



# NATIONAL SUMMIT

SHIFTING FROM REFORM STRATEGY  
TO OPERATIONAL REALITY



**March 4-6, 2013**  
**Hotel del Coronado**  
**San Diego, California**

**Register Early!**  
**Rates Increase January 31, 2013**

 **HEALTH  
DIMENSIONS  
GROUP**  
*Managing. Consulting. Caring.*

# NATIONAL SUMMIT: SHIFTING FROM REFORM STRATEGY TO OPERATIONAL REALITY

MARCH 4-6, 2013  
HOTEL DEL CORONADO  
SAN DIEGO, CALIFORNIA

Health Dimensions Group invites you to join them for the third annual National Summit: Shifting from Reform Strategy to Operational Reality. This unique two-day event provides practical strategies and solutions for hospitals, health systems, and post-acute and long-term care providers to create partnerships and programs essential for success in the future.

The National Summit once again promises speakers who are nationally recognized experts in the field, who will share their insights and provide proven models and innovative strategies for the challenges you face.

Register now and learn ...

- ▶ How one of the nation's leading health systems is responding to reform and their efforts to develop clinically integrated models of care involving primary and post-acute providers.
- ▶ How to facilitate changes in managing patients across a broad continuum; the roles to be played by both acute and post-acute providers, and how one system is dealing with these challenges across multiple states and health systems.
- ▶ How the Care Transitions Intervention® (CTI) has matured and adapted in markets nationwide, and how providers can adopt its principles to improve care management at any level—acute, post-acute, or community-based.
- ▶ How leading edge thinking about readmission management and the application of medication reconciliation, physician integration in care settings, enhanced care management, and communication among providers can help enhance readmission performance and help you deliver better care.
- ▶ How to select and find the right technology solution for your organization—hear best practices from early adopters and maturing providers.
- ▶ How the CMMI bundled payment initiative is changing the way we pay for and deliver care. Learn from the experiences of two bundled payment awardees (both Model 2 and 3), as they share lessons learned about analysis and model development, care redesign, and selection experiences with CMMI.
- ▶ How to build or participate in a network. Enjoy a dynamic interchange of ideas and experiences from both sides of the network development process that will help you understand selection criteria and reporting requirements.



## MONDAY, MARCH 4, 2013

1:00 p.m. – 4:00 p.m. – Pre-Conference Sessions

**Don't forget to add a pre-conference intensive to your registration!**

### **Dual Eligibles: Trends and Federal and State Initiatives in Managed Long-Term Care**

The Center for Medicare and Medicaid Innovation (CMMI) is embarking on a massive demonstration in 25 states and up to 2 million beneficiaries to implement a capitated model that will provide fully integrated care for persons who are dually eligible for Medicare and Medicaid to achieve the goals of the triple aim (reduced cost, improved outcomes, and better patient satisfaction), the majority of these states are turning their attention to innovative approaches to caring for the costliest dual eligibles—those utilizing long-term support services. These state demonstrations will only be successful if health plans and at-risk entities who are accepting the capitation to provide the care can translate the financial incentives into delivery systems that can successfully manage the care of dual eligible populations in the community rather than in institutional long-term care settings. Clearly, partnerships between acute, post-acute, long-term care providers, housing providers, and others will be essential to achieving long-term success. In this session, you will learn who the dual eligibles are, how these new capitated models of care are being designed across states, and where the opportunities exist for innovation and collaboration in achieving the goals of the triple aim.

*Jade Gong, MBA, RN, Vice President of Strategic Initiatives, Health Dimensions Group*

*Adam Burrows, MD, MPH, Medical Director, Upham's Corner Health Center*

### **Financing, Repositioning and Partnering to Provide the Continuum of Care**

In today's changing health care landscape, providers are being challenged to redesign and reorganize the way they deliver care. This is especially true in post-acute, chronic, and senior living. This care is rapidly being shifted to home- and community-based venues and non-acute environments, particularly in the senior care population. Pressure is mounting to expedite ease of access to the most appropriate discharge destinations. This shift will necessitate an expansion of services through ownership and/or through preferred networks. Either way, the capital requirements can be challenging. This session will explore ways to develop the expanded care networks utilizing innovative ways to generate the capital needed and reduce risk to the organization. Specific examples will be discussed, including public and private partnerships, collaborations with special purpose nonprofit entities, equity development, leasing, and real estate management partnerships.

