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# M·O·R·R·I·S·E·Y®

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## 16<sup>th</sup> Annual National User Group Meeting

*Building a Foundation for Accountability  
and Affordability...Healthcare Reform in  
2011 and Beyond*

**August 17 – August 19, 2011**



### **Chicago Marriott Downtown Magnificent Mile**

540 North Michigan Avenue

(Driveway entrance at 541 North Rush Street)

Chicago, IL 60611

Telephone: 312.836.0100

Reservations: 800.228.9290

Fax: 312.836.6139

### **Online Hotel Reservations:**

[https://resweb.passkey.com/Resweb.do?mode=welcome\\_ei\\_new&eventID=3143292](https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=3143292)

# Morrisey 2011 Planning Committees

## Credentialing Customers

Cheryl Cisneros, RN, BSN, CPCS, CPMSM | Advocate Health Care CVO  
Tommie Cooper, CPMSM | Texas Health Resources  
James Crawford | Samaritan Health Services  
Karen Crotinger, CPCS | University of Rochester Medical Center  
Laura Dervinis, CPCS, CPMSM | Shands HealthCare  
Renee Dengler, RN, MS, CPMSM, CPCS | Advocate Health Care  
Jayme Golias | Central DuPage Hospital  
Eric Haugen, CPCS | Advocate Health Care  
Norma Johnson, CPCS | Carle Physician Group and Hospital  
Cathy McCreadie | DaVita, Inc.  
Roger Oskvig, MD | University of Rochester Medical Center  
Jim Reeder, MS, CPCS | Children's Memorial Hospital Faculty Practice Plan, Inc.  
Linda Smith, CPMSM | Alexian Brothers Medical Center  
Melissa Walters, CPMSM, CPCS | Kettering Medical Center  
Joanie White, ARNP, MSN | Adventist Health System

## MCCM Customers

Mary Beth Bednarz, RN, BSN, ACCC, ACM, CPUM | Charlotte Hungerford Hospital  
Allison Conlon, RN, MSN, ACM | South Shore Hospital  
Clare Cruz, RN, BSN | Trinitas Regional Medical Center  
Dawn Cushing | Massachusetts General Hospital  
Sabrina Figueroa, RN, CRC | Mease Countryside Hospital  
Paula Harper, RN | Elmhurst Memorial Hospital  
Debra Murphy | Trinitas Regional Medical Center  
Kris Peterson, RN, BSN, CCM | Cook Children's Medical Center  
Lisa Preston, RN, CRC | Morton Plant Hospital  
Hermine Ribes | Trinitas Regional Medical Center  
Millie Waggoner | St. Joseph's Medical Center

## Leadership/Guest Speakers

Michael Callahan, Partner | Katten Muchin Rosenman LLP  
Wendy Crimp, BSN, MBA, CPHQ | Crimp Resource Group  
John Herringer, RN, MS | The Joint Commission

Sandy McFolling, MS, RN, ACM | Rush University Medical Center  
Andrew Rowe, CEO | AllMed  
Mark Smith, MD, MBA, FACS | HG Healthcare Consultants

## Morrisey Executives

Gerald Zoldan, Chairman and CEO  
James Nutter, President  
Paul Glick, VP Design  
Richard Chappe, VP Development  
Robert Zoldan, VP Development  
Vicki Searcy, CPMSM, VP Consulting Services

## Morrisey Planning Teams

### General

Christy Baranowski, CPA, Controller  
Andrea Kearney, Marketing Manager  
Mark Stowes, MBA, Marketing Director  
Jeff Winn, Reception

### MCCM Planning Team

Dana Beaver-Lewis, Clinical Product Consultant  
Glenn Bowman, Project Manager  
Kate Curry, Sales Director  
Jeffrey Joo, Sales Director  
Jeanne Kragie, MM, Manager Customer Relations  
Dana Myers, Clinical Product Consultant  
Ron Ross, National Account Executive  
Mandy Sands, Project Manager

### Credentialing Planning Team

Deborah Beierle, CPCS, Sales Director  
Ellen Chappe, Manager, Data Conversions  
Richard Eskin, Project Manager  
Cathy Gardsmith, CPMSM, Sales Director  
Jennifer Green, Project Manager  
Terry Griffith, Implementation Manager  
Amy Kleist, Project Manager  
Steve Larsen, Manager, Credentialing Support  
Vicki Searcy, CPMSM, VP Consulting Services  
Robin Zych, Application Specialist

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## Keynote Speaker Profile



### **Michael Callahan**

Partner, Katten Muchin Rosenman LLP  
Chicago, IL

Mr. Callahan has been a practicing health care attorney for 30 years, assisting hospital and health system clients on a variety of health care legal issues including health care antitrust, HIPAA and regulatory compliance, accreditation matters and general corporate, medical staff credentialing, hospital/medical staff relations, and mergers and acquisitions. Mr. Callahan is recognized for his experience and knowledge of the health care industry. He is a frequent speaker all around the country on topics including medical staff matters, integrated delivery systems, hospital/physician joint ventures, physician recruitment and retention, Joint Commission and HFAP accreditation, Medicare fraud and abuse, HIPAA and Patient Safety Organizations.

