



The Ohio Council
Of Behavioral Health & Family Services Providers

**2017 Annual Conference
& Exhibit Hall**

October 19 & 20, 2017
Hilton Columbus/Polaris
Columbus, Ohio



**October 19 & 20, 2017
Hilton Columbus/Polaris
Columbus, Ohio**

GENERAL SESSIONS

Behavioral Health and Healthcare Reform: A National and Federal Perspective
Linda Rosenberg, President/CEO, The National Council for Behavioral Health

Ohio and Healthcare Reform: What's Next in the Ohio Healthcare Landscape
Barbara Coulter Edwards, Principal, Health Management Associates

Advocacy: Building Your Network of Support for Community & Government Relations
Facilitator: Dan McCarthy, President, The Success Group; Maureen Corcoran, President, Vorys Health Care Advisors;
Nelson Burns, CEO, Coleman Professional Services; Bobbi Douglas, Executive Director, OneEighty Inc.

Developing Leadership Capacity in Behavioral Health (For the Next Generation of Leaders)
Facilitator: Linda Rosenberg, President/CEO, The National Council for Behavioral Health;
Debra Rex, President/CEO, Beech Brook

Contracting in Ohio Insurance Markets: Are You Ready for Managed Care and Value-based Payment System
Lynne Lyon, Senior Consultant; Rich VandenHeuvel, Principal; Craig Thiele, MD, Principal,
Health Management Associates

Resilience: Taking Control in the Face of Change
Shari Goldsmith, LISW, Workplace Resilience

Uncrapify Your Future!
Jeff Havens, The Jeff Havens Company

LUNCH & LEARNING SESSIONS

Getting Comfortable with Uncomfortable Conversations
Shari Goldsmith, LISW, Workplace Resilience

BH Redesign: Sharing Strategies for Implementation of Rules & Policy
Teresa Lampl, LISW-S, Associate Director, The Ohio Council of Behavioral Health & Family Services Providers

Negotiating Managed Care Contracts: Practical Tips & Strategies
Suzanne Scrutton, Partner; Robin Canowitz, Senior Attorney, Vorys, Sater, Seymour & Pease LLP

VENDOR EXHIBIT HALL

Vendors will be exhibiting their products & services during the two-day conference.

WHO SHOULD ATTEND

Chief executive officers, service and program managers, clinical directors, human resources staff, and fiscal staff –
Two-day conference is open to all provider organizations within the behavioral health and family services field.

Please visit the conference site at <https://conference.theohiocouncil.org> for more information.

AGENDA

Thursday, October 19, 2017

- 8:00 AM – 9:00 AM Registration, Continental Breakfast, Exhibits
Sponsored by CareSource
- 9:00 AM – 9:15 AM Welcome & Opening Remarks
- 9:15 AM – 10:30 AM **General Session:** *Behavioral Health and Healthcare Reform: A National and Federal Perspective* – Linda Rosenberg, President/CEO, The National Council for Behavioral Health
- 10:30 AM – 11:00 AM Break & Exhibits
Sponsored by Molina Healthcare of Ohio & Rural Health Telecom
- 11:00 AM – 12:15 PM **General Session:** *Ohio and Healthcare Reform: What's Next in the Ohio Healthcare Landscape* – Barbara Coulter Edwards, Principal, Health Management Associates
- 12:15 PM – 1:45 PM Lunch & Annual Awards Presentation
Sponsored by ProComp Software
- 1:45 PM – 3:00 PM **Concurrent Sessions:**
1. *Advocacy: Building Your Network of Support for Community & Government Relations* – Facilitator: Dan McCarthy, President, The Success Group; Maureen Corcoran, President, Vorys Health Care Advisors; Nelson Burns, CEO, Coleman Professional Services; Bobbi Douglas, Executive Director, OneEighty Inc.
 2. *Developing Leadership Capacity in Behavioral Health* (for the next generation of leaders) – Linda Rosenberg, President/CEO, The National Council for Behavioral Health; Debra Rex, President/CEO, Beech Brook
- 3:00 PM – 3:30 PM Break & Exhibits
Sponsored by Health Management Associates
- 3:30 PM – 4:45 PM **General Session:** *Contracting in Ohio Insurance Markets: Are You Ready for Managed Care and Value-based Payment System* – Lynne Lyon, Senior Consultant; Rich VandenHeuvel, Principal; Craig Thiele, MD, Principal, Health Management Associates
- 4:45 PM – 5:45 PM Networking Reception
Sponsored by Brown & Brown Insurance