*Sergei Shvetzoff, Partner, Health Dimensions Group*

*Eric Lunde, Senior Vice President, Public Finance Investment Banking, Piper Jaffray*





# NATIONAL SUMMIT

## CONFERENCE KICK-OFF WELCOME RECEPTION

**5:30 p.m. – 8:30 p.m. – Monday, March 4, 2013**

Join us on the Hotel del Coronado's Sundeck Patio to watch the sunset during a casual evening reception where you can become acquainted with other attendees and enjoy adult beverages and hors d'oeuvres. A list of area restaurants will be provided with your registration, if you wish to make reservations for dinner with friends or new acquaintances after the reception.



## TUESDAY, MARCH 5, 2013

**7:00 a.m. – 8:00 a.m. – Breakfast with Sponsors**

Enjoy breakfast with our sponsors before the morning session begins.

*SCA/McKesson, American HealthTech, A'viands/Valley Services Inc., Clinical Resources, PointClickCare, SmartLinx Solutions, VCPI, Dougherty & Company, LLC, Welsh Construction, Healthcare Purchasing Connection, Encompass Interiors*

**8:00 a.m. – 8:15 a.m. – Welcome and Introductions**

**8:15 a.m. – 9:05 a.m. – Opening Keynote**

### **Gearing Up for Change: The Regional Health System Perspective on Reform and the Importance of Integrated Care**

Regional hospitals and health systems are the backbone of America's health care system, accounting for more than 35 million patient admissions per year. It is in this market segment where much of reform is being felt—from accountable care development and new physician relationships, to readmission penalties and bundled payments—with many organizations challenged to address all of these changes on their own. This session will examine the reform response of one of the nation's leading hospitals and health systems, understand their efforts to develop clinically integrated models of care involving primary and post-acute providers, and share observations and lessons learned along the way.

*Ken Paulus, President and CEO, Allina Health*



## TUESDAY, MARCH 5, 2013 (CONTINUED)

9:30 a.m. – 10:20 a.m. – Plenary Session

### **Managing Patients Across the Continuum: An Emerging Role for Health Systems**

Initiatives like the patient-centered medical home, PACE-like care management models, and palliative care will play an increasing role in the future of health care. The integration of these approaches to coordinate patient care has historically been difficult to achieve, but as health systems evolve their approaches to population health management, integration and coordination will take center stage in improving quality and reducing cost. In this session, participants will learn strategies to facilitate changes in managing patients across a broad continuum, the roles to be played by both acute and non-acute providers, and how one system is dealing with these challenges across multiple states and care settings.

*Marlon Priest, MD, Executive Vice President and Chief Medical Officer, Bon Secours Health System*

10:45 a.m. – 11:35 a.m. – Plenary Session

### **Beyond Care Transitions: How Post-Acute Providers Can Lead the Way to Achieving Value**

Acute and post-acute providers alike agree that care during the transition from one setting to another is the most risky period for any patient, and the documented interventions to manage such transitions have enjoyed tremendous success. Dr. Eric Coleman returns to the National Summit with updated news and results from care transition programs across the country. Session participants will garner an expanded understanding of the Care Transitions Intervention, how it has matured and adapted in markets nationwide, and how providers can adopt its principles to improve care management at any level— acute, post-acute, or community-based care.

*Eric Coleman, MD, MPH, Director, Care Transition Program, University of Colorado Denver*

11:45 a.m. – 1:00 p.m. – Roundtable Luncheon

Join your colleagues for lunch and enjoy a lively table discussion. Each table will be provided a topic for discussion over lunch.

1:00 p.m. – 1:50 p.m. – Plenary Session

### **Readmission Reduction Strategies: What Really Works**

According to the National Institute for Health Care Reform, hospital readmissions within 30 days account for more than \$16 billion annually, rising to as much as \$97 billion for patients readmitted within one year. It's no surprise that measures of readmission or unplanned hospitalizations are a hot topic across almost every aspect of the industry, and that almost everyone is working to manage patients more effectively. But what really works? What can my organization do to improve in this area? This session will offer leading-edge thinking about readmission management from two key perspectives—the hospital view and the community-based post-acute provider view. Each offer differing programs, techniques, and innovations directed at medication reconciliation, physician integration in care settings, care management, and enhanced communication among providers. Attendees will learn about potential application of these techniques in their own settings to enhance readmission performance and deliver better care.

