# 6TH ANNUAL OBSERVATION PATIENT MANAGEMENT CONGRESS

September 23 – 24, 2013
Crowne Plaza Hotel • Chicago, IL

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

## Featured Congress Speakers

- **Robert Brewer, MD, MHSA**  
  Medical Director, Utilization Review  
  HENRY FORD HOSPITAL
- **Leslie Zun, MD, MBA**  
  Professor & Chair, Department of Emergency Medicine  
  CHICAGO MEDICAL SCHOOL  
  Chair, Department of Emergency Medicine  
  MOUNT SINAI HOSPITAL CHICAGO
- **Roy Jacobson, MD, PhD**  
  Medical Director, Corporate Care Management  
  UNIVERSITY OF PITTSBURGH MEDICAL CENTER
- **Holly D’Amico, RN, BSN, CPHM, CCM**  
  Director, Medical Resources  
  EXCELA HEALTH
- **Efren Manjarrez, MD, SFHM**  
  Assistant Professor, Clinical Medicine  
  Associate Chief, Division of Hospital Medicine  
  Associate Chief, Patient Safety & Quality Officer for UHealth MILLER SCHOOL OF MEDICINE AT UNIVERSITY OF MIAMI
- **Luke Hermann, MD**  
  Associate Professor, Department of Emergency Medicine  
  ICAHN SCHOOL OF MEDICINE AT MOUNT SINAI  
  Director, Observation Services  
  MOUNT SINAI HOSPITAL
- **Kayur Patel, MD, MRO, FACP, FACPE, FACEP**  
  Director  
  HEALTH CARE EXCEL  
  Former Chief Medical Officer  
  TERRE HAUTE REGIONAL HOSPITAL
- **Jeffrey Farber, MD, MBA**  
  Chief Medical Officer  
  MOUNT SINAI CARE, LLC
- **Stephanie Figueroa, Chief PA-C, MPAS**  
  Assistant Director, Observation Services  
  Department of Emergency Medicine  
  JOHNS HOPKINS HEALTH SYSTEM
- **Sharon Mace, MD, FACEP, FAAP**  
  Director, Observation Unit  
  CLEVELAND CLINIC
- **Stephanie Meyer, RN, MS-FNP**  
  Director, Nursing Department  
  CHILDREN’S MERCY HOSPITAL & CLINICS
- **Kristin Ray, RN, BSN, CPN**  
  Assistant Director, Nursing Department  
  CHILDREN’S MERCY HOSPITAL & CLINICS
- **Sharon Neenan, MBA, BSN, RN**  
  Director  
  MOUNT SINAI HOSPITAL
- **Dean Harrison, MPAS, PA-C, DFAAP**  
  Director, Mid-Level Practitioners  
  Assistant Medical Director, Clinical Evaluation Unit  
  Division of Emergency Medicine  
  Department of Surgery  
  DUKE UNIVERSITY MEDICAL CENTER
- **Mark Filtnraft, RN, MSN**  
  Unit Director, Department of Nursing  
  Medical Intensive Care Unit & GONDA Observation Unit  
  RONALD REAGAN UCLA MEDICAL CENTER

## Key Congress Takeaways

- Observation Services in the Era of Health Reform
- Effectively Establishing and Maintaining an Observation Unit – Improving Operations and Evaluating the Financial Impact
- Nuts and Bolts of Observation Services: Making the Business Case for Creating an Observation Unit
- Reduce Risk and Increase Benefits through Optimizing Observation Services
- A Proven and Effective Blueprint for Implementing a Short Stay/Observation Unit at Your Hospital
- Leveraging the Observation Unit to Improve Patient Throughput without Compromising Patient Outcomes
- Reducing Unnecessary Hospital Admissions through Observation and Evidence-Based Clinical Decision Making
- Nursing Considerations for Effective Observation Patient Care
- Reduce Risk and Increase Benefits through Optimizing Observation Services
- Developing and Implementing an Effective 24/7 Case Management Program to Improve Efficiency and Flow
- Aligning Performance Benchmarks to Improve Clinical Outcomes and Observation Unit Efficiency
- Measuring and Reporting the Clinical and Financial Outcomes of your Observation Unit
- Improving Clinical and Operational Outcomes for Observation Patient Management
- Evaluating Patients for Observation vs. Inpatient
- Integrating Hospitalists as Part of a Successful Observation Care Program
- Ideal Candidates for Observation – Identification & Management of ED Patients with Chest Pain

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**Main Congress Workshop Session**

- **Redesigning Your Observation Unit to be Sustainable in the Evolving Healthcare Landscape**
  - HEALTH CARE EXCEL
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 Dynamics’ 6th Annual 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 6th Annual 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 Chicago!

