2013 Observation Patient Management Congress

Innovations in Observation Patient Management – Prevent Unnecessary Admissions, Maximize Reimbursements and Leverage Evidence-Based Triage Protocols to Improve Short-Term Care Quality

February 28 – March 1, 2013 • Wynn Las Vegas • Las Vegas, NV

Is Your ED Leaving Money on the Table?

Faced with increasing patient volumes, declining reimbursements and overworked ED staffs, hospitals must be prepared to leverage Observation Patient Management. Well structured Observation Units have resulted in financial gains, improved clinical outcomes and superior patient satisfaction ratings.

Global Media Dynamic’s 2013 Observation Patient Management Congress will highlight the pertinent challenges facing Observation Unit staffs – ED physicians, Hospitalists, Case Managers and Billing and Coding professionals. Additionally, the conference will highlight how and why hospitals that are not utilizing Observation Patient Management, are leaving money on the table.

The 2013 Observation Patient Management Congress will allow you to walk away with an understanding of current trends and market practices, and innovative strategies to prepare yourself for the challenges that lie ahead. In addition to providing the latest, evidence-based intelligence on Observation Patient Management, the Congress will provide you with unprecedented networking and professional development opportunities. All sessions are designed to facilitate a high degree of interaction between speaker faculty members and fellow attendees.
Register today to reserve your seat at the conference and take advantage of early bird discounts. Call 1-800-646-9581 or register online at www.2013observation.com.

We look forward to seeing you in Las Vegas!

Sincerely,

2013 Observation Patient Management Team

<table>
<thead>
<tr>
<th>Who Should Attend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Conference Workshop Session</td>
</tr>
<tr>
<td>Conference Day One</td>
</tr>
<tr>
<td>Conference Day Two</td>
</tr>
<tr>
<td>Speaking Faculty</td>
</tr>
<tr>
<td>Venue and Pricing</td>
</tr>
<tr>
<td>Sponsors &amp; Exhibitors</td>
</tr>
<tr>
<td>Media Partners</td>
</tr>
</tbody>
</table>

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## About the Conference

**Who Should Attend**

- **From Hospitals and Healthcare Centers:**
  - Chief Executive Officers, Chief Medical Officers, Chief Nursing Officers, Chief Finance Officers, Chief Operating Officers
  - Also, Vice Presidents, Directors, Managers, and Senior Level Executives Responsible for:
    - Observation Medicine
    - Hospital Medicine
    - Clinical Decision Making
    - Emergency Nursing
    - Utilization Management
    - Reimbursement
    - Compliance
    - Medical Affairs
    - Emergency Medicine
    - Internal Medicine
    - Billing & Coding
    - Case Management
    - Patient Access
    - Denial Management
    - Quality Management
    - Discharge Planning

*This conference will also benefit physician advisor firms, solution providers, healthcare consulting firms and healthcare information technology firms.*

## Main Conference Workshop Session

<table>
<thead>
<tr>
<th>Conference Day One</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Day Two</td>
</tr>
<tr>
<td>Speaking Faculty</td>
</tr>
<tr>
<td>Venue and Pricing</td>
</tr>
</tbody>
</table>
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Main Conference Workshop Session

Thursday, February 28, 2013 • 5:30 p.m. – 7:30 p.m.

Redesigning Value-Based Observation Units: Sustainability in the Evolving Healthcare Landscape

With the Healthcare Reform, hospitals are now being re-designed in order to meet the required quality and pay-for-performance metrics. In this quest for quality improvement and mission to conserve valuable healthcare dollars, Observation Units hold the key to success. This session discusses practical applications on creating/maintaining a sustainable observation unit, including:

- Practical strategies on value based re-engineering of Observation Units
- Looking toward the future – ensuring an operational observation unit, not just for today
- Re-designing value based observation unit – one that is sustainable a decade down the line
- Maintaining sustainability while redesigning the current Observation Unit or creating a new one from scratch

ABOUT THE WORKSHOP LEADER:

Kayur Patel, MD, MRO, FACP, FACPE, FACEP is the Chief Medical Officer of Advocating Health, LLC, a company formed to materialize the concept of Medical Home into a successful operating model through the alignment between employers, patients, on-site medical staff and community physicians.

