

The Practice of Transplant Administration Workshop

Co-Chairs: Edward Y. Zavala, MBA and C. Wright Pinson, MD, MBA

SEPTEMBER 14 - 15, 2009 ♦ HOTEL DEL CORONADO, SAN DIEGO, CA

Why Attend...

- ◆ Our Workshop is exclusive and highly interactive
- ◆ Our Workshop content is always timely, real-world and offers down-to-earth hard hitting tips and strategies
- ◆ We create a learning environment where meaningful communication can occur
- ◆ You take away something of value for the time and money you have invested

Who Should Attend...

Anyone involved in any aspect of Transplant Business Management of a single or multi-organ Transplant Center who wishes to acquire the latest tips, ideas and strategies to thrive in the current competitive and cost-cutting healthcare environment...

- ◆ Hospital Administrators
- ◆ Transplant Administrators, Supervisors and Managers
- ◆ Transplant Coordinators
- ◆ Transplant Physicians and Surgeons
- ◆ Transplant Pharmacists
- ◆ Hospital Reimbursement Managers
- ◆ Hospital Managed-Care Contracting Professionals
- ◆ Financial Counselors/Coordinators
- ◆ Transplant Data Managers and Coordinators

Comments from Previous Attendees...

"The Practice of Transplant Administration Workshop is highly informative in the areas of strategic leadership, contracting, marketing, and compliance knowledge needed to achieve organizational success. The seminar topics are timely to today's changing transplant business and the presentations are structured to allow extensive interaction between presenters and conference participants. I found the contracting and cost reporting presentations particularly useful. I highly recommend this workshop for transplant professionals."

-Lisa Florence, MD
Assistant Director
Swedish Organ Transplant Center
Seattle, Washington

"I was very impressed with the Transplant Administration Workshop for its comprehensive approach. The sessions were well balanced and informative. As a transplant surgeon in practice for 19 years, I regret that I waited so long to participate. The financial aspects of transplant were clearly presented in all their intricacies. I believe this seminar should be jointly attended by multiple members of a transplant center and serve as a core curriculum for discussions on the proper organization of the service."

-Harvey Solomon, MD FACS
Director of Liver Transplantation
St. Louis University
St. Louis, Missouri

"The Practice of Transplant Administration Workshop provides a useful guide to the business of transplantation. The workshop content is easily applied to the day-to-day operations of a transplant center, and provides valuable resources and networking opportunities. Participants gain a solid foundation of knowledge about the Medicare cost report, managed care contracting, business models and marketing, as well as updates on a variety of topics including clinical outcome measurement and regulatory compliance. A "must" for the new transplant administrator and transplant physician executive."

-Denise Motowski, MBA
Director, Transplant Services
Johnson City Medical Center
Johnson City, Tennessee

Accreditation...

This activity is jointly sponsored by:



TRANSPLANT EDUCATION AND RESEARCH INSTITUTE

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of Oakstone Medical Publishing and Transplant Education and Research Institute. Oakstone Medical Publishing is accredited by the ACCME to provide continuing medical education for physicians.

Credit...

- ◆ Oakstone Medical Publishing designates this educational 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.
- ◆ This program is pending approval for 12 nursing contact hours.

WORKSHOP AGENDA

Monday, September 14, 2009



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

Managing the Medicare Organ Acquisition Cost Reporting Process

John C. Rogers

Medicare is the largest single source payer of organ transplantation in the United States. Transplant program must be able to account for all allowable organ acquisition expenses in order to be financially viable. Learn how to develop a framework to manage the Medicare Organ Acquisition Cost reporting process through:

- Understanding which transplant related expenses qualify to be claimed as organ acquisition
- Creating a system of accounts for capturing allowable organ acquisition expenses for single or multi-organ Medicare approved transplant program(s)
- Designing effective time studies for tracking pre-transplant staff and physician salaries
- Establishing a registration and billing process to capture pre-transplant hospital services
- Understanding the Medicare Ratio and designing a process for tracking and documenting transplant statistics

