

O H C A / O C A L / O C D D

2012 Winter Conference

Begin 2012 Armed with Knowledge and Ideas for Success

February 21 - 22, 2012

Hyatt Regency Columbus, Columbus, OH



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Calendar year 2012 brought many challenges to our profession through significant cuts in both Medicaid and Medicare funding. And while as operators, you are continuing to right size to deal with those fiscal realities, 2012 is well underway with a new set of threats and opportunities for the long term care profession. The 2012 Winter Conference has been designed to provide your executive leadership team with the key information you need to best position yourself for a successful 2012. The Conference builds upon key themes from our 2011 Strategic Summit--such as where Ohio is moving in the care of our dually eligible Medicare/Medicaid consumers and the important aspects of alignment and integration with our acute, community-based and managed care partners. You will also hear specific information about State and Federal initiatives, learn the details of the newly defined Ohio IDR process, and gain useful insights in the utilization of data and collaboration with hospitals. Start 2012 off with the knowledge and information you need to ensure a successful new year. OHCA remains dedicated to helping you survive these challenging times, providing you timely education and resources to help you provide exceptional care and services for many years to come.

Collaborate with your peers while earning up to
9 Continuing Education Credits

Come Join US



February 21 *(6 CEUs)*

8:30 a.m.

Conference Check In & Coffee

9:00 a.m.

Opening General Session: The Federal Landscape: Current Threats and Strategies to Preserve LTC

Jeff M. Myers, Senior VP, Policy and Government Relations, American Health Care Association (AHCA)

As we embark on 2012, AHCA is busy defending and setting forth proactive strategies to protect our profession from a variety of threats we face in the Medicare program. Hear Jeff M. Myers, Senior VP, Policy and Government Relations, American Health Care Association (AHCA) discuss where things stand with the Payroll Tax Conference Committee as they attempt to find solutions to the payroll tax cut controversy, provide a doc fix and possibly extend the therapy cap exception process. Our primary risk is Congress looking to our profession as a "pay-for" in resolving a portion of the doc fix which, in the original House-passed version of an earlier bill, included reducing federal reimbursement of bad debt to skilled nursing facilities. Hear the strategies AHCA is pursuing to protect skilled nursing facilities from further cuts in Medicare as well as other proactive proposals, like their rehospitalization initiative, that would help save money, increase quality care and preserve the sustainability of the long term care profession.

10:30 a.m.

Break

10:45 a.m.

Making Quality Work for You: A New Agenda, A Renewed Focus

Robin Hillier, President RLH Consulting, Board Member, American Health Care Association (AHCA)

The American Health Care Association (AHCA) has established an aggressive Quality agenda focusing on demonstrating and improving the value of services that nursing facilities provide. This session will preview the components of the Quality agenda. AHCA Board member, Robin Hillier, will discuss how your facility's efforts for the Ohio Quality Incentive program could also meet quality targets under AHCA's program. The goals of the program include reducing re-hospitalizations, improving staff stability, increasing resident satisfaction and more.

12:15 p.m.

Membership Meeting & Luncheon

Enjoy lunch with your colleagues and learn the latest about OHCA's activities and programs, with emphasis on the Association's legislative and reimbursement agenda. This program provide participants an opportunity to offer feedback to OHCA on important and timely issues affecting long term care in Ohio.

1:45 p.m.

The SNF Hospital Partnership: Positioning Your Facility for Success

Daniel H. Blechschmid, Regional Skilled Nursing Administrator, Cleveland Clinic

Shane Craycraft, Vice President of Operations, R & B Health Systems

Carol Rolf, President and Senior Partner, Rolf Goffman Martin Lang Co., L.P.A.

Keeping census strong and Medicare admissions constant are vital to all skilled nursing facilities. The panel, made up of a hospital and a provider representative, will focus on how hospitals and skilled nursing facilities will collaborate in the future in light of payment penalties imposed upon hospitals for certain preventable conditions and rehospitalizations. What hospitals are looking for from SNFs and why will also be discussed. Best practices for collecting and presenting a SNF's quality and performance record to a hospital will be covered from both the hospital and provider perspective.

