



“Washington Update”

November 20, 2009, 8:15 AM – 3:00 PM

University of Utah

Eccles Health Sciences Education Building
Alumni Hall, 2nd Floor (see map for location)

Member cost: \$75 Non-member cost: \$100
6 CPE Hours

- 8:15 AM Registration, Networking and Continental Breakfast
- 8:45 AM *“National Healthcare Reform”*
Ed Giniat, Partner, U.S. Leader, Healthcare & Pharmaceuticals
KPMG
- 9:45 AM Break
- 10:00 AM *“Medicare Update”*
Ann King, CPA, Partner and firm-wide Healthcare Leader
BKD, LLP
- 12:00 PM Lunch
- 12:45 PM *“Personal Income Tax Update”*
Richard Ferrone, CPA Managing Partner
Ferrone & Associates, CPAs
- 1:45 AM Break
- 2:00 PM *“Update & Tour of the New Pavilion”*
Chrissy Daniels, Associate Administrator of Operations
University Healthcare

Registration

Please [REGISTER ONLINE](#)

Cost: Member \$75 / Nonmember \$100

If mailing payment, fill out the registration form below, make check payable to **HFMA** and mail to:

Scott Schofield, (801) 442-3460
Intermountain Healthcare (8th Floor)
36 South State Street
Salt Lake City, Utah 84111

Persons Attending Conference:

Name: _____ Phone: _____ Fee: _____
Name: _____ Phone: _____ Fee: _____
Name: _____ Phone: _____ Fee: _____

Contact Scott Schofield with any questions: scott.schofield@imail.org 801-442-3460

Speaker Biography



Ed Giniat

U.S. Leader, Healthcare & Pharmaceuticals

KPMG

Ed Giniat Firm role: National Line of Business Leader – Healthcare & Pharmaceuticals Practice; Global Sector Chair - Healthcare
Location: Chicago

- Leads KPMG's National Healthcare & Pharmaceuticals practice and Global Healthcare Program
- More than 27 years of experience working with organizations across all sectors of the healthcare industry with a focus on healthcare systems, pharmaceutical/medical products companies and managed care organizations
- Has served in an advisory role to clients ranging from not-for-profit, tax-exempt healthcare providers to major managed care plans to large, multinational, publicly held pharmaceutical companies
- Is a frequent presenter on industry emerging trends and challenges and is co-author of ValueRx: How to Make the Most Of Your Organization's Assets and Relationships published by HarperBusiness
- Recent author of the report issued by KPMG titled Pressure Points: Risk Management in the Pharmaceuticals Industry in conjunction with S.P. Kothari of the MIT Sloan School of Management
- Recent author of the report issued by KPMG titled The Path to Accountability: Enhancing the Relevance, Reliability, and Transparency of Reporting Through More Effective Risk Management in Not-for-Profit Healthcare
- Co-author of KPMG's Annual Disclosures Handbook: Risk, Disclosure, and Corporate Governance in the Global Pharmaceuticals Industry

Major Clients Served

Ed serves as the Lead Partner on MedStar Health and Bon Secours Health System, Inc. Ed also serves as the Account Executive for many of the leading healthcare clients in the United States including Kaiser Permanente, Catholic Health Services of Long Island, University Hospitals and Health System, Summa Health, CareGroup, Duke University Health System, Universal Health Services and DaVita. Ed also advises the Global Teams on Roche and AstraZeneca. Ed works closely with many of our most significant global pharmaceutical clients including Abbott Laboratories, Bristol-Myers Squibb, and Johnson & Johnson.

Background and Activities

Ed is active with the Health Management Academy, PhRMA, American Hospital Association, Pharmaceutical Internal Audit Forum, The National Alliance for Health Information Technology, the Association for Healthcare Internal Auditors, Healthcare Financial Management Association, among other industry organizations. Ed received a B.B.A. from the University of Notre Dame. He is a certified public accountant and a member of the American Institute of Certified Public Accountants.

experience expertise



Ann M. King, CPA

Partner

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**BKD is the top-tier
U.S. CPA and
advisory firm that
delivers its
experience and
service with a deep
understanding of
your
business, your needs
and what it takes to
improve your
business
performance.**

Ann recently relocated to Denver after practicing for more than 25 years in Colorado Springs and Springfield, Missouri, and recently completed a 5-year term as BKD's firmwide Health Care Group leader.

She works with a variety of health care providers and is actively involved in all aspects of health care services, including accounting and auditing, practice management, third-party reimbursement, management systems and other financial management services.

Ann assists health care clients including hospitals, physician groups, rural health clinics, rehabilitation agencies, nursing homes, mental health centers and home health agencies with a variety of special projects. These special projects include practice management and productivity analyses, evaluation of billing and accounts receivable systems, negotiation with intermediaries and representation for or with clients during Medicare audits, training of accounting and bookkeeping personnel, corporate compliance plans and other operational, financial and reimbursement needs.

Ann is the past-president of the Colorado Chapter of the Healthcare Financial Management Association and past-president of the Better Business Bureau of Southern Colorado and is active in the Colorado Hospital Association. She is also a member of the American Institute of Certified Public Accountants and the Colorado Society of Certified Public Accountants.

Ann graduated in 1986 from Missouri State University, Springfield, with a B.S. degree in accounting.