

**HFMA Pre-Conference**  
Tuesday, March 20, 2007  
1:30 – 4:30 pm

**Defensible Pricing—Understanding the Financial Side and How it Ties into Price Transparency**

Increasingly, hospitals and other healthcare entities are being asked to provide more information about price and they continue to be under greater scrutiny to justify those prices. Finance executives, CFOs and attorneys play an important role in producing a defensible set of prices for hospital and health system services.

AHLA and HFMA are working together to offer the first ever, pre-conference session for the Institute on Medicare and Medicaid Payment Issues. At this session, three experts will discuss pricing transparency in the context of doing what is right for patients, organizational challenges to such an approach and the implications on chargemaster (CDM) development.

Accountability is in the spotlight for both the financial executive and the attorney working with any hospital, health system or healthcare organization. Bob Hemker, CFO, of the largest District hospital system in California, will discuss pricing transparency and the unique considerations given to his district community members. He will discuss the conflict of doing what is right for the patients and the financial return for such activities. Bob will discuss how Palomar Pomerado Health committed to a complete transformation of its' business functions based on doing what is right for our patients. Bob is joined by Melanie Van Winkle who is leading this strategic initiative called: HealthWoRx - the PPH Prescription for Excellence. HealthWoRx requires an entire culture change at PPH. Melanie will discuss the challenges she has encountered and the barriers to implementation.

In developing patient focused business processes, it is important that healthcare facilities communicate clearly on what the appropriate prices are for services that are provided. Mike Kovar, Principal, Ernest & Young will address how understanding the charge master, and the ways it controls the data and processes that are used across healthcare facilities, is the gateway to understanding and developing price transparency.

There will be a reception following the pre-conference from 5:00-6:00 pm.