



2018 LEADERSHIP SUMMIT

Total Cost of Care: Partnerships & Innovation

June 7, 2018

9:00 am – 4:00 pm

**TURF VALLEY
CONFERENCE CENTER**

2700 Turf Valley Road
Ellicott City, Maryland



Maryland
Hospital Association



CRISP



2018 Leadership Summit

Total Cost of Care: Partnerships & Innovation

Under Maryland's Care Redesign Amendment to the All-Payer Model, the State is leading the nation in care delivery transformation. In the first three years of implementation, Maryland has met or exceeded the key All-Payer Model tests for limiting hospital cost growth and improving quality of care.

The next phase of the All-Payer Model begins in January of 2019. The Maryland Total Cost of Care Model moves beyond hospital walls to improve Medicare patients' care in the post-acute community. Care redesign encourages even greater provider alignment to reduce costs and improve quality. Hospitals, post-acute providers, physicians, and community-based providers must all work together to improve population health. Maryland's growing senior population, with their significant needs, are at the center of this drive for improvement.

LifeSpan and The Beacon Institute have teamed up with the Maryland Hospital Association (MHA) and the Maryland National Capital Homecare Association (MNCHA) and Chesapeake Regional Information System for our Patients (CRISP) to bring you the 2018 Cross-Continuum Leadership Summit. Designed to prepare you for what lies ahead, the fifth annual summit will inform you about the latest innovative care delivery models, and update you on technologies being used to improve outcomes.

As a stakeholder, you will need to be an actively engaged partner in the State's vision for person-centered care, clinical innovation and excellence, and improved population health. The Cross-Continuum Leadership Summit will ready you for opportunities currently underway and those that lie ahead.

Target Audience

Leaders at Hospitals, Continuing Care Retirement Communities, Skilled Nursing and Rehabilitation Centers, Assisted Living Communities, and Home Health Providers.

INCLUDING Owners, CEOs, CFOs, CTOs, Executive Directors, Administrators, Medical Directors, and Clinical Leaders