Sincerely,
GMD Observation Patient Management Team
11:00  Effectively Establishing and Maintaining an Observation Unit – Improving Operations and Evaluating the Financial Impact

This session will examine how to effectively establish and maintain an Observation Unit. This session will enable you to:

- Learn about the nuts and bolts of establishing and maintaining an observation unit
- Understand the means to improve the operations of the observation services
- Evaluate the financial impact of the observation service

Leslie Zun, MD, MBA
Professor & Chair, Department of Emergency Medicine
CHICAGO MEDICAL SCHOOL
Chair, Department of Emergency Medicine
MOUNT SINAI HOSPITAL CHICAGO

11:45  Developing and Implementing an Effective 24/7 Case Management Program to Improve Efficiency and Flow

The majority of hospitalized patients make their entry by way of the Emergency Department. With increased emphasis on ED wait times, patient flow and length of stay, a robust Emergency Department Case Management program is vital. ED Case Management 24/7 is tantamount to achieving improved flow, more accurate bed placement from the start of care, and specialized care coordination to avoid unnecessary hospitalizations.

At the end of this session, participants will be able to:

- Identify key stakeholder to achieve breakthrough performance
- Implement strategies to develop an effective 24/7 ED Case Management program
- Evaluate the impact of improved patient flow and efficiencies on hospital operations

Holly D’Amico, RN, BSN, CPHM, CCM
Director, Medical Resources
EXCELA HEALTH

12:30  Luncheon for Speakers and Delegates

1:45  Nursing Considerations for Effective Observation Patient Care

Some topics to be examined include:

- Observation Unit Nurse Characteristics
- Charge Capture
- Plan of Care
- Admission Assessment
- Differentiating between Inpatient and Observation from a Nurse Perspective
- Staffing Model Review
- Quality Improvement for Observation.

Mark Flitcraft, RN, MSN
Unit Director, Department of Nursing
Medical Intensive Care Unit & Gonda Observation Unit
RONALD REAGAN UCLA MEDICAL CENTER

2:30  Integrating Hospitalists as Part of a Successful Observation Care Program

Observation care is a growing challenge for hospitals as they attempt to manage patients who require short term hospital care for additional testing/treatment or who do not meet inpatient admission criteria by the Centers for Medicare and Medicaid Services. Hospitalists are physicians with a focus on hospital care who are well suited to bridge the gap between the inpatient and outpatient setting. Attendees of this session will:

- Learn how an efficient observation strategy can improve ED throughput and capacity
- Understand how hospitalists are uniquely positioned to provide high quality observation care

Efren Manjarrez, MD, SFHM
Assistant Professor, Clinical Medicine
Associate Chief, Division of Hospital Medicine
Associate Chief, Patient Safety & Quality Officer for UHealth
MILLER SCHOOL OF MEDICINE AT UNIVERSITY OF MIAMI

3:15  Networking Break and Refreshments

3:45  Ideal Candidates for Observation – Identification & Management of ED Patients with Chest Pain

Chest pain has long been considered the quintessential observation diagnosis because many patients present daily to the ED with complaints that could represent cardiac ischemia and a traditional evaluation often takes more than 12 hours. In recent years, short stay chest pain admissions have become a leading source of payment denials for hospitals, reinforcing the need to provide observation service for this group of patients. But how do you handle the problem if your facility does not have a dedicated observation unit? If there you have a unit, what are the strategies to decrease throughput times?

Upon completion of this session, participants will be able to:

- Discuss what is required to provide observation services for chest pain patients and how services can be provided without a dedicated unit
- Identify emergency department patients with chest pain who are good candidates for ED-based observation
- Describe the advantages of observation for the hospital, the physician and the patient
- Describe mechanisms to allow improved throughput depending on the needs of your system

Luke Hermann, MD
Associate Professor, Department of Emergency Medicine
Icahn School of Medicine at Mount Sinai
Director, Observation Services
MOUNT SINAI HOSPITAL

4:30  Reducing Unnecessary Hospital Admissions through Observation and Evidence-Based Clinical Decision Making

The optimal use of an observation unit relies heavily on ideal patient selection and use of well-established protocols of care. Each institution should adopt policies surrounding selection of patients for observation and protocols for observation management that are based on this literature in order to deliver the best care possible while minimizing the rate of further need for inpatient hospitalization.

