



## Healthcare Summit Location Broward College North Campus

8:00 am – 3:00 pm Registration

8:00 – 9:00 am Continental Breakfast & Exhibit

- Special Guest Appearance by Florida Senator George LeMieux

9:00 – 10:00 am Whats up in Washington

- Theresa Brier Aide to Congressman Robert Wexler

10:00 – 10:10 am Break In Sponsor and Exhibit Areas

10:10 – 11:00 am Concurrent sessions

Session A: Red Flags Rule: Beyond Initial Compliance

- Bruce Nelson Vice President Search America

Session B: Challenges and Opportunities for the ARM Industry in a New Economy

- Pam Kirchner President Florida Collectors, Jack W. Brown III, Past President Florida Collectors Association,  
Matt Kiefer Vice President Florida Collectors Association

Session C: Administrative Simplification and Healthcare Reform: What works, what doesn't and what more is needed?

- Jim Whicker, CPAM, Director of Electronic Commerce/EDI

11:00 – 11:10 am Break In Sponsor and Exhibit Areas





11:10 – 12:00 pm Concurrent Sessions

- Session A: International Patient Collections
- Lane Baker – Vice President Marketing and Sales Eastern Division
- Session B: Social Security Administration
- Ginny Jordan – Public Affairs Specialist
- Session C: –Effective Written Business Communication
- Jim Grigsby – President Grigsby And Associates

12:00 – 1:00 pm Lunch

SFFHA Panel Discussion with Jamie Caldwell

1:10 – 2:10 pm Session: Healthcare Reform Discussion Panel

- o Jim Grigsby – Moderator
- Joanne Aquilina – Vice President and CFO Bethesda Healthsystem
- Charlotte Mathers – Government Relations North Broward Health
- Gary Mervak – CFO Northwest Medical Center
- Frank Barrett – CFO Jackson Health

2:15 – 2:30 pm Break in Sponsor and Exhibit Areas

2:30 – 4:30 pm General Session

Topic: United States Healthcare Economics

- Ralph Lawson Executive Vice President and CFO Baptist Health

3:30 Wrap up a entrepreneur round table with Rafael Cruz Director Small Business Development Center Moderating

- Gwen Watson
- Marc Gilinson

