
M·O·R·R·I·S·E·Y®



The 2014 Morrissey Technology and Educational Conference

***19th Annual National User
Group Meeting***

**“Successful Strategies for a Rapidly Changing Healthcare Environment”
August 13 –15, 2014**

The Drake Hotel

140 East Walton Place
Chicago, Illinois 60611-1501
Tel: 1-312-787-2200540

Reservations: (312) 626-2959, group code MOS
(Group rate of \$189/night, book by **7/27/14**)

Online Hotel Reservations:

<http://www.hilton.com/en/hi/groups/personalized/C/CHIDHHH-MOR-20140812/index.ihtml>

Registration Information

Register Online:

<http://events.constantcontact.com/register/event?llr=v6cmpubab&oeidk=a07e96d563i8d764264>

Full Meeting (8/13-8/15) Registration Fees:

Early Bird Registration: \$575
(Registration and payment must be received before July 18, 2014)
Standard Registration: \$675
(Registrations received after July 18, 2014, payment must be received by August 8, 2014)

One-Day Registration: \$425

Pre-Conference Training:

(8/11-8/12)

MSOW Advanced Crystal Reports \$750
MSOW New Hire Training \$750

MSOW Certification Exam (8/12) \$75

Registration Fee Payment:

- **Credit Card** (via [online registration page](#))
- **Check**
 - Please make check payable to **Morrissey Associates** and mail it with a copy of your registration confirmation email to:

Morrissey Associates, Inc.
222 South Riverside Plaza
Suite 1850
ATTN: Lilibeth de Leon
Chicago, IL 60606

(Please verify with your Accounts Payable Department that payment will be mailed to this address)

NOTE:

All payments are final. No refunds or transfers for registrations will be provided.

2014 Morrissey Technology and Educational Conference

Planning Committees

Credentialing/Privileging Customers

Renee Aird Dengler, RN, MS, CPMSM, CPCS | Advocate Health Care
Charlotte Busbee, BAS | CHE/Trinity Health
Cheryl Cisneros RN, BSN, CPCS, CPMSM | Advocate Health Care
Basudhaa Dasgupta, BS, CTFL | Spectrum Health
Candace Gwizdalski, RN, BSN, MA, CPMSM, CPCS | Advocate Health Care
David Hunter, MBA, MHA | Texas Health Presbyterian Hospital Dallas
Tonshea S. McBath | Cadence Health
Cathy McCreadie, MSHL | DaVita HealthCare Partners
Sherri Pierce | Memorial Hospital at Gulfport
Brenda Schwechel, RN, BSN | Unity Point Health
Rose Stern, CPMSM | All Children's Hospital
Beth Thornton, BA, MSOW-C | Alexian Brothers Health System
Lea Ann Tonissen, CPMSM, CPCS, CSHA | St. Rose Hospital
Melissa Walters, MHA, CPMSM, CPCS, MSOW-C | Johns Hopkins Health System

Care Management Customers

Terri Askew, RN, BSN | Vidant Health
Greg Borden, RN BS/EB | Sarasota Memorial Hospital
Sarah Clark, RN-BC, BSN, MHA/INF, CCM | Sentara Healthcare
Mony Icaza | All Children's Hospital
Julie Ludwig | Cadence Health
Kris Peterson, RN, BSN, CCM | Cook Children's Medical Center
Frank S. Testa, RN, CPHRM | Cook Children's Medical Center
Tracy Wyrick, RN, BA, CCM | Northeast Georgia Medical Center
Teresa Yancey, RN, MSN | Community Health Systems

Leadership/Guest Speakers

Melissa Basich | American Medical Association
Michael Callahan, Partner | Katten Muchin Rosenman LLP
Wendy Crimp, BSN, MBA, CPHQ | Crimp Resource Group
Mark Frankel | American Medical Association
Linda Sallee, MS, RN, CMAC, ACM, IQCI | Huron Consulting Group

Morrissey Executives

Christy Baranowski, CPA | Vice President and CFO
Richard Chappe | Senior Vice President Development
Paul Glick | Senior Vice President Design
Jeffrey Joo | Vice President Care Management Sales
Mark Stowes, MBA | Vice President Marketing

James Nutter | President
Vicki L. Searcy | Vice President Consulting Services
Gerald Zoldan | Chairman and CEO
Robert Zoldan | Senior Vice President Development

Morrissey Planning Teams

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Vicki Searcy | Vice President, Consulting Services
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Jeff Winn | Administrative Assistant

Care Management Planning Team

Dana Beaver-Lewis, BSN, CPHM | Clinical Product Consultant
Glenn Bowman | Account Executive
Richard Chappe | Senior Vice President Development
Kevin Crafton | Application Specialist
Jeffrey Joo | Vice President Care Management Sales
Jeanne Kragie | Manager Customer Relations
Dana Myers, MSW | Clinical Product Consultant
Daniel Bedno | Support Manager, Clinical Systems
Ron Ross | National Account Executive
Mandy Sands | Project Manager
Mark Stowes, MBA | Vice President Marketing

Credentialing/Privileging Planning Team

Eric Burpee | Senior Help Desk Analyst
Deborah Beierle, CPCS | Director of Sales
Ellen Chappe | Manager, Data Conversions
Richard Eskin | Project Manager
Cathy Gardsmith, CPMSM | Director of Sales
Jennifer Green | Project Manager
Terry Griffith | Implementation Manager
Amy Kleist, MSOW- C | Senior Consultant
Steve Larsen | Credentialing Support Manager
Annette Martyn | Project Manager
Ron Ross | National Account Executive
Vicki Searcy | Vice President, consulting Services
Mark Stowes, MBA | Vice President Marketing
Brandi Zevenbergen, MSOW-C | Consultant

Keynote Speaker Profiles



Michael Hein, MD, MS, MHCM, FACP

Vice President Medical Affairs, Saint Francis Medical Center, Catholic Health Initiatives
Grand Island, NE

Dr. Hein received a Master of Science degree in Exercise Physiology from St. Cloud State University in St. Cloud, Minnesota and a Medical Degree from the Sanford School of Medicine/University of South Dakota in Vermillion, South Dakota. He completed his Internal Medicine Residency at Gundersen/Lutheran Medical Center in LaCrosse, Wisconsin and received a Master of Science degree in Health Care Management from the Harvard University School of Public Health. Dr. Hein is board certified by the American Board of Internal Medicine and is a Fellow in the American College of Physicians. Dr. Hein provides physician leadership to the quality and strategic initiatives of the CHI Nebraska and Southwest Iowa Network.

