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THE 9TH WORLD CONGRESS LEADERSHIP SUMMIT ON

Optimizing the Role of the Physician Advisor

Information on CME credits: visit webpage www.worldcongress.com/physicianadvisor

MARCH 22-23, 2012 • DOUBLETREE BY HILTON ORLANDO DOWNTOWN • ORLANDO, FL

Sharing Best Practices on Expanding the Role and Responsibility of the Physician Advisor

NEW FOR 2012!

- **New physician advisers:** learn the basics of preventing denials and filing appeals from the new orientation program
- **Advanced physician advisers:** hear from peers in the industry on their successful strategies to solving readmissions and length of stay
- **Learn** how to develop and define the role of the physician advisor in your system
- **Discover** effective performance metrics to support the physician advisor role
- **How** to approach administration and discuss physician pay in your system
- **Strategies** will be presented by speakers from across the country to give a full perspective
- **Gain** the knowledge on coding, reimbursement and documentation that was not taught in medical school

FEATURED SPEAKERS:



Scott Brenner, MD
Physician Advisor, Case Management, Head of Utilization Review
Lehigh Valley Health Network



Christine Castano
Medical Director Utilization Management
Healthcare Partners Medical Group



Jeffrey E. Epstein, MD
Medical Director and Physician Advisor
Morristown Medical Center



Jeffrey Farber
Medical Director
Mount Sinai Hospital



Alvin Gore, MD
Physician Advisor
Memorial Medical Center – Conemaugh Health Systems



Wael Khouli, MD
Physician Advisor
Health East St. Joseph's Hospital



Napoleon Knight
Chief Medical Officer, **VP Medical Affairs**
Carle Foundation Hospital



Hossain Marandi, MD
Executive Medical Director
St. Josephs Baptist Health Care



Anh T. Pham, MD
Regional Lead UM Physician
South Bay-Long Beach Region
HealthCare Partners Medical Group



Bruce Redler, MD
Physician Advisor
Hilton Head Regional Medical Center



Masood Safaee, MD
Physician Advisor
Intermountain Healthcare



Howard Stein, MD
Physician Advisor
Contrastate Medical Center

PRE-SUMMIT WORKSHOP: NEW PHYSICIAN ADVISOR ORIENTATION PROGRAM

World Congress is proud to introduce our NEW Physician Advisor Comprehensive Orientation Program that helps to train new PAs and offers a resource for those looking to learn more about the role. Learn the basics of medical necessity, inpatient vs. out patient, documentation, prevent denials and the appeal process.

Media Partner:



Partners:



Exhibitor:



Organized by:



To register, please visit www.worldcongress.com/physicianadvisor • Phone: 800-767-9499 • Fax: 781-939-2543 • Email: wcreg@worldcongress.com

Dear Colleague,

The National Association of Physician Advisors and World Congress are excited to present the **9th Annual World Congress Leadership Summit on Optimizing the Role of the Physician Advisor**, taking place March 22-23, 2012 in Orlando, FL.

This conference aims to bring structure and a uniform definition to the evolving role of the physician advisor. With the health care environment constantly changing, it is important for physician advisors to keep abreast with changes to coding and reimbursement, hospital policies, and new advancements to treatment, so they can determine the level of care a patient should receive. By attending one of the only events looking at the issues facing physician advisors, attendees will gain new skills that are not taught in medical school. New physician advisors will learn the basics of the position and all will benefit from the shared knowledge and networking capabilities of a national event.

The Conference Goal

The physician advisor role has been constantly evolving and advancing for the past decade. Our goal is to bring attention to the role and highlight the essential impact physician advisors have on the hospital system and return on investment.

In order to assist you in advising, we have created a conference agenda tailored to the specific needs of the physician advisor. We will introduce hard skills such as ICD-10, documentation and handling denials, along with required management skills such as leading a team to enhance physician education and buy-in. In addition, learn the key to being a successful physician advisor by reducing length of stay and 30 day readmissions, and evaluate the future of health care.

Hear from speakers representing various geographical regions of the country on how their strategies successfully accomplish the main goals of a physician advisor (to decrease denials and better succeed in appeals) along with achieve greater initiatives such as managing a utilization review committee and strategizing how to reduce length of stay and readmissions.

