

# TRAUMA CENTER ASSOCIATION OF AMERICA

14th Annual Trauma Conference

November 1- 5, 2011

*The Westin San Diego*  
San Diego, CA



## *Trauma Center Association of America Annual Meeting*

*General Sessions, Poster Presentation & Annual Business Meeting*

*Thursday, November 3rd, 2011*

### PRE-CONFERENCE OFFERINGS:

*Comprehensive Trauma PI Course*

*Methodology & Case Review*

*Tuesday, November 1st, 2011*

*Trauma Finance & Business Planning Course*

*Planning & Building Trauma Business Cases*

*Wednesday, November 2nd, 2011*

### POST CONFERENCE OFFERING FOR PHYSICIANS:

*Trauma Medical Director Course*

*Comprehensive Leadership & Business Course*

*Friday - Saturday, November 4 - 5th, 2011*



# Comprehensive Trauma PI Course

A major goal of trauma care systems and trauma treatment providers is to provide care that is efficacious, safe, and cost-effective. With the continuous focus on trauma care quality and related outcomes, trauma care providers and organizations, at all levels, including state and regional systems must develop processes to evaluate care effectiveness. This course will provide concrete, real-world information for trauma program managers and medical directors, state and regional trauma system managers, and trauma center surveyors on applying tried and true methods of performance improvement to real life case scenarios. It's going to be a stimulating and thought provoking session where you can not only learn from others, but also share your experiences and wisdom. Plan to come and be a part of the action. CME's and Nursing CEU's will be available upon request.

## COURSE AGENDA

**Tuesday, November 1st, 2011**

7:00	<b>Registration and Continental Breakfast</b>	12:00	<b>Lunch</b>
8:00	Overview: Evaluating Your Trauma System over the Care Continuum <i>Brent Eastman, Scripps Health</i>	1:00	Roundtables and Case Review
8:45	Creating a Team-Based PI Process that Assures Your Designation Success <i>William Long, Legacy Emanuel Medical Center</i>	2:00	<b>Break</b>
9:30	<b>Break</b>	2:15	Case Presentations (Expert Panel Review)
9:45	Basing PI on Your Trauma Registry <i>Vivian Lane, Connecticut Children's Medical Center</i>	4:00	<b>Adjourn</b>
10:30	Trauma PI and Peer Review: The Role of the Trauma Medical Director <i>Michael McGonigal, Regions Hospital</i>		
11:15	Putting it all together to make a difference: Trauma System PI <i>Lisa Irwin, TCAA</i>		

## COURSE FACULTY

- A. Brent Eastman, MD, FACS** Chief Medical Officer  
*Scripps Memorial Hospital, La Jolla, California*
- Lisa Irwin, RN, MPH: HA, Trauma System Advisor**  
*TCAA, Associate, Ridgefield, Washington*
- Vivian Lane, RN, MSN, Consultant**  
*Vivian Lane, Connecticut Children's Medical Center, Hartford, Connecticut*
- William Long, MD, FACS, Trauma Medical Director**  
*Legacy Emanuel Medical Center, Portland, Oregon*
- Michael McGonigal, MD, FACS, Trauma Director**  
*Regions Hospital, St. Paul, Minnesota*

## Networking Events

*Be sure to travel in time to attend the Annual Meeting, Committee Luncheon, Poster Reception and the Annual Member Meeting*



Participants are invited to join the TCAA Board and Faculty for our Annual Meeting which will include the convening of committees during the Annual Luncheon on November 3rd, 2011. The Poster Reception will occur Thursday evening from 6:00pm—7:00pm at The Westin San Diego immediately followed by the TCAA Annual Membership Meeting and Awards Dinner. The Board will preside over the meeting and discuss member activities.

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

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

# 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 TCAA 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. CME's and Nursing CEU's will be available upon request.

