The Theory of Reimbursementivity

$V = qe^2$

Value = Quality x Efficiency Squared

Explore the Gravity of PDPM

August 14 – 15, 2019*
Ocean Resort
(note new location!)
Atlantic City, NJ

*New for 2019: Pre-conference activities begin August 13th

Theory becomes Reality in Atlantic City just weeks following release of the 2020 Final Rule!

Enjoy the festivities and earn an advanced degree in Reimbursementology.

ZIMMET HEALTHCARE SERVICES GROUP, LLC
www.zhealthcare.com
ALBERT EINSTEIN (March 14, 1879 – April 18, 1955) is among the most iconic figures in the history of civilization - a mercurial Nobel Prize winner born into a world of emerging chaos, intrigued by philosophy and differential calculus alike, adamant that the “spirit of learning and creative thought was lost in strict rote learning,” Einstein redefined the essence of “Humanity” by providing context to our very existence.

The German-born theoretical physicist – named Time Magazine’s “Man of the Century” in 1999, used “Thought Experiments” to develop groundbreaking theories about the structure and laws of the Universe. His Theory of Relativity is one of the two pillars of modern physics; but his work transcends science, entering the realm of philosophy in the sense that Observation and Perception are “Relative” terms that can be quantified; that matter and energy are mathematically subject to a single equation; that everything, even light, can be bent and manipulated. All this from the mind of a 26-year old patent clerk in 1905 (Einstein’s Annus Mirabilis, or “Miracle Year”).

Ironically, Einstein’s greatest achievement created (literally) the smallest of problems. Relativity eloquently accounts for “Constants” that explain gravity and its control of orbiting planets, colliding galaxies and the dynamics of an expanding Universe.

Quantum Mechanics is the study of physics on the subatomic level, where many of Einstein’s equations do not apply. In Classical Mechanics, objects exist in a specific place at a specific time. However, in Quantum Mechanics, objects instead exist in a haze of probability; each with a certain chance of being at point A, another chance of being at point B and so on. In other words:

**General Relativity and Quantum Mechanics represent fundamentally incompatible descriptions of reality.**

Forgive the cosmic analogy, but we have the same incongruity occurring in modern healthcare policy and practice: Federal Regulations are akin to General Relativity in that wide reaching “Constants” universally define the behavior of large health systems, but are often inconsistent with the Quantum realities of small or fragmented provider markets. As a result, Skilled Nursing Facilities suffer – the gravity of performance and potential are so unevenly distributed that further disruption threatens entire markets and models of care delivery.

This program is designed to help SNFs “solve” both equations: Succeed under Medicare’s new Patient Driven Payment Model and manage local market challenges for years to come.
NEW: PRE-CONFERENCE – TUESDAY, AUGUST 13, 2019

Tuesday, 6:00pm – 7:15pm
Pre-Conference PDPM Primer

Individuals completely unfamiliar with this field of study may experience a relative slowdown in their personal space-time (you’ll be bored).

We have therefore included a pre-conference primer to explain the “Core Elements of the Observable PDPM Universe” from 6:00pm – 7:15pm on August 13th. In addition, the Federal Government offers free “undergraduate” courses online here. We strongly recommend you come prepared… the Universe needs you!

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Tuesday, 6:00pm – 7:15pm
New Perspectives: Deals & Data Forum

ZHSG’s annual conference has grown to attract the “Galaxy Changing” professionals involved in strategic positioning, financing and transactions. The “Deals & Data Forum” will feature a brief panel discussion on the evolving equations of corporate activity in the SNF space, based on real & recent data trends that are now rationalizing location-specific performance expectations. The Forum will introduce the most insightful information available to investors & operators looking to grow or reposition their “constellation” of healthcare assets. Attendees will be introduced to proprietary State Outlook & Opportunity assessment tools critical for evaluating new markets. The Panel will be followed by a cocktail reception where attendees can share their Thought Experiments about evolving valuations and financing solutions for skilled nursing facilities.

Space is limited for each session – pre-registration is required.
Pre-conference sessions are not approved for continuing education credits.

