

# The 6<sup>th</sup> Annual PATIENT ADVOCATE CONFERENCE

Las Vegas, NV | December 5-7, 2016

SAVE  
\$300!\*

## Learn, Grow, Support:

### Expanding the Role of Advocacy

- ✓ **18+ hours** of instructional sessions, 18 CEUs
- ✓ **Hospital and independent** advocate breakout tracks
- ✓ **Networking** with patient advocate peers and leaders

\*Register by Oct. 14

# Learn, Grow, Support:

## Expanding the Role of Advocacy

**N**ever before has there been so much public awareness about the expanding role of patient advocates. The **2016 Patient Advocate Conference** theme of "*Expanding the Role of Advocacy*" sets the tone for the topics presented. Learn from colleagues and professional patient advocates about new directions for empowering patients and helping them navigate through the complex health care system.

Make the most of this unique opportunity to network with other patient advocates and learn new processes not only to enhance the patient's experience, but develop opportunities to make improvements that will expand your role as an advocate.

### At the conference you'll learn:

- ✔ Innovative ways to grow your patient advocacy business
- ✔ Collaboration tactics that bridge the divide
- ✔ Tips to ensure patient-focused care from the health care team
- ✔ Insight and strategies for integrated care models
- ✔ Patient advocate's role in the multidisciplinary care team
- ✔ New payment models that impact care improvement
- ✔ New ideas and solutions to meet your patients' needs



### Keynote

#### Introduction to the Transaction Cycle

Paula DeFranco, MBA

**Paula DeFranco** did not start her career as a patient advocate. She was drawn to the calling in 2010 when she was diagnosed with Stage IV throat cancer and learned to advocate for herself. When her brother was diagnosed with angiosarcoma, Paula became his health surrogate and advocate. After witnessing all the red tape within the health care system, she developed the Transaction Cycle, a self-organizing three-dimensional system comprised of receipt, reaction, and response. Find out how it is a critical element for personal and professional development, ongoing patient education, and advocacy.

# General Sessions

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## **The Pharmacist's Role in Transitions of Care:** From the Nursery to the Nursing Home

**Rebecca J. Mahan, Pharm.D., CGP**  
**Chephra McKee, Pharm.D.**  
**Kayley Will, Pharm.D., BCACP**

Expanding the role of the patient advocate extends to the pharmacist, who has become a vital piece of the care continuum as medication experts. Discover the role of pharmacists as advocates within transitions of care. An expert panel of pharmacists will discuss their varied practice models, including pediatrics, ambulatory care, and geriatrics.

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## **The New Age of Bullying and Violence in Health Care:** The Interprofessional Impact

**Ellen Fink-Samnick, MSW, ACSW, LCSW, CCM, CRP**

Understand the values and ethics for interprofessional practice and the implications of trauma for health care sector victims. Learn how to empower professionals on their journey to overturn bullying and violence in the workplace.

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## **Expanding the Role of the Patient Advocate through Certification**

**Steve Ockey**

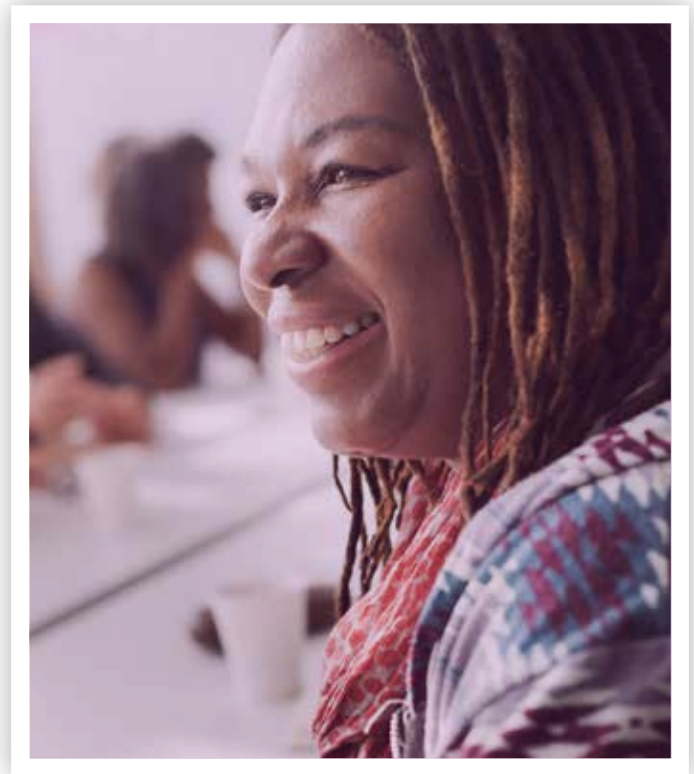
Collaboration and networking are hallmarks of all patient advocates. This session will introduce you to the Patient Advocate Certification Board (PACB) and their efforts to establish the Board Certified Patient Advocate credential. Learn about PACB's ethical standards, find out what progress has been made and the future goals that PACB is working toward.

