



**CONFERENCE PROGRAM**



**NAFEC**

National Association of  
**FREESTANDING**  
Emergency Centers

*2nd Annual*

**National Freestanding Emergency Center Conference (FEC)**

**June 6-8, 2016**

**Omni Galleria**

**Houston, TX**

Co-Sponsored by:



**TAFEC**  
Texas Association of  
**FREESTANDING**  
Emergency Centers



## MONDAY, JUNE 6 EVENING

**7:00 - 9:00 PM KICK-OFF RECEPTION** - Black Swan Club - Lower Level

## TUESDAY, JUNE 7 MORNING

**8:00 AM REGISTRATION** - Prefunction

**8 - 9:00 AM BREAKFAST** - Colonnade (Exhibit Hall)

**8:30 - 9:30 AM NAFEC OPEN MEMBERSHIP MEETING** - Windsor  
*(Current and Prospective Members Invited)*

**10:00 AM CONFERENCE KICKOFF** - Regency

### Opening Remarks

Marco Coppola, DO, FACEP  
Texas Senator Donna Campbell, MD

### Presidents' Welcome

Rhonda Sandel, RN, NAFEC President  
Abel Longoria, MD, TAFEC President  
Heather Owen, MD, FACEP, TCEP President

**10:30 - 11:15 AM The 2016 Elections and Healthcare Policy Development at the Federal Level**

Travis Lucas, JD  
Mike Chapman  
Brad Shields

*The 2016 elections will have a significant impact on the future of healthcare policy development and are already affecting current events at all levels. Join NAFEC's Executive Director Brad Shields as he and the NAFEC lobbyists based in Washington, D.C., Travis Lucas and Mike Chapman, discuss what's ahead for the Presidential and Congressional elections, the Affordable Care Act, entitlement reforms and their impact on the Medicare and Medicaid programs, and other key issues affecting the health care industry. Potentially huge changes are coming at the federal level and this panel will help you prepare for them.*



**11:15 - NOON An Operational Comparison: FEC vs. Hospital-Based ED**

Mike Muzzarelli, MD  
Maureen Fuhrmann, MHA, BSN, RN  
Robert Hitchcock, MD, FACEP

*During this session, attendees can expect to hear first-hand from three senior-level executives about the critical components of running a FEC from an operational perspective. Physically separated from hospitals, FECs are self-managed and provide critical care to patients that come through their doors – and there are important nuances to ensure success. Panelists will compare and contrast the operational differences between FECs and hospital-based emergency departments. Attendees can expect real-world insight on a variety of aspects, including infection control, safety, lab and performance improvement, among others. Additionally, the panelists will spend time walking through the biggest issues facing FECs, including construction limitations, state regulatory requirements and other aspects of the FEC structure, which each have implications from an operational perspective.*

**12 - 1 PM LUNCH** - Colonnade (Exhibit Hall)

**TUESDAY, JUNE 7 AFTERNOON**

**1:00 PM CONFERENCE RESUMES - Regency**

**1 - 1:45 PM FEC Legal Challenges, Risks and Strategy**

John Tomaszewski, JD  
Adam Laughton, JD  
Paul Kivela, MD, FACEP



*This panel takes a look at legal challenges and risks that FECs are facing in light of recent regulatory changes as well as developments on the Medicare payment side (MEDPAC, etc.) and other serious risks faced by healthcare providers, including cybersecurity.*

**1:45 - 2:15 PM Freestanding Emergency Centers as Ambulance Destinations - The Good, the Bad, and the Ugly**

Gerad Troutman, MD, FACEP

*Explore FECs as primary ambulance destinations for 911 calls. How does it benefit the prehospital systems? What are the real and perceived problems with transports to FECs? What's the real issue behind FECs as transport destinations? Where do we go from here?*

**2:15 - 3:15 PM Real Estate and Project Management Tips for FEC's and Micro Hospitals**

Santee Hathaway  
Tommy Newton

*Building or Leasing a Freestanding Emergency Center or Micro Hospital is a complicated, expensive and time consuming process. Xite Realty will provide a concise overview of a lease and ground up transaction, along with helpful project management tips that will increase construction efficiency and reduce cost.*

**3:15 - 3:30 PM BREAK**

**3:30 - 5:30 PM EXHIBITS CLOSE**

**3:30 - 4:00 PM Pharmacy Implementation Essentials in a FEC**

Chris Dembny, R.Ph.  
Ken M. Martin, PharmD, MBA  
Genia Wetsel MBA, BSN, RN



*From clinical considerations to inventory control – a pharmacy implementation framework for the FEC community. Chris Dembny, President of Dembny Pharmacy Consultants will moderate a panel discussion overviewing pharmacy implementation topics spanning from early stage workflow evaluation to multi-site pharmacy models. Genia Wetsel, Chief Nursing Officer of Emergis and Ken Martin, Director of Pharmacy for First Texas Hospital will present their approach to evaluating pharmacy requirements, regulatory controls, clinical workflows, systems and technology, the implementation process and overall impact on their operations.*

