m., program starts at 7:30 a.m.

### Ethics Case Studies: Remaining Ethical in the Age of Oversharing

In an era when sharing a photo of lunch can be considered an "update," the ethical standards that define the CPA profession are not always as intuitive as they once were. Our expert helps you navigate this new realm by using real-world examples to help illustrate the dos and don'ts in ethical social situations.

**Stephen H. Epstein, CPA** – Member, MICPA Professional Ethics Task Force

Course code: 46542

Recommended CPE Credit: 1 Ethics hour

Fee: Free for MICPA and HFMA members / \$55 non-members

## NITE OWL SESSION



### DISTRESSED HEALTHCARE BUSINESSES: A CASE STUDY OF THE LEGAL, ACCOUNTING AND PRACTICAL ISSUES UNIQUE TO THE HEALTHCARE INDUSTRY NEW!



Peter Domas



Kevin Fanning

The myriad of changes to healthcare service reimbursement and other economic pressures are driving an increased number of healthcare businesses into financial distress. This presentation is a case study of a distressed healthcare practice and the risks posed by state and federal healthcare regulations, tax law, creditor negotiations, and litigation, that must be navigated to avoid possible civil and criminal liability.

**Peter J. Domas, JD** – Associate, Clark Hill, Birmingham

**Kevin A. Fanning, JD** – Member, Clark Hill, Birmingham

Earn 1 Other hour after the conference (beginning 10 minutes after the last session), sponsored in part by Clark Hill

Course code: 46630

Recommended CPE Credit: 1 Other hour

Fee: FREE for MICPA and HFMA members / \$55 non-members

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