Pre-Summit Workshop: New Physician Advisor Orientation Program

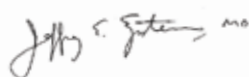
World Congress is proud to introduce our NEW Physician Advisor Comprehensive Orientation Program that helps to train new physician advisors and offers a resource for those looking to learn more about the role. Learn the basics of medical necessity, inpatient vs. out patient, documentation, prevent denials and the appeal process.

Networking

World Congress prioritizes networking opportunities to give you the best possible conference experience and forge new, strong relationships with others in the industry. Networking activities take place during morning coffee, lunch, as well as during key breaks throughout the agenda.

Register today by calling our customer service department at **800-767-9499** or by going to the conference website, **www.worldrg.com/physicianadvisor**. We look forward to meeting you personally in Orlando!

All the best,



Jeffrey E. Epstein, MD
Conference Chairman
Medical Director and Physician Advisor
Morristown Medical Center

P.S. Don't forget about the team discount - Register 3 executives and the 4th attends for FREE!

WHO SHOULD ATTEND

Health Systems and Hospital Management:

- Chief Medical Officers
- Chief Nursing Officers
- Chief Quality Officers
- Chief Financial Officers
- Vice Presidents and Directors of Medical Affairs

Vice Presidents, Directors, and Managers:

- Physician Advisors
- Utilization Management
- Case Management
- Denials Management
- Medical Directors
- Business Development Manager
- Medical Policy and Planning
- Health Management
- Hospitalists

Hear What Delegates Have to Say about Previous Events!

“Deepened my understanding of the role of the PA to improve my performance.”

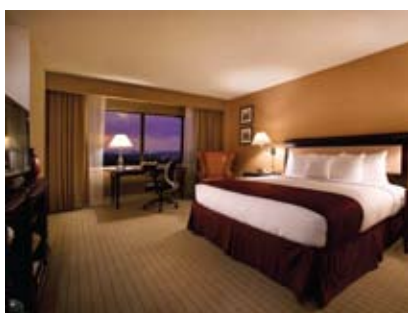
— Christopher Wellins, Maine Medical Center

“I greatly improved my level of knowledge and comfort level with this subject.”

— Leonid Vilenski, Sanford Health Systems

“The mix of presenters was excellent.”

— Paul Richardson, Conway Medical Center



Accreditation Statement

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical education through the joint sponsorship of the American Board of Quality Assurance and Utilization Review Physicians, Inc. (ABQAURP) and World Congress. ABQAURP is accredited by the ACCME to provide continuing medical education for physicians.

The American Board of Quality Assurance and Utilization Review Physicians, Inc. designates this live activity for a maximum of **12 AMA PRA Category 1 Credits™**. Physicians should only claim credit commensurate with the extent of their participation in the activity.

The American Board of Quality Assurance and Utilization Review Physicians, Inc. (ABQAURP) is an approved provider with the Florida Board of Nursing to provide continuing education for nurses. ABQAURP designates this activity for 12 nursing contact hours through the Florida Board of Nursing, Provider # 50-94.”



SPONSORSHIP AND EXECUTIVE NETWORKING OPPORTUNITIES

World Congress offers comprehensive sponsorship packages which include presentation opportunities, exhibit space, branding, product demonstrations as well as the use of post show delegate list. Sponsorships allow you to achieve your objectives before, during and long after the event. Any sponsorship can be customized to meet with your company's needs and budget.

Premier Sponsorship Opportunities – World Congress has developed several exclusive opportunities at varying levels to meet your goals and objectives within the conference and summit sessions. As the exclusive sponsor of the summit your company will benefit from the following:

Platinum, Gold and Silver Corporate Sponsorships – These high level sponsorships provide your company with the greatest degree of visibility as a supporter of the World Health Care Congress' mission to identify and implement innovative and creative approaches to health care cost and quality improvement.

Focus Group Sponsorship – World Congress will work together with the sponsor to invite a select group of C-suite or Senior Level delegates and appropriate speakers to an official sponsored Focus Group during the Congress.

Breakfast & Luncheon Presentations – Invite session attendees to enjoy breakfast or lunch on your company's behalf while you give your talk. Includes a 30-minute presentation and concludes with a 15-minute Q&A session.

