



Helping innovative long-term care professionals provide quality health care to Ohioans.

## OANH Premier Partners



## FRIDAY, JANUARY 14, 2011 HEADLINES:

[Kasich makes key appointments to Medicaid, state departments; state revenues improving but budget outlook still red; House introduces bill for alternative managed care program](#)

[Do you have a Certified Dementia Practitioner \(CDP\) at your facility?](#)

[Don't put your sleeping room in "jeopardy"—reserve it today](#)

[Save the dates for the Academy's Human Resources Series](#)

[Want the most for your money? Become a 2011 Premier Partner](#)

[Update from CMS](#)

[Howard, Wershbale & Co. partners with Cummins, Krasik & Hohl](#)

[Want to earn FREE products and services? Refer a member today!](#)

[Get your message to hundreds of potential customers AND save money with the advertising bundle](#)

[New year, new contacts?](#)

**Kasich makes key appointments to Medicaid, state departments; state revenues improving but budget outlook still red; House introduces bill for alternative managed care program – Kasich appointments:** Governor John Kasich created a new Office of Health Transformation and named Greg Moody, a former Taft Administration official and consultant for Health Management Associates, as head of the office. Kasich stated the new office would lead the effort to implement “modernization and cost-containment priorities” and direct related initiatives in the eight state agencies that deal with Medicaid in varying degrees. The Department of Job and Family Services would remain the single administrator for the program. John McCarthy, currently the Medicaid director for the District of Columbia, was named Ohio's Medicaid Director. Dr. Bonnie Kantor-Burman, formerly head of the Office of Geriatrics and Gerontology at the Ohio State University Health Sciences Center, was named director of the Department of Aging. **State revenue:** The good news is that state revenues are on the upswing. The bad news is that revenues are coming off historic lows. According to the Ohio Office of Budget and Management (OBM), state tax revenues are 6.7% higher than last year, a gain of three percent over what OBM had budgeted. The additional \$300 million in tax revenues can be viewed as extra cash so long as the state can stay within its budget. Currently, Ohio expenditures are 1.1% above estimates. But should Ohio end the fiscal year with \$400 million more than budgeted, as some estimate, it would be a small dent in the projected \$8 billion deficit. **Bill introduced:** In related news, the House began with a flurry this week by introducing 18 pieces of legislation. The first, House Bill 1, is a placeholder for Gov. Kasich's plan to create a non-profit JobsOhio to replace the existing Department of Development. Another bill of interest is H.B. 12. H.B. 12 makes several changes to the Medicaid program, including the creation of pilot programs to test and evaluate alternative forms of care management for individuals selected by ODJFS currently not under care management. For more information, please contact [Chris Murray](#). (Source: Gongwer News Services, January 13, 2011)

[\(Back to top\).](#)

**Do you have a Certified Dementia Practitioner (CDP) at your facility?** – How will you answer a family that asks this question? Residents with Alzheimer's and Dementia are one of the fastest growing segments of the nursing home population. Having CDPs on staff show your facility's commitment to caring for residents with dementia. Nurses, STNAs, therapists, administrators, activity

professionals, social workers, and marketing/admission directors can all become certified. The Academy is teaming up with Therapy Alliance/Ohio CEUs to offer the **“Alzheimer & Dementia Seminar.”** This program is the required course to become a CDP. Some additional experience and education are required and you [can view those requirements here](#). Persons attending this seminar and meeting the qualifications will pay a discounted fee of \$25 (a \$75 savings!) to the NCCDP when submitting their CDP application within 45 days. A notary will be onsite to notarize applications the day of the course. Registration for the "Alzheimer & Dementia Seminar" will begin at 8 a.m. with the program from 8:30 a.m. to 4:30 p.m. and will include breakfast and lunch. This class has been approved for seven (7) hours of CEU from BENHA. The CSWMFT Board has also approved this program for seven (7) hours of CEU for Social Workers. Academy members may attend this program for \$249 and non-members may attend for \$299. A member facility may send three or more employees for the discounted price of \$200 each, a savings of \$49 per person!

Dates and locations are:

- **Wilmington – Wednesday, February 23**

Roberts Centre  
123 Gano Road  
Wilmington, Ohio

- **Cleveland – Wednesday, March 2**

Holiday Inn Cleveland South  
6001 Rockside Road  
Independence, Ohio

Information about this program has been faxed and emailed. You can also register [online](#). For questions, contact [Dawn Kennedy](#). ([Back to top](#)).

**Don't put your sleeping room in "jeopardy"—reserve it today** – Now is the time to guarantee you have a hotel room for the game show-themed 2011 OANH Annual Convention & Trade Show. The 2011 convention will be held Wednesday - Friday, October 19-21, 2011 at the Hilton Columbus at Easton. Sleeping rooms sell out fast, so don't put yours in "jeopardy!" The Academy has negotiated a special discounted rate of \$179 per room/per night. To make a reservation call the Hilton at 614/414-5000 and mention the **group code OAN**. ([Back to top](#)).

**Save the dates for the Academy's Human Resources Series** – Mark your calendars now for OANH's upcoming "HR Series: What You Don't Know Can Hurt You!" This four-part series will examine the most critical aspect of human resources and give the attendee the basis for revising or crafting a legally sound employee handbook.

**Wilmington**

- Tuesday, March 29
- Tuesday, May 17
- Tuesday, September 27
- Tuesday, November 15

**Cleveland**

- Thursday, March 31
- Thursday, May 19
- Thursday, September 29
- Thursday, November 17

Watch your mailbox, fax and email for more information about this exciting new series. If you have any questions, contact [Dawn Kennedy](#). ([Back to top](#)).