AGENDA

Friday, October 20, 2017

7:30 AM – 8:30 AM	CEO Breakfast Roundtable on <i>A Typical Day as a CEO</i> Sponsored by Credible Behavioral Health Software
8:00 AM – 9:00 AM	Registration, Hot Breakfast Buffet, Exhibits Sponsored by CompManagement, Inc.
9:00 AM – 10:15 AM	General Session: <i>Resilience: Taking Control in the Face of Change</i> – Shari Goldsmith, LISW, Workplace Resilience
10:15 AM – 10:45 AM	Break & Exhibits Sponsored by Jess Crate Furniture; UnitedHealthcare Community Plan & Optum Health
10:45 AM – 12:00 Noon	General Session: <i>Uncrapify Your Future!</i> – Jeff Havens, The Jeff Havens Company
12:00 PM – 12:30 PM	Break & Grab Box Lunch
12:30 PM – 1:30 PM	Lunch & Learning Sessions: <ol style="list-style-type: none">1. <i>Getting Comfortable with Uncomfortable Conversations</i> – Shari Goldsmith, LISW, Workplace Resilience2. <i>BH Redesign: Sharing Strategies for Implementaion of Rules & Policy</i> – Teresa Lampl, LISW-S, Associate Director, The Ohio Council of Behavioral Health & Family Services Providers3. <i>Negotiating Managed Care Contracts: Practical Tips & Strategies</i> – Suzanne Scrutton, Partner; Robin Canowitz, Senior Attorney, Vorys, Sater, Seymour & Pease LLP
1:30 PM – 1:45 PM	Break Sponsored by Core Solutions, Inc.
1:45 PM – 2:45 PM	Learning Sessions (Session 1, 2 and 3 repeated) <i>Learning Sessions</i> offer an interactive experience facilitated by a subject matter expert. These 60 minute sessions will include a brief presentation on the session topic and are intended to spark discussion, dive into questions, and facilitate sharing of practical strategies, tips, and lessons learned among participants in the session. So grab your lunch and join a conversation on the topic of your choice!

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PROGRAM – DAY ONE

General Sessions

Behavioral Health and Healthcare Reform: A National and Federal Perspective

Linda Rosenberg, MSW, President/CEO

The National Council for Behavioral Health

With the opiate epidemic and rising suicide rates raising awareness of the public health crisis in behavioral health in every community, this presentation will provide information on the national landscape in behavioral health. It will discuss emerging public policy changes, risks and opportunities, trends in the healthcare marketplace, and key advocacy necessary to support access to quality behavioral healthcare.



Linda Rosenberg is a national expert in the financing and delivery of mental health and substance services. Under her leadership, the National Council for Behavioral Health has become our nation's most effective advocate for behavioral health prevention, early intervention, science-based treatment, and recovery. Harnessing the voices of the 10 million adults, children, and families served by the National Council's 2,500 member organizations, Rosenberg helped secure passage of the federal parity law, expanded integrated behavioral and primary care services, introduced Mental Health First Aid in the U.S., and built an array of organizational, clinical and workforce improvement initiatives. The National Council's strong support of the Mental Health Excellence Act will result in the first comprehensive effort to establish community accountability for the

health of people with serious mental illnesses and addictions, the consistent utilization of evidence-based practices, and the standardized measurement of outcomes. Rosenberg was Senior Deputy Commissioner of the New York State Office of Mental Health prior to joining the National Council. She has over 30 years experience in designing and operating hospitals, community and housing programs, and implemented New York's first Mental Health Court. Rosenberg serves on an array of boards of directors and is a member of the Executive Committee of the National Action Alliance for Suicide Prevention.

Ohio and Healthcare Reform: What's Next in the Ohio Healthcare Landscape

Barbara Coulter Edwards, Principal

Health Management Associates

Ohio has emerged as a leader in innovative healthcare reform. As the federal healthcare policy changes remain uncertain, this presentation will look at the Ohio healthcare landscape and discuss the potential impact of federal healthcare policy changes, Ohio's budget reforms, including Medicaid policy and financing changes, all of which impact clinical service delivery and provider business practices. It will also offer information on the Ohio prescription drug ballot initiative.



Barbara Coulter Edwards is a nationally recognized expert in Medicaid policy, including managed care, long-term care, behavioral health and state and federal health care reform.

As director of the Disabled and Elderly Health Programs Group at the Centers for Medicare and Medicaid Services (CMS), she was responsible for a wide array of national Medicaid program policy and oversight, including Home and Community Based long-term services and supports waivers, state plan options, and grant programs like Money Follows the Person and the Balancing Incentives Program, which allow states to support successful community integration for individuals with chronic and disabling conditions. She was also responsible for policy development and oversight of integrated service

PROGRAM – DAY ONE, *continued*

models for all Medicaid populations, including managed care plans, health homes, and PACE; Medicaid pharmacy coverage and pricing and the federal rebate program; the application of essential health benefits to Medicaid expansion populations under the Affordable Care Act; and federal oversight of state benefit design.

