



THE THIRD ANNUAL
CONFERENCE
of the
National Association
of Healthcare Advocacy
Consultants

November 4-5, 2011

THE DOUBLETREE HOTEL
BERKELEY, CA



NAHAC

National Association of
Healthcare Advocacy Consultants

www.nahac.com

Thursday Evening, November 3, 2011

6:00 - 7:30 Registration and Welcome Reception
Hosted by the NAHAC Executive Committee

Day 1 – Friday, November 4, 2011

7:15 -8:30 Conference Registration, Continental Breakfast,
Networking
Exhibitor Tables Open

8:45-9:00 ***President's Welcome***

9:00-9:45 ***Keynote Address***



Michael L. Millenson, president of Health Quality Advisors LLC, is a nationally recognized expert on quality of care improvement, patient-centered care and e-health. He is the author of the critically acclaimed book, *Demanding Medical Excellence: Doctors and Accountability in the Information Age*, and holds an adjunct appointment as the Mervin Shalowitz, M.D. Visiting Scholar at Northwestern University's

Kellogg School of Management.

In addition to work in health policy and strategy, Millenson has designed and implemented an Accountability AuditSM for hospitals, websites to help in consumer quality-of-care decisions and a joint doctor-patient program to improve communication during office visits. As a senior adviser to the Markle Foundation, he helped launch the Connecting for Health interoperability initiative. Prior to starting his own firm, Millenson was a principal in the health-care practice of a major human resources consulting firm. Before that, he was a health-care reporter for the *Chicago Tribune*, where he was nominated three times for a Pulitzer Prize.

9:45-10:00 Break

10:00-11:15 ***Case Study #1: I've got breast cancer. Now what?***

Presenters:

Dr. Sima Kahn, *President, Healthcare Advocacy Partners, Seattle, Washington*

Dr. Karen Zorrill, *Physician in Houston, Texas*

Your client has just been informed that her routine mammogram came back with an abnormal finding. She is worried about getting all of the information she needs to learn about her diagnosis and to make informed choices about treatment. She wonders whether her doctors are telling her all of her options. This study will teach you the "typical" course of events for a newly diagnosed patient as well as when things go wrong. You will learn the vocabulary of breast cancer, the role of various medical professionals and how to identify and

11.5 CEs
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explore key decision points. You'll see how an advocate can help the client to make well informed choices, learn to communicate with her medical team, provide emotional support and move into survivorship.

Dr. Sima Kahn is a board certified physician who has practiced Obstetrics and Gynecology for more than 25 years during which time she has worked with a diversity of patients and a wide range of medical issues. Before founding Healthcare Advocacy Partners, Sima spent 17 years practicing clinical medicine at one of the nation's largest staff model HMOs and several years prior to that in a small private practice. Previously, she was a clinical assistant professor at a UCLA teaching hospital. Sima graduated from the University of California San Diego School of Medicine. She completed her residency in Ob/Gyn at the University of Iowa Medical Center.

Dr. Karen Zorrilla, a bilingual board-certified pediatrician, developed a personal interest in patient advocacy and navigation fifteen years ago with the birth of her daughter who was born with a rare congenital skeletal problem associated with significant orthopedic issues. Searching for the best care for such a unique problem took her on a journey within the United States as well as abroad to Europe. Dr. Zorrilla completed her general medical education and pediatric residency training at Baylor College of Medicine in Houston, Texas. Her clinical training was all completed in the Texas Medical Center at Texas Children's Hospital, Ben Taub General Hospital, The Methodist Hospital, and St. Luke's Episcopal Hospital. During residency, she was honored with a position as a neonatology Chief Resident. Prior to her medical training, Dr. Zorrilla attended Duke University where she received a B.S. degree in Psychology.

