



CARDIOVASCULAR SERVICE LINE SYMPOSIUM

SPONSORED BY **Cardiovascular**Business

JUNE 9-11, 2016 • THE MAYFLOWER • WASHINGTON DC

WEDNESDAY, JUNE 8

Physician Leadership

2:00 pm – 6:00 pm **Physician Leadership Program Session 2: The Art of Influence**

Seating is limited to 36; attendance is open to all.

EDWARD A. WALKER, MD, MHA, PROFESSOR EMERITUS, DEPARTMENTS OF PSYCHIATRY & BEHAVIORAL SCIENCES AND HEALTH SERVICES, UNIVERSITY OF WASHINGTON; SEATTLE, WA

Achieving health care transformation requires strong, system-wide leadership. And learning to be leaders takes proper training. Dr. Edward Walker facilitates this new and exclusive leadership training certificate program that incorporates evidence-based content, university quality instruction, a convenient non-university setting and schedule and a respected physician teacher/trainer.

This is the second session of the 4-part Physician Leadership Foundation Certificate series. It will focus on The Art of Influence and explore:

- Coaching
- Mentoring
- Conflict Management

Other sessions in this series will be held prior to MedAxiom conferences throughout the year and will cover: Performance Improvement and Patient Safety. Session 3 on Performance Improvement is being introduced on Thursday, June 9, 2016 at the 2016 CVSL Symposium; it is limited to 36 participants and open to physicians and administrators who have completed either Session 1 or 2. Sessions 3 and 4 will be held as pre-conference sessions at CV Transforum Fall'16 in Austin, Texas in October.

THURSDAY, JUNE 9

Physician Leadership

7:30 am – 11:30 am **Physician Leadership Program Session 3: Performance Improvement Basics**

Seating is limited to 36; attendance is open to those who have completed either Session 1 or 2.

EDWARD A. WALKER, MD, MHA, PROFESSOR EMERITUS, DEPARTMENTS OF PSYCHIATRY & BEHAVIORAL SCIENCES AND HEALTH SERVICES, UNIVERSITY OF WASHINGTON; SEATTLE, WA

Achieving health care transformation requires strong, system-wide leadership. And learning to be leaders takes proper training. Dr. Edward Walker facilitates this new and exclusive leadership training certificate program that incorporates evidence-based content, university quality instruction, a convenient non-university setting and schedule and a respected physician teacher/trainer.

This is the third session of the 4-part Physician Leadership Foundation Certificate series. It will focus on Performance Improvement Basics including:

- Management of variance
- Basic tools of performance improvement
- Prioritization of work

Space is limited to 36 participants and is open to physicians and administrators who have completed either Session 1 or 2. Physician Leadership Program sessions will be held prior to MedAxiom conferences throughout the year; Session 4 on Patient Safety will launch at CV Transform Fall'16 in October and Session 3 will be repeated.

MedIntensive (Pre-Conference Session)

8:00 am – 11:30 am **Cath Lab: Improving Processes, Performance and Profitability**

ANNE BEEKMAN, RN, VICE PRESIDENT, MEDAXIOM CONSULTING; GRAND RAPIDS, MI

DENISE BROWN, VICE PRESIDENT, BUSINESS INTELLIGENCE SOLUTIONS AND SENIOR CONSULTANT, MEDAXIOM CONSULTING; PALM HARBOR, FL

This in-depth pre-conference session will examine key aspects of Cath Lab operations and efficiency. We will explore: Cath Lab profitability through a review of several case studies; capacity development; turnover expense—the cost and quality consideration; and same day discharge. Also, we will look ahead at what the near future holds for the Cath Lab in discussions on CTO, multidisciplinary and hybrid approaches.

