FINANCIAL MANAGERS ANNUAL CONFERENCE

BE THE VOICE for
Charting New Directions

SEPTEMBER 1 – 3, 2015

The Saratoga Hilton, Saratoga Springs, NY
Schedule of Events

Tuesday, Sept. 1

Pre-Conference

8 a.m. Pre-Conference registration

8:45 a.m. – noon Pre-Conference Intensive: Operational Readiness for Value-Based Payments
This session will provide a comprehensive overview of the risks and opportunities associated with Value-Based Payments (VBP). The VBP forces are converging, so hear what you need to do now to get ready. The following will be discussed:
- Current environment – How both Medicare and Medicaid are shifting to VBP;
- Different types of VBP arrangements and their risks and benefits;
- The basic building blocks for successful participation in VBP arrangements, which include data and analytics, clinical redesign and financial/IT infrastructure;
- Case study discussions; and
- Key lessons learned and readiness check list.

Andy Edeburn, vice president, The Camden Group, El Segundo, CA
Brian Ellsworth, director of payment transformation, Health Dimensions Group, Minneapolis, MN

Sponsored by:

Conference

11 a.m. – noon Registration

Noon – 1 p.m. Lunch

1 – 2:30 p.m. Nimble Organizations: Embracing and Adapting to Change
In our environment, change is a constant at a personal and organization level. How we deal with and manage change will continue to be a key success factor in organizational performance. Nimble organizations and the executive team’s ability to pivot and adapt to their environment can have a positive impact; and position themselves for success. This session will review:
- Best practices in adapting to and managing change;
- Why nimbleness is vital to an organizations ability to deal with disruptive changes and maintain a strategic advantage;
- How organizations can quickly and effectively adapt to change, while continually delivering high performance; and
- Ways you can create an organizational culture where nimbleness and innovation can flourish.

John Park, firm director, Baker Tilly Virchow Krause, LLP, Philadelphia, PA

Sponsored by:

2:30 – 2:45 p.m. Break

2:45 – 4:15 p.m. LeadingAge NY Reimbursement and Policy Analysis

Patrick Cucinelli, vice president of financial policy, LeadingAge New York, Latham
Darius Kirstein, senior public policy analyst, LeadingAge New York, Latham
4:15 – 4:30 p.m. Stretch break

4:30 – 6 p.m. Concurrent sessions:

1) Hospice and Nursing Homes: A Partnership for Resident Quality
   This session will provide you with a basic understanding of the role of hospice in the nursing home, including:
   • How the reimbursement works;
   • How care is coordinated;
   • The benefits of hospice to both the resident and the facility;
   • The coverage for drugs and ancillary services; and
   • Examples of successful nursing home/hospice partnerships.
   Laurie Mante, executive director/vice president, The Community Hospice, Rensselaer
   Virginia Arbour, director of finance, The Community Hospice, Rensselaer

2) The Admissions Process: Best Practices in a Managed Care World
   From the perspective of a nursing facility, our presenters will share their expertise regarding admission agreements, bad debt and collections. Learn how managed care may impact your admissions process, what best practices to implement and common pitfalls to avoid in re-tooling your admissions process to meet the challenges of a managed care environment.
   Lou Pierro, Esq., founder and principal, Pierro, Schaeffer & Connor, LLC, Latham
   Aaron Connor, Esq., partner, Pierro, Schaeffer & Connor, LLC, Latham

Evening on Your Own

Wednesday, Sept. 2

8 – 9 a.m. Continental breakfast in exhibit area

9 – 10:30 a.m. The Business of Managed Care: Best Practices in Negotiating Managed Care Agreements
   With skilled and long term care nursing benefits now being covered by managed care plans, it is imperative that the skilled/long term care industry understand the provider contracting implications of this event. To ensure their future sustainability, this industry must negotiate agreements with managed care plans that are balanced and financially viable. This session will review key contract terms that will allow participants to gain an understanding of the value of a “good” contract and what that really means.
   Svetlana DeBellis, vice president of managed care, Jewish Home LifeCare, New York City

Sponsored by:

10:30 – 11 a.m. Break in exhibit area

11 a.m. – 12:30 p.m. Understanding the Risk Bearing Entity – The Managed Long Term Care Perspective
   Understanding is the foundation to building successful partnerships. This session is designed for providers seeking to develop a fuller understanding of the current reimbursement environment from the managed long term care plan perspective. This includes an overview of the managed care plan rate setting process with a focus on:
   • The evolution of managed long term care in NY;
   • The defining characteristics and priorities of the risk bearing entity;
   • An outline of the process NY follows in setting plan rates;
   • Further evolution into MAP and FIDA models;
   • Important steps to developing strong partnerships with plans; and
   • Next steps – alternative payment arrangements.
   David Wagner, chief financial officer, MJHS Health Plans, Elderplan/Homefirst, New York City
12:30 – 2 p.m. Lunch with exhibitors  
Sponsored by:

