**STROKE CENTERS OF EXCELLENCE**

FOR HOSPITALS & HEALTH SYSTEMS

March 23-25, 2011 • San Diego, California

Developing and Operating Stroke Care Centers to Deliver High Quality Care, Meet the Growing Patient Demand, and Improve Outcomes

DISTINGUISHED FACULTY INCLUDES:

- **Martha Ackman RN, BSN, MA, Stroke Program Coordinator**
  SCRIPPS HEALTH, La Jolla, CA

- **Andrew Barbash, MD, Neurosciences Director, HOLY CROSS HOSPITAL; CEO, APRACTIS SOLUTIONS WORKFLOW PARTNERS**
  Silver Spring, MD

- **Bert B. Vargas, MD, Clinical Professor of Neurology**
  MAYO CLINIC, Phoenix, AZ

- **Susan Hendrickson, RN, CPHQ, FACHE, Director**
  VIA CHRISTI HOSPITALS WICHITA, INC.

- **Susan Brown, RN/BSN, Stroke Program Coordinator**
  VIA CHRISTI HOSPITALS WICHITA, INC.

- **Troy Repuszka, Deputy Director, Dr. Bernard McDonnell, D.O., Physician Surveyor/Team Captain**
  HEALTHCARE FACILITIES ACCREDITATION PROGRAM

- **Tom Szostak, Healthcare Economics Manager**
  TOSHIBA AMERICA MEDICAL SYSTEMS, INC.

- **Wende Fedder, RN, MBA, FAHA, Clinical Director, Neuroscience Institute, ALEXIAN BROTHERS HOSPITAL NETWORK, Elk Grove, IL**

- **Mary Kalafut MD, Stroke Program Director**
  SCRIPPS GREEN HOSPITAL, San Diego, CA

- **Judy Rosman, President**
  ROSMANSEARCH, INC.

- **Susan Zimmermann RN, BSN, Best Practice Specialist/ Stroke Safety & Quality Services**
  WELLSTAR KENNESTONE HOSPITAL

- **Carvella Matlock Brown RN BSN MBA, Stroke/Sepsis Coordinator**
  PROVIDENCE LITTLE COMPANY OF MARY MEDICAL CENTER TORRANCE

- **Pam Stanberry, CEO**
  WESLEY REHABILITATION HOSPITAL AN AFFILIATE OF HEALTH SOUTH

WHAT WILL BE DISCUSSED:

- How to plan and develop comprehensive stroke centers and programs from the ground up to deliver effective, high quality care
- Building the business case for a Primary Stroke Center
- Emerging trends and strategic opportunities in acute stroke care and treatments: Positioning for success
- Leveraging teams to create primary and comprehensive stroke centers
- Improved Stroke Outcomes resulting from Team’s focus on Certification
- Telestroke: Setting up successful regional stroke system using telemedicine
- Joint Commission certification of distinction and recertification
- Telemedicine: Setting up successful regional stroke systems using telemedicine
- Reimbursement issues and return on investment
- Advancing from Primary Stroke Center to a Comprehensive Stroke Center
- Integrating air-medical services in acute stroke care
- CMS update on stroke --- Stroke Registry and Pay for Performance
- Outcomes and Measurement
- Improving quality of care, staff efficiency and cooperation, while reducing LOS and indirect costs
- The role of stroke-rehab and post-hospitalization programs
- Staffing models – Recruiting
- Nuts and bolts of business/medical management of stroke programs
- Acute stroke within and beyond 3 hours

SPONSORED BY:

- **EKI Therapeutics**
- **Medweb**
- **HFAP**
- **Journal of Stroke & Cerebrovascular Diseases**

MEDIA PARTNERS:

- **ONRAD, Inc.**
- **National Aphasia Association**

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“Stroke is the No.3 killer in the United States, and the leading cause of adult disability. With the stroke patient population on the rise, it is imperative for hospitals and health facilities to carefully prepare for and provide optimal care for a disease that threatens such a large share of the population.”

