

Navigating Through Uncharted Waters
CMS/ESRD NETWORK ANNUAL MEETING 2009



RENAISSANCE HARBORPLACE HOTEL
BALTIMORE, MD
APRIL 6-8, 2009

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INTRODUCTION

The End Stage Renal Disease (ESRD) Network of New York, in its second year as the Network Coordinating Center (NCC), is pleased to present its 2009 CMS/ESRD Networks' Annual Meeting Report. In keeping with the patient-centered goals of efficiency, effectiveness, and timeliness of the ESRD Network Program, the NCC has successfully implemented a national program titled, "Navigating through Uncharted Waters; A Unified Approach to ESRD Care."

The purpose of this Report is to provide a comprehensive summary of the 2009 CMS/ESRD Networks' Annual Meeting, including the planning, implementation, and challenges that were met. This Meeting is a primary deliverable in the NCC Statement of Work and is attended by key stakeholders from the renal community, including the Centers for Medicare & Medicaid Services (CMS), the ESRD Networks, Large Dialysis Organizations, as well as beneficiaries.

The 2009 Annual Meeting was held at the Renaissance Harborplace Hotel, located in Baltimore, Maryland, on April 6–8, 2009. Together with the efforts of the 2009 Planning Committee, the NCC Meeting provided an opportunity for the Networks to highlight their accomplishments and for CMS to discuss the direction of the Network Program, particularly the ESRD Redesign. This venue also provided educational opportunities with topics such as Consolidated Renal Operations in a Web Enabled Network (CROWNWeb), Disparities, and Patient Safety, as well as including professional development topics, e.g., Art and Science of Public Speaking and Working with Passion and Purpose.

The CMS/ESRD Annual Meeting continues to be a highly anticipated event within the ESRD community. The ESRD Network of NY, as the NCC, is proud to have served as the contractor for the 2009 Meeting.

PLANNING COMMITTEE

Each year the Planning Committee provides support in the development and planning of the annual program agenda and activities. The Planning Committee is made up of members of key positions in the Networks and CMS representatives. The Committee serves as a resource by providing thoughts and feedback on topics of interest, as well as the general theme for the Meeting. This Committee was made up of 18 members and was initiated in March 2008.

The 2009 Planning Committee members are listed in the table below.

CMS Representatives	Network Representatives	
Jackie Abt, RN, MS <i>Quality Improvement Group</i>	Robert Bachelder, BS, MA <i>Network 1</i>	Kolina Ford <i>Network 7</i>
Kathleen Egan, RN, MSN <i>Division of Quality Improvement</i> NCC-CMS Project Officer	Lynda Ball, RN, BSN, CNN <i>Network 16</i>	Patricia Llewelyn, RN, CNN <i>Network 3</i>
Edwin Huff, PhD <i>Division of Quality Improvement</i>	Jaya Bhargava, PhD <i>Network 1</i>	Kelly Mayo, MS - Program Co-Chair <i>Network 7</i>
Vicki Schlining, M.A.S. <i>Information Systems Group</i>	Geli Brown, MS <i>Network 14</i>	Shane Perry, BS <i>Network 4</i>
Sharon Last, BS, RN <i>Division of Quality Improvement</i>	Susan Caponi, BSN, RN - Program Chair <i>Network 2</i>	Darlene Rodgers, BSN, RN, CNN, CPHQ <i>Networks 15/17</i>
Lynn Riley, RN, MA <i>Quality Improvement Group</i> <i>NCC-CMS Government Task Leader</i>		
NCC Representatives		
	Charlene Harvey	
	Michele L. Spillane	

ATTENDANCE

The 2009 CMS/ESRD Network Annual Meeting had a total of 234 attendees.

Registration Category	Count
Pre-Registered Attendees	223
On-Site Registrants	17
On-Site Pre-Registered No Shows	6
Total Annual Meeting Confirmed Registrants	234

MEETING THEME

The theme for this year's Meeting, "Navigating through Uncharted Waters; A Unified Approach to ESRD Care," was developed by the Planning Committee in March 2008.

MEETING PROGRAM

Welcome

The 2009 Chairperson, Susan Caponi, Network 2 Executive Director, presented the welcome address, which provided a reflection of the accomplishments of the Network Program in 2008. In recognition of Donate Life Month, Network 1 Executive Director Jenny Kitsen read a poem, titled, "Remember Me," by Robert Test.

