We invite you to join us in the exciting entertainment capital of Los Angeles at the Hilton in Universal City on May 20-21, 2015 for the 44th California Association Medical Staff Services Annual Education Forum. This year’s two-day program features a robust lineup of engaging topics presented by an excellent faculty of speakers, plus a host of vendors exhibiting the very latest in products and technology. Whether you are in Managed Care, Acute Care, Ambulatory Care, Medical Practice or new to the field, don’t miss this opportunity to learn, explore and network with your colleagues!

The Hilton is located within walking distance to the entrance of Universal Studios Hollywood and the Universal Citywalk with its wonderful restaurants, shopping, nightlife and 19 movie screens. Hollywood is a short 4-mile drive or one stop on the Metro from the hotel. Make it a holiday getaway!

Our program concludes on Thursday, allowing you Friday and the holiday weekend to enjoy the many attractions in the surrounding area. **Important reminder** – If you want to stay for the holiday weekend, make your reservations now! Our group room rate will expire on May 4th and we only have a limited number of rooms available at the group rate through the weekend.

*Lights! Camera! Action!*

We’ll see you in Universal City!

Terrie Sonntag, CPCS, CPMSM
CAMSS President
WEDNESDAY, MAY 20, 2015

7:00 a.m. to 8:00 a.m.  Registration and Continental Breakfast
8:00 a.m. to 8:15 a.m.  Welcoming Remarks
              Terrie Sonntag, CPCP, CPMSM
              CAMSS President
8:15 a.m. to 9:50 a.m.  General Session
The Pandora’s Box of Peer Review: The Critical Role of Medical Staff Services
Session Code: WE01
Presented by: Carlo Coppo, Esq. – DiCaro, Coppo & Popcke

Peer Review hearings utilize information developed and maintained by a number of hospital departments, including Medical Staff Services. It may be years before that information is used in corrective action proceedings. Yet, the information collected in OPPE and FPPE can be the determinative evidence in establishing a pattern, as opposed to an isolated adverse event. Sadeghi v. Sharp Chula Vista Medical Center case, best practices and common pitfalls in quality based evaluations will be discussed. The program will touch on issues that include turf battles between specialties, the interplay of behavioral and clinical issues, the evidentiary value of sentinel event investigations, recordkeeping and relationships between Medical Executive Committee and other peer review committees including Well Being Committee, behavioral contracts and their enforcement, pre-sentinel events and post-sentinel events mitigating conduct, and the anatomy of a peer review hearing including Medical Staff Services and Quality/Performance Improvement personnel as percipient witnesses.

Target audience: All attendees

9:50 a.m. to 10:15 a.m.  Break – Exhibitor Hall
10:15 a.m. to 12:00 p.m.  Breakout Session One
Complying with Reporting Requirements, Responding to Subpoenas, and Sharing Peer Review Information
Session Code: WE02
Presented by: Ross Campbell, Esq. and Ruby Wood, Esq. – Hooper, Lundy & Bookman, P.C.

This session will review current reporting obligations to the National Practitioner Data Bank (NPDB) and under Section 805 of the Business and Professions Code as well as the practical implications from the proposed revisions to the NPDB Guidebook. In addition, key considerations in responding to third party subpoenas and responding to requests from other peer review bodies will be discussed. This session will cover standards and details for requesting information, responding to requests, and preparing information sharing agreements with both sister facilities and unaffiliated facilities to make information sharing more efficient and maximize protections afforded by law.

Target audience: All attendees

11:15 a.m. to 12:00 p.m.  Break – Exhibitor Hall
12:00 p.m. to 2:00 p.m.  Breakout Session Two
Gain-Sharing: A Vehicle to Increase Physician Involvement in Hospital Quality and Risk Management Programs
Session Code: WE03
Presented by: Scott D. Buchholz, Esq. – Dummit, Buchholz & Trapp

The Affordable Care Act will bring millions of newly insured patients into our Healthcare System. Healthcare executives are seeking a competitive advantage by acquiring medical groups and by gathering the best medical workforce. One means of attracting physicians is to offer professional liability coverage at a reduced cost. Hospitals are purchasing tail coverage for physicians who decide to move their practice to the new hospital system. As hospitals grow, they develop economies of scale in insurance coverage and move to a self insurance program. Nearly 80% of U.S. Hospitals are self-insured. Hospitals are bringing physician professional liability exposure within their self insurance programs/ creating a captive carrier. As insurer, hospitals have an opportunity to offer financial incentives through gain-sharing programs for the purpose of improving quality and reducing risk through participation in risk reduction training programs as well as goal setting. Such programs would need to be compliant with Stark laws and anti-kickback statutes. Statutory compliance will be discussed as well as the involvement and understanding of medical staff professionals of these matters.

