

NARA 2010 Fall Pre-Conference

Critical Documentation, Reimbursement, & Regulatory Changes Impacting The Business of Rehab

Pre-Conference – Wednesday, October 20, 2010

Attendees will have one 15 minute coffee breaks in the morning & afternoon

8:00 – 8:30am

Registration Open

8:30am–12:00pm

Documenting Medical Necessity: Would You Survive an Audit? What are the Financial Implications? Ensuring Compliance and Retaining Income

- Rick Gawenda, PT
Gawenda Seminars & Consulting
Sponsored by Medaddept, Inc.

This course examines the most common reasons claims are denied and thoroughly reviews Medicare Part B and other 3rd party payer documentation guidelines for initial evaluations, re-evaluations, progress notes, daily notes, certifications/re-certifications, plan of treatment, and physician referrals.

- Identify the most common reasons for denials
- Identify reasonable and necessary criteria for skilled therapy services
- Describe and implement the necessary components of documentation to support skilled therapy services for reimbursement
- Develop and write short and long term function-based goals based on the patient's functional deficits
- Identify and understand plan of care and certification/re-certification requirements as they pertain to Medicare Part B therapy services

12:00 – 1:30pm

Lunch on Your Own

1:30 – 5:00pm

Regulatory Changes for the Post-Acute Care Setting: How to manage the regulatory changes within your business to ensure maximum outcomes and quality improvement

- Ellen R. Strunk, PT, MS, GCS, CEEAA
Rehab Resources & Consulting, Inc.

Gain a greater understanding of the 2010 regulatory changes; preparation for the regulatory changes proposed for 2011; strategies to manage business changes while ensuring maximum outcomes; and engaging in quality improvement activities in an environment where resources are dwindling.

5:30 – 7:30pm

Welcome Reception, Sponsored by HealthMedx, Inc.

A casual atmosphere with light refreshments will provide the perfect setting to catch up and network with other attendees at the Renaissance Las Vegas Hotel.

NARA 2010 Fall Conference

Don't Leave Your Future to Chance: The A to Z's of Designing A Winning Strategic Plan

Day 1 – Thursday, October 21, 2010

8:30 – 9:00am

Registration Opens

9:00 – 9:30am

President's Welcome

- Gregg Altobella, MS CCC-SLP
NARA President

9:30 – 11:15am

Setting the Winning Strategic Plan Stage

- Susan Vastag
Intermountain Healthcare

This session will focus on the current environment for rehabilitation and anticipated future trends and to set the stage for understanding the value of strategic planning. This will include current trends, legislative changes, economic influences, reimbursement, etc.

11:15 – 11:30 am

Coffee Break

11:30 – 12:15pm

Dementia Capable Care: A Win-Win Business Opportunity

- Kim Warchol, OT
Dementia Care Specialists

There is a significant market need for Dementia Capable Care in the long term care environments. Identification of the key characteristics of this program using best-abilities, person-centered approach. Tracking and utilizing outcomes is a key to a successful implementation.

12:00 – 1:30pm

Lunch on Your Own

1:30 – 2:15pm

Technology's Role in Mitigating Negative Impact of 2010 Regulatory Changes, Sponsored by GiftRAP, Corp.

- Mikki Lindstrom, PT
Accelerated Care Plus

How can therapeutic agent modalities contribute clinically and financially to comprehensive plans of therapy treatment? What are the benefits of "smart scheduling"? How can technology play a role in the therapy delivery of care model? This segment will assist with providing information on the role of technology in your rehab business.



NARA 2010 Fall Conference

Don't Leave Your Future to Chance: The A to Z's of Designing A Winning Strategic Plan

Day 1 – Thursday, October 21, 2010 Continued

2:15 – 3:00pm

Building Long Term Relationships

- Gregg Altobella, MS CCC-SLP
The Comprehensive Group

Many rehabilitation therapy businesses rely upon contractual relationships with various other healthcare providers. The importance of maintaining these relationships is a significant link to the viability, success, and value of rehabilitation therapy businesses. Considering the current and near term economical climate in addition to health care reform implementation, the ability to not only develop, but maintain and build upon existing relationships are vital.

