

A decorative border of colorful butterflies (purple, orange, and green) frames the entire page. The butterflies are arranged in a continuous line along the top, bottom, and sides.

2nd ANNUAL **GHA COMPLIANCE OFFICERS'** **RETREAT**

March 18-20, 2009

Callaway Gardens
Pine Mountain, Georgia





2ND ANNUAL GHA COMPLIANCE OFFICERS' RETREAT **PLANNING COMMITTEE MEMBERS**

Jackie Kendinger, Chair, University Health Care System, Augusta

Ruth Nash, Morgan Memorial Hospital, Madison

Carolyn Regen, Gwinnett Hospital System, Lawrenceville

Laura Roberts, Saint Joseph's Hospital of Atlanta

Marge Scott, West Georgia Health System, LaGrange

Michael Spake, MCG Health, Augusta

Liz Schoen, Georgia Hospital Association, Marietta

2009 GHA COMPLIANCE OFFICERS' RETREAT **SPONSORS**

We would like to thank the following sponsors for their generous Donations to help make our educational conference possible:

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This is a listing of the sponsors who had committed to the conference at the time of the brochure printing.



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MARCH 18-20, 2009
Callaway Gardens Lodge & Conference Center
Pine Mountain, GA

AGENDA

Wednesday, March 18, 2009

- | | |
|-------------|---|
| 4:30-7:30pm | Check-In & Registration |
| 6:00-7:30pm | Opening Reception (with cocktail buffet) |

Thursday, March 19, 2009

- | | |
|---------------|--|
| 7:30-9:00am | Registration & Continental Breakfast Buffet |
| 8:40-9:00am | Welcome
<i>Elizabeth S. (Liz) Schoen, J.D.</i>
<i>Attorney, Georgia Hospital Association (GHA), Marietta</i> |
| 9:00-9:45 am | Keynote Address: Lessons Learned: Compliance Officers' Value in Hospital Operations
Perspective on Compliance's role in working with other departments and understand various functions, e.g., internal audit and compliance, quality and compliance, legal and compliance, revenue cycle and compliance, hr and compliance.
<i>Tim Stack</i>
<i>CEO / President, Piedmont Healthcare, Atlanta</i> |
| 9:45-10:35am | The Changing Face of Healthcare Compliance and What Compliance Officers Need to Know and Do
Federal state, experience, etc. How does compliance role add value in these areas and what are some of the challenges; antitrust scrutiny.
<i>William R. (Mitch) Mitchelson, Jr.</i>
<i>Partner, Alston & Bird, LLP, Atlanta</i> |
| 10:30-10:45am | Break |
| 10:45-11:45am | Understanding EMTALA and What Compliance Officers Need to Know
OIG Workplan, practical tips, quality of care elements, etc. What is the compliance officers' role and how do they add value in this area.
<i>Mark Guza</i>
<i>Of Counsel, Arnall Golden & Gregory LLP, Atlanta</i> |




Thursday, March 19, 2009 (cont'd.)




11:45am-1:00pm **Lunch & Networking Session**



1:00-1:30pm **Legislative Update**
Temple Sellers
Vice President of Legal Services, Georgia Hospital Association, Marietta



1:30-2:30pm **Practical Guide for Understanding Stark for Compliance Questions**
Overview of Stark, Financial Disclosures, what are the physician hospital relationships and where do we have latitude under Stark, checklist of risk areas and relationships – leave room for questions.
Robert M. Keenan
King & Spalding, Atlanta



2:30-4:00pm **Compliance Officers' Open Forum**
Jackie M. Kendinger, Chair and Moderator
Compliance and Privacy Counsel, University Health Care System, Augusta




4:00-6:30pm **Free Time**



6:30-9:30pm **Dinner**





Friday, March 20, 2009




9:00-10:30am **Working Continental Breakfast – Tying Quality Initiatives into Compliance**
Explaining role of quality function in hospital setting

- What are core measures?
- What they do and how it works?
- What is quality perspective on role of compliance?


