

Join us for a day of learning and networking to identify tools that will enhance the delivery of health care within your practice or facility. All staff are invited to attend, including physicians, nurse practitioners, physician assistants, nurses, case managers, office managers/administrators, billing/coding and authorization specialists. By attending, you will learn from expert educational speakers, Michigan area payors and Lakeshore Health Network (LHN) MSO vendors. Staff from LHN will be available throughout the day to answer any questions.

LHN Select Recognition Sponsors:



LHN Signature Recognition Sponsors:



This event is being sponsored by the above and there is no commercial support for this event.

6th Annual

Third Party Payor & MSO Expo

Wednesday, September 21, 2011

7:00 a.m. – 4:30 p.m.

Holiday Inn Muskegon Harbor
939 Third Street, Muskegon, MI



OUR MISSION:

Lakeshore Health Network exists to serve the residents of the Lakeshore through a partnership of the community and health care providers, dedicated to delivering value and excellence within a "Patient Centered Medical Network™".

MSO MISSION:

Lakeshore Health Network's MSO is a value added benefit dedicated to obtain discounted services to enhance our physician, hospital and ancillary partners that will provide financial efficiencies within their practices and facilities by delivering high quality and cost effective management services. This allows our PHO partners to excel in today's competitive healthcare environment.

LAKESHORE Health Network

CONTACT US! If you have questions or would like additional information, please contact:

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LAKESHORE Health Network

Third Party Payor & MSO Expo Agenda Wednesday, September 21, 2011

7:00–7:25 a.m. Registration/Breakfast/Expo/Community Resource & Payor Resolution Rooms

Morning Session

7:30–8:30 a.m. **Keynote: Health Care Reform** with Tony Stamas, Director, Governmental Affairs, Michigan Department of Community Health

- 1 AAPC CEU credit per session
- 1 CEU credit provided by Ohio Nurses Association

8:30–9:00 a.m. Expo/Break/Community Resource & Payor Resolution Rooms

9:00–10:00 a.m. **The Michigan Primary Care Transformation Project** with Jean Malouin, MD, MPH

- 1 AAPC CEU credit per session
- 1 CEU credit provided by Ohio Nurses Association

Hiring Right the First Time (and What to Do if You Don't!) with Louis Rabaut

- 1 AAPC CEU credit per session

10:00–10:15 a.m. Expo/Break/Community Resource & Payor Resolution Rooms

10:15–11:15 a.m. **Health Literacy: What is it? And Why is it Important?** with Claudia Leiras-Laubach, PhD

- 1 AAPC CEU credit per session
- 1 CEU credit provided by Ohio Nurses Association

BCBSM Organized Systems of Care with Margaret Mason, MHSA

- 1 AAPC CEU credit per session
- 1 CEU credit provided by Ohio Nurses Association

11:15–11:30 a.m. Expo/Break/Community Resource & Payor Resolution Rooms

11:30–12:30 p.m. **Accountable Care: Priority Health – The Journey Continues** with Timothy Zeddies, MHSA, PhD

- 1 AAPC CEU credit per session
- 1 CEU credit provided by Ohio Nurses Association

Community Speed Dating

- 1 AAPC CEU credit per session
- 1 CEU credit provided by Ohio Nurses Association

12:30–1:15 p.m. Lunch/Expo/Community Resource & Payor Resolution Rooms

Afternoon Session – Payor Presentations

1:15–1:45 p.m. **Health Plan of Michigan**

- 1 AAPC CEU credit per session

Show Me the Money! How to Keep Up with Self Pay Collections Today with Kathy Jo Uecker, CMPE, EFPM, NCP, CPC, CPC-H

- 1 AAPC CEU credit per session

1:45–2:15 p.m. **Molina**

- 1 AAPC CEU credit per session

5010/ICD-10 Coding Overview with John Bialowicz (BCBSM), Rob Sawalski (BCBSM) and Craig Boyce (MDCH)

- 1 AAPC CEU credit per session

2:15–2:30 p.m. Break/Snacks

2:30–3:25 p.m. **State Medicaid**

- 1 AAPC CEU credit per session

Humana/Choice Care

- 1 AAPC CEU credit per session

Priority Health

- 1 AAPC CEU credit per session

3:30–4:30 p.m. **State Medicare**

- 1 AAPC CEU credit per session

BCBSM/BCN

- 1 AAPC CEU credit per session

BONUS

Community Resource Room:

An educational opportunity for providers and staff to connect with local health and human services organizations to learn more about services offered in our surrounding area.

