

The Practice of Transplant Administration Workshop

September 15 - 16, 2008 ♦ Hotel del Coronado, San Diego, California

Registration Information

♦ **Workshop Fee: \$895.00/person**

♦ **Venue:** Hotel del Coronado, 1500 Orange Avenue, Coronado, CA 92118
Reservations: (800) 468-3533 or (619) 522-8000
www.hoteldel.com

♦ **Make reservations before August 22, 2008, as the block of rooms will sell out quickly!**

A block of rooms is set aside at low convention rates. Single or Double: \$235.00/night plus \$22.00/night resort fee. Refer to "Transplant Management Group" to ensure convention rates when making reservations.

♦ **Substitutions/Cancellations**

In order to receive a prompt refund, your notice of cancellation must be received in writing (by letter or fax) 10 working days (September 1, 2008) before the workshop. We regret cancellations will not be accepted after that date. However, we will be pleased to transfer your registration to another member of your company at any time. **All cancellations are subject to a \$100.00 processing fee.**

Special Team Discount

To ensure that your organization does not miss out on any vital information, two or more from the same organization deduct \$75.00 per person from registration fee.

Registration Form

Mail Completed Form to:

Transplant Management Group, LLC
Attn: Christine Marshall
10154 Oak Seed Lane
Lakeland, TN 38002

Or Fax Completed Form to:

Transplant Management Group, LLC
Attn: Christine Marshall
(901) 339-2332

For further information: (901) 481-2332 Direct
(877) 868-9170 Toll Free
Email: christinemarshall@transplantmanagement.com

Deadline for registration is September 8, 2008

Please print or type

NAME _____ TITLE _____

HOSPITAL/COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

EMAIL _____

Check one: I am paying \$ _____ Tuition via check - Make check payable to "TERP" (Transplant Education and Research Institute)

I am paying \$ _____ Tuition via Credit Card - Check one of the following: Visa MC AMEX

Credit Card # _____ Exp Date ____/____

Address Credit Card is billed to _____

Name on Credit Card _____ Signature _____

Check if applicable:

I will need Nursing Continuing Education Units

I will need Physician Continuing Medical Education Units

NOTE: A confirmation will be emailed or faxed to you if your registration is received before September 8, 2008.

To confirm your Workshop seat after September 8, 2008, please contact Christine Marshall at (901) 481-2332.

WORKSHOP AGENDA

Monday, September 15, 2008



8:30 a.m. - 4:15 p.m.

Operational Management of Medicare Organ Acquisition Cost Centers

John C. Rogers and Robert Howey, CPA

The largest single source primary payer of organ transplantation in the United States is Medicare. The complexities of the Medicare Acquisition Cost Center(s) can create difficulties in capturing reimbursable expenses. Transplant programs must account for all allowable direct and indirect expenses to the appropriate Medicare Acquisition Cost Center(s) in order to attain appropriate reimbursement through the Medicare payment system. Learn ideas and strategies to manage Medicare Acquisition Cost Centers through:

- Reviewing Medicare reimbursement for organ acquisition, transplant DRGs and physician and surgeon reimbursement
- Capturing all Medicare allowable expenses of a single and multi-organ Medicare approved transplant program(s)
- Understanding Medical Director reimbursement through the Medicare Organ Acquisition Cost Center(s)

The Imperative of Transplant Business Planning: A Physician's Perspective

Charles Miller, MD

A Transplant Center's ability to optimize its position within a hospital enterprise and marketplace is dependent on focused business strategies and a commitment to planning. Learn the key factors, which can influence the success of a transplant program through:

- Developing a targeted business plan
- Developing performance based objectives
- Maximizing internal strengths and operations

Transplant Physician Business Strategies for Managed Care Contracting

Andrew Fleming

The transplant managed care contracting challenges of negotiating rates and language; developing systems for contract implementation; creating methodologies for physician disbursements and staying current with third party reimbursement remain complex and critically important. Learn the key aspects of physician managed care contracting through:

- Evaluating options for physician case rate payments
- Reviewing systems for managing physician transplant case rates
- Defining roles of the transplant physicians for effective third party negotiations

Transplant Hospital Business Strategies for Managed Care Contracting

Barry S. Marshall, MBA

Contracting for transplant services is challenging and changing. The negotiations and management of transplant contracts can place stress on relationships with payers and the organization's internal relationships. Review methods and strategies for addressing many of the financial and logistical issues faced through:

- Integrating your transplant contracting strategy
- Defining roles within the Transplant Center for effectively managing third party relationships
- Developing formats for negotiating case rates and globals

Workshop Instructors

Edward Y. Zavala, MBA

*Principal, TMG
Administrator
Vanderbilt Transplant Center
Vanderbilt University Medical Center
Research Assistant Professor
Department of Surgery
Vanderbilt University*

