

# NATIONAL FOUNDATION FOR **TRAUMA CARE**

## 12th Annual Trauma Conference

November 12-15, 2009

*Humphrey's Half Moon Inn & Suites*  
San Diego, CA



### *Trauma Finance & Business Planning Course*

*Planning & Building Trauma Business Cases*

**Thursday, November 12, 2009**

### *Trauma Center Leadership Conference*

*High-Level Solutions for Executives & Medical Directors*

**Friday, November 13, 2009**



### *Trauma Medical Director Course*

*Comprehensive Leadership & Business Course*

**Friday - Sunday, November 13-15, 2009**

### *Trauma System Development Course*

*An integrative approach*

**Saturday, November 13, 2009**

SOON TO BE

TRAUMA CENTER ASSOCIATION OF **AMERICA**



# Trauma Center Finance & Business Planning Course

If you don't speak the language of finance and business planning, you are not enjoying the empowerment you deserve. The NFTC Finance and Business Planning Course offers both basic and advanced finance and economic principles.

Lectures feature reality-based Trauma Program cases and essential steps in business planning. You will practice strategies for presenting information to executive leadership to build your Trauma Program's stature and self-governance. Small group projects with an accomplished mentor will help you develop a distinctive business case that assures you will leave able to apply the lessons learned in the in-depth didactic sessions.

## Trauma Business Case Exercise:

Small groups will review cases from one of the scenarios; Trauma Center Level Upgrade, Start-up Trauma Center, Competition, and Downgrade/Program Survival. Data for each case will include: volume, ISS (severity) and payor mix, potential market, physician issues/costs, staffing and resources. Business plans and PowerPoint™ presentations will be developed and presented to the panel of CEO/Administrators. Each presentation will include a case-based business plan, data analysis, interpretation and graphic display.

## COURSE AGENDA

Thursday, November 12, 2009

### Basic Track

- 7:00 Continental Breakfast
- 8:00 Reading Hospital Finance Reports
- 8:50 Trauma Finance 101
- 9:40 *Break*
- 10:00 Internal & National Benchmarks: How They Apply
- 11:00 Managing Your CEO, Board of Directors, & Other Leaders: Marketing Your Trauma Services
- 12:00 *Lunch (provided)*
- 1:15 Trauma Business Case Exercises: Both Tracks  
(2:30 - 3:00 Break)  
*Please choose Case Scenario preference on registration form.*
- Trauma Center Level Upgrade
  - Start-up Trauma Center
  - Competition
  - Downgrade/Program Survival
- 5:00 *Adjourn*

### Advanced Track

- 7:00 Continental Breakfast
- 8:00 Interpreting Statistics: Reading Data & Finding Flaws in Study Methods
- 8:50 Trauma Financial Challenges: Managing Revenue, Costs & Physician Relations
- 9:40 *Break*
- 10:00 Advanced Revenue Practices: Collections, Liens & Appeals
- 11:00 Managing Provider Relations: Trauma Patient Contracting

## COURSE FACULTY

### Susan Braid, RN, NNP, MSN, MPH, DrPH

Associate Professor  
San Diego State University  
San Diego, CA

### Robert Falcone, MD, FACS

Professor of Surgery  
Ohio State University  
Columbus, OH

### Dan Gross, DNSc

Exec. VP, Hospital Operations  
Sharp Healthcare  
San Diego, CA

### Connie Potter, RN, MBA

President  
National Foundation for Trauma Care  
Las Cruces, NM

### Valerie Rinkle

Hospital Reimbursement Specialist  
Rogue Valley Medical Center  
Medford, OR

### Jaynelle Stichler, DNSc, FACHE, FAAN

Professional Development & Research Consultant  
Sharp Memorial Hospital  
San Diego, CA

### Jennifer Ward, RN

Associate Director  
National Foundation for Trauma Care  
Las Cruces, NM

# Trauma Center Leadership Conference



This one day, high-level course in trauma center management offers concepts for executive level trauma center leaders. The Leadership Conference helps build an economic vision for trauma centers based on current national experiences in hospital and physician practices. These experiences are used to develop solutions and tactics that assure trauma centers have the resources they need to maintain their programs. Faculty offer expert advice on the most pressing trauma center and system issues, including trauma advocacy, public relations, public and private funding sources, and system development.

Attendance will re-energize and prepare participants to fulfill their professional goals as well as achieve those of their trauma program. Ample time for networking is afforded as well. Trauma leaders benefit most by participating as a team. The different aspects learned by each participant promotes strong team building.