Designing an Effective Pre-Transplant Registration and Billing Process

Alexander Auzzi, RN, BSN, MBA and John C. Rogers

Pre-Transplant registration and billing is one of the more complicated and misunderstood topics facing transplant programs across the country. Transplant program must be able to effectively bill for pre-transplant service and account for all allowable organ acquisition expenses in the Medicare Cost Report in order to be financially viable. Learn how to develop a registration and billing framework to manage the Medicare Organ Acquisition Cost reporting process through:

- Understanding which pre-transplant hospital services qualify to be claimed as organ acquisition
- Creating an effective billing and registration process action team
- Integrating the pre-transplant registration and billing process into transplant operations
- Avoiding common pitfalls associated with designing a registration and billing process
- Understanding the Medicare cost reporting requirements for claiming and documenting pre-transplant hospital services
- Auditing pre-transplant hospital services claimed in the cost report

Transplant Center CMS Conditions of Participation (CoPs): Preparation, Site Visit, Corrective Actions, Potential Trouble Areas and Recent Developments and Interpretations of the CoPs

Mary Cunanan, MA

Over the past several years regulatory oversight of solid organ transplantation has increased substantially from the highest levels of the United States government. On March 30, 2007 publication of the Final Rule in the Federal Register defined the CMS CoPs. The CoPs impact all existing CMS solid organ transplant programs as well as transplant programs seeking CMS certification. Many transplant programs and centers have passed CMS recertification with various levels of deficiencies, while other transplant programs have been challenged with potential decertification. Learn strategies and approaches to assist in managing compliance and regulatory issues by:

- Reviewing current experience with key issues in the CMS CoPs
- Assessing levels of compliance and potential areas of vulnerability
- Developing and implementing an action plan for the site visit
- Assessing approaches for corrective action plans
- Determining methods for response to potential decertification

Economic Impact of Improving Survival Statistics: What you need to know.

Brigitte Reeb, MBA

The Centers for Medicare and Medicaid Services (CMS) Transplant Conditions of Participation (CoPs) define patient and graft survival rate requirements for transplant center participation with Medicare. In 2008, an estimated 20 percent of organ transplant programs did not meet the outcomes benchmarks set by CMS for certification. With these new requirements, many transplant centers have put forth efforts to improve survival outcomes. In addition to affecting survival rates, these initiatives have a financial impact on the transplant program that is especially important to recognize because of accounting methodologies utilized by transplant centers. Learn the essential elements of the economics of survival statistics through:

- Reviewing the impact of not meeting CMS patient and graft survival rates
- Evaluating the economics of survival statistics on the transplant program/center
- Exploring current and future investment to sustain expected patient and graft survivals

Transplant Staffing Effectiveness: Clinical and Business Staffing Models

Art Thomson, MA

Transplant staffing effectiveness is a significant component of the management of a transplant program. Learn how staffing can contribute to an economically effective transplant program and gain access to and understanding of the approaches for staffing effectiveness in transplantation through:

- Reviewing staffing ratios and benchmarks
- Evaluating approaches to transplant physician staffing effectiveness
- Exploring opportunities to improve clinical and business team performance
- Reviewing transplant organizational structures

WORKSHOP AGENDA

Tuesday, September 15, 2009



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

Transplant Physician Leadership: Critical Success Factors in Leading a Transplant Center

C. Wright Pinson, MD, MBA

Transplant centers have varied organizational structures but common to all of them is a surgical and physician director for the respective transplant program(s) and in some cases for the transplant center. Strong, visionary transplant physician leadership can move a transplant center to new levels of performance both in quantity and quality. Learn some of the essential elements of transplant physician leadership through:

- Evaluating organizational structure and determining stakeholders in the clinical, surgical and hospital enterprise
- Using business and strategic planning processes
- Partnering with your Transplant Administrator to ensure success and building a self directed team

Transplant Billing Issues for the Physician and Surgeon

Paul Kuo, MD, MBA

This session will focus on the details of physician and surgeon billing related to transplantation. Learn some of the essentials of transplant physician reimbursement through:

- Billing and collecting for immunosuppression
- Billing and collecting for the surgical procedures and the proper use of CPT and ICD-9 codes
- Exploring future trends in transplant reimbursement

Intensive Care for Your Transplant Contracting — Overview, Requisites and Contract Management

