

ZIMMET HEALTHCARE SERVICES GROUP



# 2020 Signature Education Series

*Skilled Nursing and the Intersection of  
Reimbursement, Regulation and Quality*



[www.zhealthcare.com](http://www.zhealthcare.com)



Zimmet Healthcare is pleased to announce our 2020 web-based Signature Education Series. The overarching theme of these offerings focus on how reimbursement, both Fee-For-Service (FFS) and “other,” intersect with regulatory and clinical-quality success.

2019 was principally focused on the new Medicare FFS reimbursement system, PDPM. This year, we offer “Lessons from the Field.” These sessions are devoted to bringing specific understanding derived from hundreds of onsite reviews with SNF providers and thousands of data insights from UB-04 PDPM analytics. Coupled with this pragmatic discernment will be the sharing of CMS updates related to PDPM and how to strategically anticipate impending changes.

We'll also explore in detail alternative, non-FFS revenue. FFS continues to dwindle in place of “other revenue” from APMs, MCO, I-SNP, etc. In addition to the unique opportunities and risk associated with these alternatives, how they ultimately impact care delivery, regulatory performance and the overall “big picture,” is key to our Education Series.

What never ends is the requirement to efficiently deliver a quality product within a regulatory compliant environment. Phase Three of the Requirements of Participation (RoP) and Five-Star Quality Rating System are just two specific examples of impending changes in 2020 that could positively or negatively impact how you achieve this imperative. How to address these new requirements and scheduled changes are highlighted in our Education Series.

The Series concludes with “Beyond Bagels: Data-Driven Business Development for Skilled Nursing.” This session will guide you on how to create a data-driven marketing plan that leverages your organization’s strengths and aligns them with your referring market’s needs.

Access to the series is “subscription-based,” whereby a one-time fee gives staff access to all programs, including unlimited replays. There is no need to pay for multiple programs throughout the year. Our Signature Series is the most economical and convenient way for your entire staff to stay on top of the ongoing changes impacting post-acute care. Participants earn valuable education credits\* (for Administrators and CPAs\*\*) for every “live” session they attend. While each program covers specific subject matter, the Series adheres to the principle of accretive learning - each session enhances concepts covered in preceding lessons.

**STRUCTURE, STRATEGY, SUCCESS: ZHSG'S SIGNATURE EDUCATION SERIES OFFERS THE KEYS TO ALL THREE.**

Mark your calendar as you won't want to miss a single session!

The Signature Education Series annual subscription fee is \$750 per facility. This works out to \$63 per month for up to 3 registered participants per webinar for an exceptional educational experience. While registration for individuals not covered by a subscription is available for \$95 per webinar, capacity is limited and subscribing facilities are granted priority access to the programs. Please visit <https://www.zhealthcare.com/events/> or call (732) 970-0733 / (877) SNF-2001 for more information or to register today.

\* 1 CEU or CPA credit will be awarded to the participant that LOGGED IN WITH THE EMAIL USED TO REGISTER FOR EACH WEBINAR. Additional persons who are VIEWING the presentation but NOT LOGGED IN WITH A REGISTERED EMAIL CANNOT receive credit, per NAB and NJ State Board of Accountancy guidelines. Replays do not earn credits.

\*\* Zimmet Healthcare Services Group, LLC is a New Jersey State Board of Accountancy CPE sponsor. CPA registrants should contact their governing agency to determine if these courses will qualify towards their CPE requirements.

## JANUARY

Wednesday, January 8, 2020 | 1:00-2:00 pm EST

### ROP: From Fluidity to Solidity

Presented by: Sheryl Rosenfield

Requirements of Participation (RoP), particularly phase three, have been a moving target. This session makes clear what is required vs postponed, and describes how to translate the requirements into meaningful operational practice.

## FEBRUARY

Wednesday, February 5, 2020 | 1:00-2:00 pm EST

### PDPM: Lessons from the Field

Presented by: Michael Sciacca / Alicia Cantinieri

Five months into PDPM clear patterns have emerged that require course correction. What does your data reveal about missed opportunity and compliance concerns? FAQs will be shared and course correction strategy discussed.

## MARCH

Thursday, March 12, 2020 | 1:00-2:00 pm EST

### Measure Madness: The Data, The Measures and the related CMS Quality Initiative

Presented by: Steven Littlehale / Don Lodwick

MDS and FFS claims data make up Five-Star, QRP, SNFVBP and QMs. At times they conflict and sometimes alignment exists yet isn't apparent. Strategies to make sense of the similar CMS initiatives are discussed, and how to meet as many "needs" with as few "deeds" as possible.

## APRIL

Wednesday, April 1, 2020 | 1:00-2:00 pm EST

### Population Health Management & the ISNP Equation

Presented by: Marc Zimmet

How does the term "Population Health Management" apply to SNF Institutional Special Needs Plans? How do metrics differ? How are outcomes quantified? This session clarifies the variables of the "ISNP Equation" to help SNFs determine if the program is right for their situation.