6:30 am – 5:00 pm **Registration**

General Session

1:00 pm – 1:15 pm **Welcome & Introductions**

KEYNOTE PRESENTATION

1:15 pm – 2:15 pm **Population Health: Threat or Opportunity**

JONATHAN S. NALLI, CHIEF EXECUTIVE OFFICER, ST. VINCENT, INDIANA, SENIOR VICE PRESIDENT, ASCENSION HEALTH/ INDIANA MINISTRY MARKET; INDIANAPOLIS, IN

Ascension Health is one of the largest hospital companies in America. While many organizations are taking a “wait and see” approach to population health and risk, Ascension is pursuing it aggressively as a fulfillment of its mission, but also as a competitive strategy. Learn why this organization made population health a priority, its plans for the future and the building blocks it has created to be successful in the value-based economy. Includes Q&A with presenter.

2:15 pm – 3:15 pm **Aligning the CVSL Team on Quality, Safety and Finance**

PENNY WILTON, MBBS, FANZCA, FRCA, FFICM, DEPARTMENT CHIEF, CARDIOVASCULAR SERVICES, FREDERIK MEIJER ENDOWED CHAIR, FREDERIK MEIJER HEART & VASCULAR INSTITUTE, SPECTRUM HEALTH; GRAND RAPIDS, MI

This presentation will examine the cardiovascular service line as part of the Value Proposition of health care. Dr. Wilton will dive into the details of the following:

- Alignment of quality and cost
- Physician compensation and incentives
- Integrated practice units and the “disease centric model”
- Transforming the care model: creating the workforce for the future

This presentation includes Q&A with the presenter.

3:15 pm – 3:30 pm **Corporate Partner Introductions (Part 1 of 2)**

3:30 pm – 4:00 pm **Break with Corporate Partners and Exhibitors**

AGENDA

4:00 pm – 5:00 pm **Maximizing Your Cardiovascular Investment: Physician Alignment & Workforce Planning**

JOEL SAUER, VICE PRESIDENT, MEDAXIOM CONSULTING; FT. WAYNE, IN

For most health entities, physicians are the most expensive resource in their health care arsenal. In today's changing and competitive reimbursement climate, maximizing these resources is paramount. Focusing on the cardiovascular service line model, this session will describe the need for and provide examples of effective governance and management structures; ways to create aligned physician compensation plans that drive organizational strategy and objectives; and how to create an effective workforce plan that anticipates changes and deals with the tricky issue of physician slowdown, while focusing beyond just providers to the delivery team as a whole. Includes Q&A with presenters.

5:00 pm – 6:00 pm **Reimbursement Update from Washington**

CATHIE BIGA, RN, PRESIDENT AND CEO, CARDIOVASCULAR MANAGEMENT OF ILLINOIS; WOODBRIDGE, IL

Centers for Medicare and Medicaid Services (CMS) continues to evolve aggressively from a volume-based reimbursement system to one oriented predominantly on value. Toward this change, MACRA was recently signed into law to replace the broken SGR system. This comprehensive and very complex reimbursement system changes dramatically over its multi-year implementation period, with a significant release of new information in May of this year. Learn the latest on how this law will impact your professional reimbursement. The presentation will also cover the latest on FY17 Proposed Inpatient Rule. Includes Q&A with presenter.

6:00 pm – 6:15 pm **Corporate Partner Introductions (Part 2 of 2)**

6:15 pm – 7:15 pm **Reception with Partners & Exhibitors**

7:15 pm **Dinner on your own; check our D.C. Dining Guide for restaurant recommendations**

FRIDAY, JUNE 10, 2016

7:00 am – 8:00 am **Breakfast with Partners & Exhibitors**

General Session

8:00 am – 9:00 am **Washington Policy Update**

U.S. REPRESENTATIVE PHIL ROE, MD, HELP COMMITTEE & GOP DOCTORS CAUCUS; TENNESSEE

Learn from the inside—and from a physician's perspective—about the mindset of Washington around health care and the continuing evolution of the United States system. Includes Q&A with presenter.