*Erin Denholm, MSN, President and CEO, Centura Health at Home*



# NATIONAL SUMMIT

## TUESDAY, MARCH 5, 2013 (CONTINUED)

### 2:05 p.m. – 2:55 p.m. – **Technology Panel Discussion**

No matter what the situation, it's pretty safe to guess that "There's an app for that." Technology rules our lives in almost every way, and technology deployment in health care is unavoidable. Providers across the board, however, struggle with selection and determination processes, finding the right solution for their organization, and considering the value proposition inherent in one platform over another. This moderated panel discussion will feature technology insider experts who will offer insights into these issues and others, discuss the prospects and timetable for true interoperability, demonstrate practical tools for point-of-care, and share best practice and case study examples from early adopters and maturing providers.

Speakers invited.

### 2:55 p.m. – 3:15 p.m. – **Wrap-up**

Your afternoon and evening will be free for activities and dinner on your own. The Hotel del Coronado offers many activities and dining options; be sure to check with the hotel concierge for a calendar of activities and "10 Things Not to Miss at The Del." The Coronado area also offers activities and dining options within walking distance.



## WEDNESDAY, MARCH 6, 2013

### 6:00 a.m. – 7:00 a.m. – **Wake-up Power Walk or Yoga on the Beach**

Join us for an early morning power walk along the beach as your senses come alive, breathing in the fresh morning air. Or, if you prefer, Yoga on the Beach. Enjoy a memorable workout where the scent of the sea enlivens the senses, the sound of the ocean cleanses the mind, and the feel of the sand connects you to the earth.



### 7:15 a.m. – 8:30 a.m. – **Breakfast with Sponsors**

Enjoy breakfast with our sponsors before the morning session begins.

*SCA/McKesson, American HealthTech, A'viands/Valley Services Inc., Clinical Resources, SmartLinx Solutions, VCPI, PointClickCare, Dougherty & Company, LLC, Welsh Construction, Healthcare Purchasing Connection, Encompass Interiors*

8:30 a.m. – 9:30 a.m. – Panel Session

## **The Bundled Payment Experience: Lessons Learned and Advice for the Next Round**

The Center for Medicare and Medicaid Innovation's (CMMI) 2012 Bundled Payment Initiative sparked an incredible response and interest across the industry in addressing this key provision of payment reform. Bundled payments stand to alter the very core of how we both pay for and deliver care in this country, shifting risk from payors more directly to providers. This session will offer an intimate, facilitated discussion of the experiences of two bundled payment awardees, encompassing both Models 2 and 3. Attendees will enjoy a frank discussion about analysis and model development, care redesign, selection experiences with CMMI, and early lessons from deployment. This is a must-attend event for any organization considering an application for CMMI's next round in 2013.

*Facilitator:* Brian Fuller, Senior Consultant, Health Dimensions Group

*Panel:* Michael Spigel, Chief Operating Officer, Brooks Rehabilitation

Linda Alexander BSN, MBA, RN, CCM, Administrative Director, Post-Acute Continuum and Physician Services, Detroit Medical Center

9:50 a.m. – 10:50 a.m. – Plenary Session

## **Provider Network Development, Experience, and Outcomes – How-To for Both Sides**

As hospitals, health systems, and ACOs struggle to manage both the cost and quality of care in a reformed environment, many are developing “preferred” or “continuing care” networks of community-based post-acute organizations that provide high-quality care, leverage clinical expertise, oversee the quality and efficiency of nursing and rehabilitation, and impact patient outcomes. For acute and post-acute organizations alike, developing a network is no small undertaking. Session attendees will enjoy a dynamic interchange of ideas and experiences from both sides of the network development process, understand selection criteria, learn more about network participation and reporting requirements, and see how they can prepare for building or participating in a network.

