

NARA Fall Conference 2018

Surfing the Rehab Waves with Strategies for Innovation and Change

October 3-5, 2018

Wednesday, October 3

7:30 – 8:30am **Conference Registration and Check In** – Light breakfast buffet

8:30 – 9:00am **Conference Welcome**

- Stephen Hunter, DPT, PT, OCS
NARA President

9:00 – 10:30am **Forging Leadership in A Storm of Disruption**

The Millennial Economy is an environment that is hardly stable. Uncertainty and disruption are looming at every turn; retail healthcare continues to grow, with even giants like Amazon poised to make big waves within the ecosystem — no one even wants to talk about payment reform. Turnover is at an all-time high, causing many practices to struggle in sustainable growth. Change... is already here! It is important to learn how to ride these waves rather than struggle to fight them. To rise above, we must accept that the responsibility of leadership is to raise our own leaders — within our practices, organizations, and entities. We must take inspiration from the fact that by simply approaching the leading edge; we will already be winning as rehab providers. Of course, stepping to that edge can be challenging proposition. Healthcare is by nature, a conservative culture. Therefore, with change happening so rapidly, we must revitalize our efforts by taking our most valuable resource — our people — identify "diamonds in the rough" and turn them into company brand champions. By doing so, rehab firms will be properly equipped for the coming waves of disruption through the forging of leaders — positioning organizations as industry leaders through the raising of leadership within the industry. Pressure can either be crushing, or, it can create diamonds. What will you do in the face of this storm?

- Ben Fung, DPT, MBA
COO & Co-Founder, UpDoc Media
CFO & Co-Founder, Recharge – HoCo Crossfit

10:30 – 10:45am **Break**



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Wednesday, October 3 (continued)

10:45am – 12:00pm **Developing a Clinical Pathways Program for Today's Reimbursement Models**

A Clinical Pathways Program assists organizations to select and deliver the appropriate amount of therapy to maximize clinical outcomes. Outpatient providers, home health organizations, hospital groups and skilled nursing providers all face similar challenges. In some instances, insurers reimburse health care organizations based on the amount of therapy provided, but the provider is left to determine exactly how much therapy to provide. Most organizations leave this decision-making process to the clinicians, with minimal structure. This process leaves the health care organization vulnerable to compliance related issues such as audits, denials and potential investigations. In other instances, the payer dictates exactly how much therapy is allowed through a contractual agreement. This concept is most critical in skilled nursing facilities, where Managed Care Organizations have become increasingly influential. Managed Care Organizations often pay a set reimbursement rate which is significantly lower than Medicare. In addition, there are typically increased burdens on the health care provider. This seminar will demonstrate to health care providers how to implement a clinical pathways program. It will show providers how to design and implement a program that will assist clinicians in selecting the appropriate amount of therapy (RUG level in SNFs). In addition, the seminar will demonstrate how to implement a program to handle Managed Care Organizations; how to read and understand contracts, develop a guide to outline clinical parameters and payment and implement strategies to deliver care. Finally, this seminar will emphasize the importance of monitoring financial and clinical outcomes. Whether providing therapy in skilled nursing facilities or outpatient clinics, tracking the right data is critical to survival. A successful clinical pathways program has proven to drive lower overall costs while maintaining consistent clinical outcomes.

- Jeff Schlatt, Athena Therapy

12:00 - 1:30pm **Lunch On Your Own**

1:30 - 2:30pm **The Opioid Epidemic – Our Impact as a Rehab Industry**

During this session we will review several aspects of the opioid epidemic and how the rehabilitation industry can play a role in combating it. The APTA and AOTA both have campaigns for providers and legislators in effective treatments provided by physical therapists and occupational therapists which can be utilized in pain management. In addition to the clinical aspects of the pain management, we will discuss how to talk to physicians about the positive non-addictive outcomes that therapy provides for patients.