National Stroke Association
This two hour, not-to-miss workshop is designed to discuss how to successfully develop and expand Primary and Comprehensive Stroke Centers. The workshop will provide attendees with a practical context for program development in a single-hospital model as well as a multi-hospital system of care. This workshop is designed to provide participants a real-life example of how seven hospitals combined efforts to enhance the care delivery process and clinical outcomes of their acute stroke and TIA populations to prepare for Primary Stroke Center certification, while building a neuroendovascular program. The goal of the workshop is to facilitate a discussion amongst the participants and provide an opportunity to put information from the conference to use. Through active participation, attendees will be able to:

- Justify the level of stroke services appropriate for an institution’s population
- Identify obstacles to certification/designation and strategies to overcome
- Select medical, clinical and administrative leadership based on skills in a matrix based reporting environment
- Mobilize a clinical stroke team, from the emergency department through discharge
- Measure clinical and operational outcomes and share “opportunities”
- Collaborate on Education, Community Outreach and Marketing ideas

Workshop Facilitators:

**Anita Halvorsen, FACHE, System Director, Neuroscience: RESURRECTION HEALTH CARE, Chicago, IL**
Anita currently holds the post of System Director of Neuroscience for Resurrection Health Care, performing business development functions for Neurology, Neurosurgery and Neurointerventional Services across five hospitals. Anita has 15 years of healthcare operational experience at the Director level, overseeing department financial and human resources for acute, subacute, outpatient, and ambulatory levels of care in a variety of service departments, including rehabilitation, pain management, occupational health, and health access. She has a Master of Science degree in Speech-Language Pathology and a Master of Business Administration degree. Anita is a Fellow of the American College of Healthcare Executives and serves in roles on a Regent’s Advisory Council and the Board of the local ACHE chapter for the College. Anita is also an adjunct professor for graduate studies at Rush University in Chicago.

**David Bordo, MD, Co-Program Director, RHC PRIMARY STROKE CENTERS, RESURRECTION HEALTH CARE, Chicago, IL**
Dr. Bordo has been serving in the role of local medical physician champion for stroke at Our Lady of the Resurrection Medical Center for the past 2 years. His full time post is the medical administrator of emergency services at OLR, along with clinical work in this institution. He is Board Certified in Emergency Medicine and graduated from medical school from Chicago Medical School and completed his residency training at Resurrection Medical Center. Dr. Bordo recently moved into a new role within the RHC Neuroscience Service Line, serving as the co-program director of the RHC Primary Stroke Centers, having medical oversight for delivered stroke services across all of the hospital.

**Soma Sinha Roy, MD, Neurointerventional Surgeon, RESURRECTION MEDICAL CENTER, Chicago, IL**
Dr. Sinha Roy is a neurointerventional surgeon and was board certified as a radiologist in 1999. She completed her three-year fellowship training in 2002. Since then, she has served as a neurointerventionalist at the University of Illinois at Chicago and at other Chicago metro area hospitals. She has performed more than 5,000 diagnostic angiograms and 1,000 neurointerventional surgeries. Her focus is on providing the best clinical care for patients with stroke, intracranial aneurysms, arteriovenous malformations, spinal vascular malformations, and other vascular conditions of the brain, head/neck, and spine. Dr. Sinha Roy obtained her undergraduate degree from Duke University and earned her medical degree from the University of North Carolina at Chapel Hill. She completed her residency and a one year fellowship in Neuroradiology and Interventional Neuroradiology at the University of Cincinnati Hospitals. Then, she finished an additional two years of fellowship in Neuroendovascular Surgery at the University of Virginia at Charlottesville prior to moving to Chicago.

