



TRAUMA CENTER
Association of America
ADVOCACY • FINANCE • OPERATIONS

17th Annual Trauma Conference



September 29th–October 4th, 2014

Hyatt Regency San Antonio

San Antonio, Texas

Accommodations at the Hyatt Regency San Antonio



With a spectacular location directly on the River Walk that overlooks the historic Alamo mission, Hyatt Regency San Antonio offers luxurious accommodations and a full range of modern services and amenities for your comfort and convenience. Step into our soaring 16-story atrium lobby and enjoy a warm welcome from Hyatt's exceptional staff, setting the stage for an exceptional San Antonio experience. Surrounded by a large variety of restaurants, bars, clubs, shops and tourist attractions, our excellent location raises us above all other San Antonio River Walk hotels. **For hotel reservations, call the Hyatt Regency San Antonio directly at 1-800-233-1234. Ask for the Trauma Center Association of America rate of**

\$195/night. Deadline for reduced rate reservations is September 8, 2014.

San Antonio, Texas

In 1691, Spanish explorers and missionaries came upon a river on Saint Anthony's Day, naming it the San Antonio River. In 1718, San Antonio was established as a Spanish military post, originally called the Mission San Antonio, and later



dubbed the Alamo. San Antonio is the second most populous city in the state of Texas. Famous for Spanish missions, the Alamo, the River Walk, the Tower of the Americas, the Alamo Bowl, Marriage Island and host to SeaWorld and Six Flags Fiesta Texas theme parks, San Antonio is visited by approximately 26 million tourists per year.

Local Attractions

San Antonio is perched on the southern edge of the Texas Hill Country. Picturesque small towns and a variety of outdoor adventures are just a short distance from here.

Located on Alamo Plaza in downtown San Antonio, Texas, the Alamo houses exhibits on the Texas Revolution and Texas History. Visitors are welcome to stroll through the beautiful Alamo Gardens. Just a short distance from the River Walk, the Alamo is a "must see" for all who come to San Antonio.



The San Antonio River Walk is a verdant oasis of cypress-lined paved paths, arched stone bridges and lush landscapes. It gently winds through the city center, providing millions of visitors each year with easy access to the city's cultural hot spots, historic sites and other attractions.

Schedule at a Glance

Monday, September 29, 2014

Registration	7:00 AM	-	5:00 PM
Pre-Conference – Finance & Business Planning Course	8:00 AM	-	5:00 PM
Networking Lunch	12:00 PM	-	1:00 PM

Tuesday, September 30, 2014

Registration	7:00 AM	-	5:00 PM
Annual Meeting	7:45 AM	-	5:30 PM
Exhibits	7:00 AM	-	5:00 PM
Annual Member Luncheon Meeting	12:00 PM	-	1:00 PM
Poster Reception	5:30 PM	-	7:00 PM

Wednesday, October 1, 2014

Registration	7:00 AM	-	12:00 PM
Annual Meeting	7:45 AM	-	12:30 PM
Exhibits	7:00 AM	-	12:00 PM
Advocacy Committee	12:30 PM	-	2:00 PM
Development Committee	12:30 PM	-	2:00 PM
Disaster Preparedness Committee	12:30 PM	-	2:00 PM
Education Committee	12:30 PM	-	2:00 PM
Injury Prevention Committee	12:30 PM	-	2:00 PM
Pediatrics Committee	12:30 PM	-	2:00 PM
Reimbursement Committee	12:30 PM	-	2:00 PM
Systems Committee	12:30 PM	-	2:00 PM

Thursday, October 2, 2014

Registration	7:00 AM	-	5:00 PM
Post-Conference - Trauma Center Leadership Course	7:45 AM	-	5:00 PM
Post-Conference - Trauma Medical Director Course	8:00 AM	-	5:00 PM
Networking Lunch	11:30 AM	-	12:30 PM