3:00 p.m.

Break

3:15 p.m.

Making Data Work for You: Practical Strategies for Applied Business Intelligence

*Steven Littlehale, Executive Vice President, HealthCare and Chief Clinical Officer,
PointRight, Lexington, MA*

Have you ever said: "I didn't see it coming" or felt that you were "drowning in data?" Are you the person who uses data to validate your actions or define your future strategies? Whatever the case, this session is for you! Advances in Health Information Technology in post-acute care generate massive amounts of data on a daily basis. Buried in all that data resides crucial information that you can use to measure and improve care, improve survey outcomes, shore up financial performance, reduce turnover, and decrease high risk areas such as rehospitalization. This presentation will provide practical strategies for implementing Business Intelligence (BI) into the everyday workplace and demonstrate how fact-based decision-making turns data into action.

4:30 p.m.

Adjourn



Evening Entertainment:

Night at the Columbus Blue Jackets

February 21, 2012

Game time 7:00 pm

Doors open at 6:30 pm



Join your friends and colleagues for a Night at the Blue Jackets to support the political action efforts of OHCA. This year's event will be held in the private AAA Sky Terrace, located at the top level of the arena's west end. The Sky Terrace is a spacious, private area with 250 stadium-style seats with plenty of room to mingle and watch the game. It's truly a spectacular area we are confident our guests will thoroughly enjoy.

Tickets for this event are \$50 and will include snacks, drinks and pizza after the first period of play.

Since this event will support the OHCA PAC we encourage everyone to participate via personal check or credit card or payment from a partnership or limited liability corporation (LLC).



February 22 *(3 CEUs)*

8:30 a.m.

Check In & Coffee

9:00 a.m.

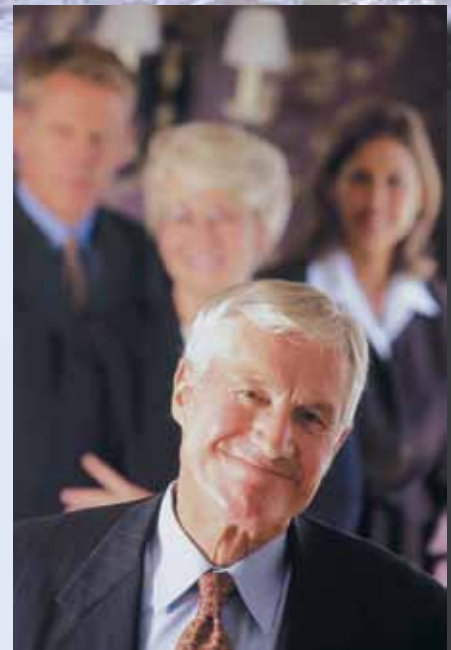
Medicaid Reforms in Ohio: Where We Stand Today

Greg Moody, Director, Governor's Office of Health Transformation

HB 153 set in motion a series of comprehensive reforms that are designed to better serve the estimated 2.2 million Medicaid consumers in Ohio. Spearheading these reforms is Greg Moody through the Governor's Office of Health Transformation (OHT) which is charged with modernizing Medicaid, streamlining the health and human services organizational structure, and improving overall health system performance. Director Moody will be on hand to share his views and provide an update on a number of key initiatives underway in Ohio. Hear the status of the duals integration project--an opportunity given to states by CMS whereby states have the ability to align the financing between Medicare and Medicaid and integrate, under two specific models, the primary, acute and long term care services for dual eligible consumers throughout the country. Discover what model or models Ohio plans to implement to better coordinate care for the approximately 190,000 Ohioans served by both Medicare and Medicaid. Also hear where things stand with the new single waiver initiative and the draft state plan amendment to CMS requesting that Ohio be given the authority to begin work on health homes to coordinate the physical and behavioral health care for people with severe and persistent mental illness. A must-attend session that directly impacts the patients and residents you serve - -a session you don't want to miss.

10:00 a.m.