C. Wright Pinson, MD, MBA

*Director, Vanderbilt Transplant Center
Associate Vice Chancellor
Vanderbilt University Medical Center*

John C. Rogers

*Principal, TMG
Director of Reimbursement
University of California, San Diego
Medical Center*

Bryan Barshick RN, MS

*Decision Support/Transplant Manager
Johns Hopkins Hospital*

Andrew Fleming

*Senior Director, Managed Care
Washington University School of Medicine*

Robert Howey, CPA

*Senior Consultant, TMG
Manager
Mayo Clinic, Jacksonville, Florida*

Barry S. Marshall, MBA

*Senior Consultant, TMG
VP, Clinical Business Development &
Physician Services
Methodist Healthcare - Memphis, TN*

Jill Martin-Boone, PharmD, FASHP

*Senior Consultant, TMG
Associate Professor of Pharmacy
University of Cincinnati*

Charles Miller, MD

*Program and Surgical Director
Cleveland Clinic*

Brigitte Reeb, MBA

*Senior Consultant, TMG
Administrative Director
Johns Hopkins Hospital
Comprehensive Transplant Center*

Art Thomson, MA

*Senior Consultant, TMG
Administrator - General Surgery &
Transplant Center
Cleveland Clinic*

WORKSHOP AGENDA

Tuesday, September 16, 2008



8:30 a.m. - 4:15 p.m.

Transplant Information: Making the System Work for You

Bryan Barshick RN, MS

A Transplant Information System (TIS) can bring significant improvements and efficiencies to a transplant center. There are multiple applications on the market, all of which have strengths. However, successful implementation of any TIS hinges on the transplant center's readiness including appropriate technical staff, programmatic preparation and project leadership. Learn the critical success factors in implementing a TIS through:

- Reviewing the reality of vendor capabilities
- Understanding the roles and responsibilities of the Transplant Center in a TIS implementation
- Reviewing the roles of the vendor and the Transplant Center with user training, program process drivers, report writing and ongoing customization and support

The Expanding Role of the Transplant Pharmacist

Jill Martin-Boone, PharmD, FASHP

The role of the clinical pharmacist in the specialty of transplantation has grown significantly in recent years. The Transplant Pharmacist role has been identified by UNOS/OPTN membership policy and in the CMS Conditions of Participation as a vital transplant team member. Additionally, third party payer centers of excellence are requiring transplant pharmacists to be involved in transplant patient teaching and care. Learn the critical aspects of transplant pharmaceutical care that can directly impact your clinical and financial outcomes through:

- Exploring the role of Transplant Pharmacist intervention
- Assessing transplant pharmacotherapy and its influence on clinical and financial outcomes
- Reviewing the payers requirements of Transplant Pharmacist patient care

Transplant Financial Management and Monitoring of Hospital and Physician Revenue

Art Thomson, MA

The multiple payer mix for any organ transplant program can be problematic and create challenges in identifying transplant costs and revenue. Learn about the issues and potential solutions through:

- Reviewing complexities of the transplant multiple payer mix
- Determining the key financial indicators to monitor your transplant program
- Developing tools that can assist in managing transplant revenue

Managing Innovation in Transplantation

Brigitte Reeb

The field of organ transplantation is restricted by organ availability. Initiatives, such as, the HRSA Organ Donation Collaborative and Transplant Growth and Management Collaborative have made strides to increasing donation and transplantation. However, there are innovative concepts and strategies being developed at Transplant Centers that can increase transplantation. How can Transplant Center innovation to increase transplantation be managed? Learn methods and strategies that can assist in managing transplant innovation through:

- Exploring the funding possibilities to support innovation
- Evaluating the payer reimbursement landscape to support innovation
- Reviewing management infrastructure necessary to support innovation

Transplant Program Effectiveness: The Quality and Performance Imperative

Edward Y. Zavala, MBA

The CMS Conditions of Participation require that each transplant program have processes in place for quality assessment and performance improvement. In addition to patient and graft survivals, there can be numerous variables that may be needed to develop a comprehensive quality assessment and performance improvement program. Learn methods and strategies that help measure and monitor quality and performance through:

- Exploring measurements and monitoring approaches for transplant clinical outcomes
- Developing a dashboard of quality outcome indicators
- Reviewing development of transplant performance improvement processes

The Transplant Institute Model

C. Wright Pinson, MD, MBA

Management and oversight of the single or multi-organ transplant center has become increasingly important in the current multi-payer marketplace and increased regulatory environment. The numerous medical, surgical and business disciplines along with the varied departmental agendas can create a less than effective transplant center. Learn how transplant organizational alignment and governance can be fostered through:

- Reviewing strategies that build consensus
- Reviewing organizational development models and structures
- Assessing governance structures