Friday, October 3, 2014

Registration	7:00 AM	-	1:00 PM
Post-Conference - Trauma Center Leadership Course	8:00 AM	-	5:00 PM
Post-Conference - Trauma Medical Director Course	8:00 AM	-	3:30 PM
Networking Lunch	11:30 AM	-	12:30 PM

Saturday, October 4, 2014

Registration	7:00 AM	-	12:00 PM
Post-Conference - Trauma System Leadership Course	7:45 AM	-	5:00 PM
Networking Lunch	11:30 AM	-	12:30 PM

Call for Best Practice Posters

TCAA invites you to submit a "Best Practice" for poster presentation at the 17th Annual Trauma Conference in San Antonio, Texas. For Best Practice Submission Form and Instructions please contact Ann Bellows at ann@traumacenters.org or go to the TCAA website at www.traumacenters.org. Best Practices are now being accepted.

Definition: A Best Practice is an innovation or successful initiative that is unique to your Trauma Center and highlights your program. It does not have to be a scientific abstract or be evidence-based.

Best Practice Deadline: August 1, 2014

Suggested Categories (but not limited to):

- Finance
- Operations
- Injury Prevention
- Performance Improvement
- System Development
- Education
- Disaster Preparedness
- Outreach

Trauma Center Finance & Business Planning Course

If you don't speak the language of finance and business planning, you are not enjoying the empowerment you deserve. The TCAA Finance and Business Planning Course offers both basic and advanced finance and economic principles.

Lectures feature reality-based trauma program cases and essential steps in business planning. You will practice strategies for presenting information to executive leadership to build your trauma program's stature and self-governance. Small group projects with an accomplished mentor will help you develop a distinctive business case that assures you will leave able to apply the lessons learned in the in-depth didactic sessions.

Trauma Business Case Exercise:

Small groups will review cases from one of the scenarios: Trauma Center Level Upgrade, Start-up Trauma Center, Competition, and Downgrade/Program Survival. Data for each case will include: volume, ISS (severity) and payer mix, potential market, physician issues/costs, staffing and resources. Business plans and PowerPoint presentations will be developed and presented to the panel of CEO/Administrators. Each presentation will include a case-based business plan, data analysis, interpretation and graphic display. CME's and Nursing CEU's will be available upon request.

COURSE AGENDA

Monday, September 29, 2014

Basic Track

- 7:00 Registration & Continental Breakfast**
8:00 Trauma Finance 101
Jennifer Ward, TCAA President
8:50 Managing Your CEO, Board of Directors, & Other Leaders: Marketing your Trauma Services
Eileen Whalen, Harborview Medical Center
9:40 Break
10:00 Trauma Financial Challenges: Managing Revenue, Costs & Physician Relations
John Osborn, Mayo Clinic
10:50 The Annual Trauma Report: Making it work for you
Robert Falcone, Ohio State University

12:00

Lunch (provided)

1:00-5:00

Trauma Business Case Exercises

Advanced Track

- 7:00 Registration & Continental Breakfast**
8:00 Building your Business Plan and Selling It
Robert Falcone, Ohio State University
8:50 Managing Provider Relations: Trauma Patient Contracting & Monitoring Reimbursement
Valerie Rinkle, Navigant
9:40 Break
10:00 Trauma Service Line: What it can do for you and How to do it
Michele Ziglar, Hospital Corporation of America
10:50 Internal & National Benchmarks: How to Apply
John Osborn, Mayo Clinic

Networking Events

Arrange your travel to allow time to attend the Committee Meeting Luncheons, Poster Reception and the Annual Member Luncheon Meeting

Tuesday, September 30, 2014

Participants are invited to join the TCAA Board and Faculty for our Annual Member Luncheon Meeting at noon and Poster Reception from 5:30pm—7:00pm at the Hyatt Regency San Antonio

Wednesday, October 1, 2014

Please plan to attend the Annual Committee Meetings at 12:30pm on Wednesday, October 1st.

Tuition includes admission to all events. Guests may attend for an additional fee. Please contact TCAA staff at (575) 525-9511 for additional information.



