

7:30 – 8:25 AM

**Registration and Continental Breakfast**

8:25 – 8:30 AM

**Welcome and Announcements**

8:30 – 9:30 AM

**Telemedicine**

Traci Edwards, CHC, CPC, CpmA, CEMC  
Director, Corporate Compliance  
Atrium Health

Jenny Villafane  
Director, Virtual Care  
Carolinas HealthCare System

- Benefits of Telehealth Services and Overview of Program Strategy
- Define Key Partnership Points between Compliance and Telehealth Project Teams
- CMS Regulation Changes in the Telehealth and Virtual Care Area

9:30 – 9:45 AM

**Break**

9:45 – 10:45 AM

**Above the Fold: Recent Enforcement Actions and What We Can Learn From Them**

Kelli Ferry  
Sr Dir & Assist Gen Counsel  
Novant Health

Jon Ferry  
Assistant US Attorney  
Department of Justice

- Compensation arrangements that vary with volume or value of referrals
- Conflicts of Interest and reputational risk
- How to avoid creating a whistleblower

10:45 – 10:55 AM

**Break**

10:55 – 11:55 AM

**Conflicts of Interest**

Terri Harris  
Partner  
Fox Rothschild LLP

Julie Hamilton  
Managing Director  
Deloitte & Touche LLP

- Understand the recent activities in the media around conflicts of interest and why it matters to your organization
- Learn about standard practices / improvements being made in healthcare organizations and their conflict of interest programs
- Discuss the pertinent regulatory and ethical obligations that apply to organizations.

11:55 – 12:45 PM

**Lunch (provided)**

12:45 – 1:45 PM

**Post-Acute Care Update**

Pamela Duncan, JD, CHC, NHA, CRCFA,  
CHPCA  
Chief Compliance Officer

- New payment models
- Corporate compliance and external audit trends
- The Elder Justice Act

1:45 – 2:00 PM

**Break**

2:00 – 3:00 PM

**ACO Compliance Planning**

Erin J. Roberts  
Lawyer  
Roberts Law Office, PA

- Discuss the compliance obligations of ACOs including compliance with the ACO Final Rule regarding governance, leadership, management, and marketing practices
- Proper use and documentation of ACO waivers; and
- Explore practical solutions to implementing and maintaining an effective ACO Compliance Program.

3:00 – 3:15 PM

**Break**

3:15 – 4:15 PM

**Third Party Audits & Inquiries: Leveraging partnerships between Compliance and Operations for successful outcomes**

Patrick Kennedy, CHC, MHA, RHIA  
Director Hospital Compliance  
UNC Health

- Provide an overview of the current environment of external scrutiny
- Review the considerations for planning, managing and leading the response effort
- Discuss how to successfully collaborate with Revenue Cycle and Operational leaders

4:15 PM

**Brief closing Remarks / Conference Adjourns**

## Registration Fee

- HCCA Member** .....\$220
- Non-Member** .....\$270
- Registration & HCCA membership** .....\$440  
Save by joining HCCA today (first-time members only) Dues regularly \$325
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- Group Discount for 10 or More** .....(\$40)

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

## Contact Information

Mr  Mrs  Ms  Dr

Member/Account ID (if known)

First Name MI Last Name

Credentials (CHC, CCEP, etc.)

Job Title

Organization (Name of Employer)

Street Address

City/Town State/Province

Zip/Postal Code Country

Work Phone

Email (required)

## Dietary Needs Request

- Dairy Free  Gluten Free  Kosher  Vegetarian  Vegan
- Other \_\_\_\_\_

## Payment

Online registration at [hcca-info.org/regionals](http://hcca-info.org/regionals)

Mail this form to HCCA, 6500 Barrie Road, Suite 250,  
Minneapolis, MN 55435-2358

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Cardholder Signature

## HOTEL/CONFERENCE LOCATION:

### Crowne Plaza Charlotte Executive Park

5700 Westpark Dr, Charlotte, NC 28217

A special rate of \$139.00 (plus state tax currently at 15.25%) per night has been arranged for the conference. Make your reservations directly with the hotel by Thursday, December 26, 2019 at 866.380.0612, and mention the Health Care Compliance Association or HCCA for the special rate. Please note that the room block may sell out prior to the hotel cut-off date.

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