

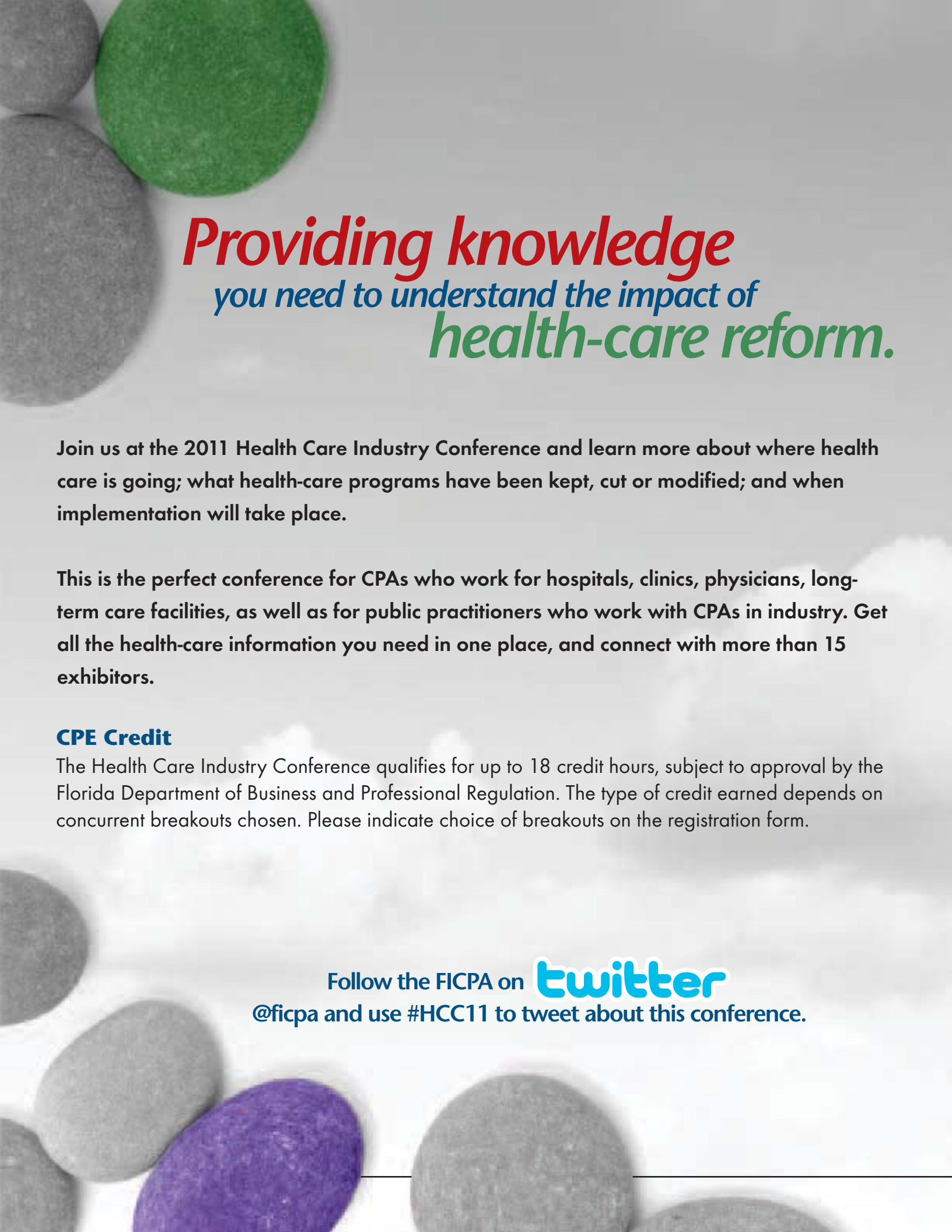
Reform in the Balance



Health Care Industry Conference

April 28-29, 2011 • Orlando





Providing knowledge *you need to understand the impact of* *health-care reform.*

Join us at the 2011 Health Care Industry Conference and learn more about where health care is going; what health-care programs have been kept, cut or modified; and when implementation will take place.

This is the perfect conference for CPAs who work for hospitals, clinics, physicians, long-term care facilities, as well as for public practitioners who work with CPAs in industry. Get all the health-care information you need in one place, and connect with more than 15 exhibitors.

CPE Credit

The Health Care Industry Conference qualifies for up to 18 credit hours, subject to approval by the Florida Department of Business and Professional Regulation. The type of credit earned depends on concurrent breakouts chosen. Please indicate choice of breakouts on the registration form.

Follow the FICPA on **twitter**
@ficpa and use #HCC11 to tweet about this conference.

Keynote Address Speakers

U.S. Healthcare: An Industry in Transition (2 TB)

Thursday, April 28, 2011

8:20-10:00 a.m.