Guest RSVP is necessary to assure space availability

Trauma Center Association of America Annual Meeting

The TCAA Annual Meeting has become the place to be for trauma center leaders nationwide. This meeting provides updates on national issues affecting Trauma Center designation, finances, and advocacy. The national faculty offer a wide array of timely topics from federal regulations to immediate bed availability. Solutions and tactics will be offered to assure trauma centers have the resources they need to maintain their programs. "Best Practice" posters will be displayed at the poster reception and annual meeting. These posters will feature fiscal, marketing, injury prevention and other successful trauma program innovations that are readily transferrable to your center. On the second day, a luncheon will feature TCAA Committee meetings such as Reimbursement, Education, and Disaster Preparedness to assist you in learning about TCAA's projects and initiatives. Attendance will re-energize and prepare participants to fulfill their professional goals as well as achieve those of their trauma program. Ample time for networking is afforded as well. Trauma leaders benefit most by participating as a team. The different aspects learned by each participant promotes strong team building. TCAA will offer CMEs and Nursing CEU's for those attending the meeting along with additional time to explore San Antonio.

COURSE AGENDA & FACULTY

Tuesday, September 30, 2014

- 7:45 **Welcome and Logistics**
Blaine Enderson, TCAA Chairman
- 8:00 **Disaster Preparedness: Active Shooter vs. Planned Event**
Chris Decker, Froedtert Hospital & Sarah Seiler, Metrolina Healthcare Preparedness Coalition
- 9:15 **MTP: Keep the Blood Coming**
Martin Schreiber, Oregon Health & Science University
- 10:15 **Break**
- 10:30 **E-ICU and How It Impacts Regional Critical Care**
Marc Zubrow, University of Maryland Medical Center & John Osborn, Mayo Clinic- Rochester
- 11:30 **2013 TCAA Poster Winner: Multimodal Therapy Decreases Pneumonia as a Complication of Rib Fractures**
Allan Lamb, Oakwood Southshore Medical Center
- 12:00 **TCAA Annual Luncheon Business Meeting**
- 1:00 **Trauma Performance Improvement: Integrating the Joint Commission Terminology**
Blaine Enderson, ACS/ COT-PIPS & Jorie Klein, Parkland Health & Hospital System
- 2:00 **Advocacy and Beyond 2014**
Lisa Tofil, Holland & Knight
- 3:00 **Break**
- 3:15 **Exemplar Innovations**
- Pediatric Injury Prevention Scholars**
Francesca Cazzulino, Children's Hospital LA
- Hospital Finance 101: It's a Game!**
Gina Berg, Wesley Medical Center
- HashTaggin for Patient Health at a Level I Trauma Center**
Nakia Rapier, Baylor University Medical Center
- Bedside Trach and Peg on the Patient's Television**
Jerre Hinds, Our Lady of the Lake Regional Medical Center
- A Collaborative Initiation Between Nurses in the ED and PICU at a Level I Pediatric Trauma Center**
Lee Ann Wurster, Nationwide Children's Hospital
- 5:30 **Poster Reception**

COURSE AGENDA & FACULTY

Wednesday, October 1, 2014

- 7:45 **Welcome and Poster Winners**
Blaine Enderson, TCAA Chairman
- 8:00 **Presidential Address**
Blaine Enderson, TCAA Chairman
- 8:45 **Challenges of Senior Trauma Care**
Alicia Mangram, John C. Lincoln North Mountain Hospital
Gretchen Brophy, Virginia Commonwealth University
Matthew Davis, Texas A&M University College of Medicine
Aurelio Rodriguez, Conemaugh Health System
- 10:30 **Break**
- 10:45 **Trauma Systems: Looking into the Future**
Charles Mains, Centura Health Trauma System
A. Britton Christmas, Carolinas Medical Center
Ronnie Stewart, ACS/ COT Chair
Michele Ziglar, Hospital Corporation of America
- 12:30 **Annual Luncheon Committee Meetings**



Trauma Center Leadership Course

This course is designed to assist the leaders and participants in trauma centers to develop and sustain their operational processes to ensure successful program management. The course targets participation from regulatory agencies, physicians, nurses, pre-hospital providers, administrators, prevention experts, educators and registry staff. The primary goals of the course are to share the processes that foster development, improvement, sustainment and management of regional trauma systems and trauma centers. CME's and Nursing CEU's will be available upon request.