9:00 am – 10:00 am **Maximizing Value and Quality of Care through NCDR Registries in the EP Service Line**

PAUL D. VAROSY, MD, DIRECTOR OF CARDIAC ELECTROPHYSIOLOGY, VA EASTERN COLORADO HEALTH CARE SYSTEM, ASSOCIATE PROFESSOR OF MEDICINE, UNIVERSITY OF COLORADO; DENVER, CO

This discussion explores the advent of two new registries from the NCDR, such as the NCDR LAAO and AFib Ablation registries, plus the new version update (to launch in April) of the NCDR ICD Registry. In addition, participants will hear the importance and strategic value of public reporting, and how they can drive performance improvement through use of NCDR benchmark reports. Includes Q&A with presenter.

10:00 am – 10:30 am **Morning Break with Partners & Exhibitors**

10:30 am – 11:30 am **Owning the Ambulatory Strategy (Shift to Ambulatory and Winning)**

GORAN DRAGOLOVIC, SENIOR VICE PRESIDENT, SURGICAL CARE AFFILIATES; PASADENA, CA

Presentation details to come. Health care's migration toward value-based care and risk-sharing models

is leading many health systems to evaluate their outpatient strategy to ensure long-term sustainability. Appropriately managed, ASCs and OBLs provide high-quality care and exceptional patient satisfaction at a lower cost. This presentation will explore the ambulatory strategy as an effective approach to slow health care spending, improve clinical quality and patient satisfaction, and reward hospitals and doctors that are successful in achieving these initiatives. Specifically, we will discuss how:

- Joint ventures between physicians and hospitals can support collaborative models of care and create long-term physician alignment;
- Allowing employed physicians to have ownership in an ASC is an effective tool for physician recruitment and retention; and
- ASCs can be an integral part of ACOs to align the interests of health systems, medical groups and payers.

11:30 am - 12:30 pm **Congenital Adult and Adolescent Heart Care: Clinical Approaches and Economics**

MARK MCDONALD, ASSISTANT VICE PRESIDENT, CINCINNATI CHILDREN'S HOSPITAL MEDICAL CENTER; CINCINNATI, OH

ANDREW REDINGTON, MD, EXECUTIVE CO-DIRECTOR, HEART INSTITUTE CHIEF, PEDIATRIC CARDIOLOGY, CINCINNATI CHILDREN'S HOSPITAL MEDICAL CENTER; CINCINNATI, OH

WENDY M. BOOK, DIRECTOR, EMORY ADULT CONGENITAL HEART CENTER; ATLANTA, GA

BRIAN KOGON, MD, CHIEF, PEDIATRIC CARDIOTHORACIC SURGERY, CHILDREN'S HEALTHCARE OF ATLANTA
DIRECTOR, ADULT CONGENITAL HEART SURGERY PROGRAM, EMORY UNIVERSITY; ATLANTA, GA

These two national leaders in adult and adolescent congenital heart care have taken different approaches to managing these challenging patient populations. Learn how the two programs contrast in styles and how they approach not only the clinical aspects of congenital adult and adolescent care, but the economics. In addition you will hear strategies for the migration of adolescent patients to the adult care team. Includes Q&A with presenters.

12:30 pm – 1:45 pm **Lunch – Partner Spotlights**

1:45 pm – 2:00 pm **Afternoon Break with Partners & Exhibitors**

2:00 pm – 3:00 pm **BREAKOUT SESSIONS (CHOOSE 1 OF 3)**

1. **CVSL Cost Accounting for Co-Management**

BILL GIUDICE, CPA, VICE PRESIDENT/CHIEF FINANCIAL OFFICER, TALLAHASSEE MEMORIAL HEALTH; TALLAHASSEE, FL

One of the more challenging aspects of implementing a co-management program with physicians is the process of making a strong commercial reasonableness case for the venture, and ultimately, to receive fair market support. Part of the challenge is convincing skeptical CFOs that this value is real. Participants in this session will learn about the sophisticated and detailed process that TMH completed to demonstrate real organizational return on investment from its co-management relationship with cardiology, and how that support provided the requisite fair market approval. Includes Q&A with presenter