Agenda

2018 Leadership Summit

Total Cost of Care: Partnerships & Innovation

- 8:00 – 8:25 am **Exhibitor Set Up**
- 8:30 – 9:00 am **Registration, Breakfast with Exhibitors**
- 9:00 – 9:10 am **Welcome:** **Kevin Heffner**, *President, LifeSpan Network*
Dawn Seek, *Executive Director, Maryland-National Capital Homecare Association*
- 9:10 – 9:25 am **Morning Keynote**
Toward Total Accountability: Partnering for Our Patients
In 2017 data and analytics drive strategy and determine competitive advantage. This fast paced session will identify the mega-trends reshaping the sector, the accelerating importance of data (both big data and 'small data'), its use and the implications of not knowing or not applying data driven knowledge.
Bob Atlas, *President & CEO, Maryland Hospital Association*
- 9:25 – 10:40 am **Total Cost of Care: Redesigning Maryland's Care Delivery System**
A team from the state and the association will share the latest on Maryland's unique agreement with the federal government that holds hospitals accountable for the total cost of care and the innovative tools, policies and partnership opportunities that will be available to support transformation.
Chris Peterson, *Principal Deputy Director, HSCRC*
Nicole Stallings, *Vice President, Policy & Data Analytics, MHA*
Maansi Raswant, *Director, Policy & Data Analytics, MHA*
- 10:40 – 10:50 am **BREAK WITH EXHIBITORS**
- 10:50 – 11:40 am **Technology That's Making A Difference**
Learn how Mid-Atlantic Health Care used EMR data to lower admissions and re-admissions by 60%. With those results they were then able to increase admissions and create risk based revenue programs.
Scott Rifkin, *Founder & Executive Chairman, Real Time Medical Systems & Partners*
Brandon Neiswender, *Vice President & COO, Chesapeake Regional Information System for our Patients (CRISP)*
- 11:40 am–12:25 pm **The Role of Home Health Care in Total Cost of Care**
This session will explore the tectonic shifts under way in the U.S. health care system, with a focus on the key policy and regulatory trends that are reshaping the economics of home care. Having defined the major headwinds and tailwinds impacting home health, hospice, and related sectors of the health care industry, Mr. Bentley will highlight the opportunities for innovation and strategic imperatives for home health providers and other home-based care organizations.
Fred Bently, *Vice President, Avalere Health*
- 12:25 – 1:10 pm **LUNCH AND EXHIBITS**
- 1:10 – 2:10 pm **Afternoon Keynote**
Disruptive Innovation: The Future of Senior Housing and Care
We are entering a time of disruptive innovation in seniors housing and care and in aging services and healthcare delivery more broadly. Companies will either be disruptors or disrupted. The current seniors housing, long-term care and post-acute care products will need to be repositioned, reimaged and recreated in order to serve the future customer and respond to the move to value-based, outcomes-based healthcare. Come hear the key concepts that will define this future, the key trends that are driving it, and the key success factors for providers of care and services to seniors.
Robert Kramer, *Founder & CEO, National Investment Center for Seniors Housing and Care (NIC)*
- 2:10 – 2:25 pm **BREAK**
- 2:25 – 3:25 pm **Driving Health Care Innovation**
In this session, presenters will share examples of how partnerships between health care providers and community based organizations are improving quality of life, extending independence, and reducing hospital utilization and total cost of care. Through the Nexus Montgomery Regional Partnership, the six hospitals are Montgomery County are leading a series of interventions that bring together a range of health care providers and community partners to address the health and non-health needs of targeted populations in Montgomery and parts of Prince Georges counties. Jeff Goldman will provide a look into how these partnerships were formed as well as share an overview of each of the Nexus interventions to date. In addition, representatives from partner organizations will share recent successes with two key interventions: Wellness and Independence for Seniors at Home (WISH) and the Nexus Montgomery Skilled Nursing Facility Alliance.
Jeff Goldman, *Vice President Population Health & Director, Nexus Montgomery*
Diana A. Saladini, MA, *Director, Population Health & Outpatient Services, MedStar Montgomery Medical Center*
Eileen Alexander, *Administrator, Brooke Grove Rehabilitation & Nursing Center*
Ben Peck, PhD, *Program Director, Wellness & Independence for Seniors at Home (WISH), The Coordinating Center*
- 3:25 – 3:55 pm **How Hospice Can Be An Effective Partner in Total Cost of Care**
Learn how partnering with serious illness and end of life programs can help reduce the overall cost of care while at the same time improving the quality of one's life.
Cathy Hamel, *President, Gilchrist Hospice Care, Inc.*

Presenters

Bob Atlas

Bob Atlas became president and CEO of the Maryland Hospital Association (MHA) in March 2018.

MHA serves as a strategic resource for Maryland's 64 hospitals and health systems, and the communities and patients they serve.

As hospitals' chief advocate, Bob is leading MHA as the state and its hospitals are in the midst of augmenting Maryland's unique "All Payer Model," under which the state regulates the rates hospitals can charge patients. An upcoming 10-year enhancement of that model will include not just hospitals, but other providers as well, from physicians to long-term care facilities, in a continued effort to improve health care quality while reining in costs.

Atlas has a long history addressing challenges in health policy. In 2015-16, while serving as president of the health care and life sciences consultancy EBG Advisors, Bob led an effort with Maryland officials to integrate care for Marylanders who are dually eligible for Medicare and Medicaid. Prior to that he served as an independent advisor on Medicaid reform to North Carolina's Secretary of Health and Human Services.

Previous positions include executive vice president and COO of Avalere Health and president of The Lewin Group, both nationally respected health care consulting firms, where his practice focused on health care delivery and payment. Earlier he was vice president at Jurgovan & Blair, Inc., supporting the formation of the managed care industry and the growth of what is now Medicare Advantage. He launched his career as a commissioned officer in the U.S. Public Health Service.

Atlas holds an M.B.A. in health administration and finance from The University of Chicago Booth School of



Business. He has lived in Montgomery County for 34 years and part time for the past 10 years in Talbot County.

Nicole Dempsey Stallings

Nicole Dempsey Stallings is Vice President for Policy & Data Analytics at the Maryland Hospital Association (MHA), the trade association for Maryland's 64 hospitals and health systems. In this role she oversees the development and implementation of provider alignment strategies to support the goals of Maryland's unique Medicare waiver, which allows the state to set the rates hospitals can charge. Nicole also oversees MHA's behavioral health portfolio and manages multiple legislative and regulatory issues on behalf of the Association.

