

4th ANNUAL SCIENTIFIC SYMPOSIUM

*Healthcare Delivery Reform:
Issues, Challenges and Tactics for Success*

*May 1, 2009
8:00 am – 3:15 pm*

**SETON HALL UNIVERSITY
JUBILEE HALL**

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AGENDA

- 8:00 am – 9:00 am *Registration and Continental Breakfast*
- 9:00 am – 9:05 am *Moderator*
Daniel J. Messina, PhD., FACHE, LNHA
Chief Operating Officer, CentraState Healthcare System
- 9:05 am – 9:15 am *Welcome*
Monsignor Robert Sheeran, S.T.D.
President, Seton Hall University
- 9:15 am – 10:00 am *Home Health Care Delivery Reform*
Mary St. Pierre, MGA, BSN, RN
Vice President, Regulatory Affairs for the National
Association for Home Care
- 10:00 am – 10:45 am *Home Health Care Tactics for Maximizing Care
Delivery*
Mary Ann Christopher, MSN, RN, FAAN
President and CEO, of Visiting Nurse Association of
Central Jersey
- 10:45 am – 11:00 am **BREAK**
- 11:00 am – 11:45 am *Hospital Healthcare Delivery Reform*
Elizabeth A. Ryan, Esq.
CEO, New Jersey Hospital Association
- 11:45 am – 12:30 pm *Acute Care Strategies for Managing Operational Success*
John T. Gribbin, FACHE
President and Chief Executive Officer, CentraState
Healthcare System
- 12:30 pm – 1:30 pm **LUNCH**
- 1:30 pm – 2:15 pm *Long Term Care Delivery Reform*
Barbara Bolling Manard, PhD
Vice President, Health/LTC Strategies
American Association of Homes and Services for the
Aging
- 2:15 pm – 3:00 pm *Strategies for Long Term Care Performance*
Theresa Edelstein, MPH, LNHA
Vice President, New Jersey Hospital Association
- 3:00 pm – 3:15 pm *Closing Comments and Questions*

ABOUT THE FACULTY

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Mary Ann Christopher, MSN, RN, FAAN

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Mrs. Christopher is President and CEO of Visiting Nurse Association of Central Jersey (VNACJ), a not-for-profit community based health care organization serving over 100,000 people in central New Jersey. As CEO, Christopher directs the operation of a broad continuum of programs including home health, hospice, federally qualified health center, and community based services.

Mrs. Christopher is a fellow of the American Academy of Nursing, the Wharton Nurse Executive Program, and the Public Health Leadership Institute. She serves on a number of boards and commissions, including the Advisory Board of the Seton Hall University College of Nursing, the University of Medicine and Dentistry of New Jersey, PHS Senior Living, The University Hospital, the New Jersey Hospital Association Health Research and Educational Trust (HRET) and the National Association of Home Care and Hospice. Mrs. Christopher was recently appointed as the Chair of the Robert Wood Johnson Foundation National Advisory Commission on the New Jersey Nursing Initiative. She has participated on public policy commissions dealing with issues of homelessness, public health, child welfare, the nursing shortage, and managed care.

Mrs. Christopher has written and lectured internationally on issues concerning home and community health care. Mrs. Christopher earned a Bachelor of Science Degree in Nursing from Fairfield University and a Master of Science Degree in Nursing from Seton Hall University.

Theresa L. Edelstein, MPH, LNHA

Ms. Edelstein is Vice President of Continuing Care Services at the New Jersey Hospital Association where she has been for ten years. She directs the advocacy, education and membership services activities of the Association as they relate to nursing homes, assisted living, home health agencies, rehabilitation hospitals and long term care hospitals. Together with the NJHA Quality Institute, Ms. Edelstein develops and implements initiatives aimed at improving quality of care throughout the continuum. Among these initiatives is the Pressure Ulcer Collaborative which includes more than 150 New Jersey health care providers in all types of settings.

Earlier in her career, Ms. Edelstein worked as a licensed nursing home administrator in New Jersey (Saint Barnabas Health Care System and Kessler Rehabilitation Institute) and New York (The Jewish Home and Hospital for Aged).

Ms. Edelstein has served as adjunct faculty at Columbia University, School of Public Health, from which she is a graduate, and New York University. She has her BS from Georgetown University. She has presented and published nationally and internationally on topics related to nursing homes, assisted living, medical day care, home health care, and comprehensive rehabilitation.

John T. Gribbin, FACHE

John T. Gribbin is the President and Chief Executive Officer of CentraState Healthcare System. Prior to joining CentraState in 2000, he served as Executive Vice President for Meridian Health System, and prior to that as President of The Medical Center of Ocean County. His extensive and successful career in healthcare administration spans more than 30 years.