*Stephen Rosenthal, President & Chief Operating Officer, CMO – Montefiore Care Management and Vice President, Network Management, Montefiore Medical Center*

11:10 a.m. – 12:15 p.m. – Closing Session

## **Tomorrow is Bright: The Future for Post-Acute Partnerships**

At the close of this year's summit, there is no question that great challenges lie ahead for both acute and post-acute care providers. By working in collaboration, we will play an ever-increasing role in helping reduce cost and improve quality—two key aspects of a value-based healthcare landscape. For post-acute and aging service providers, the opportunities are particularly far-reaching. The closing session will provide a capstone to the Summit's focus on gearing up for change, discuss the leading edge aspects of reform we can expect to operationalize in 2013, and offer a future vision for key strategies as we undertake the daunting healthcare challenge before us.

*Andy Edeburn, Vice President of Continuum Strategies, Health Dimensions Group*

12:30 p.m. – Lunch

Box lunches will be available. You are welcome to stay and enjoy lunch with your colleagues and friends before your departure.



# CONFERENCE LOCATION

## Hotel del Coronado

1500 Orange Avenue  
Coronado, CA 92118  
Phone: 619.435.6611  
www.hoteldel.com



# HOTEL DEL CORONADO



With its iconic red turrets piercing the taut horizontal lines of an azure California skyline, the Hotel del Coronado radiates with a confidence of gracious Victorian splendor that is without equal. Rated one of the top 10 hotels in the world by *USA Today*, The Del continues to maintain its rich history while also offering contemporary conveniences such as unique beach front dining experiences, an award-winning spa, upscale shopping, a variety of recreational activities, and the luxurious cottages and villas at Beach Village.

Built in 1888, this classic beach front respite near San Diego, California has long been heralded as one of America's most beautiful beach resorts. A pronouncement underscored by its designation as a National Historic Landmark in 1977.

The Hotel del Coronado is located on the idyllic island of Coronado, located just across the bay from downtown San Diego, and only a 15-minute drive from the San Diego International Airport.

We have negotiated special room rates for National Summit guests and rates are good three days pre- and post-conference. The specified room rates are subject to federal, state, and local taxes, which are currently 8%, the California Tourism Assessment Fee of .045%, and the Coronado Tourism Improvement District charge, which is currently .5% per occupied room night.

A resort hotel fee of \$15 per room, per night, will be charged, which includes daily newspaper, in-room bottled water, coffee and tea, fitness center access, fitness classes, high-speed internet access, and \$20 off greens fees at La Costa Golf Course. The resort charge covers all room guests.

- ▶ Guest Rooms – \$249
- ▶ Partial Ocean View – \$309
- ▶ Full Ocean View – \$360

Hotel reservations for the National Summit can be made directly with the Hotel del Coronado at 800-468-3533 and mentioning National Summit, or visit the Health Dimensions Group website at [www.healthdimensionsgroup.com](http://www.healthdimensionsgroup.com) to view the conference site.

All reservations must be accompanied by a first night's room deposit or guaranteed with a major credit card. To avoid a one night's room and tax charge, reservations must be canceled at least three (3) days prior to scheduled arrival.



## SCHEDULE AT A GLANCE

Monday, March 4, 2013	
8:00 a.m. – 8:00 p.m.	Registration Open
1:00 p.m. – 4:00 p.m.	Pre-Conference Sessions
5:30 p.m. – 8:30 p.m.	Welcome Reception
Tuesday, March 5, 2013	
6:00 a.m. – 3:30 p.m.	Registration Open
7:00 a.m. – 8:00 a.m.	Breakfast with Sponsors
8:00 a.m. – 8:15 a.m.	Welcome and Introductions
8:15 a.m. – 9:05 a.m.	Opening Keynote
9:05 a.m. – 9:30 a.m.	Break with Sponsors
9:30 a.m. – 10:20 a.m.	Plenary Session
10:20 a.m. – 10:45 a.m.	Break with Sponsors
10:45 a.m. – 11:35 a.m.	Plenary Session
11:45 a.m. – 1:00 p.m.	Roundtable Luncheon
1:00 p.m. – 1:50 p.m.	Plenary Session
1:50 p.m. – 2:05 p.m.	Break with Sponsors
2:05 p.m. – 2:55 p.m.	Panel Session
2:55 p.m. – 3:15 p.m.	Wrap-up
3:15 p.m.	Activities and Dinner on Your Own
Wednesday, March 6, 2013	
6:00 a.m. – 7:00 a.m.	Wake-up Power Walk or Yoga
7:00 a.m. – 1:30 p.m.	Registration Open
7:15 a.m. – 8:30 a.m.	Breakfast with Sponsors
8:30 a.m. – 9:30 a.m.	Panel Session
9:30 a.m. – 9:50 a.m.	Break with Sponsors
9:50 a.m. – 10:50 a.m.	Plenary Session
10:50 a.m. – 11:10 a.m.	Break with Sponsors
11:10 a.m. – 12:15 p.m.	Closing Session
12:15 p.m. – 12:30 p.m.	Wrap-up
12:30 p.m.	Lunch and Departure

