

The 13th Annual Hospital Case Management Conference: The Cost and Quality Connection!

March 16 - 18, 2008 ▶ Westin Buckhead ▶ Atlanta, GA

Program Chair: Toni Cesta, PhD, RN, FAAN

FEATURING

- ▶ Learn the balance required to achieve desired clinical and financial outcomes
- ▶ Network with the nation's leading experts in case management
- ▶ Discover the latest tips, strategies and techniques being implemented in successful case management programs
- ▶ Gain insight from your peers on what's working and what's not in their facilities

Plus, earn FREE continuing education!

You will have the opportunity to earn:

- 16 nursing contact hours
- 16 critical care contact hours
- 16 social work contact hours and/or
- 16 CCM clock hours

The 13th Annual Hospital Case Management Conference:
The Cost and Quality Connection is sponsored by:

Hospital Case Management and Case Management

Call 1-800-688-2421 or visit www.hospitalcasemanagementconference.com to register by February 21, 2008 and save up to \$250!

COURSE DESCRIPTION

Who should attend?

- ◆ Case Management Directors and Managers
- ◆ Discharge Planning Directors and Managers
- ◆ Patient Care Services Professionals
- ◆ Quality Assurance Directors and Managers
- ◆ Social Workers and Social Service Directors
- ◆ Utilization Management Directors and Managers

Learn from the experts

Our expert planning committee is bringing you the nation's top case management experts to provide you with practical and immediately actionable strategies and techniques that will help you improve the clinical and financial outcomes for your case management program.

Conference Objectives

At the conclusion of this conference participants will be able to:

- Describe the value of case management in improving clinical and financial outcomes.
- List legal and regulatory requirements that are relevant to case managers.
- Describe strategies for optimizing patient flow in an acute-care facility.

Preparing for Case Management Certification Course

Saturday, March 15, 2008 — 8:00 a.m. until 6:00 p.m. ET
Presented by Sandra Lowery, RN, BSN, CRRN, CCM, CNLCP

This informative full-day course is based on CCMC's content areas and the course is designed to provide practicing case managers with authoritative information to assist them in preparing for certification. This course includes:

- ✓ 8 hours of lecture and discussion by an experienced presenter with expertise in the CCM process
- ✓ A 300-page resource manual that will be valuable in your preparations for the CCM exam and will serve as a comprehensive resource in your daily case management work
- ✓ 100+ sample exam questions
- ✓ Resources for further self-study
- ✓ 8 free nursing contact hours or 7 social work contact hours

Continuing Education

This pre-conference course has been pre-approved for 8 contact hours by the Commission on Continuing Education of the New Hampshire Nurses' Association, which is accredited by the American Nurses Credentialing Center's Commission on Accreditation, and for 7 contact hours for social workers by Boston University School of Social Work.

Continental breakfast and beverage breaks will be provided. Lunch will be on your own.



Easy Ways to Order:

1. Mail to P.O. Box 105109 Atlanta, GA 30348-5109
2. Fax 1-800-850-1232 or 404-262-5525
3. E-mail customerservice@ahcmedia.com
4. Call 1-800-688-2421 or 404-262-5476
5. Online www.ahcmedia.com

PRE & POST-CONFERENCE LEARNING OPPORTUNITY

Pre-Conference Workshop: What's Your Business? The Business Case for Case Management

Sunday, March 16, 2008

10 a.m. — Noon

Presented by: Toni Cesta, PhD, RN, FAAN, and Beverly Cuningham, RN, MS

Overview: Case management combines patient advocacy with a responsibility to look out for the hospital's best interests financially. Understanding the business side of patient care and being able to develop and present a business case for your case management program can mean the difference between gaining the critical resources you need to improve your operations or possibly losing them.

Objectives: At the end of this session the participant will be able to:

- Describe the process for developing a business case.
- Identify outcome measures for a case management department.
- Understand the process for presenting the business case to your colleagues

Post-Conference Workshop: Introduction to MS-DRGs & FY08 Initiatives

Tuesday, March 18, 2008

1:00 p.m. — 3:00 p.m.

