Louisiana Ambulatory Surgery Center Association

2015 Annual Meeting
Thursday, January 29, 2015
West Baton Rouge Conference Center
2750 N. Westport Drive
Port Allen, Louisiana

Register Online Here: www.la-asa.org/ConferenceRegistration.html

7:30 – 8:30 Registration, Continental Breakfast and Visit Sponsor Exhibits
8:30 AM Welcoming Remarks & Introductions ~ Landon Tucker, LASCA President
8:45 – 9:45 AM Affordable Care Act Update ~ Michael R. Bertaut, MBA, CHC, PAHM, Healthcare Economist and Exchange Coordinator, Blue Cross Blue Shield of Louisiana
9:45 – 10:00 AM BREAK - VISIT SPONSORS
10:00 – 11:00 AM Legal Issues Impacting Ambulatory Surgery Centers - Kathleen DeBruhl, J.D.
11:00 – 11:15 AM Office of Worker’s Compensation Update – Wes Hataway, Director, OWCA
11:15 – 11:30 AM Worker’s Compensation Claims Process – Sherie Phillips, RHIT, CPC-I
11:30 – 11:45 AM Legislative Update – Cindy Bishop, Executive Director, LASCA & Chuck Davoli, JD
11:45 – 12:00 Network / Visit Sponsors
12:00 – 1:00 PM Networking Lunch

Presentation of Legislator of the Year Award – Representative Hunter Greene
Sponsor Recognition

1:00 – 2:00 PM Managing Human Resources in an ASC Setting - Crystal Hodges, USPI
2:00 – 3:00 PM Managing Mobile Medical Communications
LAMMICO Risk Management Presentation – Dr. Kenneth E. Rhea, FASHRM

The new HIPAA Omnibus Rule was released in 2013, expanding the obligations of physicians and other health care providers to protect patients’ privacy, and increasing the penalties for violations. The use of personal mobile devices by physicians has increased the risk of privacy breach exponentially. EMR systems are regularly accessed by physicians using unsecured devices, and over half the HIPAA breaches in the past 3 years were due to lost or stolen mobile devices. This live lecture will provide risk management recommendations for securing smart phones, tablets, laptops and USB flash drives. Medical communication by email, mobile medical apps, texting and social media will also be addressed.

***LASCA members, insured with LAMMICO who attend this presentation will receive an additional premium discount of five percent to be applied to their facility’s professional liability premium. LAMMICO also reimburses the cost of the LASCA membership dues for LAMMICO insureds.

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*** 4.00 Aorn contact hours have been applied for ***
Michael Bertaut, MBA, CHC, PAHM
Michael Bertaut is a Certified Health Consultant and Professional of the Academy of Healthcare Management. He has 25 years of Analytical Experience in the Healthcare, Telecom, and Retail Industry Sectors. Since April of 2009, he has engaged in over 600 public discussions on healthcare costs and the impact of reform with stakeholder groups ranging from healthcare policy makers in Washington DC to your local public service clubs. He is a Fellow of the Academy of Applied Politics at LSU, and author of the new White Paper “The Five Questions Every Business Must Answer Accurately, Monthly, Forever,” which discusses in easy to understand language the steps a business must take to be compliant with Affordable Care Act. Michael is recognized as a national commentator on healthcare reform, quoted in publications as varied as the Washington Post, Chicago Tribune, and the Morgan City Daily Review. Michael is a financial modeler and forecaster, responsible for predicting membership activity for over 1 million people who are members of Blue Cross and Blue Shield of Louisiana. Michael earned his MBA and BA from Louisiana State University and just celebrated his 30th year as a cancer survivor. He’s been married to the very patient Marla for 27 years and they have three children. Michael is currently employed as Healthcare Economist and Exchange Coordinator for Blue Cross and Blue Shield of Louisiana. Michael can be reached at Michael.Bertaut@bcbsla.com

