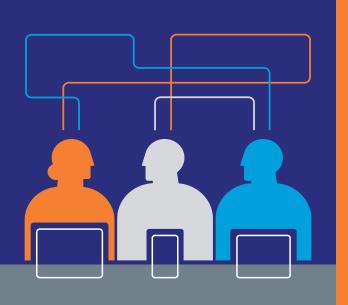


National Seminar

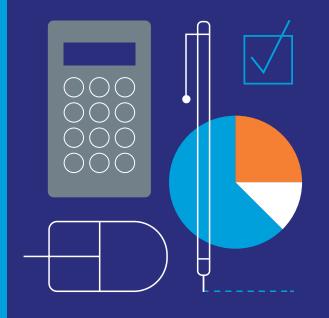
Practical Tools for Making Change



NOV 8-10 2018

Pre-Conference Workshops

wednesday
NOV 7



Gain the insight and tools necessary to start and sustain a high-quality hospital or community palliative care program.

"I learned so much, even though I have been to the National Seminar six times. Thank you for a great experience!"

2017 SEMINAR ATTENDEE

2018 CAPC NATIONAL SEMINAR THEMES

- Leadership skills and strategic planning
- Measurement and quality
- Program financing
- Hardwiring palliative care into the organizational DNA

WHO SHOULD ATTEND?

All health professionals—from provider organizations, ACOs, and health plans—focused on designing and improving palliative care services for seriously ill people. Program managers, palliative care teams, and administrators from all disciplines and <u>all care settings</u> will find practical tools, innovative models, and a wealth of networking opportunities.

Physicians, nurses, social workers, and case managers earn continuing education credits (number of credits/contact hours pending)

KEYNOTE LINEUP

An inspiring lineup of speakers on the cutting edge of palliative care and the patient experience



Diane E. Meier, MD, FACP



Edo Banach, JD

Now is the Time: Uniting to Transform Health Care



Elisabeth Rosenthal, MD

How Patients and Families Pay the Price for Our Broken Health Care System



Jay D. Bhatt, DO

Palliative Care as an Essential Population Health Strategy for Today's Health System



Christy Dempsey, MSN, MBA, CNOR, CENP, FAAN

Assessing and Reducing Suffering Using Measures of Patient Experience

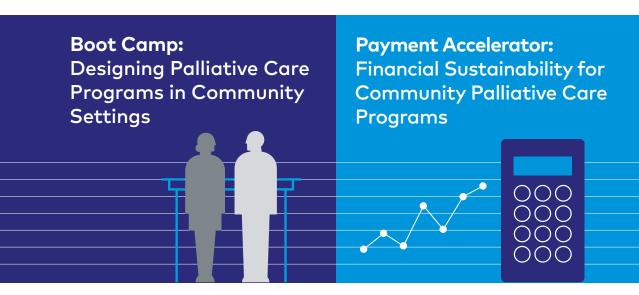


Edward Machtinger, MD

Trauma-Informed Care: A Case Study in Whole-Patient Care

Pre-Conference Workshops

WEDNESDAY, NOVEMBER 7 | 8:00 AM - 5:00 PM



If you are planning to launch or are redesigning a community-based palliative care program, or if you recently launched a program and need solid, practical information to make sure it's robust and sustainable, this interactive workshop is for you. Boot Camp attendees will learn the nuts and bolts of program design: who to serve, what services to offer, how to staff the program, and how to write the business plan.

The Payment Accelerator equips community-based palliative care programs with the knowledge and skills to secure sustainable financing. This deep-dive workshop kicks off 12 months of virtual access to experts and resources. Participants will learn about evaluating their strengths and partnership opportunities; pricing and efficiencies; payment models; measurement and reporting; and contracting and negotiation.

Who should attend?

- Clinical program leaders and managers
- Operational managers or leaders
- Administrators

Who should attend?