Invitation-Only VIP Breakfast/Luncheon and Dinner/Hospitality Suite – Sponsor will select invitees from the conference pre-registration list for an evening of networking at the hotel. World Congress will extend invitations, conduct follow-up and monitor responses. Reminder cards will be placed in the badges of those delegates who will be attending.

Exhibits – Exhibitors at the summit will enjoy facilitated networking opportunities with high level decision makers. Speak face to face with prospective clients and showcase your latest product, service or solution.

Prospect Connect – The World Congress Prospect Connect connects sponsors to the prospects and clients they want to meet. Simply provide us with a list of potential attendees who you would like to network with during the event and let our professional staff set appointments that help maximize your conference experience.

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Refreshment Break Sponsorship

Marketing and Brand Awareness

- Corporate branding prominently displayed on web site and all marketing materials
- Outreach via email and direct mail to your top prospects and clients
- On-site signage

For more information on sponsorship and networking opportunities, please contact
Caroline Statman, Senior Sales Director. Phone 6467238025. Email caroline.statman@worldrg.com.

THURSDAY MARCH 22, 2012

8:00 am – 8:30 am

Pre-Summit Workshop Registration and Welcome Coffee in the Executive Networking Lounge

8:30 am – 12:00 pm

PRE-SUMMIT WORKSHOP: New Physician Advisor Orientation Program

The Basics of Medical Necessity for Inpatient versus Outpatient: Concurrent Admission Review

- Why do claims get denied and what are the specifics of a denial?
- Alphabet soup: differentiate between the different types of denials: RAC, MAC, CERT, etc
- Learn the different levels of appeal and role of physician advisors at these various levels
- What are the differences between concurrent and retrospective denial management?



Hossain Marandi, MD
Executive Medical Director
St. Josephs Baptist Health Care

Ensuring Correct Documentation from the Start

- How to document patient case status to ensure maximum reimbursement with specific focus on the following documentation methods
 - MCC, CC, CMI, POA, HAC
- What RAC is looking for in documentation on common DRG denials such as syncope, transient ischemic attacks, and gastroenteritis
- Discover a series of clinical documentation improve tools



Masood Safae, MD
Physician Advisor
Intermountain Healthcare

Basics of Denial Management and the Appeal Process

- Differentiate between Commercial, Medicare and Medicaid
- Detailed description of post-pay RAC and pre-pay MAC denials
- Recognize the different types of auditors from state run and private perspectives
- How to prevent denials
- What are the different levels of appeals?
- Interactive session to teach exactly how to file an appeal with step by step instructions
- Learn how to write a top-class letter



Alvin Gore, MD
Physician Advisor
Memorial Medical Center – Conemaugh Health Systems

At the end of the workshop, attendees will participate in a 30 minute question and answer discussion with workshop leaders!

In addition, workshop leaders will prepare several case study examples so attendees can practice their newly learned skills!

12:00 pm – 1:00 pm

Pre-Summit Workshop Concludes; Registration for Main Summit in the Executive Networking Lounge

1:00 pm – 1:15 pm

CHAIRPERSON'S WELCOME AND OPENING REMARKS



Jeffrey Epstein, MD
Medical Director and Physician Advisor
Morristown Medical Center

1:15 pm – 2:15 pm

Opening Keynote Panel: A Week In The Life Of A Physician Advisor And How The Role Is Evolving

- What is the “standard” job description of a physician advisor and how did it reach its current importance?
- Listen to what the week in the life of a physician advisor looks like, including utilization review, documentation, etc.
- How has the physician advisor role expanded to include responsibilities of higher administrative positions?
- Discuss the relationship between the physician advisor and the chief medical officer; how do they work together to be part of the bigger health system
- Learn how physician advisors cut across departmental lines to solve problems
- See what performance metrics are used to measure the productivity of a physician advisor
- Can system improvements such as lean six sigma help physician advisors better manage operations?
- Keep Interactive Activity portion the same.

INTERACTIVE ACTIVITY: How would you label three cases? Would you like to know how your salary and hours compare to others in the field? Results will be shared and analyzed by a panel of experts at the end of the conference.