**Richard L. Clarke,
DHA, FHFMA**

President & CEO /
Healthcare Financial
Management Association /
Westchester, IL

Dr. Richard Clarke has been president and chief executive officer of the Healthcare Financial Management Association (HFMA), Westchester, IL, since 1986. HFMA is a professional membership association with more than 35,000 members in 68 chapters who share an interest in the financial management of the delivery of healthcare services.

He holds a bachelor's degree in industrial distribution from Bradley University, Peoria, IL (1970), a master's degree in business administration (MBA) in management/finance from the University of Miami, Coral Gables (1972), and a doctor of health administration (DHA) degree from the Medical University of South Carolina, Charleston (2005).

Dr. Clarke attained Fellowship in HFMA in 1983. He also was president of the Colorado Chapter of HFMA, served on the HFMA National Matrix, and was a member of HFMA's Principles and Practices Board.

Dr. Clarke writes a monthly column in HFMA's magazine, *Healthcare Financial Management*. He co-authored *Capitalizing Medical Groups: Positioning Physicians for the Future*; *The Crisis in Health Care: Costs, Choices and Strategies*; and *Beyond Managed Care: How Consumers and Technology are Changing the Future of Health Care*.



**Ralph Lawson,
FHFMA, CPA**

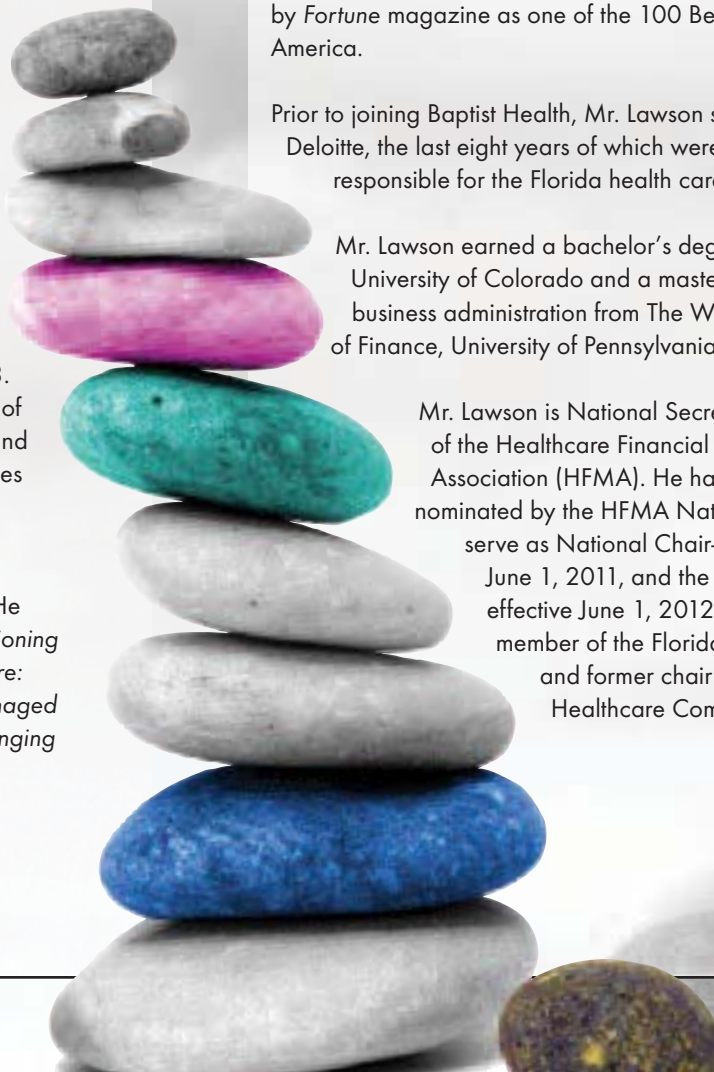
Executive Vice President &
CFO / Baptist Health of
South Florida, Inc. /
Coral Gables

Ralph Lawson is Executive Vice President and Chief Financial Officer of Baptist Health South Florida Inc. Baptist Health owns six hospitals and 21 satellite outpatient centers, and is the largest private employer in Miami-Dade County. Baptist operates in three counties, with more than 14,000 employees, and has been recognized for the last eight years by *Fortune* magazine as one of the 100 Best Employers in America.

Prior to joining Baptist Health, Mr. Lawson spent 17 years at Deloitte, the last eight years of which were as a partner responsible for the Florida health care practice.

Mr. Lawson earned a bachelor's degree from the University of Colorado and a master's degree of business administration from The Wharton School of Finance, University of Pennsylvania.

Mr. Lawson is National Secretary/Treasurer of the Healthcare Financial Management Association (HFMA). He has been nominated by the HFMA National Board to serve as National Chair-elect effective June 1, 2011, and the National Chair effective June 1, 2012. Mr. Lawson is a member of the Florida Institute of CPAs and former chair of the FICPA Healthcare Committee.