Prior to his current position, Dr. Hein served the Department of Veterans Affairs in numerous clinical leadership and physician leadership positions including VA Central Office assignments to lead the development of new models of health care. In addition, he was a member of the faculty of the Department of Internal Medicine at the Sanford School of Medicine and engaged in private practice in Holdrege, Nebraska and Yankton, South Dakota. Dr. Hein has extensive medical administrative experience including utilization of LEAN principles and rapid cycle improvement strategies.



Judith Miller, MHSA, RHIA, CHP

Vice President of Medical Services and Clinical Integration, Advocate Physician Partners
Rolling Meadows, IL

With more than 35 years in health care, Ms. Miller has become an expert in clinical information, quality improvement and privacy issues. In more than 17 years at Advocate Health Care, she has held a number of positions in those areas. She previously served as Administrator and Chief Privacy Officer, Center for Health Information Services and was Director, Decision Support and Regulatory Compliance. Her roles at Advocate have also included Director of Quality Improvement and Clinical Information. Prior to this role at Advocate Health Care's Oak Brook Support Center, she served as Director of Medical Records Services and Quality Improvement at Advocate Christ Medical Center.

Judi is active in a number of organizations, including the American Health Information Management Association and the Illinois Health Information Management Association. She frequently lends her expertise as a participant in workshops, webcasts and seminars, and has contributed to a number of professional publications.

Speaker Profiles



Melissa Basich

Executive Sales Manager, Credentialing & Database, American Medical Association
Chicago, IL

Melissa has been at the American Medical Association since 2001 and is considered one of the AMA's resident experts on the credentialing process as well as the physician data contained in AMA Profiles. She is the AMA's Key Account Manager for credentialing products and services, with a specific focus on the hospital market.



Michael Callahan

Partner, Katten Muchin Rosenman LLP
Chicago, IL

Mr. Callahan has been a practicing health care attorney for 30 years, assisting hospital and health system clients on a variety of health care legal issues including health care antitrust, HIPAA and regulatory compliance, accreditation matters and general corporate, medical staff credentialing, hospital/medical staff relations, and mergers and acquisitions. Mr. Callahan is recognized for his experience and knowledge of the health care industry. He is a frequent speaker all around the country on topics including medical staff matters, integrated delivery systems, hospital/physician joint ventures, physician recruitment and retention, Joint Commission and HFAP accreditation, Medicare fraud and abuse, HIPAA and Patient Safety Organizations.



Wendy Crimp, BSN, MBA, CPHQ

Consultant, Morrissey Associates
Laguna Beach, CA

Wendy Crimp has provided consulting services to hospitals, health systems, municipal public health agencies, medical groups, payers and universities. Her services have included: development and implementation of both operational and clinical quality improvement programs; management of organizations in transition; interim and long term operations planning; organizational restructure; operations cost management; workflow redesign and optimizing the use of technology. Her clinical, financial and management engineering background assists in successfully bridging the agendas of various organizational stakeholders. Her emphasis is on transitioning clients from planning for change to actual implementation; thus, she is an effective project manager in complex organizational environments. Ms. Crimp is a content expert in the area of clinical quality improvement, credentialing, privileging and peer review.



Linda Sallee, MS, RN, CMAC, ACM, IQCI

Director, Huron Consulting
Chicago, IL

Linda has over 35 years of experience in the hospital and healthcare industry. She has strengths in general management, administration, outcomes management and team building. Linda is an analytical team leader and strategic thinker who takes initiative, learns quickly, is able to work with complexity and possesses a strong desire to succeed.

Prior to joining Huron Healthcare, Linda was most recently Vice President of Case Management at Inova Health System, a not-for-profit five-hospital health system. She has been a chief nursing officer and has served as a regional leader at a for-profit health system. In addition, she has experience in nursing education, case management and home health.



Vicki Searcy

Vice President, Consulting Services, Morrissey Associates
Chicago, IL

Ms. Searcy is a nationally recognized credentialing, privileging, accreditation and medical staff quality consultant. In leading Morrissey's Consulting Division, she helps healthcare organizations meet national regulatory requirements, understand their current environments, analyze critical processes, map them against best practices and develop comprehensive plans for realizing measurable results.

Ms. Searcy has more than 25 years' experience working with hospitals, healthcare systems, health plans, medical groups and credentialing verification organizations.



Mark A. Smith, M.D., MBA, FACS

Chief Medical Consultant, Morrissey Associates
Chicago, IL

Dr. Smith brings 25 years of clinical practice and hospital management experiences to his work with physicians and hospitals across the United States. He is a board-certified surgeon. He practiced as a vascular and general surgeon in Palm Springs, California, and currently works part time as a faculty member in the Vascular Surgery Section at the University of California Irvine Medical Center. Dr. Smith's previous positions included president, chief of surgery, chairman of peer review committee, and medical director of cardiac surgery at Desert Regional Medical Center.



