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THE 9TH ANNUAL WORLD CONGRESS LEADERSHIP SUMMIT ON

Optimizing Observation Patient Management

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webpage www.worldcongress.com/observation"

Proven Strategies to Develop Observation Units, Improve Patient Classification and Clinical Care Quality, and Understand Coding and Documentation of Observation Services

APRIL 23-24, 2012 • HYATT REGENCY • CHICAGO, IL

NEW TOPICS FOR 2012 INCLUDE:

- An interactive workshop on starting an observation unit for those new to the field
- How to gain support from the hospital to make observation medicine an important part of the services provided
- Crucial updates on coding, billing and reimbursement procedures to prevent denials
- Cohesive team building sessions to ensure all roles within an observation unit work seamlessly together
- Learn how to make the observation unit central to increasing patient throughput by expanding the services it provides
- Discuss the different models of observation units and seeing which type would work best for your hospital

FEATURED SPEAKERS:



Dean Harrison, MD
Associate Medical Director
Duke University Medical Center



Ron T. Martinson, MD
Executive Medical Director and Medical
Information Officer
Knox Community Hospital



Mark Moseley, MD
Medical Director for Emergency Services
Ohio State University



Sandra Sieck
Chief Operating Officer
Society of Chest Pain Centers



Leslie Zun, MD
Chief Department of Emergency Medicine
Mount Sinai Hospital



J. Stephen Bohan, MS, MD, FACP, FACEP
Executive Vice Chair, Department of Emergency
Medicine
Brigham and Women's Hospital
Assistant Professor of Medicine
Harvard Medical School



Sharon Mace, MD
Director Observation Unit
Cleveland Clinic



Jason Jerard Ham, MD
Director Observation Unit
University of Michigan Health Systems



Robert "Bob" Herr, MD, MBA
Medical Director
The Regence Group



Peter Hill, MD
Medical Director, Cardiac Evaluation Unit
Johns Hopkins University



Norm Ward
Case Management at Fletcher Allen
Associate Professor
University of Vermont College of Medicine

PRE-SUMMIT WORKSHOP: INTRODUCTORY SESSIONS TO CREATE AN OBSERVATION UNIT

"Learn from experienced professional as they discuss how their unit provides financial gain for the hospital. This workshop will cover the basics of creating, operating and managing an observation unit. It will review in detail the various roles involved, utilization review, patient flow and many more..."

Media Partner:

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A Division of
World Congress

THE 9TH WORLD CONGRESS LEADERSHIP SUMMIT ON OPTIMIZING THE ROLE OF THE PHYSICIAN ADVISOR

Dear Colleague,

World Congress is proud to present the 9th Annual World Congress Leadership Summit on Optimizing Observation Patient Management. While the concept of observation units is not new, only recently has there been enough evidence to support the effectiveness of observation units. This executive forum will showcase the best practice strategies of leading hospitals and healthcare systems with regard to how they operate and effectively utilize their observation units.

By attending this conference, administrators will be able to learn crucial skills such as ensuring accurate and timely reimbursement of observation patients, improving patient flow, and preventing bottlenecks within the hospital. In addition, we will discuss and showcase in several case studies how to expand the services offered by the observation unit in order to gain stakeholder buy-in. All of these considerations are critical to ensure the observation unit becomes a vital component for the hospital.

Pre-Summit Workshop: Introductory Sessions to Creating an Observation Unit

Learn from experienced professionals as they discuss how their unit provides financial gain for the hospital. This workshop will cover the basics of creating, operating and managing an observation unit. It will review in detail the various roles involved, utilization review, patient flow and many more...

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.worldcongress.com/observation. We look forward to meeting you personally in Orlando!

All the best,



Sharon Mace, MD
Director Observation Unit
Cleveland Clinic

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

“Speakers were very knowledgeable. Will help in developing our unit.”

– Renee Falco, Nicolas H. Noyes Memorial Hospital

“All people attending and speakers were interesting / informative and (had) something valuable to say.”

– Sharlene Wheeler, St. Luke's Cornwall Hospital

WHO SHOULD ATTEND

From Hospitals and Health Systems (decision makers to start an observation unit):

- Chief Medical Officer
- Chief Executive Officer
- VP of Medical Affairs

Emergency Medicine Physicians, Medical Directors, and Managers (influencers and worker of the observation unit):

- Observation Units
- Emergency Departments
- Utilization Management
- Case Management

- Quality Management
- Medical Affairs
- Denial Management
- Admissions
- Billing & Coding
- Reimbursement
- Midlevel Providers

Hear What Delegates Have to Say about Previous Events!

