



## Agenda

For your convenience, we've organized the various breakout sessions into color-coded tracks:

- **Blue** represents **Transplant 101** (sessions helpful for the new administrator).
- **Green** represents **Transplant 201** (sessions for the experienced administrator).
- **Purple** represents **Quality/Data** presentations.
- **Red** represents **Clinical** presentations.

### Wednesday, April 21, 2010

7:30–8:00 am            **Continental Breakfast**

8:00–11:30 am        **SRTR Workshop: Your Cinderella; Not Your Wicked Stepsister!**  
Following a series of presentations, attendees will have the opportunity to work directly with the Scientific Registry of Transplant Recipients (SRTR) staff. SRTR staff will be available to review your data with you or you may sign up for a time for a private tutorial at the SRTR booth during the conference.

#### Topics:

Why the SRTR Matter for You—Centers for Medicare and Medicaid Services and the UNOS Membership and Professional Standards Committee

**Charlotte Arrington, MPH**

Epidemiologist

Arbor Research Collaborative for Health (ARCH), Ann Arbor, MI

What You Need to Know to Calculate Your Observed and Expected Survival-Importance of Complete and Accurate Data

**Erik Roys, MS**

Manager of Analytic Support

ARCH, Ann Arbor, MI

Frequently Asked Questions to the SRTR

**Melissa Fava**

Project Assistant

ARCH, Ann Arbor, MI

**Moderator:** E. Janie Morrison, FACHE

- 9:45-10:00 am      **Break**
- 11:30am-1:00 pm      **Abstract Luncheon /Winners Announced**
- 1:00-2:30 pm      **Plenary Session: If Disney Ran Your Hospital**  
Fred Lee, a Disney cast member and former Hospital Executive will share the 9 ½ principles that will help any hospital team gain an extraordinary competitive advantage. This advantage comes from being seen as “the best” by your own employees, consumers, and community members. It takes the kind of knowledge not usually taught in business schools to create and maintain an environment where people feel they are working with friends who share a common dream of making patients and communities their loyal fans. We guarantee you’ll be energized as you discover these cultural insights.
- Fred Lee***  
Fred Lee & Associates, Altamonte Springs, FL
- Moderator:** Gary Sigle, RN, BSN, MS, CCTC
- 2:30–3:30 pm      **Welcome, Forum Overview, and OPTN/UNOS Transplant Administrators Committee Update**
- Gene Ridolfi, BA, RN***  
Chair, OPTN/UNOS Transplant Administrators Committee  
Director, Transplant Center  
Barnes-Jewish Hospital, St. Louis, MO
- 3:30-4:15 pm      **Break (with Exhibitors)**
- 4:15-5:15 pm      **President’s Address**
- James Wynn, MD***  
President OPTN/UNOS, Chief, Section of Transplant Surgery  
Medical College of Georgia, Augusta, GA
- Moderator:** Gene Ridolfi, BA, RN
- 5:30-7:00 pm      **Reception**
- End of sessions and events for Wednesday, April 21.**

## **Thursday, April 22, 2010**

- 7:00-8:00 am      **Continental Breakfast**
- 8:00–9:00 am      **Session A**

### **Track 1 – The Donate Life Value Chain [TRANSPLANT 101]**

Donate Life America President, David Fleming, will present the Donate Life Value Chain. The presentation will highlight the added costs to the donation and transplant community and the inefficiencies it experiences when a potential donor enters the system without a known donor designation. Mr. Fleming will also review new strategies that will take barrier-free donor designation opportunities to U.S. residents and discuss programs designed to move cultural acceptance of donation in the U.S. to that of a cultural mandate.

#### ***David Fleming***

President

Donate Life America, Richmond, VA

**Moderator:** Tim Stevens, RN, BSN, CCTC

### **Track 2 – Development of a Strategic Business Planning Model for Organ Transplant Programs [TRANSPLANT 201]**

**\*Repeated in Session F**

This Strategic Planning Model can provide a valuable tool to assess and plan for organ transplant program growth and changes. It enables a cross-organ program planning model that can provide an integrated approach to resource management.