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Wednesday, October 3 (continued)

2:30 – 2:45pm

BREAK

Session A

2:45 – 4:45pm

Location: Great Rooms

What You Need to Know About the Patient Driven Payment Model (PDPM)

As we move towards PDPM, providers should begin to evaluate the impact it will have on their business. This includes SNF providers and contract therapy providers alike. We will do a quick recap of PDPM and discuss how the model works and generate a couple of PDPM case study examples. Then, we will have a panel discussion with three large therapy providers to discuss:

- 1) What they are doing now to prepare for PDPM
- 2) How are they preparing their SNF clients for PDPM
- 3) What thoughts they have on new contract models.

- Mark McDavid, OTR, RAC-CT
Seagrove Rehab Partners
- Renee Kinder, MS CCC-SLP RAC-CT
Encore Rehabilitation Services
- Sabrena McCarley, MBA-SL, OTR/L, CLIPP, RAC-CT
Kindred Rehab
- Martha Schram, PT
Aegis Therapies

Session B

2:45 – 4:45pm

Location: Shutters W 1

Completing Effective Internal Investigations

Healthcare organizations continue to meet growing demands of compliance and regulation. In this interactive session you will learn practical skills for conducting internal investigations and gain tools that you can use to improve your internal investigation skills. Attendees will be lead through all the steps of completing effective internal investigations beginning with creating policy & procedures, developing a culture of compliance, recognizing when an investigation is needed, the steps to follow and the proper way of reporting. Finally we will review case studies to challenge your critical thinking.

- PJ Windell, PT, DPT, CHC
Director of Corporate Compliance and Reimbursement, Creative Health Solutions

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Wednesday, October 3 (continued)

5:00 -6:30pm

Welcome Reception and Cocktails & Connections (Shutters East 1 & 2)

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After our first day of educational sessions, we invite conference attendees to join us for a “speed dating” type event for Providers who need Solution Partners. This event – Cocktails & Connections - starts meaningful networking and connections which occur throughout the NARA conference. This event is followed by our Welcome Reception.

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Thursday, October 4

- 7:30 – 8:30am** **Conference Sign In – Light breakfast available**
- 8:30 – 10:30am** **The Waves of Regulatory Changes: What You Need to Know Now to Avoid Going Over the Falls**
CMS continues to promulgate new rules surrounding both the delivery and payment of therapy services across the continuum of care. As the concept of quality and payment collide, it is important for providers to understand not just what is happening today but what may change tomorrow. This course will explore recent updates to the world of payment in the hospital inpatient facility, skilled nursing facility, home health agency and outpatient therapy in the rehab agency and private practice settings. Practice settings will shift based on a value-based payment model but providers can prepare for this change now. We will review and discuss the key timelines providers should be strategically planning with their businesses. Finally, we will identify action steps providers can take to prepare for the rehabilitation payment changes that will occur over the next 5 years.
- Ellen R. Strunk, PT, MS, GCS, CEEAA, CHC
Rehab Resources & Consulting, Inc.
- 10:30 – 10:45am** **Break**
- 10:45 – 12:00pm** **Quality Reporting Under Medicare Part B: Deciphering QPP, MIPS and APMs**
The Quality Payment Program (QPP) was created by the Medicare Access and CHIP Reauthorization Act of 2015 (MACRA). Under QPP, providers can opt to participate in 1 of 2 tracks: MIPS or Advanced Alternative Payment Models (Advanced APMs). Physical and occupational therapists, and speech language pathologists are not formally included in MIPS in but will likely be added to the program beginning in the 2019 reporting year, which will affect payment in 2021. Given the complex nature of QPP and its component programs, rehabilitation providers will need to be prepared for the potential of reporting in 2019. This course will cover the ins and outs of program and provide information on navigating the first year of reporting.
- Heather Smith, PT, MPH
Director of Quality, American Physical Therapy Association
- 12:00 – 1:30pm** **Lunch on Own**

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Thursday, October 4 (Continued)

