CSHRM
CALIFORNIA SOCIETY for HEALTHCARE RISK MANAGEMENT

The 2014 Annual California Society for Healthcare Risk Management Conference

"A Toast to Learning"





Conference Brochure







February 26–28, 2014

The Meritage Resort and Spa
875 Bordeaux Way, Napa, California

The 2013 – 2014 Board of Directors of CSHRM proudly welcomes you back to the 2014 Annual Educational Conference here in beautiful Napa Valley. We hope that you find this to be an interactive Conference that provides you with an exciting and distinctive blend of informative panel discussions and intellectual presentations along with useful networking and socializing opportunities. This Conference represents the full spectrum of the healthcare risk management industry and provides a unique opportunity for professionals to openly exchange information and ideas that truly allow you to connect with risk management professionals, claims representatives, attorneys and other healthcare related personnel. A lot of hard work has gone into this Conference by the members of CSHRM's Board of Directors and we all hope that you find the 2014 Conference to be a rewarding and worthwhile event.

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CSHRM is pleased to Announce the presentation of

The 33rd Annual California Society for Healthcare Risk Management Conference

Wednesday - Friday, February 26 - 28, 2014

The Meritage Resort & Spa
Napa, California

"A Toast to Learning"







CSHRM
CALIFORNIA
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RISK MANAGEMENT



Conference Schedule of Speakers, Topics and Events

Day One–Wednesday, February 26, 2014

8:00 - 1:00 p.m. ***4th Annual Golf Tournament*** - Generously Sponsored by LaFollette Johnson

1:00 - 1:15 p.m. ***Welcome to the Conference – Introductory Remarks***
Salons I - VI
Kirsten Padgett, CSHRM President

1:15 - 2:15 p.m. ***Outsourcing and Telehealth: Risks and Rewards***
Salons I - VI
Jayme T. Vaccaro, Sedgwick
Ann D. Gaffey, RN, MSN, CPHRM, DFASHRM, Sedgwick





From tele-radiology to tele-psychiatry, what do you outsource and what are your evolving exposures? A recent Alabama jury found the financial incentives of routine transcription outsourcing to an Indian company "really egregious" to the tune of a $140M verdict. Outsourcing and the use of tele-health is common place in today's healthcare systems. Consider the national and international flavor of outsourcing and tele-health. Explore uncharted privacy, security and the basics like, "what license is needed" as the Parisian physician treats folks in rural small town USA by way of an I-robot. Outsourcing and tele-health are here to stay. Keep them safe as you study lessons learned from ground breaking case studies and most importantly offer patients cutting edge technology.

2:15 - 3:15 p.m. ***Responding to Behaviors that Undermine a Culture of Safety***
Salons I - VI
Josh Hyatt DHSc (c), MHL, CPHRM, NORCAL Mutual



Disruptive or unsafe behavior by professionals in the healthcare setting is well documented as a serious threat to quality care and patient safety. This type of disruptive and unsafe behavior is not just bad behavior, it has serious and detrimental consequences that jeopardizes patient care and safety, creates unsafe working environments, and increases professional liability risk. Through case studies and research in this field, this program looks at the various behaviors and etiologies of disruptive behavior, identifies key systems involved with dealing disruptive individuals, and risk management best practices to implement a culture of safety in your institution. Don't wait for an adverse outcome or tragedy to occur before addressing disruptive behavior issues!

3:15 - 3:30 p.m. ***Afternoon Break***
Enjoy an Afternoon Snack and Visit our Sponsors/Exhibitors

3:30 - 4:30 p.m. ***Actuarial Reports – Winding Your Way Through the Maze***
Salons I - VI
Stephen Koca, Milliman, Inc.



The actuarial report is a powerful document that contains valuable insight into the risk management of a self-insured program. Risk management has evolved to include the financial reporting of a program and often times working directly with the actuary. From gathering data to understanding final results, preserving a relationship between the actuary and the risk manager is critical to ensure a smooth process and best estimation of self-insured exposures. All members of the risk management team have a role in, and contribute to, the success of the actuarial process. This session will provide an introduction into the actuarial process and also refresh concepts for those experienced with utilizing an actuarial report.