“The program was very informative in assisting setting up observation units.”

— Sheila Vondralc, Siouxland Surgery Center

“Great team of speakers and experience.”

— Deb Richey, Parkview

“Timely information from conference materials.”

— Felicia Lober, Yale New Haven Hospital

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.

Other Networking And Promotional Opportunities:

Badge Lanyard Sponsor • Exhibit Hall Reception • Hotel Room Drop Keynote Chair Drop • Tote Bag Sponsorship • Tote Bag Insert • Program & Exhibit Guide Sponsor (Exclusive) • Advertisement in the Program Guide 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
Paul J. Geigert, Business Development Manager. Phone 646-723-8049. Email Paul.Geigert@worldrg.com

MONDAY, APRIL 23, 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: Introductory Sessions to Create an Observation Unit

Getting Started: Critical Consideration to Ensure the Creation of a Successful Center

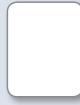
- Financial implications of having an observation unit and what it means for your hospital
- Cost analysis of inpatient vs. observation costs of similar procedures to see where best opportunities rest
- Analyze your hospital's current patient throughput – How can observation medicine improve patient flow?
- What are the key components of success to running an observation unit



Leslie Zun MD
Chief Department of Emergency Medicine
Mount Sinai Hospital

Operational Effectiveness: How to Optimize the Center Once it is Created

- What are the different roles in an observation unit and how does each individual play a key role to ensure the unit runs seamlessly?
- Introduction to various different models of observation units and discuss the pros and cons of each
- How do all of the roles work together to increase throughput efficiency
- Patient breakdown: the optimal number of patients to have as observation status



Linda Richter, BSN, RN, RTU
Clinical Coordinator, Observation Management
Morristown Memorial Hospital

The Observation Unit vs. the Inpatient Unit: Conducting Proper Classification of Patients are Inpatient or as Outpatient

This session will review the criteria for inpatient and observation admissions to make sure your institution is utilizing the observation unit appropriately. We will discuss how to define each criterion so that the observation unit can become an essential component to patient care and getting optimal readmissions.

- What are some other uses for Observation unit to help the hospital optimize its functionality
- How does clinical research fit in with the observation medicine?
- Hear about lessons learned from mistakes made; including a retrospective practice review to see if opening a unit was worth it



Dean Harrison, MD
Associate Medical Director
Duke University Medical Center

Workshop will be followed by a 30 minute Question and Answer session with the panelists.

12:00 pm – 1:00 pm

Pre-Summit Workshop Concludes; Lunch on Your Own; Registration for Main Summit in the Executive Networking Lounge

1:00 pm – 1:15 pm

CHAIRPERSON'S WELCOME AND OPENING REMARKS



Sharon Mace, MD
Director Observation Unit
Cleveland Clinic

1:15 pm – 2:00 pm

Opening Keynote Session: The Importance of Setting Protocols to Guarantee Success

- Discover how set protocols are the essentials to success in an observation unit where structure is key
- Learn how to construct the discharge process in order to ensure maximum financial reimbursement
- See how Brigham and Women's emergency observation unit is using highly controlled protocols to optimize patient safety and unit efficiency such as the use of prescribed order sets and progress notes for each specific symptom



J. Stephen Bohan, MS, MD, FACP, FACEP
Executive Vice Chair, Department of Emergency Medicine
Brigham and Women's Hospital
Assistant Professor of Medicine
Harvard Medical School

MONDAY, APRIL 23, 2012

2:00 pm – 2:45 pm

Legislative Updates: How New Regulations are Affecting Observation, Outpatient and Patient Populations

- Hear the chief executive officer's perspective on what information is necessary to running an effective observation unit
- Learn the latest regulatory advancements from a federal, state and local perspective
- What are the new CMS physician supervision rules and how will this affect your unit?
- Pending legislative action: will observation patients over three days be eligible for post acute care?



