



2019 LEADERSHIP SUMMIT

Total Cost of Care: Succeeding with Data Management

June 24, 2019

9:00 am – 4:00 pm

**TURF VALLEY
CONFERENCE CENTER**

2700 Turf Valley Road
Ellicott City, Maryland



Maryland
Hospital Association



CRISP

2019 Leadership Summit

Total Cost of Care: Succeeding with Data Management

The full impact of Maryland's Total Cost of Care (TCC) will be borne in 2019 and beyond as the last phase of the All-Payer model begins. Care redesign encourages more informed provider positioning to reduce costs and improve quality of care. Hospitals, post-acute providers, physicians, and community-based providers are required to step up their interoperability to show reductions in cost and improvements in population health. As a significant consumer of the services of these providers, seniors and senior care stand poised to be a huge driver in the success of Maryland's unique model.

LifeSpan and the Beacon Institute join the Maryland National Capital Homecare Association (MNCHA), the Maryland Hospital Association (MHA), and the Chesapeake Regional Information System for our Patients (CRISP) to bring you the 7th Annual Leadership Summit on June 24th, 2019. Bringing together key influencers and decision-makers in the field, this one-day conference leverages the collective knowledge and guidance from all stages of the health care cycle. This year's theme of "Utilizing Data to Reduce the Total Cost of Care" takes a closer look at how leveraging generated data is a vital part of the success of an institution as well as the success of care. In addition, the Patient Driven Payment Model (PDPM) will be here October 1, and with it comes not only significant operational changes but also a change of thinking about payment and clinical characteristics.

Successful care is about more than data, however. This Leadership Summit offers the opportunity to network with industry leaders, to learn from your peers, and to interact with the partners and players in Maryland's All-Payer model. This full day intensive and interactive program will provide you with the opportunity to hear from the leaders who understand the details and the nuances of the new system, and to interact with exhibitors who can help your organization to best position itself to take advantage of the opportunities that lie ahead of us. Add your voice to the conversation at the 2019 Leadership Summit.