She led the development of a strong focus on behavioral health care within the national Medicaid program, including the development of proposed Mental Health Parity and Addiction Equity Act (MHPAEA) regulations for Medicaid. She also provided leadership in the development and testing of national quality measures for community long-term services and supports. In this role, she worked closely with states, stakeholders, and other federal partners, including the Substance Abuse and Mental Health Services Administration (SAMHSA), the Administration for Community Living, the Assistant Secretary for Planning and Evaluation, the Agency for Healthcare Research and Quality (AHRQ), and the departments of Housing and Urban Development (HUD), Labor, and Justice.

Barbara served for eight years as director of Ohio's Medicaid and CHIP programs, the sixth largest Medicaid program in the country. She led significant program reforms, including implementation of Ohio's comprehensive strategy to promote access to home and community-based long-term services and supports, development of the state's first Preferred Drug List for outpatient prescription drugs, statewide expansion of managed care to serve Medicaid consumers, and implementation of Ohio's CHIP program. She served as vice chair of the Executive Committee of the National Association of State Medicaid Directors, and was invited to testify on behalf of state Medicaid programs before committees in both the U.S. Senate and House of Representatives.

Prior to joining the federal government in 2010, Barbara was a principal at HMA, serving public and private sector clients at a state, local and national level, with a particular focus on improved Medicaid program policy and operations for individuals with behavioral health and developmental disabilities. While with HMA, she served as the interim director of the National Association of State Medicaid Directors, providing services to the nation's Medicaid programs, including analysis of federal regulations, and represented state interests before the CMS and on the Hill.

Advocacy: Building Your Network of Support for Community & Government Relations

Facilitator: Dan McCarthy, President, The Success Group; Maureen Corcoran, President, Vorys Health Care Advisors; Nelson Burns, CEO, Coleman Professional Services; Bobbi Douglas, Executive Director, OneEighty Inc.

Behavioral health providers are adept advocates for the children, families and clients they serve everyday. This session offers an opportunity to apply those advocacy skills to build awareness of and support for behavioral health organizations as valuable services within local communities and with elected officials at all levels of government. A panel of experienced advocates will share their advocacy experiences, including what works, how they started, and the value of advocacy for their organization.



**Dan McCarthy, President
The Success Group**

Within The Success Group, Dan McCarthy is responsible for the firm's day-to-day business operations. While he has an extensive background in health care issues, Dan serves a broad array of clients in transportation, telecommunications and other fields. He began developing his well-tested political instincts and deep understanding of Ohio's legislative bodies as a legislative aide specializing in budget issues in the Ohio House. He also managed a number of successful political campaigns for Congress and the Ohio General Assembly before joining The Success Group.



**Maureen Corcoran, President
Vorys Health Care Advisors**

Maureen is president of Vorys Health Care Advisors LLC (VHCA). VHCA helps health care providers, business decision makers, professional associations and other stakeholders deal with the challenges of a complex, rapidly changing state and federal health care environment.

VHCA has expertise in health care, services for children, behavioral health care, developmental disabilities, aging and community-based services, and numerous areas of Medicaid financing.

Prior to joining Vorys Health Care Advisors, Maureen directed all policy and program initiatives for the state of Ohio's Medicaid program. As deputy director of the Ohio Department of Job and Family Services, Maureen was responsible for case management and managed care services, nursing homes and other institutional services, home and community-based waivers, and all reimbursement-related activities. She also had supervisory responsibility for all benefit design, eligibility and health plan policies.

Maureen's work involved regular interaction with members of the Ohio General Assembly, the federal Centers for Medicare and Medicaid Services, other state agencies with services in this area, and numerous stakeholder organizations within Ohio and beyond its borders. She participated actively in a number of interagency initiatives, with a special interest in children and individuals with disabilities.

Maureen provided leadership and assistance with BEACON (*Best Evidence for Advancing Childhealth in Ohio Now*), a nationally recognized public-private partnership designed to transform agency practices and improve the quality of child health services. Recognized for her passion and problem-solving abilities, Maureen served as the state's Interim Medicaid Director in 2010.

Prior to joining the Department of Job and Family Services in the Spring of 2008, Maureen was the president of governmental and legislative affairs for the Ohio Provider Resource Association. Her responsibilities included strategic communication and governmental relations with emphasis on issues relevant to providers of services for individuals with developmental disabilities.



**Nelson Burns, CEO
Coleman Professional Services**

Nelson W. Burns has been the President and Chief Executive Officer of Coleman Professional Services since 1985. Under his leadership, Coleman has grown from serving less than 2000 people in one county to serving over 25,200 in eight counties. Coleman's operating budget has grown from \$1.3 million to \$50 million and its employees have grown from 157 to over 820.

In 2011, Nelson was nationally recognized for Excellence in Visionary Leadership by the National Council for Community Behavioral Healthcare, and in 2012, he was awarded the Mary E. Pettus Excellence in Public Policy by The Ohio Council. In 2014, Coleman was honored as the Outstanding Community Leader Award at the Distinguished Sales and Marketing Award® (DSMA®) Sales & Marketing Executives International (SMEI) and in 2015 Nelson and Coleman Professional Services were selected to receive the Impact Award for Excellence in Mental Health Services by the Margaret Clark Morgan Foundation.

