

## EMERGENCY MEDICINE

# REIMBURSEMENT & INNOVATION

## SUMMIT 2020

February 27-28, 2020  
EMLRC in Orlando, FL

Approved for AMA PRA Category 1 Credits™

*Join healthcare industry leaders for expert discussions on:*

- Creating the efficient ED
- Federal & state issues impacting emergency medicine (EM)
- Use of telehealth and partnering with hospitals
- *and much more*

### Target Audience:

*State and national EM leadership, including:*

EM Group Business Leaders | Practice Management Companies | Revenue Cycle Management Companies | ED Medical Directors | EMS Leaders | Academic Institution Leaders | Hospital Executives | Nursing Leadership

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# Emergency Medicine Reimbursement & Innovation Summit:

*Transforming healthcare delivery through innovative practice models*

This two-day conference will bring together healthcare leaders from across the U.S. who are in the business of emergency medicine, healthcare delivery and payment reform. The summit will focus on emergency care practice models addressing payment risk, government regulations, coordination of patient care, outcomes, quality measures, cost control and more.

## Learning Objectives:



Describe and differentiate imminent changes in reimbursement and healthcare practice models driven by:

- Federal law and regulations focused on decreasing costs of care
- Competing agendas among payers (employers, CMS and commercial carriers), hospital systems, physicians, other providers, and consumers/patients



Review innovative coordinated care practice models addressing quality measures, cost-saving solutions and related opportunities



Illustrate the financial ramifications of governmental revenue reform, political and regulatory issues, clinical practice innovations, data collection and government reporting, and demand for changes in care delivery models in emergency medicine



Identify payor behavior issues and avenues to correct at the local and state level



Define HHS/CMS reimbursement regulations

## THE VENUE

**Emergency Medicine Learning & Resource Center (EMLRC)**  
 3717 S. Conway Road, Orlando, FL 32812  
*Free parking!*



# THE AGENDA: THURSDAY, FEBRUARY 27

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**8:00-8:15 AM**

## *Welcome & Opening Remarks*

By Dr. Jordan Celeste

**8:15-9:00 AM**

## *Disruptions in the ED: Innovations to Improve Healthcare*

By Dr. Jennifer Wiler

How are private companies partnering with institutions to improve and enhance healthcare delivery? This opening presentation will review efforts made by private and academic companies.

**9:05-9:50 AM**

## *Business Interests in Healthcare: Opportunities & Risks*

By TBD

Explore how business executives evaluate opportunities and risks in healthcare to fuel innovation.

**9:55-10:55 AM**

## *Panel Discussion: Challenges Ahead*

Panelists: Dr. Jason Adler, Dr. Jennifer Wiler, TBD

How has emergency medicine adapted over the past few years in response to changing market forces? Panelists will discuss efforts made so far and what to expect in the future.

**10:55-11:00 AM**

## *Break*

**11:00-11:45 AM**

## *Billing, Coding, and Surviving Payor Audits*

By Dr. Michael Granovsky

This lecture will review emergency medicine billing and coding, with a focus on surviving payor audits and understanding the Medicare Physician Fee Schedule and how it affects reimbursement. The RUC process and its importance to the specialty will also be emphasized.

**11:50-12:35 PM**

## *CMS Proposed Changes and Potential Impacts*

By Dr. Jason Adler

The CMS rulemaking process will lay the foundation for this talk. We'll review past and current steps taken by CMS to alter the regulatory environment for physicians, with particular emphasis on how this affects emergency medicine.

**12:35-1:30 PM**

## *Lunch*

**1:30-2:15 PM**

## *Surprise Billing's Latest Federal Impact*

By Dr. Vidor Friedman

This lecture will review any proposed, pending or approved legislation that may affect emergency medicine reimbursement. Particular attention will be given to balance billing.

**2:30-3:05 PM**

## *Survey of the States: Challenges and Successes*

By Dr. L. Anthony Cirillo

Health insurance companies are determining payment rates arbitrarily and retroactively. In many instances, insurers are not complying with federal and state regulations. The EMTALA law is being brazenly ignored by payers. Dr. Cirillo will update us on the current state of affairs and suggest action plans.

**3:10-3:55 PM**

## *Consumer Protection and the IDR Process*

By Ed Gaines, JD, CCP

The physician and hospital stakeholders have been actively advocating for independent dispute resolution (IDR) as the preferred method for resolving reimbursement out of network (OON) disputes between clinicians and health plans. We will review the key features in IDR processes in several states and what these models mean for federal legislation currently being debated in Congress.