MODERATOR:



Sandra Miller, MD
Physician Advisor DKM
Solutions, LLC

PANELISTS:



Jeffrey Farber, MD
Medical Director
Mount Sinai Hospital



Douglas L. Smith, MD
Associate Chief Medical
Officer
Intermountain Healthcare



Robert Parette, MD
Physician Advisor
University of Michigan
Health System

THURSDAY MARCH 22, 2012

2:15 pm – 3:00 pm

Leading a Team: Utilizing Leadership to Form a Cohesive Group to Promote Physician Buy-In On Education For Patient Case Status

Physician advisors often find themselves trying to communicate the importance of correct status assignment to the treating physicians. In this challenging health care environment, it would give any hospital a competitive edge to have the knowledge of status assignment stem from all members of the treating faculty. In this session, physician advisors will learn leadership skills to help form a unified team and how to approach these roles to promote buy-in.

- What is the best strategy to promote physician buy-in to health care reform?
- How to converse with specialists and physicians not in your same field, or engage unemployed and unaffiliated physicians.
- Learn how educating physicians to recognize patient case statuses can help the bottom line since they are currently lacking the incentive to do so
- Learn how educating physicians to recognize patient case statuses can help the bottom line and improve the relationship and promote team bonding



Howard Stein, MD
Physician Advisor
Centrastate Medical Center

3:00 pm – 3:30 pm

Networking and Refreshment Break in the Executive Networking Lounge

3:30 pm – 4:15 pm

HealthCare Partners Medical Group Case Study: Results to Date on How the Localizing Referral Review Program has Improved Utilization

HealthCare Partners Medical Group shares their successful experience with a system that has improved utilization in one of their regions.

- How the program has developed and the spread of variations of the program to other regions
- Learn how the system reviews questionable referrals and complex cases
- Integrate the primary care provider and a physician reviewer within the same practice site
- What were the favorable results and difficult challenges of implementing this program?



Christine Castano, MD
Medical Director Utilization Management
HealthCare Partners Medical Group



Anh T. Pham, MD
Regional Lead UM Physician
South Bay-Long Beach Region
HealthCare Partners Medical Group

4:15 pm – 5:00 pm

Pros and Cons of Hiring In-House Physician Advisors vs. A Contracting Company

Hospitals today use several forms of utilization review; whether its in-house, contracting out, part time or full time, there are many ways of completing this crucial task of ensuring maximum reimbursement. In this session, hear from various perspectives on how these hospitals complete their reviews and visit their challenges and benefits.

- Is creating an in-house program the right path for your hospital? Or is using an outside contracting company more beneficial?
- What type of physician is best (internal medicine, family practice, and specialist) and if they should be part time or full time?
- Tools and techniques on how to determine the number of physician advisors your hospital needs
- Building a team: the challenges to overcome to ensure a cohesive team environment
- How to determine the efficiency of your current in place utilization review program and how do you transition to another method?



Nick Ulmer, MD, CPC
Medical Director of Case Management
and Clinical Services
Spartanburg Regional Healthcare
System



Norman Ward, MD
Medical Director, Case Management,
Head of Utilization Review Committee
Fletcher Allen Healthcare



Douglas L. Smith, MD
Associate Chief Medical Officer
Intermountain Healthcare

5:00 pm – 5:15 pm

CHAIRPERSON'S CLOSING REMARKS

Jeffrey Epstein, MD
Medical Director and Physician Advisor
Morristown Medical Center

5:15 pm – 6:15 pm

*Networking, Cocktail Reception in the Executive Networking Lounge*

FRIDAY MARCH 23, 2012

7:30 am – 8:00 am *Registration and Welcome Coffee in the Executive Networking Lounge*

8:00 am – 8:15 am **CHAIRPERSON'S WELCOME AND DAY TWO OPENING REMARKS**



Jeffrey Epstein, MD
Medical Director and Physician Advisor
Morristown Medical Center

8:15 am – 9:00 am **Utilization Review Management Committees: How To Maximize Your Hospitals Functionality**

A recent trend is the creation of utilization review management committees. As a physician advisor, it is critical to collaborate closely with the committee while still understanding its regulations and potential value. In this session, hear from the Lehigh Valley Health Network and how they successfully create and operate their committee to bring about financial gains for the hospital.

