

ZIMMET HEALTHCARE SERVICES GROUP



2022 Signature Education Series

Quality Pays: Exploring
and Exposing the
Quality / Reimbursement Paradox



www.zhealthcare.com

Zimmet Healthcare is pleased to announce our 2022 online Signature Education Series. The theme of this series focuses on the relationship between quality and reimbursement and the inherent tensions. SNF success is measured by excellence in many quality outcomes, but great outcomes without sufficient reimbursement are not sustainable. 2020/2021 challenged our industry in ways we never imagined, but these principles remain unchanged.

Our webinar series will kick off in January 2022 with strategies to help your clinical team manage the challenges of an ever-increasing workload while ensuring appropriate reimbursement and remaining compliant with Medicare and OBRA regulations. Other highlights include identifying what referral partners value in a nursing home provider and the required clinical quality transformation that this might necessitate. Value-based purchasing and changes in the FY 2022 SNF Final Rule are discussed, along with excellence in Five-Star, success with survey, skilled therapy documentation and care planning, and audit survival. Financial leadership will benefit from sessions on how to level the playing field with unique data-driven insights when negotiating with Managed Care and making purchasing decisions that delight fiduciary and clinical stakeholders.

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 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.

** 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, Jan. 26, 2022 | 1:00-2:00 pm EST**PDPM, OBRA, and Case-Mix, Oh My!****Presented by:** Alicia Cantinieri / Michael Tobiasen

The beginning of fiscal year 2020 brought big changes in Medicare Part A with an entirely new system for billing in the Patient-Driven Payment Model. Then came a global pandemic and ever-increasing challenges to caring for residents and remaining compliant. The demands on the entire interdisciplinary team and the evolving role of the MDS Coordinator continue.

This webinar will provide valuable insights and best practices towards the RAI process and work-flow while facing unprecedented challenges.

FEBRUARY Wednesday, Feb. 16, 2022 | 1:00-2:00 pm EST**A Data Driven Approach to Clinical Transformation****Presented by:** Alicia Cantinieri / Amy Greer / Steven Littlehale

What does the market want from me? Am I that provider? How do I know if my outcomes are competitive enough? What outcomes reveal the right insights? These are tough questions and even more so, quite difficult to answer. However, through advanced data analytics and quality improvement strategies, the right answers can be revealed.

This webinar will present one system's "Clinical Transformation Journey," the potholes, and the ultimate achievement of becoming a leader in the marketplace.

MARCH Wednesday, March 9, 2022 | 1:00-2:00 pm EST**Turning the Tables on Managed Care****Presented by:** Vincent Fedele

Unlike FFS Medicare, actionable provider-specific Medicare Advantage data does not exist. Individual facilities have little idea how they are doing relative to their peer group – often none at all. These data limitations foster a challenging environment for the provider when negotiating with the plans, who typically hold all the cards when it comes to rate-setting.

This webinar will introduce per diem and episodic revenue benchmarks from CORE Analytics' proprietary dataset MAPAX, with the goal of promoting transparency and leveling the playing field between plan and provider.

APRIL Wednesday, April 6, 2022 | 1:00-2:00 pm EST**Value- Based Programming: Coming to a State Near You!****Presented by:** Melanie Tribe-Scott

How will Value-Based Care affect your facility? Under value-based care, providers are reimbursed based on their ability to improve the quality of care, rather than the volume of care they provide. CMS will be expanding the SNF VBP and has issued guidance to Medicaid directors to adopt value-based care strategies. Failure to prepare for these programs could be costly to the facility, both in referrals and reimbursement.

This webinar will give providers and their care teams the knowledge and resources to succeed in a quality-driven and value-based environment.

MAY Thursday, May 12, 2022 | 1:00-2:00 pm EST**Value-Based Procurement in a Post-COVID Environment****Presented by:** Ari Stawis

In an uncertain world, the spiraling cost of goods & services is an unfortunate certainty. Supply-chain disruption and staffing shortages threaten to unbalance the SNF value-equation. As providers struggle to manage expenses, procurement professionals must quantify long-term risks associated with low-cost, poor-quality products, and operators must understand how to assess the purchasing department's performance.

This webinar will focus on best practices for evaluating and working with third-party vendors to ensure products and services of the highest quality for the best possible value.

JUNE Wednesday, June 8, 2022 | 1:00-2:00 pm EST**Audit Trends: What's Happening Now?****Presented by:** Marie Infante / Alicia Cantinieri

For skilled nursing facilities, Medicare audits are not a new occurrence. However, audits under PDPM and under COVID waivers raise many new oversight and recoupment issues. Patterns of errors can snowball into more audit requests. Your initial responses to "Routine" post-payment audits, TP&E audits, RAC audits, and UPIC audits will determine how much Medicare revenue is at risk of recoupment.

This webinar focuses on the most recent audit trends, and best practices for responding to audit notifications that reduce your facility's risk of lost revenue.

SEPTEMBER Wednesday, Sept. 21, 2022 | 1:00-2:00 pm EST**Summarizing the Final Rule - So You Don't Have To****Presented by:** Alicia Cantinieri / Melanie Tribe-Scott

Each year CMS issues a Final Rule affecting SNF Medicare Part A reimbursement and quality initiatives. The objective of this program is to summarize the updates and changes following the release of the SNF Final Rule FY 2023. Planning and preparation is crucial to your facility's success with quality and reimbursement in the upcoming year.

This webinar will educate all levels of the multidisciplinary team regarding the changing requirements.

OCTOBER Thursday, Oct. 20, 2022 | 1:00-2:00 pm EST**Bringing the Skill Back to Skilled Documentation****Presented by:** Tracey Weiss / Kenneth Kelley

The assessment, planning and evaluation of goal oriented rehabilitation services requires the skills of a licensed Physical, Occupational, and Speech/Language Therapist to effectively provide and appropriately document Skilled Care provided.

This webinar will provide a review of Medicare required documentation of skill versus non-skilled care as well as technical compliance with the establishment and execution of the Plan of Care. Documentation to support billing intensity and duration will be reviewed.

NOVEMBER Wednesday, Nov. 2, 2022 | 1:00-2:00 pm EST**The Data is In: PDPM Year 3 Trends and Benchmarking****Presented by:** Vincent Fedele / Michael Sciacca / Sally Fecto

A lot has taken place since the initial implementation of the Patient Driven Payment Model way back in 2019.

This webinar will dive deep into the current trends in component capture, as well as provide comprehensive National and Regional benchmarking of performance. Presenters will also discuss best practices for documentation and capture of the key PDPM drivers.

DECEMBER Wednesday, Dec. 7, 2022 | 1:00-2:00 pm EST**A Deep Dive into the Data that Drives your Public Profile****Presented by:** Steven Littlehale / Lorren Pettit

Data abounds, but not all of it matters.

This webinar offers deep insights into the data and metrics that drive public perception and ultimately occupancy. Practical strategies for improvement will be shared throughout the presentation.