



Workshop Leader

The course will be taught by Joanna Smith, LCSW, MPH, Founder and CEO of Healthcare Liaison. She has 25 years experience in the fields of health, public health and mental health, working as a medical social worker and hospital discharge planner in healthcare systems throughout the San Francisco Bay Area. A former Director of medical social work and discharge planning at DRG in South San Francisco, Joanna also has training in utilization review and case management. Previous experience also includes work in home health and community-based agencies.

Joanna received her undergraduate degree at the University of Vermont (1970) and then received her Masters in Social Work degree from Tulane University in 1978. She also holds a Masters in Public Health degree from the University of California, Berkeley (1985) with a specialization in Maternal and Child Health.

In 2007 Joanna established the first credentialing program in the country for healthcare advocates. In 2009 she founded the National Association of Healthcare Advocacy Consultants (www.nahac.com) and currently serves as NAHAC President.

Workshop Daily Schedule

8:30 a.m. check in and coffee
9:00 a.m. workshop begins
noon-1 p.m. lunch (on your own)
4:30 p.m. workshop ends

www.healthcareliaison.com

Cost of Workshop

Early Bird registration
(before January 31, 2012) \$345
(before February 18, 2012) \$375
On or after February 18, 2012 \$395

Includes all materials and morning coffee.

For pricing on multiple registration discounts, contact Healthcare Liaison: 510-704-8476.

Approved by the California Board of Registered Nursing, Provider #14972 and Wild Iris Medical Education, Inc., accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation for 11 contact hours.

TO REGISTER, please go to www.healthcareliaison.com/workshops. Enrollment will be confirmed by e-mail once payment is received. For hotel registration, Contact the Hilton Garden Inn, 2325 N Stemmons Fwy Dallas, TX 75207, 214-634-8200

HEALTHCARE LIAISON, INC.® 3030 Ashby Ave. Suite 105
Berkeley, CA 94705

Cancellation policy: Cancellations received at least 14 days prior to the workshop will be refunded, minus a \$50 processing fee.

For more information, contact Healthcare Liaison
e-mail: joanna@healthcareliaison.com



HEALTHCARE LIAISON, INC.®



Becoming a Healthcare Advocate

11 Steps to a New Career in Healthcare

www.healthcareliaison.com/credentialing_program

Hilton Garden Inn
Dallas Market Center
Dallas, Texas

March 3rd and 4th, 2012
8:30 a.m. to 4:30 p.m.

11 CE's available for Nurses nationwide through Wild Iris Medical Education, Inc.

What is Healthcare Advocacy?

As healthcare systems in the US become more complex, and access to appropriate healthcare continues to be more problematic, a new profession called **healthcare advocacy** is emerging. Healthcare advocates work with people of all ages, assisting them in navigating through complex medical systems.



The Need for Accreditation

Because there are currently no professional standards or requirements, consumers seeking the assistance of a **healthcare advocate** have no reliable way to assess the expertise, ethics and business practices of an individual practitioner.

Healthcare Liaison has responded to this situation by creating the nation's first credentialing process for healthcare advocates. This course is a first step toward that credential.

Consumers are turning to healthcare advocates for assistance with a number of healthcare related issues, including:

- New diagnoses
- Treatment options
- Care plans
- Case management
- Placement issues
- Insurance
- Community resources

Workshop Outline

Health Systems Overview

- Outpatient • In-patient • Rehab
- Skilled Nursing
- Home Health • Hospice

Healthcare Advocacy

- Definition • History • Perspective
- Advocacy and Coaching
- Need for Credentialing

Starting with a Client

- Needs assessment • Goal Setting
- Advance Planning
- Crisis Planning • Family goals

The Health Advocacy Practitioner

- Values • Beliefs
- Solo or team? • Support

Health 2.0

- Trends • Tools
- Electronic Medical Records

Healthcare Reform

- Immediate changes
- Changes in 2014

Care Coordination

- UR and Discharge Planning
- System Conflicts • Home-based

Insurance

- Private insurance • Medicare
- Medi-cal • The Uninsured
- Long Term Care

Dynamics of Negotiation

- Insurers • Flexible policies
- Grievances and Appeals

Bioethics

- Goal setting • Futility
- Ethics of referrals



Workshop Objectives

At the end of this workshop, you will be able to:

1. Define and describe the emerging field of healthcare advocacy
2. Describe two aspects of healthcare advocacy advance planning and how they differ from crisis planning
3. List two basic system conflicts between UR and discharge planning and how they impact patients
4. Identify three necessary skills to working effectively with out-patient physicians on behalf of patients
5. Describe the entire continuum of care for both in-patient and out-patient systems
6. List three key provisions for both the Medi-cal and Medicare systems
7. Describe Health 2.0 and how insurers and consumer are using the concept
8. List two key strategies for providing healthcare advocacy to infants and children and their families.