See and learn about the latest health care technology and gather important information about Medicaid Managed Care plans at our Technology Fair.

Attend education tracks for Nurses, Social Workers, NF Administrators, and A.L. Managers

June 10, 2015

Iowa Events Center – Hy-Vee Hall
233 Center St.
Des Moines, IA
TECHNOLOGY FAIR INFORMATION

IHCA and ICAL is pleased to have several HIT companies and Managed Care Insurance companies represented at the Summer Conference Technology Fair. Each Tech Fair booth will feature the latest innovative healthcare technology and Medicaid Managed Care products and services. Attendees will have over seven hours to meet with company representatives and view the latest technology demonstrated for your evaluation. The Tech Fair will be open during the Summer Quarterly Education Conference from 8:00 a.m. – 4:30 p.m.

Companies participating in the TECH FAIR include: ICE Technologies; Point Click Care; e-Health Data Solutions; United Business Technologies; Alexander Open Systems (AOS); VGM Forbin - CE Solutions; Dakota Security; Molina Health Care; and more to be confirmed soon.

Continuing Education Credit for:

Department Heads   Nurses   Social Services   Administrators   Assisted Living Managers

ADM
This continuing education program meets the Iowa Board of Examiners for Nursing Home Administrators criteria for continuing education credit for nursing home Administrators.

DH
This program has been approved for continuing education credit for nursing home Department Heads by the Iowa DIA, Health Facilities Division.

N
This program is approved for continuing education credit for Nurses, offered by IHCA, INLTC, IBON Provider #166.

ALMC
The programs specified for Assisted Living Management have been approved for continuing education credit for maintaining the Assisted Living Management Certificate sponsored by ICAL.

SS
This continuing education program meets the Iowa Board of Social Workers Examiners criteria for continuing education credit for Social Services.

ALL
Approved for all disciplines listed above. (N, SS, DH, ADM, ALMC)

Refunds/Cancellations

Refunds will only be granted to those who cancel their registration for the program listed on this brochure in writing by 4 p.m. three business days prior to the meeting date. Cancellations after this time/date, no-shows due to weather, acts of God or illness, will be charged the full registration fee. IHCA ICAL reserves the right to cancel any educational program; in the event of such a cancellation, all fees will be refunded.
8:00 a.m.  Registration/ Technology Fair OPEN – Continental Breakfast

9:00 a.m.  EDUCATION SESSION 1
1.  Successfully Negotiating Managed Care Contracts - CEUs: N, SS, ADM
   Instructors: Brandon Hendrickson and Rachelle Lopez
2.  High Risk Medication Management - CEUs: N, ADM, ALMC
   Instructor: Lisa Uhlenkamp
3.  Time, Talent, & Terror: Overcoming Internal Obstacles to Social Media - CEUs: ALL
   Instructor: Nick Westergaard

10:30 a.m.  Break/Technology Fair OPEN

10:45 a.m.  EDUCATION SESSION 2
1.  Keys to Successful EHR Implementation - CEUs: N, SS, ADM, ALMC
   Instructor: Phil Stravers
2.  Nursing Initial Admission Assessments - CEUs: N, ADM, ALMC
   Instructor: Lisa Uhlenkamp
3.  Unveiling the Mystery of the Five Star Quality Measure Calculation - CEUs: ALL
   Instructor: Sheryl Marshal

12:15 p.m.  Lunch (Provided) /Technology Fair OPEN

1:00 p.m.  EDUCATION SESSION 3
1.  Protecting Patient Information: Time to Ramp Up Your Security - CEUs: ALL
   Instructor: Jim Tufts
2.  Abuse Investigations and Reporting Requirements in SNFs and ALs - CEUs: ALL
   Instructor: Ken Watkins
3.  Cost Reporting Update and Improving Your 5-Star Rating - CEUs: N, DH, ADM, ALMC
   Instructor: Jeff Steggerda

