Navigating the Managed Care Landscape.
Impact for Skilled Nursing Facilities.

Thursday, June 14, 2012
8:30am – 4:30pm

LaGuardia Marriott Hotel
102-05 Ditmars Blvd.
East Elmhurst, New York 11369

Southern New York Association is a **Certified Sponsor** of professional continuing education with the National Association of Boards of Examiners of Long Term Care Administrators (NAB) and certifies that this program meets NAB/NCERS guidelines and has been requested six (6) continuing education clock hours. State licensure boards, however, have final authority on the acceptance of individual courses.”

**APPROVAL NUMBER: 1462012-6.00-9527-in**

**About the Program**
This seminar will focus on the federal and state initiatives related to managed care and the impact for skilled nursing facilities.

**Learning Objectives:**
- Understand the products offered by managed care including ISNP, MLTC, Medicaid and Medicare managed care and dual eligible initiatives.
- Gain practical suggestions on how to interpret managed care contract language.
- Learn the clinical requirements for providing services to various managed care populations including care coordination and avoiding hospitalization.
- Identify opportunities to utilize managed care relationships to maximize revenue.

**Presenters**

**Karen R. Lane, Deputy Commissioner, Medical Assistance Program/HRA**

**Pamela Coleman, Senior Vice President for Government Programs, Optum Health.**
Previously Ms. Coleman was the Deputy Director for Medicaid in Texas and the Director of Managed Care Operations for Texas HHS Commission.

**Mark R. Ustin, Esq. Manatt, Phelps & Phillips, LLP.** Mr. Ustin has 20 years of experience and focuses primarily on helping providers and payors to navigate the landscape surrounding health care delivery in NYS.

**Ronald J. Shumacher, MD, FACP, CMD, Chief Medical Officer for Optum Health, Post Acute Care.** Dr. Shumacher has extensive experience as a clinician and executive in the SNF environment.

**Elizabeth H. Hoffman.** Senior Executive with over 25 years of diversified experience in the healthcare industry with a particular focus on long term care and nursing homes.
This event has been organized by Optum Health.

**Agenda**

**Thursday, June 14, 2012**

This program will focus on the following topics:

9:00-9:30am

Nursing Home Eligibility Division (NHED) Deferral Process and Request for an Extension Update.

**Karen R. Lane**, Deputy Commissioner
Medical Assistance Program/HRA

9:30-10:30am

Understanding the products offered by managed care including ISNP, MLTC, Medicaid and Medicare, Dual Eligible Initiatives and the impact for SNF providers.

**Pamela Coleman**, Senior Vice President for Government Programs, Optum Health.

10:30-10:45am Break

10:45-12:15pm

Gain practical suggestions on how to interpret managed care contract language. A review of contract templates used for NYSDOH contracts will be provided.

**Mark R. Ustin**, Esq. Manatt, Phelps & Phillips, LLP.

12:15-1:15pm Lunch

1:15-2:45pm

Learn the clinical requirements for providing services to various managed care populations including care coordination and avoiding hospitalizations.

**Ronald J. Shumacher**, MD, FACP, CMD,
Chief Medical Officer for Optum Health, Post Acute Care.

2:45-4:15pm

Health Care Reform and Post-Acute Transition, Collaboration and Coordination: Operational Readiness. The role of the post acute provider. Identify opportunities to utilize managed care relationships to maximize revenue.

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Place: LaGuardia Marriott Hotel
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East Elmhurst, New York 11369

Register online at: www.snya.org

Facility: ____________________________
Address: ____________________________
City/State/Zip: ____________________________
Phone: ____________________________

PLEASE TYPE/PRINT CLEARLY (USE A DUPLICATE FORM FOR ADDITIONAL REGISTRANTS)

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* Please specify either: Kosher (K) or Non-Kosher (N). If no meal is specified, a non-kosher meal will be ordered.

REGISTRATION FEES (per person):

SNYA Member Facility: $175
Non-Member: $225

Method of Payment:

___ Check (made payable to: Southern New York Association, Inc.)

___ Credit card  ☐ American Express  ☐ Discover  ☐ Visa  ☐ Mastercard

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Name on card      Signature

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Card number      Expiration date  Card Security no.

(Credit card payments may also be made by phone. Please call 212-425-5050.)

Faxed registrations welcome. Cancellations must be received for credit no later than 5 days before the seminar date. We request that reservations be received by Friday, June 8, 2012.