#### ***John Nazemetz, PhD***

Associate Professor, School of Industrial Engineering and Management  
Oklahoma State University, Stillwater, OK

**Moderator:** Gary Sigle, RN, BSN, MS, CCTC

### **Track 3 – Alice in Wonderland: The Real Time Quality Management Experience [QUALITY/DATA]**

**\*Repeated in Session D**

A well rounded quality performance plan not only looks to the past, but focuses on the present. Learn how one program developed an effective improvement process that integrated multiple departments across its organizational matrix. Hear how to partner with others to assess your program's performance on a day-to-day basis and how to implement real-time improvements.

#### ***Darla Phillips, RN, MSN***

Transplant Clinical Quality Program Manager  
Duke University Medical Center, Durham, NC

**Moderator:** Kim Nicoll, RN, MPH

### **Track 4 –Strategies for Living Donor Follow-up [CLINICAL]**

**\*Repeated in Session E**

- Maintaining compliance with new UNOS Living Donor Policies
- Ensuring Living Donor safety

***Matthew Cooper, MD***

Associate Professor of Surgery  
University of Maryland Medical System, Baltimore, MD

**Moderator:** Pam Gillette, MPH, RN, CNN

9:00–9:15 am

**Break**

9:15-10:15 am

**Session B**

**Track 1 – The Center for Medicare and Medicaid Services (CMS) Survey: Don't Let it Make You Goofy [TRANSPLANT 101]**

**\*Repeated in Session D**

Two years ago, CMS began surveying transplant centers with the new Conditions of Participation. Transplant centers, surveyors, and CMS have learned a lot along the way. This session tells you what you need to know NOW.

***Jennifer Milton, RN, BSN, MBA, CCTC***

Clinical Administrative Director  
University Hospital, San Antonio, TX

***Gwen McNatt, MS, RN, CNN, FNP-BC***

Director, Kovler Organ Transplantation Center  
Northwestern Memorial Hospital, Chicago, IL

**Moderator:** Cassandra Smith-Fields, RN, MSN, MBA

**Track 2 – Reimbursement Data: The Tools to Measure and Monitor Your Financial Performance [TRANSPLANT 201]**

**\*Repeated in Session E**

This session will focus on how transplant administrators and managers interact with financial data for various transplant reimbursement items, including:

- Monitoring transplant reimbursement from all payers
- Evaluation of Standard Acquisition Charge
- Components within the Medicare Cost Report

***Robert Howey, III***

Manager, Medicare Strategies Unit  
Mayo Clinic Florida, Jacksonville, FL

**Moderator:** Nancy Metzler

**Track 3 – The Dashboard Swap, Part Deux [QUALITY/DATA]**

**\*Repeated in Session E**

- Share tracking mechanisms and quality indicators
- Discussion about dissemination of the dashboard
- Migration to scorecards

***Pam Gillette, MPH, RN, CNN***

Operations Administrator  
Mayo Clinic Arizona, Phoenix, AZ

**Gary Sigle, RN, BSN, MS, CCTC**  
Administrative Director  
Integris Baptist Medical Center, Oklahoma City, OK

**Moderator:** E. Janie Morrison, FACHE

**Track 4 – Kidney Paired Exchange [CLINICAL]**

**\*Repeated in Session F**

Are you thinking about starting a paired exchange program? Wondering what questions to ask or how to get started? Interested in learning about logistical planning and challenges in doing cross country exchanges? We will hear from a center new to exchange and will provide you with roadmap and toolkit examples for getting started. A representative from the National Kidney Registry will also discuss the logistical challenges of coordinating long distant exchanges and lengthy chains.

