HEALTHCARE SYSTEM
CASE MANAGEMENT EDUCATION

10th Annual Florida Chapter
CASE MANAGEMENT CONFERENCE
August 1–2, 2013
Rosen Centre Hotel • Orlando, FL

Decade of Making a Difference –
Case Management in the Age of Evolution

www.acmaweb.org/fl
## Conference Schedule

**August 1–2, 2013**

### Thursday, August 1, 2013

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>5:00 pm – 7:00 pm</td>
<td>Registration</td>
</tr>
<tr>
<td>6:00 pm – 7:00 pm</td>
<td>Networking Reception with Sponsors &amp; Exhibitors</td>
</tr>
<tr>
<td>7:00 pm – 8:15 pm</td>
<td>Session 1: Thanks for the Memories: Celebrating 10 Years as an ACMA Chapter!</td>
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### Friday, August 2, 2013

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:45 am – 9:00 am</td>
<td>Registration &amp; Networking Breakfast with Sponsors &amp; Exhibitors</td>
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<tr>
<td>9:00 am – 9:30 am</td>
<td>Welcome Announcements &amp; Chapter Board Meeting</td>
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<tr>
<td>9:30 am – 10:45 am</td>
<td>Session 2: ACMA and Case Management – The Future of Your Professional Practice</td>
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<tr>
<td>10:45 am – 11:15 am</td>
<td>Networking Break with Sponsors &amp; Exhibitors</td>
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<tr>
<td>11:15 am – 12:15 pm</td>
<td>Session 3: Partners in Healing: Doctors, Lawyers, and Case Managers!</td>
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<tr>
<td>12:15 pm – 1:00 pm</td>
<td>Lunch (provided)</td>
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<tr>
<td>1:00 pm – 1:40 pm</td>
<td>Networking Break with Sponsors &amp; Exhibitors</td>
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<tr>
<td>1:40 pm – 2:40 pm</td>
<td>Session 4: Avoidable Delays: Using Data for Change</td>
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<tr>
<td>2:40 pm – 2:50 pm</td>
<td>Transition Break</td>
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<tr>
<td>2:50 pm – 3:50 pm</td>
<td>Session 5: Case Managers and Hospitalists: A Match Made in Heaven?</td>
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<tr>
<td>3:50 pm – 4:00 pm</td>
<td>Closing Remarks</td>
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### Chapter Board of Directors & Conference Planning Committee

#### Chapter Officers

- **President**
  - Steven R. McGaffigan, LCSW, ACM
  - Director, Case Management
  - Tampa General Hospital
  - Tampa, FL

- **President-elect**
  - Jane Krieger, RN, BSN, ACM
  - Pediatric Case Manager, Family Support Services
  - St. Joseph’s Children’s Hospital
  - Tampa, FL

- **Secretary**
  - Pam Shiver, RN, BSN, ACM
  - Director, Case Management
  - Shands Jacksonville Medical Center
  - Jacksonville, FL

- **Treasurer**
  - Susan Kadechka
  - RN, BSN, CPUR, CCM
  - Director, Case Management
  - Memorial Hospital of Tampa
  - Tampa, FL

#### Board Members-at-Large

- **Frank Bellamy, RN, BSN, ACM**
  - Interim Leader
  - B. E. Smith • Lenexa, KS

- **Brenda Breslow, MPH**
  - Director of Programs
  - Healthy Start Coalition • Hillsborough County, FL

- **Bill Gross, LCSW**
  - Manager, Social Services, Case Management
  - Tampa General Hospital • Tampa, FL

- **Mark Michelman, MD, VPMA**
  - Medical Director, Case Management
  - Morton Plant Miami Health Care • Clearwater, FL

- **Sue Muchlor, RN, MSN, MBA, FACHE**
  - South Florida Division Manager, Resource Management
  - Health Management Associates, Inc. • Naples, FL

#### Planning Committee Members

- **Gini Bass, RN, ACM, JDQI**
  - Clinical Education Specialist
  - Corporate Case Management • Adventist Health Systems • Altamont Springs, FL

- **Diana Gregory, RN, BSN, ACM, CCM, CPHIM**
  - Clinical Appeals Specialist
  - Corporate Case Management • Lee Memorial Health System • Jensen Beach, FL

- **Cathy Hosman, LCSW**
  - Director
  - Case Management • Florida Hospital • Orlando, FL

- **Steven R. McGaffigan, LCSW, ACM**
  - Director
  - Case Management • Tampa General Hospital • Tampa, FL

- **Marsha Stein, RN, BSN, CCM**
  - Administrative Director
  - Hospitalist Program/Bed Management • Florida Hospital • Orlando, FL
SESSION 1:
Thanks for the Memories:
Celebrating 10 Years as an ACMA Chapter!

Diana Gregory, RN, BSN, ACM, CCM, CPHM
Clinical Appeals Specialist, Corporate Case Management
Lee Memorial Health System • Jensen Beach, FL

Steven McGaffigan, LCSW, ACM
Director, Case Management
Tampa General Hospital • Tampa, FL

SESSION ABSTRACT: Though it seems impossible to believe that this year marks the 10th anniversary of the Florida Chapter of ACMA, it’s equally impossible to forget all of the changes that brought us — as a Chapter and as case management professionals — to where we are today. Not only has the face of health care changed, but so has the role of case management. Joined by our own Chapter pioneers, this session will provide an opportunity to enjoy looking back, while we look around, before we pause to look forward to the future of our own professional practice.