Payor Resolution Room:

Does your practice have any claims/ authorization questions or issues? Bring them to the conference to sign up for a personal time to discuss with the plans attending.

Registration Form

LHN Members: \$15.00 Non Members: \$50.00

Morning Session (please select one per time slot)

7:30–8:30 a.m. Keynote: Health Care Reform

9:00–10:00 a.m. The Michigan Primary Care Transformation Project

Hiring Right the First Time (and What to Do if You Don't!)

10:15–11:15 a.m. Health Literacy

BCBSM Organized Systems of Care

11:30–12:30 p.m. Accountable Care: Priority Health – The Journey Continues

Community Speed Dating

Afternoon Session (please select one per time slot)

1:15–1:45 p.m. Health Plan of Michigan

Show Me the Money! How to Keep Up with Self Pay Collections Today

1:45–2:15 p.m. Molina

5010/ICD-10 Coding Overview

2:30–3:25 p.m. State Medicaid

Humana/Choice Care

Priority Health

3:30–4:30 p.m. State Medicare

BCBSM/BCN

PAYMENT AND REGISTRATION DEADLINE:

Registration and payment must be received by Friday, September 2. Walk-ins will be charged a \$75 registration fee. Breakfast, lunch and snacks will be provided. Space is subject to availability and limited to first-come, first-serve basis.

METHOD OF PAYMENT:

Check VISA Mastercard Amount: \$ _____

Name: _____

Card Number: _____

Expiration Date: _____

Business Name: _____

Business Address: _____

Business Zip Code: _____

Phone: _____

E-mail (required): _____

Signature: _____

Authorized signature required for credit transactions.

Date: _____

One form per person. No refunds will be given after September 7, 2011.

Fax to 231-672-6786 or mail to Lakeshore Health Network address on back.

DETACH AND RETURN THIS FORM WITH PAYMENT



Presentations

Keynote: Heath Care Reform

Tony Stamas, Director, Governmental Affairs, Michigan Department of Community Health

Provide those attending with an update about health care reform.

- 1 AAPC CEU credit
- 1 CEU credit provided by Ohio Nurses Association

The Michigan Primary Care Transformation Project

Jean Malouin, MD, MPH

Provide an overview and update on Michigan's multi-payer Primary Care Transformation project, which is being developed as part of the CMS Multi-Payer Advanced Primary Care Practice (MAPCP) demonstration project. Michigan was one of eight states selected by CMS to participate in this three-year project designed to test the principles of the Patient Centered Medical Home and measure its effect on quality, cost and patient experience.

- 1 AAPC CEU credit
- 1 CEU credit provided by Ohio Nurses Association

Hiring Right the First Time (and What to Do if You Don't!)

Louis Rabaut

This session will explore the following:

- Review policies and practices relating to performance
 - Setting expectations
 - Effective performance reviews
 - Effective discipline
- 1 AAPC CEU credit

Health Literacy: What is it? And Why is it Important?

Claudia Leiras-Laubach, PhD

The definition and epidemiology of health literacy will be discussed followed by a review of the evidence linking low health literacy to poor health outcomes. These include,

but are not limited to, lower participation in prevention and health promotion activities and poorer self-management for chronic health conditions. Key barriers to addressing health literacy will be discussed followed by a review of the specific goals and action steps developed by the Department of Health and Human Services' National Action Plan to Improve Health Literacy. The presentation will conclude with information regarding the health literacy improvement projects that are currently ongoing in the Muskegon community.