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Day 1, Wed Aug 13

7:45 - 8:45am	<p>Registration <i>The conference registration area desk will open at 7:45am, near the entry to the Palm Court. Please stop by to pick up your name badge, and other conference materials before enjoying your breakfast.</i></p> <p>Breakfast <i>Breakfast will be served for conference attendees in the Palm Court, you may then take your breakfast into the Gold Coast ballroom where the keynote presentation will take place starting at 8:45am.</i></p> <p>Discovery Centers <i>Located near the registration area, Morrisey will have stations set up where attendees can stop to ask questions, request demonstrations, or grab more information about any of Morrisey's solutions.</i></p>
8:45 - 9:00am	<p>Morrisey Welcome Jim Nutter, President, Morrisey Associates</p>
9:00 – 10:15am	<p>Keynote: From Volume to Value – Drinking the Wild Air! <i>*Qualifies for Nursing Contact hours</i> Michael Hein, MD, MS, MHCM, FACP, Vice President Medical Affairs, Saint Francis Medical Center, Catholic Health Initiatives</p>
Breakout 1: 10:30am – Noon	<p>Developing a MSONet "Super Application" Beth Thornton, BA, MSOW-C, Director of CCS, Alexian Brothers Health System Moderator: Amy Kleist, MSOW-C, Consultant Morrisey Associates <i>Creating one super MSONet application that can satisfy your organization's entire need for data from a practitioner can be a big task, but it comes with big rewards. The result is an application that collects all data needed from a practitioner in one stop, reducing the chances of asking a practitioner to provide the same data more than once.</i></p> <p>Implementing MSOW: Tips for Success from Lessons Learned Scott Mealey, CVO Director, Johns Hopkins Health System Joe Travagline, Project Leader, Johns Hopkins Health System Moderators: Jennifer Green and Ellen Chappe, Morrisey Associates <i>The story of Johns Hopkins Health System's MSOW Implementation and the lessons they learned along the way. Great session for new MSOW users.</i></p>

	<p>MPPR Product Overview and Development Status <i>*Qualifies for Nursing Contact hours</i> Mark Smith, MD, MBA, FACS, Chief Medical Consultant, Morrisey Associates Paul Glick, Senior Vice President, Design, Morrisey Associates Scott Zoldan, Product Development Manager, Morrisey Associates <i>Demonstration of the new MPPR system, which has now been through the beta testing phase and made available for general release. Overview of specialty-specific indicator content and reports. Discussion of product roll-out and development plans for future releases.</i></p>
	<p>MCCM New Release Part 1 <i>*Qualifies for Nursing Contact hours</i> Jeanne Kragie, Manager of Customer Relations - Clinical Systems, Morrisey Associates Rick Chappe, Senior Vice President, Development, Morrisey Associates <i>Overview of new MCCM product releases issued since last year's conference (versions 2.3 and 2.4), including the new transitions of care system as well as key enhancements and fixes to existing MCCM modules.</i></p>
Noon -1:15pm	<p>Lunch <i>Lunch buffet will be served in the Palm Court. Feel free to eat lunch in the general dining area in the Gold Coast ballroom or the Palm Court. You may also register to attend a networking lunch (note: space is limited).</i></p> <p>Discovery Centers <i>Located near the registration area, Morrisey will have stations set up where attendees can stop to ask questions, request demonstrations, or grab more information about any of Morrisey's solutions.</i></p>
	<p>Networking Lunch 1 Lunch with the Morrisey Credentialing Help Desk Team Steve Larsen, Support Manager - Credentialing Systems, Morrisey Associates Credentialing Help Desk Team, Morrisey Associates <i>Meet the team behind the Morrisey credentialing help desk, and learn a few tips along the way.</i></p>
	<p>Networking Lunch 2 Time with Your MSOW/Apogee Application Specialist Spiro Georgi, Application Specialist, Morrisey Associates Adam Miller, Application Specialist, Morrisey Associates George Roa, Application Specialist, Morrisey Associates <i>Get together with fellow MSOW and Apogee users to network and ask questions of the Morrisey MSOW/Apogee application specialists. Be sure to bring your business cards to connect with fellow MSOW users.</i></p>

	<p>Networking Lunch 3</p> <p>MCCM Care Management Networking</p> <p><i>*Qualifies for Nursing Contact hours</i></p> <p>Tina DeWees, Project Manager, Morrisey Associates</p> <p>Bob Wagner, MBA, Project Manager, Morrisey Associates</p> <p>Mandy Sands, PMP, Project Manager, Morrisey Associates</p> <p><i>Network with fellow MCCM users and members of Morrisey's MCCM implementation team. Learn how your peers are maximizing their investment using the system to automate their work flows. Be sure to bring your business cards to connect with fellow MCCM users.</i></p>
Breakout 2: 1:30 2:30pm	<p>MSOW Group and User Security Models</p> <p>Candace Gwizdalski, RN, BSN, MA, CPMSM, CPCS, Supervisor, Data Management & Quality, Advocate Health Care</p> <p>Eric Haugen, CPCS, Data Analyst, Advocate Health Care</p> <p>Moderator: Annette Martyn, Project Manager, Morrisey Associates</p> <p><i>Managing your MSOW security groups and users can be an ever changing task as the reach of your MSOW system throughout your organization grows. Building a solid model that can grow with you can be the best practice for efficient security management. Learn what model Advocate Healthcare has developed for their CVO and facility users.</i></p>
	<p>Mastering MSOW Day-to-Day Basics</p> <p>Adam Miller, Application Specialist, Morrisey Associates</p> <p><i>New to MSOW? Need a refresher? This session will cover the most need-to-know pointers on mastering MSOW's basic everyday functions.</i></p>
	<p>Best Practices: Using Morrisey's Privilege Content and Criteria Builder (PCCB) with the FPPE/Conditions Manager</p> <p>Vicki Searcy, Vice President, Consulting Services, Morrisey Associates</p> <p>Brandi Zevenbergen, MSOW-C, Consultant, Morrisey Associates</p> <p><i>Learn the best practice approach to utilizing PCCB for privilege content and criteria and how to then pass FPPE requirements to a work list for management and monitoring after privileges have been granted.</i></p>
	<p>Morrisey Practitioner Performance Reporting (MPPR) - Cook Children's Experience</p> <p><i>*Qualifies for Nursing Contact hours</i></p> <p>Linda Chappell, CPMSM, MHA, FACHE, Senior Vice President, Quality Management, Cook Children's Healthcare System</p> <p>Cindy Guess, RN, Director of Quality/Accreditation, Cook Children's Healthcare System</p> <p>Moderator: Paul Glick, Senior Vice President, Design, Morrisey Associates</p> <p><i>Cook Children's Medical Center was an active member of the MPPR customer advisory board and one of the key beta test sites. Linda Chappell and her team will discuss their experience with the new system as well as how they prepared their organization and physician leaders to adopt the new system.</i></p>
	<p>MCCM New Release Part 2</p> <p><i>*Qualifies for Nursing Contact hours</i></p> <p>Jeanne Kragie, Manager of Customer Relations - Clinical Systems, Morrisey Associates</p> <p>Rick Chappe, Senior Vice President, Development, Morrisey Associates</p> <p><i>Overview of new MCCM product releases issued since last year's conference (versions 2.3 and 2.4), including the new transitions of care system as well as key enhancements and fixes to existing MCCM modules.</i></p>