**Sandra Hoelzel, RN, MSN, CRRN, Stroke Coordinator, RESURRECTION MEDICAL CENTER, Chicago, IL**
Sandra Hoelzel, RN, MSN, CRRN – Ms. Hoelzel is the Stroke Coordinator at Resurrection Medical Center. She began her career at Resurrection Medical Center in 1991 as a staff nurse on the Rehabilitation Unit. In 1994 Ms. Hoelzel left RMC for five years to work at the Rehabilitation Institute of Chicago as a supervisor and educator on the orthopedic and stroke unit. In 1999 she returned to the Rehab Unit at RMC as the Rehab Educator/Assistant Nurse Manager where she stayed until she became the Stroke Coordinator in 2008. Ms. Hoelzel has her Masters of Science degree in Nursing Administration and has been certified in Rehabilitation Nursing since 1994. She is a member of the Association of Rehabilitation Nurses, the American Association of Neuroscience Nurses and involved locally in the Stroke Action Alliance.

**Mickey Clancy, President, Stroke Survivors Empowering Each Other (SSEE0)**
Mickey Clancy, Stroke Survivor – Mickey’s stroke occurred in 1997 after experiencing stroke-like symptoms. After evolution of the stroke completed, she was left unable to sit, stand or walk. She spent two weeks in the hospital, two weeks in an in-patient rehabilitation hospital and 11 weeks in outpatient rehab. Mickey learned to walk again and has worked to regain her life. Mickey returned to her job as a quality control analyst for a biotechnology firm almost six months to the day of her stroke. After 18 months, she resigned and immediately signed up to volunteer with the American Heart Association/American Stroke Association (AHA/ASA). In 2004, Mickey and four other stroke survivors, with help from the AHA/ASA, founded Stroke Survivors Empowering Each Other (SSEE0). Mickey currently serves in the role of the President. She is also a member of the Illinois Advocacy Board of the AHA and a member of the Illinois Stroke Task Force.
This informative presentation will outline the Joint Commission standards required for Advanced Primary Stroke Center recognition. Each standard will be addressed and will include discussion on practical strategies to meet the standard. Recognition as an advanced Primary Stroke Center begins with the initial certification. The key to successful recertification is building on the current stroke program, monitoring results and evaluating the program utilizing a proactive method. These aspects will be addressed in the presentation objectives. Attendees will learn how to:

- Distinguish the key elements of the Joint Commission standards for recognition as an advanced Primary Stroke Center
- Discuss ways to implement strategies in order to meet the TJC standards
- Identify roles and team members who create a successful stroke program team
- Develop a stroke performance improvement plan
- Identify and share lessons learned in preparation for stroke recertification

Martha Ackman RN, BSN, MA, Stroke Program Coordinator, Scripps Health, La Jolla, CA

Martha Ackman currently serves as Stroke Program Coordinator at Scripps Memorial Hospital-La Jolla, CA. Her credentials include leading two very unique hospitals in their quest for Joint Commission disease specific care certification. Coordinated and directed hospital’s efforts to become an advanced Primary Stroke Center as well as successfully achieving recertification in summer of 2010.

Dr. Barbash is currently serving as clinical stroke director at Holy Cross Hospital where he oversees the development of the community hospital neuroscience program. Since 2005 he has been the CEO of Apractis Solutions, which is a group of clinicians who serve as workflow and communication partners. Prior to that, he worked as VP of clinical information systems at Kaiser Permanente Mid Atlantic through 2001, where he oversaw deployment of organization wide EMR. He also served as Advisor to Medical Records Institute, SOS Rx outpatient medication safety initiative, and several eHealth initiatives. A graduate of Northwestern University Medical School, Dr. Barbash completed his Neurology Residency at Mayo Clinic.

Dr. Bert Vargas is currently Assistant Professor of Neurology at Mayo Clinic Arizona in Phoenix in both the cerebrovascular and headache divisions. He attended medical school at the University of Arizona College of Medicine. After completing his internal medicine intern year, he served for four years in the United States Air Force as a flight surgeon with deployments in support of both Operation Enduring Freedom and Operation Iraqi Freedom. Upon completing his service, he obtained his neurology training at New York University and then completed a headache fellowship at Mayo Clinic Arizona under the direction of Dr. David Dodick. He recently joined the headache and cerebrovascular divisions at Mayo Clinic in August of 2009.
IMPLEMENTING A MODEL OF CARE THAT PROVIDES FOR REAL-TIME ASSESSMENT AND INTERVENTION TO ACHIEVE POSITIVE OUTCOMES FOR STROKE PATIENTS

The presentation will describe how a large, tertiary care facility implemented a model of care that allows for real-time assessment and intervention to improve outcomes. Performance measurement and submission of data are key requirements for hospitals to achieve disease-specific certification and recognition awards. The facility developed an approach to care that led to compliance with indicators and improved outcomes for patients.

