The dates and locations for this seminar offering are as follows:

Friday, October 31, 2014
The Plaza Hotel & Suites
1202 W Clairemont Avenue
Eau Claire, WI 54701
715-834-6498

Wednesday, November 5, 2014
Liberty Hall Banquet
& Conference Center
800 Eisenhower Drive
Kimberly, WI 54136
920-731-0164

Friday, November 7, 2014
Country Springs Hotel
2810 Golf Road
Pewaukee, WI 53187
262-547-0201

2014 Medicaid Nursing Home Formula Update
and
Medicaid/Medicare: Maximizing Nursing Facility
Revenues By Managing Your CMI

Wisconsin Medicaid will set rates quarterly starting July 1, 2014 using MDS 3.0, RUGS IV, and the Medicare quarterly assessments. Will your nursing home be ready to implement these changes to ensure you of the Medicaid reimbursement to which you are entitled? The 2014 LeadingAge Wisconsin Reimbursement Seminar will assist you in understanding Medicaid reimbursement and how $16.9 million will be used to reimburse nursing homes and adjust rates for the increase in resident acuity using an average quarterly case mix index (CMI) and fund direct care and support services targets.

Learn how to accurately complete Medicare quarterly assessments and the impact these assessments have on the Medicaid RUG-48 classifications to recognize the increase in resident acuity and determine future Medicaid payments. Also, learn how the MDS and ICD-9 codes will be used for the new behavior add-on calculation.

This year’s reimbursement seminar will help you maximize your Medicaid rates by enhancing your understanding of the significant changes to the Medicaid reimbursement formula. This seminar will provide you with an understanding of what sections of MDS 3.0 are used to ensure appropriate Medicaid reimbursement, highlight the impact of changes in labor factors, and review key changes to the Nursing Home Methods of Implementation. The seminar will examine the components of the CMI and facility systems that will assist in optimizing the CMI at your facility by providing guidance on how to evaluate your facility systems to appropriately receive higher Medicaid and Medicare payments. This seminar will highlight October 1, 2014 changes to SNF PPS; Medicare therapy issues; Medicare Advantage Plan changes; and Medicare rates effective October 1, 2014. The seminar also will discuss missed Medicaid and Medicare revenue opportunities.

Changes in the Medicaid and Medicare Reimbursement Systems continue to be a significant challenge to facilities. This expanded annual reimbursement seminar is designed to help you assimilate the coming changes and the strategies necessary to maximize your entitled funding.

Learner Objectives:
- Discuss how the Medicaid CMI is used to calculate Medicaid rates.
- Analyze how MDS 3.0 coding affects the Medicaid CMI.
- Discuss strategies to ensure you optimize Medicaid reimbursement in your facility.
- Identify effective strategies to implement for working successfully with the MDS for 2014 and the significance of the “picture” quarter for quarterly changes to Medicaid rates.
- List the key changes in the Nursing Home Methods of Implementation.
- Outline how changes to labor factors will affect July 2014 Medicaid rates.
- Compare and contrast your facility’s nursing home costs with other facilities’ costs.
- Identify the key changes for Medicare SNF PPS effective October 1, 2014.
- List key items on the MDS 3.0 that have the greatest impact on Medicaid RUG 48 score.
- State the changes to the Medicare PPS rates effective October 1, 2014.
- Identify Medicare therapy changes and Medicare Advantage Plan issues.
- Analyze opportunities for setting the assessment reference date to optimize reimbursement while minimizing staff work load.
- Discuss the key elements of admission agreements.
- Identify key ICD-10 transition issues.
- Review missed Medicaid and Medicare revenue opportunities.
- Discuss Medicare compliance issues.
## 2014 Medicaid Nursing Home Formula Update