Sandra Sieck
Chief Operating Officer
Society of Chest Pain Centers

2:45 pm – 3:15 pm

Networking and Refreshment Break in the Executive Networking Lounge

3:15 pm – 4:00 pm

Moving Beyond Chest Pain: The Operational Compliance Issues Within the Observation Unit

- When to start expending the conditions your observation unit covers and how this increases the value to your hospital
- Will new procedures change the way that patients are admitted and treated in observation units?
- How to create protocols in the observation unit to help drive optimal utilization



Mark Moseley MD
Medical Director for Emergency Services
Ohio State University

4:00 pm – 4:45 pm

Panel Discussion: Leverage the Observation Unit by Utilizing Tools and Techniques to Improve Patient Throughput to Increase ROI

- Discuss the procedures that can increase throughput speed of clinical review, patient assessment and prevent bottlenecks
- Influence your observation unit and realize its value as a revenue source
- Which point of care access tools are the most effective and financially viable for the hospital
- Ensure proper protocol sharing procedures to increase speeds of review and assessment
- Properly utilize your EMR system to capture data and increase patient throughput
- Manage the Inpatient Only Procedures List
- Implement an effective round the clock case management program to ensure patient turnover is kept as fast as possible
- Optimizing the role of the case manager in observation unit management
- How to effectively manage a team and ensure all role work seamlessly together



Sharon Mace, MD
Director Observation Unit
Cleveland Clinic

4:45 pm – 5:45 pm

Establishing the Business Case to Increase Stakeholder Buy-In

A recent trend is the creation of utilization review management committees. As a physician advisor, is it 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.

- Discuss the key components of success to an observation unit and how to highlight the importance of all the different roles involved
- Effective benchmarking techniques to measure and report clinical and financial efficiency
- How to relate the business case to promote support for the unit
- What are the missed opportunities of not having stakeholder buy-in from all aspects such as case management, directors, nurses, emergency department, internists and physician advisors.



Christopher Baugh, MD, MBA
Director Emergency Observation Unit
Brigham and Women's Hospital
Faculty Member
Harvard Medical School

5:45 pm – 6:15 pm

CHAIRPERSON'S END OF DAY ONE CLOSING REMARKS



Sharon Mace, MD
Director Observation Unit
Cleveland Clinic

6:15 pm – 7:15 pm

Networking, Cocktail Reception in the Executive Networking Lounge



TUESDAY, APRIL 24, 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**



Sharon Mace, MD
Director Observation Unit
Cleveland Clinic

8:15 am – 9:00 am **Secrets of Patient Criteria and Classification for Admissions vs. Observation Status**

- Leverage the role of the physician advisor to improve accurate patient classification
- Educating emergency department staff on appropriate patient screening, placement and classification
- Best practices to ensure maximum reimbursement by clearly separate emergency department observations from general medical observations



Carole Clark, MD
Director Division of Observation Medicine
Beaumont Health System

9:00 am – 9:45 am **Coding and Documentation: Best Practices to Safeguard and Successfully Defend Against RAC Audits**

- Hear the latest updates with ICD-10 and how to ensure accurate reimbursement by following the criteria set by CMS
- What are efficient strategies to prevent RAC audits or gain successful appeals
- Discuss correct documentation methods to ensure all information is well represented, leading to less denials and reduced readmissions
- How to minimize denials for inpatient procedures performed in the observation unit



Leslie Zun MD
Chief Department of Emergency Medicine
Mount Sinai Hospital

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

10:15 am – 11:00 am **Morristown Memorial Hospital Case Study: Results to Date on the Successful Expansion of Condition Criteria Leading to More Acute Beds**

The Morristown Memorial Hospital recently took the observation unit to the next step in terms of productivity and value for the hospital. By thinking out of the box regarding patient flow within the organization, they have been able to expand the conditions accepted into the unit. As an outpatient unit, they have included into their census, both post cath and post surgical extended recoveries to meet their criteria and have been extremely successful. This is a prime example of how initiating the "observation unit" process can lead to benefits and financial gain for your hospital.

- Discover how they were able to expand the conditions that qualify for observation status leading to more efficiency patient discharge and leaving much needed acute care beds open for sicker patients.
- How this process effected their emergency department waiting time and throughput quality
- Learn how maximum usage of the observation unit has lead to greater stakeholder buy-in and support for the initiative



Linda Richter, BSN, RN, RTU
Clinical Coordinator, Observation Management
Morristown Memorial Hospital

11:00 am – 11:45 am **Accountable Care Organizations: What Role will Observation Units Play**

- How observation units can reduce the number of inpatient admissions, unscheduled readmissions and the attendant risks of nosocomial infections in an ACO setting
- Managing complex observation patients: What certain observation units are doing to cut down on readmission rates
- Hear from Vermont hospitals on the leading edge of health care reform on their experience with the single-payer system and how has this helped optimize their observation unit usage?