Sessions

The 2009 Program featured the following 14 general sessions:

- ◆ Attribution, by Sara Meadors, BSN, MBA
- ◆ Keynote Address, Working with Passion and Purpose, by Margaret McCraw, PhD, MBA, LCSW
- ◆ Patient Safety, by Jay Ginsberg, MD
- ◆ Best Practices in Community Collaboration, by Geli Brown, MS, Danielle Daley, MBA, and Peter Traub, BS, BA
- ◆ Involuntary Discharges, by Mark Meier, BS, MSW, LICSW
- ◆ CMS Keynote Address, by Paul McGann, MD
- ◆ Displaying Data in a Meaningful Way and Interpreting Quality Data, by Jefferson Rowland, M.Sc., COTR
- ◆ Conditions for Coverage (Cfc): Interpretive Guidelines, by Glenda Payne, RN, MS, CNN and Judith Kari
- ◆ Five-Diamond Patient Safety Program, by Jenny Kitsen and Nancy Armistead, MPA
- ◆ Art and Science of Public Speaking, by Scott Litin, MD
- ◆ CROWNWeb Panel Discussion, moderated by Vicki Schlining, M.A.S. and Matthew Leipold
- ◆ Kidney Community Emergency Response, by Network 7
- ◆ End of Life, by Alvin Moss, MD
- ◆ Disparities, by Frances Ferguson, MD

The Meeting Program also included the following four breakout sessions held on the first day of the Meeting:

- ◆ Patient Safety, by Jay Ginsberg, MD
- ◆ Working with Passion and Purpose, Follow-up Session, by Margaret McCraw, PhD, MBA, LCSW
- ◆ Fistula First Breakthrough Initiative (FFBI), by Nancy Armistead, MPA and Larry Spergel, MD

- ◆ Patient Services Coordinator/Community Outreach Coordinator Panel Session, by Lisa Hall, MSSW, LCSW, Judith Kari, and Christian Campbell

According to the general session evaluations of Monday, April 6, the Keynote presentation by Margaret McCraw was among the most favorable, along with the Involuntary Discharges presentation, by Mark Meier. Ms. McCraw's presentation highlighted the fact that most individuals can choose the way in which they handle issues, thereby minimizing stress. She stated that taking steps toward being open to possibilities will help individuals during these changing times. This presentation had an overall evaluation score of 4.65, out of a possible 5. Mr. Meier is well known to the Network community as a former staff member of Network 11. His presentation highlighted the challenges that are presented when a patient is discharged involuntarily. He discussed recent changes within the CfC and provided the audience with information on how to assist with conflict and patient discharge situations as an ESRD patient advocate. Mr. Meier's presentation received an overall evaluation rating of 4.41, out of a possible 5.

On Tuesday, April 7, the sessions were highlighted by Keynote speaker, Paul McGann, MD. This Address encompassed the guiding principles of the ESRD Network Redesign, which is being developed for greater efficiency and higher performance within the Network Program. The Redesign will also increase competition, demonstrate value and attribution, improve CMS oversight, and improve the dissemination and coordination of a quality improvement culture. The high point of the afternoon was the presentation by Scott Litin, MD, the Art and Science of Public Speaking. Dr. Litin gave a light, thorough, and humorous presentation on how to present materials effectively and professionally. The presentation also included the dos and don'ts of PowerPoint presentations. Attendees expressed that this was an enjoyable and informative session and that self-development programs like this should remain part of the Program in coming years. This presentation had an overall evaluation score of 4.97, out of a possible 5.

Kidney Community Emergency Response (KCER) Summit

On April 8, the final day of the Program, the KCER Summit took place as a stand-alone, 4-hour morning session. The Summit attracted more than 100 attendees from the ESRD Networks and stakeholder community, providing an overview and updates of coalition activities, as well as offering feedback from team leaders.

The overall objective of the Summit was to continue to develop a coordinated preparedness and response framework for the ESRD community in the event of any type of emergency or disaster. The Summit addressed such topics as technical assistance available in the event of an emergency or disaster and how patients with kidney disease can prepare for an emergency. The Meeting was rated 4.32, out of a possible 5.

Additional Sessions

CMS requested that additional sessions be added to the Program. One such request came from the Business Operations Staff for a session with Executive Directors. This session took place on the first day of the program and provided helpful information and tools to utilize when creating and submitting business proposals and cost reports. The requested session was presented by Danielle Andrews, MHA, and Clarissa Whatley, MPA, of the Office of Clinical Standards and Quality.

In March 2009, CMS also requested that a 2-hour FFBI session be accommodated into the program. This additional session required the reorganization of several speakers and time changes. The FFBI

contract was awarded to Network 5 in late February 2009, and the session served as a kickoff for the contract while also providing specific details regarding FFBI project initiatives. The FFBI session was rated 4.41, out of a possible 5.