Kathleen L. DeBruhl, J.D.
Kathleen L. DeBruhl is a principal in the firm of Kathleen L. DeBruhl & Associates, L.L.C., in New Orleans, Louisiana, which exclusively represents healthcare providers on a regional and national level. Ms. DeBruhl has expertise in multiple healthcare areas, including general healthcare corporate law, physician practice issues, Medicare/Medicaid reimbursement and appeals, licensure and accreditation, medical staffs, Stark and antikickback compliance, mergers and acquisitions, development of ancillary services, and joint ventures, such as ambulatory surgery centers, imaging centers, and specialty hospitals. Ms. DeBruhl is also outside counsel to a large academic medical center. Ms. DeBruhl earned a BA from Binghamton University and a JD from Benjamin Cardoza School of Law, in New York. Ms. DeBruhl is licensed in both Louisiana and New York and is a member of both the Louisiana (Health Law Section) and New York Bar Associations, the American Bar Association (vice chair, Physician Interest Group), and the American Health Lawyers Association (Physician Organizations, Academic Medical Centers, Fraud & Abuse Sections). Ms. DeBruhl has published numerous healthcare articles and speaks to national audiences, which have included the AMA, the ABA, and the American Association of Orthopaedic Surgeons. Ms. DeBruhl is also one of five attorneys who are on the American Medical Association’s Legal Advisory Committee. Kathleen can be reached at kdebruhl@md-law.com
Wes Hataway serves as director of the Office of Workers’ Compensation Administration for the Louisiana Workforce Commission. He was named to the position in February 2011. Hataway came to LWC in February 2010 from the Attorney General’s Office, where his primary responsibilities included prosecution of workers’ compensation fraud and legislative assistance. From 2004 to 2010, Hataway was in private law practice with two Baton Rouge-area firms, with primary focus on workers’ compensation and insurance defense. His professional experience also includes service as an assistant district attorney in East Baton Rouge Parish. Hataway earned a bachelor’s degree from Louisiana College and a law degree from the Paul M. Hebert Law Center at Louisiana State University. Wes can be reached at WHataway@lwc.la.gov

Sherie Phillips has over 15 years of work experience in the healthcare industry. Mrs. Phillips has dedicated the past 9 years of her career as a Healthcare Consultant within various healthcare settings. She has provided services for Pinnacle Business Solutions (Louisiana Medicare), LSU Health Systems and a host of other healthcare facilities. She is an expert in healthcare compliance and government regulations, electronic health record development & implementation, which all place emphasis on long-term and short-term solutions for operational and administrative problems leading to the reduction in costs and increases in revenue. Mrs. Phillips is also an experienced educator. She has taught extensive curriculums that have prepared billing and coding professionals for taking national certification examinations. As a leading healthcare consultant and educator she is a much sought out HIM professional. Her expertise consist of the following but are not limited to developing, training and educational programs, innovate business strategies, and spearheading new initiatives for healthcare organizations that ensure increasing success within the medical industry. Mrs. Phillips serves as the Program Development Manager for Bossier Parish Community College, where she currently manages a major project to streamline the Workers Compensation claims process in the state of Louisiana. This project, which has already begun to draw national attention, includes the development and implementation of cutting edge payment methodologies and electronic claims adjudication processes. Mrs. Phillips is a graduate of Rasmussen College with a degree in Health Information Technology. She is credentialed as a Registered Health Information Technician, Certified Professional Coding Instructor and additionally holds a national ICD-10 Training certification. Her professional memberships include: American Health Information Management Association (AHIMA) and American Academy of Professional Coders (AAPC). Sherie can be reached at SPhillips@lwc.la.gov.

