AGENDA

Wednesday, January 25
Policy Day

12:30 – 1:00 p.m.
Welcome and Introduction
Rick Willis, President and CEO, Brain Injury Association of America

1:00 - 2:30 p.m.
Legislative Update
Peter Thomas, J.D., Principal, Powers Pyles Sutter and Verville PC
Hear from our nationally recognized lobbyist and advocate on current federal policy issues and discussions that impact access to rehabilitation, provider services, and those we serve.

2:30 - 2:50 p.m.
Break

2:50 - 3:50 p.m.
Working the State Side: Building Legislative Support for Action
Kevin Cleary, Owner, Kevin Cleary Government Relations
Page Melton Ivie, Vice Chair, Brain Injury Association of America
How does your organization locate motivated sponsors, engage members, create advocacy networks, and build momentum toward achieving your advocacy goals? Learn how to assess what’s possible in your state and determine what background and materials can help you effectively make your case. You will also examine a case study of how single-issue advocates pushed model legislation and budget amendments from a handful of states to national acceptance.

3:50 - 5:00 p.m.
Strategies and Lessons Learned from Massachusetts’ Legislative Efforts to Pass a Mandated Cognitive Rehabilitation Bill
Kelly Buttiglieri, Esq., Public Policy Manager, Brain Injury Association of Massachusetts
Nicole Godaire, CBIS, Chief Executive Officer, Brain Injury Association of Massachusetts
Learn from the Brain Injury Association of Massachusetts’ efforts to pass a Cognitive Rehabilitation Bill in their state. Hear about their strategies for overseeing grassroots efforts, organizing provider support, meeting with legislators, and testifying before committees. They will also share the lessons learned along the way.

6:00 - 8:00 p.m.
Cocktails and Conversation Reception

Click here to register!
Thursday, January 26

7:15 - 8:00 a.m.
Continental Breakfast

8:00 - 9:30 a.m.
Servant Leadership: Building Relationships, Promoting an Exceptional Experience, and Influencing Change
Loran Vocaturo, Ph.D., Clinical Psychologist, Kessler Institute for Rehabilitation
Servant leaders create the conditions and provide others with the resources and tools they need to be successful, building relationships of trust, respect, and empathy. In this session, Dr. Loran Vocaturo will focus on the tenets of Servant Leadership to build relationships, promote an exceptional experience, and influence sustainable change.

9:30 - 9:45 a.m.
Break

9:45 - 10:45 a.m.
Leveraging CARF Accreditation Standards in the Value Proposition with all Stakeholders
Terrence Carolan, MBA, Managing Director, Medical Rehabilitation, CARF International
Conformance with accreditation standards can be leveraged to make compelling arguments to all stakeholders about the unique, effective, and efficient services provided by post-acute providers of rehabilitation. In this presentation, Terrence Carolan will discuss how to leverage CARF standards in the value proposition, including specific examples from the field of accredited organizations.

10:45 - 11:45 a.m.
Emerging Cybersecurity Threats in Healthcare
Michael McCracken, Chief Technology Officer, Centre for Neuro Skills
As healthcare organizations transition from a pandemic to an endemic era, they are challenged with balancing the competing priorities of innovation, budgetary pressures, and cybersecurity. In this session, learn about the healthcare industry’s emerging cybersecurity threats and how to counter them.

11:45 a.m. - 1:30 p.m.
Lunch on own

1:30 - 2:30 p.m.
Strategies to Survive and Thrive in Neurological Care & Rehabilitation: The Next Frontier of Care Delivery and Value-Based Care
Anne Tumlinson, CEO, ATI Advisory
More than ever before, the healthcare payment environment offers opportunities for new care delivery models and business expansion. In this presentation, Anne Tumlinson will provide insights about important trends in healthcare, the challenges and opportunities they present, and strategies for success in neurological care and rehabilitation.

2:30 – 3:30 p.m.
Complex Needs, Complex Data: Gaining the Upper Hand in Developing Value-Based Payment Programs
Fady Sahhar, Ph.D., Founder and CEO, XtraGlobex and CEO, ProVantaCare
Fady Sahhar will provide a high-level overview of Value-Based Payments (VBP) and some of the more successful approaches used across the country. He will also discuss the complex needs of brain injury services, and a variety of data sources that a provider should consider in developing and negotiating VBP contracts with payers and managed care organizations.

3:30 – 3:45 p.m.
Break

3:45 - 4:30 p.m.
Ideas from the Field: How to Survive and Thrive
Amanda Carr, OTR/L, CBIS, Director of Rehabilitation, Origami Rehabilitation
Corey Morrison, MBA, Chief Strategy and Development Officer, OnWithLife
Tera Welch, President, NeuLife Rehabilitation
In a rapidly changing healthcare landscape, organizations need to re-evaluate strategic priorities to adapt. In this presentation, leaders from three post-acute organizations will share how they have been able to stay focused on their mission while utilizing different types of growth strategies to not only survive, but thrive.
4:30 - 5:00 p.m.
Afternoon Presentation Panel and Audience Discussion: How Your Organization Can Survive and Thrive
Amanda Carr, OTRL, CBIS, Director of Rehabilitation, Origami Rehabilitation
Corey Morrison, MBA, Chief Strategy and Development Officer, On With Life
Fady Sahhar, Ph.D., Founder and CEO, XtraGlobex and CEO, ProVantaCare
Anne Tumlinson, CEO, ATI Advisory
Tera Welch, President, NeuLife Rehabilitation

Friday, January 27

7:15 – 8:15 a.m.
Continental Breakfast

8:15 - 9:15 a.m.
Finding and Enriching Staff for Growth: Teaching New Skills, Setting Goals, and Planning Ahead
Barbara Giesing, MPA, SPHR, SHRM-SCP, CPSP™, Owner, BAG HR Consulting
We’re all aware of the difficulties of hiring in today’s business climate. Now more than ever, we must prepare for the future by working with our employees to develop skills, encourage career goals, and promote learning. In this session, Barbara Giesing will provide guidance on identifying available talent within your current staff, establishing career paths, and preparing new leaders for your organization.

9:15 - 10:15 a.m.
Payor and Provider Relations: Where Care is Going. A Health Plans Perspective
Description TBA

10:15 - 10:30 a.m.
Break

10:30 a.m. - 12:30 p.m.
How Gen Z’s Expectations Redefine the Workplace
Tiffany C. Jennings, MPH, CPXP, FACHE, Veterans Experience Office
John W. Sharpe, MSPT, MBA, FACHE, Central Virginia VA Health Care System
Members of Gen Z are at the helm of workplace transformation, redefining the 9 to 5 and setting new standards for employee expectations. In this session, Tiffany Jennings and John Sharpe will describe how Gen Z’s expectations, values, and morals affect organizational culture, recruitment, retention, and employee engagement.

12:30 p.m.
Adjourn

Thank You to Our Sponsors and Exhibitors!