Conference-at-a-Glance

Wednesday April 27

Noon-3:30 p.m. Ethics: Protecting the Integrity of Florida CPAs* (4980)

3:45-5:40 p.m. Pre-Conference Workshop: Intro to Health Care Reform – A Nuts and Bolts Guide*

*Additional fees apply.

Thursday April 28

7:30-8:15 a.m. Registration and Continental Breakfast

8:15-8:20 a.m. Introduction and Opening Remarks

8:20-10:00 a.m. Keynote Address: U.S. Healthcare: An Industry in Transition

10:15-11:05 a.m. The Growing Whistleblower Threat and How to Deal With It

11:10 a.m.-Noon *Concurrent Breakouts*

Breakout 1 IFRS: Prepare Your Organization for the Convergence

Breakout 2 Fraud and Abuse Meet Patient Safety

Breakout 3 Accountable Care Organizations: Key Elements to Drive Success

Noon-1:15 p.m. Lunch Presentation: Investment Outlook for Health Care

1:15-2:05 p.m. *Concurrent Breakouts*

Breakout 4 GASB/A-133 Update

Breakout 5 Will Health Care Reform Lead to the Next Med Mal Crisis?

Breakout 6 Value-Based Purchasing and Bundling Provisions from Health Care Reform

2:10-3:00 p.m. *Concurrent Breakouts*

Breakout 7 Developing a Roadmap for Successful Hospital-Based Physician Employment

Breakout 8 Panel: Health Care Reform Impact on Bond Market

3:15-4:05 p.m. *Concurrent Breakouts*

Breakout 9 Codification Amendments Impacting Health Care Entities

Breakout 10 The Revolution In Buy-Sell Agreements

Breakout 11 Evidence-Based Medicine: How We Got There and Where We Are Going?

4:05-4:55 p.m. *Concurrent Breakouts*

Breakout 12 ICD-10 Impacts, Risks and Opportunities

Breakout 13 Hospitals Positioning for Health Reform in Partnering with Physicians

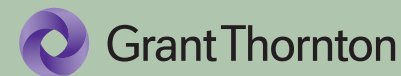
Breakout 14 How Walmart, Google and Franchising Will Change Health Care

5:00-5:50 p.m. Legislative and Regulatory Update

5:50-7:00 p.m. Reception

*Sponsors

Friday	April 29
7:30-8:00 a.m.	Continental Breakfast
8:00-9:40 a.m.	CFO/COO Hospital Administration Panel
10:00-10:50 a.m.	<i>Concurrent Breakouts</i>
Breakout 15	RACs and other Federal/State Audits
Breakout 16	Comprehensive Risk Assessments Around IT Security: A Discussion About What's at Stake for Your Hospital
Breakout 17	Health Care Reform from an Employer Perspective
10:55-11:45 a.m.	<i>Concurrent Breakouts</i>
Breakout 18	Fair Value Measurement in Physician Practices of the Current Health Care Environment
Breakout 19	Denial Management Part B Medicare
Breakout 20	The Managed Care Paradigm Shift in the Post Reform Environment
11:45 a.m.-1:00 p.m.	Lunch Presentation: Health Care Reform Accepting the Changes: From Fighting the Storm to Dancing in the Rain!
1:00-1:50 p.m.	<i>Concurrent Breakouts</i>
Breakout 21	An Update on the Revised Health Care Audit and Accounting Guide
Breakout 22	4 Giant Steps to Leadership
Breakout 23	Form 990 and Community Needs Assessment Requirements in an Era of Health Care Reform
2:05-3:45 p.m.	Accounting & Auditing Update



*Sponsors at time of brochure printing

Conference schedule

Wednesday April 27

Noon-3:30 p.m.

Ethics: Protecting the Integrity of Florida CPAs - 4980 (4 Ethics)

Ed Grossman, CPA, CMA, CFE

Partner / Crowe Horwath LLP / Lakeland

The course has been updated with a focus on real-life ethical issues. Through lecture and class discussion, the course addresses internal and external issues faced by CPAs such as professional standards, ethical conduct, client communication and independence. The course complies with the ethics requirements for Florida CPAs as set forth by the Florida Board of Accountancy.

FICPA Ethics Provider ID: 3461

3:45-5:40 p.m.

Pre-Conference Workshop: Intro to Health Care Reform – A Nuts and Bolts Guide

Mark E. Lutes

Member of the Firm – Health Care & Life Sciences Practice / Epstein, Becker & Green / Washington, D.C.

This session offers an introduction to the major provisions of health-care reform from the perspective of all of the affected parties, including employers, employees, hospitals, insurers, physicians and the uninsured. It provides background for the following days' sessions, as well as a refresher for those who are more familiar with the law. In-depth analysis and commentary will be provided on all major provisions, including a timetable of when each aspect of the law will become effective.