Attendees will learn how to:
- Develop an organized approach to stroke performance measurement and process improvement
- Comply with consensus-based national standards including requirements for both Joint Commission Disease Specific Certification and Get with the Guidelines award program
- Provide for real time assessment of compliance with indicators of high quality care
- Use IT to identify patients and develop workflows to improve outcomes
- Engage physicians in improvement activities
- Develop order sets and use evidence-based clinical practice guidelines to manage care and improve compliance with measures

Susan Hendrickson, RN, CPHQ, FACHE, Director, VIA CHRISTI HOSPITALS WICHITA, INC.
Susan Brown, RN/BSN, Stroke Program Coordinator, VIA CHRISTI HOSPITALS WICHITA, INC.

HEALTHCARE FACILITIES ACCREDITATION PROGRAM PRIMARY STROKE CERTIFICATION

The presentation will provide a general description of the HFAP accreditation process. It will then focus on the specific aspects of Primary Stroke Certification. This will include the requirements for application, cost, a “how to” on maneuvering the certification process. The presentation will also include a surveyor’s perspective regarding achieving and maintaining primary stroke certification. Attendees will learn how to:
- Understand HFAP
- Process for achieving Primary Stroke Certification
- Surveyor perspective with regard to the survey itself

Troy Repuszka, Deputy Director, Dr. Bernard McDonnell, D.O., Physician Surveyor/Team Captain HEALTHCARE FACILITIES ACCREDITATION PROGRAM

3:15PM - 4:15PM IMPROVED STROKE OUTCOMES RESULT FROM TEAM’S FOCUS ON CERTIFICATION

An interdisciplinary team at Wesley Rehab Hospital worked diligently to attain certification by The Joint Commission for their Stroke Rehabilitation Program. The team set goals, reviewed guidelines, chose quality indicators, collected and analyzed data, provided education for patients and staff, and made appropriate changes within the hospital. Measurable outcomes for quality of care have improved since certification has been received.

Attendees will learn how to:
- Set overall Practice Guidelines from Evidence–based Research
- Gain awareness of Rehab (IRF) Guidelines for certification
- Be able to state 4 Quality Measure Indicators for stroke rehabilitation
- Understand what can be done to increase discharges home

Pam Stanberry, RN, MBA, CEO, WESLEY REHABILITATION HOSPITAL, an Affiliate of HEALTHSOUTH

Pam serves as the Chief Executive Officer of Wesley Rehabilitation Hospital an affiliate of HealthSouth, Wichita, KS, from 2001 to the present. From 1991 – 2000 she served as the Executive Vice President and COO of Riverside Health System, Wichita, KS. Pam received her RN degree from the University of Toledo and continued her education with a MBA in Marketing from Eastern Washington University and an MBA from City University. She is an active member of the West Wichita Rotary, Wichita State University College of Health Professions Dean’s Advisory Council, and Medical Society of Sedgwick County Roundtable (Past President). Pam recently became a member of the Executive Board of South Central Kansas Trauma Council and the Wichita Chamber of Commerce Board. She has served on the Boards for the American Heart Association, American Lung Association and the Guadalupe Clinic. Wesley Rehabilitation Hospital is an affiliate of HealthSouth and a joint venture partner with Wesley Medical Center in Wichita, KS

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STROKE CENTERS OF EXCELLENCE

4:15PM - 5:00PM  STAFFING MODELS AND RECRUITING

This presentation will discuss how to plan and conduct a successful recruitment process in order to build a stroke program. It will cover pre-recruitment strategic planning, referrals, developing a compensation model, evaluating recruitment companies, selecting the best fit for your program, as well as advertising opportunities.