<p>Breakout 3: 2:45 – 3:45pm</p>	<p>Privilege Form Standardization Across Multiple Entities: It Can Be Done! <i>*Qualifies for Nursing Contact hours</i> Wendy Crimp, BSN, MBA, CPHQ, Consultant, Morrisey Associates <i>Gain tips and learn best practices for the process of standardizing privilege forms in a health system/multi-entity organization.</i></p>
	<p>MSOW Development Update Rob Zoldan, Senior Vice President, Development, Morrisey Associates Paul Glick, Senior Vice President, Design, Morrisey Associates Jack Kwong, Software Application Developer, Morrisey Associates Moderator: Robin Zych, Application Specialist/Project Manager, Morrisey Associates <i>Updates from the Morrisey development team about recent enhancements to MSOW as well as upcoming development efforts.</i></p>
	<p>Data Standardization - Steps for Becoming the Source of Truth for Practitioner Data Jan Brown, RN, MN, Director, CVO, University of Pittsburgh Medical Center Karen Crotinger, MS, CPMSM, CPCS, Director, CVO, Allina Health Moderator: Brandi Zevenbergen, MSOW-C, Consultant, Morrisey <i>Setting policies about how to manage and standardize credentialing data in a multi-facility organization can be a large but rewarding process. Systematically setting these policies ahead of time sets the stage for future success. These practices are of value to both small single facility organizations and multi-facility health systems.</i></p>
	<p>Keys to a Successful MCCM Implementation <i>*Qualifies for Nursing Contact hours</i> Teresa Yancey, RN, MSN, Vice President Case Management & Appeals, Community Health Systems Moderator: Glenn Bowman, PMP, Account Executive, Morrisey Associates <i>Community Health Systems is a large, complex health system working to implement the MCCM case management system. Teresa Yancey will discuss CHS's MCCM implementation project and how she and her team have worked to ensure a successful roll-out of the system.</i></p>
	<p>Readmission Reduction: Customer Case Study <i>*Qualifies for Nursing Contact hours</i> Linette Owen, RN, BSN, Outcomes Coordinator, Northeast Georgia Medical Center Susan Irick, NP, Acute Care Nurse Practitioner, Northeast Georgia Medical Center Moderator: Dana Myers, MSW, Clinical Product Consultant, Morrisey Associates <i>Susan Irick is a disease case manager who has implemented a risk assessment tool to help score pneumonia patients. She and Linette will discuss the tool and how it fits within the context of their disease management program as well as its effectiveness at identifying high risk patients.</i></p>
	<p>Best Practices: Risk Management <i>*Qualifies for Nursing Contact hours</i> Lori Melberg, Healthcare Data Analyst, Hennepin County Medical Center) Moderator: Bob Sands, Application Specialist, Morrisey Associates <i>This session focuses on effective use of MCCM's Web Based Incident Reporting system to collect and then manage risk incidents at Hennepin County Medical Center.</i></p>