Day One Schedule– *Continued*

4:30 - 5:30 p.m.
Salons I - VI





Using Human and System Factors to Reduce Malpractice Liability Risk in Emergency Medicine
Laurel Grisbach, RN, BSN., CPHRM
Renée Duncan, RN, J.D., CPHRM
BETA Healthcare Group

Incidents and claims still occur with regularity in emergency medicine setting. In this session, emergency medicine data will be presented on human and system factors that led to litigation. The matrix used to collect claims data will be described. Helpful tips will be provided on creating a matrix and capturing adverse event data. Strategies will be presented to reduce both claims loss and improve patient safety in the emergency medicine arena.

5:30 - 6:30 p.m.
Crush Lounge
(No Host Bar)

Newcomer's Reception - Sponsored by TheMutual

CSHRM invites all "new" and/or first time attendees to meet and socialize with each other and the CSRHM Board.





Day Two – Thursday, February 27, 2014

7:00 - 8:00 a.m.
Vineyard Terrace

Continental Breakfast - Generously Sponsored by Weiss, Martin Salinas & Hearst, A Professional Law Corporation

8:00 - 8:15 a.m.
Salons I - VI

Day Two Opening Remarks
Kirsten Padgett, CSHRM President & *Hala Y. Helm*, Member ASHRM Board

8:15 - 9:15 a.m.
Salons I - VI



Root Cause Analysis Fail!
Lisa Ramthun, RN, MSN, CPHRM, St. Joseph Healthcare

Health care organizations are under increased regulatory and public scrutiny to prevent harm to the patients in our care. Yet our current RCA methods are not providing the results we want. to see. In order to drive change, healthcare organizations need to look at the RCA process with a critical eye. A great deal of time and energy is spend conducting root cause analyses and developing action plans for sentinel events. Yet organizations continue to have the same sentinel events repeated over and over again. This session will outline the key reasons RCAs fail to improve patient safety and provide strategies to improve the RCA process that will help organizations break the cycle.

9:15 - 10:15 a.m.
Salons I - VI



Key Note Presentation
One on the Run: Achieving the Impossible
Helene Neville, RN, Founder/CEO National Nurses Health Institute

As a healthy nurse advocate, author, transcontinental runner and cancer survivor, our keynote speaker Helene Neville will put her hard learned lessons in to into a highly relevant, inspirational and actionable message. Helene is a nationally known speaker and spokesperson on behalf of nurses, health and wellness — featured in print, radio, and television. In this presentation, through humor and an upbeat attitude Helene's story will motivate the audience to rethink their own 'impossible'. Helene goes to extremes. She has put her body through unimaginably difficult conditions to send her message. She will harness the energy that comes from overcoming extraordinary odds to inspire the audience to rise to their own internal challenges. "When you are truly doing what you love, the sense of purpose is immense. And absolutely nothing seems impossible."

Day Two Schedule– *Continued*

10:15 - 10:30 a.m. ***Morning Break***
Grab some coffee or tea and visit our Sponsors/Exhibitors.

10:30 - 11:30 a.m. ***Culture Change with TeamSTEPPS: Leading from the C-Suite***
Salons I - VI
Ann D. Gaffey, RN, MSN, CPHRM, DFASHRM, Sedgwick
Siri Nelson, MHA, Sutter Lakeside Hospital




Leading a shift in culture to a culture of safety is one of the difficult tasks a hospital leadership team may face. When feedback from staff indicates they do not feel leaders focus on safety, or the culture does not support them in speaking up for safety, leaders must take action. This program will focus on one hospital's journey to engage and train the entire hospital and medical staff in TeamSTEPPS tools and strategies to improve communication and advance the culture of safety. Participants will follow the initiative on the journey from the labor and delivery unit across the entire hospital, with interventions including engaging corporate leaders to rolling out TeamSTEPPS training and sustainment efforts. Learn about TeamSTEPPS strategies and how this hospital celebrates successes and meets challenges.