Wende Fedder, RN, MBA, FAHA, Clinical Director, Neuroscience Institute, ALEXIAN BROTHERS HOSPITAL NETWORK, Elk Grove, IL

Wende Fedder is currently the Clinical Director of the Neuroscience Institute at the Alexian Brothers Hospital Network. She has over 15 years experience in healthcare leading program management initiatives for neuroscience and vascular services lines in academic and community hospitals. Wende led one of the first 16 hospitals in the United States to successful primary stroke center certification by The Joint Commission in 2004. Her team at Alexian Brothers Hospital Network has since received the network’s first Joint Commission Disease Specific Certification as a primary stroke center and has maintained certification since 2005. Wende has led several quality initiatives in stroke, and most recently, the American Heart Association awarded the Alexian Brothers Hospital Network Get With the Guidelines-Gold Award for clinical quality. She served on the Joint Commission Disease Specific Care Advisory Council, the Illinois Stroke Task Force and has been an invited speaker at several national meetings on the development of stroke centers of excellence. Wende earned her bachelors of Science Degree in Nursing from Marquette University and Masters in Business Administration from Loyola University Chicago. Wende is currently a member of Sigma Theta Tau nursing honor society and is a Fellow of the American Heart Association.

5:00PM - 5:15PM  CHAIRPERSON’S CLOSING / END OF DAY ONE

DAY TWO • MARCH 25, 2011

7:45PM - 8:00PM  CHAIRPERSON’S OPENING
8:00AM - 9:00AM  DEVELOPING SYSTEMS OF STROKE CARE TO SUPPORT TREATMENT BEYOND IV T-PA

This presentation will explore the required steps in developing a system to address the needs of the patient being transferred for acute neurointervention. Key to this process is having the correct players at the table, outlining a process and identifying metrics to measure success. The experience of the speaker will be the basis for presentation with emphasis on utilizing the expertise of colleagues in the field. Attendees will learn how to:

- Use the interdisciplinary approach to develop the transfer process
- Tools to promote effective communication
- Closing the loop with effective communication back to the sending facility

Mary Kalafut MD, Stroke Program Director, SCRIPPS GREEN HOSPITAL, San Diego, CA

9:00AM - 10:00AM  CLINICAL AND FINANCIAL IMPACT OF A RETROSPECTIVE AND PROSPECTIVE STUDY UTILIZING 320 DETECTOR ROW CT FOR WHOLE BRAIN PERFUSION IMAGING

This presentation will cover the following key issues:

- Diagnostic imaging work up pre 320
- Diagnostic imaging work up post 320
- Identify changes in clinical work up.
- Quantify financial impact.
- Identify changes in patient outcomes.

Tom Szostak, Healthcare Economics Manager, TOSHIBA AMERICA MEDICAL SYSTEMS, INC.

As healthcare economics manager at Toshiba, Tom Szostak serves as TAMS’ expert on healthcare policy and reimbursement. He is responsible for researching, analyzing and effectively communicating all changes in legislation or payer guidelines that affect reimbursement of Medicare or commercial insurance payments. Additionally, Szostak supports and educates purchasing organizations, health systems, as well as Toshiba’s sales, marketing and executive staff in matters regarding healthcare policy, reform, reimbursement and economics. Szostak has more than 12 years of experience in healthcare economics and has held financial and economic positions at companies including B. Braun Medical Inc., Radiology Practice Management, Inc.:Memrad Medical Group. Prior to entering the healthcare sector, Szostak served as the controller and accounting manager in the Food Services division of Continental Airlines. Szostak has a bachelors of Science degree in finance from the University of Houston. He also is a member of Healthcare Finance Management Association and Radiology Business Management Association.