2:30 p.m.  Break/Technology Fair OPEN

2:45 p.m.  EDUCATION SESSION 4
1.  HIT in LT-PAC: Challenges, Best Practices, and Solutions –Panel Discussion - ALL
   Speakers: Panel of IT Managers from Iowa Health Care Association Member Facilities
2.  A.L. Discharges - Involuntary Discharges, Tenant Rights, Due Process, Fair Housing - ALL
   Instructor: Ken Watkins.
3.  KEPRO – Managing Medicare Beneficiary Appeals - CEUs: N, SS, ADM
   Instructor: Nancy Jobe

4:15 p.m.  Adjourn
**Successfully Negotiating Managed Care Contracts** - CEUs: N, SS, DH, ADM  
Instructors: Brandon Hendrickson and Rachelle Lopez

Negotiating effective MCO contracts requires careful planning and a willingness to collaborate. Though the process may seem overwhelmingly complicated, it need not be. This session will review the important issues and strategies you need to know for managed care contract negotiations. Discussion will focus on what an MCO contract entails, the benefits of a well-developed managed care contract, setting goals for an MCO relationship, how to be successful with an MCO, and much more.

**High Risk Medication Management** - CEUs: N, ADM, ALMC  
Instructor: Lisa Uhlenkamp

Keeping Seniors Safe from High-Risk meds has become a priority for CMS. Managing high-risk medication use in the Medicare population can lead to greater health outcomes and higher Star Ratings. During this session we will review the high risk medications and what adverse reactions to watch for in these medications. We will also review what lab tests should be monitored with certain medications.

**Time, Talent, & Terror: Overcoming Internal Obstacles to Social Media** - CEUs: ALL  
Instructor: Nick Westergaard

I don’t want my employees on Facebook all day ... We don’t have the right staff for social media ... If we’re on social media then people will say bad things about us!!! Sound familiar? This practical talk introduces you to the “3 Ts” that threaten social media adoption — time, talent, and terror — and provides strategies for overcoming each of them at your organization.
Program Descriptions

**Education Session 2**
10:45 a.m. – 12:15 p.m.

**Nursing Initial Admission Assessments** - CEUs: N, ADM, ALMC
Instructor: Lisa Uhlenkamp

The initial admission assessment provides the most critical information regarding the needs of a resident/tenant to help nurses to organize information, improve workflow and provide data that is immediately needed and accessible to other clinicians. But, are we getting a true picture of our residents/tenants upon admission or is there a better way of doing the process. During this session we will review what to look for and how to improve the initial head-to-toe admission assessment.

**Unveiling the Mystery of the Five Star Quality Measure Calculation** - CEUs: ALL
Instructor: Sheryl Marshal

Attend this workshop if you want to understand the new criteria used for the Nursing Home Compare quality measure five star rating calculations. Use your data to understand how CMS calculated your current QM star rating and impact your future rating. During the session we will identify parts of the quality measure five star rating; use the CASPER reports to calculate your own QM score; and use a new tool to analyze and prioritize where to start to improve your score.

**Education Session 3**
1:00 p.m. – 2:30 p.m.

**Protecting Patient Information: Time to Ramp Up Your Security** - CEUs: ALL
Instructor: Jim Tufts

No industry should have 9 out of 10 organizations experiencing a data breach or intrusion to their network, but that has been the case in healthcare over the past two years. That’s especially unacceptable for our industry, where sensitive medical and personal information is at risk. In this presentation, you’ll learn about breaches in healthcare, what the cost of a breach could mean to your facility, why, how, and where these cyber bullies target, and practical actions to take to keep patient information secure at your organization.

**Abuse Investigations and Reporting Requirements in SNFs and ALs** - CEUs: ALL
Instructor: Ken Watkins

Ensuring the safety of residents and tenants continues to be a top priority of DIA. With recent changes in the guidance from CMS on the abuse reporting, come learn how to ensure your facility remains in compliance and avoids large fines. There will also be a discussion on the best practices for SNFs, NFs, and ALs on how to conduct an abuse investigation and how to properly report.
Program Descriptions

Cost Reporting Update and Improving Your 5-Star Rating - CEUs: N, DH, ADM, ALMC
Instructor: Jeff Steggerda
This session will give providers an update of the changes in the cost report form, including:
1. Expanded General information for the facility and ownership
2. Expanded statistical details
3. Changes in the financial elements for both revenues and expenses
4. Recent developments from cost report reviews regarding allocations and cost report adjustments
The program will highlight information regarding the 7/1/2015 rebasing and funding issues for the coming months. The presenter will also share updated information on the 5-Star program and will offer some new benchmarks and planning concepts to generate discussion among participants.