2. **E-Care and its Role in Reaching Expanded Patient Populations**

KRISTIN DOSTER, EXECUTIVE VICE PRESIDENT, PRAIRIE HEART INSTITUTE OF ILLINOIS; SPRINGFIELD, IL

Serving a large patient population is challenging enough, but that challenge can be exacerbated by a very widespread and rural geographic coverage area. Learn how Prairie Heart implemented and leveraged innovative electronic technology to help expand its coverage without breaking the bank. Includes Q&A with presenter

3. On the Front Lines of Health Care Compliance and Defending Against Fraud Claims

ALLISON SHUREN, MSN, JD, PARTNER, ARNOLD & PORTER LLP; WASHINGTON, D.C.

MURAD HUSSAIN, JD, ASSOCIATE, ARNOLD & PORTER LLP; WASHINGTON, D.C.

Attorneys who advise health care providers on regulatory compliance and defend them in government investigations, False Claims Act lawsuits, and criminal prosecutions will provide:

- An overview on the current state of the Stark Law, Anti-Kickback Statute, and False Claims Act
- Updates on the latest Medicare regulatory changes, health care enforcement trends, and important legal cases
- A look at what's to come in rules governing physician compensation arrangements and suggestions for helping guard against unwanted enforcement attention

This presentation includes Q&A with the speakers.

3:10 pm – 4:10 pm **BREAKOUT SESSIONS (CHOOSE 1 OF 2)**

1. Centralizing Registry Data Across Multiple Hospital Systems

LUANN BRADY, CHIEF ADMINISTRATIVE OFFICER, HEART AND CARDIOVASCULAR SERVICE LINE, UNIVERSITY OF PENNSYLVANIA HEALTH SYSTEM; PHILADELPHIA, PA

JOANNE FANTE-GALLAGHER, MHA, BSN, RN, CPHQ, DIRECTOR OF QUALITY & SAFETY HEART & VASCULAR SERVICE LINE, PENN MEDICINE; PHILADELPHIA, PA

After years of acquiring hospitals and building out its health system, the University of Pennsylvania Health System realized it had a wealth of registry data in a host of insulated silos. Over the past several years it has focused on consolidating these data at the system level and leveraging the information to drive organizational improvements. Learn the steps the UPHS took to make these changes and the results they are driving. Includes Q&A with presenters.

2. Utilizing Specialty Clinics to Improve Heart Failure Program

STEPHEN L. RENNYSON, MD, MEDICAL DIRECTOR FOR CHF, STROOBANTS CARDIOVASCULAR CENTER; LYNCHBURG, VA

The heart failure population consists of a very diverse group of patients with complex issues. Stroobants Cardiovascular Center set out to impact the most at-risk and challenging segment of its heart failure population utilizing a care team, and is showing significant improvements. Hear the practical steps this organization followed to establish its comprehensive heart failure program, from standard patient definitions to specific tactics employed, and the see the results that followed. Includes Q&A with presenter

4:20 pm – 5:20 pm **BREAKOUT SESSIONS (CHOOSE 1 OF 2)**

1. Case Study: Achieving Cath Lab Profitability Through Performance Management

DAVE STRELOW, DIRECTOR CV LABORATORY SERVICES, SAINT LUKE'S MID AMERICA HEART INSTITUTE; LAWRENCE, KS

Managing your Cath Labs at peak performance has always been important, but in the value economy it has taken on even greater urgency. Learn how the Saint Luke's Hospital embarked on a comprehensive review of its own performance, from value mapping to detailed cost accounting, in an effort to drive operational improvements. Includes Q&A with presenter.

