



BULLETIN

Working for the betterment of healthcare education for AHA members

February 2010

Volume 4,
Number 2

February Observances

Educational Conferences

For more information on any of these events, please
call (501) 224-7878

A complete list of AHA Educational Conferences can
be found at

<http://www.arkhospitals.org/calendar.htm>

Mark Your Calendar

2010 Hospital Medicare General

Update

March 4, 2010

Crowne Plaza, Little Rock

RAC Workshop

March 11, 2010

Crowne Plaza, Little Rock

Medicare Conditions of Participation

March 31, 2010

Crowne Plaza, Little Rock

Audio Conferences & Webinars

Reporting Sentinel Events and the Method of Root Cause Analysis – Webinar T2556

February 2, 2010

The Joint Commission defines a sentinel event as “an unexpected occurrence involving death or serious physical or psychological injury, or the risk thereof.”

Age-Related Macular Degeneration/
Low Vision Awareness Month
www.preventblindness.org

Children’s Dental Health Month
<http://www.ada.org/prof/events/featured/ncdhtm.asp>

Heart Month
www.goredforwomen.org

Kids ENT Health Month
www.entnet.org/aboutus/kidsent.cfm

Wise Health Care Consumer Month
www.healthylife.com
www.aipm.net/wise

Women’s Heart Health Fairs
www.sistertosister.org

1 – 7
Patient Recognition Week
www.nprw.com

1 – 7
PeriAnesthesia Nurses Awareness Week
www.aspan.org

5
Wear Red Day
<http://www.goredforwomen.org/>

7 – 13
Burn Awareness Week
www.shrinershospitals.org

7 – 14

Serious injury specifically includes loss of limb or function. The phrase, “or the risk thereof” includes any process variation for which a recurrence would carry a significant chance of a serious adverse outcome. Such events are called “sentinel” because they signal the need for immediate investigation and response. Since January 1995, there have been 6,428 sentinel events reported to The Joint Commission. This was updated September 20, 2009. It is critical that these errors be significantly reduced. Learn from a former Joint Commission surveyor how to be in compliance with The Joint Commission and also how to decrease these very serious errors.

[Mastering the 2009 Inpatient Rehab Rule: It’s Much More Than a Payment Update – Webinar T2557](#)
February 2, 2010

In 2004, the Centers for Medicare and Medicaid Services (CMS) rocked the inpatient rehabilitation world with new requirements. The net effect: multiple challenges and multiple denials for care based on not meeting the 2004 rule. In the 2009 rule, CMS landed another blow with new regulations that make it even more difficult for rehab providers to justify the appropriateness of the admission. Coupled with that is the transformation of guidelines, such as three hours of therapy, into rules and the elimination of guidelines as the seven day evaluation period and use of group therapy. What is perhaps most disturbing in the 2009 regulations is CMS’s indication that the new rule is intended to enable the Administrative Law Judge to make better decisions when reviewing appeals for claims denials. For rehab providers, this statement suggests that intermediary probes and increased denials will, once again, plague the industry.

This webinar focuses on the key aspects of the 2009 CMS rule for inpatient rehabilitation and steps that providers can take to successfully meet these demands.

[Medical Staff Leadership 2010 \(A 4-Part Audio Series\)](#)
Part 3: Effectively Managing the Hearing Process
February 2, 2010

[Part 4: Hot Topics – What to Expect in 2010](#)

Congenital Heart Defect Awareness Week
<http://tchin.org>

11
Day of the Sick
www.nacc.org

14 – 20
Cardiac Rehabilitation Week
www.aacvpr.org

14 – 20
Cardiovascular Professionals Week
www.acp-online.org

21 – 27
Eat Disorders Awareness Week
www.nationaleatingdisorders.org



**Looking Ahead to
March 2010
Education Calendar**

2
“To Err is Human” – And Costly: Addressing the Potential Litigation Impacts of So-Called “Never Events” (Webinar T2566)

4
Hospital Medicare General Update Workshop
2010, Crowne Plaza, Little Rock

4
Hospital Discharge Planning: Best Practices to Reduce Preventable Readmissions (Webinar T2567)

9
Achieving Meaningful Use: Ready? Set? Stop!
(Webinar T2568)

11
Resilient Leaders, Resilient Organizations
(Webinar T2569)

February 9, 2010

Credentialing, informal remediation, procedural due process, impaired and disruptive physician behavior, committee processes and procedures, on call and EMTALA challenges, these are just the tip of the iceberg when it comes to day-to-day medical staff challenges. Today's medical staffs and the professionals who support medical staff functions are facing a multitude of complex issues, many of which present challenging questions to those involved without access to immediate solutions. "Medical Staff Leadership 2010" is an educational program designed to address current challenges facing medical staff leadership and their support staff.