HIT in LT-PAC: Challenges, Best Practices, & Solutions – Panel Discussion -CEUs: ALL
HIT is playing a key role in health care reform and changing health care delivery and payment systems. This panel of experts in long term care will discuss how they are implementing health information technology (HIT) in their health care delivery post-acute and long term care settings. The panel will also discuss how their HIT is used to achieve better continuity of care and communication.

The Expert Panel Includes: Blake Jones, Care Initiatives; Christy Hofsaess, Hawkeye Care Centers; Kris Hansen and Josh Hansen, Western Home Communities, and Dan Fosness, Good Samaritan Society

A.L. Discharges - Involuntary Discharges, Tenant Rights, Due Process, Fair Housing - CEUs: ALL
Instructor: Ken Watkins.
ALs are designed to promote autonomy for their tenants, but what happens when legitimate safety concerns come to a crossroads with tenant rights? How does an AL facility properly navigate involuntary discharge issues? How does an AL facility ensure compliance with the federal laws such as Fair Housing? Discussion in this session will focus on these important issues and how to avoid litigation in these areas.

KEPRO – Managing Medicare Beneficiary Appeals - CEUs: N, SS, ADM
Instructor: Nancy Jobe
CMS recently restructured the QIO program across the country. KEPRO, the new Beneficiary and Family Centered Care QIO (BFCC-QIO), now handles Medicare beneficiary complaints and determination appeals and quality of care reviews that were formerly administered by Telligen. Providers are often confused about how to handle demand bills and beneficiary appeals and the recent CMS reorganization has created many questions. This session will introduce attendees to KEPRO and their organizational requirements for providers. Participants should also learn about the use of advance beneficiary notices when discontinuing Medicare services.
## Instructor Bios

Brandon Hendrickson joined Molina Healthcare in 2013 as the Vice President of Network Management and Operations, Brandon brings over 15 years of leadership experience primarily focused in provider network management, contracting and health plan operations activities. Brandon’s background has allowed him to work with providers throughout the entire United States and has provided him with the opportunity to develop new innovative payment programs with multiple providers. Brandon has also implemented new health plan products in multiple markets through the United States.

**Nancy Jobe** is an Outreach Specialist with KEPRO. She received her B.A. from Columbia College and has spent her entire career in Public Relations and Outreach. The last 15 years, she has formed collaborative partnerships with stakeholders and organizations in an effort to address the needs of Medicare Beneficiaries. In her current role as an Outreach Specialist, she is partnering with stakeholders, providing outreach to providers, and engaging Medicare beneficiaries to raise awareness about Medicare rights and the role of the Beneficiary and Family Centered Quality Improvement Organization.

**Rachelle Lopez** is the Contracts Manager for Molina Healthcare of Utah. With a background as a licensed Skilled Nursing Facility Administrator, she has the unique perspective of both provider and payer. She has successfully operated facilities ranging from a small 36-bed ICF, to a large 120-bed SNF and understands the complexities and unique needs of this population. She earned her joint MBA/MHA and moved on to helping Utah Medicaid reduce its non-emergent ER use through a CMS grant.

**Sheryl Marshal** is the Nursing Home Quality Initiative (NHQI) Project Specialist. Sheryl provides quality improvement education and technical assistance to individual nursing homes and promote quality improvement activities in all nursing homes throughout Iowa.