11:15-12:00 ***Interactive Question and Answer session***

12:00-1:00: Lunch for Registered Participants
Box lunch provided to all participants
Exhibitor Tables and Open Networking

1:00-2:15 ***Case Study #2: My Child Has Special Needs***

Presenters:

Jeanette Bowers Weaver, *Attorney and Healthcare Advocate, Seattle, Washington*

Dr. Karen Zorrilla, *Pediatrician in Houston, Texas*

Facilitator:

Elisabeth Russell, *President, Patient Navigator LLC*

A family has two ill children. After an uneventful pregnancy and normal ultrasounds, your client's child is born with a multiple heart defects known as Tetralogy of Fallot. Follow this case study through the infant's months in congestive heart failure, surgeon selection, and immediate and long-term neurologic issues related to time on the heart-lung bypass machine. This family's older child is diagnosed with Juvenile Dermatomyositis, a rare aggressive autoimmune disease. Long-term outcome for these children is highly variable and highly dependant upon expert knowledge of treating physicians. Follow this case study through the child's 4 years of care and treatments as this rare disease provides numerous opportunities and need for strong, unrelenting advocacy on the child's behalf.





This detailed case study will explore how to navigate the pediatric healthcare landscape, with special emphasis on research tools and methods to obtain appropriate care and on protecting the child's psyche despite intensive medical intervention.

Jeanette Bowers Weaver is a practicing attorney in Seattle. Jeanette became a healthcare advocate, as a necessity, on behalf of her children. In 2005, her son was born with Tetralogy of Fallot, a constellation of 5 congenital heart defects. Her daughter was diagnosed with Juvenile Dermatomyositis, a rare aggressive autoimmune disease, in 2007. Jeanette has learned how to use her professional lawyer skills in research, writing, and negotiation to improve healthcare obtained for her children.

Dr. Karen Zorrilla (see Case Study #1 for bio)

2:15-3:00 ***Interactive Question and Answer Session***

3:00-3:15 BREAK

3:15-4:00 ***Health Technology and Medical Informatics***

Presenter: Pravene A. Nath, MD, Chief Medical Information Officer, Stanford Hospital and Clinics; Clinical Assistant Professor, Division of Emergency Medicine Stanford University School of Medicine

Implementation of health reform is influencing the adoption of electronic medical records and we've all heard about the pros and cons. But who benefits most from these new technologies? This session will explore the "meaningful use" of electronic health records and how their use enhances the patient-caregiver relationship. You'll see how as advocates, we can promote communication between patients and their caregivers through the use of patient portals.

Pravene Nath, MD, MSE, FACEP, oversees physician informatics, nursing informatics, and clinical transformation teams, with a particular focus on the enterprise electronic health record. He previously served as Chief Medical Information Officer, Senior Director of Clinical Information Systems, and Assistant Professor of Emergency Medicine at NYU Langone Medical Center in New York City, where he managed informatics and clinical system initiatives from 2003 through 2008.

4:00-5:00 ***Who's Who in NAHAC?***

This networking power hour will help you make the personal connections you need to be successful, whether by region, specialty or experience. Announced groups will meet in relaxed areas of the hotel for this hour of sharing and learning.

Day 2 – Saturday November 5, 2011

NAHAC is pleased to fulfill our mission for public education by opening the Saturday program at a reduced rate to the general public.

7:30 -8:30 Conference Registration, Continental Breakfast,
Networking
Exhibitor Tables Open
Public Registration Begins

8:30-9:45 **Case Study #3: My mother is sick and my father needs help:**

Presenter: Dr. Helen Kao, Assistant Professor in the UCSF Division of Geriatrics and Medical Director for UCSF Geriatrics Clinical Programs

You've been contacted by a "sandwich generation" mother who works full time and has two children. Her mother has cycled in and out of the hospital and skilled nursing facilities for the past 18 months following a fractured hip, surgery and multiple complications. Dad's health is also failing. This study will explore the many issues that must be identified, acted upon, managed and coordinated in an ongoing older adult/adult child/physician/advocate relationship. You will learn about older adults dealing with multiple medical conditions and how such conditions affect their functional abilities and their quality of life. You'll see how a physician and an advocate working alongside a family member can ease the complications that often occur with transitions of care.