At a capacity-constrained hospital, the use of observation has the potential to allow for more patients to be discharged home without an inpatient stay. By delaying the decision to admit to an inpatient unit for up to 24 hours for additional diagnostics and treatment, the physician caring for that patient is able to make a much better informed decision about the true need for inpatient admission. As a result, unnecessary and short stay admissions are minimized, which reduces patient exposure to inpatient hazards and risk of payer denials for admissions at high risk for audits.

Roy Jacobson, MD, PhD
Medical Director, Corporate Care Management
UNIVERSITY OF PITTSBURGH MEDICAL CENTER

5:15  End of Day One
Observation Services in the Era of Health Reform

The shift towards accountable care and a value-based reimbursement system has significant implications for the role of observation medicine. This talk will focus on a framework for best conceptualizing observation care in multiple settings in an integrated health delivery system, as a change agent for physician behavior in terms of clinical and evidence-based care protocols, and in the context of blurring traditional distinctions between payers and providers.

Jeffrey Farber, MD, MBA
Chief Medical Officer
MOUNT SINAI CARE, LLC

Improving Clinical and Operational Outcomes for Observation Patient Management

Learn how successful alignment of Observation Unit performance benchmarks – clinical and financial – can be implemented, deployed and leveraged to:

- Improve operating efficiency
- Ensure maximum and appropriate reimbursements
- Ensure CMS compliance

Sharon Mace, MD, FACEP, FAAP
Director, Observation Unit
CLEVELAND CLINIC

Leveraging the Observation Unit to Improve Patient Throughput in Surgical Services

This presentation will examine an approach that was used to develop a successful Observation Unit program resulting in reducing observation length of stay without a negative impact on return to the ED rate. Every action is guided by knowledge, enabled by skill with a commitment to providing staff with educational support, while creating an environment where nurses actively contributed to their practice by continually evaluating and implementing change, improving overall collegial relationships.

Kayur Patel, MD, MRO, FACP, FACPE, FACEP
Director with Health Care Excel, a Quality Improvement Organization for Indiana.

How to Establish a Viable Patient Throughput Model – A Perspective from a Recently Formed Observation Unit!

This session will examine how a hospital established an efficient and viable patient throughput model for its Observation Unit. It is a recently formed Observation Unit, and some areas to be examine include:

- Challenges in implementation
- Practical elements involved in implementing a viable patient throughput model
- Operation structure in place

Sharon Neenan, MBA, BSN, RN
Director, Medical/Surgical Nursing
RIVERSIDE METHODIST HOSPITAL

Evaluating Patients for Observation vs. Inpatient

This presentation will present an overview of the Observation Unit. The session will specifically examine:

- System in place for chart review to determine appropriate status placement
- Medicare definition of Observation
- Ongoing interaction with attending physicians and physician advisor
- Relationship with floor staff

About the Workshop Leader:

Dr. Patel is a Fellow of American College of Physicians, a Chief Medical Officer of a Midwest Hospital, and a national authority and a national speaker on the subject of quality in healthcare is a result-oriented Business and Healthcare Leader with over two decades of experience in the Healthcare Industry. Currently, he serves as a Director with Health Care Excel, a Quality Improvement Organization for Indiana.
Current sponsorship opportunities for the 6th Annual Observation Patient Management Congress range from speaking to exhibiting at the event. All sponsorship opportunities are on a first come first serve basis. For information on sponsorship and exhibiting opportunities, please contact Justin Sanders at 1-800-646-9581 or jsanders@globalmediadynamics.com.

**VENUE**

The Crowne Plaza Chicago Metro Hotel
733 West Madison
Chicago, IL 60661
Toll Free Reservations: 1-800-227-6963
Hotel Direct: 312-829-5000

*Mention Priority Code ‘GMD’ to get the discounted rate of $169/night!

**SPECIAL RATE**
$169/night

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- Cancellations received 3 weeks prior to the event will be refunded in full less a $175 processing fee.
- Cancellations received less than 3 weeks before the event will receive a credit towards a future event which is valid for one year from date of the event.

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MAIN CONGRESS WORKSHOP SESSION
Redesigning Your Observation Unit to be Sustainable in the Evolving Healthcare Landscape
- HEALTH CARE EXCEL

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