

# **Hospital Appeals Workshop**

## **A Practical Guide to Navigate and Respond to Medicare and Medicaid Audits**

**Sponsored by:  
Georgia Hospital Association Research and Education Foundation**

**GHA Education Center  
Marietta, Georgia**

**March 4, 2010**

### **Purpose**

This one day “how-to” workshop will provide Georgia’s hospitals with practical tools and case studies to successfully appeal Medicare and Medicaid audits by CMS or its subcontractors (MACs, MICs, ZPICs, CERTs and others) and by the state through the Georgia Department of Community Health (DCH).

Amy Fouts, an attorney at McKenna Long Aldridge and Carolyn Regen, RN, Interim Compliance Officer at Gwinnett Hospital System will discuss medical necessity and provide you with useful audit tools in conducting a medical necessity audit. Amy will provide the legal background and Carolyn will provide the operational and audit detail needed to support a successful appeal.

Mark Guza, and Rich Gardner, attorneys with Arnall Golden Gregory LLP in Atlanta and Harrison W. Kohler, State Attorney and former Georgia Assistant Attorney General will detail the appeals process and the necessary steps for a successful appeal.

### **Objectives**

At the conclusion of the program, participants should be able to:

- Explain the appeals process;
- Discuss medical necessity;
- Implement audit tools in conducting a medical necessity audit;
- Execute the necessary steps for a successful appeal.

### **Date and Location**

**Thursday, March 4, 2010**

GHA Education Center

1675 Terrell Mill Road

Marietta, Georgia 30067

770-249-4500

(Directions are included in this flyer)

## **Who Should Attend**

This conference is designed for CEOs, CFOs, COOs, Nurse Executives, Legal Counsel, Compliance Officers, Medical Directors, Patient Financial Services (PFS) staff, Case Managers, Health Information (HIM) Managers, Utilization Management (UM) Coordinators, Quality and Performance Improvement Managers, Nurse Educators and other interested health care professionals from GHA member hospitals.

## **Registration Information**

The registration fee for healthcare professionals from a GHA member hospital or health system is \$215.00 per person. The fee for non-members is \$430.00.

The deadline for registration is February 22, 2010. Registrations postmarked after February 22, 2010 will be subject to a \$25.00 late registration fee. Registration fees less a \$25.00 cancellation fee are refundable if notice is received no less than five working days prior to the conference. If you have any special needs, which should be considered in order for you to attend this meeting, please call the GHA Education Department at (770) 249-4500.

## **Distance Learning Registration Information**

GHA member hospitals may participate in this program utilizing GHA's distance learning technology and watch it live via GHA's web site. The technology is able to capture audio and video of the program and display the presenter's Power Point slides. A computer with an Internet connection download speed of at least 512KB, Windows Media Player, the ability to stream live video, and a sound card with speaker(s) are required.

To participate via live Webcast, fill out the registration form attached to this flyer, mark that you will participate via live GHA Webcast, and return the registration form to GHA. The cost for participating is \$240 per connection.

## **GHA Appeals Handbook**

Hot off the presses and available for purchase (separate from meeting registration fee) is the GHA Appeals Handbook. This first-of-its-kind GHA Appeals Handbook was developed to give hospitals, health care providers, consultants and legal counsel a practical guide to navigate and respond to Medicare or Medicaid audits by CMS or its subcontractors (MACs, MICs, ZPICs, CERTs and others) or by the state through the Georgia Department of Community Health (DCH).

The handbook was written by a group of legal and clinical experts and their staff. It is a must-have for any individual involved with or overseeing Medicare and Medicaid appeals. Information regarding the manual and an order form can be accessed at the link:

<http://www.gha.org/AppealsHandbook.html>

The price per handbook is \$100.00 for GHA member hospitals, and \$200.00 for non-GHA member hospitals.

## **Accommodations**

There are three hotels located near our office that have given GHA special rates. They are:

1. **The Courtyard by Marriott Windy Hill**

2045 South Park Place

Atlanta, Georgia 30339 a

(770) 955-3838.

\$89.00 plus tax, per room, per night.

When making reservations, be sure to ask for the special Georgia Hospital Association rate, GHAY or GHAX.

2. **Doubletree Hotel Atlanta at Windy Hill**

2055 South Park Place

Atlanta, GA 30339

770-272-9441

\$109.00 plus tax per room per night ask for corporate code #0002647081

The hotel provides a complimentary van shuttle between the GHA office and the hotel.

3. **Hyatt Regency Suites Atlanta Northwest**

2999 Windy Hill Road,

Marietta, Georgia, USA 30067

770-956-1234

770-956-9479 (fax)

1-800-233-1234

Ask for the Georgia Hospital Association Corporate rate of \$95.00 for a standard one bedroom suite; \$115.00 for the business plan one bedroom suite and \$215.00 for the regency suite.

