



## **Session 12: Operational Strategies for Success Under PDPM (with expert panel)**

**August 7, 2019 | 11:00 a.m. (pacific) | 1.25 NAB CEUs**

This webinar will review key operational strategies for successful implementation of the Patient Driven Payment Model effective October 1, 2019 through a panel presented by experts in SNF operations and clinical reimbursement. Emphasis of this session will be on processes involving a team approach.

**Who should attend:** Owners and Corporate Teams, Director of Nursing, Assistant Director of Nursing, Nurse Managers, Nursing Home Administrators, Nursing staff and leaders, Quality Assurance Director

**Presented By:** Shelly Maffia, MSN, MBA, RN, LNHA, QCP, Director of Regulatory Services  
*Shelly Maffia is a Registered Nurse and Nursing Home Administrator with over 15 years of experience serving in long term care leadership and consulting positions, including positions as Director of Nursing, Administrator, and Corporate Nurse Consultant and Training Positions. She earned the QAPI Certified Professional (QCP) credential from the American Association of Nurse Assessment Coordination (AANAC), which was established to promote the highest standards for QAPI program implementation in the long-term care profession.*

*Amie Martin, OTR/L, CHC, RAC-CT, Clinical Consultant*

*Amie Martin is an Occupational Therapist and Compliance Officer with over twenty years of experience serving in long term care leadership positions and as a clinical program specialist. Certified in healthcare compliance. She has successfully partnered with providers to develop and implement Compliance and Ethics Programs, achieve 5-star survey results, and ensure Medicare reimbursement accuracy as Founder and President of Proactive Medical Review Consulting.*

*Amy Stewart, MSN, RN, DNS-MT, QCP-MT, RAC-MT, RAC-MTA; VP of Curriculum AANAC*  
Amy Stewart is VP of Curriculum Development for the American Association of Nurse Assessment Coordination (AANAC) and a legal nurse consultant. She has over 20 years of experience in the post-acute healthcare industry, with expertise in the areas of the Resident Assessment Instrument (RAI), clinical reimbursement, quality, staff education, and regulatory change. Amy's experience includes serving as the division director of reimbursement for 18 skilled nursing facilities in the Chicagoland area, part of a larger hospital system that participated in CMS innovative payment models. Previous roles include director of nursing, pharmacy quality consultant, wound care consultant, and MDS coordinator. Amy is an AANAC and AADNS Master Teacher and was presented at numerous national speaking events throughout her career.

*Chris Murphy, CPA BKD*

Chris Murphy is a Partner with BKD, LLP. Chris is a CPA and consultant with more than 25 years of experience assisting health care providers in adapting to changes in complex Medicare and Medicaid payment systems and refining processes to achieve improved financial and operating results. A self-described dataholic, Chris is a passionate about helping health care providers assemble and interpret data from diverse sources to understand better understand their operations, their place in the competitive landscape, and their value as a partner. Chris is a frequent presenter on topics ranging from Medicare and Medicaid reimbursement issues to benchmarking to cross-continuum communication.

*Todd Selby, Attorney Hall Render*

Todd focuses on regulatory and compliance issues affecting all health care providers with an emphasis on post-acute care providers. His practice is concentrated in the areas of licensure, certification, compliance and reimbursement at the local, state and federal levels. Todd also assists clients with Medicare and Medicaid enrollment and participation requirements and serves as a liaison between clients and the regulatory agencies. Todd has extensive knowledge and experience in these areas and is recognized nationally by post-acute care clients for his skills and proficiency. In addition to his representation of this unique client base, Todd is a frequent speaker before national and state health care providers and associations.

*Genice Hornberger, RN, Senior Product Advisor Point Click Care*

Genice has worked nearly 25 years in the Long-Term Post-Acute Care space. She started her career as a Registered Nurse working for a large skilled nursing organization. Over the years, she has held multiple roles including MDS Coordinator, Director of Nursing, Clinical Reimbursement Manager, and Director of Clinical Informatics which provides her with valuable insights on the challenges faced by facility operators and their staff. During her time in the skilled nursing space, she helped transition the organization through multiple changes including PPS, MDS 3.0 and RUGs IV. Genice moved into the technical space 6 years ago, with PointClickCare where she is currently the Sr. Product Advisor. In her current role, she is tasked with ensuring regulatory compliance within the EHR. She is passionate about having technology streamline workflows to minimize the nursing burden and improve clinical outcomes.

*Michael Katri, Senior Product Strategist Optima Post-Acute Therapy Product Division*

Michael Katri is one of the founders of Optima Healthcare Solutions and is its Senior Product Strategist responsible for creating and evangelizing Optima's post-acute therapy product vision. Michael is currently responsible for spearheading Optima's roadmap for innovative PDPM functionality and connecting the delivery of therapy through the post-acute continuum.