

ZIMMET HEALTHCARE SERVICES GROUP



2021 Signature Education Series

*The Convergence of
Care, Quality and Payment*



www.zhealthcare.com

Zimmer Healthcare (“ZHSG”) is pleased to announce our 2021 online Signature Education Series. The theme of this series focuses on how care, quality and payment have converged into an integrated priority. Success is now measured by excellence in all three, and, as the saying goes, a missing leg does not support the stool.

2020 challenged our industry in ways we never imagined, and our educational series required a quick reframing to meet these needs. Unfortunately the current pandemic will continue through 2021; we continue to be committed to supporting you through these unprecedented times.

We begin our series with a deep dive into CARES Reporting – still an evolving requirement, we are committed to help you “get it right.” Sessions will be devoted to achieving excellence in survey outcomes, particularly those that focus on infection prevention, care policies and documentation. The fragmented SNF revenue-cycle will be illuminated, along with specific strategies to identify gaps and prevent loss. National and State-level value based purchasing programs will be discussed, with clear strategies for success outlined. Therapists will also be in the spotlight again this year! Educational sessions will explore strategies for structuring relationships with therapists, and how to engage them in success strategies such as rehospitalization reduction, VBP and Five-Star.

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. Please join ZHSG’s Signature Education Series, as we explore today’s clear priority – the integrated convergence of care, quality and payment in our industry.

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/> to register, or email info@zhealthcare with any questions.

* 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.

** Zimmer 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, Jan. 20, 2021 | 1:00-2:00 pm EST**CARES Reporting – Are You Ready?**

Presented by: John Fazzio

The Economics Security Act (P.L. 116-136 “CARES”) supported health-care providers throughout the COVID-19 emergency with funding to continue operations and provide resident care. As a condition of accepting CARES funding, healthcare providers are required to provide a report to Health and Human Services (HHS) as to what COVID-19 related activities these funds were expended on. Allowable uses of these funds included both expense reimbursement and replacement of lost revenue due to the pandemic. This session will consider all these requirements.

FEBRUARY Wednesday, Feb. 10, 2021 | 1:00-2:00 pm EST**Positive Survey Outcomes with a Focus on Infection Prevention and Care Policies Driving Strong Outcomes**

Presented by: Sheryl Rosenfield / Alicia Cantinieri

The SNF environment has experienced rapid and turbulent changes in the past year. Due to the increasing complexity of resident acuties and infection prevention, skilled care needs and protocols have changed dramatically. As surveyors have increased scrutiny of facility policies, this program is designed to help clinical care teams assess organizational strengths, policies, competencies and determine resident care risk areas.

MARCH Wednesday, March 10, 2021 | 1:00-2:00 pm EST**Managed Care Madness!**

Presented by: Marc Zimmet / Jay Gormley

“Managed Care” in skilled nursing is often too narrowly associated with “Medicare Advantage.” The term is an amalgam of MA, ISNP, ACOs, BPCI, MMLTC, FIDA and countless other initiatives that involve financial risk for the provider AND a non-patient third-party. Incongruent strategies ripple through the SNF revenue and care-management cycles; strategies for one program become counterproductive to another. This program will cover the challenges throughout the management care revenue-cycle, from referral to collection. Attendees will understand the “Value Paradox” equation, enabling them to calculate the true cost and potential opportunity.

APRIL Wednesday, April 7, 2021 | 1:00-2:00 pm EST**The Fragmented SNF Revenue Cycle Process**

Presented by: Michael Sciacca / Vincent Fedele

The entire United States healthcare system is fragmented – nowhere is this more evident than in the SNF revenue-cycle process. This session will offer a close look through a case study into quantifying PDPM capture mistakes identified via claim review. We will assign a dollar value to the “low hanging fruit” mistakes identified and extrapolate to show the impact over the course of a year for each facility.

MAY Thursday, May 13, 2021 | 1:00-2:00 pm EST**Deep Dive with the Minimum Data Set (MDS): Assessment Accuracy, Care Planning and Reimbursement**

Presented by: Sheryl Rosenfield / Alicia Cantinieri

The MDS remains the most crucial document in post-acute care. From admission assessment to care planning and delivery to outcomes and discharges, this multifaceted and multilayered document can determine the success or failure on a myriad of scales. With the addition of PDPM and case-mix elements to the OBRA assessments, the MDS process requires review and evaluation before submission to third parties. This deep dive will highlight core areas and processes that facilities should consider for operational and organizational success.