## COURSE AGENDA

Wednesday, November 2, 2011

### Basic Track

- 7:00 **Registration & Continental Breakfast**
- 8:00 Trauma Finance 101  
*Jennifer Ward, TCAA*
- 8:50 Managing Your CEO, Board of Directors, & other Leaders: Marketing your Trauma Services  
*Dan Gross, Sharp Healthcare*
- 9:40 **Break**
- 10:00 Collections, Denials & Appeals, and Alternative Funding Sources  
*Connie Potter, TCAA*
- 11:00 Trauma Financial Challenges: Managing Revenue, Costs & Physician Relations  
*Jorie Klein, Parkland Health & Hospital System*

12:00 **Lunch** (provided)

1:00-5:00 **Trauma Business Case Exercise**

### Advanced Track

- 7:00 **Registration & Continental Breakfast**
- 8:00 Business Planning & Hospital Finance: Gap Analysis  
*William Long, Legacy Emanuel Med. Ctr.*
- 8:50 Trauma Service Line: What it can do for you and How to do it  
*Jorie Klein, Parkland Health & Hospital System*
- 9:40 **Break**
- 10:00 Case Management: Hospital Finance, Variance and Fiscal PI  
*Kathi Ayers, Sharp Healthcare*
- 10:50 Coding and Documentation for the Physician  
*Diana Rick, D.R.S., Billing Professionals and Kim Okerson, Physician Business Consultant, Inc.*

## CONFERENCE FACULTY

**Kathi Ayers, RN, MSN, Trauma Program Manager**  
*Sharp HealthCare, San Diego, California*

**Dan Gross, RN, DNSc, Executive Vice President of Hospital Operations**  
*Sharp HealthCare, San Diego, California*

**Jorie Klein, RN, MA, Director of Trauma Services**  
*Parkland Health & Hospital System, Dallas, Texas*

**William Long, MD, FACS, Trauma Medical Director**  
*Legacy Emanuel Hospital & Health Center, Portland, Oregon*

**Kim Okerson, Consultant**  
*Physician Business Consultant, Inc.*

**Connie Potter RN, MBA, President**  
*Trauma Center Association of America, Las Cruces, New Mexico*

**Diana Rick, Manager of Trauma Billing Services**  
*D.R.S. Billing Professionals, Orange, California*

**Jennifer Ward, RN, BSN, Senior Vice President**  
*Trauma Center Association of America, Las Cruces, New Mexico*

# Trauma Center Association of America Annual Meeting



The Annual TCAA Conference and Member Meeting has become the place to be for Trauma Center leaders nationwide. This course provides updates on national issues affecting Trauma Center designation, finances, and market share. The national faculty offer a wide array of timely topics including new regulations from Federal payors such as Medicare that impact trauma reimbursement. This year, TCAA will offer CMEs for physicians attending this session and give additional time to explore the Gas Lamp District or other exciting areas of San Diego. Luncheon will feature TCAA Committee meetings such as Reimbursement, Education, Disaster Preparedness that you can attend to learn about TCAA's projects and initiatives. And, for the first time, "Best Practice" posters will be displayed at the complimentary cocktail party and Member

Meeting dinner. These posters will feature fiscal, marketing, injury prevention and other successful trauma program innovations that are readily transferrable to your Center. Don't miss this chance to update your skills and network with your peers and our outstanding Staff and Faculty. Pay special attention to our pre- and post-course didactic and roundtable practicum learning approaches which are unique to trauma finance and operational education. CME's and Nursing CEU's will be available upon request.