COURSE AGENDA

Thursday, October 2, 2014

- 7:45 Welcome/Course Overview
- Trauma Center Infrastructure Panel**
- 8:00 Trauma Center Commitment
- 8:30 Trauma Service Oversight
- 9:00 Trauma Center Financial Management
- 9:45 **Break**
- Trauma Center Basics Panel**
- 10:00 Trauma Performance Improvement
- 10:30 Trauma Registry Management
- 11:00 Injury Prevention / Education
- 11:45 **Lunch**
- Trauma Center Integration Panel**
- 12:30 Trauma Center Regional Integration
- 12:55 Trauma Center Mass Casualty Response
- 1:20 Trauma Psychosocial Programs
- 1:45 Trauma Center EMS Collaboration
- Specialty Resources Panel**
- 2:35 Trauma Critical Care Oversight
- 3:05 Pediatric Services
- 3:35 Geriatric Services

Breakouts

- 2:35 **Session A:**
Trauma Performance Improvement:
Patient Safety
- Session B:**
Trauma Psychosocial Programs
- 4:15 **Challenging Cases: Panel**

Friday, October 3, 2014

- Trauma Center Finance Panel**
- 8:00 Physician Contracts
- 8:40 Trauma Center Marketing
- 9:15 Trauma Program Budget
- 10:00 **Break**
- Trauma Program Models Panel**
- 10:15 Trauma Program Models:
Levels I - IV
- Breakouts**
- Session A:**
- 8:00 Building a Successful Trauma Registry
- Session B:**
- 8:00 Developing an Electronic Medical Record
- 10:15 Injury Prevention/Education/Research
- 11:30 **Lunch**
- Benchmarking Panel**
- 12:30 TQIP: What are we learning?
- 1:00 National Benchmarking
- 1:30 **Break**
- Electronic Medical Record Documentation Panel**
- 1:45 EMR Example #1
- 2:05 EMR Example #2
- 2:25 EMR Planning Trauma Site Survey
- 2:45 Physician Perspective: Gadgets
- 3:15 **Break**
- Site Survey Process Panel**
- 3:30 Trauma Center Verification Process
- 4:45 **Wrap-Up/Closing Panel**



Trauma Medical Director Course

The medical leadership skills needed in today's trauma centers are best gained by sharing the experiences of others. This course is targeted to current and aspiring trauma medical directors who want to learn how to improve operations in their trauma center and exert control over their trauma surgical practices.

The Faculty will deliver core principles for the leadership and business skills needed to succeed in our turbulent healthcare climate in which trauma functions. Participants will enjoy a collaborative and case-based learning environment. Each participant will leave with readily employable tactics to improve efficiency, fiscal performance and clinical management in their program.

This course features brief presentations of core principles followed by case discussions. Practical and immediately usable solutions to common problems experienced by all directors of Level I, II, III and IV trauma centers will be the outcome of this course. **This course is limited to 30 participants.** CME's will be available upon request.