Challenges

Various challenges were presented throughout the planning and implementation of this year's Program. The most significant challenge came in December 2008, as Network 2 applied for a food waiver for the 2009 CMS/ESRD Meeting. It had come to light through a Network 2 CMS Management Review that this waiver would be necessary. After several months and adjusting the agenda to include working lunches at the request of CMS, Network 2 was denied the waiver 1 week prior to the Meeting. This created an awkward and potentially cumbersome situation of having to request payment for food from the attendees upon arrival. The far-reaching effects of this denial were considered by the senior management team at IPRO, and it was decided that lunch would be served at no cost to the attendees.

MEETING MATERIALS

This year's program supported the CMS **Going Green** initiative. The Planning Committee notified attendees that paper meeting materials would not be offered. All presentations were posted to the NCC Web site 1 month prior to the Meeting for attendees to download. The NCC encouraged participants to bring their laptops or other mobile devices for use on site. Communication from several Network representatives on the Planning Committee was received and was not supportive of this initiative.

Attendees each received a 2009 Program brochure upon arrival, which included:

- ◆ Planning Committee Roster
- ◆ 3-Day Agenda
- ◆ Speaker Biographies
- ◆ Renaissance Harborplace Hotel Floor Plan

The brochure was provided in a pocket folder, which also contained a meeting evaluation form.

In order to further accommodate the **Going Green** initiative at future events, the NCC will seek a venue to provide ample access to electrical outlets throughout the property for attendees to utilize. This will afford attendees the ability to charge their mobile devices when needed for their review of session materials and note-taking purposes.

COMMUNICATIONS

The timely dissemination of pre-Meeting announcements and subsequent communications is vital to the success of our Program. Therefore, throughout the planning of this Program we have communicated updates and follow-ups as needed.

During the early planning stages, the NCC communicated with the Networks in the following areas:

- ◆ Request for Topic/Speaker Recommendations (September 3, 2008)

- ◆ Save the Date (September 4 and 8, 2008)

Once the Planning Committee was in place and the Program began to develop, the NCC communicated the following information to the ESRD Community, utilizing the Annual Meeting listserv, which has more than 900 subscribers:

- ◆ *RegOnline* Information (initial posting, February 19, 2009)
- ◆ Program Agenda (February 19, 2009)
- ◆ Meeting Updates

The NCC provided information to the program speakers on a regular basis, along with confirmation, well before the Meeting took place. This communication helped with the timely receipt of speaker biographies that were included within the Meeting brochure. It also provided the speakers with a format to communicate their Meeting needs, i.e., audiovisual requirements. The NCC also provided information on travel reimbursement, which included a standard form to use when submitting speaker-related expenses.

In addition to working with the Planning Committee and working directly with all Meeting speakers, the NCC at the request of CMS communicated with the Executive Directors, requesting their participation during a CMS session, titled, Submitting Business Proposals and Cost Reports. The NCC distributed the initial communication on CMS' behalf, and sent two subsequent follow-up emails to ensure Network representation and participation.

Post-Meeting Communications

At the close of the Annual Meeting, all session presentations were available on the NCC Web site. On April 9, 2009, the NCC communicated to all attendees that all presentations were on the Web site and available for download at their convenience. Based on the quick upload of all presentations, the NCC received complimentary feedback from several attendees.

In addition to communicating the final posting of presentations to attendees, the NCC also distributed speaker thank-you letters electronically on April 9, 2009. Based on experience, the NCC has found that timely acknowledgment is key for speaker participation at future meetings.

PROGRAM EVALUATION

A detailed evaluation form was provided to all attendees. The form included evaluations for each session, with ratings ranging from 1 = Strongly Disagree, to 5 = Strongly Agree. A total of 75 evaluations were received, representing a 32 percent return rate, with an overall Meeting rating of 4.39. The same return rate was noted during 2008 and has been identified as an area that needs improvement. In order to obtain additional feedback-based evaluations, the NCC is investigating the utilization of a program that would require evaluations to be processed for each session in which Certified Educational Units (CEUs) would be awarded. Only at this time would a CEU be granted. The NCC continues to seek ways to improve the quantity of evaluation returns received and will continue to investigate and brainstorm this issue within the organization and with the 2010 Planning Committee.

Feedback in the evaluations contained several recommendations for the 2010 Annual Meeting. Included were hosting the Meeting to begin on a Tuesday, to eliminate weekend travel; providing

focus days specific to Network groups so that all staff would not be required to be out of the office at once; and the request to have a final agenda posted at least 3 weeks prior to the Meeting. Several attendees also expressed concern regarding the processing of CEUs through the American Nephrology Nurses' Association and National Association of Nephrology Technicians/Technologists. These organizations require each attendee requesting credits to provide an evaluation form with its certificate request. The attendees expressed concerns that these evaluations would not be anonymous, as they are intended to be.

