



The FOURTH ANNUAL CONFERENCE of the
National Association of Healthcare Advocacy Consultants

The Leading Edge of Reform: Roles and Goals for Healthcare Advocates

November 1-3, 2012
Boston • The Hyatt Regency Hotel

THURSDAY, NOVEMBER 1, 2012

- 5:00 p.m. REGISTRATION BEGINS
- 6:00 - 8:00 p.m. WELCOME RECEPTION HOSTED BY THE NAHAC EXECUTIVE COMMITTEE

FRIDAY, NOVEMBER 2, 2012

- 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:**

"Reinventing Primary Care"

Rushika Fernandopulle, M.D.

Dr. Fernandopulle is a practicing internist with over 15 years of experience working with a number of the most progressive health systems, payers, and purchasers to boldly redesign all facets of care delivery including payment models, staffing, information technology processes, and culture. While many people talk theoretically about new models such as the Patient Centered Medical Home or Accountable Care Organizations, Dr. Fernandopulle has been starting from scratch building and running new models, reducing health care costs in the first year by 10-20% relative to matched controls, while improving patient, physician and staff satisfaction and dramatically improving clinical outcomes. We will learn what role healthcare advocates may have in this new model.

- 9:45 - 10:00 BREAK

10:00 - 11:00

“What’s Next for Healthcare Reform?”

Michael Miller, *Director of Strategic Policy, Community Catalyst*

On the heels of the recent Supreme Court Decision regarding the Affordable Care Act as well as the impending Presidential Election, how are continuing reforms to our healthcare system likely to impact consumers? In this highly politicized climate, how can healthcare advocates support policies to ensure affordable, high-quality, patient-centered care for all Americans? The United States is witnessing some of the biggest changes to our healthcare system in generations. Healthcare advocates are frontline navigators, ambassadors, and interpreters of this ongoing transformation for thousands of patients and families.

In this session, a policy strategist for one of the nation’s leading consumer health policy advocacy groups will walk us through the current reform landscape, drawing out the key policy and practice implications for healthcare advocates and their clients. Mr. Miller will discuss key changes and controversies regarding eligibility, cost, and coverage for Medicaid, Medicare, and the private insurance market, as well as delivery system reforms and new protections for consumers. Time will be reserved at the end of the session for Q&A from the audience, so be sure to bring your most pressing questions.

11:00 - 11:15

BREAK

11:15 - 12:00

“The Patient-Centered Medical Home”

Maury McGough, M.D. *Primary Care Medical Director for North Shore Physicians Group, is part of a group on a journey to build a Patient-Centered Medical Home.*

Rapidly gaining acceptance on the national level, the medical home model is proven to improve clinical outcomes, expand access to care, enhance patient satisfaction and reduce healthcare costs. This model offers an integrated approach to care that is led by the primary care provider, but also enlists an entire team that includes nurses, care managers, nutritionists, behavioral health specialists and pharmacists. Together, this group manages the patient’s care in a proactive manner, focusing on wellness and prevention utilizing technology like electronic health records, allowing physicians to measure quality, determine best practices and closely track each patient’s care. Dr. McGough will provide an update on the Medicare pilot demonstration projects that were precursors to the medical home model and offer her insights on the viability and future of revolutionary change in care delivery.

12:00 - 1:30

LUNCH OFFERED BY NAHAC
VISIT EXHIBITOR TABLES AND OPEN NETWORKING

1:30 - 2:45

BREAKOUT SESSION #1

“Getting Past the Gatekeepers —

How to Communicate and Collaborate with MDs, Nurses and Medical Staff”

Speaker: Dana Wiltsek, *Social Worker and Health Advocate*

One of the core tasks of an advocate is facilitating communication between all members of the healthcare team, which includes the patient. In this session, we learn best practices for communicating with doctors, nurses, administrative and other medical staff so that we and our clients can get the access, answers and information we need.

1:30 - 2:45

BREAKOUT SESSION #2

“How and When to Talk with Seriously Ill Patients about Palliative Care and End of Life Wishes”

Speaker: Dr. Eva Chittenden, *Harvard Medical School Institute for Palliative Care*

Discussions about advance care planning and end of life wishes are important in the care of patients with serious illness. Unfortunately, many providers are uncomfortable initiating these conversations and put them off until it is too late, losing an important opportunity to understand patients’ values and respect their wishes. As a result, suffering – physical, psychosocial, existential and spiritual - may be unaddressed and unrelieved. Skillful, well-planned conversations empower patients to make decisions about the kind of care they want and to find meaning and closure at the end of life. They promote patient autonomy and dignity and lessen patients’ feelings of abandonment and loneliness. These conversations also help caregivers to understand and support loved ones’ goals and values at the end of life and to make difficult medical decisions for their loved ones if and when needed.