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Welcome Reception

Tuesday, 7:30pm - Open to All Registered Conference Attendees

Party at the speed of light

Hosted By

PRIMESOURCEGPO

DON’T BE LATE, YOU’LL NEVER CATCH UP!
Wednesday, 9:00am – 10:00am

“EINSTEIN’S CONSTANT”

The New SNF Equations of Healthcare Reform

Einstein’s Constant explains matter & energy cause disturbances in space-time… & SNF admissions.

This opening session will provide context to the most transformative period skilled nursing has ever experienced. SNFs entered the pre-reform era as important players along the healthcare continuum, but overutilization and cost variation made the facilities easy targets for rapidly consolidating health systems and insurance companies eager to reduce episodic costs.

Yet the demographics of our Universe are expanding, and as a result SNFs are subject to alternative futures: One in which they are marginalized and managed by at-risk entities – becoming just another vendor to be controlled, or aggressively enter the risk-based world of population health management and provide the gravity that stabilizes post-acute care.

This session will also explore distortions in healthcare policy equations, the uneven distributional effects of Federal “Relativity” and the inconsistencies of State reimbursement and regulatory requirements. Successful operators/investors must develop their own “Thought Experiments” (strategy and analytics) to avoid the Black Holes of declining matter (census) and energy (revenue) that warp the gravitational fields of individual local markets.
“UNIFIED COMPOSITE THEORY”

On PDPM Components & Composite Entanglement

Quantum Entanglement occurs when particles cannot be described independently of other particles, even when separated by large distance.

Wednesday, 10:15am – 12:15pm

PART 1

This two-part session will examine the fundamental construction of PDPM’s four variable Components and how each interact under ZHSG’s “Unified Composite Theory.” Unified Composite Theory connects clinical management to the SNF revenue-cycle, from pre-admission through billing.

The foundation of this model is the integration of new variables to outdated fee-for-service equations that balance compliance and optimal reimbursement under PDPM and other emerging payment models.

PDPM’s “Component” fields are often, but not always, “Entangled.” There are thousands of PDPM Composite rate sets; attendees will learn to distinguish those that are mutually exclusive from others that are (or should be) Entangled.

Wednesday, 1:15pm – 3:00pm

PART 2

Presenters will explore the “Logic Tests” that dictate United Composite Theory. For example, why identical coding increases one payment Component rate but decreases another, or how an Interim Payment Assessment can be financially counter-productive based on the relative impact to unrelated conditions.

Therapy must be re-imagined to maintain the delicate balance between core and cost. How will augmented therapy protocols support Clinical Eligibility after daily “skilled nursing” needs have abated? These are among the countless opportunities and concerns endemic to the new system that form the foundation of a successful PDPM transition.

Wednesday, 3:15pm – 4:30pm

“AN EXPANDING OR COLLAPSING UNIVERSE?”

Final Thoughts on SNF’s Annus Mirabilis

The great debate during Einstein’s time was whether the Universe was expanding or contracting. While science has since confirmed the Universe is not only expanding, but accelerating as well, the insignificant inhabitants of a common space-rock will join a panel to discuss the same argument about if, how, when, where and why skilled nursing will expand or contract. Either way, our perception of the SNF Universe has been changed forever.
Thursday, 9:00am – 10:15am

“EXPLORING THE MULTIVERSE”

Einstein’s “Beautiful Mistake”
A Belgian physicist published an explanation for an expanding universe in 1927. Einstein dismissed it as “mathematically beautiful” yet “unphysical” at first, but subsequently praised it as an elegant solution after the proof had been well-established. Even Einstein made mistakes.

Medicare’s Patient Driven Payment Model may dominate the 2019 SNF narrative, but Operators must not dismiss existing and evolving regulations by disproportionately applying resources to the payment transition, then realize their flawed logic later – providers cannot afford such a “Beautiful Mistake.”

Skilled Nursing Facilities must accept the “MultiVerse” theory that unrelated changes are upon us in other Realities: Rules of Participation, Value-Based Purchasing, QRP, Alternative Payment Models, 5-Star, Managed Care (short-term & Institutional Special Needs Plans), etc., and we exist in them all.

