

NARA Fall Pre-Conference 2017
Financial Fundamentals for the Rehab Manager
October 10, 2017

Program Sponsored By:



Therapy managers have a great deal of responsibility including meeting budget, staying compliant and mentoring and leading therapists; this course is designed to provide managers with the fundamentals they need to know to understand and manage the clinical and non-clinical financial resources. We will summarize essential accounting and financial concepts and their impact on the use of resources in an organization. The focus will be on developing familiarity with the economic operating environment factors influencing accounting reports, financial activities, forecasting, budgets, and business policy. We will wrap up the pre-conference with a “Real World” panel discussion.

Lead Speaker: Richard W. Hillyer, PT, DPT, MBA, MSM

12:00 – 1:00pm **Registration and Check In Begins**

1:00 – 1:15pm **Introductions and Settling In**

We will review the agenda, learn why finance and accounting is important to managers and why every therapist is a manager of resources

1:15 – 2:45pm **Financial and Accounting Fundamentals for Therapy Managers**

During this portion, we will review financial statements managers need to know how to interpret and make changes based on. We will have 2 small group activities reviewing and analyzing sample financial statements and the key parts of them to apply what was reviewed in the session.

2:45 – 3:00pm **Break**

2:45 – 4:00pm **Managing the Resources: Practical Application in Day to Day Operations**

The Variables We Can Influence

- Revenue – Units per Visit, Visits per Referral, Average Revenue per Unit, etc.
- Costs – Productivity, Missed Visits, Staffing and Labor Mix, etc.
- New Payment Paradigms – Communicating their impact to our staff
- Small Group Activity: Review reports for a business with a poor salary to income ratio, identifying opportunities in revenue and costs for margin improvement

Getting Paid for What You Do: Billing, Denials, Write-Offs and Adjustments

- Billing and Adjustments for a variety of Payer types
- Collections and Write-Offs
- The impact of denials, ADR's, and regulatory audits
- The impact on operations and profitability

The role of the Rehab Director and the Middle Manager in Managing Resources

- Best Practices for daily, weekly, monthly and quarterly activities
- Preparing our teams for new payment paradigms

4:00 – 5:00pm **Real World Application Panel**

Now that you know the fundamentals of finances and accounting in rehabilitation, hear from key individuals from different types of rehabilitation organizations on their experiences. This panel will provide you with challenges and successes to help give you a real world perspective and application. We will have open question and answers to help apply the concepts discussed.

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, 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 – 5:00pm

Marketing Techniques for Models in Today's Market

Charles Ross, Chief Strategy Officer

Transitional Care Management

5:00 -6:30pm

Welcome Reception and Solution Partner Fest

After our first day of educational sessions, we 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
- CEU360
- Corporate Presents
- Forbin
- Intermountain ROMS
- Nancy Beckley & Associates
- Optima Healthcare Solutions
- Physical Therapy Outcomes Registry
- PT 1 Insurance
- TheraOffice
- VGM Advantage
- WebPT

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Thursday, October 12
Legislative / Healthcare Reform Updates

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|-------------------------|---|
| 8:30 – 9:00am | Conference Sign In – Light breakfast available |
| 9:00 – 10:30am | <p>Payment Reform: Where Are We?
Ellen R. Strunk, PT, MS, GCS, CEEAA, CHC
Rehab Resources and Consulting, Inc.</p> <p>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.</p> |
| 10:30 – 10:45am | Break |
| 10:45 – 11:45am | <p>Healthcare Reform Discussion
<i>Invited Speakers: Senator Cortez-Masto (NV) and Representative Jacky Rosen (NV)</i></p> <p>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?</p> |
| 11:45am – 1:15pm | Lunch on Own |
| 1:15 – 1:45pm | <p>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</p> <p>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.</p> |

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Thursday, October 12 (Continued)

Legislative / Healthcare Reform Updates

1:45 – 2:00pm	Break
2:00 – 3:30pm	<p>Developing a Game Plan for Reform Success <i>Moderators: Mark Anderson, Nancy Beckley, Ellen Strunk, Ben Fung</i></p> <p>“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.</p>
3:30 – 4:00pm	Presentation of NARA Innovation Award
4:00 – 4:15pm	Break to Breakout Sessions
4:15 – 5:30pm	Breakout Small Group Discussion Sessions by Settings

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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 Physical Therapy Outcomes Registry offers a platform for activities such as these through integration with a facility's electronic health record to manage various groupings of patient and provider data. 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, Accelerated Care Plus
Jennifer Peterson, 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.

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Friday, October 13 (Continued)

Showing Your Value / Outcomes

11:00am – 11:15am Break

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