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## **Social Security Disability: When, Where, and How**

**Karen Hercules-Doerr**

This session will be of special interest to patient advocates who assist disabled adult patients. Review the difference between Social Security Disability Insurance (SSDI) and Supplemental Security Income (SSI), in addition to reviewing qualifications, process for application and appeals, and timelines.




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## **Healthier Life Rx: A Community Based Personalized Care Coordination Model**

**Beth Boyer Kollas, MS, MDiv, Ph.D., CAAP, CPCP**  
**Bethany Meadows**

Professional patient advocates understand the need to help patients but they also need to help the patient learn to become their own advocate. Discover how Healthier Life Rx, a personal lifestyle management program built upon a collaborative model was able to increase patient engagement, improve population health and reduce per capita cost of care.





“The field of health care advocacy is **continually evolving** and there is much to be gained by attending the conferences every year. The **ability to network** with so many others in the field is a **great experience** and a tremendous opportunity to share and learn.”

- Sandra S., PATIENT REPRESENTATIVE

## Breakout Sessions

Hospital and Independent Tracks

# Breakout Sessions

## Hospital Patient Advocate

Learn collaboration tactics that bridge the divide between members of the multidisciplinary care team. These sessions will help you improve the patient experience at hospitals and in-patient facilities.

### Developing a Patient Family Advisory Council (PFAC) to Help Facilitate Culture Change

Susan Gilland

As hospitals focus on the patient experience and improving HCAHPS and Patient Satisfaction scores, establishing a Patient Family Advisory Council (PFAC) is key to connecting hospital staff, patients, and families. Find out how a PFAC can improve quality, safety, and patient engagement.

### Patient Advocacy in the Emergency Department

Linda Kane, MSW, LCSW

The patient advocate's role is integral to supporting good patient care and promoting a safe environment in the Emergency Department. Learn to enhance communication and sensitivity skills to ensure positive patient experiences in the ER.

### Patient Activation is the Key to Transforming Population Health

Chris Delany

Evidence reveals that patient activation is directly associated with positive health outcomes, including increased satisfaction and medication adherence. Learn to implement an activation-guided approach to increase compliance and improve outcomes.

#### Other Hospital Breakout Sessions:

- ✔ Patient Education and the Patient Experience: Driving Results with Effective Communication
- ✔ The Advocacy Role for Bone Marrow Transplant Patients
- ✔ Compassion in Action: Compassion and Empathy Training
- ✔ The Hospital Patient Advocate as Human Rights Officer

## Independent Patient Advocate

New to patient advocacy? Want to expand your practice? These sessions will help you understand the advocate's role in the community and provide innovative tools for success.

### The Importance of Social Media and Marketing for the Independent Patient Advocate

Amanda Kuiken and G. Hamilton Baker, MD, FACC

Learn to improve your social media and web presence in the ever-changing health care industry. Get step-by-step tips on building a website, managing SEO, and maintaining social media presence. Find out how you can grow and create a successful practice, while building brand awareness.

### Patient Advocates in the Community

Dawn Gay, MBA

Learn from a recognized patient advocate leader who has developed and grown an organization serving Illinois. From grant seeking, to educating and supporting staff, this speaker will share the success of operating a patient advocate program in the community.

### Negotiations 101: Overview and Tips to Success

Martine Brousse

Negotiations take place every day, but are you comfortable with the process? This presentation will offer you an overview of the negotiation and conflict resolution process and guide you through the steps to success.

#### Other Independent Breakout Sessions:

- ✔ Anatomy of a Comprehensive Spine Program
- ✔ Implementing Superior Patient Advocacy and Engagement – Case Study
- ✔ Melissa's Project & The 7Cs: Successful Treatment for People Living with Mental Illnesses
- ✔ The Future of Advocacy is Here





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*It was a great conference and I found the **information shared was invaluable** and represented Patient Advocate entities across the healthcare spectrum.”*

**- Jackie A.,  
DIRECTOR OF CARE  
MANAGEMENT**

## One-Day Workshops

Pick your favorite track!