Nelson has served on the national board of MHCA (Mental Health Corporations of America), is an adjunct professor for Kent State University, Department of Political Science; teaching masters level web courses in Philanthropy and Board Governance for Non-Profit Corporations. He is on the advisory board of the KSU Masters of Public Administration (MPA) program for Kent State University. He serves as Treasurer of the Coleman Foundation and is Board President of the Coleman Apartments.



**Bobbi Douglas, MSSA, LICDC, Executive Director
OneEighty Inc.**

Developing Leadership Capacity in Behavioral Health (For the Next Generation of Leaders)

**Linda Rosenberg, MSW, President/CEO, The National Council for Behavioral Health;
Debra Rex, President/CEO, Beech Brook**

Workforce development and leadership transitions are critical skills to sustain high quality services and achieve effective patient outcomes. This panel presentation will focus on the importance of developing leadership and growing new leadership within an organization. Panelist will share and discuss their experiences on how to develop a culture that's committed to leadership development, ideals for inspiring innovation, and strategies to appeal to the next generation of young professionals.



**Debra Rex, President/CEO
Beech Brook**

Contracting in Ohio Insurance Markets:

Are You Ready for Managed Care and Value-based Payment System

**Lynne Lyon, Senior Consultant; Rich VandenHeuvel, Principal; Craig Thiele, MD, Principal,
Health Management Associates**

New payment models are continuing to shape clinical service delivery and business practice innovation in healthcare and behavioral health. As providers prepare for the Medicaid behavioral health benefits to transition into a managed care model, there will be more opportunities to engage in managed care contracting. This presentation will examine the Ohio insurance markets, offer strategies to participate in managed care service delivery and payment models, establish mutually beneficial contracts for behavioral health services, and finally discuss value-based payment strategies.



Lynne Lyon, MHA, Senior Consultant

Lynne Lyon is an experienced professional in healthcare policy, managed care compliance, benefit design, and reimbursement system development. Prior to joining HMA, Lynne served as director of compliance for Buckeye Health Plan. Her experience and leadership helped strengthen the health plan's compliance program during a time of significant change and growth. Lynne relied on her strong regulatory background to help guide implementation of many new state and federal program changes.

Prior to her work at Buckeye Health Plan, Lynne held a range of positions in state agencies over 16 years. With the Ohio Department of Medicaid, she served as policy management and development section chief and oversaw the agency's Medicaid state plan amendment process. Lynne also served as Medicaid policy manager for the Ohio Department of Mental Health. In this position, Lynne used her in-depth understanding of Medicaid to lead extensive policy analysis and Medicaid behavioral health benefit design work. Lynne's strong track record in healthcare policy includes seven years as a Medicaid health systems administrator specializing in hospital policy and reimbursement.

Since joining HMA, Lynne has worked with state agencies, managed care plans, hospitals, and provider associations on a variety of challenging healthcare issues. She earned her Master of Health Administration from The Ohio State University and her bachelor's degree in psychology from the University of Findlay.



Rich VandenHeuvel, MSW, Principal

Rich is a former behavioral health executive with over 20 years of experience working with and designing services, programs and policies for adults and children living with intellectual/ developmental disabilities, mental illness and substance use disorders. Prior to joining HMA, Rich served as the CEO for a newly formed public behavioral health managed care organization responsible for community based services to adults and children with developmental and behavioral health needs. As the first employee of the organization, he was responsible for building from the ground up. He oversaw an annual

budget of more than \$250 million to provide specialty behavioral health services across a diverse population and geographic area. In addition to managing multiple funding waivers, he was responsible for integration and management of substance abuse services, collaboration with Medicaid managed care health plans, and governing board and leadership development. Rich led the creation of regional service standards, cost comparison standards, and provider network management and development. Rich also served as spokesperson and lead contract negotiator with the State of Michigan for the 10 Prepaid Inpatient Health Plans responsible for the Specialty Behavioral Health Services Benefit throughout Michigan.

Prior to this, Rich served in multiple roles for a regional community mental health organization, serving adults and children living with mental illness, developmental disabilities and/or substance use disorders, including direct service, performance improvement and clinical director roles and nearly a decade as executive director. Rich oversaw a comprehensive restructuring of the organization, managed government funding streams, and led efforts to form local collaborative partnerships in the areas of health care, human services, law enforcement, housing, and children's services. He spearheaded strategic planning and managed affiliations and service network partnerships.

Since coming to HMA, Rich has specialized in the areas of Home and Community Based Services for persons with intellectual/developmental disabilities, Behavioral Health and Corrections Health. He received his master's degree in social work from Grand Valley State University and his bachelor's degree from Michigan State University.