2. Top 10 MACRA Readiness Actions: A Panel Discussion

CATHIE BIGA, RN, PRESIDENT AND CEO, CARDIOVASCULAR MANAGEMENT OF ILLINOIS; WOODBRIDGE, IL

BARBARA COUGHLIN, MBA, RN, VICE PRESIDENT QUALITY & GOVERNMENT PROGRAMS, PHYSICIAN SERVICES, HCA; NASHVILLE, TN

NICOLE KNIGHT, LPN, CPC, CCS-P, DIRECTOR, REVENUE CYCLE SOLUTIONS, MEDAXIOM CONSULTING; JACKSONVILLE, FL

STACIE E. PRASIFKA, CPA, CHIEF EXECUTIVE OFFICER, NORTH TEXAS HEART CENTER, P.A.; DALLAS, TXN

MODERATOR JOEL SAUER, VICE PRESIDENT, MEDAXIOM CONSULTING; FORT WAYNE, IN

CMS just released the proposed MACRA rule for the coming MIPS and APM implementation – the summary alone is 80 pages with over 900 pages of supporting documents. We have assembled a panel of experts who work on the front lines of the professional practices that will be impacted by this game-changing law. In this moderated panel, hear real-life tactics that leaders are taking now to prepare for the 2019 genesis of MACRA in their health care institutions: changes to governance, physician alignment, clinical integration, revenue cycle, coding and documentation and more. Audience members will be able to participate in this interactive discussion.

5:30 pm – 6:30 pm **Reception with Partners & Exhibitors; Passport Trivia Contest Winners Announced**

6:30 pm – 8:30 pm **Group dinner at the Smithsonian National Museum of Natural History
Presented By Enhanced Revenue Solutions; Buses will begin leaving The Mayflower at 6:30 pm**

SATURDAY, JUNE 11, 2014

7:00 am – 8:00 am **Breakfast**

General Session

8:00 am – 9:00 am **CVSL IT Strategy: How to Afford It, Create Interoperability & Protect Your Organization**

MIKE MYTYCH, MBA, PRESIDENT, HEALTH INFORMATION CONSULTING; MILWAUKEE, WI

Today, health care organizations are making IT investments in the tens of millions to billions of dollars. What must be done to make such investments pay off? And with the myriad systems required to run our organizations, how do you make systems talk effectively? The cardiovascular service line can lead the way in helping organizations reach their goals around analytics, disease management and population health. Interoperability is a complicated process, and if the specific CV systems are not properly purchased, deployed and used, it can be very problematic. The cardiovascular service line also touches mobile health, consumerism, and precision medicine objectives for data exchange and data integrity. Includes Q&A with presenter.

9:00 am – 10:00 am **Prioritizing Initiatives: Sorting Out Clinical Relevance, Profitability and Other Requirements to Achieve Organizational Success**

LARRY SOBAL, EXECUTIVE VICE PRESIDENT, BUSINESS DEVELOPMENT, MEDAXIOM; MENASHA, WI

Strategic planning can generate energy, excitement and a list of great ideas to implement. But how do you make sure those great ideas get put into action? And in a world of limited resources, how do you ensure the critical ones rise to the top? Attendees in this session will be shown practical tools that help organizations prioritize and stratify strategic initiatives, including considerations for resource (human, financial, political) consumption that will be required to pull them off. Real world application of these tools, in use at MedAxiom, will be shown. Includes Q&A with presenter.

10:00 am – 11:00 am **Cardiac Bundles**

ANNE BEEKMAN, RN, VICE PRESIDENT, MEDAXIOM CONSULTING; GRAND RAPIDS, MI

GINGER BIESBROCK, PA-C, MPAS, MPH, AAC, VICE PRESIDENT, MEDAXIOM CONSULTING; GRAND RAPIDS, MI

Moving closer to value-oriented reimbursement, CMS announced two orthopedic bundles that cap payments covering 30 days before and 60 days after the surgery, including services outside traditional organizational walls. Every expectation is this program will be extended to cardiovascular around PCI and CABG. The MedAxiom team will take you through relevant data and findings from current bundle payment CV models and key learnings. Through these learnings we will outline what steps organizations can take to be successful in this risk-based model. Includes Q&A with presenter.

11:00 am **Adjourn**

Join us at CVSL16.com