This session will “Entangle” the particles of the Patient Driven Payment Model to seemingly unrelated “matter that matters” – the Presenter will take us on a journey as far back in time as possible... July 30, 1965 - the day Medicare was passed into law.
The “Theory of Everything” is a hypothetical single, all-encompassing, model of physics that fully explains all aspects of the Universe. Despite extensive study, balanced equations erode between General Relativity and Quantum Mechanics based on scale – the gravity of celestial objects do not adhere to the laws of subatomic “Quantum” behavior. Strange things occur that we may never comprehend, although as technology advances, a unified theory may reveal itself. In fact, many of Einstein’s groundbreaking Thought Experiments could not be proven until advances in technology provided the means to do so.

The opposite is occurring in the SNF Universe, where “technology fatigue” may negatively impact performance.

Complex incompatible systems, integration issues, high turnover retraining failures, lack of support, redundant functionality and inconsistent utilization conspire to produce expensive, counter-productive outcomes. Meanwhile, “Data Dashboards” have gained mass with the promise of a “Theory of Everything” for SNF data. Dashboards hold great potential to aggregate and analyze, but unlike the laws of physics, there are few “Data Constants.” State-specific regulations and reimbursement differ considerably. Every company has unique processes, financial reporting, cost & utilization incentives (e.g. ISNP), third-party source application and hundreds of other nuances among Quantum markets that must be neutralized to ensure Comparative Integrity – otherwise the Dashboard itself is accretive to the fatigue factor.

This session will include a panel of data/technology experts from different SNF application sectors who will discuss compensation strategies relating to complex provider variables to generate reliable, comparable analytics.

Finally, the presenter will explain how to conduct an internal facility-specific SNF Technology Assessment. Our early findings suggest the typical SNF can significantly reduce application redundancies / expenses and technology-fatigue so that facilities can accomplish “more with less.”
SNF owner / tenant-operator arrangements are increasingly common and complex, while the operators often turn to third-party solutions to normalize expenses and quality in an increasingly competitive environment.

This dynamic has become the industry’s “Dark Outsourced Energy.”

While often an effective model, outsourcing does not insulate providers from scrutiny and penalties associated with non-compliance. Dark Outsourced Energy is a component of the “host” facility’s Universe; thus, all stakeholders may be deemed complicit and responsible for specific malfeasance of other parties... choose your partners wisely.

Complicating matters, PDPM is giving rise to myriad “micro-outsourcing” solutions such as physician/clinical interventionalists to certify esoteric diagnosis/conditions that drive the NTA component. Many of these services/conditions have never been captured (or documented) by the provider but will be in October. Audits are sure to follow; we expect standards to be highly subjective due to lack of precedence and variable interpretation of Federal guidelines.

These are high-stakes, untested models that threaten the SNF’s operating and financial integrity. Among all this new activity, does the “host” facility know if its vendors maintain ACA-required compliance programs to safeguard against abuse? Do new pricing schedules violate anti-kickback statutes? Do the companies conduct randomly selected, statistically valid independent audits and share findings with their clients?

ZHSG conducts more SNF reimbursement-compliance audits than any firm in the nation – it won’t be therapy and ADLs anymore. PDPM contains roughly eight times as many “reimbursement-sensitive” MDS items than RUGs-IV. Providers would be wise to expand their compliance audit scope, and expect their unrelated, unmonitored and accretive “Dark Energy” partners to do the same.

Conversely, proficient Operators of scale may have the capacity to monetize the outsourcing trend. Revenue-Cycle, Case Management and Pharmacy are just a few examples. While outsourcing any function to a competitor was once anathema to many facilities, SNFs in need of specific expertise may now prefer the illumination offered by established, local provider chains as a “Dark Energy Outsourcing” option that helps expand their own systems.
Thursday, 3:00pm – 4:30pm

“GENERAL RELATIVITY V. QUANTUM MECHANICS”
Reconciling FFS Volatility in a Value-Based World

General Relativity deals in the realm of mass and energy powerful enough to threaten state finances, while Quantum Mechanics rule the micro-world of a single patient’s episodic cost.

