

ZIMMET HEALTHCARE SERVICES GROUP



# 2021 Signature Education Series

The Convergence of  
Care, Quality and Payment



[www.zhealthcare.com](http://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](mailto: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 Fazio](#)

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 14, 2021 | 1:00-2:00 pm EST **PDPM Compliance: Who needs the PEPPER when you have the SALT?**

Presented by: [Michael Sciacca](#) / [Vincent Fedele](#)

Quantifiable success with PDPM depends upon the perfect combination of acuity capture (coding) and compliance (documentation). Data is necessary to address both sides of the reimbursement-compliance equation. The challenge is that most industry PDPM reports are based on stale and outdated information. Speakers will discuss updated PEPPER target areas as well as introduce likely additions via our proprietary SALT Report (Statistical Analysis of Likely Targets). We will highlight the steps needed to implement a data-driven approach to compliance auditing at your organization using current claims data.

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

## **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.

## **OCTOBER** Thursday, October 21, 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.

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

**What You Say Can and Will Be Used Against You, Especially When It Comes To Staffing**

Presented by: **Steven Littlehale / Marie Infante**

Payroll-Based Journal (PBJ) opened a huge window into detailed staffing information about nursing homes that has piqued the interest of government regulators, enforcement officials and plaintiff lawyers. This session will give a brief update on PBJ and examples of how important it is to get this right. "Expected Staffing," "Required Staffing," and "CMS Mandated Staffing" are terms common in complaints against nursing homes. Usually staffing concerns are not what is driving the complaint, but allegations of not meeting some "mythical staffing standard" are included. Specific recommendations will illustrate successful strategies for avoiding these staffing challenges.

**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](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 via email ([info@zhealthcare.com](mailto:info@zhealthcare.com)) with any questions.

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

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