Presented by: Debora Hale, CCS

Overview: The Centers for Medicare & Medicaid Services (CMS) implemented a severity-adjusted DRG methodology effective October 1, 2007. The new inpatient prospective payment system (IPPS) rule is intended to align hospital payments more closely with the costs of patient care and to the severity of a patient's conditions. The Value-Based Purchasing Initiative included in this final rule provides for payment penalties when certain conditions are considered to be hospital-acquired. This conference will address the structure of the MS-DRG model and important documentation improvement opportunities to help your facility achieve optimal reimbursement and outcomes data accuracy.

Objectives: At the conclusion of this session participants will be able to:

- Describe the structure of MS-DRGs as they compare to the former CMS DRGs.
- Determine the impact of MS-DRGs on your facility.
- Recognize key terminology that reflects severity of illness in the MS-DRG methodology.
- Implement strategies to achieve improved documentation needed for severity-adjusted DRGs

Main Conference Agenda

Sunday, March 16, 2008

Noon – 5 p.m.

Registration

2:00 p.m.

Welcome and Introductions

2:15 p.m. — 3:30 p.m.

Keynote: Case Management: Where Patient Care Management and Finances Meet

Presented by: Kathleen A. Bower, DNSc, RN, FAAN

CONFERENCE PROGRAM DETAILS

Overview: case management is the only health care function with compelling and competing clinical and financial priorities. The goal of nurses and social workers in case management is to balance those two priorities, leading to desired clinical and financial outcomes. Achieving that balance requires knowledge, skill, and strategy. This session will introduce new approaches and reinforce approaches known to be effective, enabling case management staff to feel successful and sane.

Objectives: At the conclusion of this session participants will be able to:

- Describe the clinical core of case management and highlight why it is essential.
- List the core financial priorities of case management.
- Outline the synergistic roles of nurses and social workers in effective case management outcomes.
- Describe strategies to maintain clinical and financial balance and to remain sane.

3:30 p.m. — 3:45 p.m. Beverage break

3:45 p.m. — 5:00 p.m.: The Public Reporting Maze

Presented by: Beverly Cunningham, RN, MS

Overview: As the emphasis on public reporting increases, the public and payers are watching the results. Interpreting these reports is challenging. This session will review the various public reporting sources and discuss the relevance to case management practices as well as to a hospital.

Objectives: At the conclusion of this session participants will be able to:

- Understand public reporting measures.
- Identify the role of the case manager in influencing public reporting.
- Describe impact of public reporting measures on hospitals.

6:00 p.m. — 7:00 p.m. Networking Reception and Visit Exhibits

Monday, March 17, 2008

7:30 a.m. Registration opens

7:30 a.m. — 8:30 a.m. Continental Breakfast and Visit Exhibits

8:30 a.m. — 9:45 a.m. Leading Change

Presented by: Steve Blau, MBA, MSW, LCSW-C

Overview: This session will consider drivers of health care change in the 21st century, and will present strategies to help people and organizations change more successfully. It will reflect on the culture and human dynamics that impact the success of change, and will present practical tactics for gaining commitment.

Objectives: At the conclusion of this session participants will be able to:

- Understand the forces of change in health care organizations.
- Review the reasons why some changes fail.
- Learn strategies to help organizations change more successfully.

9:45 a.m. — 10:15 a.m. Beverage Break and Visit Exhibits

10:15 a.m. — 11:15 a.m.: The Impact of a Documentation Integrity Program - From Reimbursement to Public Reporting

Presented by: Liz Youngblood, RN, MBA

Overview: With the focus on severity-adjusted DRGs and POA requirements, accurate documentation in the medical record influences reimbursement and outcomes that are publicly reported. This session will discuss a clinical documentation program involving physician collaboration during the hospital stay that provides the coders with the information they need to accurately reflect a patient's severity of illness and risk of mortality.

