

**MARK YOUR CALENDARS TO ATTEND THE  
AMRPA Regional Meeting  
Good Shepherd Rehabilitation Hospital  
Good Shepherd Plaza, 850 S. 5<sup>th</sup>, Allentown, PA  
July 16, 2010**

**Preliminary Agenda**

**9:00 am – 10:15 am**

**Regulatory Update, Including 2011 IRF PPS Proposed Rules, Health Care Reform Provider Cuts, Medical Rehabilitation Provisions and Continuing Care Hospital**  
*Carolyn Zollar, J.D.*  
AMRPA

**10:30 am – 11:45 am**

**Legislative Update Including Impact of Health Insurance Reform and Other Medicare Changes on Medical Rehabilitation and Politics of the Upcoming Election**  
*Martha Kendrick, J.D.*  
*Patton Boggs, LLC*

**12:00 noon – 1:15 pm**

**Lunch and Tour of Good Shepherd Rehabilitation Hospital**

**1:30 pm – 2:30 pm**

**Presentation from Highmark Representative**

**2:45 pm – 4:00 pm**

**Rehabilitation Strategies Under Healthcare Reform- How Rehab Providers will need to change their delivery models and community relationships to succeed in the future**  
*Harry Ting, PhD, FACHE*  
*Good Shepherd Rehabilitation Network, Allentown, PA*

## **Confirmed Speakers**

### **Martha Kendrick, J.D.**

*Partner at Patton Boggs, LLC  
Washington, DC*

Martha Kendrick helps clients navigate the executive branch to solve regulatory problems involving legislative, regulatory and administrative law for health education, insurance and municipal issues. Her work often focuses on biomedical, pharmaceutical, social services, education and human services, and for several years her work has emphasized health and hospital law. She also lobbies in the federal appropriations arena. For 20-plus years, Ms. Kendrick has represented clients before Congress in virtually every major piece of health, Medicare and Medicaid legislation. She regularly represents and counsels clients on matters before the Centers for Medicare and Medicaid Services (CMS) relating to Medicare and Medicaid as well as regulatory and funding issues before agencies within the Department of Health and Human Services (HHS), including the National Institutes of Health, the Indian Health Services, the Centers for Disease Control and Prevention (CDC), the Food and Drug Administration (FDA), and the Health Resources and Services Administration (HRSA).

### **Carolyn Zollar, J.D.**

*Vice President for Government Relations and Policy Development  
American Medical Rehabilitation Providers Association*

Ms. Zollar is the Vice President for Government Relations and Policy Development for the American Medical Rehabilitation Providers Association (AMRPA). She has been with the Association for over 13 years. She represents the Association to the Congress and federal executive agencies, and plans, organizes, and coordinates the work of outside consultants in the areas of data analysis and legislative strategy. She has worked with rehabilitation hospitals and units, outpatient rehabilitation facilities, other post acute providers, and non-profit associations and proprietary corporations.

### **Harry Ting, Ph.D., FACHE**

*Senior Vice President, Strategic Planning and Business Development  
Good Shepherd Rehabilitation Network*

Dr. Harry Ting is responsible for the strategic planning, business development, managed care contracting and government relations activities of the Good Shepherd Rehabilitation Network. Dr. Ting guides the strategic planning process of the Network, helping it to establish strategic directions and a vision for the future. In the area of business development, he plays a lead role in developing and negotiating contractual and joint venture relationships with other organizations. These relationships have included Good Shepherd Penn Partners, a joint venture with the University of Pennsylvania Health System. In the area of managed care contracting, Dr. Ting is responsible for developing relationships with private health insurance plans and negotiating payment rates. Dr. Ting also oversees Good Shepherd's Lifestyle Products & Services and Work Services Divisions. Dr. Ting has 35 years of experience as a health system executive and consultant in all areas of health care delivery and health insurance. Dr. Ting is also well-versed in public policy issues and is active in professional associations in the area. He has a Ph.D. in health economics from Stanford University and undergraduate and master's degrees from the Massachusetts Institute of Technology. Dr. Ting serves on the Board of Directors of the American Medical Rehabilitation Providers Association and the United Way of the Greater Lehigh Valley.

## Continuing Education

**Target Audience:** Healthcare Executives, CFOs, Rehabilitation Nurses, Clinicians, PPS Coordinators, and therapists.

### **Nurses**

AMRPA is an approved provider of continuing nursing education by the Illinois Nurses Association, an Accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

### **Occupational Therapy**



*This course has been approved for .45 AOTA CEUs. The assignment of AOTA CEUs does not imply endorsement of specific course content, products, or clinical procedures by AOTA*

### **Speech Language Hearing**



An annual ASHA CE Registry fee is required to register ASHA CEUs. ASHA CE Registry fees are paid directly to the ASHA National Office. To register CEUs with ASHA, you must complete a CE participant form, turn it in at the time of the activity, and pay the ASHA CE Registry fee. ASHA CEUs are awarded ONLY AFTER receipt of the CE Participant Form AND payment of the Registry fee.

## Hotel Information

Wingate by Wyndham Allentown  
4325 Hamilton Boulevard  
Allentown, PA  
610-366-1600

Comfort Suites  
3712 Hamilton Boulevard  
Allentown, PA  
610-437-9100

Holiday Inn Express Hotel & Suites  
Allentown-Dorney Park  
3620 Hamilton Boulevard  
Allentown, PA  
610-437-9255



**AMRPA Regional Meeting**  
**Good Shepherd Rehabilitation Hospital**  
**Good Shepherd Plaza, 850 S. 5<sup>th</sup>, Allentown, PA**  
**July 16, 2010**

**REGISTRATION FORM**

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

FACILITY NAME (IF DIFFERENT THAN ABOVE): \_\_\_\_\_

MEDICARE PROVIDER NUMBER \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
(PLEASE GIVE ADDRESS OF YOUR PHYSICAL LOCATION)

CITY, STATE, ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PLEASE REPRODUCE THIS FORM FOR ADDITIONAL REGISTRANTS

**ALL REGISTRATIONS ARE ON A FIRST-COME FIRST SERVE BASIS, SPACE IS LIMITED.**  
**REGISTRATION DEADLINE – July 9, 2010**  
**REGISTRATION FEE: \$250**

**METHOD OF PAYMENT:**

- CHECK ENCLOSED (Make checks payable to AMRPA.)
- Please bill me at the above address unless otherwise noted.
- Master Card/Visa accepted.

Type of credit card \_\_\_\_\_ Cardholder Name \_\_\_\_\_

Card number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Please indicate if you have special needs and/or special diet.

Special Needs: \_\_\_\_\_

**Registration is easy! - by fax, by email, by mail or online at [www.amrpa.org](http://www.amrpa.org)**

Phone: (217) 753-1190 Fax: (217) 525-1271 Email: [vwiltsie@firminc.com](mailto:vwiltsie@firminc.com) Mail: 206 S. 6th,  
Springfield, IL 62701 (to obtain additional registration forms visit [www.amrpa.org](http://www.amrpa.org))

**(50% CANCELLATION FEE ASSESSED AFTER JULY 9, 2010)**

**If you have questions, please contact AMY CHEATHAM([acheatham@firminc.com](mailto:acheatham@firminc.com)) or VICKI WILTSIE ([vwiltsie@firminc.com](mailto:vwiltsie@firminc.com)) at (217)753-1190.**