PROGRAM – DAY ONE, *continued*



Craig Thiele, MD, Principal

PROGRAM – DAY TWO

General Session

Resilience: Taking Control in the Face of Change

Shari Goldsmith, LISW, Workplace Resilience

Your job keeps getting tougher and tougher. You are asked to accomplish more with less resources available. With all this CHANGE swirling around you, how can you stay motivated and inspired? Do you have the Courage to take on CHANGE?

This presentation helps you come to terms with the new reality and begin to process how to move forward. It helps you see how you can let go of the negative feelings attached to the CHANGES and move forward with energy.

Bring your A game to work daily and be the exceptional leader that your people desperately need!



After graduating from Ohio State University with a B.A. in Organizational Communications, Shari Goldsmith spent 10 years working in Business Operations with progressive responsibility. She was an integral part of the company's growth from 2 to 50 store operations, and was instrumental in developing policy, procedure and organizational training. In the Educational and Social Services field, she redesigned numerous systems to run more efficiently and effectively. She strategically developed a Social Service program that changed the 30-year-old protocol for serving emotionally disturbed children in the County.

After receiving a Masters in Social Work, she worked as a Mental Health Therapist serving a variety of clients seeking life changes. She began coaching, consulting and speaking extensively in 2011.

Shari began to realize the one constant throughout all her career experience-her expertise in guiding individuals, teams and organizations in the change process. She understands first hand why people resist change and how to develop a plan to move forward. In 2013, Shari founded the company Workplace Resilience that supports companies and their employees through the process of understanding, accepting, adapting and integrating change. She has worked with Donatos Pizza, Abbot Labs, University of Cincinnati, Proctor and Gamble, SGS Printing, Ronald McDonald House and many more.

Uncrapify Your Future:

The Most Innovative Innovation Keynote In The History Of Ever

Jeff Havens

The Jeff Havens Company

Innovation keynotes generally start off something like this: "The world is changing faster now than ever before. Everything you're doing now is about to become obsolete, and if you don't come up with something amazing in the next 18 seconds then your business is basically going to disappear. Have a nice day." If that's the kind of doomsayer message that really gets you energized and excited to hear more, then you can stop reading now.

But if you'd like to present innovation as a simple process that literally everyone is capable of performing, then you might enjoy *Uncrapify Your Future*. Filled with the trademark wit that has made Jeff Havens one of the most in-demand speakers in North America, *Uncrapify Your Future* will make the process of coming up with new ideas easier and more rewarding than you ever thought possible. Because it turns out that every innovation in every industry – from automobiles to streaming music, coffee cup holders to wartime treaties – follows the same straightforward pattern.

PROGRAM – DAY TWO, *continued*

Your business is always changing, and so you will always need people to anticipate and capitalize on those changes. If you want them to think that being innovative is a daunting task that only a few elites can handle, listen to someone else. But if you want your audience walking away realizing that they're all capable of greatness, then *Uncrapify Your Future* is for you.

Oh, and did we mention that it's also hilarious? Well it is. And imagine that – a keynote that's both educational and enjoyable. How innovative!

Partial List of Takeaways from *Uncrapify Your Future*:

- The three-step process which every innovation throughout all human history has inevitably followed
- The *one and only* barrier to innovative thought, and how to overcome it
- Case studies of various innovative products and ideas – which any one of your audience members could conceivably have come up with on their own
- Reframing the entire concept of innovation from “big ideas that change the world” to “small ideas that slowly become big ideas that eventually change the world”



Over the past decade, Jeff Havens has become one of the most in-demand presenters in North America. His truly unprecedented ability to deliver high-quality, extensively-researched education in an undeniably entertaining way has earned him dozens of repeat clients, all of whom appreciate Jeff's insistence that we'll all improve better and faster if we actually enjoy the learning process. By combining the content of the traditional presentation with the entertainment value of a comedy show, Jeff has found enthusiastic audiences in government, academia, small businesses and several Fortune 50 companies, all while still (somehow) being one of the youngest members of the professional speaking circuit.

Jeff firmly believes that making learning fun is the quickest, cheapest, and most effective way to create a culture where people are eager to continually improve. Whether you want to improve your leadership or inspire more innovation, communicate more effectively or eliminate generational tensions – if it's important to you, Jeff will make it fun.

Getting Comfortable with Uncomfortable Conversations

Shari Goldsmith, LISW, Workplace Resilience

One of the major skills as a leader is the ability to have that “tough conversation”. Yet, too many leaders are guilty of procrastinating or altogether avoiding these crucial conversations. Problems don't go away and a small problem can quickly become a major obstacle in your quest to run a successful organization. Learning to get comfortable with uncomfortable situations and taking action when needed is an essential skill for every leader.

