



Come join us on the internet for a “Lunch and Learn” session with Dan Rode entitled

**“X12–5010 and ICD–10: Revisiting  
the Future in a Time of Incentives and  
Healthcare Reform –  
Will data be the new bottom line?”**

**Date: Tuesday, August 3**

**Time: 12:00 pm – 1:30 pm**

**Location: Your office! Stay off the freeways and  
have a working lunch! Eating while listening is  
permitted and encouraged**

**ABOUT THE PROGRAM:**

**X12-5010 and ICD-10: Revisiting the Future in a Time of Incentives and Healthcare Reform – Will data be the new bottom line?**

Dan Rode will cover the impending changes that will impact healthcare receivables, reimbursement, and budgeting including the HIPAA Transaction Upgrades (Compliance by 1-1-2012), ICD-10-CM and ICD-10-PCS (Compliance by 10-1-2013) in light of the recent ARRA-HITECH (stimulus) Act and the Patient Protection Accountable Care Act (healthcare reform). Dan will not only cover what’s happening, but also some of the implementation concerns financial managers should be aware of and acting on.

**ABOUT THE SPEAKER:**

**Dan Rode, MBA, CHPS, FHFMA  
Vice President of Policy and Government Relations  
American Health Information Management Association**

Dan Rode is AHIMA’s vice president for Policy and Government Relations – a team that works with federal agencies and advisory committees, Congress, and various standards organizations and industry alliances. Mr. Rode has also served as a technical and policy director for HFMA, and as a financial and operations administrator at the University of Minnesota Hospital and Clinic and the University of Utah Hospital and Clinics.

Mr. Rode has been engaged in the adoption of standard electronic health records and health information exchange for many years. Recently his involvement has included the HIPAA upgrades, ICD-10 upgrades, and other EHR-related changes from legislation. He was a founder and first co-chair of the ANSI-X12 Healthcare Task Force – source for many of the transactions standards required by HIPAA. His industry involvement has also included related issue including data integrity and consistency, terminology and classification coordination, secondary data issues, healthcare finance and reimbursement – institutional and professional, healthcare audit and fraud, and health information confidentiality and security.

Mr. Rode received his MBA from the Carlson School of Management at the University of Minnesota and his bachelor’s degree at the Smeal School of Business at Penn State University.

**REGISTRATION FEE**

HFMA Members: \$25

Non-Members: \$35

To register, click on this link or go to:

<http://www.hfma-nca.org>

**Don’t forget to register for the  
HFMA California Fall  
Conference before August 15  
to obtain the discounted early  
registration price! Just go to  
[www.hfma-cafallconf.org](http://www.hfma-cafallconf.org) and  
register. See you online in  
August or in Long Beach in  
September.**