Thursday April 28

7:30-8:15 a.m.

Registration and Continental Breakfast

8:15-8:20 a.m.

Introduction and Opening Remarks

Jeff Goolsby, Committee Chair

8:20-10:00 a.m.

Address: U.S. Healthcare: An Industry in Transition (2 TB)

Richard L. Clarke, DHA, FHFMA

President & CEO / Healthcare Financial Management Association / Westchester, IL

and

Ralph Lawson, FHFMA, CPA

Executive Vice President & CFO / Baptist Health of South Florida, Inc. / Coral Gables

The United States uses more health care than any other country in the world, while individuals, governments and employers struggle to pay the bill. The U.S. recession has exacerbated the problem. Even after passage of historic health care reform legislation last March, many believe the health-care financing system remains unsustainable. The Nov. 2 elections and changes in Congress further blur the future of American health care. This presentation focuses on understanding the current state of U.S. health care economics and the implications of the changes that will be required in coming years. This presentation captures the constant state of flux of U.S. health care and provides insights about how to survive and/or prosper in the changing world of American health care.

10:15-11:05 a.m.

The Growing Whistleblower Threat and How to Deal With It (1 TB)

Ben Frosch (Moderator)

President & CEO / Frosch Medical Consultants, Inc / Plantation and

Gabriel L. Imperato, Esq.

Managing Partner / Broad & Cassel / Ft. Lauderdale and

Randy Harwell

Assistant United States Attorney / United States Attorney's Office, Middle District of Florida / Tampa

and

Steven F. Grover

Owner & Director / Grover Whistleblower & Employee Rights Center / Ft. Lauderdale

Whistle blowers are using the Civil False Claims Act more than ever in health care. Relators can recover up to a one-third of the government settlement, which can be three times the billed amount and up to \$11,000 a claim. Learn to avoid this nightmare.

11:10-Noon p.m.

Concurrent Breakouts - Choose one per time slot

Breakout 1

IFRS: Prepare Your Organization for the Convergence (1 AA)

Jon Harris

Director / McGladrey / Orlando

The discussion about convergence with and conversion to International Financial Reporting Standards (IFRS) continues to be a hot topic in the United States. The goal of this session is to provide an update on the status of various convergence projects between the FASB and IASB, as well as provide an update on the status of conversion to IFRS in the United States and its impact on the health care industry.

Breakout 2

Fraud and Abuse Meet Patient Safety (1 TB)

Jay Wolfson, DrPH, JD

Associate Vice President/Health Law Policy & Safety / University of South Florida / Tampa

Patient safety improvement and fraud/abuse reduction have become politically, legally and clinically linked. This presentation summarizes the growing regulatory, financial, clinical, quality and marketing concerns that are connecting fraud and patient safety. Case examples, data and preventive/remedial suggestions are offered.

Breakout 3

Accountable Care Organizations: Key Elements to Drive Success (1 TB)

Rob Schile

Principal, Health Care Consulting / LarsonAllen LLP / Minneapolis

Higher levels of provider collaboration, greater accountability among providers for improved quality, and cost reductions is the future of health-care reform, and Accountable Care Organizations (ACOs) are the conduit intended to drive this change. This session

focuses on key elements of ACOs and what providers will need to understand to be successful in the transition of health care.

Noon-1:15 p.m.

Lunch Presentation: Investment Outlook for Health Care (1 TB)

Eric W. Bailey, CFA

Managing Principal / CapTrust Financial Advisors / Tampa

The passage of health-care reform will have far-reaching affect on health-care companies for many years to come. As the details of specific regulations evolve, we will see market relation to subsectors within health care. We will discuss an overall market and economic outlook and a more detailed view into the health care industry.

1:15-2:05 p.m.

Concurrent Breakouts - Choose one per time slot

Breakout 4

GASB/A-133 Update (1 AA)

Daniel O'Keefe, CPA, CFE, MBA

Shareholder / Moore Stephens Lovelace, PA / Winter Park

This session discusses recently issued GASB pronouncements, provides an overview of the 2011 Yellow Book, and discusses any significant changes to the Federal and/or State Single Audit requirements.

Breakout 5

Will Health Care Reform Lead to the Next Med Mal Crisis? (1 TB)

Matt Gracey

Founder & President / Danna-Gracey and Medical Defense Solutions / Delray Beach

We could be in for a serious med mal crisis with the arrival of more than 30 million new patients with no real relationships with their doctors just at a time that a physician shortage is beginning, combined with assaults on recent tort reforms. This session talks about the potential and how it might affect health care.