Deborah Duffy, MPA

Successful negotiations with transplant networks and payers requires a dedicated team to develop effective strategies regarding rates, program quality and outcomes, payer mix, global revenues and operationalization of contract terms. Following this presentation, attendees will have knowledge regarding general methods and strategies for transplant contracting and will be able to address financial and logistical issues faced in contract negotiations and management processes through:

- Developing an effective contract modeling tool
- Obtaining data and reports needed to be successful in negotiations
- Developing, integrating and monitoring transplant contract strategies
- Disbursing of global revenue between facilities and physicians
- Continuous monitoring of transplant contract compliance, volumes, revenue and referrals

Transplant Profitability: The Revenue Management and Sustainability Imperative

Barry Marshall, MBA

Managed Care Organizations (MCOs) and commercial insurers pay up to or greater than 60% of all solid organ transplants in the United States. These multiple payors are a substantial portion of a transplant center's revenue flow and each payor has specific contractual guidelines for payment. This scenario may create problems in a transplant center for capturing all of its commercial revenue in a timely manner. Learn methods and strategies that help ensure maximum contractual revenues through:

- Documenting transplant billables and accounts receivable
- Redesigning transplant revenue capture processes
- Developing a multidisciplinary transplant revenue team

Transplant Center Marketing and Outreach: Building the Business

Tracy Giacom, MBA, MSN, RN

Marketing transplantation is critical to effectively compete in today's competitive environment. A sound marketing and outreach strategy can help a transplant program increase referrals, secure managed care contracts, enhance market share and increase revenue production. Learn the critical success factors that can influence the success of a transplant program's marketing efforts through:

- Developing performance-based marketing programs for your transplant center
- Developing educational and promotional transplant materials
- Evaluating marketing efforts and targeting key referral sources

The Seven Habits of Highly Effective Transplant Administrators

Edward Y. Zavala, MBA

The practice of transplant administration has been evolving for more than 17 years. In 1993 the first UNOS Transplant Management Forum (TMF) was held with about 200 in attendance. In 2008, the TMF had an attendance of nearly 500. The management of transplant programs has become increasingly complex in every aspect and more recently in regulatory compliance. Transplant Administration has been evolving through its many challenges with many successes. Learn the key aspects of effective transplant administration through:

- Exploring the evolving practice of transplant administration
- Assessing transplant administration and its influence on Transplant Center operations
- Reviewing transplant organizational governance and oversight
- Reviewing the critical success factors in transplant administration

Special Features. . .

- ◆ This activity is jointly sponsored by:
Oakstone Medical Publishing
Transplant Education and Research Institute
- ◆ Designated for a maximum of **12 AMA PRA Category 1 Credits™**
- ◆ **Pending approval for 12 contact hours of continuing education for RNs, LPNs, LVNs and NPs.**
- ◆ **Comprehensive Workbook “The Practice of Transplant Administration”:** 300+ pages of workshop outlines, sample pieces, statistics, regulations and more will be provided to participants.
- ◆ **Continental breakfast, lunch and refreshment breaks** are provided each day of the workshop.
- ◆ **Social Event & Napa Valley Wine Tasting:** Monday evening, September 14 - hors d’oeuvres and refreshments will be served.
- ◆ **The Hotel del Coronado is located on Coronado Island** on the gleaming beaches of the Pacific Ocean.



PRIORITY

The Practice of Transplant Administration Workshop
September 14 - 15, 2009 ◆ Hotel del Coronado ◆ San Diego, California

TRANSPLANT MANAGEMENT GROUP, LLC
SPECIALISTS IN TRANSPLANT BUSINESS MANAGEMENT
11835 Carmel Mountain Road #1304-248
San Diego, CA 92128

The Practice of Transplant Administration Workshop

September 14 - 15, 2009 ♦ 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

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.

- ♦ **Make reservations before August 21, 2009, as the block of rooms will sell out quickly!**
A block of rooms is set aside at low convention rates. Single or Double: \$239.00/night plus \$25.00/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 (August 31, 2009) 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.**

Registration Form

Mail Completed Form to:
Transplant Management Group, LLC
Attn: Christine Marshall
24 Martin Dale North
Greenwich, CT 06830

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 7, 2009

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 7, 2009.
To confirm your Workshop seat after September 7, 2009, please contact Christine Marshall at (901) 481-2332.