



2010 CALL FOR PROPOSALS
8th Annual Medical Rehabilitation Education Conference
October 12-14, 2010 * New Orleans * Ritz Carlton

The Education Committee of the American Medical Rehabilitation Providers Association is currently planning the 8th Annual Medical Rehabilitation Education Conference, which will be held October 12-14, 2010 in New Orleans, LA.

NEW for the 2010 conference! Are you willing to share your successes with your peers? The AMRPA education committee is seeking presentation proposals from Inpatient Rehabilitation Hospital and Unit providers who have developed innovative and effective "tools of the trade" that they are willing to discuss and share with conference attendees. Effective "tools of the trade" that have proven to enhance operational performance at your facility in the following areas are encouraged: Patient Care Delivery; Medical Record Documentation; Compliance; Census Development; and Financial Viability.

The AMRPA Education Committee is expanding the marketing track for the 2010 conference. There are no dedicated educational or networking opportunities for rehabilitation marketing and communications professionals - and AMRPA can help to fill that void. Like others who work in this field, there are specific challenges that marketing and communications directors face. Providing a forum to identify challenges, share strategies, exchange ideas and return to their hospitals with practical tools - and contacts from across the country -- would be enormously beneficial.

We are now accepting proposals for presentations in the following educational tracks:

- ***Compliance and Documentation Improvement***

Address the compliance entities and their scope of authority (RAC, MAC, ZPIC and processes for review); How a provider can develop internal processes to prepare and respond to requests for claims; Appeals process and strategic considerations from a provider perspective when there is a denial and strategies for best rate of reversal; Review the coverage criteria implementations strategies and experiences in the first year of the new coverage criteria; and how to document for the new coverage criteria/strategies/success.

- ***Medical Directors Intensive***

A multi-hour session to focus on a range of issues of importance to Rehab Medical Directors and other rehab physicians. The focus will be on the rules and regulations governing rehab programs, the new IRF rules and, the affect on the role of the rehab physician. Presenters will be providing tools for the physicians to use and take back to their rehab programs.

- *Marketing and Referral Development*

Market development strategies; New media; Making every word count (Doing more with less!); Building relationships/Driving referrals; Consumer/Community outreach strategies (events, e-newsletters, etc.); Acute rehab: Communicating the difference; Best practices: demonstrating ROI; Creating strategic mar-com plans; Web strategies: content, cost and customer engagement; All I need is a little brochure ...; Marketing's role in the CARF Accreditation Process; and Using outside consultants: the good, the bad and the ugly

- *Research*

The Research Track presentations will address research initiatives and evidence to demonstrate the efficacy and cost-benefits of inpatient rehabilitation's clinical and/or financial outcomes, in comparison to other post-acute levels of care. Presentations may focus on success stories that foster an environment to enable research initiatives benefiting the patients served, the inpatient rehabilitation facility AMRPA membership, the scientific community, and effect healthcare policy agendas and changes with supportive evidence; research results from retrospective or prospective in nature; how to access important and available data sources to conduct retrospective studies (including: An organization's own databases; external databases such as eRehabData® or UDSmr; Medicare claims, IRF-PAI or other type data, MedPAR data; and other secondary data repositories); research that is responsive to a changing post-acute care environment and the effects on patients as they move across the healthcare continuum including inpatient rehabilitation facilities; the research process from concept to information knowledge transfer to help foster a collaborative environment for future internal and external research initiatives within the AMRPA membership; translate research outcomes into practical applications for improvements in outcomes data management and tracking; best practices implementation with research benchmarks, strategic planning applications, and other project applications under rehabilitation prospective payment system rules.

Operations and Financial Management

- The committee is particularly interested in operational and financial benchmarking data: staffing ratios, salaries, cost per case, occupancy rates, length of stay, staffing indices used (nursing indexes for example). etc.

Additional Educational Tracks

- *Clinical Practices and Program Development*
- *Program Evaluation and Outcomes Management*

Credit for CME, ASHA, Nurses, OT, PT, NAB and Category II ACHE will be offered for each course.

Attached you will find the official Call for Proposals. **Please read these documents carefully and provide the information requested by April 10, 2010.** Incomplete forms or those with missing information will not be eligible for consideration.

Thank you in advance for your interest in this year's conference. If you have questions please call 217.753.1190 and speak to Amy Cheatham.

**The American Medical Rehabilitation Providers Association
8th Annual Medical Rehabilitation Educational Conference**

October 12-14, 2010
New Orleans, LA

CALL FOR PROPOSALS

AMRPA is now accepting proposals for the 8th Annual Medical Rehabilitation Educational Conference. To have your proposal considered, please complete this application and submit to: 8th Annual Medical Rehabilitation Educational Conference, 206 South Sixth Street, Springfield, Illinois 62701 by April 10, 2010.

**A full conference registration will be provided for those speakers chosen.
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 _____

2010 TRACKS:

Please classify your proposed session. (Check one)

- _____ Operations and Financial Management
- _____ Clinical Practices and Program Development
- _____ Research
- _____ Program Evaluations and Outcomes Management

- _____ Compliance and Documentation
- _____ Medical Directors Intensive
- _____ Marketing and Referral Development

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.*

PLEASE NOTE THE FOLLOWING MUST BE COMPLETED FOR SELECTION CONSIDERATION:

OBJECTIVES: Objectives are derived from the overall purpose of the activity. Educational objectives are written statements that describe the learner-oriented outcomes that may be expected as a result of participation in the educational activity. Determination of objectives is a collaborative activity between planners and presenters.

Learner-oriented objectives must be stated in measurable terms, which identify observable actions and specify one action or outcome per objective. Each objective must be numbered consecutively on the five-column format. See the list titled "Acceptable Verbs for Writing Objectives".

1. "Understand" is not a measurable term for writing objectives.
2. It is strongly recommended that the objectives are limited to one or two per hour, particularly for activities, which consist of numerous topics or sections.

CONTENT: The content is related to and consistent with the objectives. EACH objective has a corresponding and descriptive content outline. THE CONTENT MUST BE MORE THAN A RESTATEMENT OF THE OBJECTIVES. Each content outline should provide information on the material that will be presented to support each objective that is intended for the learner to achieve. Each content outline must correspond with the number assigned to its objective.

For Example:	Objective	Content
Incorrect	Analyze six case studies for potential abuse situations.	Case studies
Correct	Analyze six case studies for potential Abuse situations.	Case studies: Elder Abuse, child abuse adult abuse situations - clues, interventions, legal issues, resources for help.

ACCEPTABLE VERBS TO USE FOR OBJECTIVES INCLUDE: Analyze, Arrange, Appraise, Define, Describe, Dramatize, Repeat, Locate, Practice, List, Discuss, Employ, Name, Explain, Illustrate, Appraise, Assembly, Assess, Calculate, Collect, Choose, Differentiate, Manage, Distinguish, Organize, Revise, Rate, etc.

EDUCATIONAL OBJECTIVES	CONTENT	TIME FRAME	PRESENTER	TEACHING STRATEGIES
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_____ 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 10, 2010 to:

AMRPA 8th ANNUAL MEDICAL REHABILITATION CONFERENCE
206 SOUTH SIXTH STREET |
SPRINGFIELD, ILLINOIS 62701

QUESTIONS? CALL 217.753.1190 and speak to Amy Cheatham.