Breakout 6

Value-Based Purchasing and Bundling Provisions from Health Care Reform (1 TB)

Greg Hart

Principal-In-Charge / LarsonAllen LLP / Minneapolis
The Affordable Care Act includes pilots for Value Based Purchasing programs. Equally important, the market likely will be moving to VBP aggressively in the next two to three years. Providers will assume greater degrees of risk in these models. This session describes these new models and their implications for providers.

2:10-3:00 p.m.

Concurrent Breakouts - Choose one per time slot

Breakout 7

Developing a Roadmap for Successful Hospital Based Physician Employment (1 AA)

Della Shaw

Chief Executive Officer / Tenet Physician Services / Coral Springs

This session explores best practices in the successful integration of physician groups with hospitals, what works and what doesn't work.

Breakout 8

Panel: Health Care Reform Impact on Bond Market (1 TB)

Steve L. Short

Executive VP & CFO / Tampa General Hospital Tampa

and

Paul Towell

Managing Director / Raymond James and Associates Inc. / St. Petersburg

This panel discusses the current health-care bond market. Additionally, the panel will provide insight about how changes in health-care reform may affect the ability to obtain financing as well as bond ratings of existing bond issuances.

3:15-4:05 p.m.

Concurrent Breakouts - Choose one per time slot

Breakout 9

Codification Amendments Impacting Health Care Entities (1 AA)

Tiffany Green

Senior Manager / Ernst and Young / Tampa

This session covers recent updates and status regarding accounting issues affecting health-care entities, including revenue recognition, charity care disclosures of, gross up self-insurance liabilities, etc.



Conference schedule

Breakout 10

The Revolution In Buy-Sell Agreements (1 TB)

Ronald L. Hammerle

Chairman / Health Resources, Ltd. / Tampa

The market determines value, and in the field of medical practice sales and valuations, we are witnessing a dramatic change in the market. A new group of national "Stealthcare" providers has entered the market since 2006; (A related session will address this topic.) Hospitals and health systems have returned to the acquisition market, after a disastrous experience in the 1990s. Further, the prospect and challenge of serving more than 30 million, newly insured patients in less than three years, the push for accountable health-care organizations and a belated recognition that the American "system" has been built upside down are all coming to create dramatic changes in the value of medical practices. This session will describe those market forces and how they are redefining practice value.

Breakout 11

Evidence Based Medicine: How We Got There and Where We Are Going (1 TB)

Lawrence Schimmel, MD, FACS

Marcum Health Care / Miami

and

Tighe Shomer, MD, FABEM

Marcum Health Care / Miami

This session includes a discussion of the reimbursement models that subsequently led to the creation of Clinical Guidelines for Care, which evolved into Evidence-Based Medicine as we know it today. We'll discuss the implications for providers of care and how this will affect reimbursement as we move into the future.

4:05-4:55 p.m.

Concurrent Breakouts - Choose one per time slot

Breakout 12

ICD-10 Impacts, Risks and Opportunities (1 AA)

Tom Pankey

Managing Director, Advisor Practice / KPMG / Tampa

ICD-10 affects business processes and technology across health care organizations. As health-care providers and payers begin to address ICD-10, they are identifying impacts, risks and opportunities for leveraging ICD-10 improvements. This presentation shares experiences and approaches that are helping companies budget, plan, manage the risk and balance ICD-10 with other competing projects.

Breakout 13

Hospitals Positioning for Health Reform in Partnering with Physicians (1 TB)

George Batalis

Director - Health Care Industries / PricewaterhouseCoopers LLP / Tampa and

Brian Loftus

Director, South Florida Health Care Leader / PricewaterhouseCoopers LLP / Miami

This session offers insight on how hospitals are proactively partnering with the physician community in the wake of health-care reform and the changes ahead in how both hospital and physicians will be reimbursed.

Breakout 14

How Walmart, Google and Franchising Will Change Healthcare (1 TB)

Ronald L. Hammerle

Chairman / Health Resources, Ltd. / Tampa

In 1500, it was widely believed that the earth was the center of the universe. Even after Nicolaus Copernicus posited a different view, it took several hundred years for his vision of the universe to become widely accepted. In health care, it has been almost universally believed that health care is a local business and will always remain so. Three forces are concurrently changing that view. This session describes the three and how they have already begun to change the market for health care services. (A separate session addresses the impact of these changes on medical practice valuation.)

5:00-5:50 p.m.