3:00 - 3:15pm

Coffee Break

3:15 – 4:15pm

MDS 3.0 and RUGs IV: Impact on SNF Business and Clinical Practice

Facilitator: Amy Rozenberg, Co-Chair Clinical Resource Committee

- Ellen R. Strunk, PT, MS, GCS, CEEAA
- Bob Thomas, PT, MSPT
- Martha Schram, PT

A summary overview of the changes to SNF reimbursement and practices through MDS 3.0 and RUGs IV will be provided and how it impacts business practice and clinical practice. Additionally, the panel will discuss the impact of concurrent therapy changes and group therapy practice.

4:15 – 5:00pm

Healthcare Reform (PPACA): Strategic Opportunities and Communications

- Denise Robertson, SPHR
Rehab Management

What is the impact of the Patient Protection and Affordable Care Act of 2010 on rehab businesses of all sizes? Identify the strategic opportunities as an employer and provider of healthcare services. Strategies for communicating to employees and recruits about how it impacts the availability of employer sponsored healthcare plans.

5:00 – 7:00pm

Vendor Fest

Come experience, tour, and demo the latest rehab products in the industry. You will not want to miss this opportunity to conduct business, share ideas, learn about innovation products, and enjoy an evening of networking.

Confirmed Vendors:

- AAAASF
- Accelerated Care Plus
- Clinicient
- Dementia Care Specialists
- GiftRAP, Corporation
- HealthMedx
- Martin Healthcare Advisors
- Medadepth



NARA 2010 Fall Conference

Don't Leave Your Future to Chance: The A to Z's of Designing A Winning Strategic Plan

Day 2 – Friday, October 22, 2010

8:00 – 8:30am

Registration

8:30 - 10:30am

Building Your Own Strategic Plan

- Susan Vastag
Intermountain Healthcare

Susan will provide instruction and guidance for group to set their own strategic plan. Tools which will be presented include: strategies for prioritizing focus areas, the best use of budget, targeting marketing resources, and gathering data (national and local). Finally, Susan will show attendees how to apply the presented tools in order to create a foundation for a winning strategic plan with their team.

10:30 - 10:45am

Coffee Break

10:45 – 12:00pm

After the Plan: Budgeting, Funding, and Execution - Turning the Plan into Reality

- Jeff Rogers, MBA
Kaiser Permanente

Now that you have a great strategic plan, what do you do with it? Learn how to bring all the pieces together. Explore options for understanding and managing the implementation of your strategic plan from justification, prioritization, initiating, planning executing, controlling, to monitoring.

12:00 - 1:15pm

Conference Lunch & Learn, Sponsored by Jack York, It's Never 2 Late

1:15 – 1:45pm

Changes in HIPAA Compliance, Sponsored by GiftRAP, Corp.

- Lynn McGivern, Esq.
ATI Physical Therapy

Gain a better understanding of how the recent HIPAA amendments and updates apply to the business of rehab.



NARA 2010 Fall Conference

Don't Leave Your Future to Chance: The A to Z's of Designing A Winning Strategic Plan

1:45 – 2:45pm

A Physician Liaison Approach to Marketing: Adding New Contracts Through a Disciplined Sales Strategy

- Paul Martin, MPT, CBI, M&AMI
Martin Healthcare Advisors

Learn a proven approach to gaining increased referrals utilizing physician liaisons. Gain a greater understanding of how to add new, quality contracts through a disciplined approach to sales, marketing, and business development.

2:45 - 3:00pm

Coffee Break

3:00 - 5:00pm

Bringing the “Magic” of Service to Your Rehab Services

- Dennis Bush, PA, MHA
Martin Healthcare Advisors

Apply the Disney organization's service model approach to your healthcare business. This model was developed by Dennis in collaboration with Disney has five interconnected rings: Customers, Performance Goals, Environment, Delivery, and Staff. Find out how they all together both internally and externally.

5:00pm

Adjournment