Objectives: At the conclusion of this session participants will be able to:

- Describe what a documentation integrity program is.
- Understand how to fit a program into hospital operations — including the role of the care coordinator and the medical staff.
- Describe how a program impacts reimbursement and how it can affect the results of publicly reported quality metrics.

11:15 a.m. - 12:30 p.m.: Case Managing the Uninsured and Underserved

Presented by: Donna Zazworsky, RN, MS, CCM, FAAN

Overview: With the growing numbers of people who are not eligible for government-funded programs, hospital case managers must know how to help individuals and families navigate the healthcare system and coordinate health care resources. This session will discuss the demographics of the uninsured/underserved and identify proactive strategies to help these individuals receive health care services.

Objectives: At the conclusion of this session participants will be able to:

- Define the demographics of the uninsured and underserved.
- Identify healthcare resources available for this vulnerable population.
- Discuss proactive strategies to help these individuals and families receive the care they need.

12:30 p.m. - 1:30 p.m. Networking Luncheon

1:30 p.m. - 3:00 p.m.: Legal Issues for the Case Manager

Presented by: Elizabeth E. Hogue, Esq.

Overview: From regulatory compliance to ethical concerns, case management practice is constantly evolving. Strategies for your practice as it relates to these issues will be discussed. A question and answer session will allow you to bring specific questions to an expert.

Objectives: At the conclusion of this session participants will be able to:

CONFERENCE PROGRAM DETAILS

- Discuss key legal issues that are priorities for case managers.
- Understand rules and regulations impacting hospital case management practice.
- Identify strategies to assure regulatory compliance.

3:00 p.m. — 3:30 p.m.: Refreshment Break and Visit Exhibits

3:30 p.m. — 5:00 p.m.: Best Practices from the Field

1) Clarian Care Alliance: A Collaborative Approach to Patient Discharge Management

Presented by: Mindy Camden, RN, BSN, CPHQ, CCM

Objectives: At the conclusion of this session participants will be able to:

- Increase the speed and efficacy of patient discharges.
- Centralize an "organization" team for specified patient discharge needs.
- Define a network of credentialed providers for post acute care needs.
- Case manage complex patients with multiple hospitalizations.

2) Case Managing the Seniors: Discharge Planning for the Older Spinal Cord-Injured Client

Presented by: Cindy Mathewson

Objectives: At the conclusion of this session participants will be able to:

- Identify issues with the older client that predispose them to a spinal cord injury
- Identify care coordination needs based on the medical complexities with the older client and his or her caregiver presenting with a paralyzing injury.
- Verbalize treatment alternatives and discharge planning modifications that adapt to the older clients' needs and expectations.

Tuesday, March 18, 2008

7:30 a.m. – Noon Registration

7:30 a.m. – 8:30 a.m. Continental Breakfast and Visit Exhibits

8:30 a.m. – 9:30 a.m. Case Management Variances: A Tool for Improving Patient Flow

Presented by: Toni G. Cesta, PhD, RN, FAAN

Overview: This practical session begins with the process of identifying variances, including internal and external systems, patient, family and practitioner. It follows with methods for aggregating the data collected, and using it to identify and correct patient flow barriers and gaps. A discussion of common patient flow issues and opportunities to improve them using case management strategies will be included.

Objectives: At the conclusion of this session participants will be able to:

- List the types of variance data useful to improve patient flow.
- Review methods for aggregating and monitoring the data.
- Identify ways in which case managers can facilitate patient flow.

9:30 a.m. — 10:30 a.m.: Improving Patient Throughput — A MultiD Approach

Presented by: Donna Prahl, RN, CPUR

Overview: It's a slow-moving train that requires patience, tenacity, and humor! Improving patient flow doesn't happen overnight but with the correct team and focused vision, organizational impact can be realized. Shore Health System staff discovered the benefit of working together with senior leadership to improve overall length of stay, reduced ED length of stay, and reduced inpatient denials.

Objectives: At the conclusion of this session participants will be able to:

- Identify three methods to improve patient flow.
- Identify critical components of successful bed huddles.
- Identify three organizational opportunities for improving patient flow.