11:30 - 1:00 p.m. ***CSHRM Business Meeting and Lunch*** - Generously Sponsored by RGP HEALTHCARE™
Vineyard Terrace

1:00 - 2:00 p.m. ***Getting to Zero: A Journey to Better Outcomes for Moms and Babies***
Salons I - VI
Barbara Pelletreau, RN MPH
Suzanne Wiesner, RN, MBA/HCM, C-EFM, Dignity Health




Perinatal risk issues continue to be a major concern for patient safety and risk management. In this session participants will explore the recent Dignity Health commitment to adopt a standardized approach across 30 hospitals in six high risk areas of focus, including obstetrics. These system-wide efforts have resulted in better patient outcomes. Using a variety of principles and tactics, nurses and physicians have improved the care of patients through enhanced policies, practices and documentation strategies. Learn from "the journey" how you can improve results at your organization.

2:00 - 3:00 p.m. ***Value Based Purchasing: 2014 Rules and How They Will Affect Healthcare Risk***
Salons I - VI
Robin Kish, Marsh Risk & Insurance Services



The Hospital Value-Based Purchasing (VBP) Program is a CMS initiative that rewards acute-care hospitals with incentive payments for the quality of care they provide to patients with Medicare. New VBP rules for 2014 and the advent of other healthcare reform initiatives may significantly affect many organizations, sometimes with unintended negative consequences. In this follow up to the June 2013 CSHRM webcast, we will explore the legal and risk management implication of the 2014 VBP rules and how they will the healthcare landscape. Along with a quick overview of VBP principles overall, a focus on new changes for 2014 that are most likely to give rise to claims and help focus risk mitigation efforts will be identified. Additionally, unintended but possible consequences of a heightened focus on VBP programs to the exclusion of other key performance indicators will be discussed.

3:00 - 3:15 p.m. ***Afternoon Break***
Enjoy an Afternoon Snack and Visit our Sponsors/Exhibitors

Day Two Schedule– *Continued*

3:15 - 4:15 p.m.
Salons I - VI

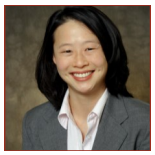


Surviving M&A: Due Diligence, Risk Management, and Lessons Learned
Hala Y. Helm, JD, Palo Alto Medical Foundation

One response seen to the inherent challenges of healthcare reform is to increase size and volume of organizations. This has led to an avalanche of healthcare mergers and acquisitions (M&As) not seen in decades, with risks going far beyond just the financial. This session will describe the risk management challenges and opportunities associated with these transactions. The speaker will share experiences "in the trenches" with M&As, and share tips and techniques for recognizing and responding to the unique risk management challenges associated with a merger or an acquisition while still maintaining your sanity and your job.

4:15 - 5:15 p.m.
Salons I - VI







Healthcare Regulatory Risk Update: Current Trends and Risk Management strategies
Chad Follmer, Woodruff-Sawyer & Co.
Felicia Sze, Hooper, Lundy & Bookman, P.C.
Lauri Floresca, Woodruff-Sawyer & Co.

Now more than ever, healthcare companies operate in a complex and highly competitive environment. While the Affordable Care Act, changing care models and value-based purchasing initiatives offer new opportunities, the consequences of increased regulatory scrutiny, billing/reimbursement ambiguities, HIPAA and data privacy concerns introduce new and potentially costly risks. As an example, a recent study found 63% of healthcare providers in the US have had a cyber attack in the past year at an average cost of $2.4 million. This session will provided an update on the latest regulatory issues and trends for a wide range of regulatory risks including Medicare and Medicaid billing investigations, False Claims Act allegations, Commercial Payor actions, Stark actions, EMTALA actions and HIPAA actions. Practical risk management strategies and risk transfer treatments will also be discussed.

6:00 - 8:00 p.m. ***President's Reception*** - Generously Sponsored by
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Day Three – Friday, February 28, 2014

7:00 - 8:00 a.m. ***Full Breakfast***
Vineyard Terrace

8:00 - 8:15 a.m. ***Day Three Opening Remarks*** **8**
Salons I - VI
Kirsten Padgett, CSHRM President

8:15 - 9:15 a.m. ***Asiana Crash Response: One Hospital's Story***
Salons I - VI
Lann Wilder, San Francisco General Hospital



When Asiana Flight 214 crashed at San Francisco International Airport, San Francisco General Hospital & Trauma Center rapidly implemented its "Code Triage" mass casualty incident response. Learn the key factors that contributed to their success in evaluating and treating 67 patients while dealing with challenging security and communications issues, family reunification, language barriers, intensive media coverage and international diplomatic relations. Gain critical insight into the operational and logistical coordination required for a sustained response to and recovery from a complex sudden impact event.