- 1 AAPC CEU credit
- 1 CEU credit provided by Ohio Nurses Association

BCBSM Organized Systems of Care

Margaret Mason, MHSA

Overview of BCBSM's ACO-type program, which is being built upon the PGIP PCMH foundation.

Objectives:

- Provide overview PGIP long-term vision for Organized Systems of Care
 - Compare ACO model with OSC program
 - Describe OSC Initiatives
- 1 AAPC CEU credit
 - 1 CEU credit provided by Ohio Nurses Association

Accountable Care: Priority Health – The Journey Continues

Timothy Zeddies, MHSA, PhD

The Patient Protection and Affordable Care Act of 2010 brought Accountable Care Organizations to the forefront of reform strategies. This session will explore how Priority Health, a health plan committed to the Triple Aim of enhancing the individual experience, increasing population health, and reducing per capita cost, will enable the continuing journey of accountable, integrated and aligned care. The presentation will involve discussion of the key pillars of accountable care, including accelerated clinical integration, increased economic alignment, improved consumer/patient experience of care, dissemination of per capita cost information, and transparency to meaningfully engage consumers.

- 1 AAPC CEU credit
- 1 CEU credit provided by Ohio Nurses Association

What is Community Speed Dating?

The breakout session will operate much like a regular speed dating event. The workshop participants will be divided into small groups to meet with many community service organizations. They will be sharing a brief presentation on their mission, standard programs, and/or new initiatives while providing participants with a packet of information to take back to the practice. It is what physician's offices should and want to know about their community service organizations! The below represents a sample of agencies attending:

- AgeWell Services (nutrition, education and wellness for seniors)
 - Disability Connection
 - LifeCircles/PACE (program of all-inclusive care for the elderly)
 - MMAP (Medicaid Medicare Assistance Program)
 - Muskegon Community Health Project
 - Senior Resources/Area Agency on Aging
 - West Michigan Therapy – Housing Navigation Program
- 1 AAPC CEU credit
 - 1 CEU credit provided by Ohio Nurses Association

5010/ICD-10 Coding Overview

John Bialowicz, Rob Sawalski and Craig Boyce

We will give a joint presentation between BCBSM and Michigan Department of Community Health (MDCH) that provides an update/overview our 5010 projects, and a high level discussion of the ICD10 project and explain why the plans chose remediation vs crosswalk as a solution.

- 1 AAPC CEU credit
- 1 CEU credit provided by Ohio Nurses Association

Show Me the Money! How to Keep Up With Self Pay Collections Today

Kathy Jo Uecker, CMPE, EFPM, NCP, CPC, CPC-H

Attendees will be able to better evaluate the self pay process currently in their offices today. Tools will be provided for the offices to use to help this bucket from growing larger. Numerous tips and forms will be provided that attendees will be able to implement at their own practice following this presentation.

- 1 AAPC CEU credit
- 1 CEU credit provided by Ohio Nurses Association

Community Resource Room

This is an educational opportunity for providers and staff to connect with local health and human services organizations to learn more about services offered in our surrounding area.

The below represents a sample of agencies attending:

- CALL 2-1-1
- Catholic Charities
- Community Encompass
- Community Mental Health
- Department of Human Services
- Every Woman's Place/Webster House
- Love, Inc.
- Mission for Area People (MAP)
- Muskegon-Oceana Community Action Partnership (MOCAP)
- Muskegon Rescue Mission
- Public Health
- Salvation Army
- United Way of the Lakeshore (continuum of care, emergency needs and more)

Speakers:

