

# 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  
Location: Great Room I, II, III, IV (South Foyer)

**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**  
Clinical Pathway Programs assist organizations to select and deliver the appropriate amount of therapy to maximize clinical outcomes. Outpatient, home health, hospital groups and skilled nursing providers all face similar challenges. In some instances, insurers reimburse based on the amount of therapy provided leaving the provider to determine exactly how much therapy to provide. Most organizations leave this decision-making process to the clinicians, with minimal structure. This 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, we 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, OT/L  
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 and using an integrated team approach in patient care.

- Jonathan Gordon, PT  
Rehab Professionals, Inc.

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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
- Martha Schram, PT  
Aegis Therapies
- Renee Kinder, MS CCC-SLP RAC-CT  
Encore Rehabilitation Services
- Sabrena McCarley, MBA-SL, OTR/L, CLIPP, RAC-CT  
RehabCare

#### **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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5:00 -6:30pm

Welcome Reception and Cocktails & Connections (Courtyard)

Sponsored by

**WebPT™**

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 held during our Welcome Reception.

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**Thursday, October 4**

- 7:30 – 8:30am**      **Conference Sign In – Light breakfast available**  
Location: Great Room I, II, III, IV (South Foyer)
- 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 & APMs for 2019**  
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). The Centers for Medicare and Medicaid Services (CMS) is proposing to add physical and occupational therapists in MIPS beginning in the 2019 reporting year, which will impact payments in 2021. Performance in MIPS will determine whether providers and practices are subject to a downward, neutral or increased payment with a maximum impact of +/- 7% in the 2021 payment year. Given the complex nature of QPP and its component programs, rehabilitation providers will need to be prepared for reporting in the 2019 calendar year. 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

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### Thursday, October 4 (Continued)

**12:00 – 1:30pm**

**Lunch on Own**

**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.

- Alan Leingang, CPA  
Therapy Specialists
- Dennis Venvertloh, CPA, CHC  
President/CEO, First Choice Physical Therapy
- Heather Pazak, MA/CCC-SLP  
Director Regulatory Compliance, Genesis Rehab Services
- Kelly MacNeill-Cooney, CCC-SLP, CHC  
VP of Clinical Compliance & Training, Therapy Specialists

**2:45 – 3:00pm**

**Break**

**3:00 – 3:30pm**

**Presentation of NARA Innovation Award**

**3:45 – 5:00pm**

#### **Small Group Breakout Discussions**

- Great Rooms (Main Room) – Compliance – Leader: Nancy Beckley
- Shutters West 1 – Skilled Nursing Facilities – Leader: Mark McDavid
- Shutters West 2 – Outpatient – Leader: Kennedy Hawkins

**5:30 – 7:00pm**

Location: Gallery

#### **NARA 40<sup>th</sup> Anniversary Celebration Sponsored by Aegis Therapies**

Local Wine and Beer Tasting sponsored by VGM Advantage



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### Friday, October 5

**7:30 – 8:30am**      **Conference Check In – Light breakfast buffet**  
Location: Great Room I, II, III, IV (South Foyer)

#### **Session A**

**8:30 – 10:00am**      **Healthcare Held Hostage – How to Arm Your Practice to Defend Against Cyberattacks**

Location: Great Room

The health care industry has become one of the top, if not THE top target for hackers. Health care data is rich with information hackers can exploit to make money. This means that rehab providers are prime targets for data breaches. And, with the costs of a breach skyrocketing, and hackers working full time, searching for ways to penetrate your practice's infrastructure, how do you be proactive about defending against cyberattacks? Don't risk it all. Attend this session to arm yourself with the tools and strategies you need to protect your practice from online threats.

- Bill Wilson  
VGM Insurance Services

#### **Session B**

**8:30 – 10:00am**      **Utilizing Telehealth Applications in Your Practice**

Location: Shutters East

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 – 12:30pm**    **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, PT  
President & CEO, Aegis Therapies
- Linda Riccio, OTR  
Vice President of Clinical Services, Creative Health Solutions

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

**THANK YOU FOR JOINING US FOR THE NARA FALL 2018  
CONFERENCE!**

**We look forward to seeing you in Washington DC for the  
Spring 2019 Conference May 15 – 17, 2019!**