### Guest Speaker Profiles



### **Wendy Crimp, BSN, MBA, CPHQ**

Crimp Resource Group  
Laguna Beach, CA

Ms. Crimp has more than 25 years of experience in the health care. She specializes in operations redesign, use of technology and quality management in health care organizations. She has held executive and middle management positions and has proven consulting expertise in credentialing, privileging, peer review and quality improvement. Her extensive operational and project management experience provides an excellent framework for understanding organizational requirements needed to achieve successful management outcomes.



### **John Herringer, RN, MS**

Associate Director, Standards Interpretation Group  
The Joint Commission  
Oak Terrace, IL

Mr. Herringer is lead associate director responsible for the development, communication and application of interpretive information for standards and other performance measures related to medical staff, and credentialing and privileging for the hospital, ambulatory care, long term care, and behavioral health care manuals. He is also a certified surveyor for The Joint Commission Hospital Accreditation Program. Prior to his role as associate director, Mr. Herringer also served as a surveyor in the home care accreditation program.



**Sandy McFolling, MS, RN, ACM,**

Director of Case Management  
Rush University Medical Center  
Chicago, IL

Ms. McFolling is the Director of Case Management at Rush University Medical Center. In this role she is responsible for case management, clinical preadmission, concurrent payer certification, clinical documentation management, discharge planning, social work, and denial management services. She has over 20 years of healthcare administration and case management experience, and earned a Master of Science Degree at the University of Illinois. She is also the past President of the Illinois Chapter of the American Case Management Association (ACMA) and ACMA National Board Member during 2007-2009. Ms. McFolling has numerous publications and presentations related to denial management, case management models, continuity of care planning and outcome management.



**Mark A. Smith, MD, MBA, FACS,**

Associate  
HG Healthcare Consultants

Dr. Smith brings 25 years of clinical practice and hospital management experiences to his work with physicians and hospitals across the United States. He is a board-certified surgeon. He practiced as a vascular and general surgeon in Palm Springs, California, and currently works part time as a faculty member in the Vascular Surgery Section at the University of California Irvine Medical Center. Dr. Smith's previous positions included president, chief of surgery, chairman of peer review committee, and medical director of cardiac surgery at Desert Regional Medical Center.



**Vicki Searcy, CPMSM**

Vice President, Consulting Services  
Morrisey Associates  
Chicago, IL

Ms. Searcy is a nationally recognized credentialing, privileging, accreditation and medical staff quality consultant. In leading Morrisey's Consulting Division, she helps healthcare organizations meet national regulatory requirements, understand their current environments, analyze critical processes, map them against best practices and develop comprehensive plans for realizing measurable results.

Ms. Searcy has more than 25 years' experience working with hospitals, healthcare systems, health plans, medical groups and credentialing verification organizations.

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## Meeting Costs and Registration Instructions



## Online Registration:

(<http://events.constantcontact.com/register/event?llr=v6cmpubab&oeidk=a07e3l539rhb0b01fbd>)

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### Full Meeting (8/17-19) Registration Fees:

Early Bird Registration: <i>(Before July 22, 2011)</i>	\$495
Standard Registration: <i>(After July 22, 2011)</i>	\$595

One-Day Registration: \$375

### Pre-Conference Training (8/15-16):

<i>MSOW Advanced Crystal Reports</i>	\$750
<i>MSOW New Hire Training</i>	\$750

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### Registration Payment Options:

Please make check **payable to Morrisey Associates, Inc.** and mail with a copy of your registration confirmation email to:

**Jeff Winn**  
**Morrisey Associates, Inc.**  
**222 South Riverside Plaza, Suite 1850**  
**Chicago, IL 60606**

**(Please verify with your Accounts Payable Dept. that payment will be mailed to this address.)**

**NOTE: All payments are final and no refunds or transferring of registrations will be provided due to cancellation.**

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