Dr. Patel is a nationally-renowned thought leader who has dedicated his work to improving Health Outcomes through innovation in Patient Engagement, Access to Care, and Community Leadership. An experienced physician with more than 20 years of practice and leadership roles...
Dr. Patel also serves as a consultant to HealthCare Excel, a Quality Improvement Organization focused on executing CMS' vision in the State of Indiana.
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Main Conference Workshop Session

Conference Day One

Day One – Thursday, February 28, 2013

7:15 Conference Registration & Morning Breakfast
8:00 Chairperson's Opening Remarks
8:15 Nuts and Bolts of Observation Services: Making the Business Case for Creating an Observation Unit
  Leslie Zun, MD, MBA
  Professor and Chair, Department of Emergency Medicine
  Chicago Medical School
  Chair, Department of Emergency Medicine
  Mount Sinai Hospital Chicago

9:00 A Proven and Effective Blueprint for Implementing a Short Stay/Observation Unit at Your Hospital
  Dean Harrison, MPAS, PA-C, DFAAPA
  Director, Mid-Level Practitioners
  Assistant Medical Director, Clinical Evaluation Unit
  Division of Emergency Medicine
  Department of Surgery
  Duke University Medical Center

Menu

Home
Upcoming Events

Network Contracting
Observation Patient

Request Information
Register For Congress
Download Brochure

Hospital Readmissions
Corporate Wellness
Dual Eligibles
Physician Relations
On-Site Health Clinics

Request Information

Webinars
Publications
About Us
Social Responsibility
Contact Us
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:45</td>
<td>Networking Break and Refreshments</td>
</tr>
</tbody>
</table>
| 10:15 | Aligning Performance Benchmarks to Improve Clinical Outcomes and Observation Unit Efficiency  
       | David Paje, MD, FACP, FHM  
       | Associate Division Head, Hospitalist Medicine  
       | Department of Medicine  
       | Henry Ford Hospital |
| 11:00 | Achieving Success in Clinical Decision Making and Management of the Observation Unit  
       | Stephanie Figueroa, Chief PA-C, MPAS  
       | Assistant Director, Observation Services  
       | Department of Emergency Medicine  
       | Johns Hopkins Health System |
| 11:45 | Facing the Challenges of Observation Medicine: A Nursing Perspective  
       | Katherine Major, MSN, RN  
       | Nurse Manager, PICC Team & Emergency Department Observation Unit  
       | Hospital of the University of Pennsylvania |
| 12:30 | Luncheon for Speakers and Delegates                                      |
| 1:45  | How to Effectively Select Patients for an Observation Unit             
       | Roy Jacobson, MD, PhD  
       | Medical Director, Corporate Care Management  
       | University of Pittsburgh Medical Center |
| 2:30  | Applying Care Protocols to Stabilize Patients in Less than 24-Hours  
       | Brett Schussel, RN, MSN, NP  
       | Nurse Practitioner  
       | Medical Intensive Care Unit & GONDA Observation Unit  
       | Ronald Reagan UCLA Medical Center  
       | Miriam Gonzalez-Lopez, RN, MSN, NP  
       | Assistant Manager  
       | Medical Intensive Care Unit & GONDA Observation Unit  
       | Ronald Reagan UCLA Medical Center |
| 3:15  | Networking Break and Refreshments                                        |
| 3:45  | Speeding Triage and Clinical Decision Making for Patients Presenting Chest Pain Conditions  
       | Sean Collins, MD, MSc  
       | Associate Professor  
       | Department of Emergency Medicine  
       | Vanderbilt University Medical Center |
| 4:30  | Improving Clinical and Operationals Outcomes for Observation Patient Management  
       | Sharon Mace, MD, FACEP, FAAP  
       | Director, Observation Unit  
       | Cleveland Clinic |
| 5:15  | End of Day One                                                            |
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Day Two – Friday, March 1, 2013

7:15  Morning Breakfast
8:00  Chairperson’s Recap of Day One
8:15  Reducing Unnecessary Hospital Admissions through Observation and Evidence-Based Clinical Decision Making
      Miles Hawley, MD, MBA
      Medical Director, Emergency Services
      Assistant Professor, Emergency Medicine & Internal Medicine
      The Ohio State University Medical Center

9:00  Development & Evolution of the Observation Unit – Maximizing Bed Utilization, and Staffing Experiments with ED vs. Hospitalist Control
      Kayur Patel, MD, MRO, FACP, FACPE, FACEP
      Chief Medical Officer
      Advocating Health, LLC

9:45  Networking Break and Refreshments
10:15  Capitalizing on the Role of the Clinical Charge Analyst in Optimizing Revenues for Observation Stays with Nursing Ancillary Services

Elizabeth Sims, MSN, RN
Network Director, Observation & Outpatients in a Bed Community Health Network

11:00  Reduce Risk and Increase Benefits through Optimizing Observation Services

Sandra Sieck, RN, MBA
President Sieck Healthcare

12:00  Conference Concludes

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Who Should Attend
Main Conference Workshop Session
Conference Day One
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### Professor and Chair, Department of Emergency Medicine

**Chicago Medical School**
Chair, Department of Emergency Medicine
**Mount Sinai Hospital Chicago**

### Director, Mid-Level Practitioners

**Miles Hawley, MD, MBA**
Medical Director, Emergency Services
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