

# Health Care Reform: Impact on Senior Care

## A Program to Examine the Challenges and Opportunities of the New Health Care Reform Law

June 3-4, 2010 – Renaissance Hotel at International Plaza, Tampa, Florida  
(In Conjunction with Senior Care 2010 Continuing Education Conference)

President Obama signed into the law the most sweeping changes to the U.S. health care system since the inception of Medicare and Medicaid in the 1960s. Seniors, and those who provide for their health care needs, are impacted dramatically by changes in access, coverage and reimbursement. Join us for an interactive program to learn strategies to adapt to this major shift in the senior care marketplace, including sessions covering:

- New Options for States to Provide LTC Services
- Medicare Value-based Purchasing for: Nursing Facilities, Home Health Agencies, LTC Hospitals, Inpatient Rehabilitation Hospitals, and Hospice Programs
- Medicaid Expansion Requirements
- New Pharmaceutical Pricing and Reimbursement Methodologies
- Employer and Individual Insurance Mandates
- Medicare Bundled Payment for Acute/Post-Acute Care
- Short-cycle and Automated Medication Dispensing Requirements For Medicare Part D
- Medicare Part D Structural Changes to For Beneficiaries, Plans and Pharmacy Providers
- New Payment Opportunities for Medication Therapy Management
- Prescription Benefit Managers (PBM) Transparency
- Nursing Home Transparency and Fraud and Abuse Changes
- Government Run LTC Insurance

### Why You Should Attend

- Understand how the Health Care Reform Law impacts you
- Gain knowledge on broad changes and prioritize key provisions with a specific impact on you
- Learn from industry experts on the future of senior care
- Assess opportunities to diversify and expand your business
- Understand the timeframe for regulatory implementation of health care changes

### Target Audience

- Programming is directed to professionals and decision makers in the senior care marketplace including:
- Sales and marketing staff of manufacturers of pharmaceuticals and senior care products and services
  - Front-line senior care providers – pharmacists, consultant pharmacists, medical directors, nurse practitioners, and facility administrators
  - Senior living, LTC, acute and post-acute care providers (ALFs, home health, hospice, and hospital care settings)

## Schedule at a Glance

### Thursday, June 3:

10:00 AM to 4:00 PM  
12:30 PM to 2:30 PM  
2:30 PM to 3:00 PM  
3:00 PM to 5:00 PM  
5:00 PM to 5:30 PM

Registration Opened  
Program Overview and Plenary Session  
Business Break and Networking Opportunity  
Plenary Session  
Panel Discussion

### Friday, June 4:

8:30 AM to 9:30 AM  
9:30 AM to 10:00 AM  
10:00 AM to 10:30 PM  
11:00 AM to 8:00 PM

Plenary Session  
Business Break and Networking Opportunity  
Panel Discussion and Program Wrap-up  
Senior Care 2010 Continuing Education Conference (requires separate registration)

### Saturday, June 5:

8:00 AM to 4:15 PM

Senior Care 2010 Continuing Education Conference (requires separate registration)

### Registration and Hotel Accommodations

Registration and hotel reservation available on-line at [www.flascp.com](http://www.flascp.com) or call (850)597.0009. The program is held in conjunction with Senior Care 2010 Continuing Education Conference, and requires a separate registration fee. Discounted registration is available for attendees of both the Senior Care 2010 Continuing Education Conference on June 4-5.