Break



10:15 a.m.

The IDR Process: Clearing Up the Confusion

Judy Gross, Nurse Consultant, Liberty Health Care

Rebecca Maust, Ohio Department of Health (invited)

Kathryn Kimmet, Ohio Department of Health (invited)

Mandy Smith, Regulatory Director, Ohio Health Care Association

Christopher Tost, Attorney, Rolf Goffman Martin Lang Co., L.P.A.

There has been a lot of confusion surrounding Ohio's new independent informal dispute resolution process or IIDR. This session we will be discussing the steps necessary to go through the process and the most often asked questions from providers through our expert panel including top survey administrative staff from ODH, expert legal advice through our champion partner healthcare law firm Rolf Goffman Martin and Lang, and key OHCA committee chair/staff. This panel will discuss the fees, the process required to be followed, and will also answer live questions from the audience.

11:30 a.m.

The Evolution of Managed Care: What's Next for Ohio & How will it Impact SNFs?

Moderated by OHCA staff

Ohio's Medicaid managed care plans continue to play an increasingly larger role in the management of Ohio's Medicaid consumers. HB 153 authorized Ohio Medicaid to seek federal approval to implement an integrated care delivery system for Medicare and Medicaid beneficiaries following two specific models approved by CMS. One of these models is capitated managed care and, at OHCA, we believe managed care will be a likely model Ohio attempts to pursue in the management of our dually eligible consumers. Therefore, we have invited a panel of managed care executives from Ohio's leading Medicaid Managed Care Organizations (MCOs) to discuss their views on how they would implement an integrated system and work with skilled nursing facilities throughout Ohio to deliver post acute and long term care services to Ohio's nearly 190,000 consumers eligible for both Medicare and Medicaid services. This important session will be moderated by OHCA staff and will attempt to get an understanding of how these MCOs would deal with provider networks, reimbursement rates, skilling criteria, utilization review and billing practices. An important session that could have significant impact on the Medicare and Medicaid patients you care for in the months to come.

12:30 p.m.

Adjourn



Continuing Education Credit:

9 hours (February 21 = 6 hours, February 22 = 3 hours) of credit are available for:

Accountants: The Ohio Health Care Association is an approved provider of continuing education credit by the Accountancy Board of Ohio and has approved this program.

Nurses: Nurses please note any continuing education that has been approved by BENHA (or any other accredited body) can be accepted by the Ohio Board of Nursing in the State of Ohio. Nurses may use this continuing education to meet their licensure requirements. Please refer to OBN continuing education rules 4723-14-01 thru 4723-14-19.

Ohio Administrators: The Ohio Health Care Association is an approved provider of continuing education credit by the Ohio Board of Examiners of Nursing Home Administrators (BENHA) and has approved this program.

Conference Location:

Hyatt Regency Columbus

350 North High Street
Columbus OH 43215
888-421-1442

A limited number of rooms have been blocked at the OHCA rate. The hotel may have additional rooms available once all of the OHCA rooms are gone, but they may not be at the special rate, even if you contact them prior to the cutoff date. It is unlikely that they will be able to extend the cutoff date of January 29, 2012 due to the busy nature of their hotel and since rooms go quickly, there may not be any available rooms left at that point. Reservations can be made via the web link at <https://resweb.passkey.com/go/OhHealthCareAssn2012>, call the hotel directly at 888-421-1442 and ask for Reservations. The group rate is \$139



Save 10% by registering online at www.efohca.org

Registration Fees with Payment online:



OHCA / OCAL / OCDD Members: Full Conference:

\$ 157.50 prior to February 2

\$198.00 February 2 and after

Members only:

Evening Event: Night at the Blue Jackets: \$50.00 - contact OHCA at 614/436-4154 to purchase tickets

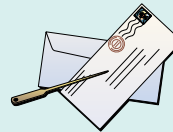
Non Members: Full Conference:

\$ 279.00 prior to February 2

\$ 346.50 February 2 and after

Register 4 or more people from the same organization on line and save an additional 15% off the fees above

Registration Fees with Payment by mail or fax:



OHCA / OCAL / OCDD Members: Full Conference:

\$ 175.00 prior to February 2

\$ 220.00 February 2 and after

Non Members: Full Conference:

\$ 310.00 prior to February 2

\$ 385.00 February 2 and after

Registration Information

3 Easy Ways to Register –

Brochure will be mailed to your facility -- once it arrives --

1. Send in the registration form with a check
2. FAX it with credit card payment to 614/436-0939.

What Is Included in My Registration Fee?