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

2019 Leadership Summit

Total Cost of Care: Succeeding with Data Management

- 8:00 – 8:30 am **Exhibitor Set Up**
- 8:30 – 9:00 am **Registration, Breakfast with Exhibitors**
- 9:00 – 9:25 am **Welcome and Opening Remarks**
Kevin Heffner, *President, LifeSpan Network*
Dawn Seek, *Executive Director, Maryland-National Capital Homecare Association*
- 9:25 – 10:00 am **Morning Keynote**
Maryland's Health Care Financing Model, 2019-2028 Edition
Maryland's new Total Cost of Care Model, launched January 1, looks much like the just-ended All-Payer Model. Yet it brings new opportunities and serious challenges for hospitals and many other stakeholders. Bob Atlas will explain the history, context, aims and key provisions of the model, plus the imperatives that hospitals face as the holders of financial risk.
Bob Atlas, *President and CEO, Maryland Hospital Association*
- 10:00 – 10:25 am **Partnerships for Whole Person Care under the Total Cost of Care Model**
Hospitals are the central actors in the Total Cost of Care Model, but our state's success will depend upon coordination and engagement both across the health system and between health care providers and others whose work impacts the population's health and well-being. Nicole Stallings will outline the systems approach needed and how home care providers can contribute to success.
Nicole Stallings, *Senior Vice President, Government Affairs and Policy, Maryland Hospital Association*
- 10:25 – 10:45 am **BREAK WITH EXHIBITORS**
- 10:45 – 11:15 am **CRISP Services Overview: Long Term and Post Acute Care Settings**
This presentation will review CRISP services, and will give participants insight into how health information can be used to positively impact overall care, specifically with the Total Cost of Care model in mind.
Sheena Patel, MD, *Associate Director of Provider Relations, CRISP*
- Understanding Data and How Care Coordination Can Improve the Total Cost of Care**
Understanding trends in your data can guide improvements for better coordination of care and reduce avoidable hospital utilization to ultimately reduce the total cost of care per patient.
Kelly Arthur, *Improvement Consultant, Health Quality Innovators (HQI)*
- 11:15 am–11:40 pm **Putting Data to Use in the "Post-Acute, Serious Illness and End of Life" Space**
Catherine Hamel, *President, Gilchrist Hospice Care, Inc.*
- 11:40 – 12:00 pm **Using Data To Drive New Revenue And Efficiencies In Health Care**
Hear about strategies to tackle the challenge of turning your raw data into useful information that can transform your business, as well as how to make sure your staff collects accurate data to drive decisions, improve reimbursement and save money.
Rob Kerr, *Healthcare Practice Lead, Hartman Executive Advisors*
- 12:00 – 1:00 pm **LUNCH AND EXHIBITS**
- 1:00 – 1:45 pm **Afternoon Keynote**
The Maryland Primary Care Program as it Relates to Total Cost of Care
Dr. Haft will explain how the MD Primary Care Program compares to CPC+, and how the partnership with the Center for Medicare and Medicaid Innovation shapes the program's activities and goals for 2019, and future changes to the program. He will also provide a timely status update for the program, and explain payments and tools available to participating organizations at a high level.
Howard Haft, MD, *Executive Director, Maryland's Primary Care Program*
- 1:45 – 2:30 pm **Analytic and Data Support for the Total Cost of Care Model**
The Total Cost of Care Model State Agreement became effective on January 1, 2019. To achieve a patient-centered system, the Total Cost of Care Model includes several key elements. Achieving these goals will rely on effective use and sharing of analytics and reporting about all aspects of care with and between providers. This discussion will focus on the sources of data available and how the HSCRC is planning to enrich, use and share that data to support success under the Total Cost of Care Model.
William Henderson, *Principal Deputy Director for Medical Economics and Data Analytics, HSCRC*
- 2:30 – 2:45 pm **BREAK WITH EXHIBITORS**
- 2:45 – 3:15 pm **Using Research to Drive Action**
How do you take operational questions and leverage existing data to drive actionable change within a community? In this session, hear first-hand experiences from the nation's only in-house research and education Institute housed within a non-profit senior living organization. Dr. Majid shares examples of data sources to leverage, best practices for stakeholder (Colleague, Resident, Family) engagement, and how to operationalize findings and change the culture of research within your organization.
Tabassum Majid, PhD, *Executive Director, Intergrace Institute*
- 3:15 – 3:30 pm **Kevin Heffner**, *President, LifeSpan Network*
Dawn Seek, *Executive Director, Maryland-National Capital Homecare Association*
- 3:30 pm **THANK YOU AND ADJOURN**

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 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 Senior Vice President, Government Affairs and Policy 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 Depart-

ment 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.

Sheena Patel

Dr. Sheena Patel serves as the Associate Director of Provider Relations and Behavioral Health subject matter expert for CRISP. Sheena works with CRISP



stakeholders in both the hospital and ambulatory settings, maintaining business relationships and collaborating across settings to develop innovative data sharing strategies that will positively impact patient care in Maryland. She also serves as a behavioral health subject matter expert, working with stakeholders and legal counsel to drive strategy and optimize CRISP services in the behavioral health community.

Kelly Arthur

Kelly Arthur is an Improvement Consultant with Health Quality Innovators (HQI) supporting numerous care transitions in Maryland. Her work includes a focus on community organizing, technical and analytical assistance



with Medicare claims data to guide hospitals and community partners in their efforts to reduce hospital utilizations. Kelly has more than 30 years' experience in healthcare and geriatric social work with attention to transitions of care when patients are most vulnerable. Kelly's early work in geriatric social work led to development of a psychotropic reduction task force and sensitivity education and awareness training as a Certified Dementia Trainer in skilled nursing facilities. During her years in home health and hospice operations, she collaborated with hospital systems, managed care companies, community service boards and non-profit residential housing. Kelly has also worked in the outpatient setting, inpatient rehabilitation, durable medical equipment and private duty care. Her wide range of healthcare experience provides a far-reaching knowledge base to assist HQI's coalitions.

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.

Rob Kerr

A long-time leader in healthcare services, Rob Kerr has lived through many changes in healthcare practice, regulation and reimbursement. His role has been to make sure healthcare organizations are getting the information they need to succeed through those changes. Throughout his career, Rob has been engaged in the full spectrum of healthcare IT, from staffing, budgeting and operations to application development and implementation. He knows the industry, and believes it's at a tipping point in this country; it's time for care providers to get strategic about their technology to improve patient care.