### WHO SHOULD ATTEND

This event is exclusively for health care leaders and executives whose job titles include president, CEO, COO, CFO, CMO, CNO, strategy and planning executives, senior vice president, and vice president. Registration is subject to approval and the conference coordinator will verify eligibility.

### TRAVEL

We suggest that you make your travel reservations as early as possible for lower/discounted fares. We have arranged for discounts for airfare and ground transportation. Be sure to use the codes provided to receive your discount.

**Airfare**— A discount for airfare is available at Delta. When booking online, select Meeting Event Code and enter **NMF47** in the box provided on the Search Flight page. Discounted reservations may also be made by calling Delta Meeting reservations at 800-328-1111.

**Ground Transportation**— A discount for ground transportation is available through SuperShuttle. Book online using code **RMS5M**.

For more information call **763.746.5567** or email [national.summit@hdgi.com](mailto:national.summit@hdgi.com).  
To register visit [www.healthdimensionsgroup.com](http://www.healthdimensionsgroup.com).

# SPONSORS

GOLD	  <p>a Personal Care brand by  SCA Life</p>
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# REGISTRATION FORM

**Registration will be capped, so register early to secure your spot!**

\* Required information

## Contact Information

Prefix: \_\_\_\_\_  
\* First Name: \_\_\_\_\_  
\* Last Name: \_\_\_\_\_  
\* E-mail Address: \_\_\_\_\_  
Cell Phone: \_\_\_\_\_

## Business Information

\* Company: \_\_\_\_\_  
\* Job Title: \_\_\_\_\_  
\* Address 1: \_\_\_\_\_  
Address 2: \_\_\_\_\_  
\* City: \_\_\_\_\_  
\* State: \_\_\_\_\_  
\* ZIP Code: \_\_\_\_\_  
\* Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Web site: \_\_\_\_\_  
Assistant E-mail: \_\_\_\_\_

## Emergency Contact

Please indicate a contact person we can notify in case of an emergency.

\* First Name: \_\_\_\_\_  
\* Last Name: \_\_\_\_\_

## Activities/Events

Included in the registration fee are the following activities. Please indicate if you intend to participate so we may plan accordingly.

Welcome Reception— Monday, March 4 - 5:30 - 8:30 p.m.

Yes  No  Not Sure

Wake-up Power Walk— Wednesday March 6 - 6:00 - 7:00 a.m.

Yes  No  Not Sure

Yoga on the Beach— Wednesday, March 6 - 6:00 - 7:00 a.m.

Yes  No  Not Sure

## Information

Please indicate any credentials or designations you have (e.g. MD, MBA, RN)

\_\_\_\_\_

\* Please indicate your provider type (select one).

- Hospital  
 Health System  
 Long-Term Care  
 Post-Acute Care (LTACH, rehabilitation, SNF, home health, hospice)  
 Other

Please indicate any special needs (including food allergies or dietary restrictions).

\_\_\_\_\_  
\_\_\_\_\_

## Registration

- Registration: \$825— After January 31, 2013: \$875  
 HDG Client Registration: \$725— After January 31, 2013: \$775  
 Pre-Conference Registration: \$149— After January 31, 2013: \$199  
*Dual Eligibles: Trends and Federal and State Initiatives in Managed Long-Term Care*  
 Pre-Conference Registration: \$149— After January 31, 2013: \$199  
*Financing, Repositioning, and Partnering to Provide the Continuum of Care*

## Payment

A company check made payable to Health Dimensions Group is enclosed.

Amount: \_\_\_\_\_

Charge my credit card. All credit cards are processed using PayPal.



Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVC: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_  
\_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Signature: \_\_\_\_\_



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