Who begins the discussion about palliative care? When and how is it best done? This session will introduce participants to best practices in communication with patients with advanced illness. The speaker will review strategies that will help build the rapport and trust needed for these conversations and review important components of the conversation. We will discuss how to encourage patients to express and document their wishes, and how to help patients and families translate these wishes into appropriate medical decisions that align with these goals.

2:45 - 3:00

BREAK

3:00 - 4:15

BREAKOUT SESSION #3

“Boundaries, Dynamics and Productive Relationships:

How to Communicate with Clients and Families”

Speakers: Beth van Bladel, CPA, *Director, Capital Region Patient Advocacy*

Tina Lamont, RN, BSN *President, Care Guide Advocacy*

Productive client relationships begin with establishing the advocate’s role and maintaining appropriate client boundaries. We recognize that many of our members have entered the healthcare advocacy field without the benefit of clinical training. If

you speak with a licensed nurse or social worker they will share the importance of establishing and maintaining the professional client relationship.

During this session, our speakers will offer their perspectives and experiences from the view point of both a self-training patient advocate and a clinically trained registered nurse. Participants will be provided with a framework for advocates to use in determining their role, managing client expectations, maintaining client boundaries, and creating a support system. They will also have the opportunity to apply this framework in a group case study discussion.

3:00 - 4:15

BREAKOUT SESSION #4

“Introducing your Clients to the Revolutionary Science of Mind Body Medicine”

Speaker: Peg Baim, *Benson-Henry Mind Body Institute*

The Benson-Henry Institute for Mind Body Medicine is a non-profit scientific and educational organization dedicated to research, teaching, and clinical application of mind/body medicine and its integration into all areas of health. For more than forty years, the Institute has been a leader in the field of mind body medicine; studying the numerous ways stress impacts health and well-being, and developing treatments to alleviate it. In this session, we will hear about the institute’s work and how the mind body connection affects our clients and us.

SATURDAY, NOVEMBER 3, 2012

The Saturday morning program is open to the public.

7:30 - 8:30:

CONFERENCE REGISTRATION, CONTINENTAL BREAKFAST, NETWORKING
PUBLIC REGISTRATION BEGINS
EXHIBITOR TABLES OPEN

8:30 - 9:45

BREAKOUT SESSION #5

“How to Solve Health Insurance Problems and be a Hero to your Clients”

Speaker: Tina Lamont RN, BSN *President, Care Guide Advocacy*

Current proposals for healthcare reform demand that patients, caregivers and advocates become well informed about two types of health insurance information: (1) details about the different coverage provided by various types of health plans; and (2) the regulated administrative processes which all health plans must follow to review patient claims. This seminar will provide participants with a clear explanation of the internal processes by which healthcare plans review and approve or deny healthcare claims; and optimal ways of responding to any denial of coverage. Focus will be placed on assisting patients, caregivers and advocates to assume an active, powerful role with their health care insurers.

8:30 - 9:45

BREAKOUT SESSION #6
“Transitioning to Independence”

Speakers: Nell and Samuel Keif

The transition one experiences from adolescence to adulthood can often be a difficult, stressful, enlightening, and somewhat confusing time in one’s life. The realities of money, employment, and complete independence quickly become a harsh reality. This same transition is even more difficult and stressful for a young person living with a chronic disease. Sam and Nell will share their strategies, stories, and philosophies to help young adults and families successfully navigate their way through this transition. This session will be a very personal, comical, open and honest look at what a family and young person go through in managing one’s chronic condition into the wondrous world of adulthood.

9:45 - 10:00

BREAK

10:00 - 11:15

BREAKOUT SESSION #7
“Leaving the Hospital — Advice for Transitions in Care”

Speaker: Cheryl A. Lattimer, RN, BSN

Discharge planning from the hospital is one of the areas in the healthcare delivery system prone to medical errors, confusion and disorganization. Families are often not informed about how this process works, whether a patient is being discharged to a skilled nursing facility, a home or long-term care. Medication errors, insurance mix-ups, transportation problems are frequent. Advocates have an important role in this process to make sure discharge planning and transitions in care are carefully executed with the best options available to the patient. This session will describe how the process works, who is involved and how to ensure a good outcome.

10:00 - 11:15

BREAKOUT SESSION #8
“New Frontiers in Cancer Research”

Speaker: Christopher G. Azzoli, M.D., *Massachusetts General Hospital Cancer Center*

Advances accrued over the past decade of cancer research have fundamentally changed the conversations that Americans can have about cancer. Although many still think of a single disease affecting different parts of the body, research tells us—through new tools and technologies, massive computing power, and new insights from other fields—that cancer is, in fact, a collection of many diseases whose ultimate number, causes, and treatment represent a challenging biomedical puzzle. Yet cancer’s complexity also provides a range of opportunities to confront its many incarnations. Dr. Azzoli will explore the emerging scientific landscape that offers the promise of significant advances for current and future cancer patients.

