



THE THIRD ANNUAL
CONFERENCE

of the
National Association
of Healthcare Advocacy
Consultants

November 3-5, 2011

THE DOUBLETREE HOTEL
BERKELEY, CA



NAHAC

National Association of
Healthcare Advocacy Consultants

www.nahac.com

Thursday Evening, November 3, 2011

6:00 - 7:30 Registration and Welcome Reception
Hosted by the NAHAC Executive Committee

Day 1 – Friday, November 4, 2011

7:15 -8:30 Conference Registration, Continental Breakfast,
Networking
Exhibitor Tables Open

8:45-9:00 ***President's Welcome***

9:00-9:45 ***Keynote Address***

9:45-10:00 Break

10:00-11:15 ***Case Study #1: Our Mom Has Breast Cancer***
Case Study will be conducted by an invited Medical
Expert in the field of oncology as well as an Advocate
as Session Facilitator.

CASE: Your client has advanced breast cancer. Her children do not live near her and they are worried that her oncologist is not giving their mother the best advice as the disease has progressed. They want to know how an advocate can help to manage their mother's illness and seek the best options and outcomes. This case study will explore the role of an advocate to help clients make informed choices, learn to communicate with their healthcare team, research credible information, tackle common insurance obstacles related to cancer care, explore integrative care options, implement caregiving solutions, evaluate end-of-life issues, and address changing treatment plans.

11:15-12:00 ***Interactive Question and Answer session***

12:00-1:00: Lunch for Registered Participants
Box lunch provided to all participants
Exhibitor Tables and Open Networking

1:00-2:15 ***Case Study #2: My Child Has Special Needs***
This Case Study will be conducted by an invited Medical
Expert in the field of pediatrics as well as an Advocate
as Session Facilitator.

CASE: Your clients have a special needs child, the youngest of their three children. The family is struggling to piece together a plan to care for their child while still trying to juggle jobs and their other children. This detailed case study will explore how to navigate the pediatric healthcare landscape and the unique aspects



of working with children. Topics will include finding appropriate medical, psycho/social and developmental interventions, caregiving, school and education options, social development as the child matures, typical insurance problems and solutions for special needs families, exploring Medicaid eligibility and resources to help.

2:15-3:00 ***Interactive Question and Answer session***

3:00-3:15 BREAK

3:15-4:00 ***Health Technology and Medical Informatics***
Speaker: Conference Faculty

Everyone has heard the pros and cons of electronic medical records. But what other technologies are on the horizon that might improve the doctor-patient relationship and result in safer, more efficient and cost-effective medical care delivery? This session will explore these new technologies and where they may lead us in our work.

4:00-5:00 ***Who's Who in NAHAC?***

This networking power hour will help you make the personal connections you need to be successful, whether by region, specialty or experience. Announced groups will meet in relaxed areas of the hotel for this hour of sharing and learning.

Day 2 – Saturday November 5, 2011

NAHAC is pleased to fulfill our mission for public education by opening the Saturday morning program at a reduced rate to the general public.

7:30 -8:30 Conference Registration, Continental Breakfast,
 Networking
 Exhibitor Tables Open
 Public Registration Begins

8:30-9:45 ***Case Study #3: My mother is sick and my father needs help***

Case Study will be conducted by an invited Medical Expert in the field of gerontology as well as an Advocate as Session Facilitator.

CASE: You've been contacted by a "sandwich generation" mother. She works full-time and has two children under age 10. Her mother has cycled in and out of the hospital and rehabilitation homes for the past 18 months with a fractured hip and an intractable MRSA infection. Dad wants to do everything for her himself, but his own health is failing and he can't manage it all. This





case study will explore the many issues that must be identified, acted upon, managed and coordinated in an ongoing advocate/senior parent/adult child relationship. Topics include dealing with multiple medical conditions of an elderly person, finding the right specialists, working with hospital and nursing home discharge planners, initiating long-term care insurance, hiring in-home caregivers, an advocate's role in emergency situations, resolving insurance disputes, dealing with cognitive decline, and exploring what to do when a spouse dies.

9:45-10:30 ***Interactive question and answer session***

10:30-10:45 Break

10:45-12:15 ***Workshops Open to Conference Participants and the Public***
(Choose One)

- A) Medicare, Medicaid, and New Health Insurance Options Created by the Affordable Care Act of 2010.
Moderator: Conference Faculty
- B) Solving the Medications Maze: Discount Cards, Patient Assistance Programs and Resources for Consumers
Moderator: Conference Faculty
- C) Medical Research Skills in One Easy Lesson
Moderator: Conference Faculty

12:15-1:15 Lunch
Box lunch provided to all participants

1:15-2:30 ***"Ask Me" Sessions***
Conference Faculty will facilitate a group session designed to answer your "Knowledge, Solutions, and Compassion" questions, expand on the case studies or present questions from your own cases.

2:30-2:45 Break

2:45-3:30 ***Best Practices Checklist Exercise***
This fast-moving session will recap our key learning points from the conference. As a group, we will create the design for Best Practices for the Profession of Healthcare Advocacy.
Facilitator: Conference Faculty

3:30-4:00 ***Presentation of the Ken Schueler Memorial Education Award***

Conference wrap-up and evaluations



Registration Fees and Deadlines

Register early to take advantage of discounted rates at the DoubleTree Hotel and the NAHAC Conference.

The final date for registrations for both the entire NAHAC Conference and the Saturday-morning-only portion of the Conference is October 31, 2011

	Early Bird Registration (On or before October 1)	Late Registration (After October 1)
NAHAC MEMBER	\$300	\$350
Non-NAHAC MEMBER	\$350	\$400
STUDENTS Proof of enrollment in a 4-year university or college is required. Enrollment in a patient advocacy certificate or program does not qualify.	\$125	\$160
GENERAL PUBLIC RATE Saturday, November 5th, 7:30 a.m. to 12:15 p.m. only	\$25	\$25

Hotel Reservation

The DoubleTree Hotel & Executive Meeting Center
200 Marina Blvd.
Berkeley, CA 94710
510-548-7920

NAHAC has reserved a block of rooms at the Doubletree Hotel at the lovely Berkeley, CA Marina at an exclusive rate of \$129 per night (plus taxes). But you must reserve by October 14, 2010 to be guaranteed this group rate. If you are reserving your room electronically, please click on this [LINK](#) to the NAHAC Room Block: The NAHAC Group Rate is already included in this reservation page. If you reserve by phone, make sure to tell the Doubletree that you are with the National Association of Healthcare Advocacy Consultants. This is very important to receive the negotiated rate and special amenities as well as to be counted toward the NAHAC room block.

Other options for lodging:

Berkeley, CA has a Bed and Breakfast Locator Service online at <http://www.bbonline.com/ca/berkeley.html> Other Hotels in the area (approximately 3 miles from the Conference Center) are the Hotel Durant (www.hoteldurant.com) and the Hotel Shattuck (www.hotelshattuckplaza.com)

CANCELLATION POLICY: If you cancel your Conference registration on or before October 15, 2011, all registration fees are refundable minus a \$50 processing fee. No refund of the event registration fee will be issued for cancellations made after October 15th. In the event of a cancellation, the National Association of Healthcare Advocacy Consultants. is not responsible for non-refundable airfares, other airfare penalties, hotel or travel charges you may incur. All cancellations must be made in writing and sent to admin@nahac.com and are subject to the terms and conditions stated above. There are no exceptions to this Cancellation Policy. NAHAC suggests you consider purchasing personal travel insurance.