Kathryn McGowan
Director, Quality & Patient Safety, GHA, Marietta





Legal and Compliance Issues Re: Quality
Liz Schoen
Attorney, GHA, Marietta &
Hospital Counsel, Shepherd Center, Atlanta




10:30-10:45am **Break**




10:45-11:30am **What Can Wall Street Learn from the Life of the Average Hospital Compliance Officer Rounding on His/Her Worst Day**
A review of the ethical foundations, from Solomon to Shakespeare to today's hospital compliance officer, and how those lessons can be woven into the fabric of every organizations' culture.
William H. (Bill) Boling, Jr.
Attorney At Law, Epstein Becker & Green, PC, Atlanta



11:30am **Adjourn**



NOTE: Next Compliance Officers' Roundtable Meeting is **Friday, May 15, 2009, at 10:30 a.m. in the GHA Board Room.** Lunch will be served.





MEETING REGISTRATION INFORMATION

All attendees and guests must be registered for this conference. To register, please complete the enclosed registration form and include payment. Registration fees include admission to the program events, session materials and scheduled meal functions for registered attendees only. **Registrations must be received by March 4, 2009.** Registrations postmarked after this date will be subject to a \$50.00 late registration fee. Registration fees, less a \$50.00 cancellation fee, are refundable if notice is received no less than five (5) working days prior to the conference (March 11th).

If you have any special needs which should be considered in order for you to attend this meeting, please call the Legal Services Department at (770) 249-4500.

PLEASE NOTE: Compliance Officers who wish to attend both the RAC Readiness Workshop on Wednesday, March 18, and the 2nd Annual GHA Compliance Officers' Retreat may register for both events at a discounted fee of \$275.00.

RECOMMENDED ATTIRE

In the spirit of the setting, we suggest resort casual dress for all meetings and functions. Please remember that room temperatures vary therefore we recommend dressing in layers.

LODGING ACCOMMODATIONS

For reservations, please utilize the enclosed Callaway Gardens Hotel Registration form and fax it to (706) 663-5090 or call 1-800-CALLAWAY. You must make your reservations by **February 16, 2009**, as rooms will be on a space available basis after this date. Remember to reference GHA Compliance Officers' Annual Meeting when making your reservations to receive the discounted room rates.

CALLAWAY GARDENS
P.O. BOX 2000, HIGHWAY 27 SOUTH
PINE MOUNTAIN, GA 31822
Phone: 1-800-CALLAWAY or (706) 663-2281
Fax: (706) 663-5090

DIRECTIONS

Callaway Gardens is in Pine Mountain, Georgia, 60 minutes southwest of Atlanta and 30 minutes north of Columbus.

Atlanta (70 miles) – Take Interstate 85 South to Interstate 185 (exit 21). From Interstate 185, exit at U.S. Hwy. 27 (exit 42). Follow Hwy. 27 South to Pine Mountain (10 miles). In Pine Mountain, turn right onto Hwy. 354 West. Proceed to Ga. Hwy. 18 and turn left into Callaway Gardens.

Columbus (30 miles) – Take Interstate 185 North to Ga. Hwy. 18 East (exit 34). Turn right off Hwy. 18 to the entrance of Callaway Gardens.

Macon (80 miles) – Take U.S. Hwy. 80 West to Ga. Hwy. 208 West to U.S. Hwy 27 North. Proceed through Hamilton and past the Callaway Gardens Store (approximately 10 minutes). Remain on Hwy. 27 and turn left into the Callaway Gardens Hwy. 27 entrance.

Albany (110 miles) – Take Corridor Z (Ga. Hwy. 280) to Columbus. In Columbus, take Interstate 185 North to Ga. Hwy. 18 East (exit 34). Turn right off Hwy. 18 to the entrance of Callaway Gardens.