He received his bachelor of arts degree from the University of Pennsylvania, and graduated from Rider University with an MBA in finance in 1975. His numerous affiliations include: Chair of the New Jersey Hospital Association; Fellow of the American College of Healthcare Executives; past Chair and current Trustee of the Central Jersey Blood Center; Chair of Monmouth-Ocean Hospital Service Corp.; Board member of the American Heart Association Central/Southern New Jersey Region; former Chair of the Hospital Research and Education Trust of NJHA; and past Chair of the Jersey Coast Red Cross Chapter. He lives with his family in Clarksburg.

Barbara Bolling Manard, PhD

Barbara Manard joined the American Association of Homes and Services for the Aging (AAHSA) in 2003 as Vice President for Health/LTC Strategies, focusing on a range of financing, quality, and information technology issues. She serves as staff lead for the development of AAHSA's proposal for a new national system of LTC financing and authored its foundational analysis *Financing Long Term Care: A Framework for America* (http://www.aahsa.org/advocacy/documents/Finance_Cabinet_Report_06.pdf).

Dr. Manard is a nationally recognized expert in post acute and long term care payment and services with over twenty-five years of experience in the field. Her recent work includes serving on the Institute of Medicine's "Pay for Performance" subcommittee in its work for Congress on that topic and co-authoring a paper on the adoption of electronic medical records by nursing homes and other providers. Prior to joining AAHSA, Dr. Manard developed and/or evaluated Medicaid payment systems in over half the states for nursing facilities, home and community-based services, ICFs/MR, and/or hospitals. She



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The Department of Graduate Programs in Health Sciences at Seton Hall University offers two post professional degree programs. The PhD in Health Sciences offers specialization tracks in Health Professions Leadership, Movement Science and Speech-Language Pathology. Also offered is a Master of Science in Health Sciences with specialization tracks in Health Professions Leadership, Movement Science and Athletic Training. Our ultimate goal is to prepare you, as a practicing healthcare provider, to assume a leadership role in research and practice, within today's rapidly changing system.

Why our program is unique.

Unique to our graduate programs is the implementation of the mentorship model of education which promotes the development of critical thinking necessary to achieve your career goals. You will become increasingly competent and independent in your role as a clinician and assume a leadership role within the profession and in your community. In addition, you will become adept at building collaborations, educating patients and peers, conducting research, analyzing and applying information, and administering innovative healthcare service.

What are our admission requirements?

Graduate of an accredited, entry-level, healthcare professional program, with a minimum of a baccalaureate degree from an accredited institution. Cumulative GPA of 3.0 or above. Two letters of recommendation from personal or professional sources. Essay stating goals and research career interests. Personal interview (PhD applicants only). Application for admission and official transcripts from all undergraduate or graduate study. *International students must submit a minimum TOEFL score of 550. GREs preferred.*

Outcomes.

Upon completion of your post-professional graduate degree, we anticipate that you will be able to assume a leadership role and develop problem-solving strategies; design and evaluate methodologies for delivery of high-quality, cost-effective, integrated healthcare; and communicate and collaborate with healthcare teams and consumers to attain common goals. Additionally, PhD students conduct and defend original research that will further advance the delivery of healthcare.

Come take a look at our program's DVD by visiting our website at:
www.shu.edu/academics/gradmeded/post-professional-programs.cfm

ABOUT THE SYMPOSIUM

This 4th Annual Scientific Symposium, “Healthcare Delivery Reform: Issues, Challenges and Tactics for Success,” will provide attendees with an overview of the challenges facing the leaders of our healthcare organizations and the best practice strategies for maximizing organizational success. Included in the program will be a discussion of the key tenets of effective management in healthcare’s changing times, a review of best practice performance traits and updates on the challenges healthcare executives will face.

DIRECTIONS

From 280 East

Take the Center Street, Orange Exit 11. Turn right onto South Center Street (South Center Street becomes Centre Street.) Follow it approximately 2 miles to the intersection of South Orange Avenue and Centre Street. Enter the University through the Farinella Gate across the intersection on South Orange Avenue.

From 280 West

Take Exit 11B, Day Street/Essex Avenue, Orange. Off-ramp becomes Freeway Drive West. Make a left at the second light onto South Day Street (Joyce Carnegie Place). Make a left at the next light onto Freeway Drive East. Turn right at the next light onto South Center Street. (South Center Street becomes Centre Street.) Follow it approximately 2 miles to the intersection of South Orange Avenue and Centre Street. Enter the University through the Farinella Gate across the intersection on South Orange Avenue.

From 78 East (Local)

Take Exit 49B (Maplewood). Stay to the right off the exit. Make the second right, which is a jug handle, and cross over Springfield Avenue onto Valley Street. Take this street approximately 3 miles to South Orange Avenue. Turn right and proceed 1 mile to the University. Enter through the Farinella Gate on the right.

From 78 West

Take Exit 50B (Millburn), and turn right onto Vauxhall Road. Go three lights and bear right onto Valley Street. Take this street approximately 3 miles to South Orange Avenue. Turn right and proceed 1 mile to the University. Enter through the Farinella Gate on the right.

From the Garden State Parkway (North or South)

Take the Garden State Parkway to Exit 145. Follow directions for 280 West.