2 – 3 p.m. Concurrent sessions:

1) ICD-10: The Hows and Whys
On Oct. 1, 2015, the ICD-9 code sets used to report medical diagnosis and in-patient procedures will be replaced by the ICD-10 code sets. This informative session will provide an overview of why the changes were made, the CMS guidelines for Medicare/Medicaid participation, and correct coding. The presenter will focus on improving documentation and billing issues including monitoring of claims through audits.
*Patty Hawley, ProCare consultant, LeadingAge New York, Latham*

2) Bad People Want Your Data
Data security breaches used to be what happened in other industries. Unfortunately, hackers are selling stolen health information for several times the amount of stolen credit cards. As more and more facilities are realizing an increased reliance on IT, the resulting losses from a breach can cripple a facility and conventional property and casualty insurance coverage won’t be enough. This session will teach you how to mitigate risk of a security breach, while insuring you’re protected if it happens.
*John Snow, senior vice president for Cool Insuring Agency’s Healthcare Division, Latham*
*Dennis O’Connell, director of healthcare solutions, Custom Computer Specialists, New York City*

3) Top Legal Issues
Get the latest updates on legal issues impacting New York’s senior living services providers.
*Brian McGovern, Esq., partner, Cadwalader, Wickersham & Taft LLP, New York City*

3 – 3:30 p.m. Break in exhibit area

3:30 – 5 p.m. Concurrent sessions:

1) Preparing Your Organization for Value-Based Purchasing
In this foundational session, Loeb & Troper will review the State’s current Value-Based Purchasing roadmap, including strategies to adopt to prepare your facility for VBP reimbursement. Topics will include:
   - Concepts;
   - Contracting strategies;
   - Data and analytics;
   - Cost accounting principles; and
   - Quality improvement initiatives.
*Koy Dever, principal, Loeb and Troper, LLP, New York City*
*Steven Herbst, director of managed care, Loeb & Troper LLP, New York City*

2) Keys to Successful Reimbursement
This session will address the following:
   - Want to increase revenue? Submit claims done correctly the first time!
   - ADR Level – Best chance for a claim to be approved and paid in full. Avoiding denials means faster reimbursement and increased cash flow.
   - Know your audience – What does the auditor look for?
   - Levels of appeal – Brief overview
   - ADR and denials management
*Barbara Blatt, appeals management coordinator, Preferred Therapy Solutions, Wethersfield, CT*
3) Don’t Let Your Billing Be Managed by Managed Care
Managed care rules can quickly overwhelm a revenue cycle. Losing control to managed care requirements can lead to confusion, stress and inefficiencies. Financial managers need to ensure that their revenue cycle team is handling the many varying requirements. A review of different types of managed care, how they impact billing, what is needed to generate a clean claim and accounts receivable follow-up techniques will be discussed.

Andrea Hagan, director, Bonadio Receivable Solutions, LLC, Pittsford

5:30 – 6:30 p.m. “End of Summer” Reception
Kick off your evening and join your colleagues for our end of summer reception. Unwind in a casual atmosphere for great networking while enjoying light hors d’oeuvres and complementary beer, wine or soda.

Sponsored by:

8 – 9 p.m. Campfire session
Campfires have long been a source of light and warmth, conduits of conversation and inspiration. New this year, attendees will have the opportunity to engage in discussions regarding leadership issues and earn NAB CEUs while enjoying an evening around a patio fire pit. Limited to 20 participants.

Facilitated by developers and faculty of the LeadingAge New York Leadership Academy

Thursday, Sept. 3

7:30 – 8:30 a.m. Breakfast buffet

Sponsored by:

8:30 – 9:45 a.m. Rate Setting, New Capital Concepts and Shared Savings
This session will provide attendees with a rate update and discuss the new opportunities related to shared savings.

Christopher J. McCarthy, CPA, partner, O’Connor Davies Munns & Dobbins, LLP, Harrison
Dorothea Russo, CPA, partner, O’Connor Davies Munns & Dobbins, LLP, Harrison

9:45 – 10:15 a.m. Refreshment break in exhibit area

10:15 – 11:30 a.m. Special Needs Plans (I-SNIPS): The New Opportunity for Skilled Nursing
Special Needs Plans (I-SNIPS) are Medicare managed care programs focused exclusively on the institutional long-term care population. Launched a decade ago under Medicare Advantage, I-SNIPS are just now gaining traction nationally as “shared savings” programs transform the healthcare industry. While there is considerable opportunity in the program, there are also financial risks that must be understood. Our presenter, a leading orchestrator of special-needs programs, will provide a primer on this exciting business model.

Marc Zimmet, director of reimbursement services, Zimmet Healthcare Services Group, LLC, Morganville, NJ
Jay Gormley, chief strategy & planning officer, Metropolitan Jewish Health System, New York City

11:30 – 11:45 a.m. Stretch break

11:45 a.m. – 12:45 p.m. DOH Update
Hear the latest information from the New York State Department of Health.