JUNE Wednesday, June 2, 2021 | 1:00-2:00 pm EST**A Holistic Approach to Clinical Documentation for Care and Compliance**

Presented by: Sheryl Rosenfield / Marie Infante

This program will provide elements of a comprehensive approach to understand the requirements of individual resident clinical records and documentation, regardless of payor source or QMs. As clinical teams struggle with the provision of care over paper, documentation serves as the communication link required for appropriate plans for care delivery to reimbursement. Facility documentation serves as a litmus test for strong policies, procedures, and organizational strengths.

JULY Wednesday, July 14, 2021 | 1:00-2:00 pm EST**Building Your Medicare Advantage Data Profile**

Presented by: Vincent Fedele

Medicare Advantage penetration continues to grow unabated. With different requirements and payment structures for each plan, managing the MA process is a complex task. Further, plans increasingly require the SNF to demonstrate its value proposition in the battle for these short-term admissions. This session will describe how to leverage information contained on your MA claims to build a data profile that sets the SNF up for success now and with future payment iterations.

AUGUST Wednesday, August 4, 2021 | 1:00-2:00 pm EST**Succeeding with Value-Based Purchasing**

Presented by: Alex Malech / Steven Littlehale

The National and State VBP programs are confusing, yet potentially yields a solid financial return on investment. While some of these programs are “carrots” others are “sticks, disguised as carrots.” What are the metrics? How do you succeed? How can you make your positive efforts, a part of your excellent care delivery systems? This webinar answers these questions... and more.

SEPTEMBER Tuesday, Sept. 14, 2021 | 1:00-2:00 pm EST**The Clinical Side of the SNF Final Rule Medicare Analytics**

Presented by: Sheryl Rosenfield / Alicia Cantinieri

Each year CMS issues a Final Rule affecting SNF Medicare Part A reimbursement. The complexity of changes to PPS, MDS coding, and the UB-04 often causes confusion between the MDS team and billing. The objective of this program is to familiarize the “larger” facility team (and network) with updates and potential changes following the release of the SNF Final Rule FY 2022. Understanding the changing clinical and financial environments that utilize the UB-04 information will ensure maximum reimbursement and accurate billing.

OCTOBER Thursday, Oct. 14, 2021 | 1:00-2:00 pm EST**The Therapy Efficiency & Autonomy Quandary (TEAQ)**

Presented by: Michael Sciacca / Robert Gross

PDPM, Part B payment reductions, outcome measures and ISNP arrangements have changed the therapy department outsourcing equation. SNF Operators require the tools to evaluate the cost-benefit and performance of their current rehab department. This session will review both the benefits and short falls of the three most common department structures (Inhouse/Management/Outsourced) and provide insight to effectively analyze facility and organizational performance. Speakers will discuss the key metrics needed to conduct such evaluations including a detailed explanation of contract therapy pricing arrangements. ZHSG will also utilize feedback from our recently conducted client survey to identify recent trends/expectations.

NOVEMBER Wednesday, Nov. 3, 2021 | 1:00-2:00 pm EST

QAPI and Compliance Programs

Presented by: **Sheryl Rosenfield / Marie Infante**

CMS' Quality Assessment Performance Improvement (QAPI) regulations require post-acute care providers to develop, implement, and maintain effective and comprehensive data-driven programs. Effective QAPI programs help facilities to develop systematic approaches for performance management that include a focus on processes, outcomes of care, and compliance of reimbursement drivers. Certifications and care plans must coordinate with these items, and the clinical team must ensure timely documentation to support the coding. This session reviews these requirements.

DECEMBER Wednesday, Dec. 8, 2021 | 1:00-2:00 pm EST

The Secret to Successful Outcomes: Bring in the Therapist!

Presented by: **Tracey Weiss / Robert Gross**

Facilitated by: **Steven Littlehale**

Be it Five-Star, rehospitalization, pressure ulcer reduction, VBP and even survey, success is more assured when you leverage your therapists! Regardless if they are internal or contracted, therapists are often the best person to make a defining difference in your facility's outcomes. This session, "brings them to the table" and shares the secret to success.

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



Jay Gormley
Chief Investment Officer & Advisory COO



Robert Gross
VP of Rehabilitation Services



Tracey Weiss
VP of Rehabilitation Services



Alicia Cantinieri
VP of Clinical Services



Marie Infante
Consultant

Please register online at 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 via email (info@zhealthcare.com) with any questions.

Individual Registration: Fee \$95 per email registration.

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