**3:55-4:05 PM**

## *Break*

**4:05-5:00 PM**

## *Panel Discussion: Legs & Regs*

Panelists: Dr. Anthony Cirillo, Dr. Vidor Friedman, Ed Gaines & Shanna Howe

How can we move the needle on emergency medicine advocacy efforts? Panelists will discuss strategies and opportunities for partnerships.

## **Total Credits Available on Day 1:**

- **7.25** AMA PRA Category 1 Credits™
- **7.00** nursing contact hours

# THE AGENDA: FRIDAY, FEBRUARY 28

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**8:00-8:10 AM**

## *Welcome & Remarks*

By Dr. Kristin McCabe-Kline

**8:10-8:55 AM**

## *EM Leadership in Telehealth*

By Dr. Ethan Booker

Emergency medicine is poised to take the lead in implementing telehealth strategies. This lecture will explore how telehealth can help manage care and reduce costs.

**9:00-9:45 AM**

## *Case Study on a Practical Model for Telehealth in EM*

By Dr. Jennifer Raley

We'll take a deep dive into a telehealth model directed at consumers that focuses on convenience and cost-effectiveness for patients.

**9:50-10:50 AM**

## *Panel Discussion: Consumer-Directed Models: Regulatory & Business Practices*

Panelists: Dr. Ethan Booker, Dr. Jennifer Raley, TBD

**10:50-11:00 AM**

**Break**

**11:00-11:45 AM**

## *Defining Value in EM: Cost Containment and QA*

By TBD

**11:50-12:35 PM**

## *Care Coordination: How to Secure Funding for Patient-Centered Initiatives*

By Dr. David Seaberg

Care coordination in the ED is extremely important, but securing funds for new initiatives can be a major obstacle. Learn how to coordinate with health systems, foundations and community resources in order to successfully reach your institution's goals.

**12:35-1:35 PM**

## *Lunch Presentation: Anti-Trust Concerns: The Noerr-Pennington Doctrine & Physician Advocacy*

By Ed Gaines

The Noerr-Pennington Doctrine allows competing parties to petition the government on regulatory and legislative issues, but their conduct when doing so raises potential anti-trust violations. Learn more during lunch.

**1:35-2:20 PM**

## *Evidence-Based Negotiations: Leveraging Data to Support an Acute Unscheduled Care Model*

By Dr. Sue Nezda

This lecture will review ACEP's advanced payment model that allows for EM participation and leadership in a post-MACRA world.

**2:25-3:10 PM**

## *Addressing Medicaid Budgets: Improving Access While Reducing Costs*

By Dr. Lisa Maurer

What are the states doing to reduce Medicaid budgets? We'll discuss strategies and misinformed initiatives targeting EM services employed by states.

**3:15-4:00 PM**

## *The Maine Event: Protecting "Prudent Layperson" at the State Level*

By Dr. Jay Mullen

The Prudent Lay Person (PLP) Standard has protected emergent patients for the last 33 years, but insurers across the country have been chipping away this patient protection. In 2018, Anthem began denying coverage to ED patients based on their final diagnosis. Dr. Mullen will discuss how Maine—like a few other states—fought back by passing state legislation that strengthened the PLP standard, and provide guidance for advocates interested in doing the same in their states.

**4:00 PM**

**Adjourn**

## **Total Credits Available on Day 2:**

- **6.25** AMA PRA Category 1 Credits™
- **6.00** nursing contact hours

*All lectures take place in the same room*

**Jason Adler,**  
MD, FACEP,  
FAAEM



Vice President of Practice Improvement, Brault San Dimas, CA

**Ethan Booker,**  
MD, FACEP



Emergency physician, MedStar Emergency Physicians; Medical Director, MTIC and MedStar eVisit; Faculty Member, Georgetown University/ Washington Hospital Center Emergency Medicine Residency Washington, D.C.

