

## Keynote Speakers

### **Richard Wild, MD, JD**

Chief Medical Officer, Atlanta Regional Office, Centers for Medicare and Medicaid Services (CMS), will present on, "CMS Perspectives on Value Based Purchasing, P4P, and Meaningful Use of Electronic Health Records.



### **James Battles, PhD**

Center for Quality Improvement and Patient Safety, AHRQ - Presenting on Quality and Safety Provisions in the New Health Care Reform Law.



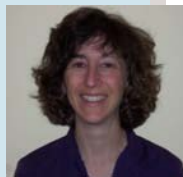
### **Joycelyn Elders, MD**

Past US Surgeon General and patient advocate.



### **Jill Rosenthal**

Program Director, National Academy for State Health Policy - Presenting on State Medicaid Policy on Hospital Acquired Conditions.



### **Jeannie Cimiotti, DNSc, RN**

Center for Health Outcomes and Policy Research, University of Pennsylvania - School of Nursing. - Presenting on the Effectiveness of the California Nurse to Patient Ratio law.



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Health Watch USA  
Kevin T. Kavanagh, MD, MS  
Board Chairman  
3396 Woodhaven Dr  
Somerset, KY 42503



## Sponsoring Organizations

Health Watch USA  
Consumers Union  
(Publisher of Consumer Reports)  
Pulaski County Medical Society  
Pittsburg Tribune-Review (Patient Photograph)

The conference is paid for in part by a grant from the Foundation for a Healthy Kentucky

4<sup>th</sup> Annual Conference  
Value Purchasing and  
Patient Advocacy

## Conference for Healthcare Transparency & Patient Advocacy

### Healthcare Policy



### To Patient



Kentucky ranks 45<sup>th</sup> in a country with below average health care for industrialized nations. (Commonwealth Fund 2009 State Healthcare Scorecard)



Kentucky's 5<sup>th</sup> Congressional District has the lowest life expectancy in the nation. (The Measure of America — Social Science Research Council)

**November 19, 2010**  
Embassy Suites, Lexington, KY

## Conference Objectives

To understand the impact of hospital acquired infections and the importance of public reporting in its prevention.

To understand the 2010 Healthcare Reform Law and its effect on transparency, healthcare quality and state Medicaid policy.

To understand the effects of Healthcare Reform on Medicare and the benefits to the senior citizen.

To identify available insurance and financial resources for the disabled.

To understand the importance of adequate nursing staffing on healthcare quality and the impact of mandatory minimum staffing ratios.

## Conference Registration

**Registration Fee (non-refundable but transferable):** \$50 including box lunch.

To register for the Conference go online to:  
[www.healthconference.org](http://www.healthconference.org)

Or contact the conference coordinator at  
606-425-7278 and ask for Cathy.

**Continuing Education:** 6.0 hours of continuing education credits for doctors, nurses, and physical therapists. 6.0 hours of continuing legal education (CLE) for attorneys. 6.5 credit hours towards PHR, SPHR and GPHR recertification through the HR Certification Institute. 6.0 hours has been applied for occupational therapists and social workers.

**Accrediting Organizations:** Southeastern Kentucky Area Health Education Center, Kentucky Justice Association, and the HR Certification Institute.

## Conference Agenda

### Health Care Reform, Transparency and Patient Advocacy



**November 19, 2010 8:30 am to 5:00 pm**  
**Embassy Suites, Lexington, KY**

*Registration Desk Opens at 7:15 am*

*Health Care Reform and its Effect on Value Purchasing And Transparency:*

Quality and Safety Provisions in the Healthcare Reform Law.

Medicaid Policy and Hospital Acquired Conditions.

Patient Advocacy:

Hospital Acquired Infections.

The importance of Adequate Nursing Staffing.  
Resources Available to the Disabled.

Healthcare Reform's impact on Medicare.

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Due to unforeseen circumstances, speakers and topics may change without notice.

### Conference Coordinator

Kevin T Kavanagh, MD, MS  
Phone: 606-875-3642

HW USA is a designated  
"Community Leader" in  
Value-Driven Health Care by the  
U.S. Dept. of Health & Human  
Services — Aug. 1, 2007



### Marvin Feit, PhD

Editor of the Journal of Social Work  
in Public Health



### Lisa McGiffert

Consumer Union. Senior Policy  
Analyst on Health Issues Campaign  
Director,  
[www.StopHospitalInfections.org](http://www.StopHospitalInfections.org)



### Alicia Cole

Patient Advocate, Actress, and  
Necrotizing Fasciitis Survivor  
- A Hospital Acquired Condition.  
[www.aliciacole.com](http://www.aliciacole.com)



### David Bryant, JD

Private Insurance and Government  
Resources for the Disabled. Pitfalls  
and Difficulties in Obtaining  
Benefits.



### Tihisha Rawlins

AARP Kentucky Associate State  
Director of Grassroots Initiatives.  
Healthcare Reform and Medicare.



## Exhibitors

- American Association of Retired Persons - Kentucky
- American Cancer Society - Kentucky
- American Heart Association - Kentucky
- American Lung Association - Kentucky
- Cardinal Hill Rehabilitation Hospital
- Health Kentucky
- Kentucky Protection and Advocacy
- Kentuckians for Nursing Home Reform
- Kentucky Pink Link
- Mental Health America of Kentucky