- 1:30 – 2:45pm** **Assistant Pay Reimbursement: Assessing the Impact & Analyzing Strategies for the Future**
Another major change in healthcare reimbursement looms on the horizon, a 15% reduction in reimbursement for Medicare Part B services provided by Assistants, starting in 2022. As industry leaders we need to “surf the waves”, developing innovative strategies for this change to continue as strong viable organizations in a changing healthcare reimbursement landscape. This session will focus on how to analyze the impact of this reimbursement reduction for your business, using examples in various practice settings as well as utilizing key factor reports from four major rehab EMR systems. The impact of various operational responses to this reimbursement change will be assessed and discussed, assisting you to develop key strategies for your organization.
- Dennis Venvertloh, CPA, CHC
President/CEO, First Choice Physical Therapy
 - Therapy Specialists Representative
- 2:45 – 3:00pm** **Break**
- 3:00 – 3:30pm** **Presentation of NARA Innovation Award**
- 3:45 – 5:00pm** **Small Group Breakout Discussions**
Apply and discuss what has been presented on through the conference as well as with other hot topics in the industry and challenges presented by regulations, Medicare, commercial insurance payers, contracts, staffing, operations and clinical aspects of the business.
- Great Rooms (Main Room) – Compliance
 - Shutters West 1 – Skilled Nursing Facilities
 - Shutters West 2 – Outpatient

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Friday, October 5

7:30 – 8:30am **Conference Check In – Light breakfast buffet**

Session A

8:30 – 10:00am

Location: Great Room

Cyber Security for Your Business and Your Patients

In an era of heightened security and data breaches, providers must focus a great deal of attention on protecting patient information. Most practice management systems and electronic medical records are housed online so how do providers ensure compliance with HIPPA? How can providers protect themselves against data breaches and hackers holding their systems hostage? How can providers help their patients stay secure when completing registration forms or making online payments? During this session we will provide information and resources for attendees to address these questions within their organizations.

- VGM Group

Session B

8:30 – 10:00am

Location: Shutters East

Utilizing Telehealth Applications in Your Practice

This presentation will provide an overview of telehealth applications including a basic update on policy, education and practice as it pertains to rehabilitation services provided in the US. We will discuss two projects Hartford HealthCare telerehabilitation is currently providing: international interdisciplinary collaboration with an amputee clinic in Peru and total knee replacement post-surgical physical therapy care. Infinity Rehab will present on Telesupervision enhancing the CF experience and improving the delivery of SLP services in the post-acute environment. An overview of the current regulatory and legislative climate impacting telesupervision is discussed. The methodology for creating a successful “hybrid-model” of mentoring will be illustrated, including results of efforts made to enhance the experience, and the impact on resources affecting rural clinical service delivery.

- Chris Peterson PT, DPT
Director Telehealth, Hartford HealthCare
- Michael Billings, PT, MS, CEEAA
President of Infinity Rehab
- Michelle Jabczynski, MS, CCC-SLP
Director of Compliance and Strategy at Infinity Rehab

10:00 – 10:15am **Break**

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Friday, October 5 (continued)

10:15am – 12:00pm **Can we talk? Facing Productivity Challenges in a Patient-Centered World**
“Productivity”...it’s a complicated issue facing today’s healthcare leaders and one that is often fraught with emotion and identification of issues and barriers, versus establishing effective strategies for teams to utilize. As leaders in a rapidly changing reimbursement environment we have a responsibility to build up future leaders and inspire continued innovation to ensure our ability to continue to meet patient needs. This session focuses on solutions to common productivity challenges by addressing positive and effective approaches to productivity management. You will hear from leaders across the country discussing challenges faced in the field and solutions they have identified and successfully implemented. Following the formal presentation, an open forum discussion will allow attendees to speak out on this challenging topic and gain insightful ideas to take back to work.

- Martha Schram
President & CEO, Aegis Therapies
- Linda Riccio
Vice President of Clinical Services, Creative Health Solutions

12:00 – 12:15pm **Conference Closing Remarks**