

# NARA Fall Conference 2017

## *Breaking Through Barriers for A Thriving Rehab Business*

**October 11 - 13, 2017**

**Wednesday, October 11**

***Grow Your Business***

**8:00 – 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 – 10:45am**      **Tattoos, Tweets, and Texts, Oh My! Navigating Millennials in the Workforce**  
Nancy B. Alarcon, M.S., CCC-SLP, BC-ANCDS  
Principal Lecturer & Director of Clinical Education - UW Speech & Hearing Sciences

Today, there may be up to five generations in the workplace including the newest cohort that appears to be testing boundaries, the Millennials. Rumor has it this is the generation that brings some of the most challenging generational and relationship issues into the workplace; an enigma for today's hiring and management leadership. What's an administrator to do? Beyond venting, we'll explore elements that are essential to hiring, onboarding, supervising and mentoring Millennials, with emphasis on the impact of managing expectations – theirs and ours! From reminiscing on how things used to be, to the reality of today, we'll discover insightful take-aways to put into action now.

**10:45 – 11:00am**      **Break**

**11:00am – 12:30pm**      **Growing Your Practice with Evidence Based Marketing**  
Ben Fung, PT, DPT, MBA, UpDoc Media

Evidence based marketing is a data driven, ecosystem approach to digital media that makes brands easily discoverable and attractive, while making meaningful connections to consumers who wish to become nurtured in purchasing customers and brand champions.

**12:30 - 1:30pm**      **VGM Advantage Lunch N' Learn - Lunch provided, short learning session**  
When you partner with VGM Advantage, you're giving yourself the power to help your business evolve while also saving money. Collaborating with us allows you to access a wide variety of services, including access to a nationwide therapy referral network, referral targeting solutions, web design, online marketing, print marketing, group purchasing, equipment financing, comprehensive insurance solutions, continuing education and compliance consulting.

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### Wednesday, October 11 (Continued)

#### *Grow Your Business*

**1:30 – 1:45pm**

**Break**

**1:45 - 3:15pm**

#### **Competing to Win! Delivering on Care Redesign**

Hilary G. Forman, PT, RAC-CT, SVP of Clinical Strategy at HealthPRO Rehabilitation

Alissa M. Vertes, SLP, CHC, Chief Compliance Officer at HealthPRO/Heritage

Today most established provider networks have successfully executed care redesign initiatives built on a framework of hallmark programs that include multi-disciplinary, evidence-based clinical pathways and produce consistent/predictable outcomes (to effectively managing episodic cost). Opportunities abound for savvy providers to partner with other innovators across the care continuum to re-imagine excellence in service delivery. Providers can reap the rewards for the investment in progressive care redesign (e.g., driving market share) and aligning with Triple Aim: Optimize Outcomes, Manage Cost, and Enhance Patient Experience. Success is not without risk as providers will have to tether their organization's performance to that of other partner providers. This session will provide shared proven processes, resources, tools, and examples that illustrate how post-acute care providers can develop specific programs and processes for successful care redesign.

**3:15 – 3:30pm**

**Break**

**3:30 – 4:45pm**

#### **Marketing Techniques for Models in Today's Market**

Charles Ross, Chief Strategy Officer

Transitional Care Management

Therapists and clinicians have a talent for identifying successful outcomes. But how do referral sources and potential customers in today's competitive marketplace understand the great work they are doing? How can providers use their outcomes to translate into more business from professionals and consumers? We will explore techniques to determine the most effective data for your audience and the best way to present it for maximum results and future referrals. Explore methods to present data as part of a marketing plan to maximize results and measure your success along the way.

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*Grow Your Business*

5:00 -6:30pm

Welcome Reception and Solution Partner Fest

Sponsored by:



After our first day of educational sessions, WebPT and NARA invite conference attendees to join us for some light refreshments and social time. This is a perfect opportunity to catch up with other attendees and meet some of our Solution Partners. NARA has partnered with several rehabilitation specialty associates who can partner with you to help you create solutions to grow and improve your business. Participants include:

- AAAASF
- Ampcare, LLC
- BMS Practice Solutions
- CEU360
- Casamba
- Corporate Presents
- Forbin
- HealthStream
- Intermountain ROMS
- It's Never 2 Late
- MedBridge Education
- Nancy Beckley & Associates
- Optima Healthcare Solutions
- Physical Therapy Outcomes Registry
- PT 1 Insurance
- Spectramed
- TheraOffice
- VGM Advantage
- WebPT

