

BHAI

Summer Conference

conference description – this conference will inform behavioral health providers of the activities in the state that are intended to reshape the behavioral health delivery system.

intended audience – behavioral health managers, trauma coordinators and nurse leaders.

June 10, 2011

IHA Education Center



IOWA HOSPITAL
ASSOCIATION

Sponsored by:
Behavioral Health Affiliates of Iowa
An Affiliate Group of the
Iowa Hospital Association

Behavioral Health Affiliate of Iowa Summer Conference

June 10, 2011

Conference Agenda

8:30 am Registration/Continental Breakfast

9:00 am Keynote

Ron Manderscheid, PhD, Executive Director, National Association of County Behavioral Health and Developmental Disability Directors, Washington, DC

Health care reform remains a top concern for health care providers across the nation. In the coming years how health care is delivered and how it is paid for will experience major changes. Dr. Manderscheid will lead participants through an extensive presentation that will shed some light on these changes and what it means for behavioral health care.

- Identify potential partners and collaborators.
- Assess organization readiness.
- Identify an action plan to prepare.

10:30 am Break

10:45 am Involuntary Commitment Regulatory Update

Neil Fagan, Director, Behavioral Health Services, Iowa Lutheran Hospital and Theresa Armstrong, Bureau Chief, Iowa Department of Human Services, Des Moines

Iowa Code Chapter 229 governs the state's involuntary commitment process. Recognizing significant challenges facing providers, law enforcement and judicial branch staff over the past year, several stakeholders from various organizations have met to discuss potential reform of the system.

- Discuss stakeholder meetings with the Iowa Department of Human Services.
- Review recent Chapter 229 policy proposals.
- Discuss options and actions for moving forward.

11:30 am Lunch/Networking/Business Meeting

12:30 pm We're Full, Where Can I Find a Bed? An Overview of Iowa's Public Health Advanced Capacity Tracking System

Diane Williams, Public Health and Healthcare Coordinator, Iowa Department of Public Health, Des Moines

The hospital is full. A patient needing mental health services is waiting in the emergency department (ED) for admission. The ED nurse prepares to spend the next two hours calling hospitals across Iowa to find a bed. Where can you find information to streamline your ability to place patients? Learn how your hospital can use the Iowa Department of Public Health's emergency response system, I-PHACTS, to identify available beds. This statewide resource can assist you in providing your patients with definitive care and reduce staff time expenses.

- List the components of Iowa's Public Health Advanced Capacity Tracking System (I-PHACTS).
- Describe the types of information that can be shared in I-PHACTS.
- Explain the potential benefits of I-PHACTS to the hospital.

1:15 pm Behavioral Health and Medicaid in Iowa

Jennifer Vermeer, Director, Iowa Medicaid Enterprise, Iowa Department of Human Services, Des Moines

Iowa's Medicaid program finds itself at a crossroads. With provisions of the sweeping health care reform law going into effect day by day, one of the most significant provisions in the law is the alterations it makes to the Medicaid program. In 2014, eligibility to receive benefits under Medicaid will increase, causing an influx of new beneficiaries and patients. This session will explore what it means for behavioral health and what hospitals can do today to prepare.

- Discuss implications of federal health care reform on behavioral health in Iowa.
- Recognize the impact of the federal Medicaid expansion on behavioral health services.
- Discuss the outcome of general assembly and impact on behavioral health system.

2:00 pm Break

2:15 pm Iowa Legislative Update and Discussion

Greg Boattenhamer, Senior Vice President, Government Relations, Iowa Hospital Association, Des Moines

This session will provide an overview of the activities surrounding the Iowa General Assembly concerning the state's behavioral health delivery system and policy efforts of the Iowa Hospital Association.

- Review the 2011 legislative session.
- Discuss the impact of legislation impacting behavioral health in Iowa.
- Review and discuss member questions.

3:00 pm **Social Media and Hospitals: Tools to Create a Great Community Resource**

Chris English, Director, Media and Marketing Strategies, Iowa Hospital Association, Des Moines

A new era in the world of marketing and communications has been ushered in thanks to social media. Hospitals and health care organizations have been trying to understand how tools such as blogs, Facebook pages and Twitter profiles can help them better connect with their communities. IHA seeks to help its members make the connection between what social media is and what it can do to benefit health care organizations.

- Identify current IHA social media opportunities.
- Describe how to use social media to promote Iowa hospitals.
- Discuss what is ahead.

3:30 pm **Closing Remarks/Adjourn**

Handout Information

This will be a paperless conference. You will be notified via e-mail when the handouts are available online, with a direct link to access the files. Paper copies of handouts will not be available onsite at the conference.

Faculty

Theresa Armstrong is the bureau chief for the Iowa Department of Human Services, Mental Health and Disability Services Division, Community Services and Planning Bureau. She has a master's degree in social work from the University of Illinois and has more than 20 years experience in the child welfare and mental health fields working in both the public and private sector in Illinois and Iowa.

Greg Boattenhamer is senior vice president of government relations for the Iowa Hospital Association (IHA), where he has responsibilities for legislative strategy, grass roots political development and overall communications activities. Boattenhamer has a master's degree in mass communications from Drake University and has been at IHA since 1986. He is also the American Hospital Association's regional executive for Iowa and a registered lobbyist for IHA.