<p>Breakout 4: 4:00 – 5:00pm</p>	<p>The Importance of Data Analysis in Health System Centralized Verification Services Eric Haugen, CPCS, Data Analyst, Advocate Healthcare Annie Brito, CDQ Analyst, Scripps Health <i>Being the source of truth for practitioner data within an organization means that managing that data becomes a top priority to stakeholders. Providing reports to various departments within a hospital, and making that data available to those who need it is an ongoing process. Two key players in this role will present about how they fit into the scheme of their centralized verification organization, and what they do to maintain data integrity.</i></p>
	<p>Using AutoApps to Populate Managed Care Forms Donna Godard, MBA, MSOW-C, MSOW Apogee Application Specialist, Adventist Health System Moderator: Jacob Zych, Project Manager, Morrisey Associates <i>Pre-populating managed care forms can not only be efficient, but can also help to maintain quality normalized data is submitted. Learn from Donna Godard about how she utilizes the AutoApps populated forms function of MSOW to streamline the process of completing large numbers of managed care forms for Adventist Health System's practitioners.</i></p>
	<p>Introducing the Morrisey Installation Manager - a New Self-Upgrade Tool for MSOW James Hopkins, Technical Installer, Morrisey Associates Brian Browning, Technical Installer, Morrisey Associates <i>See a demonstration of the new Morrisey Installation Manager tool. With this new technology, Morrisey MSOW customers will be able to upgrade their own installation of MSOW without having to schedule time with Morrisey's technical installers. Great session for MSOW administrators and technical support.</i></p>
	<p>New Product Update: Transitions of Care Management <i>*Qualifies for Nursing Contact hours</i> Mark Stowes, MBA, Vice President, Marketing, Morrisey Associates <i>Overview Morrisey's plans for the new Transitions of Care Management system which was launched earlier this year, including the post-acute care provider portal and development status related to the patient/family, practitioner and payor portals.</i></p>
	<p>HL7 Posting Program, New System and Features <i>*Qualifies for Nursing Contact hours</i> Daniel Bedno, MCCM Support Manager, Morrisey Associates Tina DeWees, Project Manager, Morrisey Associates Randall Clark, Software Engineer, Morrisey Associates <i>Overview of the new version of the MCCM HL7 posting program, including exciting new capabilities and posting options.</i></p>
	<p>MCCM Quality Module Advisory Board Update <i>*Qualifies for Nursing Contact hours</i> Jeff Joo, Vice President Care Management Sales, Morrisey Associates John Kandris, Manager, Business Analytics, Morrisey Associates <i>Overview of Morrisey's newly-formed MCCM Quality Module Advisory Board including summary of key new functional requirements and plans to complete the major new system enhancements.</i></p>

Day 2, Thu Aug 14

7:15 – 8:15am	Breakfast <i>Breakfast will be served for conference attendees in the Palm Court, you may then take your breakfast into the Gold Coast ballroom where the keynote presentation will take place starting at 8:15am.</i>
7:30 – 8:00am	Breakfast with the CEO Gerald Zoldan, CEO, Morrisey Associates <i>An open Q&A session with Morrisey's CEO. Questions can be submitted at the registration desk during Day 1.</i>
8:15 – 9:15am	Keynote: Accountable Care Overview: A Case Study with Advocate Physician Partners <i>*Qualifies for Nursing Contact hours</i> Judith Miller, MHSA, RHIA, CHP, Vice President of Medical Services and Clinical Integration, Advocate Physician Partners <i>Learn how Advocate Physician Partners has implemented strategies for success in its ACO environment, including identifying and managing high risk populations, fostering strong partnerships among their physician, hospital and post-acute care providers, and the impact on how they evaluate performance in the new healthcare environment.</i>
Breakout 1: 9:30 – 10:45am	Panel Discussion: Roles & Responsibilities in a Successful CVO Karen Crotinger, MS, CPMSM, CPCS, Director, CVO, Allina Health Renee Aird Dengler, RN, MS, CPMSM, CPCS, Director, Medical and Professional Affairs, Advocate Healthcare Jan Brown, RN, MN, Director, CVO, University of Pittsburgh Medical Center Moderator: Jacob Zych, Project Manager, Morrisey Associates <i>Creating and staffing a Centralized Verification Organization (CVO) that works for your organization is the key to success. How you staff (Data Analysis, Internal Audit, Credentials Assistants, Credentials Specialists) and assign responsibilities can vary widely, and may change over time. Learn from three CVO leaders from Illinois, Minnesota and Pennsylvania about what their CVO looks like and why it works for them.</i>
	MSOW Advanced Workshop: Evolving your Solution Spiro Georgi, Application Specialist, Morrisey Associates <i>Seasoned MSOW customers can learn how to get the most out of their solution.</i>
	The Looming Physician Shortage: Anticipated Impacts on Care Delivery Systems, Use of AHPs and Privileging <i>*Qualifies for Nursing Contact hours</i> Wendy Crimp, BSN, MBA, CPHQ, Consultant, Morrisey Associates Moderator: Amy Kleist, MSOW-C, Consultant, Morrisey Associates <i>The current physician shortage is having an effect on increased scope of services for advanced practice AHPs. Learn about how to credential these AHPs and what they should be privileged on and why.</i>
	Transitions of Care: Live Demonstration of Post-Acute Provider Portal <i>*Qualifies for Nursing Contact hours</i> Dana Myers, MSW, Clinical Product Consultant, Morrisey Associates Dana Beaver-Lewis, BSN, CPHM, Clinical Product Consultant, Morrisey Associates <i>Product demonstration of the new Transitions of Care Post-Acute Care Provider Portal, including provider searches, online referrals management and patient placements.</i>