**Want the most for your money? Become a 2011 Premier Partner!** – With your company name in front of hundreds of decision-makers every single week, you gain instant visibility and recognition—giving you the most for your membership dollars! Being an Academy Premier Partner demonstrates your leadership, your commitment and your loyalty to both the Academy and long-term care profession. Thank you to our [2010 Premier Partners](#) who have demonstrated their support to our association and the long-term care profession:

- Accu Medical Waste Service, Inc.
- The American Express Corporate Card Program
- American Medical Equipment
- CHAMPS Group Purchasing Services
- Geoffrey Webster of Chester Willcox & Saxbe, LLP
- CompManagement, Inc.

- Cooperative Health Partners, Ltd.
- Cummins, Krasik & Hohl
- Howard, Wershbale & Co.
- Neace Lukens Insurance and Risk Management

[Click here on how to become a 2011 Premier Partner](#). For more information, contact [Victoria Gresh](#) or [Christina O'Neal](#). ([Back to top](#)).

**Update from CMS** – The Centers for Medicare & Medicaid Services (CMS) recently released the following information of interest to long-term care providers:

- **Survey & Certification Memos**

[11-08: Clinical Laboratory Improvement Amendments of 1988 \(CLIA\)—CLIA Applicability for Laboratory Testing Associated with Blood, Cells/Tissue, and Organs \(1/7/11\)](#)

This memorandum provides guidance on the applicability of CLIA regulations to testing associated with blood, cells/tissue, and organs for transfusion, implantation, infusion, or transplantation. The basis for determining CLIA applicability is the definition of a laboratory in the CLIA regulations.

- **Next SNF LTC Open Door Forum**

The next Skilled Nursing Facility(SNF)/Long Term Care (LTC) Open Door Forum is scheduled for Thursday, Jan. 27, 2011 from 2 to 3 p.m. To participate, dial 800/837-1935; Conference ID 29122620.

- **Important Information on the Timely Claims Filing Requirement**

CMS reminds Medicare Fee-For-Service physicians, providers and suppliers submitting claims to Medicare for payment, as a result of the Patient Protection and Affordable Care Act (PPACA), effective immediately, all claims for services furnished on or after Jan. 1, 2010, must be filed with your Medicare contractor no later than one calendar year (12 months) from the date of service or Medicare will deny them. In general, the start date for determining the one-year timely filing period is the date of service or "From" date on the claim. For institutional claims that include span dates of service (i.e., a "From" and "Through" date on the claim), the "Through" date on the claim is used for determining the date of service for claims filing timeliness. For claims submitted by physicians and other suppliers that include span dates of service, the line item "From" date is used for determining the date of service for claims filing timeliness. For additional information about the new maximum period for claims submission filing dates, contact your Medicare contractor, or review the [MLN Matters articles](#) related to this subject.

- **HCPCS Coding System**

CMS is pleased to announce the scheduled release of modifications to the Healthcare Common Procedure Coding System (HCPCS) code set. These changes have been posted to the [HCPCS website](#).

- **Expanded Ordering/Referring Provider Claim Edits**

Due to recent inquiries, CMS is clarifying its policy regarding expanded ordering/referring provider claim edits. CMS has not yet decided when it will begin to reject claims if an ordering/referring provider does not have a record in the Provider Enrollment, Chain, and Ownership System (PECOS). CMS will give providers ample notice before claim rejections begin. Recent revisions to Change Requests (CRs) #6417 and #6421 require Medicare Administrative Contractors to delay rejecting claims until receiving further direction from CMS. ([Back to top](#)).

**Howard, Wershbale & Co. partners with Cummins, Krasik & Hohl** –

Columbus-based accounting firm Cummins, Krasik & Hohl (CK&H) has combined its practice with the Columbus office of Howard, Wershbale & Co. (HWCO) effective January 1, 2011. Bert Cummins, CPA, along with other staff members, will be joining HWCO in the Westerville office. Howard, Wershbale & Co. is an Ohio-based accounting and consulting firm and among Ohio's largest CPA firms. [Howard, Wershbale & Co.](#) provides comprehensive business and financial advisory services to a variety of industries and clients throughout the United States. ([Back to top](#)).

**Want to earn FREE products and services? Refer a member today!** – Do you know someone (that knows someone) that would be a good Academy member? Use your connections in the long-term care industry and refer a member! The Member Referral Program is specifically designed to:

- give members the opportunity to earn **free products and services**
- increase the strength of the association through additional support and a wider range of services
- keep reaching our goal together to improve the quality of life for the elderly in Ohio

[Click here](#) to download the Member Referral application. Be the one to make a difference in the long-term care profession, and refer a member today! ([Back to top](#)).

**Get your message to hundreds of potential customers AND save money with the advertising bundle** – Take full advantage of your advertising opportunities AND save money by purchasing the 2011 advertising bundle. Academy publications are mailed to every OANH administrator and owner and are distributed at every Academy event—your message will reach hundreds of decision makers! Get your advertising information [here](#) and see how you can save 10% on your total cost. For more information, contact [Christina O’Neal](#). ([Back to top](#)).

**New year, new contacts?** – If your facility/company made recent changes to your contact information, please let the Academy know. [Click here](#) for the membership update form and fax it to the Academy. If a new contact needs to be added to the distribution list, please email [Christina O’Neal](#) the individual’s name, title and email. ([Back to top](#)).

*A publication of The Ohio Academy of Nursing Homes, Inc. All rights reserved. 2011 ©  
To unsubscribe from this newsletter, [click here](#) and type “unsubscribe” in the subject line.*