10:30 a.m. — 11:00 a.m. Beverage Break and Visit Exhibits

11:00 a.m. — Noon: From Case Management to Medical Management, A Role for the Physician Advisor

Presented by: Catherine Booher, MD

Overview: Hospital capacity constraints and other pressures are pushing case management to the frontier of actual medical management. As ancillary services are optimized and discharge planning refined, the prime focus for case management is increasingly the treating physicians for best care practices. In this environment, the most effective nurse case managers are those who can learn to think like a physician and confidently discuss medical management issues with physicians. The physician advisor to case management can act as a bridge by being an interpreter/translator for nurse case managers and staff physicians.

Objectives: At the conclusion of this session participants will be able to:

- Identify strategies for fully engaging a physician advisor.
- Learn how the physician advisor can improve the partnership between staff physicians, case management and hospital administration.
- Describe methods for improving nurse case managers' competencies and confidence for discussing issues of medical management with staff physicians.

Noon: Main conference adjourns

Accreditation Statement

AHC Media LLC is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

This activity has been approved for 16 contact hours using a 60-minute contact hour.

Provider approved by the California Board of Registered Nursing, Provider# 14749, for 16 Contact Hours.

This program has been approved by the American Association of Critical-Care Nurses (AACN) for 16 Contact Hours, Category (O), file number 10852. This activity has been approved by the Commission for Case Manager Certification for 16 clock hours. This program was approved by the National Association of Social Workers (provider # 88639925) for 16 continuing education contact hours.

Provision of this continuing nursing education activity does not imply endorsement by the provider or by ANCC of any commercial products mentioned or displayed in conjunction with this activity.

The 13th Annual Hospital Case Management Conference:

March 16 - 18, 2008

From the publisher of *Hospital Case Management* and *Case Management Advisor*

Atlanta's Attractions Offer Something for Everyone

Filled with a wealth of attractions and activities, Atlanta offers something for everyone. The city features exciting interactive venues, historical sites and beautiful performing arts facilities. Atlanta's unique attractions include the Inside CNN Studio Tours, the Georgia Aquarium, World of Coca-Cola, Atlanta Botanical Garden, High Museum of Art, the Fernbank Museum of Natural History, Zoo Atlanta and the Atlanta History Center. To find out what's happening around town while you are here, visit www.atlanta.net.

The Westin Buckhead Atlanta

The Westin is perfectly situated adjacent to Lenox Mall and Phipps Plaza, two of Atlanta's most popular shopping malls. Additionally, the Westin is conveniently located near the Metropolitan Atlanta Rapid Transit Authority's rail service (MARTA).

Room Rates

\$162 single or double occupancy prior to **February 21, 2008**

\$25 each additional person over 2 in a room

Prevailing room, city and state taxes will apply

Reservations

Reservations must be made by **February 21, 2008** to qualify for the group rate. Reservations made after February 21 will be made on a space available basis only and at standard (not group) rates.

Call 1-800-WESTIN (800-937-8461) or 404-365-0065 and tell the reservations agent that you are with the Hospital Case Management Conference.

Guarantee Required

The Westin requires that all reservations be guaranteed. Reservations can be guaranteed by a major credit card or check equal to one night's room and tax. No-shows will be charged accordingly. If your reservation is not canceled by 6:00 p.m. the day prior to arrival, and/or you fail to check into the hotel on your specified arrival date, there will be a charge of one night's room and tax.

