The Reimbursement Revolution

Lead the new world order in post-acute care

August 9 – 10, 2017
Borgata, Atlantic City, NJ
“The shot heard round the world” was the proverbial start of the American Revolution, the monumental political upheaval that led to the formation of our great country. The healthcare industry is currently in the midst of its own unprecedented transition that will ultimately shape provider payment and operations for decades to come.

Some would argue that passage of the Affordable Care Act was the “shot heard by every provider,” freeing us from the tyranny of insurance companies, fee-for-service payment and unsustainable entitlement programs. Others contend that it is the new administration’s visceral renouncement of that same legislation that will ultimately liberate the system’s every stakeholder. Either way, there is no denying the fundamental changes sweeping through the entire healthcare industry, with post-acute care as a key “campaign” that will shape the outcome.

The Founding Fathers were visionaries, but they recognized the uncertainty our nascent society faced. Nearly 250 years hence, the resolution of our healthcare revolution remains uncertain, abounding with unanswered questions: What will become of the ACA’s innovation efforts such as Accountable Care Organizations and Bundling programs? Will radical changes to Federal Medicaid funding formulas threaten our largest reimbursement source? Will managed care continue to grow unabated despite its negative impact on providers? Most importantly, how can skilled nursing facilities best position themselves in healthcare’s new world order? To borrow from Thomas Paine, “These are the times that try Providers’ souls.”

Regardless of which ideology prevails, SNFs must innovate as Healthcare Reform colonizes new frontiers and value-based payment becomes the “law of the land.”
This two-day seminar will provide the skills required to lead your troops to victory in the Reimbursement Revolution. The sessions are a “call to action” – a resounding rejoinder to Thomas Jefferson’s famous exclamation:

“Do you want to know who you are?
Don’t ask. Act! Action will delineate and define you!”

**DAY 1**

9:00am – 10:30am
The First Continental Congress
REFORMING HEALTHCARE REFORM
This session will provide an overview of Federal and State healthcare reform efforts instituted since passage of the Affordable Care Act, and analyze the impact of the new administration’s efforts to replace these initiatives. SNF market trends and population demographics will be examined to assess how these changes will affect, and create value opportunities for, skilled nursing facility providers.

10:45am – 12:15pm
The new PPS is coming! The new PPS is coming!
REIMBURSEMENT UPDATE / SNF PPS REFORM
Paul Revere had nothing on this announcement. The new Medicare Part A PPS is “locked and loaded,” with implementation expected October 1, 2018. This is not a “refinement” as we’ve experienced in the past. The new “Resident Classification System” adds significant complexity, with distinct payment domains including a diagnosis-driven therapy component and length of stay-weighted per diem rates. Mastering the system will require facility-wide changes in care management and documentation. This program will provide early insight into the most significant payment reform in 20 years. Presenters will also review new regulations specific to the MDS, SNF value-based purchasing, alternative payment models and reimbursement penalties.

1:15pm – 2:45pm
The Intolerable Acts
REGULATORY UPDATE
This program will detail regulatory changes facing SNFs this year and beyond, with focus on implementation/outcomes reporting relating to the SNF “Mega Rule” and Value-Based Payment initiatives. The presenter will explore the resident-centered “chain of command” – from admission to treatment to discharge, and the associated links to Requirements of Participation, post-discharge responsibilities and payment. Comprehensive facility-wide implementation / integration strategies will be supported by innovative tools and resources – all designed in context with national survey trends, outcomes, quality measures and re-hospitalization metrics.

3:00pm – 4:30pm
Ensuring Democracy
THE FUTURE OF LONG-TERM CARE
Healthcare Reform has compelled SNF operators to diligently measure and improve performance to enhance their value in the healthcare continuum. With an uncertain future, the only constant we face is change, but to what end? A diverse panel of hospital system, ancillary provider, managed care and SNF operator representatives will share their vision of what the future holds for post-acute care.

**DAY 2**

9:00am – 10:30am
Crossing the Delaware
NAVIGATING EPISODIC PAYMENT
The defining aspect of the US Constitution is that it can be changed to meet the needs of a developing democracy, just as SNF operations evolve to meet the changing needs of payers, patients and health systems. Most notable among these developments is the emergence of “Episodic Payment,” which presents the first comprehensive “risk-based” SNF payment structure. The speakers will provide a primer on managing risk across all departments, from the business office to the rehab gym. The session will also include a detailed “Data Roadmap” for constructing and presenting these programs to insurance companies.

10:45am – 12:15pm
Manifest Destiny
APPLYING ANALYTICS TO RISK-BASED PAYMENT SYSTEMS
This session will detail the strategic plan realized by one company and how management effectively integrated technology to reduce re-hospitalizations, improve reimbursement and gain market share. Building upon the lessons of the previous session, the presenter will explain the advanced analytics used to establish (and profit from) an array of “risk-based” payment models.

1:15pm – 4:30pm
Defending the Republic
MAINTAINING COMPLIANCE / PREPARING FOR BATTLE
Good government is predicated on a functional system of checks and balances; the same principle applies to healthcare compliance. The past two years have introduced comprehensive operating changes to SNFs; concurrent to these challenges are new risk areas that operators must monitor. Part one of this session will provide an in-depth review of clinical and financial compliance issues associated with the SNF “Mega Rule.” Part two will address the current Medicare audit/enforcement spectrum and offer strategies to ensure your facility survives any “sneak attack” that comes its way.
The Patriots
(Speakers)

Marc Zimmet
President, ZHSG

Sheryl Rosenfield
Partner, Director of Clinical Services, ZHSG

Michael Sciaccia
Partner, Director of Operations, ZHSG

Marie Infante
Healthcare Counselor at Law, Washington, DC

Scott Rifkin
CEO, MidAtlantic Health Systems, RTMS

The Minutemen
(Panellists)

Vincent Fedele
Director of Analytics, ZHSG

Ed Jimenez
CEO, UF Shands Health System, Gainesville, FL

Sal Ferragine
Market President / Complex Population Management, OptumHealth

Mike Capstick
Executive VP, Select Rehabilitation

Steven Littlehale
Executive VP, PointRight, Inc.

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Registration Fee*
2 Day Program
$795 per attendee
$70 discount if registration and payment is received by April 30, 2017

* Registration fee includes continental breakfast and lunch both days, but does not include hotel. Contact hotel directly. Cut-off for LIMITED discounted room block is July 14, 2017. GROUP CODE GBZHS17

All handouts will only be available through our App, and will be uploaded one week prior to the conference.

Send form and Payment to:
Zimmet Healthcare Services Group, LLC
4006 Route 9 South, Morganville, NJ 07751
Phone: (877) SNF-2001 Fax: (732) 970-0736
Register online at www.zhealthcare.com

Cancellation policy:
90% refund if cancelled >7 days prior to program, 25% refund if cancelled within 1 week of program.

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

Schedule is subject to change.

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Zimmet Healthcare is a full service consulting firm committed to developing innovative solutions to the challenges of operating in the post-acute care industry. ZHSG services over 1,000 providers and related companies nationwide in matters relating to reimbursement, compliance, operations and strategic planning.

ZIMMET HEALTHCARE SERVICES GROUP, LLC

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