## COURSE AGENDA

Friday, November 13, 2009

### GENERAL SESSION

- 7:00 **Continental Breakfast**
- 8:00 **National Agenda: Current NFTC Initiatives**  
*Ron Maier, MD, FACS, Professor/Vice Chair Surgery, Harborview Medical Center, Seattle, WA & Chair, National Foundation for Trauma Care,*
- 9:00 **Healthcare Reform: State of Federal Funding Legislation**  
*Lisa Tofil, Esq., Holl&+Knight, Washington DC*
- 10:00 **Break**
- 10:30 **National Update on Trauma Funding Sources**  
*Connie Potter, RN, MBA, President, National Foundation for Trauma Care, Las Cruces, NM*
- 11:30 **Lunch & Annual NFTC Board Meeting**  
*(provided)*

### EXECUTIVE TRACK

- 1:30 **Trauma Community Relations with CMS: Present & Future**  
*David Nilasena, MD, MSPH, M.S., Chief Medical Officer, Region VI, Centers for Medicare & Medicaid Services, Dallas, TX*
- 2:30 **Trauma Room Electronic Medical Record: They said it couldn't be done**  
*Kathi Ayers, RN, MSN, FNP, Trauma Program Manager, Sharp Memorial Hospital, San Diego, CA*
- 3:30 **Break**
- 4:00 **Making Trauma your Center of Excellence**  
*Ron Anderson, President & CEO, Parkland Health & Hospital System, Dallas, TX*
- 5:00 **Open Forum: Questions & Answers**
- 5:30 **Adjourn**
- 6:30 **Networking Event - Reception**

## TRAUMA DIRECTOR TRACK

(Trauma Director Course Begins)

- 1:30 **Introduction to Trauma Director Course**  
*John Fortune, MD, FACS, Professor/Course Director, SUNY Upstate Medical University, Syracuse, NY*
- 2:00 **PI/ Peer Review**  
*Michael McGonigal, MD, Trauma Medical Director, Regions Hospital, St. Paul, MN*
- 3:00 **Break**
- 3:30 **Leadership & Communication: Representing Trauma in Meetings, Media, & Ground Rounds**  
*Marco Bonta, MD, FACS, Trauma Medical Director, Riverside Methodist Hospital, Columbus, OH*
- 4:30 **Surgeon Coverage & Compensation: Creating Solutions**  
*Samir Fakhry, MD, FACS, Professor & Chief, General Surgery, Medical University of South Carolina, Charleston, SC*
- 5:30 **Adjourn**
- 6:30 **Networking Event - Reception**

### NFTC Annual Membership Meeting

The NFTC **Annual Membership Meeting** will be held at the luncheon on **Friday, November 13, 2009, 11:30am - 1:30pm** during the Leadership Conference. The Board will preside over the meeting and discuss member activities. All members are invited to attend. NFTC Members who are not attending the conference will be charged a \$30 fee for lunch. To attend, please **RSVP** by October 9, 2009 to Jennifer Ward at

# Trauma Medical Director Course

The medical leadership skills needed in today's trauma centers are best gained by sharing the experiences of others. This course is targeted to current and aspiring Trauma Medical Directors who want to learn how to improve operations in their trauma center and exert control over their trauma surgical practices.

The Faculty will deliver core principles for the leadership and business skills needed to succeed in our turbulent healthcare climate in which trauma functions. Participants will enjoy a collaborative and case-based learning environment. Each participant will leave with readily employable tactics to improve efficiency, fiscal performance and clinical management in their program. **CME's** will be made available.

This course features brief presentations of core principles followed by case discussions. Practical, immediately usable solutions to common problems experienced by all directors of Level I, II, and III trauma centers will be the outcome of this course. *The course is limited to 30 participants.*

## COURSE AGENDA

### Friday, November 13, 2009

- 8:00 -11:30am Leadership Conference (Optional)**
- 1:30 **Introduction to Trauma Director Course: Course Concepts**
- 2:00 **M & M/Peer Review**
- 3:00 **Break**
- 3:30 **Leadership & Communication: Representing Trauma in Meetings, Media, Grand Rounds & Finance**
- 4:30 **Surgeon Coverage & Compensation: Creating Solutions**
- 5:30 **Adjourn**
- 6:30 **Networking Event - Reception**

### Saturday, November 14, 2009

- 7:00 **Continental Breakfast**
- 8:00 **What Makes a Great Trauma Director: Role Transition & Responsibilities**
- 9:00 **Building your Trauma Administrative Team: Hospital CEO Expectations of the Trauma Medical Director**
- 10:00 **Break**
- 10:30 **Trauma Program Manager Perspective: Managing Personnel Resources**
- 11:30 **Lunch (provided)**
- 12:30 **Medical Leadership: Outreach & Marketing**
- 1:30 **Performance Improvement Overview: Designation & Clinical Quality Issues**
- 2:30 **Break**
- 3:00 **Trauma Practice Management Billing: Structure & Strategies**
- 4:30 **Adjourn**