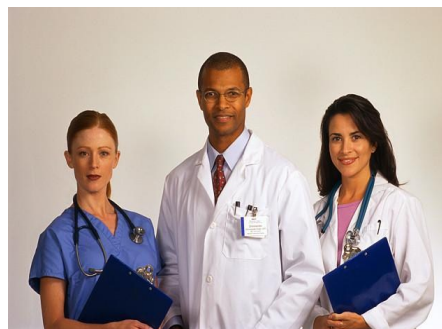
COURSE AGENDA

Thursday, October 2, 2014

Friday, October 3, 2014

- 7:00 Registration and Continental Breakfast**
- 8:00 Introduction to Trauma Director Course: Course Concepts**
John Fortune, Fletcher Allen Healthcare
- 8:15 Leadership & Communication: Representing Trauma in Meetings, Media, Grand Rounds & Finance**
Craig Rhyne, Covenant Health System
- 9:15 M & M /Peer Review**
Michael McGonigal, Regions Hospital
- 10:15 Break**
- 10:30 Medical Leadership: Outreach & Marketing**
Michael McGonigal, Regions Hospital
- 11:30 Networking Lunch (provided)**
- 12:30 Advocacy Reimbursement Update**
Lisa Tofil, Holland & Knight
- 1:45 Attaining and Maintaining Your Designation/ Verification: Common Problems**
Marco Bonta, Riverside Methodist Hospital
- 2:45 Break**
- 3:00 Building the Inclusive System: Roles and Relationships with Level III and IV Trauma Centers**
Doug Schmitz, Cheyenne Regional Medical Center
- 3:30 Trauma Practice Management Billing: Structure & Strategies**
Samir Fakhry, Medical University of South Carolina & Diana Rick, D.R.S., Billing Professionals
- 5:00 Adjourn**

- 7:00 Continental Breakfast**
- 8:00 The Multidisciplinary Team: HR Management**
Jorie Klein, Parkland Health & Hospital System
- 9:00 Building Your Trauma Administrative Team: Hospital CEO Expectations of the Trauma Medical Director**
Kevin Hicks, Overland Park Regional Medical Center
- 9:45 Break**
- 10:00 Surgeon Coverage & Compensation: Creating Solutions**
Samir Fakhry, Medical University of South Carolina
- 11:30 Networking Lunch (provided)**
- 12:30 Outreach, Education and Injury Prevention: An Integral Part of your Trauma Program**
Annette Bertelson, Froedtert Hospital
- 1:30 Trauma Finance: How to Position Your Trauma Center for Economic Stability**
Robert Falcone, Ohio State University
- 2:15 What Makes a Great Trauma Director: Role Transition and Responsibilities**
John Fortune, Fletcher Allen Healthcare
- 3:15 Questions & Answers, Feedback, Take-home Lessons**
- 3:30 Adjourn**



Trauma System Leadership Course

New All-Inclusive Program

As pressures increase for inter-governmental reorganization, trauma systems and regions may assume responsibility for all-hazards planning, pandemics and even heart/ stroke care regionalization or lose control over their own destiny. This course will encompass individual Trauma Center's involvement in system planning both regionally and statewide to include PI, Trauma Registry, System Indicators, and Hospital Expectations. So, whether you are a System Manager or Trauma Center Leader, plan on attending this course to keep in line with Trauma's National Initiatives. The primary goals of the course are the share processes that foster development, improvement, sustainment and management of regional trauma systems and trauma centers.

If you have a mature trauma system, you are undoubtedly facing new challenges. If you are building a new trauma system, you will want to learn from the experiences of those who have gone before you. CME's and Nursing CEU's will be available upon request.

COURSE AGENDA

Saturday, October 4, 2014

7:45	Welcome/ Setting the Stage		
	Trauma System Management Panel	1:00	Disaster Coordination State Perspective Panel
8:00	Trauma System Development		Regional Development Experience: 3 System Perspectives
8:30	Regional Trauma System Development	3:00	Break
9:00	System Oversight		System Coordination Panel
9:30	Regional Management	3:15	CDC Field Triage Criteria Implementation
10:00	Panel Discussions	4:15	Data Management
10:15	Break	4:45	Panel Discussions
	System Advocacy Panel		Breakout Session A:
10:30	Productive State Committee Structure	1:00 - 2:00	Building a Successful Regional Team: Human Resource Management
10:45	Productive Regional Committee Structure	2:00 - 3:00	Financial Management
11:15	Creating a Regional System Plan		Breakout Session B:
11:45	Panel Discussions	1:00 - 3:00	Grant Writing Opportunities
12:00	Networking Lunch		Breakout Session C:
		1:00 - 3:00	Legislative Process: Bill Writing to Passage

New to
Trauma Team



**CME's
Accreditation**

"This activity has been planned and implemented in accordance with the Essential Areas and policies of the Colorado Medical Society through the joint sponsorship of Wyoming Medical Center and the Trauma Center Association of America. Wyoming Medical Center is accredited by the Colorado Medical Society to provide continuing medical education for physicians.