Parking Rates

	Self Parking	Valet Parking
Up to 2 hours	\$5	\$10
2 to 4 hours	\$10	\$12
4 to 8 hours	\$12	\$15
8 to 12 hours	\$15	\$17
Overnight	\$17	\$24

Planning Committee

Chair

Toni Cesta, PhD, RN, FAAN,
Vice President, Patient Flow Optimization,
North Shore-Long Island Jewish Health
System, Great Neck, NY

Committee Members

Beverly Cunningham, RN, MS,
Director, Case Management
Medical City Dallas Hospital
Dallas, TX

Steve Blau, MBA, MSW, LCSW-C,
Director, Case Management, Good
Samaritan Hospital, MedStar Health System,
Baltimore, MD

Russ Underwood, MS, Editorial Group
Head, AHC Media, Atlanta, GA

Faculty

Steve Blau, MBA, MSW, LCSW-C, Director,
Case Management, Good Samaritan
Hospital, MedStar Health System,
Baltimore, MD

Catherine Booher, MD, Physician Advisor,
Good Samaritan Hospital MedStar Health
System, Baltimore, MD

Kathleen A. Bower, DNSc, RN, FAAN,
Principal and Co-owner, The Center for Case
Management, South Natick, MA

Mindy Camden RN, BSN, CPHQ, CCM,
Manager Care Management, Methodist
Hospital, Clarian Health Partners, IN

Toni Cesta, PhD, RN, FAAN, Vice President,
Patient Flow Optimization, North Shore-
Long Island Jewish Health System, Great
Neck, NY

Beverly Cunningham, RN, MS, Director of

Case Management and Health Information
Management, Medical City Dallas Hospital,
Dallas, TX

Deborah Hale, CCS, President,
Administrative Consultant Service LLC,
Shawnee, OK

Elizabeth E. Hogue, Esq., Burtonsville, MD

Cindy Mathewson, RN, CRRN, Case
Manager, Shepherd Center, Atlanta, GA

Donna Prah, RN, CPUR, Director, Case
Management Shore Health System University
of Maryland Medical System, Easton, MD

Liz Youngblood, RN, MBA, Vice President,
Patient Care Support Services, Baylor Health
Care System, Baylor, TX

Donna Zazworsky, RN, MS, CCM, FAAN,
Manager, Network Diabetes Care, Faith
Community Nursing and Telemedicine
Boise, ID

REGISTRATION FORM

PLEASE PRINT. One form per registrant must be completed and returned (this form may be photocopied).

Event Key

Event 1: Saturday, 3/15/08 — Preparing for Case Management Certification Course

Event 2: Sunday, 3/16/08 — Pre-Conference Workshop: A Business Case for Case Management - 10:00 a.m.-Noon

Event 3: Sunday, 3/16/08 from 2:00 p.m. through Tuesday, 3/18/08 at Noon

Event 4: Tuesday, 3/18/08 — Post-Conference Workshop: Introduction to MS-DRG's & FY08 Initiatives - 1:00 p.m. - 3:00p.m

Package Options (check one):	Early-Bird Price Prior to 2/21/08	Regular Price After 2/21/08	*Group Price (2 or more)
<input type="checkbox"/> Package 1: All 4 events	\$1292	\$1542	\$1142
<input type="checkbox"/> Package 2: Events 2, 3, & 4	\$993	\$1193	\$893
<input type="checkbox"/> Package 3: Events 1, 2, & 3	\$1143	\$1343	\$993
<input type="checkbox"/> Package 4: Events 1, 3, & 4	\$1143	\$1343	\$993
<input type="checkbox"/> Package 5: Events 2 & 3	\$844	\$994	\$744
<input type="checkbox"/> Package 6: Events 3 & 4	\$844	\$994	\$744
<input type="checkbox"/> Package 7: Events 1 & 3	\$994	\$1144	\$844
<input type="checkbox"/> Package 8: Event 1 only	\$299	\$349	\$249
<input type="checkbox"/> Package 9: Event 2 only	\$149	\$199	\$149
<input type="checkbox"/> Package 10: Event 3 only	\$695	\$795	\$595
<input type="checkbox"/> Package 11: Event 4 only	\$149	\$199	\$149

*Due to the deep discounts offered for multiple registrants, the Early-Bird Price does not apply. Registrants must be from the same facility with the same physical location to qualify for group pricing. Price reflects cost per registrant.

Method of payment (to qualify for the Early-Bird Price, registration must be received by 2/21/08):

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Check here if you have a disability and require accommodation in order to fully participate. You will be contacted to discuss your specific needs.

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