Previously, Rob led IT operations at Remedi SeniorCare, an institutional pharmacy provider. In this role, he decreased infrastructure costs by 30 percent by moving the company to an integrated, high-performance technology platform. He was also involved in the development of a robotic medication dispensing system and an industry-leading electronic medication order entry system. Rob also held IT leadership roles at several midsize and large healthcare organizations in Maryland, Pennsylvania and California.

Even outside of work, Rob remains focused on the advancement of healthcare issues, including improving care for phenylketonuria (PKU) patients. He is the former CFO of the National PKU Alliance and former president of the Maryland Alliance of PKU Families. He also enjoys traveling, especially to his native Ireland, and keeping up with his kids' busy lives.



Howard M. Haft

Dr. Haft has been licensed to practice medicine since 1974. He received his undergraduate degree at the University of Rhode Island, attended Medical School at Pennsylvania State University, and completed post-graduate Internship and Residencies at Brown University and a Master's degree from Tulane University School of Public Health and Tropical Medicine. Dr. Haft is Board Certified as a specialist in both Internal Medicine and Emergency Medicine. Following his residency at Brown, he held an academic position at the University of California, Davis as an Assistant Professor in the Departments of Medicine and Psychiatry. He is recognized by the American Board of Physician Executives as a Certified Physician Executive (CPE) and as a Fellow of the ACPE. He served as an Adjunct Professor in the McDonough Graduate School of Business and as Assistant Clinical Professor of Medicine at Georgetown University School of Medicine.

Dr. Haft was the Founder and the Chief Medical Officer of Conmed Healthcare Management, a publicly traded company providing a full complement of health care services for correctional centers nationally. He served as the President of Maryland Healthcare, a multispecialty clinic in Southern Maryland, as President of the Maryland Foundation for Quality Healthcare, and as Medical Director of Health Partners, Inc. Dr. Haft has also served as Chief Executive Officer of the Ellis Medical Group in New York. He has served the State of Maryland as Deputy Secretary for Public Health (2015-18), Executive Director of the Maryland Health Benefit Exchange (2017) and currently as the Executive Director of the Maryland Primary Care Program (Total Cost of Care Model) at the Maryland Department of Health.

Dr. Haft served as a Board Member of the American College of Physician Executives (2012-14), Health Partners (2000-2015), CRISP (2015-18), and MedChi (2011-2015).



William Henderson

William Henderson is Principal Deputy Directory for Medical Economics and Data Analytics at the HSCRC. William just completed a year with CRISP working on development of the Medicare Performance Adjustment reporting and other initiatives. Prior to that William spent 15 years at Magellan Health in a variety of roles, for the last 8 years at Magellan he was Senior Vice President for Analytics and Data Research. William began his career as an auditor and healthcare consultant with Arthur Andersen in Baltimore.

Tabassum Majid

As the Executive Director at Integratec Institute, Dr. Majid is leading and advancing research and educational initiatives in care practices, technologies, and treatments for those living with, and supporting individuals with, neurocognitive disorders.

Dr. Majid received her Bachelor of Science degree from the University of Maryland, Baltimore County in Interdisciplinary Studies, concentrating on Neurodegenerative Disorders of the Aged. She went on to gain greater expertise in dementia from both pre-clinical and clinical perspectives in Houston, Texas where she earned her PhD from Baylor College of Medicine. She then returned to her home state of Maryland to complete a fellowship at the University of Maryland, School of Pharmacy.

Dr. Majid's commitment and expertise in the neurocognitive field is evident through her appointment to the Maryland Governor's Council on Alzheimer's Disease and Related Disorders where she contributes to the development and implementation of the Maryland State Plan. In addition, Dr. Majid was recognized as one of the "Top 25 Women to Watch in 2018," by The Baltimore Sun for her evidence-based research, leadership and her overall positive impact in an area of healthcare, that on a global scale, we are only just beginning to understand.



Sponsors

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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

www.lifespan-network.org

2019 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 4.5 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 20, 2019

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 Date June 10, 2019

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

Total Amount Due: _____

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

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Or fax with credit card information to 410.381.6061



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FOR ADDITIONAL INFORMATION PLEASE CALL

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





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Suite 400
Columbia, MD 21046

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