Chris English is the director of media and marketing strategies for the Iowa Hospital Association. He has been working to provide strategy and best practices for the on-going social media strategy of the Association as well as promoting the benefits of social media marketing to members. Prior to joining IHA, English worked for the Principal Financial Group and he earned his degree in public relations from Iowa State University.

Neil Fagan is director of behavioral clinics and managed care for Iowa Health-Des Moines. He oversees the outpatient therapy services and the employee assistance program and is the behavioral health service line liaison to insurance and managed care companies. Fagan's previous experience includes managing the employee assistance program and family and intake counselor and business manager for the Powell Chemical Dependency Program.

Ron Manderscheid is executive director of the National Association of County Behavioral Health and Developmental Disability Directors in Washington, DC. For the last 30 years he has advocated for better health care. Previously he was director of mental health and substance use programs at Global Sector for SRA International. There he developed demonstration and research projects addressing mental health and substance use services and programs.

Jennifer Vermeer is the state Medicaid director. Prior to her current position she was a senior analyst for the Legislative Services Agency specializing in Medicaid and other Department of Human Services programs. Vermeer received her master's degree in public administration from the University of Arizona.

Diane Williams is the public health and health care coordinator for the Center for Disaster Operations and Response (CDOR) at the Iowa Department of Public Health. She is a liaison between hospitals, local public health agencies and the department. These efforts are to meet CDOR's goal to upgrade state and local public health and health care preparedness for and response to bioterrorism, infectious disease outbreaks and other public health threats and emergencies.

Continuing Education

0.60 Nursing CEUs will be awarded for this conference by IHA Iowa Board of Nursing provider #4. Note: Iowa Nursing CEUs will not be issued unless your Iowa license number is provided on the certificate completed the day of the conference. **NOTE:** To receive CEUs or a certificate of attendance, you are required to attend the entire conference. No partial credit will be granted.

Conference Lodging

Embassy Suites Des Moines
101 E Locust Street
Des Moines, IA 50309
\$129.00 plus tax — Expires May 9, 2011.
Phone: 515.244.1700 or 800.362.2779

ADA Policy — IHA does not discriminate in its educational programs on the basis of race, religion, color, sex or handicap. IHA wishes to ensure no individual with a disability is excluded, denied services or segregated or otherwise treated differently than other individuals because of the absence of auxiliary aids and services. If you need any of the auxiliary aids or services identified in the Americans with Disabilities Act in order to attend this conference, please call 515.288.1955, fax 515.283.9366 or write to the Department of Education at IHA.

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Three Ways to Register

Online: www.ihaonline.org

Fax: 515.698.5131 or 515.283.9366

Mail: Crystal Peters, IHA

100 East Grand Suite 100

Des Moines, IA 50309-1835

Last Name _____ First Name _____

Nickname (to appear on badge) _____ Title _____

Organization Name _____

Organization Address _____

City _____ State/Zip _____

Telephone No. (_____) _____ Fax No. (_____) _____

E-mail Address (required to receive confirmation) _____

I would like a vegetarian entree for lunch.

Conference Fees

- | | |
|--|----------|
| <input type="checkbox"/> BHAI Member | \$135.00 |
| <input type="checkbox"/> Non-BHAI Member | \$190.00 |
| <input type="checkbox"/> New BHAI Member* | \$215.00 |
| <input type="checkbox"/> Non-IHA/BHAI Member | \$205.00 |

**Includes \$80 membership fee. This fee certifies you as a current member and allows you to attend educational programs for a reduced fee.*

Late Registration

A \$25 fee per participant will be charged for registrations received after May 27, 2011.

Conference Location

IHA Education Center, 100 E Grand Avenue
Des Moines, IA 50309

Registration/Cancellation/Refund Policy

- Substitutions welcome anytime via fax or e-mail.
- If registering by mail or fax, attach a copy of the registration form when payment is sent.
- No-shows will be billed.
- A full refund will be given to all cancellations received 10 or more business days prior to the conference.
- A \$20 administrative fee will be charged to all cancellations received six to nine business days prior to the conference.
- No refunds will be given to cancellations received five or fewer business days prior to the conference.
- Refunds will be calculated by the date received and the IHA business days remaining prior to the conference.
- IHA reserves the right to cancel the conference due to insufficient enrollment, in which case pre-registered participants will be notified and full refunds provided.
- All cancellations and substitution requests must be sent to Crystal Peters (petersc@ihaonline.org) by e-mail or faxed to 515.698.5131 or 515.283.9366.

Payment Information

Check (payable to IHA)

- Bill my institution
- Credit Card American Express Discover
 MasterCard VISA

For IHA Office Use Only

#125-5130-2021

Date Received _____ Program Fee Amount \$ _____

Check # _____ Check Total \$ _____

Organization Personal

Cardholder Name (please print) _____

Credit Card No. _____ Security Code _____

Expiration Date _____ Cardholder's Phone No. (_____) _____

Cardholder Signature _____