- **Tony Stamas, Director, Governmental Affairs, Michigan Department of Community Health:** Tony served as legislator in the Michigan House of Representatives from 1999–2002 and Michigan State Senate from 2003–2010. He serves on numerous community boards including Lutheran Child & Family Services of Michigan and previously Leadership Midland. Mr. Stamas is a Michigan State University graduate with a degree in communications.
- **Jean Malouin, MD, MPH, Associate Chair, Clinical Programs in Family Medicine; Associate Medical Director, Ambulatory Care Services, University of Michigan:** Dr. Malouin has a leadership role in development of the University of Michigan's "Michigan Medical Home" model and has a special interest in the PCMH components of care management and care coordina-

tion. She co-led a community Learning Collaborative to enhance PCMH capabilities for nineteen practice teams across three health care organizations using Lean techniques. She is the Medical Director and Co-Project Lead for developing and implementing a state-wide Michigan multi-payer PMCH pilot project. Dr. Malouin received her degrees from the University of Michigan.

- **Louis Rabaut, Partner, Warner, Norcross & Judd LLP:** Lou chairs the firm's Labor & Employment Law Practice Group. He is a speaker and teacher on subjects ranging from management and leadership to sexual harassment and antidiscrimination laws, and provides in-house training sessions for client management teams. Lou graduated from the University of Detroit/Mercy School of Law.
- **Claudia Leiras-Laubach, PhD, Assistant Professor, Kirkhof College of Nursing, Grand Valley State University:** Dr. Leiras-Laubach is an epidemiologist and expert in quantitative data analysis and community based action research. Her research interests include health literacy, women's health, health disparities, and biomarkers of cancer susceptibility. She earned her degree from the University of Pittsburgh's Graduate School of Public Health.
- **Margaret Mason, MHA, Lead Developer, Blue Cross Blue Shield of Michigan's Physician Group Incentive Program (PGIP), Patient Centered Medical Home (PCMH), and Organized Systems of Care:** Ms. Mason is responsible for managing development and implementation of BCBSM's Provider-Delivered Care Management pilot. She earned her masters degree from the University of Michigan.
- **Timothy Zeddies, MHA, PhD, Associate Vice President, Clinical Programs, Priority Health:** Dr. Zeddies designs, develops, and implements comprehensive measurement and improvement programs in order to manage better quality, medical cost, payment reform, network management, and performance reporting. He earned graduate degrees from The University of Michigan in Health Services Management and Policy.
- **John Bialowicz, Manager, EDI, Blue Cross Blue Shield of Michigan:** John's responsibilities include Trading Partner management, increasing electronic transactions, exploring HIT opportunities, and external testing and deployment of 5010.

- **Rob Sawalski, Communications Planner, Blue Cross Blue Shield of Michigan:** Rob has worked on many major enterprise implementations, including the initial HIPAA implementation. He came to the ICD-10 transition program as part of BCBSM's commitment to raising stakeholder awareness about the mandate.
- **Craig Boyce, Provider Relations, Michigan Department of Community Health:** Craig's responsibilities include the development and implementation of a comprehensive stakeholder awareness campaign for the transition to HIPAA 5010 and ICD-10.
- **Kathy Jo Uecker, CMPE, EFPM, NCP, CPC, CPC-H, Manager, Rehmann's Healthcare Management Advisors:** Kathy's experience includes physician and ASC chart audits, charge master development, fee schedule analysis, insurance carrier contract negotiations, and development of policies and procedures. She has experience with the development and implementation of Compliance Programs and HIPAA standards for various clients. Kathy has achieved the title of Certified Medical Practice Executive (CMPE) through the American College of Practice Executives from Medical Group Management Association. She is a Certified Professional Coder and Certified Professional Coder-Hospital through the American Academy of Professional Coders. Kathy has completed an Executive Fellowship through the American Academy of Medical Management and is a Nextgen Certified Professional in both EPM and EMR applications plus the Image Capture System module.

Accreditation:

Ohio Nurses Association CEU

Mercy Health Partners (OH-314, 9/10/2011) is an approved provider of continuing education by the Ohio Nurses Association (OBN-001-91), an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. All speakers and planners have signed and declared they have not conflict with any information being presented at today's conference.

Disclaimer:

The planners and faculty have declared no conflict of interest.