



APRIL 18-19
WASHINGTON, DC

2018

**The Liaison Capitol Hill, 415 New Jersey Avenue, NW
AGENDA**

Wednesday, April 18

**Aging and Disability Business Institute Pre-Conference
Productive Partnerships with Health Care—What You Need to
Know About Medicare Payment and Quality Assurance**



8:30-8:45 a.m.

Welcoming Remarks

- Sandy Markwood, CEO, National Association of Area Agencies on Aging (n4a)
- Rani E. Snyder, Program Director, The John A. Hartford Foundation, New York City, NY

8:45-9:15 a.m.

New Opportunities and Benefits Under Medicare Advantage

Nearly one-third of people enrolled in Medicare (19 million) are enrolled in Medicare Advantage, and that number is expected to grow. New legislation and rules enacted in 2018 will give Medicare Advantage plans greater flexibility to offer a wide array of supplemental benefits (such as healthy meals and wheelchair ramps) to meet the needs of chronically ill beneficiaries. This session will provide a brief overview of newly enacted changes and the opportunities they present for CBOs.

- Allyson J. Schwartz, President & CEO, Better Medicare Alliance
- Nora Super, Director, Aging and Disability Business Institute, n4a

9:15-10:30 a.m.

The Ins and Outs of Medicare Reimbursement for CBOs

Medicare reimbursement under traditional Medicare has also emerged as an area of interest to many AAAs. New billing codes, programs, and value-based incentives have ushered in a number of new opportunities for CBOs to delivery prevention and care management services for reimbursement. However, becoming a Medicare provider is inherently challenging, and it is important for CBOs to assess whether or not pursuing these new opportunities is appropriate for them. This session will look at the benefits and challenges CBOs should consider before pursuing reimbursement opportunities under traditional Medicare.

- Tim McNeill, Independent Healthcare Consultant
- Christine Vanlandingham, Fund & Product Development Officer, Region IV Area Agency on Aging, St. Joseph, MI
- Jessica Walker, Program Director, Business Development, Community Council/Dallas Area Agency on Aging, Dallas, TX
- Kelly Blair, Program Manager, Evidence-Based Programs, Community Council/Dallas Area Agency on Aging, Dallas, TX

10:30-10:45 a.m.

Break

10:45 a.m.-Noon

The Role of Quality Assurance in CBO/Health Care Partnerships

As the health care system moves toward payment for value and health care entities seek to partner with organizations with which they and share risk, it has become increasingly important for CBOs to demonstrate to potential partners and payers that they can provide high-quality services. This session will discuss quality assurance methodologies and also explore the pros and cons of accreditation as a business strategy.

- Dana Eidson, Executive Director, Southern Alabama Regional Council on Aging, Dothan, AL
- Christine Tardiff, Chief Operations Officer/VP Clinical Services, Elder Services of the Merrimack Valley, Lawrence, MA
- Tim McNeill, Independent Healthcare Consultant