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**Thursday, October 12**

### ***Legislative / Healthcare Reform Updates***

- 8:30 – 9:00am**      **Conference Sign In – Light breakfast available**
- 9:00 – 10:30am**      **Payment Reform: Where Are We?**  
Ellen R. Strunk, PT, MS, GCS, CEEAA, CHC  
Rehab Resources and Consulting, Inc.
- CMS continues to develop new methods of paying for rehabilitation 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, the skilled nursing facility, the home health agency, and for outpatient therapy in the rehab agency and private practice settings.
- 10:30 – 10:45am**      **Break**
- 10:45 – 11:45am**      **Healthcare Reform Discussion**  
*Invited Speakers: Senator Cortez-Masto (NV) and Representative Jacky Rosen (NV)*
- Healthcare reform is a priority in Washington DC right now but how can Rehab Providers be advocates for their patients? What do Congressional Representatives need from constituents on Bills? What information/data is most valuable to you when making a decision to support or not support a Bill?
- 11:45am – 1:15pm**      **Lunch on Own**
- 1:15 – 1:45pm**      **RA! RA! Rehab Agency Red Alert: Compliance with ACA Section 1557 and the CMS Emergency Preparedness Final Rule**  
Nancy Beckley, MS, MBA, CHC  
Nancy Beckley and Associates, LLC
- This session will review and synthesize what is necessary for Guidelines, Policies and Procedures for compliance with Section 1557 of the Affordable Care Act as well as requirements under the CMS Emergency Preparedness Final for Rule and resulting Condition of Participation.

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### Thursday, October 12 (Continued)

#### *Legislative / Healthcare Reform Updates*

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|----------------------|--|
| <b>1:45 – 2:00pm</b> | <b>Break</b>   |
| <b>2:00 – 3:30pm</b> | <b>Developing a Game Plan for Reform Success</b><br><b><i>Moderators: Mark Anderson, Nancy Beckley, Ellen Strunk, Ben Fung</i></b><br><br>“Shark Tank” session – short presentation from a NARA member on their Regulatory, Legislation, and Compliance plans at their organization. Panel participants will offer their suggestions on how to make improvements to the plan. Join us in developing and updating a “playbook” of what to do, follow, read, inspect, implement and plan for your company for when you return to your clinics on Monday! Updates to plans presented will be live and provided to attendees after the conference in the handouts section of the conference app. |
| <b>3:30 – 4:00pm</b> | <b>Presentation of NARA Innovation Award</b>   |
| <b>4:00 – 4:15pm</b> | <b>Break to Breakout Sessions</b>  |
| <b>4:15 – 5:30pm</b> | <b>Breakout Small Group Discussion Sessions by Settings</b>  |

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**Friday, October 13**

***Showing Your Value / Outcomes***

**8:00 – 8:30am**      **Conference Check In – Light breakfast buffet**

**8:30 – 9:45am**      **Visualize Your Value**  
Heather Smith, PT, DPT, MPH and Karen Chesbrough, MPH  
American Physical Therapy Association

Reimbursement is shifting to value-based payment with both the US Department of Health and Human Services (HHS) and private payers committing to aggressive timelines to move from fee-for-service payment systems toward those that reward therapists and other health care providers for improved patient outcomes. Data is the currency of the future that will enable rehabilitation providers to survive and thrive in this developing value-based payment environment. Therapists will need leverage their data to visualize their value, improve care and define the future. Through the use of registries rehabilitation providers will be able to benchmark against their peers, drive decision making, improve clinical outcomes, create opportunities and maximize payment. The purpose of this symposium is to provide attendees with knowledge and strategies they can use to assess the value of care they provide to patients and position their practices for success in the future.

**9:45 -10:00am**      **Break**

**10:00 – 11:00am**      **Evidence Based Clinical Programming and Reporting Objective Measures**  
Chris Oltmans, PT, DPT, Accelerated Care Plus  
Jennifer Peterson, PT, CEEAA, Accelerated Care Plus  
Seema Gurnani, PT, DPT, CEEAA, Accelerated Care Plus

Providers are being required to collect more data now than ever before. The challenge for providers is turning that data into consistent outcomes reporting, engaging and motivating clinicians to develop objective outcomes for ideal data and enhancing those outcomes reports for value based reimbursement. During this session, the presenters will use case studies highlighting strategies and clinical models in nursing home and outpatient rehab settings that have been implemented with great success. It will encompass collaborative data collection, training tips for objective measures and sourcing metrics from treatments - applicable for commercial payers, bundled payment programs, ACO's and potential healthcare reform.

**11:00am – 11:15am**      **Break**

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**Friday, October 13 (Continued)**

***Showing Your Value / Outcomes***

**11:15am – 12:30pm**    **Collecting, Analyzing and Acting on Outcomes Data to Prepare for Changing Payment Models**

Tracy Fritts, PT, MSPT, Vice President of Quality and Outcomes for Consonus

Linda Riccio, VP of Clinical Services for Creative Health Solutions

The IMPACT Act clearly outlines the importance of patient functional outcomes as the industry embarks on new regulatory and payment models. One must use a reliable and valid tool to track functional outcomes, identify trends, and improve results. This presentation will review how an organization utilized the CARE Tool data to improve operational and clinical results, and measure the effectiveness of clinical protocols and therapy delivery models. Attendees will learn strategies to develop their organization's outcome system, utilize data to improve care, and leverage data to thrive in a value-based payment environment.

**12:30pm**                    **Conference Closing Remarks**