Wyoming Medical Center designates this live activity for a maximum of 40 CME's AMA PRA Category 1 Credit (s)™. Physicians should only claim credit commensurate with the extent of their participation in the activity."

Disclosure

As a provider accredited by the ACCME, Wyoming Medical Center's Office of Continuing Medical Education must ensure balance, independence, objectivity and scientific rigor in its educational activities. All faculty are required to disclose relationships with commercial grantors or products. Faculty are also required to identify trade names, investigational products, and unlabeled uses that are discussed in their presentations. Disclosure will be published in course materials so participants may formulate their own judgment regarding the presentation (s).

Nursing CE's

Applying for a maximum of 40 contact hours of Nursing CE's for the Trauma Center Leadership Course, Trauma Finance and Business Planning Course, Trauma System Leadership Course and the TCAA Annual Meeting through the California Board of Registered Nursing.

** Be sure to provide your RN License Number on your registration form to ensure proper credit is given.*

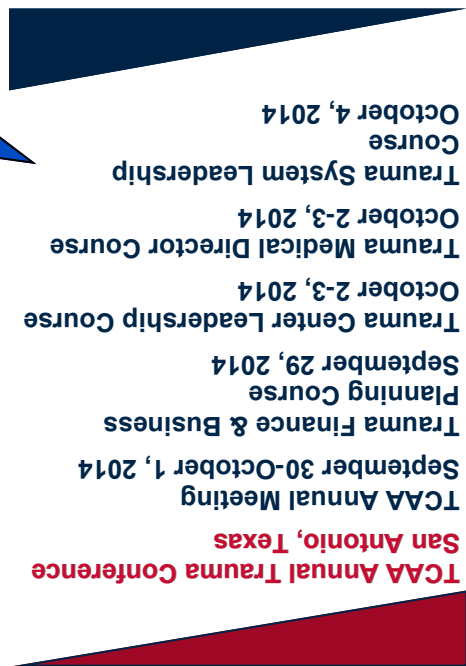
**TRAUMA CENTER ASSOCIATION OF
AMERICA**

The Trauma Center Association of America (TCAA) formerly known as the National Foundation for Trauma Care (NFTC) is a non-profit trade association dedicated to securing the economic viability of trauma centers and systems across the country. The Association's mission is to foster the development of a national system of trauma care so that access to excellent care for the seriously injured is assured.

TCAA's 300+ members receive education on best practices, advice on trauma finance and system development, access to the most comprehensive trauma database, and linkages to other trauma centers and systems. Members include 290+ trauma centers in 45 states and 13 state/regional trauma agencies responsible for trauma system development and oversight.

The TCAA Board of Directors include the most qualified and influential professionals in the trauma care industry. Board membership includes representatives from CEO's, trauma surgeons, trauma nursing, trauma system management, and government relations representatives. These leaders direct the TCAA in all member initiatives and TCAA national advocacy efforts.

The Association also has seven established Committees that actively determine member services and activities. These Committees, consisting of representatives from TCAA member trauma centers, include: Advocacy, Development, Disaster Preparedness, Education, Injury Prevention, Pediatrics, Reimbursement, and System Management.



TCAA Annual Trauma Conference
San Antonio, Texas
 TCAA Annual Meeting
 September 30-October 1, 2014
 Trauma Finance & Business
 Planning Course
 September 29, 2014
 Trauma Center Leadership Course
 October 2-3, 2014
 Trauma Medical Director Course
 October 2-3, 2014
 Trauma System Leadership
 Course
 October 4, 2014



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