Legislative and Regulatory Update (1 TB)

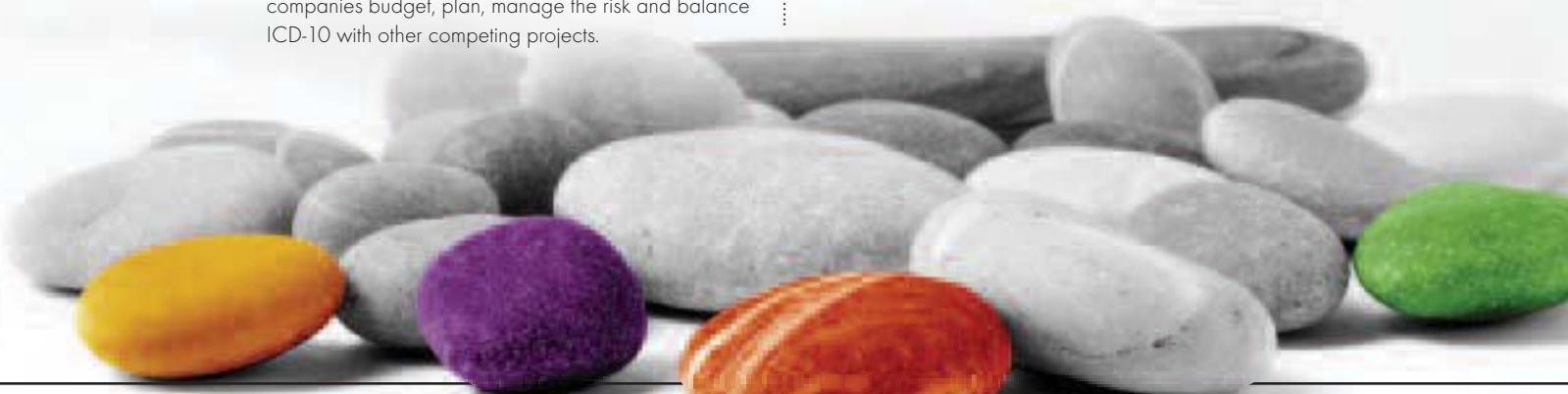
Kathryn Reep

Vice President-Financial Services / Florida Hospital Association / Orlando

This course offers an update of hot topics related to health-care finance from the state and federal perspectives. Learn about activities related to health-care reform and claims payments, as well as audit activities of the Medicare Recovery Audit Contractors.

5:50-7:00 p.m.

Reception



7:30-8:00 a.m.

Continental Breakfast

8:00-9:40 a.m.

CFO/COO Hospital Administration Panel (2 TB)*John Bigalke* (Moderator)

Vice Chairman and US National Industry Leader, Health Sciences & Government / Deloitte / Orlando

and

Steve L. Short

Executive VP & CFO / Tampa General Hospital / Tampa

and

David Verinder

Chief Operating Officer / Sarasota Memorial Health Care System / Sarasota

One of the Health Care Conference's most popular and well-attended sessions, Hospital C Suite leaders will discuss current issues, challenges and opportunities. The session will be moderated and audience participants will have the opportunity to ask questions.

10:00-10:50 a.m.

Concurrent Breakouts - Choose one per time slot**Breakout 15****RACs and other Federal/State Audits (1 AA)***Cheryl Golden, CPA, CHC, CHRC, CPC-A*

Senior Manager / Deloitte & Touche / Tampa

The presentation focuses on the status of the RACs, what their focus is and how providers are handling the RAC requests. Other federal and state ongoing audits will be addressed as part of this session.

Breakout 16**Comprehensive Risk Assessments Around IT Security: A Discussion About What's at Stake for Your Hospital (1 TB)***Forrest Frazier, CPA*

Partner, Business Advisory Services, HC Industry / Grant Thornton LLP / Charlotte

Hospitals are challenged to comply with changes to the Health Insurance Portability and Accountability Act (HIPAA). If securing protected health information (PHI) wasn't difficult enough, HITECH expanded the application of HIPAA to business associates. This session takes attendees through the steps to perform a comprehensive IT security risk assessment and prepare for HIPAA/HITECH and overall IT security compliance. This session also addresses breach notification rules that require new notification protocols when measures fail to safeguard PHI. We'll discuss the penalties and what to do if your organization becomes involved in a breach.

Breakout 17**Healthcare Reform from an Employer Perspective***C. Cline Comer, CPA*

Principal / LarsonAllen LLP / Charlotte

This session provides an in-depth analysis of health reform from an employer perspective.

10:55-11:45 a.m.

Concurrent Breakouts - Choose one per time slot**Breakout 18****Fair Value Measurement in Physician Practices in the Current Health Care Environment (1 AA)***Curtis Bernstein, CPA/ABV, ASA, CVA, MBA*

Director, Valuation Services / Sinaiko Health Care Consulting / Los Angeles

This session reviews SFAS 157/ASC 820 and SFAS 164 as it relates to the current wave of physician practice acquisitions. We'll also discuss purchase price allocation for practices post acquisition.

Breakout 19**Denial Management Part B Medicare (1 TB)***Belinda Holmes, CPC/CCP*

Senior Medical Business Consultant, Health Care Consulting / Kerkering, Barberio & Co. / Sarasota

Learn how to manage Medicare Part B and take back your bottom line. We will discuss how to analyze the amount and type of denials your practice is receiving. Then we will present mechanisms to correct those denial patterns and improve your cash flow.

