



## Establishing a Point of View on the Future of Healthcare – A Financial Perspective (Proudly sponsored by EnableComp, Manning & Napier Advisors, BKD, & the Hylant Group)

Renaissance Pittsburgh Hotel - 107 6th St, Pittsburgh, PA 15222

Tuesday, July 19, 2011 - Qualifies for 8.00 CPE Credits – 8.00 Other

7:30 am – 8:00 am - *Registration and Continental Breakfast*

8:00 am - *Welcome and Introductions, Mark Spehar, President Western PA Chapter of HFMA*

8:05 am – 9:00 am – **Brian Kelly, Vice President, Kaufman Hall** - The Kaufman Hall Point of View on the Future of the Healthcare Industry

9:00 am – 10:00 am – **Jane Benjamin, Vice President, Kaufman Hall** - Incorporating a Point of View Into Your Financial Plan

10:00 am – 10:15 am - **BREAK**

10:15 am – 11:00 am – **Ken Gacka, Ratings Analyst, Standard & Poors**, “What Do the Credit Rating Agencies Think?” – outlook and trends from a credit rating agency perspective

11:00 am – 12:00 pm – **Donald Persinski, Managing Director, & Kyle Patino, Managing Director, PNC Capital Markets LLC**, Financing and Derivative Strategies

12:00 pm – 1:00 pm – **LUNCH** – **Paul Kuriga, President/CEO, WordWrite Communications LLC**, Social Media 101: What you need to know about social media in healthcare, for your organization and your career

1:00 pm – 2:00 pm – **Bill Maruca, Partner, Fox Rothschild LLP**, Update on Accountable Care Organizations and the Shared Savings Program

2:00 pm – 3:00 pm – **Joe Becht, Director, Deloitte & Touche**, Understanding the Financial Implications of CMS’s Value Based Purchasing Rule

3:00 pm – 3:15 pm - **BREAK**

3:15 pm – 4:30 pm – **CFO Panel: What keeps CFO’s up at night? What are their organizations doing about such issues?** Join our panel of CFO’s to hear about their priority challenges and learn their perspectives on key topics. Our esteemed panel will include Bryan Randall (Heritage Valley), Ed Karlovich (UPMC), Dan Simmons (Mon Valley) and Jack Sisk (Punxsutawney) and possibly more. Our panel moderator will be Harry Carr (VHA)

4:30 pm – 7:00 pm – **Networking Happy Hour at Olive or Twist** – directly across street from Renaissance Hotel -140 6th Street Pittsburgh PA 15222

7:05 to? – **Pirates Baseball Game vs. Cincinnati Reds (PNC Park)**



## Registration Form

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

### Cost for Educational Event (Includes Admission to Networking Happy Hour and Ticket to Pirates Game)

|                   |              |                  |
|-------------------|--------------|------------------|
| <b>Member</b>     | <b>Cost:</b> | <b>\$85.00</b>   |
| <b>Non-Member</b> | <b>Cost:</b> | <b>\$115.00*</b> |

### Admission to Networking Happy Hour Event Only

|                   |              |                |
|-------------------|--------------|----------------|
| <b>Member</b>     | <b>Cost:</b> | <b>\$20.00</b> |
| <b>Non-Member</b> | <b>Cost:</b> | <b>\$45.00</b> |

**(For those attending the Educational Session please note if you are also attending the Networking Happy Hour & Pirates Game.)**

Respond to Debbie Szczypinski at 724-457-2222 or [debbie1141@hotmail.com](mailto:debbie1141@hotmail.com)

**Checks payable to "HFMA of Western Pennsylvania," and sent to the attention of Debbie Szczypinski  
169 Foxwood Road, Moon Township, PA 15108  
Fax Registration Form to: (724) 871-552**

Registration Deadline: Thursday, July 14, 2011 - Please Note: To avoid being charged the full registration fee, cancellations MUST be made by 5 PM on July 14th (Due to high demand of this event we suggest you email your RSVP to Debbie as soon as possible – registrations are taken on a first come, first serve basis.)