## **Continuing Education Credit**

Continuing Education Units will be provided.

**Directions to GHA**  
**1675 Terrell Mill Rd.**  
**Marietta, GA 30067**  
**(770) 249-4500**

**From I-75 Southbound: Exit Windy Hill #260 turn right....**

**From I -75 Northbound: Exit Windy Hill #260 turn left....**

1. Travel Windy Hill for 1/5 mile.
2. Turn right at Chick-Fil-A. You will pass the **Doubletree Hotel and Courtyard by Marriott** on the right.
3. Turn right at every intersection in the office park.
4. Turn right to leave the office park. You are now on Terrell Mill Road.
5. GHA is the second driveway entrance on the right at the traffic light.

**From Georgia Highway 41 Southbound:**

1. You will pass Dobbins Air Force Base runways on the right.
2. At the top of the hill there is a Texaco station on the left and a cemetery on the right – turn left at this intersection. This is Terrell Mill Road.
3. Go through the first traffic light.
4. GHA's driveway / entrance is on the right at the second traffic light.

**From Georgia Highway 41 Northbound:**

1. Turn right on Terrell Mill Road – this is one light past Windy Hill.
2. Go through the first traffic light.
3. GHA's driveway / entrance is on the right at the second traffic light.

**From I-285 Westbound: Exit I-75 to Chattanooga...**

**From I-285 Northbound: Exit I-75 to Chattanooga...**

1. Stay in right lane – using caution. Follow directions above From I-75 Northbound.

**GHA Education Center**

The GHA Education Center is located on the second floor of the GHA building. You can access the Education Center by driving down to the second level of the parking lot and entering the building through the double glass doors.

**Attire**

The attire for this conference will be business casual.

## **Hospital Appeals Workshop**

**GHA Education Center  
Marietta, Georgia**

**March 4, 2010**

### **Tentative Agenda**

#### **Thursday, March 4, 2010**

- 7:30 a.m. – 8:30 a.m. Registration & Continental Breakfast
- 8:30 a.m. – 8:45 a.m. Introduction to Appeals
- Liz Schoen  
Associate General Counsel  
Vice President of Compliance Services  
Georgia Hospital Association  
Marietta, Georgia
- 8:45 a.m. – 9:45 a.m. Medical Necessity: The Legal Background and Issues
- Amy Fouts  
Attorney  
McKenna Long & Aldridge, LLP  
Atlanta, Georgia
- 9:45 a.m. – 10:00 a.m. Break
- 10:00 a.m. – 11:30 a.m. Medical Necessity: The Clinical and Audit Issues & Questions
- Carolyn Regen, RN  
Interim Compliance Officer  
Gwinnett Hospital System  
Lawrenceville, Georgia
- 11:30 a.m. – 12:30 p.m. Lunch

**Thursday, March 4, 2010 continued**

12:30 p.m. – 1:45 p.m.	Medicare Appeals - Walk Through  Mark Guza Of Counsel Arnall Golden Gregory LLP Atlanta, Georgia
1:45 p.m. – 2:00 p.m.	Break
2:00 p.m. – 3:15 p.m.	Medicaid Appeals - Walk Through  Richard Gardner Attorney Arnall Golden Gregory LLP Atlanta, Georgia
3:15 p.m. - 3:45 p.m.	Medicaid Appeals - The Government's Perspective (DCH)  Harrison W. Kohler State Attorney Former Assistant Attorney General Atlanta, Georgia
3:45 p.m. - 4:00 p.m.	Questions and Answers
4:00 p.m.	Adjourn

## REGISTRATION

[one form per person, please]

Register on-line at [www.gha.org](http://www.gha.org) or return this form no later than **February 22, 2010** to:

Martha Harrell  
Georgia Hospital Association  
1675 Terrell Mill Road  
Marietta, Georgia 30067  
(770) 249-4500 / (770) 249-4593 (FAX)

The following person will attend GHA's "Hospital Appeals Workshop" workshop being held Thursday, March 4, 2010 at GHA Education Center in Marietta, Georgia:

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Name

Nickname

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Title

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Hospital/Organization Name

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Street

City / State / Zip

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Telephone Number & Ext.

Fax Number

E-mail

Enclosed are registration fees (make checks payable to GHAREF) in the amount of:

\_\_\_\_\_ \$215.00 per person for professionals from a GHA member hospital  
\_\_\_\_\_ \$240.00 per connection to watch the program live via GHA's web site  
\_\_\_\_\_ \$430.00 per person for non-members  
\_\_\_\_\_ \$ 25.00 per person late fee if postmarked after February 22, 2010  
\_\_\_\_\_ Total

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Credit card type (Visa, AmEx, or MasterCard) and Number

Expiration Date

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Name as it appears on card

Signature

**-Please Return by February 22, 2010-**