- Why are utilization review management committees critically important for the functionality of the hospital
- What does the management committee do and what are CMS' guidelines for this committee
- How does a physician advisor influence this committee to bring financial gain for the hospital
- Experience how other hospitals effectively utilize their committees to benchmark appropriate patient statuses, hospital utilization, and avoidable delays



Scott Brenner, MD
Physician Advisor, Case Management, Head of Utilization Review
Lehigh Valley Health Network

9:00 am – 9:45 am **Innovative Strategies To Reduce Patient Length Of Stay (LOS) And Hospital 30 Day Readmissions**

A major concern for hospitals is how to reduce LOS and readmission for more efficient care, great safety, and higher quality. LOS can be reduced if communication is strong between nursing and attending staff. Similar opportunities are available to reduce delays in care, testing, and discharge. In this session, we will discuss the use of communication tools along with data feedback to improve all processes that impact on LOS and finally discuss "time of discharge."

- Effectively measure LOS delays and utilize the data to proactively fix the problem
- Maximize your relationship with primary care providers, home care agencies, and post discharge facilities to reduce LOS and prevent readmissions
- How are people transitioning through the health care continuum to prevent readmissions
- Engage physician to buy-in for lowering LOS and give better quality of care
- What are the RED, BOOST and Transitions in Care Programs and how do they reduce LOS?



Wael Khouli, MD
Physician Advisor
Health East St. Joseph's Hospital

9:45 am – 10:15 am *Networking and Refreshment Break in the Executive Networking Lounge*

10:15 am – 11:00 am **Advanced Course: How To Prevent Denials, Manage RAC Audits, And File Winning Appeals**

The Physician Advisor's role is integral to making sure various departments work together to produce the best outcomes. Preventing denials is difficult even with a great Concurrent Admission Review Process. This presentation will discuss the different types of denials and how to perform winning appeals.

- The importance of proactive physician advisor involvement to prevent denials
- Interaction between physician advisors and the case management department at various levels of denial management
- Effective use of matrices to decide which cases to appeal and how to best utilize the available resources
- How to write an excellent appeal letter, including the synthesis of regulatory and the medical information component
- Basics of alternative law judge appeals as a level three appeal from physician advisor's point of view



Alvin Gore, MD
Physician Advisor
Memorial Medical Center – Conemaugh Health Systems

FRIDAY MARCH 23, 2012

11:00 am – 11:45 am

Updates on CMS ICD-10 Coding: Discussion on Ways to Improve your Hospital's Documentation and Billing Process

Proper documentation, coding and billing are crucial to the revenue gain of a hospital. With health care changes becoming imminent and more complex, it is more important than ever to fully understand the changes and prepare for a changing environment.

- Hear a detailed explanation of the history and structure of ICD-10 coding procedures
- What is the difference between ICD-9 and ICD-10 and what is the impact of this change on physician revenue?
- How will changes to coding impact documentation in 2013?



Masood Safaei, MD
Physician Advisor
Intermountain Healthcare



Nick Ulmer, MD, CPC
Medical Director of Case Management and Clinical Services
Spartanburg Regional Healthcare System

11:45 am – 12:45 pm

Networking Luncheon in the Executive Networking Lounge

12:45 pm – 1:30 pm

Question and Answer Panel Discussion: How To Determine The Line Between The Physician Advisor Role And The Case Management Role

- The reason and rationale behind why hospitals are increasing case management services
- What is the distinctive line of responsibilities between case managers and physician advisors
- How do both case managers and physician advisors work together to create a cohesive and successful working environment

PANELISTS:



Bruce Redler, MD
Physician Advisor
Hilton Head Regional Medical Center



Napoleon Knight
Chief Medical Officers & VP
Medical Affairs
Carle Foundation Hospital

1:30 pm – 2:15 pm

Developing and Utilizing Observation Units: How Are Physician Advisors Reacting to the Recent Trend to Maximize Observation Usage Recent Trend to Maximize Observation Usage to Improve the Overall Bottom Line

- Discuss recent trends towards developing observation units and increasing the number of patients admitted as observation status
- Is 10-12% of total patients admitted into the observation unit the optimal number to bring maximum revenue and minimal costs to the hospital?
- How are physician advisors determining the status of observation patients and what does that mean for ROI?
- What is the underlying true problem that is leading to these developments? And how do we address these problems?



Hossain Marandi, MD
Executive Medical Director
St. Josephs Baptist Health Care

2:15 pm – 3:00 pm

The Phenomena of Accountable Care Organizations and Integrated Healthcare Systems: What This Means to Physician Advisors?