**Jordan Celeste,**  
MD, FACEP



Program Chair; Emergency Medicine Reimbursement & Innovations Summit; Emergency Physician; Emergency Physicians of Central Florida, LLP; Board of Directors, Florida College of Emergency Physicians Orlando, FL

PLANNING COMMITTEE

**L. Anthony Cirillo,**  
MD, FACEP



Director of Government Affairs, US Acute Care Solutions; Member, ACEP National Board of Directors; Chair, Emergency Medicine Action Fund (EMAF) Saunterstown, RI

**Vidor Friedman,**  
MD, FACEP



Immediate Past-President, American College of Emergency Physicians; Attending Physician, TeamHealth; Vice President for Governmental Affairs, TeamHealth; Past-President, Florida College of Emergency Physicians Maitland, FL

PLANNING COMMITTEE

**Ed Gaines, III,**  
JD, CCP



Vice President Regulatory Affairs & Industry Liaison, Zotec Partners, LLC Greensboro, NC

PLANNING COMMITTEE

**Michael Granovsky,**  
MD, FACEP



President, Coding, LogixHealth Bedford, MA

**Shanna Howe**



Vice President of Client Services, Gottlieb Jacksonville, FL

**Steven Kailes,**  
MD, MPH, FACEP,  
FAAEM



Quality & Staff Director, Emergency Resources Group; Past-President, Florida College of Emergency Physicians Jacksonville, FL

PLANNING COMMITTEE

**Lisa Maurer,**  
MD, FACEP



Partner and Legislative Liaison, Emergency Medicine Specialists; Immediate Past-President, Wisconsin Chapter of ACEP Milwaukee, WI

**Kristin McCabe-Kline,**  
MD, FACEP,  
FAAEM, ACHE



Regional Operations Coordinator, Emergency Medicine Professionals; EMS Medical Director, Flagler County/Palm Coast/Flagler Beach; President, Florida College of Emergency Physicians Palm Coast, FL

PLANNING COMMITTEE

**Jay Mullen,**  
MD, MBA, FACEP



Chief Executive Officer, BlueWater Emergency Partners; Immediate Past-President, Maine American College of Emergency Physicians Brunswick, ME

**Susan Nezda,**  
MD, MBA, FACEP



Senior Vice President of Clinical Outcomes, MPA Healthcare Solutions  
*Orlando, FL*

**Ernest Page,**  
MD, FACEP



President, Florida Emergency Medicine Foundation;  
Past-President, Florida College of Emergency Physicians  
*Orlando, FL*

**Jennifer Raley,**  
MD, FACEP



Managing Partner, Wake Emergency Physicians, PA  
*Cary, NC*

**David Seaberg,**  
MD, CPE, FACEP



Executive Vice President, USACS Midwest;  
Past-President, Florida College of Emergency Physicians

PLANNING COMMITTEE

**Kim Streit,**  
MBA, CAE



Vice President of Healthcare Research and Information, Florida Hospital Association  
*Orlando, FL*

PLANNING COMMITTEE

**Jennifer Wiler,**  
MD, MBA, FACEP



Executive Vice Chair & Associate Professor, School of Medicine, Department of Emergency Medicine;  
Co-Founder & Executive Director, UHealth CARE Innovation Center;  
University of Colorado Anschutz Medical Campus  
*Aurora, CO*

## ACCREDITATION STATEMENTS

### ACCME:

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the Emergency Medicine Learning and Resource Center and the Florida College of Emergency Physicians. The Emergency Medicine Learning and Resource Center is accredited by the ACCME to provide continuing medical education for physicians.

### AMA:

The Emergency Medicine Learning and Resource Center designates this live activity for a maximum of **13.50 AMA PRA Category 1 Credits™**. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

### FBON:

The Emergency Medicine Learning and Resource Center is approved as a provider of nursing education by the Florida Board of Nursing, Provider #2731. Up to **13.0** nursing contact hours will be provided by the EMLRC.

## Registration Fees:

- **General Registration:** \$350
- **Resident Registration:** \$225

[Register Now](#)

**Online registration closes February 20, 2020 at 11:59 PM EST**

## Refund/Cancellation Policy:

Refunds will only be honored if a cancellation request is received in writing by February 12, 2020. Registration fees paid will be refunded, less a \$50 processing fee. Cancellation requests must be submitted in writing and identify the registrant's name, email address and amount paid. Cancellations on or after February 13 will not be eligible for a refund. All cancellation requests must be submitted in writing to [registration@emlrc.org](mailto:registration@emlrc.org).

## NEED A PLACE TO STAY?

**Embassy Suites by Hilton Orlando Airport**  
5835 T G Lee Blvd, Orlando, FL 32822

**Room Rate:** \$212/night & free parking  
*Includes full breakfast, evening reception with cocktails and snacks, airport transportation, and complimentary Wi-Fi in guest rooms.*

**Group Name:** Emergency Medicine Learning & Resource Center

**Call to Reserve:** (407) 888-9339



[Book Online](#)