- → Clinical program leaders
- → Financial, contracting, or business development/ marketing leaders
- → Teams of 2-3 strongly encouraged



Boot Camp **Wednesday, November 7**

7:00 am - 8:00 am	REGISTRATION AND BREAKFAST		
8:00 am - 8:15 am	WELCOME	Jeanne S. Twohig, MPA, Consultant, Center to Advance Palliative Care	
8:15 am - 8:45 am	PLENARY 1: The Blueprint for Designing Palliative Care Programs in the Community	Diane E. Meier, MD, FACP, Center to Advance Palliative Care	
8:45 am - 9:00 am	STRETCH BREAK		
9:00 am - 12:00 pm	The Nuts and Bolts of Community-Based Palliative Care Program Design, Part 1 BREAKOUT SESSIONS BY CARE SETTING		
		Brook Calton, MD, MHS, University of California, San Francisco	
		Martha L. Twaddle, MD, FACP, FAAHPM, HMDC, Northwestern Medicine Lake Forest Hospital	
	HOME	Joseph Milano, MD, Northwell Health	
		Donna W. Stevens, MHA, Lehigh Valley Health Networ	
		Amy Frieman, MD, Hackensack Meridian Health	
		Abigail Gilbert-Savi, MSN, ANP-BC, CNP, Presbyterian Healthcare Services	
	OFFICE/CLINIC	Maria T. Carney, MD, FACP, Northwell Health	
		Constance Dahlin, MSN, ANP-BC, ACHPN, FPCN, FAAN Consultant, Center to Advance Palliative Care	
		Nancy Guinn, MD, Presbyterian Healthcare Services	
		Darrell Owens, DNP, ANP-BC, GNP-BC, ARNP, ACHPN UW Medicine at Northwest Hospital and Medical Center	
		Lyn Ceronsky, DNP, GNP, FPCN, CHPCA, Fairview Health Services	
		Michael W. Rabow, MD, University of California, San Francisco	
	LONG-TERM CARE	Linda Healy, MSN, FNP-BC, GNP-BC, ACHPN, Motion Picture & Television Fund	
		Rikki Hooper, MBA, MSN, FNP-BC, ACHPN, Four Seasons Compassion for Life	
12:00 pm - 1:15 pm	LUNCH		
1:15 pm - 2:00 pm	PLENARY 2: Business Plan Principles for Sustainable Palliative Care in Community Settings	Lynn Hill Spragens, MBA, Spragens & Associates, LLC	
2:00 pm - 2:40 pm	PLENARY 3: Understanding Measurement and Metrics	J. Brian Cassel, PhD, Virginia Commonwealth University, Massey Cancer Center	

WEDNESDAY, NOVEMBER 7

2:40 pm - 3:00 pm	COFFEE BREAK		
3:00 pm - 4:15 pm	The Nuts and Bolts of Community-Based Palliative Care Program Design, Part 2 BREAKOUT SESSIONS BY CARE SETTING		
		Brook Calton, MD, MHS, University of California, San Francisco	
	HOME	Martha L. Twaddle, MD, FACP, FAAHPM, HMDC, Northwestern Medicine Lake Forest Hospital	
		Joseph Milano, MD, Northwell Health	
		Donna W. Stevens, MHA, Lehigh Valley Health Network	
		Amy Frieman, MD, Hackensack Meridian Health	
		Abigail Gilbert-Savi, MSN, ANP-BC, CNP, Presbyterian Healthcare Services	
	OFFICE/CLINIC	Maria T. Carney, MD, FACP, Northwell Health	
		Constance Dahlin, MSN, ANP-BC, ACHPN, FPCN, FAAN Consultant, Center to Advance Palliative Care	
		Nancy Guinn, MD, Presbyterian Healthcare Services	
		Darrell Owens, DNP, ANP-BC, GNP-BC, ARNP, ACHPN UW Medicine at Northwest Hospital and Medical Center	
		Lyn Ceronsky, DNP, GNP, FPCN, CHPCA, Fairview Health Services	
		Michael W. Rabow, MD, University of California, San Francisco	
	LONG-TERM CARE	Linda Healy, MSN, FNP-BC, GNP-BC, ACHPN, Motion Picture & Television Fund	
		Rikki Hooper, MBA, MSN, FNP-BC, ACHPN, Four Seasons Compassion for Life	
4:15 pm - 4:30 pm	STRETCH BREAK		
4:30 pm - 5:00 pm	PLENARY 4: Harnessing and Synthesizing Boot Camp Discussions: Final Questions	All Boot Camp Faculty	
5:00 pm - 5:15 pm	BEYOND BOOT CAMP: WHERE TO HEAD FROM HERE		
5:15 pm - 6:00 pm	BOOT CAMP NETWORKING EVENT		
6:00 pm - 8:00 pm	NATIONAL SEMINAR EVENING REGISTRATION		

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Payment Accelerator Wednesday, November 7