Prior to joining MHA, Nicole served as Senior Policy Advisor to the Secretary of the Maryland Department of Health and the Director of the Maryland Health Quality and Cost Council. Ms. Stallings was charged with coordinating and facilitating collaboration on health care quality improvement and cost containment initiatives for the state. Ms. Stallings also staffed the Maryland Health Benefit Exchange Board and the Health Care Reform Coordinating Council, established by Governor O'Malley to coordinate implementation of the Affordable Care Act.

Ms. Stallings held previous roles as Chief of Government Relations and Special Projects at the Maryland Health Care Commission and was a registered lobbyist and the Director of Policy for the New Jersey Hospital Association. Nicole has her Master of Public Policy with a concentration in Health Care from the Edward J. Bloustein School at Rutgers University and a Bachelor of Arts from Virginia Tech.



Maansi Raswant

Maansi Raswant is a Director in the Policy & Data Analytics team at the Maryland Hospital Association, where she is responsible for advocacy related to Medicaid and private payer-related activities, including the alignment of health reform initiatives with the goals of Maryland's All-Payer Model. She also works on efforts focused on post-acute and long-term care, leading the Association's Continuing Care Work Group, which is comprised of hospital, skilled nursing facility, home health, home care, hospice, and continuing care retirement facility representatives.

Previously, Ms. Raswant was Senior Regulatory and Policy Advisor at The Hilltop Institute, where she advised the leadership of the Maryland Health Benefit Exchange, Maryland Medicaid, and the Maryland Insurance Administration with the state's implementation of the Affordable Care Act. She gained administrative law experience as a law clerk at the Department of Health and Human Services, Office of General Counsel, Region II.

Ms. Raswant teaches a graduate course on legal and ethical principles related to health information technology as an adjunct professor for the Health Information Technology Master's Program at the University of Maryland, Baltimore County (UMBC).

Ms. Raswant earned her law degree from Seton Hall University School of Law, with a certificate in health law, and her undergraduate degree in health care ethics and public policy from UMBC. Ms. Raswant is admitted to practice in Maryland and is a member of the American Health Lawyers Association.



Fred Bentley

Vice President, Avalere Health

Fred advises clients on health delivery and payment innovation, providing analytic and strategic insight on issues related to the delivery of care. As an expert in fields ranging from payer strategy to hospital-physician alignment, and post-acute care, he has worked with providers, including integrated delivery networks, academic medical centers, post-acute providers, and long-term care organizations as well as national and regional health plans. Over the past five years, his work has focused on supporting health systems engage in Medicare and Medicaid payment and delivery system transformation initiatives.

Prior to joining Avalere, Fred was a Principal in the Accountable Care Solutions practice at The Chartis Group. In this role, he worked with leading hospitals and health systems in developing strategic roadmaps to guide their clinical innovation, population health, and cross-continuum integration initiatives. He also served as a Managing Director with The Advisory Board Company, managing a team of consultants and analysts who supported provider organizations ranging from physician groups and health systems to post-acute care providers.

Fred holds an MPP and MPH from the University of California, Berkeley and a BA in Political Science from Harvard.

Robert G. Kramer

Mr. Kramer is Founder and Strategic Advisor at the National Investment Center for Seniors Housing & Care (NIC), a non-profit education and resource center that



serves debt and equity investors interested in the seniors housing and care industry. NIC is the leading provider of research as well as business and financial performance data on this sector for capital providers. NIC's focus is to enable access and choice in seniors housing and care by providing data, analytics and connections that bring together investors and care providers. Mr. Kramer, a frequent writer and speaker on trends in seniors housing, post-acute care and long-term care, directed NIC from its inception in 1991 until July 2017. A former county government official and Maryland state legislator, Mr. Kramer was a leader on health and environmental issues while representing the state capital of Annapolis in the 1980s. Mr. Kramer was educated at Harvard and Oxford Universities and holds a Master of Divinity degree from Westminster Theological Seminary.