Each session will present workable solutions for challenging circumstances. The series is designed to cover not only the hottest issues facing medical staffs, but also to address current issues in credentialing, corrective action and fair hearing processes. Participants in this series will become better resources to medical staff, administration and governing body leadership to assist in addressing and resolving these challenging ongoing and new issues.

[Making Sense of Present on Admission, Never Events and the New CMS Payment Guidelines for Pressure Ulcers, Catheter-Associated Urinary Tract Infection and Surgical Site Infection: A Quality and Financial Issue – Webinar T2559](#)

February 4, 2010

On October 1, 2008, Medicare halted payments to hospitals for additional care resulting from "reasonably preventable" errors. There are a number of conditions that Medicare will no longer reimburse for treatment. Pressure ulcers, catheter-associated urinary tract infection and surgical site infection are the top three. This presentation will focus on strategies to prevent these complications and also ways to ensure reimbursement.

[Preparing for the Four Vulnerabilities in The Joint Commission Survey for the](#)

11
RAC Workshop, Crowne Plaza, Little Rock

17
Coding "Brown Bag" Webinars 2010: ICD-10-CM and ICD 10-PCS Overview

18
Performance Series – Session 2: Analyzing Performance Using Volume Adjusted Variance Analysis (Webinar 3-717.10) (A 3-Part Webinar Series)

18
CMS and The Joint Commission Standards on Informed Consent: Ensuring Compliance (Webinar T2570)

18 – 19
Basic Emotional First Aid: Crisis Response Every Time, AHA Classroom, Little Rock

22
Orlikoff Reinertsen Boardworks (ORB) Webinar – Managing Safety Crises: How the Best Boards, Executives and Physician Leaders Respond to Never Events

23
New Nurses "Super Union" Vows to Become Organizing Machine...Are you Prepared? (Webinar T2572)

24
Current Issues in Physician Credentialing (Webinar TX0324)

31
CMS Conditions of Participation Revised Interpretive Guidelines: What Every Hospital Needs to Know, Crowne Plaza, Little Rock

Contact Us:

Web site: www.arkhospitals.org

Email: ldumas@arkhospitals.org

Environment of Care, Emergency Management and Life Safety Standards – Webinar T2558

February 4, 2010

Those participating in this program will receive specific guidance on how to interpret the four vulnerabilities that apply to the Environment of Care, Emergency Management and Life Safety chapters in The Joint Commission accreditation manual for hospitals. This presentation will focus on complying with these standards.

The Joint Commission Hospital Accreditation Update: Session 2 (I0110) (A 3-Part Webinar Series)

February 5, 2010

This webinar series presents the expectations and processes needed to fully comply with the new 2010 accreditation standards, the 2010 updated elements of performance and the newest National Patient Safety Goals. Strategies will be discussed to comply with the “most challenging standards” from 2009 as well as the most frequently cited. Proposed Joint Commission changes will also be reviewed.

This session breaks down The Joint Commission standards individually and provides practical advice for avoiding the common deficiencies from 2009 and anticipates issues developing in 2010.

Retail Math for Your Hospital Gift Shop – Webinar N0210

February 9, 2010

Do the words “retail math” make you sweat? Do you believe you can buy “by the seat of your pants” and stay in business? The truth is, successful retailers analyze, understand and make their numbers work for them. Being prepared before you come to market is critical and this session will show you how. Success in any business is ultimately about the “bottom line.” You don’t have to be a CPA to understand the areas that you can control when it comes to making money in your hospital gift shop.

Medical Tourism: Why “Your Hospital” Needs a Medical Tourism

Strategy! – Webinar T2560

February 9, 2010

Top tier U.S. hospitals are developing strategies to tap into medical tourism's explosive growth (35% increase per year); both as an offensive strategy and as a defensive strategy. Domestic hospitals, like the Cleveland Clinic, are partnering to build hospitals in Abu Dhabi and other medical tourism destinations. Services usually sought by "travelers" include both simple and complex procedures. Some examples of these services include plastic surgery, joint (hip/knee) replacement, cardiac surgery and cancer treatments. Whether your hospital is a community hospital or a large teaching hospital, a medical tourism strategy is needed.