### Sunday, November 15, 2009

- 7:00 **Continental Breakfast**
- 8:00 **Trauma Finance: How to Position Your Trauma Center for Economic Stability**
- 9:00 **Attaining & Maintaining Your Designation/ Verification: Common Problems**
- 10:00 **Break**
- 10:30 **Legislating Trauma Funding (Trust Funds, Auto No-fault, Other Sources)**
- 11:30 **Thrive in the Trauma Leader Role**
- 12:00 **Questions & Answers, Feedback, Take-home Lessons**
- 12:30 **Adjourn**

## COURSE FACULTY

- Ron Anderson, MD, MACP, President & CEO**  
*Parkland Health & Hospital System, Dallas, TX*
- Marco Bonta, MD, FACS, Trauma Medical Director**  
*Riverside Methodist Hospital, Columbus, OH*
- Samir Fakhry, MD, FACS, Professor & Chief,**  
*Medical University of South Carolina, Charleston, SC*
- Robert Falcone, MD, FACS, Professor of Surgery**  
*Ohio State University, Columbus, OH*
- John Fortune, MD, FACS, Professor/Course Director**  
*SUNY Upstate Medical University, Syracuse, NY*
- Jorie Klein, RN, Director, Trauma & Disaster Programs**  
*Parkland Health & Hospital System, Dallas, TX*
- Michael McGonigal, MD, Director of Trauma Services**  
*Regions Hospital, St. Paul, MN*
- Connie Potter, RN, MBA, President**  
*National Foundation for Trauma Care, Las Cruces, NM*
- Diana Rick, President**  
*D.R.S., Billing Professionals, Orange, CA*

# Trauma System Development Course

As pressures increase for inter-governmental reorganization, trauma systems and regions may assume responsibility for all-hazards planning, pandemics and even heart/ stroke care regionalization or lose control over their own destiny. This course will review any new or upcoming National and Federal Standards of Care. In addition, we will encompass individual Trauma Center's involvement in system planning both regionally and statewide to include PI, Trauma Registry, System Indicators, and Hospital Expectations. So, whether you are a System Manager or Trauma Center Leader, plan on attending this course to keep in line with Trauma's National Initiatives.

If you have a mature trauma system, you are undoubtedly facing new challenges. If you are building a new trauma system, you will want to learn from the experiences of those who have gone before you.

## COURSE AGENDA

**Saturday, November 14, 2009**

- 7:00 **Continental Breakfast**
- 8:00 **Performance Improvement Overview: Using your Registry to its fullest: Avoiding the Black Hole of Data Requirements.**
- 9:30 **State Trauma Funding: Current & Future Challenges & Opportunities**
- 10:30 **Break**
- 11:00 **National Update: A Federal & State Perspective on Air Medical Regulation**
- 12:00 **Open Forum: Questions & Answers**
- 12:30 **Adjourn**

## COURSE FACULTY

**Connie Potter, RN, MBA, President,**  
*National Foundation for Trauma Care, Las Cruces, NM*

**Lisa Irwin, RN, MPH: HA, Trauma System Advisor,**  
*National Foundation for Trauma Care, Ridgefield, WA*

**Lisa Tofil, Esq., Partner,**  
*Holland & Knight, Washington, D.C.*

*The course is limited to 30 participants.*

## Networking Events

*Be sure to travel in time to attend the Leadership Conference and the Annual Membership meeting*

Participants are invited to join the NFTC Board and Faculty for our Annual Events on November 13, 2009. The Annual Membership Luncheon Meeting is from 11:30am - 1:30pm with the Reception and Awards Program occurring Friday evening from 6:30pm—8:30pm at Humphrey's Half Moon Inn & Suites.



Dr. Maier, Chair; Dr. Falcone, Treasurer; D. Jaffe, Past Chair

Tuition includes admission to both events. Guests may attend for an additional fee. Please contact NFTC staff at (575) 525-9511 for additional information.