**Melissa Blevins, MSN, RN**  
Operations Manager  
Mayo Clinic Hospital, Phoenix, AZ

**Garet Hill**  
Founder and President  
The National Kidney Registry, Babylon, NY

**Moderator:** Kim Barnett, RN, BSN, CCTC

10:15–10:45 am

**Break (with Exhibitors)**

10:45-11:45 am

**Session C**

**Track 1 – A Firm Foundation-Effective Billing for Pre-Transplant Services [TRANSPLANT 101]**

**\*Repeated in Session E**

In order to be financially viable, a transplant program must account for all allowable organ acquisition costs. Learn how the University of California San Diego Center for Transplantation developed a system to manage the Pre-Transplant registration and billing process through:

- Understanding which pre-transplant hospital services qualify to be claimed as organ acquisition
- Creating an effective billing and registration Process Team
- Integrating the pre-transplant registration and billing process into transplant operations
- Avoiding common pitfalls associated with designing a registration and billing process
- Understanding reporting requirements for claiming and documenting pre-transplant hospital services

- Auditing pre-transplant hospital services claimed in the cost report

**Alexander Aussi, RN, BSN, MBA**

Administrative Director

University of California San Diego Center for Transplantation, San Diego, CA

**Moderator:** Tim Stevens, RN, BSN, CCTC

**Track 2 – Pediatric Transplant Administration: How to Remain Competitive in an Ever-changing Environment [TRANSPLANT 201]**

In today's challenging economic climate, a pediatric transplant center must maintain operational and financial stability. This session will address issues we all need to be aware of with national health care reform on the horizon.

**Vikram Acharya, BS, MPH**

Administrative Director for Transplant and Dialysis Services

Lucile Packard Children's Hospital, Palo Alto, CA

**Moderator:** Sharon Mathews, MS, RN, CPTC

**Track 3 – How Cinderella Arrived at the QAPI Castle [QUALITY/DATA]**

What makes up the basics for a solid Quality Assessment and Performance Improvement (QAPI) Plan? CMS looks closely at the components of your QAPI plan including adverse events and how your program monitors and reports QAPI activities. UNOS performs tri-annual audits on your program's performance. Your hospital also has critical success factors that drive your organization's performance. Come hear about building a QAPI plan to address the extensive demands placed on your transplant program(s).

**Bonnie Taylor, RN, MPH**

Transplant Strategic Services Associate

Six Sigma Black Belt, Candidate

Duke University Medical Center, Durham, NC

**Moderator:** David Hefner

**Track 4 – Generic Medications: Tweedle Dee & Tweedle Dum, Are They Identical? [CLINICAL]**

Transplant programs are struggling with how to safely incorporate generic immunosuppressive medications into patient care. How do you manage levels when the hospital uses brand names and the patient is discharged with a generic version? How do you deal with the patient receiving Brand X one month and Brand Y the next? Do you even know? Is it important? Are we worrying over nothing? This session will address these questions and more.

**Ashley Garrett, PharmD**

Clinical Pharmacist II

Saint Luke's Hospital, Kansas City, MO

**Moderator:** Nancy D. Long, RN, BA, CCTC

11:45 am-1:15 pm

**Box Lunches in the Exhibit Hall**

1:15-2:15 pm

**Session D**

**Track 1 – The Centers for Medicare and Medicaid Services Survey: Don't Let it Make You Goofy [TRANSPLANT 101]**

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Director, Kovler Organ Transplantation Center

Northwestern Memorial Hospital, Chicago, IL

**Moderator:** Cassandra Smith-Fields, RN, MSN, MBA

**Track 2 – It's a Small World AFTER All: Maintaining Pediatric Competency in an Adult World [TRANSPLANT 201]**

Administrators of pediatric transplant programs face special challenges in this age of increased regulation and oversight. Listen to panel members discuss these challenges as well as how to maintain pediatric transplant competency and assure primary surgeon/MD coverage without interruption. Bring your challenges and expertise and join in the conversation as the group learns from one another.

***Linda Wiese, MSN, RN***

Director, Solid Organ Transplant and Acute Dialysis Programs

The Nebraska Medical Center, Omaha, NE

***Bette Hopkins-Senecal, RN, BSN, MSHSA, CCTC***

Transplant Manager

Rhode Island Hospital, Providence, RI

***Oscar Grandas, MD***

Director, Kidney and Pancreas Transplant Program

University of Tennessee Medical Center Knoxville, Knoxville, TN

**Moderator:** Sharon Mathews, MS, RN, CPTC

**Track 3 – Alice in Wonderland: The Real Time Quality Management Experience [QUALITY/DATA]**

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partner with others to assess your program's performance on a day-to-day basis and how to implement real time improvements.