Target audience: All attendees

2:00 p.m. to 3:15 p.m.  Break – Exhibitor Hall
3:15 p.m. to 5:00 p.m.  Breakout Session Three (will repeat in the afternoon session)
Survival Guide for the Medical Staff Services Professional – Managing Conflicts and Complex Relationships with Integrity
Session Code: WE04
Presented by: Jay Christensen, Esq. – Christensen & Auer and a guest Medical Staff Professional

This presentation will be a dialogue between a seasoned Medical Staff Professional and an experienced Medical Staff attorney. It will explore strategies for dealing with common but difficult dilemmas and all the “What ifs.....” What if Administration or Corporate Legal demands access to confidential medical staff information and threatens to fire you? What if a Medical Staff Leadership or Administrator is acting to reward friends or punish enemies, make attempts to block or delay action on an applicant, or use contract arrangements to circumvent peer reviews? When hospital staff complains of discrimination, harassment or other illegal activity, how and by whom is the matter investigated? How are various conflicts between Administration and Medical Staff resolved? What if corporate legal counsel is “sharing” committee information outside the committee process? What if the Medical Staff Professional is subjected to harassment/intimidation/demeaning treatment? How are communications managed when “turf” disputes arise? What if a dangerous or impaired practitioner is allowed to just go away? What impaired relationships prevent effective Medical
Staff operations? What if there is a culture of ineffective leadership?
Target audience: All attendees

12:00 p.m. to 1:30 p.m.  | Lunch On Your Own — Exhibitor Hall Open
1:30 p.m. to 3:10 p.m.  | General Session

Legal Update  
Session Code: WE05
Presented by: Glenda Zcashok, Esq. and Lori Ferguson, Esq. — Hanson Bridget LLP San Francisco

Learn about the new legal developments affecting medical staffs within California. The session will cover new laws, recent judicial decisions, any proposed legislation, and other developments relevant to the medical staff and medical group, credentialing, quality improvement, and peer review. Stay current and even ahead of the curve on changes that impact the Medical Staff Office and the MSP’s job responsibilities.

3:10 p.m. to 3:40 p.m.  | Break – Exhibitor Hall
3:40 p.m. to 5:25 p.m.  | Breakout Session One

Managing the Multiple Layers of Physician Oversight  
Session Code: WE06
Presented by: Richard D. Barton, Esq. — Procopio, Cory, Hargreaves & Savitch LLP

Oversight of physician quality by hospital medical staffs is just one component in an ever-expanding network of regulation. Medical staffs are confronted every day with questions arising from investigations and/or actions taken against physicians on staff by other bodies required to address issues of physician performance and behavior. Medical groups, health plans, the Medical Board of California, law enforcement, and other regulatory agencies all operate under their own set of rules and procedures, resulting in multiple tracks that often collide with one another. Determining how and when to initiate action, if at all, by the medical staff can be a challenge given the variations in these often competing arenas. While logic would dictate that the systems work together in facilitating the shared goal of protecting patients, experience teaches otherwise. This program will address these challenges by looking at the variations in the procedures and rules governing the respective forums and how the variations impact the job of the medical staff in carrying out its responsibilities.
Target Audience: All Attendees

Breakout Session Two

Credentialing Challenges and OPPE 2.0  
Session Code: WE07
Presented by: Donald S. David, MD

This program will review and discuss the aging clinician, the clinician re-entering after a break from clinical practice, cross specialty privileging, community affiliate members, credentialing the low volume practitioner, how to deal with “problem files,” prior disciplinary actions and unsatisfactory primary source verification letters. It will also define what is acceptable OPPE at the current state, making OPPE value added, OPPE for telemedicine physicians, OPPE for the allied health professional, delivering OPPE to the clinician, managing triggers for FPPE from OPPE.
Target audience: All attendees

Breakout Session Three (Repeat)
Survival Guide for the Medical Staff Services Professional — Managing Conflicts and Complex Relationships with Integrity  
Session Code: WE08
Presented by: Jay Christensen, Esq. — Christensen & Auer and a guest Medical Staff Professional