10:00AM - 10:30PM  MORNING REFRESHMENT BREAK & EXHIBITS
10:30AM - 11:15AM  HOW TO RECRUIT AN ENDOVASCULAR OR CEREBROVASCULAR NEUROSURGEON TO BUILD YOUR STROKE PROGRAM

Judy Rosman, President, ROSMANSEARCH, INC.

Judy Rosman is the President of RosmanSearch, Inc. Judy graduated from the University of Virginia Law School in 1994 where she had a dual specialty in Tax Law and Health Law, and was the recipient of the Charles J. Frankel Award in Health Law. Judy used to be a lawyer, but she recovered.

11:15AM - 12:00AM  HOW TO PLAN AND DEVELOP COMPREHENSIVE STROKE CENTERS FROM THE GROUND UP TO DELIVER EFFECTIVE, HIGH QUALITY CARE.

Susan Zimmermann RN, BSN, Best Practice Specialist/ Stroke Safety & Quality Services, WELLSTAR KENNESTONE HOSPITAL

12:00AM - 1:15PM  LUNCHEON FOR DELEGATES AND SPEAKERS

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1:15PM-2:15PM    PROVIDENCE LITTLE COMPANY OF MARY MEDICAL CENTER TORRANCE: STROKE CENTER OF EXCELLENCE CASE STUDY

Carvella Matlock Brown RN BSN MBA, Stroke/Septis Coordinator, PROVIDENCE LITTLE COMPANY OF MARY MEDICAL CENTER TORRANCE

2:15PM - 3:15PM    IMPROVED STROKE OUTCOMES RESULT FROM TEAM’S FOCUS ON CERTIFICATION

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Wesley Rehabilitation Hospital is an affiliate of HealthSouth and a joint venture partner with Wesley Medical Center in Wichita, KS.

3:15PM - 4:00PM    THE BUSINESS OF STROKE: EXPERT PANEL DISCUSSION

Participate in this lively interactive exchange between all presenting faculty and conference attendees. Presenters will provide a short summary of key points from their original programs and open the floor to questions and comments from participants. Registrants are encouraged to submit questions prior to this live event. Panelists will be announced shortly.

4:15PM - 5:00PM    SCRIPPS MERCY’S STROKE PROGRAM: PRIMARY STROKE CENTER: TOUR

Scripps Mercy Hospital’s San Diego campus has earned the Gold Seal of Approval from The Joint Commission for Primary Stroke Centers. Scripps Mercy earned this distinction after The Joint Commission conducted an on-site review in February. The Joint Commission’s Certificate of Distinction for Primary Stroke Centers recognizes centers that make exceptional efforts to foster better outcomes for stroke care. Attaining this certification signifies that the services that Scripps Mercy Hospital's San Diego campus offers the critical elements to achieve long-term success in improving patient outcomes and that patient care is effectively managed to meet the unique and specialized needs of stroke patients.

The Joint Commission’s Primary Stroke Center certification is based on the recommendations for primary stroke centers published by the Brain Attack Coalition and the American Stroke Association’s statements and guidelines for stroke care. The Joint Commission launched the program in 2003.

5:00PM    CLOSE OF CONFERENCE

WHO WILL ATTEND

Administrative and Clinical Leaders Representing Community Hospitals, Academic Medical Centers, Acute-Trauma Centers, Health Systems, Rehabilitation Hospitals and Long-Term Care Facilities. Primary titles include:

• Directors of Stroke Service
• Directors of Neurointerventional Radiology
• Chief Administrators
• CEO’s and COO’s
• Medical Directors
• VPs/Directors of Neuroscience
• VP’s of Patient Care Services
• VP’s of Referral Development
• VP’s of Clinical Services
• Directors of Acute Care Services/ICU

CONFERENCE FEE’S AND REGISTRATION

Conference Fee: $2,390 Conference Documentation CD: $615

(Documentation CD includes copies of all proceedings on CD and shipping is included)

REGISTER 3 & GET 1 FREE!

Any organization registering three persons at the same time will be entitled to a fourth registrant FREE of charge!

PAYMENT: ACI must receive payment 5 days after receiving booking form.

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