Help Leaders learn:

- Better understand self and others during the Communication Process
- What happens to your body/brain when you deal with conflict situations and WHY
- How cognitive biases get in the way of your communication success
- The hard questions to ask yourself before organizing your talk
- When to talk and when to let it go
- Strategies to use when conversations get off track
- How Emotions affect your Conversation
- How to structure a plan before the Crucial Talk

BH Redesign: Sharing Strategies for Implementation of Rules & Policy

Teresa Lampl, LISW-S, Associate Director

The Ohio Council of Behavioral Health & Family Services Providers

As providers prepare for implementation of the Medicaid behavioral health (BH) redesign, this session will review key policy, service delivery, and payment changes and engage an interactive dialogue on strategies and solutions to support practice change.



Teresa Lampl is currently an Associate Director with The Ohio Council of Behavioral Health & Family Services Providers, a statewide trade and advocacy organization located in Columbus, Ohio. In this role she advocates for public policies that support improving the health of Ohio's communities and the well-being of Ohio's families by promoting effective, efficient, and sufficient behavioral health and family services. Ms. Lampl has more than 20 years of experience in community behavioral health. She has held both clinical and administrative positions in community behavioral health organizations prior to joining the Ohio Council in 2005. She has a Bachelor of Science degree in Psychology and Business from Muskingum College and a Master of Social Work degree from The Ohio State University. She is a Licensed Independent Social Worker in Ohio.

Negotiating Managed Care Contracts: Practical Tips & Strategies

Suzanne J. Scrutton, Partner and Robin L. Canowitz, Senior Attorney

Vorys, Sater, Seymour and Pease LLP

This interactive session will provide practical tips and strategies for negotiating managed care contracts and offers practical guidance to behavioral health providers on how best to position their business for these important negotiations.



Suzanne J. Scrutton, Partner

Suzanne is a partner in the Vorys Columbus office and a member of the health care group. She has experience representing providers in the fields of long term care, behavioral health and developmental disabilities. Suzanne has extensive experience with regulatory issues, Medicaid reimbursement and regulations, as well as contract negotiations with various payor sources.

Her notable experience includes:

- Initiated successful litigation on behalf of providers of services to the developmentally disabled challenging the right of County Boards of DD to require contracts as a condition of participation in Ohio's Medicaid program
- On behalf of providers and trade association, participated in drafting and negotiating comprehensive overhaul of Ohio's Medicaid DD reimbursement system
- Participated in numerous Administrative Proceedings and other litigation involving licensure, certification, revocation and suspension of certification, granting or denying of certificates of need, and other regulatory issues concerning providers in the long term care, developmental disabilities, and behavioral health systems
- Provided counsel and guidance to several health care trade associations during Ohio's biennial budget process, relative to complex Medicaid reimbursement and health care regulatory issues

PROGRAM – DAY TWO, *continued*

Suzanne received her J.D. from Capital University Law School where she was a member and executive articles editor of the Capital University Law Review. She received her B.A. cum laude with honors from Albion College. Before joining Vorys, Suzanne served as chief legal counsel for the Ohio Department of Alcohol and Drug Addiction Services and legal counsel to the Ohio Office of Budget and Management and the State Controlling Board.



Robin L. Canowitz
Senior Attorney

Robin is a senior attorney in the Vorys Columbus office and a member of the health care group. Her practice is focused on health care compliance, healthcare risk management, medical malpractice, HIPAA and HITECH. She has extensive experience drafting hospital policies and procedures and advising on a variety of risk and compliance issues.

Robin also advises employer and group health plans on health and welfare benefits issues including compliance with the Patient Protection and Affordable Care Act (ACA), the Employee Retirement Income Security Act (ERISA) and the Consolidated Omnibus Budget Reconciliation Act (COBRA).

Robin is a member of the American Health Lawyers Association and the Society of Ohio Healthcare Attorneys.

Robin has presented on a number of topics including pediatric liability trends, hospital risk management, HIPAA and HITECH.

Robin received her J.D. from the University of Cincinnati College of Law. She earned her A.B. in History from the University of Michigan.

Immediately prior to joining Vorys, Robin spent eight years as associate counsel at Nationwide Children's Hospital, advising the hospital in the areas of risk management, consent issues, adverse patient events, quality, EMTALA, insurance, litigation, employment, information security, HIPAA, JCAHO and CMS compliance. Robin has knowledge of a broad range of issues affecting hospitals and is able to approach her representation from the viewpoint of her clients.

CONTINUING PROFESSIONAL EDUCATION

Conference Learning Objectives:

Day One: Thursday, October 19, 2017 –

Objective 1: Participants will learn about current health care policy and clinical practice changes shaping delivery of quality behavioral health care that supports health, wellness, and recovery.

Objective 2: Participants will learn how federal and state changes in the health care marketplace will require innovation in administrative practices to support clinical and integrated service delivery to manage new reimbursement model, including value based payment, and to prepare for the administration of the Medicaid behavioral health benefits to transition into a managed care model.