and

**Medicaid/Medicare: Maximizing Nursing Facility Revenues By Managing Your CMI**

### Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m.</td>
<td>Registration and Continental Breakfast</td>
<td></td>
</tr>
<tr>
<td>8:45 a.m.</td>
<td>Medicaid Reimbursement Formula Update – July 2014</td>
<td>Update on the July 2014 Nursing Home Reimbursement Formula</td>
</tr>
<tr>
<td>8:45 a.m.</td>
<td>Medicaid Reimbursement Formula Update – July 2014</td>
<td>Key changes to the Nursing Home Methods of Implementation</td>
</tr>
<tr>
<td>10:45 a.m.</td>
<td>Medicaid Reimbursement Formula Update – July 2014</td>
<td>Using the Medicaid average quarterly CMI to calculate the direct care</td>
</tr>
<tr>
<td>11:00 a.m.</td>
<td>Medicaid Reimbursement Formula Update – July 2014</td>
<td>Impact of changes in labor factors</td>
</tr>
<tr>
<td>12:30 p.m.</td>
<td>Lunch</td>
<td></td>
</tr>
<tr>
<td>1:00 p.m.</td>
<td>Medicare Part A &amp; B Changes/Medicaid RUG 48 Impact (Part 2)</td>
<td>Changes to SNF PPS: 10-1-2014</td>
</tr>
<tr>
<td>1:00 p.m.</td>
<td>Medicare Part A &amp; B Changes/Medicaid RUG 48 Impact (Part 2)</td>
<td>Medicare RUGs Calculation Changes</td>
</tr>
<tr>
<td>1:00 p.m.</td>
<td>Medicare Part A &amp; B Changes/Medicaid RUG 48 Impact (Part 2)</td>
<td>Change of Therapy (COT) Criteria</td>
</tr>
<tr>
<td>1:00 p.m.</td>
<td>Medicare Part A &amp; B Changes/Medicaid RUG 48 Impact (Part 2)</td>
<td>Change of Therapy Transition</td>
</tr>
<tr>
<td>1:00 p.m.</td>
<td>Medicare Part A &amp; B Changes/Medicaid RUG 48 Impact (Part 2)</td>
<td>MDS Coding Changes - 9/2014</td>
</tr>
<tr>
<td>1:00 p.m.</td>
<td>Medicare Part A &amp; B Changes/Medicaid RUG 48 Impact (Part 2)</td>
<td>Copays/Deductibles for 1/1/2015</td>
</tr>
<tr>
<td>11:15 a.m.</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>11:15 a.m.</td>
<td>Medicare Park A &amp; B Changes/Medicaid RUG 48 Impact (Part 1)</td>
<td>Medicare Part B</td>
</tr>
<tr>
<td>11:15 a.m.</td>
<td>Medicare Park A &amp; B Changes/Medicaid RUG 48 Impact (Part 1)</td>
<td>Therapy</td>
</tr>
<tr>
<td>11:15 a.m.</td>
<td>Medicare Park A &amp; B Changes/Medicaid RUG 48 Impact (Part 1)</td>
<td>Functional G Codes</td>
</tr>
<tr>
<td>11:15 a.m.</td>
<td>Medicare Park A &amp; B Changes/Medicaid RUG 48 Impact (Part 1)</td>
<td>Therapy Caps</td>
</tr>
<tr>
<td>11:15 a.m.</td>
<td>Medicare Park A &amp; B Changes/Medicaid RUG 48 Impact (Part 1)</td>
<td>Mandated Medical Review</td>
</tr>
<tr>
<td>11:15 a.m.</td>
<td>Medicare Park A &amp; B Changes/Medicaid RUG 48 Impact (Part 1)</td>
<td>Immunizations</td>
</tr>
<tr>
<td>3:45 p.m.</td>
<td>Adjournment</td>
<td></td>
</tr>
</tbody>
</table>

The deadline for registration is Monday, October 27, 2014. Guarantee your seat at this information-packed seminar by submitting your registration today!
Suggested Audience

This information-packed seminar is designed specifically for individuals interested in maximizing their reimbursement under the Medicaid payment system and/or persons wanting critical information linking the refined Medicare PPS RUG system to daily clinical practice and reimbursement. This includes, but is not limited to: Administrators, Assistant Administrators, Executive Directors, Financial Directors, Directors of Nursing, Assistant Directors of Nursing, Staff Development, MDS/PPS Coordinators, Clinical Department Heads (e.g., Activities, Social Services, Dining Services), Clinical Consultants (e.g., Dietitians, Pharmacists), Specialized Therapies, Business Office Managers, Regional and Corporate Staff.

Continuing Education Units (CEUs)

LeadingAge Wisconsin has requested this educational program be approved for six and one-quarter (6.25) hours of continuing education for nursing home administrators; that request has been submitted (but not yet approved) to the NAB/NCERS. Call LeadingAge Wisconsin at 608-255-7060 for further information.