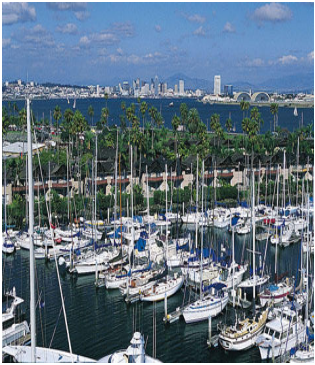
**Guest RSVP is necessary to assure space availability**



Lisa Irwin, Ridgefield WA; Dr. Pollard, Alamogordo NM; Dr. Long, Portland OR

## Humphrey's Half Moon Inn & Suites

The NFTC will be hosting its annual conference in San Diego, California at Humphrey's Half Moon Inn and Suites. Humphrey's is conveniently located on Shelter Island, this tropical resort-style hotel treats their guest with breathtaking views of the marina and downtown San Diego. Humphrey's Half Moon Inn & Suites offers a large heated pool to relax in or a bubbling spa. You can even test your skills with a game of croquet on the putting green. It is also located near incomparable sandy beaches that stretch for 70 miles along the Pacific Ocean.



The hotel is approximately three miles from the San Diego Airport. A complimentary airport shuttle is available between 7am and 10pm by calling the hotel directly from the baggage claim area after retrieving luggage. Taxi services are approximately \$15.00 one way.

**Call today to reserve your room under the  
NFTC/TCAA  
special rate of \$159/night as space is limited  
Price will be honored until October 12, 2009.**

2303 Shelter Island Drive,  
San Diego, CA 92106  
**1-800-542-7400 or (619) 224-3411**  
[res@halfmooninn.com](mailto:res@halfmooninn.com)



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## SAN DIEGO ATTRACTIONS

San Diego offers many attractions and entertainment options. Bring the whole family for a weekend of fun. Below are some of the nearby attractions.

**Nearby the Hotel:**

San Diego Zoo (13 mi)	Sea World (5.7 mi)
Gaslamp Quarter (5mi.)	Seaport village (5 mi)
Birch Aquarium at Scripps (13.7 mi)	90 Golf Courses (within minutes)
Legoland (38 mi)	San Diego Wild Animal Park (34 mi)

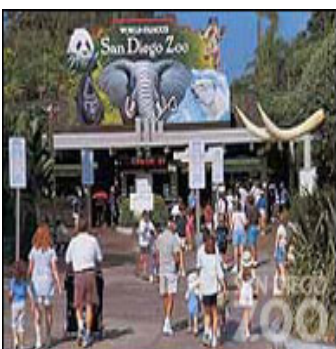
**Balboa Park** – Nations largest urban cultural park. Home to 15 major museums, renowned performing arts venues, beautiful garden and the **San Diego Zoo**.

**Carlsbad Premium Outlets** - Find impressive savings at 90 outlet stores that include Banana Republic, Barneys New York, Brooks Brothers and many more. Just north of downtown San Diego.

**Fashion Valley Mall** – Beautiful outdoor shopping center featuring 200 stores & restaurants with eighteen screen AMC theatre located conveniently off Highway 163 at Friars Road West in the heart of Mission Valley.

**Harbor Tours** - Professionally narrated, fun and educational tours of San Diego Bay. Vessels feature comfortable indoor & outside seating, pleasant sun decks as well as food & beverage from the galley below. Harbor excursions run daily, year 'round.

**Coronado Ferry Landing**– Located on the beautiful island of Coronado, you'll discover a charming collection of shops, art galleries, fine restaurant and fun eateries surrounded by swaying palms, waterfalls and Coronado's best skyline view of downtown San Diego.



**For more information on San Diego attractions and events, visit <http://www.sandiego.org>.**



# COURSE REGISTRATION

\*Attendance to 2 or more courses by same registrant is eligible for a discount of \$50 per course.\*

**Early Registration before October 9, 2009, thereafter add \$100.00 to total fee.**

**NFTC/TCAA MEMBER**

	<b>RN/Other</b>	<b>Physician</b>
<input type="checkbox"/> Finance & Business Course	\$295.00	\$495.00
<input type="checkbox"/> Leadership Conference	\$295.00	\$495.00
<input type="checkbox"/> Trauma Medical Director Course <b>Class limit 30</b> <b>PHYSICIAN ONLY</b>		\$1,000.00
<input type="checkbox"/> Leadership Conference + Director Course <b>PHYSICIAN ONLY</b>	<i>SPECIAL RATE</i>	\$1,100.00
<input type="checkbox"/> Trauma System Development Course <b>Class limit 30</b>	\$ 100.00	\$250.00

**FEES FOR NON MEMBER**

	<b>RN/Other</b>	<b>Physician</b>
<input type="checkbox"/> Finance & Business Course	\$495.00	\$750.00
<input type="checkbox"/> Leadership Conference	\$495.00	\$750.00
<input type="checkbox"/> Trauma Medical Director Course <b>Class limit 30</b> <b>PHYSICIAN ONLY</b>		\$1,500.00
<input type="checkbox"/> Leadership Conference + Director Course <b>PHYSICIAN ONLY</b>	<i>SPECIAL RATE</i>	\$1,650.00
<input type="checkbox"/> Trauma System Development Course <b>Class limit 30</b>	\$250.00	\$350.00

**NETWORKING EVENTS**

Please check if attending.