Learn about ACOs and Integrated Healthcare Systems. How are they structured? How do they function? How will they control costs while improving quality and safety of care? Understand why Physician Engagement and Physician Leadership are critical to success. This session will discuss how this type of system promises much better results than a Single Payer System and also how, in this type of system, Primary Care Physicians can be properly valued and rewarded with meaningful and effective compensation and incentives. Hear what this means for Physician Advisors.

- What is an ACO? What is an Integrated Healthcare System?
- Why is this currently the "hot" model of the future?
- How will ACOs improve quality of care while reducing costs?
- Learn to properly value primary care physicians so they get proper and adequate compensation for their work?
- What does this all mean for us as Physician Advisors
- Hear how the Vermont single-payer system works with physician advisors as an innovative outlook on the future of healthcare



Jeffrey Epstein, MD
Medical Director and Physician Advisor
Morristown Medical Center



Norman Ward, MD
Medical Director, Case Management, Head of Utilization Review Committee
Fletcher Allen Healthcare

3:00 pm – 3:15 pm

CHAIRPERSON'S CLOSING REMARKS AND SUMMIT CONCLUDES



Jeffrey Epstein, MD
Medical Director and Physician Advisor
Morristown Medical Center

Registration Fee:

| | Register By 01/20/2012 | Register By 02/03/2012 | Register By 03/22/2012 |
|---|---------------------------|---------------------------|---------------------------|
| Standard | | | |
| Conference | \$ 1595.00 | \$ 1895.00 | \$ 2195.00 |
| Conference + 1 Workshop | \$ 1895.00 | \$ 2195.00 | \$ 2495.00 |
| Hospital & Health Systems & Academic | | | |
| Conference | \$ 795.00 | \$ 1095.00 | \$ 1395.00 |
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| Government | | | |
| Conference | \$ 395.00 | \$ 395.00 | \$ 395.00 |
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**EARLY BIRD DISCOUNT – Save up to \$600 when registering
by Friday, January 20, 2012!**

Fee for the conference includes welcome coffee, lunch, reception, refreshments, and web-based conference documentation available pre- and post event through a password protected web-site. Please make checks (in U.S. funds drawn on a U.S. bank) payable to WC Research, Inc. (No personal checks accepted. Verification may be required for Hospital and Health Systems/Academic/Government rate.)

Please contact us should you have any special needs

- **Team Registration:** Your organization may send 1 executive FREE for every 3 delegates registered. All registrations must be made at the same time to qualify

Best Value

- **Substitution & Cancellation:** Your registration may be transferred to a member of your organization up to 24 hours in advance of the conference. Cancellations received in writing on or before Monday, March 1, 2012 will be refunded, less a \$295 administrative charge. No refunds will be made after this date; however, the registration fee less the \$295 administrative charge can be credited to another World Congress conference if you register within 6 months from the date of this conference. In case of conference cancellation, World Congress' liability is limited to refund of the conference registration fee only. World Congress reserves the right to alter this program without prior notice.

- **Satisfaction Guaranteed:** World Congress stands behind the quality of its conferences. If you are not satisfied with the quality of the conference, a credit will be awarded towards a comparable World Congress conference of your choice

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Tel: 1-407-425-4455

Room Rate: \$119
Cut-Off Date: 3/7/12

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wcreg@worldcongress.com



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Optimizing the Role of the Physician Advisor

Information on CME
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www.worldcongress.com/physicianadvisor

MARCH 22-23, 2012 • DOUBLETREE BY HILTON ORLANDO DOWNTOWN • ORLANDO, FL

Sharing Best Practices on Expanding the Role and Responsibility of the Physician Advisor

**BY ATTENDING THIS
CONFERENCE YOU WILL:**

- **Gain** Valuable Knowledge from 12 Physician Advisor and Medical Directors that are experienced in the field
- **Hear** from Chief Medical Officers and Vice Presidents to Gain a Complete Perspective of the Physician Advisor Role
- **Discuss** Key Issues with 5 Interactive Expert Panels
- **Learn** from Several Case Studies of Successful Strategies

FEATURED SPEAKERS INCLUDE:



Scott Brenner, MD
Physician Advisor, Case Management
Head of Utilization Review
Lehigh Valley Health Network



Jeffrey Epstein, MD
Medical Director and Physician Advisor
Morristown Medical Center



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