Dr. Helen Kao is dedicated to working with vulnerable older adults in both her clinical practice and her academic teaching. She spearheaded the partnership between UCSF and Lifelong Medical Care (in Berkeley and Oakland, California), a community health organization, through which she provided primary care, house calls, nursing home and hospital care, and hospice care through the Over 60 Health Center in Berkeley. Her current career focus is on health systems improvement and development of innovative models of integrated care for older adults.

9:45-10:30 **Interactive question and answer session**

10:30-10:45 Break

10:45-12:15 **Workshops (Choose One)**

A) **Health Insurance Options Created by the Affordable Care Act.**

This presentation will give an overview of Medicare and discuss how Health Care Reform affects Medicare beneficiaries, Medicaid and health insurance options.

Presenter: Elaine Wong Eakin, Executive Director of California Health Advocates





B) Solving the Medications Maze: Discount Cards, Patient Assistance Programs and Resources for Consumers and Advocates

Dr. Richard Sagall started the nonprofit NeedyMeds 14 years ago in response to his own frustration as a physician trying to help uninsured or underinsured patients obtain the medication he prescribed. He will walk attendees through the various “safety net programs” which include free and low cost clinics, discount cards and patient assistance programs offered by pharmaceutical companies. Participants will be given a walk through of the NeedyMeds website which is a clearinghouse of thousands of assistance resources. Attend this session, and come away feeling empowered on how to find resources for yourself and others, usually in just 3 clicks on the NeedyMeds website!

Presenter: Richard J. Sagall, MD

Rich received his medical degree from the Medical College of Ohio at Toledo. After completing his family practice residency at the Eastern Maine Medical Center, Bangor, ME, he practiced family medicine and occupational medicine there for nearly 20 years. During that time he began NeedyMeds. He and his wife moved to Philadelphia where he practiced occupational medicine and ran NeedyMeds. They moved to Gloucester, MA, in 2007.

Rich has written articles on assistance programs and occupational medicine topics for a number of publications. He has given presentations on patient assistance programs and occupational medicine throughout the country. In addition to directing NeedyMeds, he runs the Pediatrics for Parents website (www.pedsforparents.com), a website on children’s health, and publishes Pediatrics for Parents. His NeedyMeds email address is: richsagall@needymeds.org.

12:15-1:15 Lunch

Box lunch provided to full conference attendees.
Exhibitor Tables and Open Networking

1:15-2:45 Workshops (Choose One)

C) Medical Research Skills in One Easy Lesson

Dr. Zorrilla will teach you the basics of medical research online and introduce you to the most credible sources to use for your clients. She will show you how to use the National Library of Medicine, demonstrate a clinical trial search, and explain how to read and understand medical abstracts. This workshop will be especially useful to those without a medical research background.

Presenter: Karen Zorrilla, MD (see Case Study #1 for bio)

D) Simple Steps to Support Patient Safety in the Hospital

This workshop will teach advocates how to keep their clients safe in the hospital. You will learn the types of risks in hospital care (both in-patient and out-patient), their prevalence, why they occur and why





families and advocates -- not just patients -- need to be prepared and to work together. You will explore actual dangerous hospital events, and learn to use checklists to prevent them. Discharge planning and how to prevent readmissions will conclude the workshop.