LEARNING OBJECTIVES:
1. Describe case management as it has evolved over the last decade
2. Understand the history of the Florida Chapter of ACMA
3. Define the benefits of participation in professional organizations

SESSION 2:
ACMA and Case Management –
The Future of Your Professional Practice

L. Greg Cunningham, MHA
CEO
American Case Management Association • Little Rock, AR

SESSION ABSTRACT: The last ten years have been a time of growth and increasing importance for the role of nurses and social workers in health care. The case manager’s role will continue to evolve dramatically, and ACMA has become an important and active association both locally and nationally. Establishing ACMA and case management as a crucial partner in health care innovation is both of strategic and outcome orientation. Using the last ten years of ACMA’s national research data and the evident trends (staffing, structure, function and national policy), the CEO of our national association will share his vision concerning the changing health care/case management environment and the importance of ACMA’s strategies to both advocate for and support its members.

LEARNING OBJECTIVES:
1. Understand the history of the case management practice and ACMA
2. Describe national research-based trends regarding historical and future case management practice
3. Correlate and compare individual and organizational preparation for future practice issues

SESSION 3:
Partners in Healing: Doctors, Lawyers, and Case Managers

Cindy Carlson, MSW, LCSW
Director, Case Management
Winter Park Memorial Hospital • Winter Park, FL

SESSION ABSTRACT: What do you get when you put a doctor and a lawyer on the same case? It has become increasingly evident that efforts to ensure health are undermined when patients can not access services that may be available to them. This session will explore an emerging trend: doctors, lawyers, and case managers working together to
SESSION 3 (CONTINUED)

overcome system barriers that impact a patient’s health. This session will describe the “Partners in Healing” program initiated at Florida Hospital, an Adventist Health System hospital. The role of the case manager is an integral component to the development and ultimate success of the program.

LEARNING OBJECTIVES:
1. Understand how a medical-legal partnership can positively address issues that impact a patient’s health
2. Identify how one healthcare system enlisted corporate legal partners to create a medical/legal partnership
3. Gain information and tools to promote interest with your hospital’s legal team

SESSION 4:

**Avoidable Delays: Creating Successful Improvement Strategies by Using Benchmarking Information**

Sandy McFolling, RN, MS, ACM

*System Director of Case Management*

Rush University Medical Center and Rush Oak Park Hospital • Chicago, IL

SESSION ABSTRACT: Improvement opportunities are numerous, but resources are limited. How can case management leaders identify the best opportunities – those that have the greatest potential for yielding rapid, meaningful, and measurable results? Once identified, how can these leaders develop the business case to justify the application of resources to these opportunities by demonstrating to various groups the opportunity and potential gain? This session will present successful practice improvement strategies that are facilitated by effective data capture and benchmarking information.

LEARNING OBJECTIVES:
1. Identify the benefits of using benchmarks to enable performance improvement
2. Explain at least one challenge in justifying the application of resources
3. Discuss at least one successful improvement strategy and how it could potentially be implemented at your organization

SESSION 5:

**Case Managers and Hospitalists: A Match Made in Heaven?**

Marsha Stein, RN, BSN, CCM

*Administrative Director*

Florida Hospital Orlando • Orlando, FL

SESSION ABSTRACT: In the mid-1990s, there were less than 1,000 hospitalists practicing in the U.S.; by 2010, there were 30,000. Hospitalists now practice in approximately 83% of more than 5,000 U.S. community hospitals. Some hospitals, as well as some physicians, are still trying to find their way in having hospitalists on staff. Other hospitals have been successful in developing the role of their hospitalists to provide health care that is more effective and of a higher quality for their patients. This session will review the challenges and successes encountered while building a hospitalist program and the partnership developed with the case management department.

LEARNING OBJECTIVES:
1. Review the history and traditional roles of the hospitalist program
2. Identify the challenges encountered between hospitalists and case management
3. Discuss implementation of successful strategies currently used in hospitalist/case management collaborations
Important Dates

<table>
<thead>
<tr>
<th>Hotel Discount Deadline</th>
<th>Early Registration Deadline</th>
<th>Late Registration Begins</th>
<th>Chapter Conference Date</th>
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<tbody>
<tr>
<td>July 1</td>
<td>July 18</td>
<td>July 19</td>
<td>August 1-2</td>
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Registration Pricing

**Early Registration**
ACMA must receive payment and registration by July 18, 2013.

<table>
<thead>
<tr>
<th></th>
<th>ACMA Member: $65</th>
<th>Non-Member: $90</th>
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<tr>
<td>Membership Package*: $200</td>
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*Includes 1-year ACMA & Chapter Membership. Membership Application required.

**Late Registration**
Received on or after July 19, 2013.

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<th>ACMA Member: $95</th>
<th>Non-Member: $125</th>
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<tr>
<td>Membership Package*: $230</td>
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*Includes 1-year ACMA & Chapter Membership. Membership Application required.

Continuing Education

Participants may earn up to the following continuing education (CE) hours:

- 7.8 Nursing Contact Hours *(based on 50-minute hour)*
- 6.5 Nursing Contact Hours *(based on 60-minute hour)*
- 6.5 Social Work Contact Hours
- 6.5 ACM™

For more information, visit our conference website:

www.acmaweb.org/fl
10th Annual Florida Chapter
CASE MANAGEMENT CONFERENCE
August 1-2, 2013

CONFERENCE LOCATION
Rosen Centre Hotel
9840 International Drive • Orlando, FL
Phone: 407-996-9840 • www.rosencentre.com

PARKING INFORMATION: Complimentary self-parking onsite.

HOTEL ACCOMMODATIONS: The Rosen Centre Hotel is offering a limited number of rooms at a discounted rate of $99 per night for the night of Thursday, August 1, 2013. To receive this rate, you must make your reservation by July 2. To make reservations, contact the hotel directly at 407-996-9840 and reference the American Case Management Association group rate.

PLEASE NOTE: There are two Rosen Hotels on International Drive. The meeting will be held at Rosen Centre Hotel.