## COURSE AGENDA & FACULTY

Thursday, November 3, 2011

7:00 – 8:00	<b>Registration and Continental Breakfast</b>	1:20 – 2:30	<b>Exemplar Innovations: Rural Trauma Program</b>
8:00 – 8:30	<b>National Agenda: Current TCAA Initiative</b> Dan Gross, RN, DNSc, Executive Vice <i>President of Hospital Operations</i> <i>Sharp HealthCare, San Diego, California</i>		Doug Schmitz, MD, FACS, Trauma Surgeon <i>Cheyenne Regional Medical Center,</i> <i>Cheyenne, WY</i>
8:30 – 9:30	<b>Healthcare Reform: State of Federal Trauma and EMS Funding</b> Lisa Tofil, Esq., Partner <i>Holland &amp; Knight, Washington, DC</i>		<b>Action-Oriented Loop Closure for Physician –Related Judgment of Performance Improvement Issues</b> Marco Bonta, MD, FACS, Dir. Of Trauma & Surgical Services <i>Riverside Methodist Hospital, Columbus, OH</i>
9:30 – 9:50	<b>Break</b>		<b>Advanced Practitioners as Force Multipliers—Integrating NP/Pas into Practice</b>
9:50 – 10:40	<b>Unlikely Partnerships: Who Wins</b> Tara Carlson, RN, MSN, Trauma Program Manager <i>R. Adams Crowley Shock Trauma University of Maryland Medical Center, Baltimore, MD</i>		John Osborn, BA, MS, Operations Manager, General & Trauma Surgery <i>St. Mary's Hospital-Mayo Clinic, Rochester MN</i>
10:40– 11:30	<b>CMS Payment Initiatives: Navigating New Reimbursement Challenges</b> Betsy L Thompson, MD, DrPH, Chief Medical Officer, CMS, Region IX	2:30	<b>Adjourn</b>
11:30 – 12:30	<b>Luncheon: Committee Roundtables</b>	6:00 – 7:00	Poster Walk Reception
12:30 – 1:20	<b>Building your Trauma Program into an Administrative Star</b> William Marshall, MD, FACS Trauma Medical Director, <i>St. Francis Hospital and Medical Center, Harford, CT</i>	7:00	Annual Meeting, Awards and Dinner

## Best Practice Posters

The Trauma Center Association of America invites you to submit a "Best Practice" for poster presentation at the 14<sup>th</sup> Annual Trauma Conference in San Diego, Ca. Best Practices are now being accepted. Contact Tray Bardey at [Tracey@traumafoundation.org](mailto:Tracey@traumafoundation.org) for a Best Practice Submission Form and Instructions or go to the TCAA website at [www.traumafoundation.org](http://www.traumafoundation.org). Please submit both the Best Practice and the Submission Form.

**Definition:** A Best Practice is an innovation or successful initiative that is unique to your Trauma Center and highlights your program. It does not have to be a scientific abstract or be evidence-based.

**Best Practice Deadline:** September 1, 2011

**Submit Best Practice:** [BestPractices@traumafoundation.org](mailto:BestPractices@traumafoundation.org) or go to [www.traumafoundation.org](http://www.traumafoundation.org) for further instructions

### Suggested Categories (but not limited to):

- Finance Operations
- Performance Improvement
- Education
- Injury Prevention
- System Development
- Disaster Preparedness

# 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.

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.** CME's will be available upon request.

## COURSE AGENDA

<b>Friday, November 4, 2011</b>		<b>Saturday, November 5, 2011</b>	
7:00 – 8:00	<b>Registration and Continental Breakfast</b>	7:30 – 8:00	<b>Continental Breakfast</b>
8:00 – 8:30	Introduction to Trauma Director Course: Course Concepts	8:00 – 9:00	What Makes a Great Trauma Director: Role Transition and Responsibilities
8:30 – 9:30	The Multidisciplinary Team: HR Management	9:00 – 09:40	Building Your Trauma Administrative Team: Hospital CEO Expectations of the Trauma Medical Director
9:30 – 9:50	<b>Break</b>		
9:50 – 10:50	Medical Leadership: Outreach & Marketing	09:40 – 10:00	<b>Break</b>
10:50 – 11:50	Attaining and Maintaining Your Designation/Verification: Common Problems	10:00 – 11:20	Stabilizing Your Trauma Center Fiscal Base: Seeking All Sources
11:50 – 1:00	<b>Networking Lunch</b> (provided)	11:30 – 12:30	<b>Networking Lunch</b> (provided)
1:00 – 2:00	TPIPS: The Trauma Program Manager's Perspective	12:30 – 2:00	Trauma Practice Management Billing: Structure & Strategies
2:00 – 3:00	M & M/Peer Review	2:00 – 2:30	Building the Inclusive System: Roles and Relationships with Level III and IV Trauma Centers
3:00 – 3:20	<b>Break</b>	2:30 – 3:00	<b>Break</b>
3:20 – 4:20	Leadership & Communication: Representing Trauma in Meetings, Media, Grand Rounds & Finance	3:00 – 4:00	Trauma Finance: How to Position Your Trauma Center for Economic Stability
4:20 – 5:30	Surgeon Coverage & Compensation: Creating Solutions	4:00 – 4:30	Questions & Answers, Feedback, Take-home Lessons
5:30	<b>Adjourn</b>	4:30	<b>Adjourn</b>