Objective 3: Participants will be knowledgeable about the role of advocacy in supporting behavioral health services and develop skills to engage and sustain leadership and a quality workforce.

Day Two: Friday, October 20, 2017 –

Objective 1: Participants will gain skills in using resiliency to manage organizational change, develop human resources and sustain workforce while maintaining a supportive culture to promote effective service delivery.

Objective 2: Participants will learn techniques and skills to lead and innovate development of effective, high quality administrative and clinical practices necessary to sustain organizations in a value-based healthcare market.

Objective 3: Participants will discuss state Medicaid policy changes and identify strategies to support person-centered behavioral health service delivery incorporating standard health care practices, including managed care, to sustain and build on service access and capacity.

CEU's have been approved for Social Workers & Counselors (RCS058802). MCE's have been approved for Psychologists (310951018). The Ohio Council of Behavioral Health & Family Services Providers is approved by the Ohio Psychological Association-MCE Program to offer continuing education for psychologists. The Ohio Council, #310951018, maintains responsibility for the program. CEU's for Chemical Dependency Professionals have been applied for. CPE's have been approved for Accountants by the Accountancy Board of Ohio (CPE.248).

REGISTRATION FEES

	Two-Day Fee	One-Day Fee
1st Staff Member	\$350	\$255
Additional Staff Member(s)	\$295	\$255
Non-Ohio Council Member(s)	\$425	\$325

Note: Breakfast, lunch, reception, and break refreshments are included along with conference materials.

Deadline for registrations is Friday, October 13, 2017. No refunds will be made after this date. However, substitutions are welcome. For “no shows” who pre-register but do not pay, a \$50 service fee (for one day registrations) and a \$100 service fee (for two day registrations) will apply (to cover the cost of hotel food & beverage).

ONLINE REGISTRATION

For online registration, please visit the Ohio Council's conference site at <https://conference.theohiocouncil.org>.

SPECIAL ACCOMMODATIONS

Please call the Ohio Council office at (614) 228-0747 or send an email to whiteside@theohiocouncil.org by October 13, 2017 if you need special accommodations.

HOTEL ACCOMMODATIONS

The hotel room block for this conference is SOLD OUT and a discounted room rate is no longer available at the Hilton Columbus/Polaris. If you need assistance with hotel accommodations, please send an email to cornett@theohiocouncil.org.



LOCATION

Hilton Columbus/Polaris

8700 Lyra Drive – Columbus, Ohio 43240

www.columbuspolaris.hilton.com

614-885-1600

For Reservations: 1-888-864-8055

Treat yourself to a luxurious stay at the Hilton Columbus/Polaris. The full-service, 100% non-smoking, upscale suburban hotel is ideally located on the north side of Columbus, directly off Ohio Interstate I-71 at Exit 121. The hotel is positioned near the thriving Polaris Centers of Commerce and the Polaris Mall.

DIRECTIONS: If you're traveling I-270 or I-70, proceed to I-71 North to Exit 121 which is Polaris Parkway. Turn left (West) onto Polaris Parkway Turn left (West) onto Polaris Parkway and proceed to the first traffic light, Lyra Drive. Turn right at Lyra Drive.

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Robert Brzezinski CHPS, CISA, CISM