7:00 am - 8:00 am	REGISTRATION AND BREAKFAST
8:00 am - 8:15 am	WELCOME
	VALUE-BASED PAYMENT AND PARTNERING BASICS
8:15 am - 8:30 am	Opening Exercise
8:30 am - 9:15 am	Fundamentals of Value-Based Payment
9:15 am - 10:00 am	Opportunity Assessment
10:00 am - 10:15 am	STRETCH BREAK
	CONTRACTS, PAYMENT, AND COST ANALYSIS
10:15 am - 11:00 am	What's in a Contract
11:00 am - 12:15 pm	Payment Models, Cost, and Pricing
12:15 pm - 1:15 pm	LUNCH
	CONTRACTS, PAYMENT, AND COST ANALYSIS (CONT.)
1:15 pm - 1:45 pm	Payment Models, Cost, and Pricing Wrap-Up
	MEETING CONTRACTUAL OBLIGATIONS AND USING RESOURCES EFFICIENTLY
1:45 pm - 3:00 pm	Program Adaptation
3:00 pm - 3:45 pm	Patient Enrollment and Stratification
3:45 pm - 4:00 pm	COFFEE BREAK
4:00 pm - 5:00 pm	Effective Relationships
5:00 pm - 5:15 pm	Wrap-Up
5:15 pm - 5:30 pm	STRETCH BREAK
5:30 pm - 6:30 pm	NETWORKING RECEPTION WITH WELCOME BY DR. DIANE MEIER
6:00 pm - 8:00 pm	NATIONAL SEMINAR EVENING REGISTRATION
5:30 pm - 6:30 pm	NETWORKING RECEPTION WITH WELCOME BY DR. DIANE MEIER

"[The Accelerator] is the most comprehensive program any of us has experienced. Not only did it build our knowledge base, it helped unite our team."

2017 ACCELERATOR ATTENDEE

ACCELERATOR FACULTY

SESSION LEADS:

Torrie Fields, MPH Blue Shield of California

Tom Gualtieri-Reed, MBA Spragens & Associates, LLC

Lynn Hill Spragens, MBA Spragens & Associates, LLC

Kathleen Kerr, BA

Kerr Healthcare Analytics

Dana Lustbader, MD

ProHEALTH Care, an Optum Company

Allison Silvers, MBA

Center to Advance Palliative Care

EXPERIENCED PROGRAMS:

Steve Francy, MBA

ResolutionCare

Heather Grant, MD

ProHEALTH, an Optum Company

Katy Lanz, DNP, MSN,

AGPCNP-BC, ACHPN Aspire Health

Jill Mendlen, RN

Lightbridge Hospice and Palliative Care

Toni Messler, BA

Transitions LifeCare

Lori Yosick, LISW-S, CHPCA

Trinity Health

PAYERS:

MaryAnn Christopher,

MSN, RN

Horizon Blue Cross

Blue Shield

Lori Taylor, CPHQ

Blue Cross and Blue

Shield of North Carolina

Kristi Youngs, RN

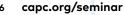
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Seminar Agenda Thursday, November 8

7:00 am - 8:15 am	REGISTRATION AND BREAKFAST		
8:30 am - 9:45 am	KEYNOTE 1: Now is the Time: Uniting to Transform Health Care	Diane E. Meier, MD, FACP, Center to Advance Palliative Care Edo Banach, JD, National Hospice and	
		Palliative Care Organization	
9:45 am - 10:15 am	COFFEE BREAK		
10:15 am - 12:00 pm	INTENSIVE SESSIONS		
* Repeated Thursday afternoon: Intensive B1	A-1 Program Measurement and Demonstrating Value: Strategies for the Inpatient Program	Steve Pantilat, MD, MHM, FAAHPM, University of California, San Francisco Maggie Rogers, MPH, Center to Advance Palliative Care	
* Repeated	A-2 Program Measurement	J. Brian Cassel, PhD, Virginia Commonwealth University, Massey Cancer Center	
Thursday afternoon: Intensive B2	and Demonstrating Value: Strategies for the Community-Based Program	Arif H. Kamal, MD, MHS, Duke Cancer Institute	
	A-3 Help, I'm a New Leader: Maintaining Sanity while Learning How to Fly	Lyn Ceronsky, DNP, GNP, FPCN, CHPCA, Fairview Health Services	
		Philip H. Santa-Emma, MD, FAAHPM, Mount Carmel Health System	
	A-4 Getting Paid for What You Do: Hospital Program Financing 101	Andrew E. Esch, MD, MBA, Consultant, Center to Advance Palliative Care	
		Michael W. Rabow, MD, University of California, San Francisco	
	A-5 Why You Need an IT Needs Assessment: EHR Strategies for the Palliative Care Team	Nancy Guinn, MD, Presbyterian Healthcare Services	
		David Y. Ling, MD, University of Virginia Health System	
	A-6 How to Keep Your Program	Lynn Hill Spragens, MBA, Spragens & Associates, LLC	
	off the Chopping Block	Donna W. Stevens, MHA, Lehigh Valley Health Network	
12:15 pm - 1:15 pm	LUNCH and topic-specific networking opportunities in pediatric palliative care, rural initiatives, nurse-led palliative care programs, and primary palliative education		
1:30 pm - 2:30 pm	KEYNOTE 2: How Patients and Families Pay the Price for Our Broken Health Care System	Elisabeth Rosenthal, MD, Kaiser Health News	
2:30 pm - 2:45 pm	STRETCH BREAK		

