

# HFMA's Virtual Healthcare Finance Conference

December 13-14, 2011 and April 11, 2012

## Live Sessions Agenda

### Tuesday, December 13, 2011

Healthcare Reform: Where Are We Now and Where Are We Going?

HFMA's Value Project: Lessons from Organizations that have Successfully Improved Quality and Reduced Cost

Managing a Portfolio of Performance Improvement Projects to Improve the Quality and Cost Efficiency of Care Delivered

### Wednesday, December 14, 2011

Key Trends for Healthcare Providers in 2012

Improving Revenue Cycle Performance: Lessons from HFMA MAP Award Winners

HFMA MAP Award Winning Case Study: Improving Upfront Patient Collections while Providing Outstanding Customer Service

On-Demand Sessions Available - December 19, 2011 through April 13, 2012

Experience live virtual conferencing like never before! All you need is a computer and a high speed internet connection to participate in HFMA's Virtual Healthcare Finance Conference, with complete access to:

- **The Education Hall.** Choose from 18 thought-provoking sessions led by healthcare provider senior executives and industry leaders. Earn CPEs in any of the eight live sessions and have the opportunity to ask questions of speakers during Q&A. After the conference, view recordings of some of the most notable sessions at your convenience.
- **The Exhibit Hall.** Visit the virtual booths of the industry's leading vendors and chat with their representatives. Participate in booth group forums, download vendor resources, and be entered to win valuable raffle prizes.
- **The Resource Library.** Complete online evaluations for the live sessions you attend to receive CPE credit. Browse select companies' white papers, tools, and research.
- **The Networking Lounge.** Meet other attendees in the Lounge for one-on-one and topical group chats.

## Why Attend?

HFMA Virtual Conference attendees will enjoy:

- **High Quality Education.** HFMA is known throughout the industry for the quality of its educational programming. We've brought together some of the most respected healthcare finance thought leaders and experts for this event. You can earn up to 9 total CPE credits during the live programs for all of the on-demand programming available.
- **No Travel Required.** Enjoy your online experience in the comfort and convenience of your home or office!
- **Real-Time Interaction.** Ask questions of the speakers at live events, chat with Exhibit Hall vendors, and interact with other attendees nationwide from anywhere in the event.
- **Electronic Files.** Download presentations, white papers, tools, and resources from educational sessions, Exhibit Hall vendors, and the Resource Library.
- **No Cost for HFMA Members.** HFMA's virtual conference is absolutely free to all HFMA members. HFMA non-members' registration includes a special membership offer. Our goal is to provide you with access to people and information to support your daily work and career goals.

## Who Should Attend?

- HFMA welcomes C-suite executives and healthcare finance industry professionals in provider, payer, and vendor organizations. Conference functional segments include patient financial services, managed care, reimbursement, compliance, financial accounting, and more!

Educational sessions include 6 live events lasting 60 minutes each, including Q&A. These sessions will take place during the live conference December 13 and 14, 2011. Other educational sessions are available on-demand. You will be able to view them at your convenience 24 hours a day, 7 days a week, starting at 9:00 a.m. CST on December 19, 2011. These sessions are pre-recorded and last 75-90 minutes. No evaluations will be necessary.