***Darla Phillips, RN, MSN***

Transplant Clinical Quality Program Manager  
Duke University Medical Center, Durham, NC

**Moderator:** Kim Nicoll, RN, MPH

**Track 4 – The Bridges of Transplantation [CLINICAL]**

The path of a heart transplant program's future seemed destined when an unexpected fork in the road caused them to question everything they had previously come to expect. While administrators were worrying about maintaining their heart numbers, Mr. Ventricular Assist Device wandered into their lives. What is bridge to decision? What is destination therapy? Where should we house the program? How do we pay for them? How do we get the patients home? We are so confused! Join a panel of two administrators as they discuss their programs and how they dealt with these questions.

Objectives:

1. Identify the difference between bridge to recovery, decision and destination therapy
2. Name the different VAD devices
3. Identify some steps needed/issues in starting a program

***Barry Friedman, RN, BSN, MBA, CPTC***

Senior Director, Organ Transplant Services  
University of Minnesota Medical Center, Fairview  
University of Minnesota Amplatz Children's Hospital, Minneapolis, MN

***Alexa Schmitt, PhD***

Mechanical Heart Engineer  
Sacred Heart Medical Center, Spokane, WA

**Moderator:** Gene Ridolfi, BA, RN

2:15-2:30 pm

**Break**

2:30-3:30 pm

**Session E**

**Track 1 – A Firm Foundation-Effective Billing for Pre-Transplant Services [TRANSPLANT 101]**

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University of California San Diego Center for Transplantation, San Diego, CA

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**Moderator:** E. Janie Morrison, FACHE

**Track 4 - Status/Strategies for Living Donor Follow-up [CLINICAL]**

- Maintaining compliance with new UNOS Living Donor Policies
- Ensuring Living Donor safety

***Matthew Cooper, MD***

Associate Professor of Surgery  
University of Maryland Medical System, Baltimore, MD

**Moderator:** Pam Gillette, MPH, RN, CNN

3:30-4:00 pm

**Break (with Exhibitors)**

4:00–5:00 pm

**Session F**

**Track 1 – Waitlist Management [TRANSPLANT 101]**

Waitlist management remains an ongoing challenge for most transplant programs. Recognizing that there is no single best approach, two centers will share their unique successful approaches. You will learn how utilizing dedicated waitlist coordinators keep patients ready for transplant. Status 7 patients can consume your waitlist; learn how one center achieved reduction. Results of the OPTN/UNOS Transplant Coordinator Committee Waitlist Management Survey Results will be reported.

Objectives:

1. Discuss two strategies for managing your program’s waitlist
2. Name three problems resulting from a poorly managed waitlist
3. Identify two facts from the Waitlist Management Survey

Panel:

A Model for Waitlist Management

**Joel Sheingold, MHA**

Transplant Services Manager

Washington Hospital Center, Washington, DC

Renal Transplant Waitlist Clean-Up – No Quick Fix

**Nancy Long, RN, BA, CCTC**

Director, CVOR/Cardiac & Renal Transplant

Saint Luke’s Hospital, Kansas City, MO

OPTN/UNOS Transplant Coordinator Committee Waitlist Management Survey Results

**Kimberly Taylor, RN**

Patient Safety Specialist

United Network for Organ Sharing, Richmond, VA

**Moderator:** Marianne Beach-Langlois, MSA

**Track 2 – Development of a Strategic Business Planning Model for Organ Transplant Programs [TRANSPLANT 201]**

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***John Nazemetz, PhD***

Associate Professor, School of Industrial Engineering and Management  
Oklahoma State University, Stillwater, OK

**Moderator:** Gary Sigle, RN, BSN, MS, CCTC

**Track 3 – DonorNet®/UNet<sup>sm</sup> [QUALITY/DATA]**

Discover how organ procurement organizations (OPOs) and transplant centers can work together to improve the process for everyone. Representing both a Region 10 OPO and a transplant center, presenters will share how they collaborated to improve how both parties used DonorNet. They will share where they were, where they are now, and how they got started.