**TUESDAY, JUNE 7** AFTERNOON**4 - 4:30 PM Admission Rate Analysis Comparing FECs versus Hospital EDs**

Craig Meek, MD, MS, FACEP

*This will be a data driven abstract and presentation. The most important variable in determining the degree of payer's expense for an ED visit is the admission rate. The data presented will show that admission rates are significantly lower at FECs and HOPDs than hospital Emergency Departments. This data could be used to prove that FECs are less expensive to the payer than a normal hospital Emergency Department.*

**4:30 - 5:00 PM Evolving Trends in FEC Reimbursement**

Carrie de Moor, MD, FACEP  
Dave Ernst, MD, FACEP, FAAEM  
Douglas Evans, MD, MPH



*Attendees can expect an overview of balance billing, in and out of network, understanding basic insurance terms and the billing process, legal pitfalls to avoid and recent trends in insurance reimbursements for FECs. Also an overview of impending CMS changes in Value and Quality Based Reimbursement as a result of MACRA Legislation and its potential impact on FECs and the importance of tracking Quality Measures and reporting data even if your facility does not currently see Medicare patients. These panelists make up the ACEP FEC Section leadership and plan to report on the section recent activities including ACEP's current fair coverage campaign.*

**5 - 5:30PM FEC Patient Perception**

Sharon Nicka  
Juli Forde  
Jarred Gammon

*This panel will cover patient perception and educational efforts related to the FEC patient experience. Marketing and social media play a role in how the community is informed about the delivery of emergency care outside the traditional hospital.*

**5:30 - 7:30 PM EXHIBITOR RECEPTION - Colonnade (Exhibit Hall)**

**WEDNESDAY, JUNE 8 MORNING****8:00 AM**      **REGISTRATION** - Prefunction**8 - 9:00 AM**      **BREAKFAST** - Colonnade (Exhibit Hall)**9 - 9:45 AM**      **An Inside Look to the Hybrid Model**

John Hamilton, MD, FACEP  
 Brenda Davis, MBA, BSN, RN  
 Rob Ross  
 David Windham

*Attendees will be introduced to the unique operations of the hybrid models which encompasses an emergency department and urgent care. While there is much confusion about when to go where, this dual model attempts to take patient decision out of the equation. Just like the FEC industry, the laws across the country vary from what regulations exist in order to build a hybrid model. Other issues included in this topic are reimbursement for hybrid, staffing, hours of operation for urgent care and CMS recognition.*

**9:45 - 10:30 AM**      **Update on Current Academic FEC Research Efforts**

Cedric Dark, MD, MPH, FACEP, FAAEM  
 Erin Simon, DO, FACEP  
 John Dayton, MD, FACEP, FAAEM



*During this session a review of academic research on FECs will be discussed and how it may be helpful for other freestanding facilities. There will also be a discussion on future research goals along with a question and answer session. Dr. Erin Simon, Associate Professor at Northeast Ohio Medical University and Research Director for the Department of Emergency Medicine at Cleveland Clinic Akron General, has been a pioneer on research related to Freestanding EDs. Her work includes articles on ACS and trauma patients, acuity comparisons, FED wait times, FEDs and resident education, and the economic impact of Cleveland Clinic Akron General Freestanding EDs. Dr. John Dayton, Assistant Professor at the University of Utah and Research Director for the Freestanding Section of ACEP, has led the first multi-center research project on Freestanding EDs. The project focuses on the impact of FECs on meeting the Institute for Healthcare Improvement's Triple Aim Initiative. Dr. Cedric Dark, Assistant Professor at Baylor, is leading future research efforts and has focused his initial efforts on 2015 ED data and obtaining grants to address FEC research. Dark also leads the ACEP state legislative and regulatory subcommittee on FECs.*

**10:30 - 10:45 AM**      **BREAK**

**WEDNESDAY, JUNE 8 MORNING****10:45 - 11:15 AM Continuum of Care in the FEC Model**

Patty Short, MD, FACEP  
Paul Alleyne, MD  
Marco Coppola, DO, FACEP

*This session will focus on optimizing the patient care experience, resource utilization and quality of care outcomes by integrating patient care in the FEC model into community-based continuum of care. Dr. Short, Dr. Alleyne and Dr. Coppola are some of the original CMOs in this industry and can help guide attendees through this clinical initiative.*

**11:15 - 11:45 AM Risks in Revenue-Understanding Risks in the Full Revenue Cycle**

Terri Perkins  
Rob Ross  
David Windham  
Tom Gregory

*Attendees can expect to hear about importance of identifying your patients with tools like propensity to pay, fraud checks and insurance eligibility. It is of great importance to have a competent EMR in order to capture everything correctly for maximum reimbursement. The speakers will include case studies of paper to EMR, how it improved cash flow and increased reimbursement. Other topics include reimbursement appeals, Departments of Insurance, teaching payers to pay correctly and area that will disrupt the reimbursement if not taken into consideration.*

**11:45 - NOON What's Next and Closing Remarks**

Rhonda Sandel, RN  
Nick McLain, MD  
Maureen Fuhrmann, MHA, BSN, RN  
Graham Cherrington

*This closing panel is made up of the current NAFEC Board Members. They will discuss next steps for the industry and summarize what is on the horizon for legislative/regulatory challenges.*

**NOON****CLOSING LUNCH** - Colonnade (Exhibit Hall)

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