



Rehabilitation and Reform: Succeeding in a Changing Health Care Environment

***9th Annual Medical Rehabilitation Education Conference
September 26-28, 2011 * Miami South Beach * Ritz Carlton***

2011 CALL FOR PROPOSALS

The Education Committee of the American Medical Rehabilitation Providers Association is currently planning the 9th Annual Medical Rehabilitation Education Conference, which will be held September 26-28, 2011 at the Ritz-Carlton in Miami, FL.

This year, in response to the significant changes taking place across the health care continuum, the Conference will focus on the many challenges – and opportunities – that Health Care Reform presents to our field. In particular, we are seeking presentations that will not only discuss the rules, regulations and their impact, but the strategies and tools needed to enable inpatient rehabilitation providers to succeed in this new environment.

Have you begun to address these issues at your Inpatient Rehabilitation Hospital/Unit? Are you willing to share your ideas and insight? We invite you to submit a presentation proposal on any of a wide range of topics that will help attendees gain a greater understanding of these challenges and opportunities ... and how to best position themselves to succeed.

As in the past, our goal is to provide members with the best possible “tools of the trade” -- ideas and working knowledge that they can take home from the conference and adapt to their individual hospitals, including such areas as:

- Quality and safety (outcomes measures; infection, falls, wound management)
- Documentation (including electronic medical records)
- Acute care transfers/readmission
- ACOs and other models of care delivery
- Reimbursement
- Marketing and communications
- Program development

AMRPA is now accepting proposals for the following tracks:

▶ **Regulatory Compliance for IRFs**

The FY 2010 IRF rules changed many process components for rehabilitation hospitals and programs. Presentations submitted for this track should address strategies for improving documentation for medical necessity, creating documentation system solutions, implementing coding processes that drive accuracy, developing audit processes, understanding retrospective denial prevention and/or appeals processes, monitoring and managing risk, improving admission processes (pre-admission screening, patient criteria, physician responsibilities), developing a plan of care, and more.

▶ **Medical Directors Intensive**

This multi-hour session will focus on a range of issues of importance to Medical Directors and other medical rehabilitation physicians. The focus will be on the rules and regulations governing rehabilitation programs, in particular, *the new IRF rules and their effect on the role of the rehab physician*. Presenters should provide a range of practical and effective tools for physicians to use in their rehabilitation programs.

▶ **Business Development, Marketing & Communications**

This year's track will focus on how best to address not only the changes brought about by health care reform, but the increasing levels of competition faced by inpatient rehabilitation hospitals/units. There are new marketing, business development, relationship management and communication challenges that are critical to our future success. Presentations might target any of a wide range of topics, including but not limited to: referral development ... leveraging the role of liaisons ... streamlining admissions ... building and managing relationships with acute care hospitals and other referrers ... strategies for working within a new continuum of care ... outreach strategies to referrers and/or patients ... communicating "rehab" ... positioning your hospital in today's market.

Note that this conference is the only industry-specific educational forum and networking event for rehabilitation marketing and communications professionals!

▶ **Research**

Presentation in this track will address research initiatives to demonstrate the efficacy and cost-benefits of inpatient rehabilitation clinical and/or financial outcomes compared to other post-acute levels of care. Presentations may focus on research success stories and results that foster a learning environment, enable research and demonstrate benefit for the patients served, the inpatient rehabilitation post-acute level of care and the scientific community. They may also include how research may effect future healthcare policy agendas.

Research presentations can discuss study results that are retrospective or prospective in nature; share practical guidance on how to access important and available data sources to conduct research; research that is responsive to a changing post-acute care environment and the effects on patients as they move across the healthcare continuum; the research process from concept to information knowledge transfer to foster a collaborative learning environment; translate research results into practical applications for improvements in outcomes data management and tracking, best practices implementation, strategic planning initiatives, and other project applications within the rehabilitation prospective payment system environment or collaborations across multiple levels of care.

► **Operations and Financial Management**

There are many issues related to this track ... and the committee is particularly interested in providing attendees with operational and financial benchmarking data, including such topics as: staffing ratios, salaries, cost per case, occupancy rates, length of stay, staffing indices used (nursing indexes for example) and more!

► **Clinical Practices and Program Development**

Best practices and the expansion of the programs and services rehabilitation hospitals provide are always topics of great interest to the AMRPA membership. Presentations may explore the reasons for updating, expanding or introducing new programs to meet the changing rehabilitation needs of patients served. This includes evidence-based programs for stroke, brain injury, spinal cord injury, amputation, orthopedic or musculoskeletal conditions, neurological disorders, cardiac or cancer rehabilitation. As part of this, clinical practices – what works and what doesn't – should be discussed.

► **Program Evaluation and Outcomes Management**

The effective and efficient delivery of care and delivery combined with patient outcomes, safety and satisfaction are critical indications of the success of any inpatient rehabilitation hospital/unit. To provide insight into achieving the highest levels of quality, presenters in this track may focus on outcomes measures, data collection and analysis, reporting, staff education and training and other indicators.

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Note: The topics listed in each of the tracks are suggestions. If you have an idea for a proposal that would be of value to the Conference attendees, please feel free to submit that to the Education Committee as well.

**The American Medical Rehabilitation Providers Association
9th Annual Medical Rehabilitation Educational Conference**

September 26-28, 2011

Miami, FL

CALL FOR PROPOSALS

AMRPA is now accepting proposals for the 9th Annual Medical Rehabilitation Educational Conference. To have your proposal considered, please complete this application and submit to: 9th Annual Medical Rehabilitation Educational Conference, 206 South Sixth Street, Springfield, Illinois 62701 by April 15, 2011.

No speaker fees will be provided. Travel expenses are to be assumed by the presenter.

SESSION PRESENTER: *Please attach a bio or CV*

FULL NAME AND CREDENTIALS: _____

PRESENT POSITION/TITLE: _____

EMPLOYER: _____

ADDRESS: _____

CITY, STATE & ZIP: _____

PHONE: _____ FAX: _____ E-MAIL: _____

ASSISTANT'S email: _____

DEGREE: _____ YEAR DEGREE AWARDED _____

INSTITUTION (Name, City, State) _____

DESCRIBE YOUR EXPERTISE IN RELATION TO THE TOPIC (S) BEING PRESENTED:

SESSION TITLE: _____

LENGTH OF PROGRAM: _____ All Programs are in 60 minute blocks _____

2011 TRACKS:

Please classify your proposed session. (Check one)

- Regulatory Compliance for IRFs
- Medical Directors Intensive
- Business Development, Marketing and Communications
- Research
- Operations and Financial Management
- Clinical Practices and Program Development
- Program Evaluation and Outcomes Management

SESSION SUMMARY:

Provide a typed summary of the session content and include what participants will learn and attached a copy of that document with your proposal application.

Note: *If this proposal is accepted, this summary will be used for the Preliminary Program and may be edited for conformity.*

EDUCATIONAL OBJECTIVES	CONTENT	TIME FRAME	PRESENTER TEACHING STRATEGIES

I HAVE NO REAL OR PERCEIVED CONFLICTS OF INTEREST THAT RELATE TO THIS PRESENTATION.

I HAVE THE FOLLOWING REAL OR PERCEIVED CONFLICTS OF INTEREST THAT RELATE TO THIS PRESENTATION:

DESCRIBE HOW YOU PLAN TO BE FREE FROM BIAS IN THIS PRESENTATION:

Return no later than April 15, 2011 to:

**206 SOUTH SIXTH STREET |
SPRINGFIELD, ILLINOIS 62701**

QUESTIONS? CALL 217.753.1190 and speak to Amy Cheatham or email acheatham@firminc.com