Breakout 20**The Managed Care Paradigm Shift in the Post Reform Environment (1 TB)***Gary Scott Davis, PA*

Partner / McDermott Will & Emery LLP / Miami

For providers and payors, the Patient Protection and Affordable Care Act created challenges to their relationships. There has been an acceleration of consolidation and integration and a growing focus on quality, safety, coordination of care, and cost control. These changes have spurred interest in arrangements involving shared culture, risk and data, and continuous outcomes improvement. This shift reflects the growing importance of value-based care and clinical integration across components comprising the health care continuum. This session focuses on achieving clinical integration and provider-payor relationships in this new environment.

11:45-1:00 p.m.

Lunch Presentation: Health Care Reform Accepting the Changes: From Fighting the Storm to Dancing in the Rain! (1 TB)*Ed Robinson*

Robinson Performance Group / San Antonio

With the uncertainty of health-care reform, where it's going, when the implementations will take place, what provisions will be effected or eliminated all together, it's time to look at how we will handle the change. This session covers how to convert the human spirit from ingrained patterns of dealing with change to new behaviors that achieve peak performance.

1:00-1:50 p.m.

Concurrent Breakouts - Choose one per time slot

Breakout 21 **An Update on the Revised Health Care Audit and Accounting Guide (1 AA)**

C. Cline Comer, CPA

Principal / LarsonAllen LLP / Charlotte

The AICPA's Health Care Expert Panel is in the middle of a lengthy overhaul of the health-care audit and accounting guide that has not been completely revised since 1996, other than annual conforming changes. AICPA Health Care Expert Panel member Cline Comer provides an update on the status and expected changes to the health-care audit and accounting guide.

Breakout 22 **4 Giant Steps to Leadership (1 TB)**

Ed Robinson

Robinson Performance Group / San Antonio

This session reviews four critical steps to transforming people into performers by redefining success and emulating role models in the wake of change.

Breakout 23 **Form 990 and Community Needs Assessment Requirements in an Era of Health Care Reform (1 TB)**

Dawn Olivardia, CPA

Partner, Tax Service / Grant Thornton, LLP / Orlando and

Anne M. McGeorge, CPA

National Managing Partner, Health Care / Grant Thornton, LLP / North Carolina

Health-care reform signed into law by President Obama is significantly affecting tax-exempt hospitals. Section 9007 of the Patient Protection and Affordable Care Act adds two new sections, 501^o and 4959, the Internal Revenue Code (IRC), which are intended to differentiate tax-exempt hospitals from their for-profit counterparts, and provide transparency related to how tax-exempt hospitals fulfill their charitable mission. The new IRC sections will impose additional requirements for hospitals to maintain tax-exempt status. Discussion focuses on new regulations, (as of October 2010, regulations have not yet been issued) and tips on implementation.

2:05-3:45pm

Accounting & Auditing Update (2 AA)

Laura B. Zenick

Senior Manager, Accounting Services Group-Health Industries / PricewaterhouseCoopers, LLP / Florham Park, NJ and

Christopher Salem

Manager-Health Care Industries / PricewaterhouseCoopers, LLP / Tampa

This session covers the latest updates on health-care industry-related topics in accounting and auditing.

2010-2011 Health Care Industry Conference Committee

Jeff Goolsby, Committee Chair

Mark Tourin, Sponsor Chair

Vivian L. Acevedo

Al Allred

George C. Batalis

Curtis H. Berstein

Warren W. Blanchard Jr.

Kimberly J. Collins

Doug Cooper

Marilyn M. Disbrow

Eric S. Friedfeld

Mark S. Fromberg

Kim Y. Griffin-Hunter

Kathleen A. Hargreaves

Gregory M. Hathorne

Marian Jacklich

Eric Jolly

Andrew T. Knowles

James D. Lewis III

Joseph L. Miller

Robert E. Neal

Brian T. Regan

Barbara Rhees

Beatriz D. Viamontes

Conference Site

The Peabody Orlando

9801 International Drive

Orlando, FL 32819

Reservations: (800) 732-2639

FICPA Room Rate: \$169 single/double

Hotel Cutoff Deadline: Monday, April 4, 2011

(Reservations made after the cutoff date will be subject to availability and current room rate.)

For reservations, please contact The Peabody Orlando at (800) 732-2639 or (407) 345-4488. Be sure to mention the FICPA Health Care Industry Conference to receive the special group rate.

CPE Policies You May Need to Know

CPE policies may be found on our website at

www.ficpa.org/cpe/policies, or on the registration confirmation sent upon completion of registration.

Conference Materials

Conference reference materials are distributed to registrants electronically in advance of the program. There will not be printed material available on site. This fully searchable PDF includes speaker presentations and is intended for electronic use only.