	<p>Best Practices: Implementing a Program to Identify and Manage Patients at High Risk for Readmission <i>*Qualifies for Nursing Contact hours</i> Teresa Yancey, RN, MSN, Vice President Case Management & Appeals, Community Health Systems Moderator: Bob Wagner, Project Manager, Morrisey Associates <i>This session will focus on CHS's patient risk assessment tool and how it is integrated into the MCCM discharge planning module, including how patients are scored and interventions taken to minimize the risk of patient readmission.</i></p> <p>MCCM WebI Reporting <i>*Qualifies for Nursing Contact hours</i> Countess Hope, BSN, RN, ACM, Application Specialist, Morrisey Associates Kevin Crafton, Application Specialist, Morrisey Associates <i>This session will focus on use of SAP Business Objects Crystal Reports® and WebIntelligence™, including appropriate use of these two reporting options.</i></p>
<p>Breakout 2: 11:00am – Noon</p>	<p>Expediting the Credentialing Approval Process Michael Callahan, Partner, Katten Muchin Rosenman LLP Vicki Searcy, Vice President, Consulting Services, Morrisey Associates <i>Learn how to speed up your credentialing approval process while staying within the guidelines.</i></p> <p>Apogee Success through Leveraging NPI Numbers and Facility Sites of Service Kris Olson, Vice President Medical Staff, Essentia Health Rachel Hagel, Physician Technology System Analyst, Essentia Health Moderator: Jennifer Green, Project Manager, Morrisey Associates <i>Learn about how a large rural health system is using MSOW and Apogee. They will discuss initial challenges and how they have leveraged NPIs and Facility Sites of Service, along with the Apogee Group Numbers screen to lay a foundation for future success.</i></p> <p>Introducing the MSOW AMA Profile Manager Steve Iraklianos, MSOW Developer, Morrisey Associates Melissa Basich, Key Account Manager, National Healthcare Accounts, American Medical Association Judy Eastridge, MBA, CPMSM, Manager, Medical Staff Administration and CVO, Northwestern Memorial Healthcare Eric Zimmerman, System & Statistics Specialist, Northwestern Memorial Healthcare Carrie Bradford, RHIA, CPMSM, CPCS, Senior Director, NorthShore University HealthSystem Moderator: Deborah Beierle, CPCS, Director of Sales, Morrisey Associates <i>See a demonstration of and learn more about how Morrisey's new AMA Profile Manager works. Located within the workflow of MSOW, users can more efficiently request and receive AMA Profiles for their practitioners during the credentialing process. Two of the organizations who worked with Morrisey to test this new functionality will also be presenting on their experiences. Representatives from the AMA, Mark Frankel and Melissa Basich, will be on hand to field any questions about what this new services might mean to your organization's AMA account as well as any other general questions about the AMA profile offerings.</i></p>

	<p>Best Practices: Quality/Peer Review, Building Effective Workflows to Support Performance Reporting</p> <p><i>*Qualifies for Nursing Contact hours</i></p> <p>Jessica Salazar, System Analyst, Children’s Hospital of Central California</p> <p>Moderator: Jacob Zych, Project Manager, Morrisey Associates</p> <p><i>Children's Hospital of Central California was an active member of the MPPR customer advisory board and one of the product beta test sites. Jessica will describe CHCC's experience with the system and how her team has modified workflows and the types of data being collected in MCCM to support MPPR reporting requirements.</i></p>
	<p>Transitions of Care: Post-Acute Care Provider Portal, Customer Case Studies</p> <p><i>*Qualifies for Nursing Contact hours</i></p> <p>Tracy Wyrick, RN, BA, CCM, MCCM Application Specialist, Northeast Georgia Medical Center</p> <p>Moderator: Dana Beaver-Lewis, BSN, CPHM, Clinical Product Consultant, Morrisey Associates</p> <p><i>Northeast Georgia Medical Center is an active member of the Transitions of Care product advisory board team. This session will focus on their experience with the Post-Acute Care Provider Portal to identify and communicate with providers in order to expedite patient placements.</i></p>
	<p>MCCM Two-way Integration with EPIC EMR</p> <p><i>*Qualifies for Nursing Contact hours</i></p> <p>Sarah Clark, RN-BC, MHA/INF, BSN, CCM, Manager, Care Coordination Education, Sentara Healthcare</p> <p>Moderator: Dana Myers, MSW, Clinical Product Consultant, Morrisey Associates</p> <p><i>This session will focus on two-way integration between the EPIC system and MCCM, including how information collected in MCCM is automatically sent to EPIC flow sheets and how the two-way integration works.</i></p>
	<p>MCCM Application Administration, Tips & Tricks</p> <p><i>*Qualifies for Nursing Contact hours</i></p> <p>Jerry Gray, RN, BSN, Application Specialist, Morrisey Associates</p> <p>Bob Sands, Application Specialist, Morrisey Associates</p> <p><i>This session will overview tips and tricks for successful MCCM application administration.</i></p>
Noon – 1:00pm	<p>Lunch</p> <p><i>Lunch buffet will be served in the Palm Court. Feel free to eat lunch in the general dining area in the Gold Coast ballroom or the Palm Court. You may also register to attend a networking lunch (note: space is limited).</i></p> <p>Discovery Centers</p> <p><i>Located near the registration area, Morrisey will have stations set up where attendees can stop to ask questions, request demonstrations, or grab more information about any of Morrisey’s solutions.</i></p>
	<p>Networking Lunch 1</p> <p>Apogee User Networking</p> <p>Moderators: Brandi Zevenbergen, MSOW-C, Consultant, Morrisey Associates and Carey Aguilar, Credentialing & Enrollment Supervisor, Sutter Health</p> <p><i>Network with your fellow Apogee users and discuss topics related to provider enrollment.</i></p>

	<p>Networking Lunch 2 CPCS Exam Prep Group Moderators: Sherri Pierce, Credentials Specialist, Memorial Hospital at Gulfport and Robin Zych, CPCS, Application Specialist/Project Manager, Morrisey Associates <i>This is a networking session for anyone planning on taking the CPCS exam in the coming year. If you recently received your certification, feel free to attend and help support those preparing to take the exam.</i></p> <p>Networking Lunch 3 Lunch with MCCM Support Team <i>*Qualifies for Nursing Contact hours</i> Moderator: Daniel Bedno, MCCM Support Manager, Morrisey Associates and MCCM Support Team <i>Meet and greet the MCCM customer support team and hear about key support issues and how they can be resolved.</i></p> <p>Networking Lunch 4 EPIC Customer Round Table <i>*Qualifies for Nursing Contact hours</i> Moderators: Rick Chappe, Senior Vice President, Development, Morrisey Associates, Mark Stowes, MBA, Vice President, Marketing, Morrisey Associates and Sarah Clark, RN-BC, MHA/INF, BSN, CCM, Manager, Care Coordination Education, Sentara Healthcare <i>Meet and greet other EPIC MCCM customers and share strategies for integrating the two systems. Morrisey will describe the options and what's required to achieve successful integration.</i></p>
<p>Breakout 3: 1:15 – 2:30pm</p>	<p>Best Practices for Sharing Credentialing Information Across a Health System Michael Callahan, Partner, Katten Muchin Rosenman LLP Moderator: Vicki Searcy, Vice President, Morrisey Consulting Services <i>As hospitals and health systems grow, understanding what data can be shared amongst facilities and how becomes important. Learn best practice approaches, and legal considerations during this presentation from Michael Callahan, partner at Katten Muchin Rosenman LLP.</i></p> <p>Apogee Enhancement Suggestions Forum Rob Zoldan, Senior Vice President, Development, Morrisey Associates Steve Larsen, Support Manager - Credentialing Systems, Morrisey Associates Terry Griffith, Implementation Manager, Morrisey Associates Spiro Georgi, Application Specialist, Morrisey Associates Ellen Chappe, Data Conversion Manager, Morrisey Associates Moderators: Amy Kleist, MSOW-C, Senior Consultant, Morrisey Associates and Brandi Zevenbergen, MSOW-C, Consultant, Morrisey Associates <i>This session will be an open forum for Apogee users to provide feedback and enhancement requests to Morrisey.</i></p>