Coding "Brown-Bag" Webinars 2010

CPT Coding Part 1 of 2: Overview and Surgery Changes

February 10, 2010

CPT Coding Part 2 of 2: E&M, Radiology, Path/Lab and Medicine Changes

February 17, 2010

This two-part webinar gives an overview of the procedural coding changes for 2010. Follow along in your new code book as we discuss the changes and how they will impact your facility or practice this year.

The Joint Commission Hospital Accreditation Update: Session 3 (I0110) (A 3-Part Webinar Series)

February 12, 2010

This webinar series presents the expectations and processes needed to fully comply with the new 2010 accreditation standards, the 2010 updated elements of performance and the newest National Patient Safety Goals. Strategies will be discussed to comply with the "most challenging standards" from 2009 as well as the most frequently cited. Proposed Joint Commission changes will also be reviewed.

This session outlines the clinical Joint Commission standards for 2010. It helps you sort through the common deficiencies for 2009 and helps you anticipate the impacts

of 2010.

[HITECH: Investigation of Breach of Unsecured Protected Health Information \(PHI\) – Webinar T2562](#)
February 18, 2010

Title XIII of the American Recovery and Reinvestment Act of 2009, also known as the Health Information Technology for Economic and Clinical Health Act (HITECH), includes many provisions which significantly expand the scope, penalties and compliance challenges of the Health Insurance Portability and Accountability Act of 1996 (HIPAA). The two major components of HITECH are the transition of health information from paper to electronic and changes to HIPAA that impose significant new duties on covered entities and business associates to notify patients, the federal government and the media of breaches of unsecured PHI. Unsecured PHI is PHI that is not rendered unusable, unreadable or indecipherable to unauthorized individuals through the use of encryption technologies or methods of physical destruction approved by the Secretary of the Federal Department of Health and Human Services. A breach is the acquisition, access, use or disclosure of unsecured PHI in a manner not permitted under the HIPAA privacy rule which compromises the security or privacy of the PHI. Learn from an expert the highlights of HITECH, how to determine if a breach has occurred and corrective strategies to ensure HIPAA compliance.

[Complying with the CMS Interpretive Guidelines on Infection Control... It's Critical! – Webinar T2563](#)
February 18, 2010

CMS received a \$40 million grant to ensure compliance with the infection control standards in 2010. The Centers for Disease Control (CDC) estimates that in American hospitals alone, healthcare-associated infections (HAIs) account for an estimated 1.7 million infections and 99,000 associated deaths each year. It is estimated that HAIs cause nearly \$20 billion in excess healthcare costs each year. Several of the CMS 28 “Never Events” are also infection control issues. Many of the insurers are trying to put into the contracts that the hospital cannot bill for the costs of HAIs. From both a quality and financial perspective, it is absolutely critical that hospitals comply

with good infection control practices. Learn from an expert the strategies to ensure compliance with the CMS guidelines on infection control.

[Orlikoff Reinertsen Boardworks \(ORB\) Webinar – Health Care Reform: What Will it Mean for Medical Staff/Hospital Relationships?](#)

February 22, 2010

The prospect of healthcare reform has prompted many hospitals and medical staff members to consider closer alignment, affiliation or integration. What will reform features such as shared responsibility for quality performance, bundled payments, broadened access to coverage, and curbs on “overuse” mean for these “clinical integration” efforts? What forms of alignment between hospitals and doctors are likely to succeed? Which will fail? Will you really achieve better alignment, or will you wind up just fighting at closer range? Join us for a hardhitting discussion of the pros and cons of various strategies for your practice, and for your hospital, in responding to health reform.

[The Physician Market: Compensation, Benefits, Recruiting and Employment Trends – Webinar T2565](#)

February 23, 2010

This webinar will review four critical trends in physician compensation, production, recruiting and benefits that impact provider organizations. Particular attention will be given to how these trends may be impacted by the economic environment, impending healthcare reform and the physician shortage.

This webinar occurs subsequent to the release of ECG’s 2009 Provider Compensation, Production and Benefit Surveys. These surveys include the tenth annual Northwest surveys, fifth annual Midwest survey and third annual pediatric subspecialty physician survey.

[RAC Audit Issues: Ensuring Compliance – Webinar T2564](#)

February 23, 2010

This workshop discusses the main known RAC audit issues for hospitals and associated entities. While the issues are discussed, possible action steps and internal audits are also suggested along with possible preparation for appeals. Consideration is also given to developing and/or possible future RAC issues for hospitals and associated healthcare providers.