Jason Jerard Ham, MD
Director Observation Unit
University of Michigan Health Systems



Sharon Mace, MD
Director Observation Unit
Cleveland Clinic



Pawan Suri, MD
Chair, Division of Observation Medicine
Program Director, Combined EM/IM Residency Program,
Department of Emergency Medicine, Assistant
Professor in Emergency Medicine and Internal Medicine
Virginia Commonwealth University Medical Center

TUESDAY, APRIL 24, 2012

11:45 am – 12:30 pm

Utilize Evidence-Based Clinical Decision Making to Enhance the Quality of Care

- Strategies to provide the best level of care to observation patients using past clinical cases
- What are the key metrics to look at when determining proper patient treatments
- Analyzing data by using technological benchmarks: how to best utilize the data provided by new software?
- Introduction to Crimson (a quality of care and utilization module) and share techniques on how to gain compliance and quality, while optimizing utilization using information technology metrics



Ron T. Martinson, MD

Executive Medical Director and Medical Information Officer

Knox Community Hospital

12:30 pm – 1:30 pm

Networking Luncheon in the Executive Networking Lounge

1:30 pm – 2:15 pm

Patient Costs for Observation Care: Understanding Treatment Costs to Increase Patient Satisfaction

- Understand the financial implications of observation medicine procedures and services on patients after receiving care
- Compare observation stay costs against inpatient DRG to determine the effects on your unit
- Reduce patient costs by following a few simple guidelines and increase patient satisfaction
- New insights about who, what, where and when your observation charges will exceed inpatient costs for the same procedure



Robert "Bob" Herr, MD, MBA

Medical Director

The Regence Group

2:15 pm – 3:00 pm

Panel Discussion: Pros and Cons of Various Observation Unit Models

- In-house vs. Outsourced: is using a private observation unit something to consider for your hospital
- Pros and Cons of emergency department observation units vs. general medical observation units
- How virtual, integrated, and separated lead to different financial results for the observation unit
- Open vs. Closed Observation Units
- What staffing method is most effective for the observation unit: PURE, free-standing, post-procedural, observation

PRIVATE OBSERVATION UNIT:



Aaron Snyder

CFO

Medical Emergency Professionals

EMERGENCY DEPARTMENT OBSERVATION UNIT:



John Pease, MD, FACEP

Medical Director Emergency Department
Observation Unit
Chief of Quality and Safety of Emergency
Services

Parkland Health and Hospital System

GENERAL OBSERVATION UNIT:



Peter Hill, MD

Medical Director, Cardiac Evaluation Unit
Johns Hopkins University

3:00 pm – 3:45 pm

Fletcher Allen Case Study: Pilot Study on Comparing Internal Utilization Review vs. Contracting Company Process

- Is having an internal physician advisor conducting utilization review more effective than contracting cases to an outside company?
- What key metrics to look at to consider the effectiveness of each
- Hear clear data results from a pilot study done by Fletcher Allen Healthcare



Norman Ward

Case Management at Fletcher Allen

Associate Professor at University of Vermont College of Medicine

3:45 pm – 4:00 pm

CHAIRPERSON'S CLOSING REMARKS AND SUMMIT CONCLUDES



Sharon Mace, MD

Director Observation Unit

Cleveland Clinic

● Registration Fee:	Register By 02/17/2012	Register By 03/9/2012	Register By 04/23/2012
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
Conference + 1 Workshop	\$ 1095.00	\$ 1395.00	\$ 1695.00
Government			
Conference	\$ 395.00	\$ 395.00	\$ 395.00
Conference + 1 Workshop	\$ 495.00	\$ 495.00	\$ 495.00
Webcast			
LIVE WEBCAST		\$ 995.00	
LIVE WEBCAST & Online WEBCAST Archive		\$ 1094.00	
Online WEBCAST Archive		\$ 995.00	

EARLY BIRD DISCOUNT – Save up to \$600 when registering

by Friday February 17, 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

● **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, April 2, 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

● **Venue:**

Hyatt Regency Chicago
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Cut-Off Date: 4/7/12

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