

**Virginia Community Healthcare Association**

**Annual Leadership and Education Conference**

**May 14 & 15, 2008**

**Norfolk Waterside Marriott Hotel**

**Norfolk, Virginia**

**CONFERENCE REGISTRATION**



Setting the Course for Community Health



# Session Descriptions

## **Successful Recruitment & Retention Strategies**

*Linda Kanzleiter, M.Ps.Sc., D.Ed, Associate Professor, Penn State College of Medicine, Presenter*

With primary healthcare workforce shortages nationwide, employing strategies for successful clinical staff recruitment and retention are vital to CHCs. This session will explore, through an integrative approach, ways to create and sustain linkages with training programs to aid in recruitment efforts. We will also examine ways to improve retention strategies through activities such as supports for professional development and mentoring programs.

## **Right Sizing Your Health Center – A Financial Analysis**

*Jeff Allen, Partner, BKD Southern Missouri, Presenter*

Understanding the financial impact of proposed operational changes is critical in making significant health center management decisions. An effective financial forecasting process and spreadsheet model can provide the information needed to guide management in taking fiscally responsible actions. Financial forecasting can provide information for evaluating staffing levels, productivity standards, new or troubled clinic sites, new or questionable programs, capital expansion and more. Because of FQHC reimbursement nuances, proposed programmatic or operational changes don't always result in positive financial outcomes. A properly designed forecast model will provide the analysis of the financial impact of FQHC reimbursement on strategically planned operational changes. Attend this session to learn about forecasting tools, and financial analyses that accurately project planned changes in operations.

## **Front Desk Operations: Disastrous or Dynamic**

*Rebekah Wallace, Supervising Consultant, BKD Southern Missouri, Presenter*

Front office operations are vital to the overall success or failure of any health center. Based on our experience in conducting operational, revenue cycle and patient flow reviews for numerous healthcare organizations, this presentation is designed to provide the attendee with recommendations on issues that commonly plague front desk operations such as: staff turnover, patient complaints, communication, errors and more! We will provide an understanding of the most common areas that if corrected can promote smooth, efficient and successful front desk operations. Participants will learn to recognize common front desk problems and errors, understand the importance of front desk operations in the revenue cycle, and identify policies and procedures vital to successful front desk operations

## **Utilizing Financial Indicators to Predict Financial Trouble**

*Jeff Allen, Partner, BKD Southern Missouri, Presenter*

Oftentimes, the financial position of a community health center will erode without proactive, meaningful action being taken by the management team and/or the Board of Directors. Inaction in such situations may prove to be financially disastrous. To better manage the health center in a financially prudent fashion, health center management team members and members of the Board of Directors should understand the key financial ratios that are important indicators of financial strength and/or weakness. If the early warning signs of financial erosion are understood, operational issues can be identified and decisions can be made to better protect the financial health and stability of the health center.

## **Keys to Successful Strategic Planning For Your Health Center**

An important job of the Health Center's Board of Directors is to develop the organization's strategic plan. Simply stated, strategic planning determines where an organization is going over the next year or more, how it's going to get there and how it'll know if it got there or not. This session will provide a road map for completing this task including information that you can take home and share with other board members.

## **Flawless Customer Service**

*Stephanie Peters, Regional Vice President, SESCO Management, Presenter*

Customers want quick response, instant information, and solutions to their problems. This workshop will prepare you to present a professional image and communicate effectively in everyday customer service interactions. Participants will learn how to use a step-by-step process for conducting business transactions and how to respond to the behavioral and communication style of others. The results will enhance your organization.

## **Effective Board Members Add Significant Value to Their Health Centers**

Health Center Boards of Directors are critical in assuring the success of health centers in today's health care environment. This workshop will provide guidelines and tools to assure that you are an effective board member. Join your fellow board members and learn to maximize your benefit to the health center and the patients that you serve.

## ***Session Descriptions-continued***

### **How to Manage Generational Diversity**

*Stephanie Peters, Regional Vice President, SESCO Management, Presenter*

In response to identifying the needs of a changing workforce, this workshop will discuss the differences in generations in the workforce. It will highlight what it means to you as an employer when you go to recruit, retain, assign jobs, select benefits, write policy, provide leadership and design your culture. Innovative examples of how organizations are embracing and responding to this aspect of diversity will be shared. Please come with your thoughts, ideas and questions.

