

Early Birds: Register on or before February 29, 2012 and save \$50-\$75

Improving the Value of Healthcare is the key theme for the healthcare industry in 2012. Now more than ever, the HFMA Region 1 Eleventh Annual Healthcare Conference provides the perfect setting to provide you with the information and tools you need to help your healthcare organization plan for the challenging period ahead. Three education tracks are offered focusing on Revenue Management, Payment and Reimbursement, and Value Based Healthcare.

Gregory Adams, FHFMA, National Chair, HFMA, provides opening remarks on *Building Value through Reform and Beyond*. The keynote address will be presented by Harry Greenspun, MD on *Reengineering Health Care: A Manifesto for Radically Rethinking Health Care Delivery*. Dr. Greenspun is a Senior Advisor, Health Care Transformation and Technology, for the Deloitte Center for Health Solutions.

The conference kicks off with a Golf Tournament, hosted by the Connecticut Chapter, at the Fox Hopyard Golf Club in East Haddam, CT, on Wednesday May 16, 2012. For more information on the Golf Tournament contact Donna Lewis (donna.k.lewis@us.pwc.com) or Eric Wetherell (eric.wetherell@us.pwc.com).

Attendance at the Region 1 Healthcare Conference has more than doubled since its inception and Region 1 has won four HFMA Yerger Awards for collaboration in planning the conference. Planning for the Region 1 Annual Conference is done by prior participants, making the conference activities and agenda truly a member-driven experience. A new track, Improving Value in Healthcare, has been added for this year's conference. The track has educational sessions on CMS's Pioneer ACO pilot program, healthcare reform from the health system, payer and regulatory reform viewpoints, plus tools to measure success of healthcare reform programs.

The conference's proximity to *Mystic Country* provides family entertainment, whether it's bonding with Mystic Aquarium's Beluga whales, touring a New England winery, or simply spending a day at Olde Mystic Village and the Seaport. Additionally, major shopping outlets are close by. All of these venues are only 20 minutes away from the Mohegan Sun Hotel. Available at the Hotel are a spa, indoor pool and exercise rooms as well as the KidsQuest entertainment area.

The conference brochure with complete details has been mailed to all Region 1 members. If by chance you did not receive yours, visit the Massachusetts-Rhode Island Chapter website (<http://www.ma-ri-hfma.org/>) to download a brochure and register. When you review the brochure you will see the conference volunteers have provided educational and vendor opportunities in response to your requests.

Please contact the HFMA Region 1 office at (781) 647-7004 or e-mail at HFMAReg1@camihq.com if you have any questions about the conference or your registration.

We look forward to seeing you there!

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