**[Performance Series – Session 1:
How to Read Performance Reports
& Craft a Departmental Dashboard
\(3-716.10\) \(A 3-Part Webinar Series\)](#)**
February 24, 2010

Managers today are being overloaded with a staggering amount of financial and other performance data. Compounding this is the fact that many managers are unsure of how to “read” the reports they receive. They need the ability to “cut through” the data and find the information needed to understand and improve performance.

This one hour webinar will help managers understand how to look at performance reports in order to discern the information in them. It will also show how departmental dashboards can simplify the process of monitoring performance in order to stay “ahead of the curve” in managing scarce resources.

**[On the Horns of the Nurse Staffing
Dilemma – Webinar TX0224](#)**
February 24, 2010

With the focus on the healthcare debate, less attention is being paid to the impending nursing shortage. Yet already one of the most pressing and costly issues facing hospitals today is the recruitment and retention of nursing staff particularly in specialty care areas. And there’s no indication that this will be a short-term problem – all signs point to this nursing shortage as being more severe and persistent than any past shortage. This session spotlights the workforce challenge and focuses on ways Trustees can help their hospitals proactively manage the staffing dilemma.

**[Physician Contracting Strategies to
Comply with Federal Regulations –
Webinar A0225](#)**

February 25, 2010

With the rising cost of physician contracting, health facilities are increasingly challenged to find new ways to control costs and document fair market value. This webinar will review federal regulations that govern physician contracting, including the Stark law, anti-kickback and anti-trust statutes, the False Claims Act and the Disclosure of Financial Relationships Reporting guidelines.

There have been several significant settlements in the past two years between the federal government and hospitals and health systems, indicating the government is serious about enforcing these regulations. This webinar will discuss the factors influencing the rising cost of hospital-physician relationships in today's marketplace and the requirements of documenting fair market value. It will also address the cost and market methods for evaluating fair market value as well as commercial reasonableness tests. Systematic approaches and tools to facilitate negotiations and evaluation and documentation of fair market value will be discussed.

Affiliated Group Meetings

For more information on joining these groups, please call (501) 224-7878

Arkansas Healthcare Human Resources Association (AHHRA) 2010 Winter Conference

February 26, 2010

Capital Hotel, Little Rock

This conference will discuss unemployment claims pitfalls, nursing unions, legal aspects of social networking, an update on the Health Care Reform Bill and a discussion of hot topics in the healthcare HR world.

CareLearning Webinars

For more information on CareLearning and CareLearning Webinars, please contact Liz Carder at (501) 224-7878

To register for a careLearning webinar, go to http://www.carelearning.com/live_events/webinars.asp

Credentialing Non-Physician

[Practitioners: Compliance Issues Lurking in the Dark](#)

February 10, 2010

This webinar will review the range and type of non-physician practitioners that are utilized by physicians, clinics and hospitals; discuss how important the credentialing and qualification process is for NPPs including clinical and billing credentialing; discuss compliance concerns surrounding NPPs; identify the process of gaining billing privileges for NPPs for Medicare and private third-party payers; describe the difference between 'freestanding' situations and 'provider-based' situations relative to NPPs; review the payment methodologies for Resource Based Relative Value System and Ambulatory Payment Classifications; discuss the concept of 'incident-to' and the differences in interpretation between physician/clinic situations and hospital situations; and discuss several case studies illustrating the credentialing process and the associated billing and reimbursement issues.

[HIPAA Breach Notification Law & Penalties](#)

February 16, 2010

Has your healthcare provider ever lost a laptop or had one stolen? Would you know whether this is a breach of a new federal law (HITECH) and would you know what to do? Would you know if it required reporting to HHS, posting information on a website, what five things must be in the breach letter to the patient, and if there needed to be media disclosure? Come listen to the webinar and get answers to these pressing questions.

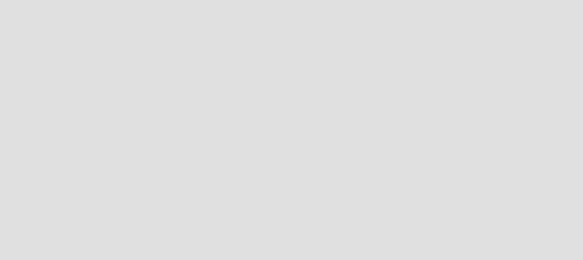
Questions/Comments:

This electronic bulletin is compiled monthly by the Arkansas Hospital Association. The aim is to provide members with accurate, up-to-date and timely information and resources relating to healthcare education.

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