	<p>Customer Case Study: Implementing Peer Review Manager (PRM) Kristen Farmer, MA, BSN, RN, Manager of Professional Practice, Spectrum Health Hospital Group Mark Smith, MD, MBA, FACS, Chief Medical Consultant, Morrissey Associates Moderator: Robin Zych, CPCS, Application Specialist/Project Manager, Morrissey Associates <i>Learn about the process of implementing the Peer Review Manager (PRM) at Spectrum Health, a not-for-profit health system, based in West Michigan. As manager of professional performance, Kristen Farmer played a key role in the implementation and will present her story with support from Mark Smith, MD who provided the related peer review consulting.</i></p> <p>Healthcare Reform Update and Impact on Care Management <i>*Qualifies for Nursing Contact hours</i> Linda Sallee, MS, RN, CMAC, ACM, IQCI (Huron Consulting Group) Moderator: Mark Stowes, MBA, Vice President, Marketing, Morrissey Associates <i>This session will focus on aspects of healthcare reform that directly affect case management, including what's coming in the future and strategies to prepare and achieve success in the new healthcare environment.</i></p> <p>Best Practices: Continuum of Care Management <i>*Qualifies for Nursing Contact hours</i> Dana Myers, MSW, Clinical Product Consultant, Morrissey Associates Dana Beaver-Lewis, BSN, CPHM, Clinical Product Consultant, Morrissey Associates Bob Sands, Application Specialist, Morrissey Associates <i>Demonstration of the MCCM Continuum of Care Management module and best practice approaches to using it for population health management.</i></p> <p>MCCM Reporting Using Crystal Enterprise at Sarasota Memorial Hospital <i>*Qualifies for Nursing Contact hours</i> Greg Borden, RN, BS/EB, Senior System Analyst, Sarasota Memorial Hospital Moderator: John Kandris, Manager, Business Analytics, Morrissey Associates <i>Customer experience using Crystal for ad hoc reporting, including scheduling and distributing reports.</i></p>
Breakout 4: 2:45 – 3:45pm	<p>Transitioning to a Practitioner-centric Credentialing Process Renee Aird Dengler, RN, MS, CPMSM, CPCS, Director, Medical and Professional Affairs, Advocate Healthcare Cheryl Cisneros, RN, CPCS, CPMSM, Manager, Managed Care Credentialing, Advocate Healthcare Moderator: Vicki Searcy, Vice President, Consulting Services, Morrissey Associates <i>Along with the movement toward onboarding practitioners in a more efficient manner, the movement toward physician-centric reappointment dates is also occurring. Learn about how Advocate Healthcare made this move, and what precipitated their decision to do so.</i></p>

	<p>MSOW Enhancement Suggestions Forum Rob Zoldan, Senior Vice President, Development, Morrisey Associates Steve Larsen, Support Manager - Credentialing Systems, Morrisey Associates Terry Griffith, Implementation Manager, Morrisey Associates Moderators: Deborah Beierle, CPCS, Director of Sales, Morrisey Associates and Cathy Gardsmith, CPMSM, Director of Sales, Morrisey Associates <i>Open forum for MSOW users to request and discuss enhancements with the MSOW development, implementation, and support teams.</i></p> <p>How Can Mobile Technology help your Medical Staff? Basudhaa Dasgupta, Project Manager, Spectrum Health Moderator: <i>Discussion about how mobile technology use is increasing steadily in healthcare and how this can be supported and integrated into the credentialing and medical staff services departments. This could mean feeding “source of truth” data to downstream mobile systems, or by integrating mobile technology into meetings. Learn what Spectrum Health is doing and also bring your own experiences to share.</i></p> <p>Dyads/Triads - What's the Most Effective Case Management Model for You? <i>*Qualifies for Nursing Contact hours</i> Linda Sallee, MS, RN, CMAC, ACM, IQCI, Director, Huron Consulting Group Moderator: Mandy Sands, Project Manager, Morrisey Associates <i>Overview of the pros and cons related to the major case management staffing structures. Learn which model may be best for you.</i></p> <p>Best Practices: Achieving Success with a Centralized Resource Management Center <i>*Qualifies for Nursing Contact hours</i> Sarah Clark, RN-BC, MHA/INF, BSN, CCM, Manager, Care Coordination Education, Sentara Healthcare Moderator: Tina Dewees, Project Manager, Morrisey Associates <i>Sentara Health System is a large, complex health system, including numerous hospitals, a health plan, physician groups and clinics. Learn how they successfully implemented a centralized resource management center to perform utilization reviews and payor contacts for their hospitals and how they use MCCM to communicate with case managers and other team members at the hospitals.</i></p> <p>Managing Risk from Online Incident Reporting through Claims <i>*Qualifies for Nursing Contact hours</i> Dana Beaver-Lewis, BSN, CPHM, Clinical Product Consultant, Morrisey Associates John Kandris, Manager, Business Analytics, Morrisey Associates <i>Demonstration of a complete MCCM Risk Management life cycle from online incident reporting, to event classification and tracking, to management of liability claims. Learn best practices for using the system as well as tips and tricks for success in building WBIRs (Web Based Incident Reports).</i></p>
Breakout 5: 4:00 – 5:00 pm	<p>Models for Success, Rolling Out the Administrative Review Module (ARM) Amy Kleist, MSOW-C, Senior Consultant, Morrisey Associates Brandi Zevenbergen, MSOW-C, Consultant, Morrisey Associates <i>Learn best practice approaches for implementing the Administrative Review Module. We will discuss how planning and preparation within your organization to move toward electronic review can provide the stepping stones for success.</i></p>