Medicare’s new SNF payment system was designed with the clear intention of moving from volume to patient-specific characteristics as the foundation for rate setting. However, PDPM was “priced” using data from a time when value-based programs had not yet gained traction. As a result, PDPM will exacerbate the fundamental conflict of these two initiatives to the point of “warping fee-for-service space-time.”

Competing SNFs with nearly identical average Medicare rates today may be hundreds of dollars per day apart under PDPM; why did this occur and how will it be explained to satisfy their “at risk” partners? Meanwhile, hospitals may explore the advantages of this same mis-pricing by opening their own SNF units to claim $1,000+ per diem rates paid during the first days of a benefit period. Will integrated health systems take advantage of Interrupted Stay Policies to “double-dip” into the three-day NTA hyper-payment (a common pre-PPS era strategy)? Can equilibrium be achieved under such an unbalanced equation? This session will address this confounding dynamic.
The nuances of this year’s program require a diverse group of subject matter experts from ZHSG (including the firm’s related companies) and other industry professionals.

Visit ZHSG’s Speaker’s page to view the current lineup of mad scientists scheduled to rationalize the most complex reimbursement change in a generation. We will also regularly feature each presenter’s breakthroughs in Fundamental Reimbursementivity and sponsor information on ZHSG’s Social Media outlets leading up to the conference.
REGISTRATION INFORMATION

Registration Fee*
2 Day Program
$795 per attendee for SNF employee, owner or operator (validation may be required)
$1,095 per industry supplier/vendor
$50 discount if registration and payment is received by April 30, 2019.

* Registration fee includes continental breakfast and lunch both days, but does not include hotel. Contact hotel directly.
Cut-off for LIMITED discounted room block is July 22, 2019. Room block is on a first-come basis, and may sell out prior to cut-off date.


All handouts will only be available through our App, and will be uploaded one week prior to the conference.

CLICK HERE TO REGISTER ONLINE AT WWW.ZHEALTHCARE.COM
Please call our office at 732-970-0733 if you have any questions.

Cancellation Policy:
90% refund if cancelled > 7 days prior to program; 25% refund if cancelled within 1 week of program.

This program will be submitted for 12 CE clock hours to the NCE Review Service of NAB Examiners. Zimmet Healthcare is a NJ Board of Accountancy CPE Sponsor. CPA Registrants should contact their governing agency to determine if these courses will qualify towards their CPE requirements.

Schedule is subject to change.

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Zimmet Healthcare is a full service management support firm committed to developing innovative solutions to the challenges of operating in the post-acute care industry. ZHSG supports nearly 3,000 providers and related stakeholders nationwide in matters relating to reimbursement, compliance, operations and strategic planning.

ZHSG Partners & Affiliates

<table>
<thead>
<tr>
<th>Finance &amp; Efficiency</th>
<th>Managed Care</th>
<th>Analytics &amp; Reimbursement</th>
</tr>
</thead>
<tbody>
<tr>
<td>GREYSTONE</td>
<td>Longevity</td>
<td>CORE analytics</td>
</tr>
<tr>
<td>Lending, Investing &amp; Advisory Services for Post-Acute Care</td>
<td>Develops “Provider-Sponsored” Medicare Advantage Institutional Special Needs Plans</td>
<td>Claims-Based Intelligence with “Next Generation” Predictive &amp; Reimbursement Functionality</td>
</tr>
<tr>
<td>Brightcore</td>
<td>CMS</td>
<td>Real Time Medical Systems</td>
</tr>
<tr>
<td>SNF-specific Cash Flow Positive Energy Efficiency Solutions</td>
<td>Scalable, Outsourced Managed Care Case Management Guaranteed to Improve Performance and Efficiency</td>
<td>Interventional Clinical, &amp; Quality Analytics designed for PDPM Reimbursement Optimization &amp; Compliance</td>
</tr>
</tbody>
</table>

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