9:15 - 10:15 a.m. ***Perioperative Patient Safety: Why "Never Events" Still Happen***
Salons I - VI
Dominique A. Pollara, Esq., Schuering Zimmerman & Doyle, LLP



When the National Quality Forum in 2001 first identified "never events," or preventable events that should never occur in healthcare, several perioperative events were included such as wrong side/wrong site surgery. Even with this attention, in the years that followed perioperative "never events" are still occurring. The Centers for Medicare and Medicaid Services has started denying reimbursement for 10 hospital-acquired "never events" they deem reasonably preventable, with more to come. To help hospitals understand and prevent their spread, this presentation will explore several perioperative "never events." This case study-based presentation will examine such issues as wrong site/wrong side surgery, poor intra-operative anesthesia monitoring, medication errors during surgery, and others. Opportunities for improvement from the case examples will be provided.

10:15 - 10:30 a.m. ***Morning Break***
Enjoy another cup of coffee or tea and make a last visit to our Sponsors.

10:30 - 11:30 a.m. ***COP Talk—What Will You Do When They Speak To You? Disclosures, Reports, and Responses to Law Enforcement Requests***
Salons I - VI
Linda Bjorklund, Sutter Health
Edward Fabi, Sutter Health





The Sandy Hook Elementary School shooting, the Naval Yard shooting in DC, the Asiana Airlines Flight 214 crash, and the 2013 Nationwide Letter to Health Care Providers from the Department of Health and Human Services have melded together to create a difficult tension for health care facilities caught between desiring to assist official investigations and protecting patient privacy. This session will elevate the audience's awareness to the balancing act that must be performed on a daily basis by Emergency Department staff, Health Information Management folks, and health care providers in general when talking to "people with a badge" in order to stay safely within the requirements of the law. Most of these decisions are made by those within the organization with no legal background and often feel pressured to make certain decisions. T he presenters will go over the spectrum of requests and demands received at medical facility levels but will focus the main discussion on what actions and responsibilities are required for compliance with state and federal regulations

Day Three Schedule– *Continued*

11:30 - 12:45 p.m. ***Legislative Update***
Salons I - VI *Susan Penney*, UCSF Medical Center



This annual update summarizes recent new laws and regulations of particular interest or importance for healthcare risk managers. New trends or contemporary issues of interest to healthcare risk managers are also tracked.

12:45 - 1:00 p.m. ***Final Remarks and Adjournment of Conference***
Salons I - VI *Kirsten Padgett*, CSHRM President

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The Board of Directors of CSHRM wish to thank those who have graciously and generously sponsored the 2014 Conference. Without the support of our sponsor's this wonderful Conference at this amazing location would have never occurred. As such, the Board offers its utmost appreciation for the financial backing it has received for this year's Conference from the following sponsors:

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CSHRM's Board of Directors wishes to thank each and every one of this year's Conference Sponsors and each Attendee for participating in the 2014 Annual Conference and making it a success. We hope that you all found this to be a rewarding, educational and worthwhile experience. The Board puts a lot of time, energy and effort to put on this Conference for the benefit of our members. We appreciate your support of and participation in CSHRM.

Thanks!

Resort Maps & Event Locations

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1. Carneros Ballroom
2. Event Piazza
3. Blend Cafe
4. Crush Ultra Lounge — 2/26 Newcomer's Reception
5. Fitness Studio
6. Shuttle Pick-up
7. Registration, Concierge & Activities Desk
8. Lobby Bar
9. Internet Center
10. Meritage Ballroom — Conference Locations: Salons I-VI
11. Siena Restaurant
12. Vino Bello - Cabernet Building
13. Family Pool
14. Vino Bello - Chardonnay Building
15. Vino Bello - Merlot Building
16. Estate Wine Cave—Featuring Spa Terra & Trinitas Cellars — 2/27 President's Reception
17. Walking Trail to Vineyards
18. Gazebo & Picnic Area
19. Grape Crusher Statue
20. Activities Lawn
21. Heated Pool & Bocce Court



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Proximity between Estate Wine Cave and Hotel is not to scale.



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