This presentation will be a dialogue between a seasoned Medical Staff Professional and an experienced Medical Staff attorney. It will explore strategies for dealing with common but difficult dilemmas and all the “What ifs....” What if Administration or Corporate Legal demands access to confidential medical staff information and threatens to fire you? What if a Medical Staff Leadership or Administrator is acting to reward friends or punish enemies, make attempts to block or delay action on an applicant, or use contract arrangements to circumvent peer reviews? When hospital staff complains of discrimination, harassment or other illegal activity, how and by whom is the matter investigated? How are various conflicts between Administration and Medical Staff resolved? What if corporate legal counsel is “sharing” committee information outside the committee process? What if the Medical Staff Professional is subjected to harassment/intimidation/demeaning treatment? How are communications managed when “turf” disputes arise? What if a dangerous or impaired practitioner is allowed to just go away? What impaired relationships prevent effective Medical Staff operations? What if there is a culture of ineffective leadership?
Target audience: All attendees

5:30 p.m. to 7:30 p.m.  | President’s Reception
All attendees are welcome  
Session Code: WE09

THURSDAY, MAY 21, 2015

7:00 a.m. to 8:00 a.m.  | Registration and Continental Breakfast
8:00 a.m. to 8:15 a.m.  | Welcoming Remarks
Terrie Sonntag, CPC, CPMSM
CAMSS President
8:15 a.m. to 9:50 a.m.  | General Session:
Criminal Liability for Inadequate Credentialing and Peer Review
Session Code: TH01
Presented by: Erin Muellenberg, Esq. — Arent Fox

Review of Department of Justice enforcement strategies and past cases of criminal exposure for inadequate peer review in addition to new worthless services theories. Identify high-risk practices that may lead to exposure. Recognize opportunities to avoid civil or criminal exposure. Understand how to educate medical staff on exposure. Develop strategies to avoid exposure.
Target audience: All attendees
9:50 a.m. to 10:15 a.m.  | Break – Exhibitor Hall
10:15 a.m. to 12:00 p.m.  | Breakout Session One (will repeat at 1:45pm)

Telemedicine, Credentialing and Privileging  
Session Code: TH02
Presented by: Geneva Harris

Overview of the CMS regulations for governing body and medical staff specific to telemedicine credentialing including contracting requirements and review of Joint Commission telemedicine credentialing standards. This presentation includes the basis for variance from traditional credentialing
practices and provides practical tools including sample contract language, suggestions for bylaws and policy changes, and sample forms to document compliance with CMS regulations and Joint Commission standards. Target audience: All attendees

Breakout Session Two (will repeat at 1:45pM)

CA Department of Public Health (CDPH) Radiologic Branch  Session Code: TH03
Presented by: Julie Miller, Senior Health Physicist, California Department of Public Health Radiologic Branch
Review all aspects and functions of the Radiologic Health Branch. Gain knowledge and verbalize pertinent regulations related to radiologic certification and the need for continued certification. Review and explain the certification verification process and online resources. Review all aspects of inspection, compliance and enforcement specific to the radiologic branch.
Target audience: All attendees

Breakout Session Three

Privileging for New or Novel Procedures or Treatments  Session Code: TH04
Presented by: Jennifer Hanson, Esq. and Katherine Markowski Dru, Esq. – Hooper, Lundy & Bookman, P.C.
Along with the increase in new technology, the desire to perform new or novel procedures and treatment is becoming more prevalent among physicians. This session will examine sample bylaw or policy terms and discuss recent development relating to privileging for new or novel procedures. Some questions that have arisen in recent cases relate to whether a physician has a duty to inform a patient of his/her experience in performing a procedure or to disclose his/her relationship with drug companies, device makers or distributors as part of the consent process. This session will sensitize medical staff professionals to issues relating to new or novel procedure policies, and review recent legal development relating to new or novel procedures and treatments.
Target audience: All attendees

12:00 p.m. to 1:30 p.m.  CAMSS Annual Business Meeting & Luncheon  
Session Code: TH05

1:30 p.m. to 1:45 p.m.  Break – Exhibitor Hall

1:45 p.m. to 3:15 p.m.  Breakout Session One

Successful Managed Care Audit Process  Session Code: TH06
Presented by: Sallye Marcus and Angela Dorsey, Anthem Blue Cross Aetna
Managed Care Credentialing is an ongoing task with changes occurring annually. In order to maintain compliance with all regulatory bodies, there are simple ways to document and stay ahead of the process. Besides the day to day process, there are also collaborations within organizations that help maintain credentialing and promote good business practices. This session will review all aspects of appropriate audit documentation and preparation, conflict resolution with reviewer, collaborations and regulatory updates.
Target audience: All attendees with focus on Managed Care