11:15 - 11:30

BREAK



11:30 - 12:30

“Aging Parents: Navigating the Journey”

Speaker: Janet Simpson Benvenuti, *Founder and CEO, Circle of Life Partners LLC*

Are you guiding families who are supporting aging parents or older loved ones while juggling work, children, and other responsibilities? Are you supporting aging parents yourself? If so, join Jan Simpson Benvenuti as she guides us through the aging journey, showing how to tackle the legal, financial, medical, and caregiving challenges while enjoying the benefits of multi-generational families. Jan’s children were six and three years old, when she became legally responsible for her father and mother who were living at home with lung cancer and Alzheimer’s disease, respectively. Like so many family caregivers, Jan was overwhelmed by the responsibility until she found a network of resources that helped her family. Jan will share specific strategies for navigating your parents’ later years successfully and participants will receive a complimentary copy of her highly acclaimed book, *Don’t Give Up on Me!*

12:30 - 2:00

LUNCH ON YOUR OWN

2:00 - 3:15

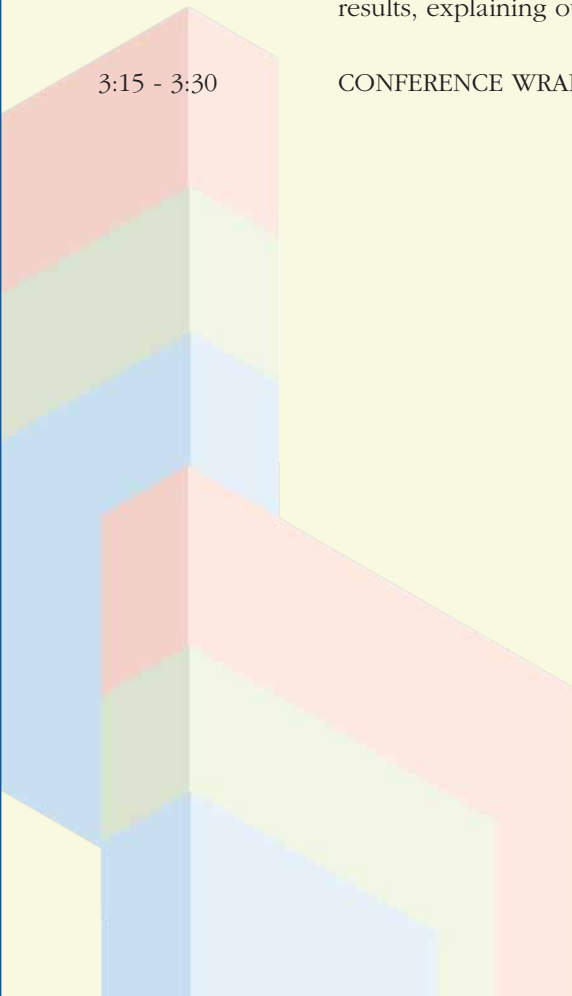
“What I Would Do Differently - Lessons From the Trenches”

Speakers: Elisabeth Russell, Joanna Smith, Dianne Savastano

A panel of experienced advocates will answer questions and discuss some of the cases from which they’ve learned key lessons in healthcare advocacy, including communication strategies, medical self-teaching, training, family dynamics, getting results, explaining our role and knowing when to say no.

3:15 - 3:30

CONFERENCE WRAP-UP AND EVALUATIONS





National Association of
Healthcare Advocacy Consultants

www.nahac.com

Registration Fees and Deadlines

Early Bird Registration Late Registration
On or before Oct. 1 *After Oct. 1*

NAHAC MEMBER	\$340	\$395
Non-NAHAC MEMBER	\$395	\$445
STUDENTS	\$125	\$160
GENERAL PUBLIC RATE Saturday workshops November 3 only 7:30 a.m. – 12:30 p.m.	\$25	\$25

NAHAC has reserved a limited block of rooms at the Hyatt Regency Boston Hotel at an exclusive rate of \$229 per night (plus taxes). You must reserve by October 1, 2012 to be guaranteed this group rate. If you are reserving your room electronically, please click on this link: [Hyatt Hotel NAHAC Group Reservations](#). The NAHAC Group Rate is already included in this reservation page. Note that this \$229 rate is also offered, subject to availability, for 2 days after the Conference for those who wish to spend more time in the Boston area. If you reserve by phone, make sure to tell the Hyatt Regency 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.

CANCELLATION POLICY: *If you cancel your Conference registration on or before October 1, 2012, all registration fees are refundable minus a \$25 processing fee. No refund of the event registration fee will be issued for cancellations made after October 1, 2012. All cancellations must be made in writing and sent to admin@nahac.com and are subject to the terms and conditions contained herein. In the event of a cancellation, the National Association of Healthcare Advocacy Consultants is not responsible for any non-refundable airfares, airfare penalties, and hotel or travel charges incurred. There are no exceptions to this Cancellation Policy. NAHAC suggests you consider purchasing personal travel insurance.*