Up to 9 hours of Continuing Education Credit
Continental Breakfast Each Day
Lunch Buffet February 21
Continuous refreshment service each day
Handouts of all education sessions

Join Us for

A Night at The Blue Jackets

Tuesday February 21, 2012

Nationwide Arena, Columbus

Game time: 7:00 pm

OHCA will be hosting a **Night at the Columbus Blue Jackets** to support the important work of *OHCA's Political Action Committee*. Join us atop the private Sky Terrace as we mingle with friends and watch the *Columbus Blue Jackets* face off against the *San Jose Sharks*. Ticket price is only \$50 and includes snacks, adult beverages and pizza after the first period of play.

Doors open at 6:30 pm. Come enjoy an evening of great fun and fast-paced action . . . all to support the OHCA PAC.

Since this event will support the OHCA PAC, we encourage everyone to participate via personal check or credit card, or payment from a partnership of limited liability corporation (LLC).



Let's all have some fun!

Name: _____

of Tickets: _____ Total Due \$: _____

Company Name: _____ Contact: _____

Address: _____ City: _____ St: _____ Zip: _____

Phone: (_____) _____

MAIL to: OHCA-PAC 55 Green Meadows Drive South, Lewis Center, OH 43035
Fax: 614.436.0939 or **OnLine:** <http://www.ohca.org/pac/BlueJackets.html>

For Credit / Debit Card Payment Only

MasterCard _____ Visa _____ (No AMEX or Discovery accepted for OHCA / PAC)

Card # _____ Expiration Date _____ / _____

Card holder _____ Signature _____

Type of Card:

- Personal
- Limited Liability Co.
- Partnership
- Corporate (not a PAC donation)

This event is open to individuals not wishing to make a PAC contribution. If not contributing to PAC, registration fees are payable to OHCA.



Register Online by CreditCard or e-check

Online at **www.efohca.org**

Register on line and save 10% off the registration fee listed.
Register 4 or more people on line and save an additional 15%.

Winter Conference

Online Registration: www.efohca.org • Questions? 614 / 436-4154 • Fax: 614 / 436-0939

1. One Person Per Registration (fill out the facility info and duplicate this form for additional registrants)

Lastname: _____ First: _____ Nickname: _____

Title: _____ Email address: _____

Facility/Community: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ / _____ Fax #: _____ / _____

Registration
will not be
processed unless
payment is
included.

2. Registration Fees:

OHCA / OCAL / OCDD Members:

Full Conference

Prior to February 2 \$ 175.00
February 2 and after \$ 220.00

Non Members:

Full Conference

Prior to February 2 \$ 310.00
February 2 and after \$ 385.00

Members only: Evening Event:

Night at the Blue Jackets: \$50.00 - use form on previous page

3. Payment - Make checks payable to Educational Foundation of Ohio Health Care Association (EFOHCA)

Mail to: EFOHCA, 55 Green Meadows Dr. South, Lewis Center, OH, 43035 or Fax: 614 / 436-0939

TOTAL AMOUNT \$ _____

Method of Payment: Credit Card Check

CREDIT CARD:

MC VISA AMEX Card Number _____ Expiration Date ____/____

Card Holder _____ Signature _____

Question: Can I register for the full conference rate and attend one day and send a co-worker the other?

Answer: No, full conference registration fees are available for one person to attend both days. You will each need to register at the one-day only rate.

with support from our champion partners



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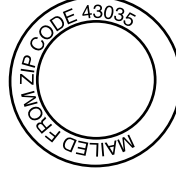
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