Crystal Hodges, MHRM
Crystal has over 10 years of Human Resource experience, most recently from J.C. Penney, where she served in several roles, including HR Generalist and HR Operational Excellence. While at J.C. Penney, Crystal partnered with operational leaders to drive business results through implementing and sustaining systems and processes such as engagement/recognition programs, performance management cycle, talent acquisition, succession planning, coaching, and leadership development. Prior to J.C. Penney, Crystal served as a Senior Recruiter for Yum! Brands, Inc.; where she led full cycle recruiting for 250+ multi-unit quick service restaurants in Southern California. Crystal earned her Master’s in Human Resources Management from Webster University and her BA in Psychology from California State University, Long Beach. Crystal is also certified in Lean Six Sigma Fundamentals of Operational Excellence. In Crystal’s role at USPI, she provides overall generalist support across all areas of Human Resources, by assessing and developing tools and resources to support the people side of the business. Crystal can be reached at crhodges@uspi.com
Kenneth Rhea, M.D., FASHRM
Dr. Rhea received his engineering degree from GM Institute of Technology in Flint, Michigan, his Bachelor of Arts degree from Westminster College in Fulton, Missouri, and his Doctorate in Medicine degree from Vanderbilt University School of Medicine in Nashville, Tennessee. He completed surgical internship at Indiana University Medical Center and residencies in neurosurgery, ophthalmology, and associated neuropathology research. He served in the United States Navy.
In private practice, Dr. Rhea was Director of Medicine and Surgery at Texas Medical Care, Deputy and Medical Consultant to Harris County Sheriffs Department in Houston, and Director of Clinical Ophthalmology for South Texas Eye Physicians.
Dr. Rhea has lectured and developed education programs in clinical medicine, medical management, project management, and healthcare risk management. His organization affiliations have included the American Medical Association, American Academy of Ophthalmology, American College of Eye Surgeons, American Society of Ophthalmic Administrators, American College of Legal Medicine, American Academy of Medical Ethics, and the American Society for Healthcare Risk Management. He has been a member of the Medical Advisory Committee and the Committee for Telemedicine of the Physician Insurers Association of America (PIAA). He has written and lectured on federal privacy regulations (HIPAA) and is a member of the ASTME-31 Committees for Healthcare Informatics and Homeland Security.
Dr. Rhea is currently a LAMMICO Physician Consultant and has served on the LAMMICO Claims, Underwriting, and Risk Management Committees. He founded and built the Continuing Education program at LAMMICO. Dr. Rhea can be reached at krhea@lammico.com.

CHARLES R. “CHUCK” DAVOLI
Attorney at Law and managing partner of Davoli, Krumholt & Price, of counsel with Moore, Thompson, & Lee of Baton Rouge, Louisiana. He also owns and operates Charles Davoli, LLC, workers’ compensation mediation, subscription, consultation and training services. He has mediated over 800 workers’ comp. related cases in past seven years, and he provides a monthly report in Louisiana of jurisprudential and legislative developments.
Chuck, as a former union steelworker, has served as a labor representative on the Louisiana Governor’s Workers’ Compensation Advisory Council for the past 11 years, serves on its’ five person Executive Advisory Committee, and Chairs or is a member of various working task forces of the Council; including, currently serving as Chairman for a new Workplace Safety Task Force. He is also a past co-chair for the Louisiana “Kid’s Chance” scholarship program administered by the Louisiana Bar Foundation. He is a past chairman for six years for the Legal Services for Persons with Disabilities Committee for the Louisiana State Bar Association, and past member of the Access to Justice Committee. From 1996-2010 he served as Chairperson of the Louisiana Disabled Workers Network (DAWN), and was the CLE Chair for the Louisiana Workers’ Advocates (LWA) organization, a State WILG chapter member. He currently serves as Coordinator of the Louisiana Citizens Against Reducing Employee Rights (CARE-R), a coalition of medical providers, organized labor, and the workers’ compensation trial bar. In 2009 he was appointed by Chief Justice Kimball as a Labor representative to the Louisiana Supreme Court’s Ad Hoc Committee to Study Perceptions of Louisiana’s Legal System. He is a past chairman of the workers’ compensation sections for the Baton Rouge Bar Association and the Louisiana Association for Justice. He is a benefactor member of WILG and serves on its Executive Committee as Immediate Past-President for 2015. He is a frequent lecturer on Louisiana Workers’ Compensation law and issues, and represents the AFL-CIO and injured workers in legislative deliberations related to workers compensation.
Prior to obtaining his law degree at Louisiana State University, he served as Director of Criminal Justice Planning & Budgeting in the states of Florida and Michigan, and served as Assistant Secretary for the Louisiana Department of Corrections and Public Safety. He also holds a BA degree in Psychology and a MS degree in Criminology & Corrections, and obtained certificates in Public Administration, Higher Education, and Law Enforcement Administration. He is a former instructor at Louisiana State University and Southeastern Louisiana University, and was Manager of Security for Marathon Petroleum Company in Garyville, Louisiana. He has been recognized for outstanding achievements as a practicing attorney by the Louisiana State Bar Association, Baton Rouge Bar Association, WILG, Louisiana Disabled Workers’ Network, the AFL-CIO, LexisNexis, and most recently was inducted as a Fellow in the National College of Workers’ Compensation Lawyers and as a member of the National Academy of Social Insurance (NASI).
CONFERENCE REGISTRATION FORM

$35.00 per person ~ LASCA Members
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Questions? Contact Sarah Heath, Director of Membership, (706) 716-1415 or email sheath72@gmail.com

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