MANAGED CARE MADNESS!
A Guide to "Going Deep" in the Big Reimbursement Tournament

ZIMMET HEALTHCARE SERVICES GROUP, LLC | zhealthcare.com

August 13 - 14, 2014
Borgata Hotel & Casino
Atlantic City, NJ
The skilled nursing facility industry is more competitive than ever. As referring health systems tighten their networks and CMS enhances our regulatory burden, providers must demonstrate value in order to remain relevant. While strong teams are expected to flourish, the “favorites” do not always achieve success. The lesson for our industry is that it is not too late to “pull off upsets” and “go deep” in this tournament.

Throughout the country, various managed care initiatives are taking hold, forcing operators to evaluate their clinical capabilities, enhance reporting systems and consider risk tolerance. Meanwhile, federal and state audit initiatives and refinements to existing fee-for-service payment systems demand robust compliance management in order to protect reimbursement.

The purpose of this two-day seminar is to provide your team with the skills required to be a champion in the new, highly competitive world of managed care and advanced payment methodologies, while managing the challenges of “legacy” fee-for-service payment systems. Whether you are a “pre-season favorite” or a 16th seed underdog with “Cinderella” dreams, this conference will make every member of your team a more complete player in the new SNF playing field.

**DAY 1**

9:00am – 10:30am:  
*Tournament “Tipoff”*:  
**Overview of Market Trends Impacting SNFs**  
This session will provide a detailed analysis of the outside forces currently impacting our business including the Affordable Care Act, state and federal budgets and recommendations from advisory agencies.

10:45am – 12:00pm:  
**SNF Regulatory Update**  
Presenters will review the 2015 PPS Final Rule and other recent regulatory changes that will impact today’s operations, including an in-depth discussion of new ICD-10 coding guidelines and “clinical reimbursement” refinements associated with quality and payment.

12:00pm – 1:00pm:  
**Lunch**

1:00pm – 4:30pm:  
**Managed Care: Full Court Press**  
A variety of managed care initiatives are being implemented throughout the country, impacting our short-term and long-term care populations. This session will offer a comprehensive analysis of all major programs emerging nationally and explore the anticipated effect of each component on our operations. Also included will be a detailed “competency model” that will enable you to gauge your readiness for these advanced payment systems. Finally, a panel will review the early impact of “managed long-term care” programs recently implemented in New York and New Jersey. These states are taking dramatically different paths to Medicaid managed care for nursing home residents, and their transitions offer tremendous perspective and lessons for providers in these and other states.

4:30pm:  
**Wine & Cheese with Exhibitors**
Day 2

9:00am – 10:15am: Ancillary Services in a Managed Care Environment
Managed care is greatly impacting the entire SNF revenue cycle, and “unbundled” ancillary services (typically outsourced to external vendors) are no exception. This session will focus on utilization management, quality and cost containment strategies associated with these services. You will hear operators and ancillary providers discuss progressive strategies to manage utilization of services ranging from therapy, pharmacy, radiology, ambulance, medical supplies and physicians, among others.

10:30am – 12:00pm: Improving Your Team’s Stats: 21st Century Strategies that Blend Data and Technology
Your “starters” may be strong individual performers, but at the end of the season, it is the number of team “wins” on which success is based. Nationally, occupancy rates are declining and referral sources are streamlining their preferred provider networks. Medicare Advantage, ACOs, Bundles and Hospital Systems demand assurances and evidence that you deliver a quality product. The new “stats” are length of stay, outcomes, operating efficiency and patient satisfaction. Your job is to provide data that quantitatively demonstrates that you “lead the league” in these key metrics. This session blends a combination of case study, data and marketing technology to illustrate how to develop multifaceted referral sources to boost your facility’s position “in the standings.”

12:00pm – 1:00pm: Lunch

1:00pm – 2:30pm: Third Party Audits: The “Bracket Buster”
Medicare and Medicaid have stepped up their audit initiatives over the past year. This program will review recent claim audit developments and advise on establishing appropriate charting and response strategies. Presenters will offer a “game plan” to “improve your defense” and protect reimbursement.

2:45pm – 4:30pm: Scouting Report: Preparing for 2015 and Beyond
The former Director of Institutional Post-Acute Policy at CMS will discuss current demonstration projects and long-term initiatives being developed and implemented by state and federal agencies.

“When you first assemble a group, it’s not a team right off the bat. It’s only a collection of individuals. You have to build a team.”

— Mike Krzyzewski
Zimmet Healthcare is a full service consulting firm committed to developing innovative solutions to the challenges of operating in the SNF industry. ZHSG services over 1,000 SNFs and related companies nationwide in matters relating to reimbursement, compliance, operations and strategic planning.

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Cancellation policy:
90% refund if cancelled >7 days prior to program,
25% refund if cancelled within 1 week of program.
No confirmation will be sent.

This program will be submitted for
12 CE clock hours to the NCE Review
Service of NAB Examiners.

Schedule is subject to change.

August 13 - 14, 2014
Borgata Hotel & Casino
Atlantic City, NJ

Meeting: Salon B
(866) 692-6742

Registration Fee*
2 Day Program
$695 per attendee
$75 discount if registration and payment is received by April 30, 2014

* Registration fee includes continental breakfast and lunch for both days, but does not include hotel. Contact hotel directly. Cut-off for discounted room block is July 21, 2014. Ask for "Zimmet" room block. Group Code: GBZMM14

Register online at www.zhealthcare.com