Jeff Goldman

Director, Nexus Montgomery

Jeff works with the Board of Directors to jointly set mission, vision, goals, and strategy, and select programs and investments to achieve shared objectives. He is responsible for managing Nexus infrastructure and program staff, ensuring that outcome metrics are accurately tracked and reported, and developing program budget and expense recordation. Prior to joining Nexus, he served as the Vice President of Market Development at Valence Health where he identified and developed strategic market opportunities stemming from changes in state and federal health policy. He has extensive experience in healthcare marketing and strategy development, including 15 years with Kaiser Permanente at both the local and national levels. He is pursuing a PhD in Public Health from the University of Maryland, and holds a Masters



of Arts in Writing from Johns Hopkins University and Master of Business Administration from Northeastern University.

Catherine Hamel

Cathy Hamel has over 20 years executive experience in healthcare management from small physician practice management to Fortune 500 business development and operations responsibilities, including acquisition and development activities. She held executive positions at NeighborCare At Home, Severn Healthcare, Inc., Columbia Healthcare Corporation and TeamCare. At Columbia HealthCare Corporation she participated on a team that submitted an application and site survey for the Malcolm Baldrige Quality Award for Healthcare. She was directly responsible for the Information Management survey responses. Cathy has been with Gilchrist since August of 2008 and started as the organization's Chief Operating Officer. She was promoted to Executive Director in November 2009 and President in 2015. In addition, she was appointed to the position of Vice President of Continuing Care Services for GBMC Healthcare, in July 2011.. Cathy serves as the President of the Hospice Alliance in Maryland where she was instrumental in building a state-wide program for children's hospice services, Alliance Kids She also serves on the Board of Global Partners in Care where palliative and hospice care is promoted internationally. She also serves on the Horizon Foundation and LifeSpan Boards. Cathy lives with her husband and three children in Marriottsville, Maryland. Cathy was named one of Maryland's Top 100 Women in 2018.





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Hotel Directions

TURF VALLEY INN AND CONFERENCE CENTER

2700 Turf Valley Road, Ellicott City, Maryland 21042
410.465.1500

FROM BALTIMORE

Take I-695 to exit 16 (I-70 West toward Frederick). Follow I-70 to exit 83 (Marriottsville Road.) At the stop sign turn left onto Marriottsville Road. At the second traffic light, turn left onto Route 40. Go 7/10 mile and turn left onto Turf Valley Road. Turf Valley's entrance will be on your left.

FROM FREDERICK

Take I-70 East towards Baltimore. Take Exit 82 - Ellicott City / 40 East. Go through one stop light. Continue Approximately 7/10 of a mile and turn left onto Turf Valley Road. Turf Valley's entrance will be on your left.

Registration

2018 Leadership Summit

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Registration and Cancellation Policy

Visit our website www.lifespan-network.org to read the Registration Policy. Refunds, minus a \$75.00 processing fee per registrant, will be honored if requested in writing SEVEN (7) business days prior to the date of the seminar. In the event of emergency, attendees may send substitutions in their places without prior notification. Additional fees may apply.

Continuing Education

This program is sponsored by The Beacon Institute. **This course is approved for 5.5 continuing education credit hours.**

Assisted Living Managers: The program is approved by the Office of Health Care Quality (OHCQ) for continuing education credits for assisted living managers.

NH Administrator: This program is approved by the National Continuing Education Review Service (NCERS) of the National Association of Boards of Examiners of Long Term Care Administrators.

Social Worker: This course is approved by the Maryland Board of Social Worker Examiners for Category I continuing education for social workers licensed in Maryland.

Deadline: June 4, 2018

Name _____ Title _____

Work Email (REQUIRED) _____

NH Administrator License # _____ NAB CE Registry ID# _____

Organization Name _____

Organization Address _____

City _____ State _____ Zip _____

Work Phone _____ Fax _____

Registration Fee: Lifespan/MHA Members \$225 Non-Members \$350

Early Registration Discount Fee: If registered by May 29, 2018

Lifespan/MHA Members \$200 Non-Members \$300

Total Amount Due: _____

Please mail with check payable to: **THE BEACON INSTITUTE**

7090 Samuel Morse Drive, Suite 400, Columbia, MD 21046

Or fax with credit card information to 410.381.6061



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CV2 Security Code _____ Expiration Date _____

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Card Holder Email _____

FOR ADDITIONAL INFORMATION PLEASE CALL

Annmarie Gordon at 410.381.2401, x240 or agordon@lifespan-network.org





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Suite 400
Columbia, MD 21046



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