## FACULTY

**John Fortune, MD, FACS, Trauma Medical /Course Director**

*University of Vermont School of Medicine, Burlington, VT*

**Samir Fakhry, MD, FACS, Professor & Chief,**  
*Medical University of South Carolina, Charleston, SC*

**Robert Falcone, MD, FACS, Chief of Staff**  
*Chalmers P. Wylie VA Ambulatory Center, Columbus, OH*

**Marco Bonta, MD, FACS, Dir. Of Trauma & Surgical Services**  
*Riverside Methodist Hospital, Columbus, OH*

**Jorie Klein, RN, MA, Director of Trauma & Disaster Programs**  
*Parkland Health & Hospital System, Dallas, TX*

**Michael McGonigal, MD, FACS, Director of Trauma Services**  
*Regions Hospital, St. Paul, MN*

**Connie Potter, RN, MBA, President**  
*Trauma Center Assoc. of America, Las Cruces, NM*

**Diana Rick, President**  
*D.R.S. Billing Professionals, Orange, CA*

**Doug Schmitz, MD, FACS, Trauma Surgeon**  
*Cheyenne Regional Medical Center, Cheyenne, WY*

## The Westin San Diego



The TCAA will be hosting its annual conference in San Diego, California at The Westin San Diego.

**Call today to reserve your room under the TCAA**

**You may also reserve a room via the hotel link on our website:  
<http://www.traumafoundation.org/education.htm>**

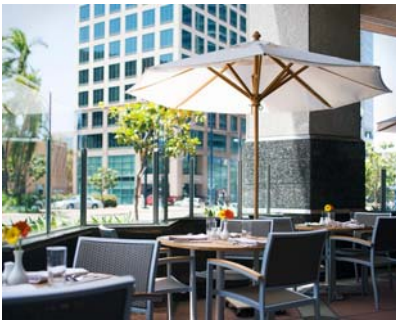
*Special rate of \$159/night as space is limited.*

*Price will be honored until*

**October 11, 2011**

400 West Broadway  
San Diego, CA 92101

**1-888-627-9033**



The Westin San Diego is located in the Emerald Plaza Building. A majestic emerald beacon of the of the San Diego skyline, this unique landmark rests in the heart of downtown San Diego. The Gas Lamp Quarter, Little Italy and The Harbor District are each within a 5 minute walk.



## 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.

**Shopping** - In addition to the many shops in the Gas Lamp District many outlets are available to you: Carlsbad Premium Outlets, Fashion Valley Mall, Las Americas Premium Outlets & Viejas Outlet Center.

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

**Sea World** - Make time for some hands-on fun at Shamu's Happy Harbor, where kids can climb rope ladders, play in the sand, and pretend to be pirates.

**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.

**LEGOLAND** - California is a 128-acre park geared specifically towards youngsters ages two through 12. With over 50 family rides, "hands-on" attractions and shows, LEGOLAND California provides education, adventure and fun in this first park of its kind in the United States.

The San Diego Zoo



Good times. No bull.

**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>.

Gas Lamp District



Gas Lamp District

# COURSE REGISTRATION

Early Registration before October 8, 2011, thereafter add \$100.00 to total fee.