### **The Changing World of Auditing and Tax Reporting for Health Centers**

*Mike Schnake, Partner and Jeff Allen, Partner, BKD Southern Missouri, Presenters*

The environment of external financial and tax reporting for community health centers is undergoing a significant amount of change. Beginning with fiscal years ended on or after December 31, 2006, there have been eleven new auditing standards issued by the Auditing Standards Board of the American Institute of Certified Public Accountants that have required implementation in phases. In addition, the Internal Revenue Service continues to modify tax reporting requirements through significant revisions being made to tax reporting form 990, Return of Organization Exempt from Income Tax. This session will help health center management team members and members of Boards of Directors better understand the volume of changes in auditing standards and tax reporting requirements that are important to ensure health center external reporting compliance.

### **True Colors Team Building**

*Presented by Jennifer Corrigan MacDonald, Graduate Admissions & Academic Progress Virginia Tech Graduate School*

Do you ever find yourself frustrated in the work environment because there is that one person who will not let the meeting end or someone is making decisions so quickly it makes your head spin? What about people who seem to want to make everyone happy all the time, and those who seem to have it all together, nothing out of place? We live in a unique and colorful world and defining how we fit in that world can be hard work. This program will help you explore your temperament and personality traits as well as those around you. You will explore why others think and behave the way they do, and also find some solutions to working with all people, similar or opposite. We have patterns of behavior that define us as humans, and this program will help you understand not only your True Colors, but the True Colors of the world around you.

### **Financial Reporting and Dashboard Development Issues for Health Centers**

*Mike Schnake, Partner and Jeff Allen, Partner, BKD Southern Missouri, Presenters*

Health center management teams and Boards of Directors need timely and accurate financial reports in order to measure operational results and plan financial strategy. This session will discuss information that is important to be included in a health center's financial reporting package. This session will also discuss the creation of dashboard reports for internal management teams and the Board of Directors.

### **Executive Director's Round Table ("Brain Trust")**

Today's Health Center Executive Directors/CEOs are required to manage a complex array of challenges in a fast paced environment of competition and change. Many of the challenges are common across most organizations. This workshop will provide an opportunity to identify priority issues to addressed following by sharing and brainstorming solutions with your colleagues. The session will be lead by a professional facilitator. *This workshop is limited to Health Center Executive Directors/CEOs*

### **Show Me the Money! – Making Advocacy Work for Your Center**

*Amanda Pears, Assistant Director of National Advocacy-NACHC; Rick Shinn, Director of Public Affairs, Virginia Community Healthcare Association, Amy LaMagra, Associate Director of Public Affairs, and Maggie Arden, Advocacy Assistant, Virginia Community Healthcare Association, Presenters*

Following last year's popular workshop on advocacy and the health center's role, we're bringing you Show Me The Money – Part 2 – what works in health centers around the country! This workshop will feature how advocacy is working at the health center level around the country, helping health centers increase their advocacy participation in a way that brings results to the bottom line. Amanda Pears, NACHC's Assistant Director of National Advocacy, will highlight successes from other centers, and lead the group in an interactive discussion with Rick Shinn and Maggie Arden on what our health centers can and need to do to improve their advocacy. Amy LaMagra will explain how public relations can boost your advocacy efforts!

# Conference Schedule

## Wednesday, May 14th

7:00am - 8:45am Board of Director's Breakfast  
8:00am - 5:30pm Conference Registration  
9:00am - 9:30am Opening Remarks  
9:30am - 11:00am Educational Sessions  
11:00am - 12:00pm Break-Exhibit Hall Open  
12:00pm - 1:00pm Lunch  
1:00pm - 1:30pm Break-Exhibit Hall Open  
1:30pm - 3:00pm Educational Sessions  
Membership Meeting  
(Association Members only)  
3:00pm - 4:00pm Break-Exhibit Hall Open  
4:00pm - 5:30pm Educational Sessions  
6:30pm - 10:00pm President's Dinner Cruise

## Thursday, May 15th

7:00am - 12:00pm Conference Registration  
7:30am - 8:30am Breakfast  
8:30am - 10:00am Educational Sessions  
10:00am - 10:30am Break-Check out  
10:30am - 12:00pm Educational Sessions  
12:00pm - 1:30pm Annual Awards Luncheon  
1:30pm Conference Adjournment



# Registration Form *Please use one form per person. Duplicate as necessary*

Name \_\_\_\_\_ Title \_\_\_\_\_  
(Please print name as it should appear on nametag)

Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_  
(Street) (City) (State) (ZIP)

Telephone ( ) \_\_\_\_\_ E-mail \_\_\_\_\_

Please indicate if you have any special dietary needs (e.g. vegetarian): \_\_\_\_\_  
*Requests for special dietary accommodations must be received **no later than May 1, 2008**. After that, no guarantees can be made.*

