

## **Healthcare Leadership and Ethics:**

*Why We Need to Set the Ethical Tone of Our Organizations*

**Friday, October 17, 2014**

Holiday Inn French Quarter– Perrysburg, Ohio

From the outside looking in, Weston Smith was living the American dream. He was a ground floor employee of HealthSouth Corporation, a company that eventually spanned the country in all 50 states and 5 countries. HealthSouth became listed on the New York Stock Exchange and became a member of the Fortune 500. However, hidden underneath HealthSouth's glimmering corporate image, a multi-year \$3 Billion financial statement fraud developed. In what Weston describes as "finally doing the right thing" he voluntarily exposed the fraud, and accepted the consequences for his own actions. Mr. Smith will walk attendees through the rationalizations of this massive fraud, but will focus on how ethics and integrity should shape everything that we do.

Following Mr. Smith's presentation Debra Ball, ProMedica's Vice President of Learning & Service Excellence, will cover the connection (and the paradox) of employee trust and engagement, and help attendees understand the nature of our relationship with our own character.

Closing the day we will discuss the latest trends in healthcare fraud and provide ideas of ways healthcare organizations can help protect themselves from fraud risk with Bryan Callahan of BKD, LLP.

### **Agenda**

**8:30a-9a** Registration and Light Breakfast

**9a-10:30a** Weston Smith, *President, ChalkLine Solutions, Inc.* "Crossing the Line: An Insiders Story of the HealthSouth Fraud"

**10:30-10:45a** Break

**10:45-11:45a** Debra A. Ball, EdD, *Vice President, Learning & Service Excellence, ProMedica* "Cultivating Character: Our Hidden Assets"

**11:45-Noon** Break

**12:00-1:00p** Bryan Callahan, *Senior Managing Consultant, BKD, LLP* "Fraud, Waste and Abuse in Healthcare"

## **Learning Objectives**

### **Key Discussion Points Covered In This Program Include:**

- Understand corporate culture IS important
- Learn about the toll of unethical conduct on the innocent
- Understand the nature of our relationship with our character (managing this at the speed of change)
- Discover how the components of our character can be covered, and our risk of becoming numb to our true core over time
- Get up to date on the latest trends in healthcare related fraud
- Learn some of the techniques to detect and prevent fraud at your organization

### **Who Should Attend:**

Revenue Cycle Management, Patient Financial Services / Billing Personnel, CFOs, Financial / Reimbursement Analysts, & Patient Access Management

### **Important Information:**

#### **4 CPE Credits**

This seminar is FREE to all attendees.

Please register by contacting Sue Ceparski at [sue.ceparski@promedica.org](mailto:sue.ceparski@promedica.org)

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