Breakout Session Two (Repeat)

Telemedicine, Credentialing and Privileging  Session Code: TH07
Presented by: Geneva Harris
Overview of the CMS regulations for governing body and medical staff specific to telemedicine credentialing including contracting requirements and review of Joint Commission telemedicine credentialing standards. This presentation includes the basis for variance from traditional credentialing practices and provides practical tools including sample contract language, suggestions for bylaws and policy changes, and sample forms to document compliance with CMS regulations and Joint Commission standards.
Target audience: All attendees

Register online at www.CAMSS.org
FORUM INFORMATION

Registration
Register online at www.CAMSS.org. Registration will be considered pending until your mailed payment is received. Registration confirmation will be sent via e-mail so please verify your e-mail address and make sure the e-mail address you provide does not have any restrictions. If e-mail confirmation is not received within one week of registration, please contact us at camssregistrar@gmail.com. Registrations received within one week of the Forum may not receive confirmation and may require processing on-site.

Registration Fees: Registration Fee for the Forum includes the Business Lunch as well as the President’s Reception.

Payment Options
Credit Card/PayPal: Credit card payments are processed by PayPal. Select this option during the registration process.
Check: Select this option during the registration process. Make the check payable to CAMSS. Mail a copy of your confirmation page along with your check to Sylvia Duarte, CPMSM, 1115 Lance Drive, Santa Rosa, CA 95401. If your check is for more than one person, please indicate all names either on the check or a note sent with the check.

Cancellations/Refunds: All cancellations and refund requests must be sent in writing by email to Sylvia Duarte, CPMSM at camssregistrar@gmail.com or by fax to 707-541-9112 by April 15, 2015 to be eligible for a refund. All requests must include the name of person requesting the refund, the name of organization/person that paid the registration, address where the refund is to be mailed and a detailed reason for the refund request. A $75 processing fee will be charged to cover our costs. No telephone cancellations will be accepted. All approved refunds will be processed after conclusion of the Forum. No refunds will be provided for cancellations emailed or faxed after April 15, 2015. In lieu of a refund, you may send an alternate provided you notify registrar by April 15, 2015. A $75 transfer fee will apply. There are no refunds for no-shows. Registration cancellation due to unannounced accreditation speakers/presenters or to rearrange the program as necessary due to unforeseen circumstances.

Room Block and Group rate will be released on May 4, 2015. After which time rooms will be subject to Hotel availability and current selling rate. Group rate is available for the dates of May 19, 2015 – May 24, 2015.

A $75 Early Departure fee will be assessed if the guest checks out prior to the reserved check out date. To avoid this early check out fee please advise the hotel at or before check in of any changes in planned length of stay.

Parking Fees
Self Parking $12; Overnight Self Parking $24; Valet $20; Overnight Valet $28

Transportation
If you are traveling by air, Burbank Airport is located 6 miles from the Hotel. Los Angeles International Airport is located 27 miles from the Hotel. Taxi Cab or Super Shuttle transportation will range anywhere from $12 - $85 depending on distance from airport. Traveling by ground transportation, the Hilton is easily accessible from Interstate 101 (Hollywood Fwy).

Continuing Education Credits: Application has been made for National Association Medical Staff Services (NAMSS) CE credit and National Association For Healthcare Quality CE credit. The number of units awarded will appear on the Education Forum attendance certificate distributed at the time of check-in.

Dress Attire: Professional business attire is recommended. Room temperatures are difficult to predict and a sweater or jacket is always recommended.

Taping of Programs: Video and/or audiotaping is prohibited.

Speakers/Presenters: CAMSS reserves the right to substitute speakers/presenters or to rearrange the program as necessary due to unforeseen circumstances.

REGISTRATION FEES

Full (2 Day Registration)
CAMSS Members
Registration (by April 30, 2015) $550
Late Registration (after April 30, 2015) $625
Non-CAMSS Member:
Registration (by April 30, 2015) $650
Late Registration (after April 30, 2015) $725

Single Day Registration
Wednesday or Thursday $350

Session Registration
In order to assign appropriately sized rooms for each session, during the registration process you will be asked to indicate the sessions and special functions you anticipate attending. Each general and breakout session as well as special events (Luncheon and Receptions), has a corresponding session number. Refer to the session content material for the corresponding session code.

Register online at www.CAMSS.org