2:45 pm - 4:30 pm	INTENSIVE SESSIONS		
Repeated Thursday morning: Intensive A1	B-1 Program Measurement and Demonstrating Value: Strategies for the Inpatient Program	Steve Pantilat, MD, MHM, FAAHPM, University of California, San Francisco Maggie Rogers, MPH, Center to Advance Palliative Care	
Repeated Thursday morning: Intensive A2	B-2 Program Measurement and Demonstrating Value: Strategies for the Community-Based Program	J. Brian Cassel, PhD, Virginia Commonwealth University, Massey Cancer Center Arif H. Kamal, MD, MHS, Duke Cancer Institute	
	B-3 Care Transformation through Communication Skills Training: A VitalTalk Workshop	Elise C. Carey, MD, FAAHPM, FACP, Mayo Clinic	
	B-4 Getting Paid for What You Do: Hospital Program Financing 202	Nancy Guinn, MD, Presbyterian Healthcare Services Rodney O. Tucker, MD, MMM, University of Alabama at Birmingham	
	B-5 Leading Effectively: How Developing Individuals Cultivates Team Health	JoAnne Reifsnyder, PhD, MBA, MSN, FAAN, Genesis HealthCare Donna W. Stevens, MHA, Lehigh Valley Health Network	
	B-6 Hospices as Providers of Community-Based Palliative Care: Challenges and Opportunities in Building Sustainable Programs	Shauna Anderson, MS, RN, Chautauqua Hospice and Palliative Care John Morris, MD, FAAHPM, Four Seasons Compassion for Life	
4:45 pm - 5:45 pm	OFFICE HOURS with Seminar faculty for deep-dive Q&A following sessions		
5:45 pm - 7:30 pm	POSTER SESSION AND RECEPTION featuring outstanding palliative care teams from across the country and honoring this year's Circle of Life Award™ winners		

"I cannot say enough about every aspect of Seminar! I feel so energized, invigorated, and educated as I return to my site."

2017 SEMINAR ATTENDEE

Seminar Agenda Friday, November 9

7:00 am - 8:15 am	REGISTRATION AND BREAKFAST		
8:30 am - 9:00 am	CAPC 2018 INNOVATION AWARD CEREMONY honoring Amy Berman, RN, LHD, FAAN, The John A. Hartford Foundation		
9:00 am - 10:00 am	KEYNOTE 3: Assessing and Reducing Suffering Using Measures of Patient Experience	Christy Dempsey, MSN, MBA, CNOR, CENP, FAAN, Press Ganey Associates	
10:00 am - 10:30 am	COFFEE BREAK		
10:45 am - 12:00 pm	CONCURRENT SESSIONS		
	A-1 Look Before You Leap: The How and Why of Conducting a Needs Assessment	Lyn Ceronsky, DNP, GNP, FPCN, CHPCA, Fairview Health Services	
		Stacie T. Pinderhughes, MD, OptumCare	
	A-2 Putting Yourself on the Leadership Track: Building Your Palliative Care Career	Brynn Bowman, MPA, Center to Advance Palliative Care	
		Andrew E. Esch, MD, MBA, Consultant, Center to Advance Palliative Care	
		Robert Parker, DNP, RN, CENP, CHPN, Hospice and Palliative Nurses Association	
* Repeated Saturday: Concurrent C8	A-3 Proactive Identification of the Patients Who Need Us Most	Daniel Hoefer, MD, Sharp HealthCare	
	A-4 The Basics of Value-Based Payment	Stacie Sinclair, MPP, LBSW, Center to Advance Palliative Care	
		Kristofer Smith, MD, MPP, Northwell Health	
	A-5 Alternative Payment from across the Payer Mix	Torrie Fields, MPH, Blue Shield of California	
		William Kennedy, DO, CareOregon/Housecall Providers	
		Phillip E. Rodgers, MD, FAAHPM, University of Michigan	
		Allison Silvers, MBA, Center to Advance Palliative Care	
	A-6 Palliative Care's Role in Addressing the Opioid Crisis	Lynn Hallarman, MD, Stony Brook University Hospital	
		Mary Lynn McPherson, PharmD, MA, MDE, BCPS, CPE, University of Maryland School of Pharmacy	
	A-7 Even Small Hospitals Can Have Palliative Care Access and Success	John Morris, MD, FAAHPM, Four Seasons Compassion for Life	
12:15 pm - 1:30 pm	LUNCH		

