

*Live Stream
or
Attend In Person*



LONG-TERM CARE FINANCIAL PROFESSIONALS CONFERENCE

December 6, 2018

9:00 am – 4:00 pm

Registration and breakfast start at 8:30 am

Handelman Conference Center

7090 Samuel Morse Drive

Suite 400

Columbia, Maryland 21046



PROGRAM SUMMARY

Things always change quickly in the world of Long-Term Care, and this coming year is going to be especially busy; not only in the way and amount you get paid, but also in the way you gather and communicate electronic data and how that data will influence the way you treat, admit and discharge residents. Total Cost of Care, EPIC, PDPM, CRISP, your hospital relationship and changes will affect the data and determine your financial future. Is your facility prepared?

Conference Sessions will focus on:

- Business Intelligence and Data Security issues
- Changes in the way third-party reimbursement systems will change the way you do business
- Regulatory and other Financial changes and complexities

We will end the day with a panel discussion and a question and answer session highlighting trends, changes, proposals and other financial related issues you need to be aware of.

TARGET AUDIENCE

- Administrators
- CFOs
- Information Technology Directors
- Department heads, accountants and other professionals who have financial management responsibilities and work in a long-term care environment

DIRECTIONS TO THE HANDELMAN CONFERENCE CENTER

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

From Interstate 95

Take the MD-175 W EXIT 41, toward Columbia. Merge onto MD-175 W/Rouse Parkway. Turn slight right onto ramp to merge onto Columbia Gateway Drive. Turn left onto Samuel Morse Drive. (If you reach Robert Fulton Drive you've gone too far). 7090 is on the right and at the end of Samuel Morse Drive. Turn towards the office building. Follow the signs for the **Handelman Conference Center**. The Conference Center is located at the rear of the building.

From Route 32

Take Exit 14 for Broken Land Parkway. Merge onto Broken Land Parkway. Turn right onto Snowden River Parkway. Use the right lane to take the ramp onto Robert Fulton Drive. Turn right onto Columbia Gateway Drive. Take the first right onto Samuel Morse Drive. (If you reach Albert Einstein Drive you've gone too far). 7090 is on the right and at the end of Samuel Morse Drive. Turn towards the office building. Follow the signs for the **Handelman Conference Center**. The Conference Center is located at the rear of the building.

From Frederick

Merge onto I-70 E via the ramp on the left toward /Baltimore/Washington. Continue on I-70 to merge onto US-29 S/Columbia Pike S via EXIT 87A toward Columbia/Washington. Keep left to take MD-100 E via EXIT 22 toward Glen Burnie. From MD-100 take the Snowden River Parkway exit, EXIT 3 and turn slight right onto ramp to merge onto Robert Fulton Dr. Turn right onto Columbia Gateway Drive. Take the 1st right onto Samuel Morse Drive. (If you reach Albert Einstein Drive you've gone too far). 7090 is on the right and at the end of Samuel Morse Drive. Turn towards the office building. Follow the signs for the **Handelman Conference Center**. The Conference Center is located at the rear of the building.

SPEAKERS



Sharon Paul, CPA, MCTS is a Partner at Gross Mendelsohn's Technology Solutions Group. She is a CPA and Microsoft Certified Technology Specialist with decades of experience. Sharon specializes in implementing clinical and financial software, ERP systems, and CRM systems for a wide range of clients, including healthcare organizations. Reporting is a common concern for clients and helping them find new ways of retrieving relevant data is a passion Sharon has. Helping clients use technology to solve tough organizational issues and automate their processes is what drives Sharon. Sharon often shares her insider knowledge at the firm's software users group events.

Michael Marinaro, CPA, MCTS is a Principal at Gross Mendelsohn's Technology Solutions Group. Michael is a CPA and Microsoft Certified Technology Specialist with decades of experience working with various software systems. He has a knack for pulling practical, ready-to-use information out of complex systems in seconds. With an in-depth knowledge of business intelligence tools as well as SQL Reporting Services, building custom reports for clients is his specialty. Michael frequently shares his reporting expertise with Microsoft users at his firm's annual Microsoft Dynamics GP User Group, and with local organizations.



Bill Walter, MCP, MCSE, PMP is a Principal with Gross Mendelsohn's Technology Solutions Group. Bill has decades of experience working with computer network infrastructure. Bill has a proven track record of success working with organizations at every level of computer system design, implementation and support. His experience includes high level planning for internal and external networks, research and selection of hardware and software products, and hands-on installation and configuration of networks. His expertise lies in cyber security, managed services, disaster planning, and data backup and recovery. Bill is an avid contributor to the firm's blog and often shares his expertise at conferences and events.

Patrick V. Trotta, CPA, CHC is a Partner at the Public Accounting and Consulting Firm of Hertzbach and Company and is the Director of the Firm's Health Care Consulting Group. He graduated from Towson University with a B.S. in Business Administration and concentrations in Accounting and Economics. Mr. Trotta is a Certified Public Accountant licensed in Maryland and Washington, D.C. and is also Certified in Healthcare Compliance. Mr. Trotta is a frequent speaker and presenter on health care related topics and provides litigation support services to numerous health care providers. Mr. Trotta also sits on several health care organization boards.





Paul Miller, CPA has over 38 years of experience in accounting specializing in third-party reimbursement for Health Care Providers. Paul is currently the Executive Director of Lifespan Products and Services and Senior VP of Operations and Products at Lifespan Network. Paul has served on numerous committees and study groups dealing with Medicaid reimbursement for long-term care providers. Currently Paul serves as the Lifespan Network representative to the Maryland Nursing Home Liaison committee to the Department of Health, and the Total Cost of Care Workgroup at HSCRC. Paul graduated from Virginia Tech in 1979 and received his CPA certification in 1982.