Jason Helgerson, State Medicaid director, deputy commissioner State of New York, Department of Health, Albany

Accreditation
This conference is sponsored by the Foundation for Long Term Care (FLTC). The FLTC is a certified sponsor of professional continuing education with the National Association of Boards of Examiners for Long Term Care Administrators (NAB). This conference has been approved for 17.5 hours of continuing education credit for nursing home administrators under its sponsor agreement with NAB/NCERS. State licensure boards, however, have final authority on the acceptance of individual courses. This conference has been approved for 14.5 hours of continuing education credit for certified public accountants. A certificate of completion will be available on site for Adult Care and Assisted Living administrators.
Please print or type and use one registration form per attendee. Be sure to complete both pages of this form.

**Name:** ____________________________________________  **Title:** ____________________________________________

**Organization:** ______________________________________________________________________________________

**Address:** __________________________________________  **City/State/Zip:** ____________________________________

**Phone:** (______) ______________________  **Email address (required):** ______________________________________

☐ My organization is a County Nursing Facility of New York (CNFNY) member.

☐ I require specific aids or services pursuant to the Americans with Disabilities Act. (Our staff will contact you to make further arrangements.)

What is your age range? This information will help us in planning the format of future conferences.

☐ Under 35 years old  ☐ 55-64 years old

☐ 35-44 years old  ☐ 65 years or older

☐ 45-54 years old

**Concurrent Session Choices:** *(Please check one session per time slot.)*

**Tuesday, Sept. 1**

4:30 – 6 p.m.

☐ 1) Hospice and Nursing Homes

☐ 2) The Admissions Process

**Wednesday, Sept. 2**

2 – 3 p.m.

☐ 1) ICD-10

☐ 2) Bad People Want Your Data

☐ 3) Top Legal Issues

3:30 – 5 p.m.

☐ 1) Value-Based Purchasing

☐ 2) Successful Reimbursement

☐ 3) Managed by Managed Care

**Registration Fees:** *(Please select the appropriate fee.)*

**Pre-Conference Intensive:** Sept. 1, 8:45 a.m. – noon

☐ LeadingAge NY Members: On/Before Aug. 11: $149

☐ LeadingAge NY Members: After Aug. 11: $174

☐ Non-members: $199

**Conference:** Sept. 1 (noon) – Sept. 3

☐ LeadingAge NY Members: On/Before Aug. 11: $599

☐ LeadingAge NY Members: After Aug. 11: $649

☐ Non-members: $725

*Early bird registration form must be received on or before Aug. 11.*

*Payment in full must be received by Sept. 1 for all conference registrations. Payment can be made at the conference.*

*Cancellations received by Aug. 18 are refundable, less a 25 percent administrative fee. After that, the fee will not be refunded.*

*Cancellations must be sent in writing to Kathy Burke at kburke@leadingageny.org or fax: 518.867.8386 or 518.867.8389. Those who are registered and do not attend the conference and fail to comply with the cancellation policy will be billed. Substitutions permitted.*

**Extra Meal Tickets for Guests:** Meals are included in the registration fee for attendees. Additional meal tickets must be ordered for guests. Meal tickets are non-refundable.

**Tuesday, Sept. 1**

#_____ Lunch @ $35 ea.  $_______

**Wednesday, Sept. 2**

#_____ Lunch @ $35 ea.  $_______

#_____ Reception @ $25 ea.  $_______

**Thursday, Sept. 3**

#_____ Buffet breakfast @ $25 ea.  $_______

**Extra Meal Ticket Total $_______**

**Summary of Charges**

<table>
<thead>
<tr>
<th></th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-conference fee</td>
<td>$______</td>
</tr>
<tr>
<td>Full conference fee</td>
<td>$______</td>
</tr>
<tr>
<td>Extra meal tickets</td>
<td>$______</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$______</td>
</tr>
</tbody>
</table>

*Special Meal Requests: Kosher # _________  Vegetarian # _________  Gluten-Free # _________*
Name: ___________________________________________ Title: _______________________________________

Organization: __________________________________________________________________________________

Payment Method: (Please check)    ☐ Check    ☐ MasterCard  ☐ Visa  ☐ Discover  ☐ Amex

Credit card number: ____________________________ Expiration date: _________ Security code: _______

Cardholder’s name: (Exactly as on card) _______________________________________________________________

Authorized signature: _____________________________________________________________________________

Please make check payable to: Foundation for Long Term Care
Complete form and return with payment to: Foundation for Long Term Care
13 British American Blvd., Suite 2, Latham, N.Y. 12110-1431 | Phone: 518.867.8385 | Fax: 518.867.8386 or 518.867.8389
Questions? Contact Kathy Burke at kburke@leadingageny.org or ext. 138.