	<p>Database Troubleshooting Using Query Development Tools (e.g., SQL Developer, SQL Server) Ellen Chappe, Data Conversion Manager, Morrisey Associates Steve Larsen, Support Manager - Credentialing Systems, Morrisey Associates <i>This session is intended for the more technical attendee looking for options when it comes to troubleshooting data or report output from an Oracle or SQL MSOW databases. Morrisey's data conversion manager and credentialing support manager will review useful tools such as SQL developer and SQL server.</i></p> <p>Panel: Access Case Management & Two-Midnight Rule <i>*Qualifies for Nursing Contact hours</i> Teresa Yancey, RN, MSN, Vice President Case Management & Appeals, Community Health Systems Linda Saltee, MS, RN, CMAC, ACM, IQCI, Director, Huron Consulting Group <i>Learn best practices related to managing and coping with the complexities of the CMS "Two-Midnight Rule" and building an effective workflow process for dealing with this mandate.</i></p> <p>Ask an Application Specialist <i>*Qualifies for Nursing Contact hours</i> Bob Sands, Application Specialist, Morrisey Associates Jerry Gray, RN, BSN, Application Specialist, Morrisey Associates Kevin Crafton, Application Specialist, Morrisey Associates Countess Hope, RN, BSN, ACM, Application Specialist, Morrisey Associates <i>Come prepared with questions and concerns to learn about possible solutions working with the MCCM application specialists.</i></p> <p>Best Practice: Medicare One-Day Stay Audit Process <i>*Qualifies for Nursing Contact hours</i> Donald Bateman, MCCM Coordinator, BayCare Health System Lisa Preston, RN-CCM/CRC, Clinical Resource Coordinator Lead, BayCare Health System Moderator: Bob Wagner, Project Manager, Morrisey Associates <i>Learn how BayCare Health System has automated a process to identify and manage Medicare One-Day Stay patients.</i></p>
6:30 – 10:00pm	Conference Dinner Banquet and Awards Ceremony – Location TBD

Day 3, Fri Aug 15

7:45 – 8:45am	Breakfast <i>Breakfast will be served for conference attendees in the Palm Court.</i>	
8:30 - 10:30am	MCCM Enhancement Round Table <i>*Qualifies for Nursing Contact hours</i> Jeanne Kragie, Manager of Customer Relations - Clinical Systems, Morrisey Associates Rick Chappe, Senior Vice President, Development, Morrisey Associates Tom Hawkins, Senior Developer, Morrisey Associates <i>Open forum for MCCM users to hear about Morrisey's development plans and to discuss and request specific enhancements to the system.</i>	
10:30 – 11:30am	MCCM Reporting Round Table <i>*Qualifies for Nursing Contact hours</i> John Kandris, Manager, Business Analytics, Morrisey Associates <i>John Kandris, Morrisey's Manager of Business Analytics, will overview Morrisey's plans to improve the MCCM reporting environment, including new tools and options for data analysis, ad hoc reporting, and plans for predictive analytics. This session will be interactive, so come prepared to share your thoughts.</i>	
9:00 – 11:50am	Credentialing Round Tables (3 rotations of 45 min each) <u>Rotation A</u> 9:00 – 9:45am <u>Rotation B</u> 9:55-10:40am <u>Rotation C</u> 10:50-11:35am	Data Clean-up Q&A (ROTATION A ONLY) Ellen Chappe, Data Conversion Manager, Morrisey Associates <i>Morrisey's data conversion manager will describe and define what a data clean-up is and provide examples.</i> Morrisey Credentialing Help Desk Q&A Eric Burpee, Senior Helpdesk Analyst, Morrisey Associates <i>Open forum to ask the credentialing help desk all your MSOW questions.</i> AutoApps & MSONet Forms Peggy Feeney, Forms Developer, Morrisey Associates <i>Hands on session about developing MSONet and AutoApp forms using the Morrisey toolkit.</i> Morrisey Contract Management Module (CMM) Robin Zych, CPCS, Application Specialist/Project Manager, Morrisey Associates <i>Learn about the new Contract Management Module for MSOW. Simplify contract administration, from creation to renewal for your MSOW physicians as well as any hospital vendor.</i> Administrative Review Module (ARM) Amy Kleist, MSOW-C, Senior Consultant, Morrisey Associates Brandi Zevenbergen, MSOW-C, Consultant, Morrisey Associates <i>Morrisey consultants will show you best practice approaches for using the Administrative Review module in MSOW. Bring your questions!</i>

		Privilege Content and Criteria Builder (PCCB) Single Facility Forms Vicki Searcy, Vice President, Consulting Services, Morrisey Associates Wendy Crimp, BSN, MBA, CPHQ, Consultant, Morrisey Associates <i>Learn more about using PCCB for single and multi-facility privilege form management from Morrisey consulting services.</i>
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