Mark Steinberg, CPA, CVA, a Partner at Hertzbach & Company, P.A, joined the firm in 2010. He is a graduate of University of Baltimore with a Bachelor of Science in Accounting. Mark is a Certified Public Accountant in Maryland and a Certified Valuation Analyst.

Mark has over 20 years of public accounting and client service experience and is the Director of our Health Care Service Group as well as the Director of Assurance services for Hertzbach. Mark's expertise is primarily in the areas of assurance services, business valuation, litigation support, and third-party reimbursement. He has extensive knowledge of the nonprofit industry and his clients include charitable organizations, continuing care retirement communities, nursing homes, residential treatment centers, and organizations supporting the developmentally disabled. Mark is also co-director of the Nonprofit Services Group, chair of the Assurance Committee, and the director of the Employee Benefit Plan Audit Group at the firm.



AGENDA

8:30 am..... SCAN-IN/BREAKFAST

9:00 am–9:10 am WELCOME

Kevin Heffner

President, LifeSpan Network

9:10 am–10:40 am

Business Intelligence and Data Security- Two Ingredients You Need To Enhance Your Senior Care Organization’s Technology

When resident care is your top priority, finding the right technology tools to provide reporting and insight into the overall organization’s stability and long-term success can be an afterthought. In this session, we will show you the right mixture of software, secure infrastructure, and reporting tools that will position your healthcare organization to be more adaptable to changes than ever before. When different staff members in your organization need to have access to a variety of software, senior care organizations are often forced to purchase a-la-carte software to fit specific clinical care and financial reporting needs – meaning your key data often ends up in multiple software systems. But with emerging technologies, like business intelligence, all of your data can be pulled together from several sources seamlessly and be seen on one mobile-friendly view. The session will focus on what business intelligence is, discuss how staff can leverage it for better, more accurate, insights into their resident care practices. While it’s important to have access to your data using business intelligence, another problem healthcare organizations face is the constant threat of getting hacked. New studies show that the healthcare industry is a major target for cyber security threats. In 2018 Q2, KnowBe4 reported that hacks were up 278% for the healthcare industry.

Sharon Paul, CPA, MCTS

Partner, Gross Mendelsohn’s Technology Solutions Group

Michael Marinaro, CPA, MCTS

Principal, Gross Mendelsohn’s Technology Solutions Group

Bill Walter, MCP, MCSE, PMP

Principal, Gross Mendelsohn’s Technology Solutions Group

10:40 am–10:55 amBREAK

10:55 am–12:25 pm

Medicare, Medicaid and other Reimbursement Changes, Trends and the Future

The session will focus on Medicaid Reimbursement for Skilled Nursing Facilities and address changes as they affect Maryland reimbursement system. Although the rate calculation formula did not change this year. The first rebasing since the system was implemented did change the distribution of funds between providers and regions. When the current system was implemented it was based on cost reports that reflected spending patterns under a cost-based reimbursed retrospective system. Now, those limitations no longer apply. Learn how the change from a cost-based retrospective-based system to a prospective-based system affected providers’ spending patterns.

1. Medicare Reimbursement for Skilled Nursing Facilities: On October 1, 2018 (Federal Fiscal Year 2019) Medicare will discontinue the current RUGs based reimbursement system and implement a Patient Driven Payment Model (PDMD) system. Find out how this change could affect your financial position.



2. Total Cost of Care (TCOC) The future is all about TCOC. Find out what TCOC really means. The language of the future will be: Average Length of Stay, TCOC, and Bundled payments and Readmission Penalties. What does it mean to your future, and
3. Both the Certificate of Need process and the State Health Plan are undergoing major changes. As you plan your facility's future you need to know what the future may look like.

Patrick V. Trotta, CPA, CHC
Partner, Hertzbach & Company, P.A

Paul Miller
Chief Operating Officer, LifeSpan Network

12:25 pm–1:15 pm LUNCH

1:15 pm–2:45 pm

Are You Ready for These Three Major Changes to the Accounting Rules?

The Financial Accounting Standards Board (FASB) has released 3 major updates to Generally Accepted Accounting Principles (GAAP) since 2014 that are either in effect or will go into effect over the next year or two. These sweeping changes have created a complex and volatile environment for CFO's and controllers. The sessions will also focus on the following standards:

1. Presentation of Financial Statements of Not-for-Profit Entities;
2. Revenue Recognition Standard;
3. Lease Standard. Lastly, the presenter will discuss the following: What the changes are; the applicability to your organization; when they go into effect, and, how they might affect your financial statements and accounting policies and procedures.

Mark Steinberg, CPA, CVA
Partner, Hertzbach & Company, P.A

2:45 pm–3:00 pmBREAK

3:00 am–4:00 pmPANEL DISCUSSION

This is an interactive session. The attendees are encouraged to ask questions and engage the panel in a discussion of pertinent and relevant issues that are critical to senior care financial stability. The panel will include the speakers from the day's presentations. Questions will come from the audience as well as the moderator. Each speaker will be asked to give their perspectives on the following topic area:

1. Outsourcing Office Functions;
2. Compliance Issues Impacting Post-Acute Providers;
3. Cyber Security;
4. Board Involvement in Financial Management;
5. Tax Changes Impacting For-Profit and Not-For-Profit Providers, and Budgeting; and
6. Best Practices.

4:00 pmADJOURN

REGISTRATION

Long-Term Care Financial Professionals Conference

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.

Deadline: December 3, 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 \$175 Non-Members \$275

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   

Name on Card _____

Account No. _____

CVV2 Security Code _____ Expiration Date _____

Signature _____

Credit Card Billing Address _____

City _____ State _____ Zip _____

Card Holder Email _____

FOR ADDITIONAL INFORMATION PLEASE CALL

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



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