**Jeff Steggerda** is a Reimbursement Consultant and President of Brighton Consulting Group. Jeff has worked in the long term care profession since 1986. He began working with IHCA in 1993 as a Reimbursement Consultant. His roles for IHCA have included creating and maintaining several informational databases to support the quality, finance, and data objectives of the association. Jeff is a CPA, receiving a BBA degree. His career path includes public accounting and positions as Director of Accounting with regional long term care companies.

**Phil Stravers** has been in Information Technology and Healthcare industries for nearly 24 years and has been with ICE Technologies since 1995. Phil was instrumental in the development of ICE’s focus in community healthcare. Phil has personally served as an interim Chief Information Officer to numerous community hospitals and has led services teams that have helped healthcare facilities across the United States succeed with Information Technology.

**Jim Tufts** has over 31 years of IT experience, with 13+ of those years being experience in the healthcare IT industry. Jim has an AA in Computer Programming and many years of technical and industry training and education. He has been involved in more than 50 implementations in multiple industries, and has provided a variety of services including user education, consulting, and process improvement and re-engineering. Jim assists clients with strategic IT planning, HIPAA Security Rule compliance, and is considered an expert in Disaster Recovery planning in both the healthcare and financial industries.

**Lisa Uhlenkamp**, RN, BA, LNHA is a nurse consultant with Assisted Living Partners. Lisa works with assisted living programs to assist them with regulatory compliance issues, as well as, providing in-services to assisted living programs. Prior to joining ALP, Lisa was the Director of Quality Assurance for a large nursing home company and the Director of Quality and Clinical Service for IHCA. Lisa’s nursing experience includes acute care – telemetry, hospice, MDS coordinator, director of nursing, as well as, nursing home administrator.

**Ken Watkins** is a lawyer with the Davis Brown Law Firm, located in Des Moines, IA. He is a member of the firm’s Health Law Department, where his practice includes representation of health care providers in regulatory matters, responding to government investigations and malpractice litigation. Ken received his B.A. degree from Knox College and his J.D. degree from Drake University Law School, where he served on the Drake Law Review. He is a member of the American Health Lawyers Association, American Bar Association (Health Law Section) and the Iowa Bar Association.

**Nick Westergaard** is a strategist, speaker, author, and educator. He is Chief Brand Strategist at Brand Driven Digital, where he helps organizations of all shapes and sizes build better brands online. He also teaches marketing at the University of Iowa’s Tippie College of Business, is a regular columnist for The Gazette, and is the host of the On Brand podcast.
**Summer Quarterly Education Conference and Technology Fair**

**June 10, 2015**
Iowa Events Center – Hy-Vee Hall
233 Center St.
Des Moines, IA

**Registration Information**

Registration fees for IHCA ICAL Summer Quarterly ONLY:
- Members: $125 per person
- Non-Members: $250 per person

Registration fees for IHCA ICAL Summer Quarterly and the 2nd day of the NAHCA Conference
- Members: $150 per person
- Non-Members: $275 per person

You must register for both conferences on the IHCA ICAL website. PLEASE NOTE that Healthcare assistants attending the NAHCA Conference must register at [http://nahcicareforce.org](http://nahcicareforce.org)

1. To register online...go to [www.iowahealthcare.org](http://www.iowahealthcare.org) and click on the Summer Quarterly Education Conference under the education section of our website.
2. Select Register online. If you have not previously created a personal profile, you will need to do so before you register (One profile per person).
3. Complete the online registration and click Submit. A registration confirmation will be e-mailed to you.
4. To register another person, click on LOGOUT and repeat this process.

**Hotel Information**

IHCA ICAL has negotiated special room rates for two hotels near the Iowa Events Center. Rooms are available at the special rate on the nights of June 9 and 10, 2015. To receive the discounted room rates you must request the Iowa Health Care Association rate when making your reservation.

**Marriott Hotel**
700 Grand Ave.
Des Moines, IA
(515) 245-5500

Room rate: $129 single/double plus tax

Room rate cut-off date May 19, 2015

**Holiday Inn – Mercy Campus**
1050 6th Ave.
Des Moines, IA
(515) 283-0151

Room rate: $104.95 single/double plus tax

Room rate cut-off date May 8, 2015