The feedback provided in these evaluations will be addressed to the Planning Committee in the development of the 2010 Annual Meeting.

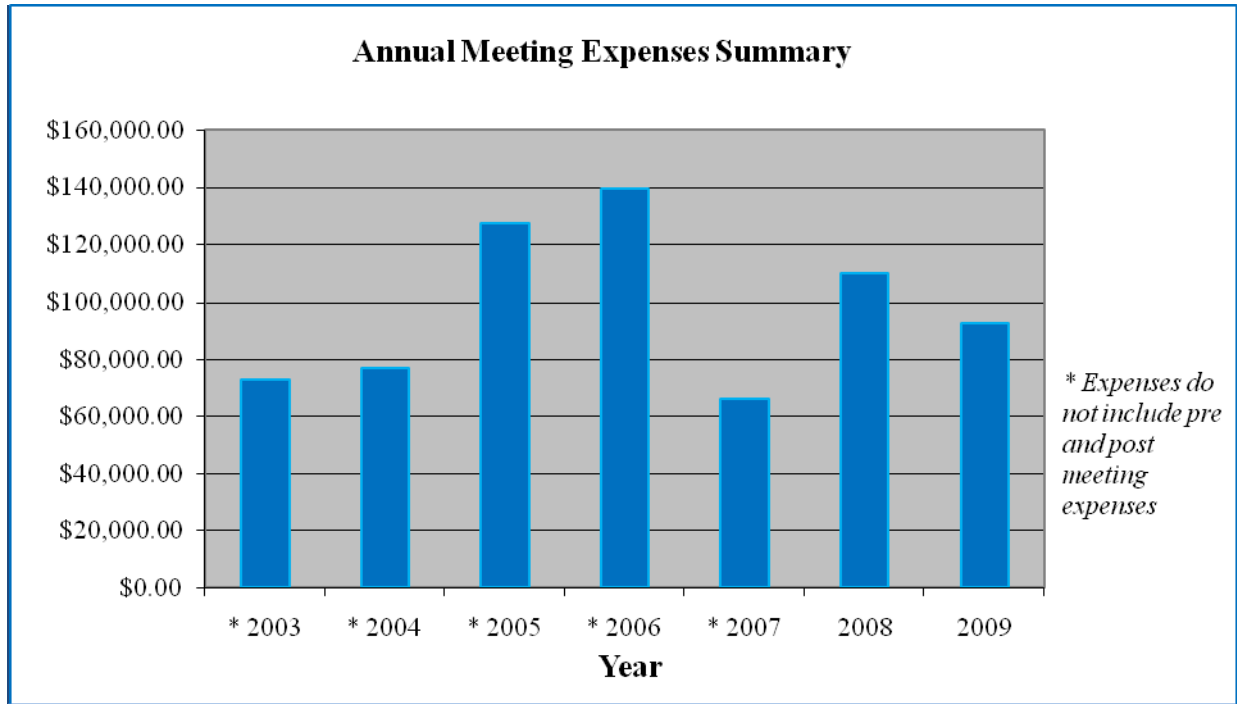
FINANCIAL STATEMENT

In an effort to ensure that meetings are held in the most cost-efficient manner, Meeting financial data are tracked and trended in order to determine a baseline cost and provide analysis based on attendee participation.

One way in which the NCC sought to reduce expenditures for the 2009 Annual Meeting, which coincided with CMS' **Going Green** initiative was the decision not to provide printed presentations and handouts. This action saved more than \$15,000 in printing/shipping fees. The NCC will continue to evaluate costs associated with the Meeting and will make every effort to streamline costs while making a conscious effort not to affect the benefits to attendees.

One area in particular that continues to be evaluated is securing bids from outside audiovisual agencies to provide services for the Meeting. Although that was not possible for this Meeting due to uncertainties at a late date, the NCC plans to obtain at least three quotes from Maryland-area media companies in the future.

Upon receipt of all final Annual Meeting-related invoices, CMS will be provided a detailed financial report.



Due to available data for time period 2002–2007, the Expenses Summary does not include pre- and post-Meeting expenses. All 2008–2009 pre- and post-Meeting expenses have been recorded and will be reported from this point forward.

SUMMARY

The 2009 CMS/ESRD Annual Meeting was successfully implemented in April 2009. The Planning Committee, together with the NCC, created a program that was relevant to the current issues and concerns in the ESRD Network community. Despite challenges along the way, a Program was delivered that promoted the goals of CMS and highlighted the invaluable work within the ESRD Network Program.

The ESRD Network of New York, as the NCC contractor, appreciates the opportunity to serve as the contractor for this program and is committed to supporting the ESRD Network Program as it works to improve the lives of ESRD patients.