Registration

The Registration Fee to attend this seminar is $120 per person for LeadingAge Wisconsin members and subscribers. Non-members/Non-subscribers must add $20 per person. This registration fee covers seminar instruction, handout materials, continental breakfast, break refreshments, and lunch.

Please send registration information with appropriate remittance by Monday, October 27, 2014 to: LeadingAge Wisconsin, 204 South Hamilton Street, Madison WI 53703. Please make checks payable to LeadingAge Wisconsin.

For Additional Information

For further information regarding this seminar, please contact:

LeadingAge Wisconsin
204 South Hamilton Street
Madison WI 53703
Phone: 608-255-7060
Fax: 608-255-7064
info@LeadingAgeWI.org
www.LeadingAgeWI.org.

Presenters

Brian R. Schoeneck

Brian Schoeneck is Vice President of Financial & Regulatory Services for LeadingAge Wisconsin. Before joining LeadingAge Wisconsin in January of 1984, he had served as the long term care specialist for the Wisconsin Counties Association and also was employed by the state’s Division of Health Care Financing as a Medical Auditor.

Theresa A. Lang, RN, BSN, RAC-C, WCC

Theresa A. Lang, RN, BSN, RAC-C, WCC, Vice President Clinical Consulting, Specialized Medical Services, Milwaukee, Wisconsin, has worked in long term care for more than thirty years. She is a graduate of Lutheran Deaconess Hospital School of Nursing, has a Bachelors Degree in Nursing from Augsburg College, and has completed her graduate coursework in Public Administration from Mankato State University.

Theresa has been a director of nursing of a 227-bed sub-acute care facility, corporate nurse consultant, and assistant administrator of a rural hospital, clinic, and nursing home before joining Specialized Medical Services, Inc. fifteen years ago. Ms. Lang has a broad range of experience including Medicare coverage and documentation, MDS Coding, sub-acute program development, and managed care contracting and pricing.

Theresa has presented educational programs on PPS, MDS, and Managed Care on a national basis. Theresa is a frequent content expert for OPUS Communications, PPS Payment Alert, Post-Acute Payment Report, and NAC News, and she has served on the Editorial Board of PPS Payment Alert.

Friday, October 31, 2014
The Plaza Hotel & Suites
1202 W Clairemont Avenue
Eau Claire, WI 54701
715-834-6498

Wednesday, November 5, 2014
Liberty Hall Banquet & Conference Center
800 Eisenhower Drive
Kimberly, WI 54136
920-731-0164

Friday, November 7, 2014
Country Springs Hotel
2810 Golf Road
Pewaukee, WI 53187
262-547-0201

Friday, October 31, 2014
The Plaza Hotel & Suites
1202 W Clairemont Avenue
Eau Claire, WI 54701
715-834-6498

Wednesday, November 5, 2014
Liberty Hall Banquet & Conference Center
800 Eisenhower Drive
Kimberly, WI 54136
920-731-0164

Friday, November 7, 2014
Country Springs Hotel
2810 Golf Road
Pewaukee, WI 53187
262-547-0201
Registration
2014 Medicaid Nursing Home Formula Update
and
Medicaid/Medicare: Maximizing Nursing Facility Revenues
By Managing Your CMI

Facility/Organization __________________________________________________________
Address ____________________________________________________________________
City, State, Zip Code __________________________________________________________
Area Code and Telephone # ____________________________________________________

_____ If anybody attending from your organization requires special accommodation as specified under the ADA, please check here and attach a separate sheet explaining these needs in detail.

_____ If anybody attending from your organization requires special menus for food functions, please check here and attach a separate sheet explaining these needs in detail.

<table>
<thead>
<tr>
<th>Name and Title of Seminar Participants</th>
<th>Please check which session each participant will attend.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Oct. 31</td>
</tr>
<tr>
<td>1.</td>
<td>Eau Claire</td>
</tr>
<tr>
<td>2.</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td></td>
</tr>
</tbody>
</table>

Please note that each session is identical.

Fee Calculation:
Number of Persons Attending ________ @ $120 per person $ __________
If You Are Not a Member or Subscriber of LeadingAge Wisconsin, please add $20 per person $ __________
Total Amount Enclosed (Please make checks payable to LeadingAge Wisconsin.) $ __________

LeadingAge Wisconsin
204 South Hamilton Street, Madison, WI 53703
Telephone: (608) 255-7060 • Fax (608) 255-7064 • www.LeadingAgeWI.org