**TCAA/TCAA MEMBER**

	RN/Other	Physician
<input type="checkbox"/> Comprehensive PI Course (Tuesday, Nov. 1st)*	\$295.00	\$495.00
<input type="checkbox"/> Finance & Business Course (Wednesday, Nov. 2nd)*	\$295.00	\$495.00
<input type="checkbox"/> TCAA Annual Meeting (Thursday, Nov. 3rd)**	\$295.00	\$495.00
<input type="checkbox"/> Trauma Medical Director Course <b>Class limit 30</b> <b>PHYSICIAN ONLY</b> (Fri.-Sat. Nov 4-5th)*		\$1,000.00

**FEES FOR NON MEMBER**

	RN/Other	Physician
<input type="checkbox"/> Comprehensive PI Course (Tuesday, Nov. 1st)*	\$495.00	\$750.00
<input type="checkbox"/> Finance & Business Course (Wednesday, Nov. 2nd)*	\$495.00	\$750.00
<input type="checkbox"/> TCAA Annual Meeting (Thursday, Nov. 3rd)**	\$495.00	\$750.00
<input type="checkbox"/> Trauma Medical Director Course <b>Class limit 30</b> <b>PHYSICIAN ONLY</b> (Fri.-Sat. Nov 4-5th)*		\$1,500.00

\* All courses include a continental breakfast & Lunch \*\*Annual Meeting includes Member Dinner & Poster Session

**NETWORKING EVENTS**

Please check if additional guest is attending.

- |   |  |
|---|--|
| <input type="checkbox"/> Poster Reception Guest (\$25/guest.) | <input type="checkbox"/> Annual Business Meeting Dinner Guests (\$40/guest.) |
|---|--|

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

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

**FOR FINANCE & BUSINESS COURSE PARTICIPANTS:**

Choose one Track Only

\_\_\_ Basic Track      \_\_\_ Advanced Track

Tuition does not include lodging. For hotel reservations, call The Westin San Diego directly at **1-888-627-9033**. Ask for the Trauma Center Association of America rate of \$159/night. Deadline for reduced rate reservations is October 11, 2011.

**\*Make checks payable to Trauma Center Association of America (TCAA)**  
**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 8, 2011. No refunds are issued thereafter. Substitution registrations from the same facility are accepted. If there are not an adequate number of participants by October 8, 2011, 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 Colorado Medical Society through the joint sponsorship of Wyoming Medical Center and the Trauma Center Association of America. Wyoming Medical Center is accredited by the Colorado Medical Society to provide continuing medical education for physicians.

Wyoming Medical Center designates this educational activity for a maximum of 33.5 CME's AMA PRA Category 1 Credit (s)™. Physicians should only claim credit commensurate with the extent of their participation in the activity."

**Disclosure**

As a provider accredited by the ACCME, Wyoming Medical Center'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 Comprehensive Trauma PI Course, Trauma Finance and Business Planning Course, TCAA Annual Meeting are approved for a maximum of 19.3 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.*

**TRAUMA CENTER ASSOCIATION OF AMERICA**

A 501(C)6 NON PROFIT TRADE ASSOCIATION

The Trauma Center Association of America (TCAA) formerly known as the National Foundation for Trauma Care (NFTC) is a non-profit trade association dedicated to securing the economic viability of trauma centers and systems across the country. The Association'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.

TCAA'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 TCAA 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 TCAA in all member initiatives and TCAA national advocacy efforts.

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

Trauma Medical Director Course  
November 4-5, 2011

TCAA Annual Meeting  
November 3, 2011

Trauma Finance & Business  
Planning Course  
November 2, 2011

Comprehensive Trauma PI Course  
November 1, 2011

TCAA Annual Trauma Conference  
San Diego, CA



Return Service Requested

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



**TRAUMA CENTER ASSOCIATION OF AMERICA**

RESORTED STANDARD  
POSTAGE & FEES PAID  
TRAUMA CENTER  
ASSOCIATION OF  
AMERICA  
PERMIT NO. 2171