Group Discounts Available

Register 5 or more people from the same organization and receive special group discounts! Restrictions may apply. For more information, visit www.ficpa.org/cpe/policies.

Did You Know...

You can apply your nonmember fee from this event toward an FICPA membership. Visit www.ficpa.org/cpe/policies for more details and an application.

Registration

4 ways to register for FICPA CPE Programs

Internet registrations can be placed online by visiting the FICPA website at www.ficpa.org/cpe.

Fax a completed registration form with credit card information to the FICPA at (850) 681-2433.

Call the FICPA Member Service Center at (800) 342-3197 (within Florida), or (850) 224-2727 (outside Florida).

Mail a completed registration form to: Continuing Professional Education, FICPA, P.O. Box 5437, Tallahassee, FL 32314-5437.

1 Contact Information

Name _____ FICPA Member No. _____

Firm _____

Address _____ City/State/ZIP _____

Telephone (_____) _____ E-Mail _____

Check here if registration reflects an address change.

In accordance with ADA requirements, if you are disabled and require special services, please check here. Someone from our office will contact you.

2 Pricing

Ethics – Wednesday, April 27

Ethics: ETHHCC	Member Price	Nonmember Price
Early Bird Price*	<input type="radio"/> \$99	<input type="radio"/> \$164
Regular Price (as of 04/18/2011)	<input type="radio"/> \$154	<input type="radio"/> \$219

Pre-Conference Only – Wednesday, April 27

Pre-Conference Only: HCC	Member Price	Nonmember Price
Early Bird Price*	<input type="radio"/> \$125	<input type="radio"/> \$190
Regular Price (as of 04/18/2011)	<input type="radio"/> \$180	<input type="radio"/> \$245

Health Care Industry Conference Only – Thursday, April 28-Friday, April 29

Health Care Industry Conference	Member Price	Nonmember Price
Early Bird Price*	<input type="radio"/> \$499	<input type="radio"/> \$749
Regular Price (as of 04/19/2011)	<input type="radio"/> \$554	<input type="radio"/> \$804

Pre-Conference & Health Care Industry Conference – Wednesday, April 27-Friday, April 29

Pre-Conference & Health Care Industry Conference	Member Price	Nonmember Price
Early Bird Price*	<input type="radio"/> \$584	<input type="radio"/> \$834
Regular Price (as of 04/19/2011)	<input type="radio"/> \$639	<input type="radio"/> \$889

You will be automatically registered for all General Sessions.

Please check one breakout session for each time slot indicating the concurrent session you wish to attend.

Thursday, April 28				Friday, April 29			
11:10-Noon p.m.	<input type="radio"/> B01	<input type="radio"/> B02	<input type="radio"/> B03	10:00-10:50 a.m.	<input type="radio"/> B15	<input type="radio"/> B16	<input type="radio"/> B17
1:15-2:05 p.m.	<input type="radio"/> B04	<input type="radio"/> B05	<input type="radio"/> B06	10:55-11:45 a.m.	<input type="radio"/> B18	<input type="radio"/> B19	<input type="radio"/> B20
2:10-3:00 p.m.	<input type="radio"/> B07	<input type="radio"/> B08		1:00-1:50 p.m.	<input type="radio"/> B21	<input type="radio"/> B22	<input type="radio"/> B23
3:15-4:05 p.m.	<input type="radio"/> B09	<input type="radio"/> B10	<input type="radio"/> B11				
4:05-4:55 p.m.	<input type="radio"/> B12	<input type="radio"/> B13	<input type="radio"/> B14				

The FICPA is not responsible for checks or registrations delayed or lost in the mail.

*Take advantage of the Early Bird Price by registering more than 10 days before the course date and receive \$55 off the Regular Price.

**Nonmember Price is waived for members of FHA and HFMA for the Health Care Industry Conference only.

Subtotal \$ _____

Total \$ _____

3 Method of Payment

VISA MasterCard American Express Discover

Check enclosed in the amount of \$_____.

Please charge my company-issued credit card:

Please charge my personal credit card:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Card Validation Code:

(3 or 4 digit code located on the credit card)

--	--	--	--

Cardholder Name _____ Signature _____ Exp. Date _____



Florida Institute of Certified Public Accountants

P.O. Box 5437 • Tallahassee, Florida 32314

PRESORTED
STANDARD
US POSTAGE
PAID
Tallahassee FL
Permit No. 144

www.ficpa.org/cpe

(800) 342-3197 (within Florida)

(850) 224-2727

Health Care Industry Conference

April 28-29, 2011 • Orlando

A stack of four smooth, rounded stones in a vertical stack. From top to bottom, the colors are red, white, blue, and green. The stones are set against a background of a cloudy sky.

Providing Knowledge