***Renee Bennett, RN, BSN***

Clinical Manager  
Cleveland Clinic Foundation, Cleveland, OH

***Dorrie Dils, RN, CPTC***

Chief Clinical Executive/Director Clinical Services  
Lifeline of Ohio, Columbus, OH

**Moderator:** Pam Hester, RN, BSN, CCTC

**Track 4 – Kidney Paired Exchange [CLINICAL]**

Are you thinking about starting a paired exchange program? Wondering what questions to ask or how to get started? Interested in learning about logistical planning and challenges in doing cross country exchanges? We will hear from a center new to exchange and will provide you with roadmap and toolkit examples to use to get started. We will also hear from a registry about the logistic and challenges to coordinating long distant exchanges and lengthy chains.

***Melissa Blevins, MSN, RN***

Operations Manager  
Mayo Clinic Hospital, Phoenix, AZ

***Garet Hill***

Founder and President  
The National Kidney Registry, Babylon, NY

**Moderator:** Kim Barnett, RN, BSN, CCTC

**End of sessions and events for Thursday, April 22.**

## **Friday, April 23, 2010**

7:00–8:30 am

**Continental Breakfast**

7:30-8:15 am

**Plenary Session: Navigating the World of the Organ Procurement and Transplantation Network (OPTN) Policy Compliance**

This early-morning session will wake you up with information about OPTN policy requirements and bylaws including compliance tools used by the OPTN. You'll also learn the difference, both in content and purpose, between OPTN reviews and reviews by other agencies. UNOS staff will explain various types of OPTN review processes in detail and will explain what happens when the OPTN detects a potential policy violation. Finally, UNOS staff will highlight opportunities for improving compliance with OPTN requirements through root cause analysis and corrective action plans.

***Suzanne Gellner, JD, CHC***

Assistant Director, Evaluation & Quality  
UNOS, Richmond, VA

***Kevin Myer, MSHA, CPTC***

Assistant Director, Evaluation & Quality  
UNOS, Richmond, VA

**Moderators:** E. Janie Morrison, FACHE and Cassandra Smith-Fields, RN, MSN, MBA

8:30–9:30 am

**Plenary Session: Transportation Issues Every Center Needs to Consider Involving Organ Recovery for Transplantation: Results of a Consensus Conference at the University of Michigan**

Objectives:

- Participants will be able to identify five items to consider relative to insurance needs involving organ recovery transportation
- Participants will be able to identify five items to consider when qualifying charter aircraft providers
- Participants will be able to identify five steps to monitor and manage organ recovery transportation providers

***James Cutler, CPTC***

President and CEO  
Southwest Transplant Alliance, Dallas, TX

**Moderator:** Kim Nicoll, RN, MPH

9:30–11:00 am

**Plenary Session: Transplant Transmitted Infections: Avoiding the Poison Apple**

Learn about the most common infectious pathogens transmitted with donated organs and become familiar with UNOS initiatives for reporting organ transmitted infections.

***Barbara Alexander, MD, MHS***

Director, Transplant Infectious Diseases Service  
Head, Clinical Mycology Laboratory  
Duke University Medical Center, Durham, NC

**Moderator:** Gene Ridolfi, BA, RN

11:00-11:30 am

**Break**

11:30 am–12:30 pm

**Plenary Session: Social Media 101-Connecting Your Center to the World**

Are you a frequent Facebooker? Do you tweet on a regular basis? When was the last time you posted something on YouTube? If you're clueless about the onslaught of social media marketing tools, three experienced Marketing and Public Relations professionals will demystify the concept for you. In an entertaining and informative session, learn about the social media tools that are changing today's promotional landscape. You'll learn how OPOs, transplant centers and UNOS staff are using these tools to network, share information, increase awareness and promote their services and events. Learn about the possibilities and potential pitfalls of the social media world and how you can apply these tools to the marketing strategy at your center.

***Scott Meis***

Senior Project & Social Media Director  
Carolyn Grisko & Associates, Inc., Chicago, IL

***Carol Dobies, MBA***

President  
Dobies Healthcare Group, Kansas City, MO

***Anne Paschke***

Media Relations Specialist  
UNOS, Richmond, VA

**Moderator:** Karen Sokohl

**END OF CONFERENCE**