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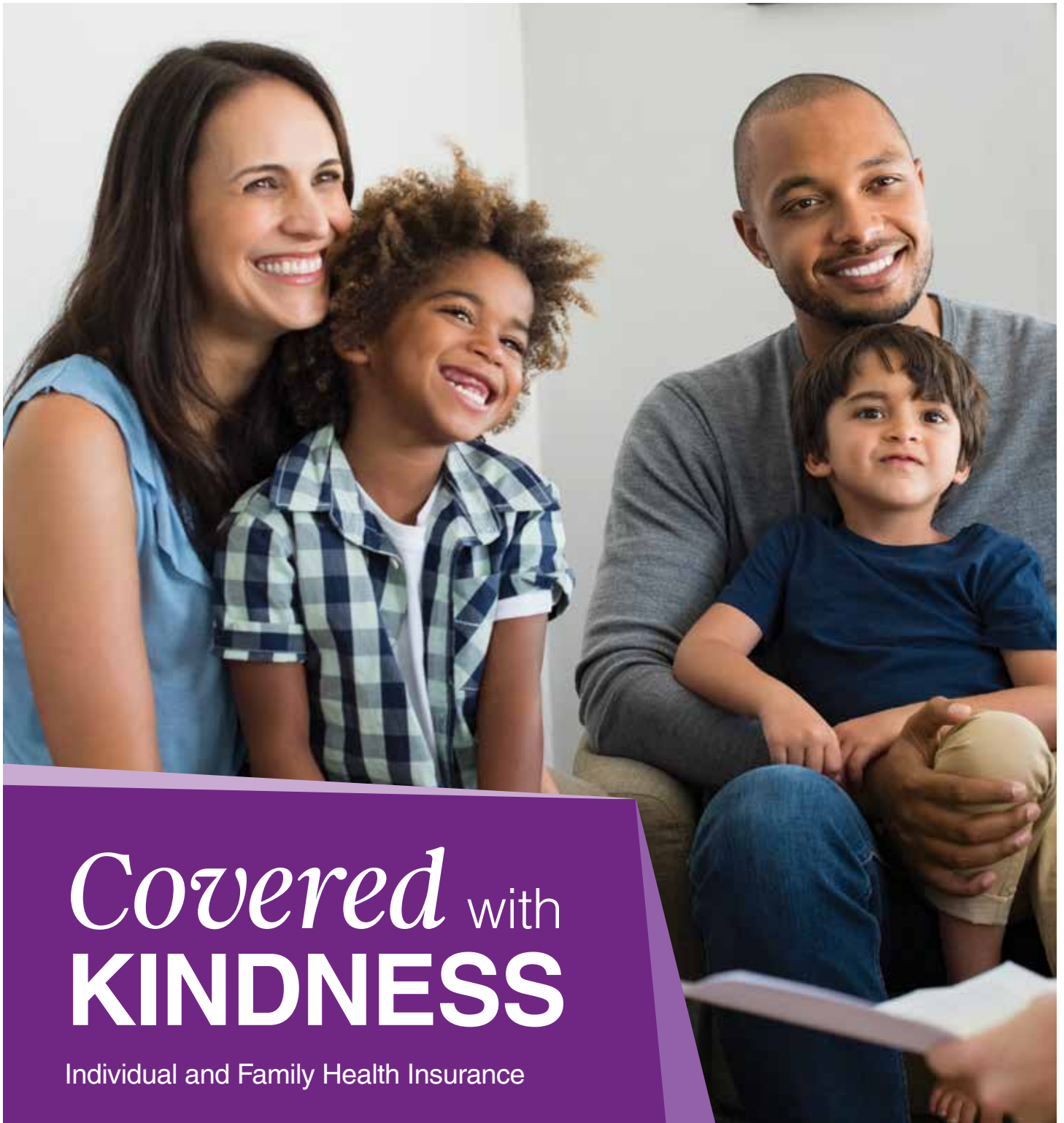
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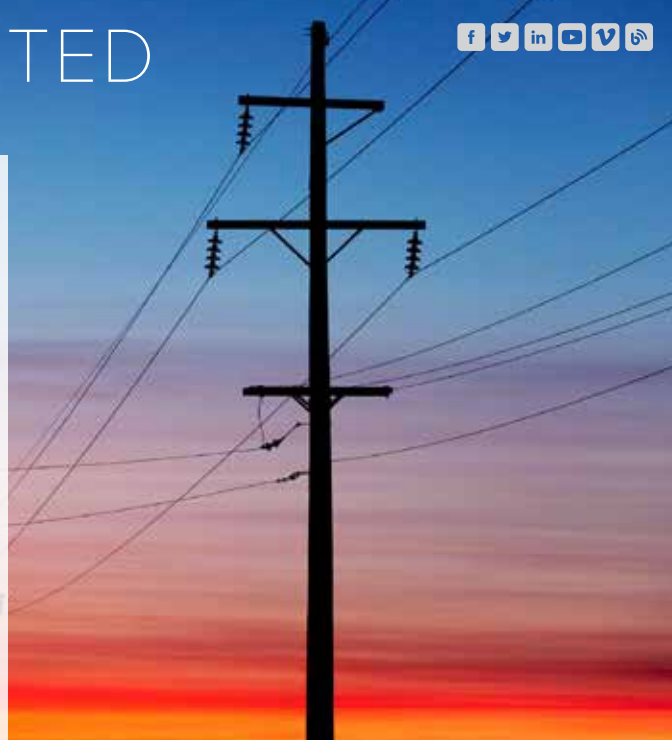
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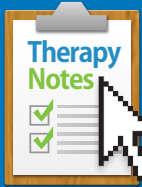


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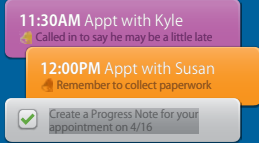
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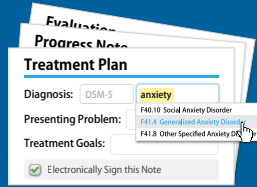
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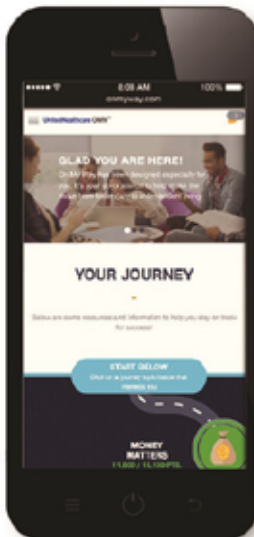
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