1:45 pm - 2:45 pm	KEYNOTE 4: Trauma-Informed Care: A Case Study in Whole- Patient Care	Edward Machtinger, MD, University of California, San Francisco	
2:45 pm - 3:00 pm	STRETCH BREAK		
3:00 pm - 4:15 pm	CONCURRENT SESSIONS		
	B-1 Making Program Scope Explicit: Matching Team Expertise to Patient	J. Brian Cassel, PhD, Virginia Commonwealth University, Massey Cancer Center Andrew E. Esch, MD, MBA, Consultant,	
	Population	Center to Advance Palliative Care	
	B-2 Getting Ready for	Dana Lustbader, MD, FAAHPM, ProHEALTH Care Associates	
	Alternative Payment: Managing Your Total Population	Jill Mendlen, RN, Lightbridge Hospice and Palliative Care	
	B-3 Knowledge Is Not Enough: How to Change Care at the Bedside through Training and Systems Change	Brynn Bowman, MPA, Center to Advance Palliative Care	
		Jane Kavanagh, BA, Ariadne Labs	
		Joanna Paladino, MD, Ariadne Labs	
	B-4 Fresh Perspectives in Office-Based Palliative Care	Constance Dahlin, MSN, ANP-BC, ACHPN, FPCN, FAAN, Consultant, Center to Advance Palliative Care	
		Abigail Gilbert-Savi, MSN, ACNP-BC, ACHPN, CNP, Presbyterian Healthcare Services	
		Judith Yasunaga, MD, Carle Hospital and Physician Group	
	B-5 Clinical Practice Guidelines for Quality Palliative Care: The 4th Edition of the NCP Guidelines	Stacie Sinclair, MPP, LBSW, Center to Advance Palliative Care	
		Gwynn B. Sullivan, MSN, National Coalition for Hospice and Palliative Care	
		Martha L. Twaddle, MD, FACP, FAAHPM, HMDC, Northwestern Medicine Lake Forest Hospital	
	B-6 Billing Practices for Hospital-Based Palliative Care Programs	Phillip E. Rodgers, MD, FAAHPM, University of Michigan	
		Philip H. Santa-Emma, MD, FAAHPM, Mount Carmel Health System	
	B-7 Bridging the Gap: Making	Rikki Hooper, MBA, MSN, FNP-BC, ACHPN, Four Seasons Compassion for Life	
	the Case for Palliative Care in Assisted Living Facilities and Continuous Care Retirement Communities	John Morris, MD, FAAHPM, Four Seasons Compassion for Life	
4:30 pm - 5:30 pm	OFFICE HOURS with Semina	r faculty for deep-dive Q&A following sessions	