Association Member Rate      Non-Member Rate

**Single Day of conference\***      \$130 per person      \$160 per person

**Full Conference\***      \$225 per person      \$255 per person

**President's Dinner Cruise only**      \$50 per person

\$ \_\_\_\_\_ **TOTAL FEE**

*Please include with registration  
Fed ID # 54-1230284*

\* Includes dinner cruise

If paying by VISA or MasterCard, enter card # \_\_\_\_\_ 3-digit CIV# \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name as it appears on credit card: \_\_\_\_\_

**Final registration deadline is Tuesday, May 1, 2008.** Please include check with registration form made payable to the Virginia Community Healthcare Association and mail to:

**Virginia Community Healthcare Association**  
**Attn: Janice Fisher**  
**6802 Paragon Place, Suite 625**  
**Richmond, VA 23230**

Registrations may also be faxed to (804) 379-6593. For questions regarding registration, conference program or if you require special accommodations, please contact Janice Fisher at 1-800-966-8272, ext. 18. Cancellations must be received by close of business Thursday, May 1, 2008 for a full refund of registration fees. No refunds will be made after that date.

## Hotel Information

Attendees are responsible for their own travel and hotel arrangements.

Ask for the "Virginia Primary Care Association Room Block". Room rate is \$133 per night for either a single or double room. **Reservations must be made by April 13, 2008** to receive the discounted room rate.

**Marriott Norfolk Waterside**  
**235 East Main Street**  
**Norfolk, VA 23510**  
**1-800-874-0264**

If the Waterside Marriott is full, accommodations that are within walking distance (.20 miles) are:

Courtyard-Norfolk Downtown  
520 E. Plume Street  
Norfolk, VA 23510  
1-757-963-6000

Sheraton-Norfolk Waterside  
777 Waterside Avenue  
Norfolk, VA 23510  
1-757-622-6664

***I will attend***—please check all events that you will attend as well as which educational track you will follow:

**Wednesday, May 14th**

**OPENING REMARKS: 9:00am**

**EDUCATIONAL SESSIONS: 9:30am—11:00am (Please choose one-target audience is indicated)**

- Successful Recruiting and Retention Strategies-(Board Members, CEOs/EDs)*
- Right Sizing Your Health Center-A Financial Analysis-(CFOs, Other Finance Staff)*
- Front Desk Operations: Disastrous or Dynamics-(Middle Management, Human Resources, Front Desk, Clinical Staff)*

**EDUCATIONAL SESSIONS: 1:30pm—3:00pm (Please choose one-target audience is indicated)**

- Utilizing Financial Indicators to Predict Financial Trouble-(CEOs/EDs, CFOs, Other Finance Staff)*
- Keys to Successful Strategic Planning For Your Health Center-(Board Members)*
- Flawless Customer Service-(Middle Management, Human Resources, Front Desk ,Clinical Staff)*

**EDUCATIONAL SESSIONS: 4:00—5:30pm (Please choose one-target audience is indicated)**

- Membership Meeting-(CEOs/EDs)*
- Effective Board Members Add Significant Value to Their Health Centers-(Board Members)*
- How to Manage Generational Diversity-(CFOs, Middle Management, Human Resources, Front Desk ,Clinical Staff)*

**ASSOCIATION PRESIDENT'S SPIRIT OF NORFOLK DINNER CRUISE: 6:30—10:00pm**  
*Sponsored Exclusively by LabCorp*

**Thursday, May 15th**

**EDUCATIONAL SESSIONS: 8:30am—10:00am (Please choose one-target audience is indicated)**

- The Changing World of Auditing and Tax Reporting for Health Centers-(CEOs/EDs/ CFOs, Other Finance Staff, Board Members)*
- True Colors Team Building-(Middle Management, Human Resources, Front Desk ,Clinical Staff)*

**EDUCATIONAL SESSIONS: 10:30am—12:00pm (Please choose one-target audience is indicated)**

- Financial Reporting and Dashboard Development Issues for Health Centers-(Board Members, CFOs, Other Finance Staff)*
- Executive Director's Round Table - "Brain Trust"-(CEOs/EDs only please)*
- Show Me the Money!-Making Advocacy Work for Your Center-(Middle Management, Human Resources, Front Desk ,Clinical Staff)*

**ANNUAL AWARDS LUNCHEON: 12:00—1:30**  
*Sponsored Exclusively by Tabb, Brockenbrough & Ragland*