Presenter: Karen Curtiss, Founder, CampaignZERO

In 2005, Karen's father, Bill Aydt, passed away after suffering a dozen preventable medical errors following a successful lung transplant to cure idiopathic pulmonary fibrosis. A few months later, her husband, Sandy, nearly succumbed to errors in "routine" surgery and in his care afterward. For 25 years prior, Karen led a market research firm, which specialized in customer satisfaction and employee retention for Fortune 500 companies. Fueled by grief, anger and regret, Karen drew on her research skills to uncover how she could have been better informed and prepared to prevent these hospital hazards. The result is CampaignZERO, a patient safety non-profit organization. Karen Curtiss is the author of *"Safe and Sound in the Hospital: Must-Have Checklists for Getting the Care You Want for the People You Love."*

2:45-3:30

NAHAC Moving Forward

This fast moving session will recap our key learning points from the conference and include an overview of new resources for NAHAC members including Best Practices and the Online Advocacy Library.

Presenter: Jason McNichol, PhD, President and Executive Director, Health Advocacy Solutions

Jason is a medical sociologist, researcher, and patient advocate with fourteen years of experience addressing challenges facing patients and families in the health-care system. He holds his PhD and MA degrees from the University of California at Berkeley, and a Bachelor of Science with Highest Honors from Cornell University. Before founding Health Advocacy Solutions, Jason served as a program officer at the Social Science Research Council in New York City, where he directed health-related projects funded by the Robert Wood Johnson Foundation and other philanthropies. He is also the co-founder of ELM Research and Strategy, an interdisciplinary consultancy established in 1999.

3:30-4:00

Presentation of the Ken Schueler Memorial Education Award

Conference wrap-up and evaluations

Moderator: Conference Faculty



11.5 CE's for all RNs will be available at the Conference through Healthcare Liaison

Healthcare Liaison, Inc. is approved by the California Board of Registered Nursing, Provider Number 14972, for 11.5 contact hours.



Registration Fees and Deadlines

Register early to take advantage of discounted rates at the DoubleTree Hotel and the NAHAC Conference.

The final date for registrations for both the entire NAHAC Conference and the Saturday-only portion of the Conference is October 31, 2011.

	Early Bird Registration (On or before October 14)	Late Registration (After October 14)
NAHAC MEMBER	\$300	\$350
Non-NAHAC MEMBER	\$350	\$400
STUDENTS Proof of enrollment in a 4-year university or college is required. Enrollment in a patient advocacy certificate or program does not qualify.	\$125	\$160
GENERAL PUBLIC RATE Saturday, November 5th, 7:30 a.m. to 4 p.m. only	\$25	\$25

Hotel Reservation

The DoubleTree Hotel & Executive Meeting Center
200 Marina Blvd.
Berkeley, CA 94710
510-548-7920

NAHAC has reserved a block of rooms at the Doubletree Hotel at the lovely Berkeley, CA Marina at an exclusive rate of \$129 per night (plus taxes). But you must reserve by October 14, 2010 to be guaranteed this group rate. If you are reserving your room electronically, please click on this [LINK](#) to the NAHAC Room Block: The NAHAC Group Rate is already included in this reservation page. If you reserve by phone, make sure to tell the Doubletree that you are with the National Association of Healthcare Advocacy Consultants. This is very important to receive the negotiated rate and special amenities as well as to be counted toward the NAHAC room block.

Other options for lodging:

Berkeley, CA has a Bed and Breakfast Locator Service online at <http://www.bbonline.com/ca/berkeley.html>. Other Hotels in the area (approximately 3 miles from the Conference Center) are the Hotel Durant (www.hoteldurant.com) and the Hotel Shattuck (www.hotelshattuckplaza.com)

CANCELLATION POLICY: If you cancel your Conference registration on or before October 15, 2011, all registration fees are refundable minus a \$50 processing fee. No refund of the event registration fee will be issued for cancellations made after October 15th. In the event of a cancellation, the National Association of Healthcare Advocacy Consultants, is not responsible for non-refundable airfares, other airfare penalties, hotel or travel charges you may incur. All cancellations must be made in writing and sent to admin@nahac.com and are subject to the terms and conditions stated above. There are no exceptions to this Cancellation Policy. NAHAC suggests you consider purchasing personal travel insurance.



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