- Reception Guest (\$25/guest.)       Annual Meeting Lunch Guests (\$30/guest.)

**TOTAL:** \_\_\_\_\_

**\*The difference between Member and Non Member tuition will be applied to NFTC membership fees if hospital joins within 90 days of conference attendance.**

**FOR FINANCE & BUSINESS COURSE PARTICIPANTS:** Trauma Business Case Exercises - Please mark 1st & 2nd choice for your preference in Case Scenarios, which will all include fiscal projections. \*\*Choices not guaranteed.\*\*

Level Upgrade     
  Start-up     
  Competitor     
  Downgrade/Program Survival

**Tuition does not include lodging. For hotel reservations, call the Humphrey's Half Moon Inn & Suites directly at (800) 542-7400. Ask for the National Foundation for Trauma Care (NFTC/TCAA) rate of \$159/night. Deadline for reduced rate reservations is October 9, 2009.**

**\*Make checks payable to *Trauma Center Association of America***  
**For credit card payments (VISA/MC only), please call office.\***  
**Payment of tuition not necessary for submission of registration.**

Name and Credentials (MD, RN, etc.)	RN- License # / State	MD- Last 4 digits of SSN#
Job Title		
Facility/Organization		
Address		
City, State, Zip		
Work Phone and FAX	E-mail	

CANCELLATIONS: Full refund is available before October 9, 2009. No refunds are issued thereafter. Substitution registrations from the same facility are accepted. If there are not an adequate number of participants by October 9, 2009, courses subject to cancellation.

**Fax or mail registration to:**  
**TRAUMA CENTER ASSOCIATION OF AMERICA**  
**650 Montana Ave., Suite A, Las Cruces, NM 88001**  
**Phone: 575-525-9511 Fax: 575-647-9600**

**Confirmations will be sent upon receipt of registration form.**

## CME's Accreditation

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of SUNY Upstate Medical University and the National Foundation for Trauma Care. SUNY Upstate Medical University is accredited by the ACCME to provide continuing medical education for physicians.

## Disclosure

As a provider accredited by the ACCME, SUNY Upstate Medical University School of Medicine's Office of Continuing Medical Education must ensure balance, independence, objectivity and scientific rigor in its educational activities. All faculty are required to disclose relationships with commercial grantors or products. Faculty are also required to identify trade names, investigational products, and unlabeled uses that are discussed in their presentations. Disclosure will be published in course materials so participants may formulate their own judgment regarding the presentation(s).

## Nursing CEU's

The Trauma Finance and Business Planning Course, Trauma Center Leadership Conference, and the Trauma System Development Course are approved for a maximum of 20.9 contact hours for all courses by the California Board of Registered Nursing under Provider Number 13116.

*\* Be sure to provide your RN License Number on your registration form to ensure proper credit is given.*

## NATIONAL FOUNDATION FOR TRAUMA CARE

A 501(C)6 NON PROFIT TRADE ASSOCIATION

The National Foundation for Trauma Care (NFTC) soon to be named **Trauma Center Association of America (TCAA)** is a non-profit trade association dedicated to securing the economic viability of trauma centers and systems across the country. The Foundation's mission is to foster the development of a national system of trauma care so that access to excellent care for the seriously injured is assured.

NFTC's 252+ members receive education on best practices, advice on trauma finance and system development, access to the most comprehensive trauma database, and linkages to other trauma centers and systems. Members include 239+ trauma centers in 40 states and 13 state/regional trauma agencies responsible for trauma system development and oversight.

The NFTC Board of Directors include the most qualified and influential professionals in the trauma care industry. Board membership includes representatives from CEO's, Trauma Surgeons, Trauma Nursing, Trauma System Management, and Government Relations representative. These leaders direct the NFTC in all member initiatives and NFTC national advocacy efforts.

The Foundation also has seven established Committees that actively determine member services and activities. These Committees consisting of representatives from NFTC member trauma centers include Advocacy, Development, Disaster Preparedness, Education, Reimbursement, System Management, and Terror Response.

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**Trauma Medical Director  
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November 13-15, 2009

**Trauma System Development Course**  
November 14, 2009

**Register  
Early**

TRAUMA CENTERS  
THERE WHEN IT COUNTS



650 Montana Ave. Suite A  
Las Cruces, NM 88001  
www.traumafoundation.org

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