## MAY

Wednesday, May 6, 2020 | 1:00-2:00 pm EST

### The Impact of the Pandemic on Five-Star

Presented by: Steven Littlehale

The Corona Virus has impacted almost all aspects of nursing home care, including Five-Star. Planned Five-Star updates in April were postponed, while certain data has been excluded from the Q1 2020 release. What are these changes, and how do they impact your public scores and quality improvement efforts are discussed. **(Updated from original scheduled webinar)**

## JUNE

Wednesday, June 10, 2020 | 1:00-2:00 pm EST

### Considerations for Your Compliance Plan during the COVID-19 Pandemic

Presented by: Marie Infante / Ari Stawis

The Corona Virus pandemic has forced providers to make dramatic changes to their care delivery systems, following guidelines from Federal and State regulatory bodies that are, in the very least, fluid. In addition, the lack of proper PPE and staff, create additional challenges. This session shines a light on these issues and provides guidance on how to remain compliant during this pandemic. **(Updated from original scheduled webinar)**

## JULY

Wednesday, July 15, 2020 | 1:00-2:00 pm EST

### Making Sense of the "Other" Line: Medicare "Replacement" Revenue

Presented by: Marc Zimmet / Vincent Fedele

Traditionally we classified nursing home revenue into three buckets: Medicare, Medicaid and "Other." Now more than ever, that "other" line takes on new meaning. Managed Medicare, APMs, ISNP and other "shared savings" programs offset gains or losses in the traditional revenue centers. This session reviews concepts associated with the next iteration of SNF reimbursement to help providers understand the "new bottom line."

## AUGUST

Wednesday, August 5, 2020 | 1:00-2:00 pm EST

### Now What! Prevention Helps, But Denials Happen

Presented by: Michael Sciacca

An ounce of prevention is worth a pound of cure, but let's face it...there will be denials. This session reviews how to best prevent denials and the specific steps that you should have in place to manage the appeal process. Ultimately the goal will be to minimize disruption to cash flow, improve inter-departmental processes and documentation, and reduce the volume of denied and rejected claims.

## SEPTEMBER

Wednesday, September 9, 2020 | 1:00-2:00 pm EST

### Soup to Nuts: Admission to Discharge – The New Flow

Presented by: Sheryl Rosenfield / Robert Gross

PDPM is not the only thing that has necessitated a change in work flow for skilled nursing. RoP and Managed Care has also had a hand in changing how we deliver care. This session attempts to make these processes clear, and tie it all together for efficiency.

## OCTOBER

Wednesday, October 14, 2020 | 1:00-2:00 pm EST

### Budgeting & Cost Reporting: Modern Understandings with a Twist

Presented by: John Fazio

FFS volume is dwindling while alternative payment models (APMs) and other Medicare "products" hit the market. How do they impact budgeting and cost reporting? How do you make sense of these variations across your own portfolio of facilities? This session sheds much needed light on these mysteries and brings a level of confidence in moving forward to embrace these modern day alternatives to payer mix.



**NOVEMBER**

Wednesday, November 4, 2020 | 1:00-2:00 pm EST

**PDPM: Lessons from the Field - Updated**

Presented by: **Sheryl Rosenfield / Robert Gross**

Twelve months later, and we're still here. The challenges didn't go away despite our mastery of PDPM. CMS has made changes and national patterns have clearly emerged. FAQs will be shared and strategic adjustments will be identified.

**DECEMBER**

Wednesday, December 9, 2020 | 1:00-2:00 pm EST

**Beyond Bagels: Data-Driven Business Development for Skilled Nursing**

Presented by: **Steven Littlehale / Vincent Fedele**

We are living in competitive times. The valued currency is data, not bagels or donuts. But "what data," "when" and "how" is less obvious. This session will demonstrate how to do a gap analysis of your market's needs to your own clinical competencies.

**PRESENTERS:**



**Marc Zimmet**  
President and CEO



**Sheryl Rosenfield**  
Director of Clinical Operations



**Michael Sciacca**  
Chief Operating Officer



**John Fazio**  
Director of Financial Services



**Vincent Fedele**  
Director of Analytics



**Steven Littlehale**  
Chief Innovation Officer



**Alicia Cantinieri**  
VP of Clinical Services



**Robert Gross**  
VP of Rehabilitation Services



**Marie Infante**  
Consultant



**Don Lodwick**  
Clinical Reimbursement Coordinator



**Ari Stawis**  
Director of Professional Services & Development

Please register online at [www.zhealthcare.com](http://www.zhealthcare.com)

**Facility Subscription:** Fee \$750; Entire series for up to 3 email registered\* participants per webinar, with unlimited replays.

**Prepaid Subscription:** Many clients of ZHSG consulting services have this incorporated into their monthly contract. Please contact the ZHSG office either via email ([info@zhealthcare.com](mailto:info@zhealthcare.com)) or telephone (732-970-0733) to determine how to proceed.

**Individual Registration:** Fee \$95 per email registration.

\*1 CEU or CPA credit will be awarded to the participant that LOGGED IN WITH THE EMAIL USED TO REGISTER FOR EACH WEBINAR. Additional persons who are VIEWING the presentation but NOT LOGGED IN WITH A REGISTERED EMAIL CANNOT receive credit, per NAB and NJ State Board of Accountancy guidelines. Replays do not earn credits.

**A FULL YEAR OF WEBINARS AT ONE LOW PRICE – ORDER TODAY!**

Zimmet Healthcare Services Group, LLC

T: 732-970-0733 F: 732-970-0736

TOLL FREE NUMBER: 877-SNF-2001

[www.zhealthcare.com](http://www.zhealthcare.com)