Seminar Agenda Saturday, November 10

7:00 am - 8:15 am	REGISTRATION AND BREAKFAST		
8:30 am - 9:30 am	KEYNOTE 5: Palliative Care as an Essential Population Health Strategy for Today's Health System	Jay D. Bhatt, DO, American Hospital Association	
9:30 am - 9:45 am	STRETCH BREAK		
9:45 am - 11:00 am	CONCURRENT SESSIONS		
	C-1 Evolving Leadership Skills for Midcareer Growth	Constance Dahlin, MSN, ANP-BC, ACHPN, FPCN, FAAN, Consultant, Center to Advance Palliative Care Rodney O. Tucker, MD, MMM,	
		University of Alabama at Birmingham	
	C-2 Mapping Communities	Melanie J. Marien, MS, RPA, Aspire Health	
	to Expand Access to Palliative Care	Sherika Newman, DO, Montgomery Medical of Atlanta	
	C-3	Maria T. Carney, MD, FACP, Northwell Health	
	How Health Systems Implement Palliative Care across Settings	Lori Yosick, LISW-S, CHPCA, Trinity Health	
	C-4 Teaching Our Colleagues Core Palliative Care Skills: Strategies for Getting Traction	William F. Bond, MD, OSF St. Francis Medical Center	
		Brynn Bowman, MPA, Center to Advance Palliative Care	
		Linda Fehr, BSN, OSF St. Francis Medical Center	
		Robert Sawicki, MD, OSF St. Francis Medical Center	
	C-5 Business Planning for the Community-Based Program: It's Not as Scary as You Think	Lori Bishop, MHA, BSN, RN, CHPN, National Hospice and Palliative Care Organization	
		Tom Gualtieri-Reed, MBA, Spragens & Associates, LLC	
	C-6 Understanding Pressures on Hospital Leadership and How You Can Help	Dominick Mastroianni, MD, Florida Hospital	
		Kelley Lamb Moring, MHA, Florida Hospital	
		Lynn Hill Spragens, MBA, Spragens & Associates, LLC	
	C-7 Carrying Complexity: Balancing Uncertainty and Hope in Caring for Vulnerable Populations	Lauran Hardin, MSN, RN-BC, CNL, National Center for Complex Health and Social Needs	
		William Kennedy, DO, CareOregon/Housecall Providers	
		Jeanne S. Twohig, MPA, Consultant, Center to Advance Palliative Care	
	C-8 Proactive Identification of the Patients Who Need Us Most	Daniel Hoefer, MD, Sharp HealthCare	

11:00 am - 11:30 am	COFFEE BREAK		
11:30 am - 12:45 pm	CONCURRENT SESSIONS		
	D-1 The Only Constant Is Change: Principles of Effective Change Management	Tom Gualtieri-Reed, MBA, Spragens & Associates, LLC Turner West, MPH, MTS, Bluegrass Care Navigators	
	D-2 Keeping Your Head above Water: Successfully Dealing with Growth in Your Community-Based Palliative Care Program	Amy Frieman, MD, MBA, FAAHPM, Hackensack Meridian Health	
		Lori Yosick, LISW-S, CHPCA, Trinity Health	
	D-3 Improving Access through Telehealth: Doing More with Less	Michael Fratkin, MD, ResolutionCare Dana Lustbader, MD, FAAHPM, ProHEALTH Care Associates	
	D-4 Becoming a Valued Colleague in the Hospital Ecosystem	Andrew E. Esch, MD, MBA, Consultant, Center to Advance Palliative Care Lisa D. Morgan, LDM Strategies	
	D-5 Lost in Translation: Incorporating Community Billing and Coding Concepts into Palliative Care	Constance Dahlin, MSN, ANP-BC, ACHPN, FPCN, FAAN, Consultant, Center to Advance Palliative Care Anne Monroe, MHA, Bluegrass Care Navigators	
12:45 pm	ADJOURN		

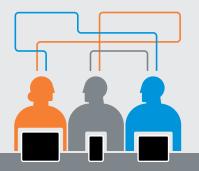
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	Early Bird Deadline: Sept 24	Full Rate After Sept 24
Boot Camp OR Payment Accelerator	CAPC Member: \$490 Non-Member: \$640	CAPC Member: \$560 Non-Member: \$725
National Seminar	CAPC Member: \$975 Non-Member: \$1,195	CAPC Member: \$1,050 Non-Member: \$1,350
COMBO Boot Camp + Seminar OR Accelerator + Seminar	CAPC Member: \$1,290 Non-Member: \$1,675	CAPC Member: \$1,480 Non-Member: \$1,880
Fellow/Student	Applies throughout: \$500	

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Rosen Centre Hotel | 9840 International Drive | Orlando, FL 32819 HOTEL RESERVATION DEADLINE: MONDAY, OCTOBER 15

A room block has been reserved at the Rosen Centre Hotel from Tuesday, November 6, through Saturday, November 10. The rate is \$195 per night, single or double occupancy, plus 13.5% occupancy taxes. The discount rate is guaranteed only until the group room block is sold or expires.

For reservations call 800-204-7234, and mention **CAPC Seminar** to receive the group rate. A limited number of rooms are available at our negotiated rate. Reserve yours today!





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