From New Jersey Turnpike

Take the New Jersey Turnpike to Exit 15W. Follow directions for 280 West.

has completed numerous policy studies including an award-winning study of Subacute Care (for HHS), an evaluation of the cost-effectiveness of the Medicare Hospice Benefit (for HHS), an analysis of the repeal of the Boren Amendment (for the Commonwealth Fund), a report on payment systems’ effect on nurse staffing in nursing facilities (for CMS), and a report on quality indicators in nursing facilities (for AARP).

From 1981-1996 Dr. Manard served as a Vice President of The Lewin Group, managing a substantial practice in LTC issues, prior to resigning that position to form an independent research and consulting firm, The Manard Company. Prior to joining The Lewin Group, Dr. Manard served as a Policy Analyst at ASPE and as an Assistant Professor of Sociology at The University of California (Riverside). She received her Doctorate in Sociology from the University of Virginia, a Certificate in Health Planning from the U.V.A. School of Medicine, and an AB from Vassar College.

Daniel J. Messina, PhD, FACHE, LNHA

Dr. Messina is presently Chief Operating Officer of CentraState Healthcare System, an integrated healthcare delivery system comprised of CentraState Medical Center, Applewood Estates Life Care Community, Monmouth Crossing Assisted Living, and The Manor Health and Rehabilitation Center. Earlier, he served as COO of Monmouth Medical Center and Vice President of Clinical and Support Services at Hackensack University Medical Center. Dr. Messina, who serves as an adjunct professor at Seton Hall, earned his PhD in Health Sciences with specialization in Health Professions Leadership from Seton Hall University, an MPA in Healthcare Administration from CW Post/Long Island University, and a BS in Health Science from Long Island University. He holds numerous professional and community affiliations, is a Fellow of the American College of Health Care Executives and a Licensed Nursing Home Administrator.

Elizabeth A. Ryan, Esq.

Mrs. Ryan, Esq. is president and CEO of the Princeton-based New Jersey Hospital Association, a not-for-profit trade association representing New Jersey’s hospitals and other healthcare providers. As CEO, Ryan also oversees Health Research and Educational Trust of New Jersey, a not-for-profit affiliate that promotes continuing patient safety, quality improvement education and research; the for-profit Center for Health Affairs, which provides group purchasing and other business solutions for healthcare providers; and the Healthcare Employees Federal Credit Union. Her responsibilities include

oversight of NJHA's operations, in addition to fostering member advocacy and coordinating such efforts at both the state and federal levels.

Previously Ms. Ryan practiced law in Mount Holly and went on to serve as assistant counsel under former Gov. Jim Florio and Chief of Staff of the state Department of Health. She also was a senior vice president with the New York City Health and Hospitals Corp. and a regional executive for the American Hospital Association and the Healthcare Association of New York State. She served as a member of New Jersey's Board of Medical Examiners, the Clinton-Gore Transition Team, the legal audit team for the Clinton National Health Care Reform Task Force, and both Governor Corzine's and Governor McGreevey's transition teams. Ms. Ryan received her law degree from Seton Hall University School of Law and a bachelor's degree from Rutgers University. She resides in Florence, N.J., with her husband and son.

Mary St. Pierre, MGA, BSN, RN

Ms. Pierre is Vice President for Regulatory Affairs for the National Association for Home Care where she has been employed for the past 15 years. She provides members with regulatory and clinical information, reviews and responds to proposed regulations and government policies, writes articles and develops educational programs on home care issues, and represents home care providers before government agencies and other organizations such as JCAHO and the National Uniform Billing Committee. Prior to joining NAHC as Associate Director of Regulatory Affairs, Ms. Pierre had 26 years of experience in a variety of direct care, supervisory and management positions with home health agencies.

Ms. Pierre has presented programs at professional meetings/conferences including national and state home care conferences on average of every 1-2 months for the past 15 years on various home care topics, as well as regulatory and compliance topics. She also coordinates national and regional conferences, as well as telephone educational conferences. Ms. Pierre's publications include a variety of magazines including; *CARING*, *Home Healthcare Nurse* and *Journal of Health Care Compliance*.

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May 1, 2009

8:00 am—3:15 pm

REGISTRATION FORM

Name _____

Affiliation _____

Address _____

City _____ State _____ Zip _____

Phone # _____ Email _____

Registration Deadline – April 28, 2009

Registration Fee (please check appropriately)

Full day: General Registration: \$120 _____ Student: \$80 _____

Members of HIMSS, ACHE-NJ, HFMA-NJ: \$100 _____

Half day: General Registration: \$60 _____ Student: \$40 _____

Members of HIMSS, ACHE-NJ, HFMA-NJ: \$50 _____

8:00 am -12:30 pm _____ or 12:30 pm – 3:15 pm _____

Please make checks payable to: *Seton Hall University*

Please return registration form and check to:

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In case of inclement weather, please contact Joann DeBerto