### Workshops

#### Applied Improv for Health and Well-Being

Liz Barta, RN, BSN, CHES

Stephanie A. Frederick, M.Ed., RN

Medical Improv is not about “comedy,” although the spontaneous, honest interactions naturally lead to fun, “serious play.” Medical Improv exercises are practiced by health professionals for the purpose of empathizing and caring for each other.

This workshop will focus on the skills of listening, observation, adaptation, and cooperation. By continuing to practice these skills, we identify the organizational barriers preventing healthy communication and collaboration. As we learn to support and care for each other, we can then turn our focus to the patients we serve.

#### Certificate in Professional Patient Advocacy Workshop

Connie Sunderhaus, RN-BC, CCM

This workshop is an advanced education program aimed at enhancing training for those already in the specialized field of patient advocacy or those interested in entering the emerging practice as an independent patient advocate. The program focuses on the concepts of patient advocacy, the role independent advocates play in today's healthcare system, and business opportunities.

This workshop will cover trends and opportunities, ethical issues, reimbursement systems, business strategies, marketing, legal and risk management issues, direct patient advocacy services, and more.

## Conference Schedule At-A-Glance

### Monday, December 5

7:00 a.m. – 8:00 a.m.  
**Registration & Continental  
Breakfast with Exhibitors**

8:00 a.m. – 9:00 a.m.  
**Keynote Session**

9:00 a.m. – 10:00 a.m.  
**General Session**

10:30 a.m. – 12:30 p.m.  
**Breakout Sessions**

12:30 p.m. – 2:00 p.m.  
**Networking Lunch**

2:00 p.m. – 3:00 p.m.  
**General Session**

3:00 p.m. – 5:30 p.m.  
**Breakout Sessions**

### Tuesday, December 6

7:00 a.m. – 8:00 a.m.  
**Continental Breakfast  
with Exhibitors**

8:00 a.m. – 9:00 a.m.  
**General Session**

9:00 a.m. – 12:30 p.m.  
**Breakout Sessions**

12:30 p.m. – 2:00 p.m.  
**Networking Lunch**

2:00 p.m. – 4:30 p.m.  
**General Sessions**

### Wednesday, December 7

8:00 a.m. – 9:00 a.m.  
**Continental Breakfast  
with Exhibitors**

9:00 a.m. – 2:00 p.m.  
**Workshop Sessions**

2:00 p.m.  
**Conference Adjourns**

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## Seats are Limited, Register Today!

**BEST DEAL!**

Early Bird Rate  
~~\$1,490~~ **SAVE \$300**  
**\$1,190\***

\*Discounted rate expires Oct. 14, 2016

Regular Rate  
**\$1,490\***

\*Regular rate available Oct. 14 – Dec. 4, 2016

#### Included in this program:

- ✓ 18+ hours of instructional sessions
- ✓ 24 expert speakers and patient advocate leaders
- ✓ Hospital and independent advocate breakout tracks
- ✓ Medical Improv or Certificate in Professional Patient Advocacy Workshops
- ✓ Ample networking opportunities

**Register today at [patientadvocateconference.com](http://patientadvocateconference.com)**

## Travel: Escape and Enjoy some R&R



### Green Valley Ranch Resort, Spa & Casino

Experience luxury, impeccable guest service, and outstanding amenities just 15 minutes from the Las Vegas Strip. Surrounded by upscale shopping and four nearby championship golf courses, Green Valley Ranch offers an all-inclusive vacation experience with a wide variety of dining, nightlife, entertainment and gaming options on an award-winning, eight-acre property.

**Address:**  
2300 Paseo Verde Parkway  
Henderson, NV 89052

**Rate: \$120/night!**  
**Ends:** November 4, 2016  
**Reservations:** 1-866-782-9487

**Full travel details on [patientadvocateconference.com](http://patientadvocateconference.com)**



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Two Washingtonian Center  
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Gaithersburg, MD 20878-7364  
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- ☑ Innovative ways to grow your patient advocacy business
- ☑ Insight and strategies for integrated care models
- ☑ Patient Advocate's role in the multidisciplinary care team
- ☑ New payment models that impact care improvement

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[patientadvocateconference.com](http://patientadvocateconference.com)

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Earn up to  
**18 CEUs**



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## Learn, Grow, Support:

Expanding the Role of Advocacy

### Who Should Attend?

- Patient Advocates/ Navigators
- Case/Care Managers
- Nurses
- Social Workers
- Community Health Workers
- Patient Representatives
- Crisis Resolution Specialists
- Employer Advocates
- Human Resources Specialists

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