



ANNUAL CONSULTANTS' CONFERENCE

JUNE 8-11
2011
SAN DIEGO

NATIONAL ASSOCIATION OF CERTIFIED VALUATORS AND ANALYSTS • INSTITUTE OF BUSINESS APPRAISERS

Track: **Fraud Risk Management**

Sponsored by *financialforensics*® and the Financial Forensic Academy

Session Date/Time: **Friday, June 10, 2011 • 12:55 – 1:50 PM**

Session Title: **Healthcare Fraud Case Study: Ethical Considerations and Fraud Tools—Analyzing the HealthSouth Scandal**

Session Summary:



This presentation is about Aaron Beam and the fraud he took part in. He explains what the culture was like at HEALTHSOUTH and how the fraud took place. He will also address how this fraud was just a part of a larger problem that exists in the business world—greed and unethical business behavior. The presentation explains how this has led to the “Great Recession” and how we can change. Attendees will better be able to spot the next Enron, WorldCom, Tyco. They can better judge if they are really ethical in their business dealings.

CPE Hours/Fields of Study: **CPE: 1 • 1Hr-BE**

Presenter Bio(s): **Aaron Beam**



Aaron graduated from Louisiana State University in 1967 with a degree in economics. In 1978 Aaron earned his CPA in Texas. In 1984 Richard Scushy and Aaron founded HEALTHSOUTH. Within two years HEALTHSOUTH was a public company. Their main areas of business were outpatient rehab center, rehab hospitals, and outpatient surgery centers. By 1995 HEALTHSOUTH was a Fortune 500 company, they operated in all 50 States, had over 50,000 employees and Aaron was the CFO.

Cindy Eddins Collier, CPA/ABV/CFF, CVA, CMPE, CPHIT

Cindy is the Managing Director of Healthcare. She moved her practice from Healthcare Valuation Solutions, of which she was the CEO and Founder. She has over 30 years of experience in the healthcare field, and over 20 years of valuation experience. This includes valuation and strategic financial management consulting services to healthcare providers nationwide such as physician services, financial reporting, intangible assets, mergers & acquisitions, and litigation consulting. She has valued all areas of healthcare including hospitals, medical device companies, physician practices and long term care facilities.

Judith Wagner, CPA/ABV, CVA

Judith is Certified in Financial Forensics (CFF) by the AICPA and is a Certified Valuation Analyst (CVA). Recognized by her peers as a financial forensic expert, Judith was appointed to the AICPA's Forensic & Valuation Services Executive Committee in 2009. Judith previously served on the AICPA's Business Valuation Committee, the National Association of Certified Valuators and Analysts (NACVA), Executive Advisory Board and served as chair of NACVA's Ethics Oversight Board.