



The Maine Association of Area Agencies on Aging 3rd Annual Conference on Aging

NEXT DECADE of HEALTHCARE REFORM *Impact and Opportunities for Maine*

Friday, October 22, 2010 ♦ 8:30am – 3:30pm at Point Lookout, Northport

State-specific information on how the new Healthcare Reform legislation will affect Maine's growing baby boomer and senior population . . . and the businesses and institutions that serve them.

Target Audience: Maine's medical, business, insurance, legal, financial, civic, homecare, caregiver, and political leaders.

Keynote Speaker **Ron Pollack, Families, USA**



Ron Pollack is the Founding Executive Director of *Families USA*, the national organization for healthcare consumers. He is a frequent guest on a variety of television and radio programs, such as "The NewsHour with Jim Lehrer," CNN's "Lou Dobbs Tonight," and is often quoted in such leading newspapers as *The New York Times*, *The Washington Post*, and *The Wall Street Journal*.

The Hill, a publication serving Congress, named Mr. Pollack one of the nine top nonprofit lobbyists. *Modern Healthcare* named him one of the 100 Most Powerful People in Healthcare. *National Journal* named him one of the top 25 players in Congress, the Administration, and the lobbying community on Medicare prescription drug benefits.

Join us to hear Ron Pollack's national perspective on Healthcare Reform.

Also Speaking

The State of Aging in the State of Maine Presented by John Nale. Maine is the oldest state in the nation, and with the baby boomer generation 'aging in,' that trend is sure to continue. This presentation will cover how well we are taking care of today's elderly and what lies ahead for the Baby Boomer generation. John Nale is one of Maine's leading elder law attorneys with offices in Waterville. He serves as President of the Maine Association of Area Agencies on Aging; Co-Chair of the legislative affairs committee of the Elder Law Section of the Maine State Bar Association; a member of the Advisory Committee to the Maine Office of Elder Services and is a member of the National Academy of Elder Law Attorneys. As an elder law attorney, John Nale assists seniors and families with estate and long-term care planning, MaineCare applications, powers of attorney, wills, trusts, guardianships, and conservatorships.



The Impact of Healthcare Reform on Maine's Health Insurance Marketplace Presented by Mila Kofman, Superintendent, Maine Bureau of Insurance. Mila Kofman has served at the Superintendent of the Maine Bureau of Insurance since March 2008. In addition to pursuing a number of innovations at the Bureau, Ms. Kofman has also been very active in the National Association of Insurance Commissioners (NAIC) where she serves on the Executive Committee. Ms. Kofman was the first in the nation to document the most recent cycle of health insurance scams (a report published by BNA)-research that informed a GAO study and a subsequent congressional hearing. In addition to more than 30 peer-reviewed publications, she has testified before the US Senate, the US House of Representatives, and state legislatures.



Afternoon Workshops

Session 1 (12:45 to 1:45p.m.)

Care Transitions: A Model in Maine Presented by Cindy Swift, Sr. Director of Care Management, MMC Physician-Hospital Organization (PHO), joined by Beth Wilcox, the Director of Care Management, MMC, PHO, and Katlyn Blackstone, Director of Community Services, Southern Maine Area Agency on Aging. Cindy Swift developed and initiated the PHO RN Care Management Program and has been instrumental in the growth of MMC's practice-based care management program. This workshop will introduce the Care Transitions Program, a patient-centered intervention designed to support patients and their caregivers as they return home from the hospital. This evidence-based intervention provides patients with support and tools that promote knowledge and self-care skills. Encouraging patients and their caregivers to assert this more active role in their care transitions also resulted in reduced re-hospitalization, for which new Medicare incentives are included in the Affordable Care Act. The Care Transitions Program is provided by the MMC PHO in partnership with MaineHealth Elder Care Services.

Healthcare Reform: Medicare Myths and Facts Presented by Kate Bridges and Steve Farnham. Kate Bridges is a gerontologist with over 20 years of experience in the field of aging and the current Director of Communication in AARP's Maine office. Steve Farnham is currently the Executive Director of Aroostook Agency on Aging, served on the Federal Council on Aging under Presidents George H. Bush and William Clinton and represented New England as a board member to the National Association of Area Agencies on Aging. Medicare is changing under the Healthcare Reform Act and many myths abound about just what will happen to Medicare. Learn how it affects access to healthcare. This workshop will give the facts about the changes and how it will enhance access to care through prevention.

Managed Care and the Future of MaineCare Presented by Anthony Marple, Director, Office of MaineCare Services. Anthony Marple is responsible for the development of Medicaid managed care/accountable care program, implementation of HIT funding, and health reform planning and implementation. In this workshop, Anthony Marple will share the implementation schedule for the Managed Care Plan that will be fully executed across Maine's MaineCare population by 2014, and the process of involvement by key stakeholders. This is an opportunity to hear the WHY and WHAT that can be expected as managed care comes to MaineCare.

Session 2 (2:00 to 3:00p.m.)

Rebalancing and the CLASS Act Presented by Leo Delicata, Legal Services for the Elderly, and Rick Erb, Executive Director, Maine Healthcare Association. While the debate over health care reform has focused on other matters, the Affordable Care Act (ACA) included a program that will expand options for people who become functionally disabled and require long-term services and supports.. The Community Living Assistance Supports and Services (CLASS) Act will establish a national insurance program—financed by voluntary premium payments—to help adults who have or develop functional impairments to remain independent, employed, and stay a part of their community. During this workshop, our presenters will share their perspectives of what these new options and challenge rebalancing may bring to long term services and supports in Maine.

Maine's Joint Select Committee on Healthcare Reform Moderator Nancy Kelleher, State Director, AARP. Panelists: Rep. Linda Sanborn (D. Gorham). Rep. Sanborn was a family physician, retiring in 2008 after practicing medicine for 27 years in Gorham, and is now an active member of both the Joint Select Committee on Healthcare Reform and the Joint Standing Committee on Health and Human Services. The panel will also include a Republican member of the Select Committee – To Be Announced.

Models of Collaborative Leadership Presented by the *Daniel Hanley Center for Health Leadership*. Gordon H. Smith, Esq. Moderator. Presenters: James Harnar, Executive Director of the Center, and other Hanley Fellows and Graduates of the Health Leadership Development Course. Since its founding in 2002, the Daniel Hanley Center for Health Leadership has worked to build a solid foundation of healthcare leadership for Maine's future. This workshop is intended to share with participants the tools and models required to meet the challenges described in the morning session. As Maine's population continues to age and the health care environment continues to present enormous challenges, Maine needs leaders who are able to tackle these tough challenges – challenges that require courage, vision and new and more effective leadership approaches. Over one hundred leaders have completed the Health Leadership Development Course, a partnership between the Center and the well-known Institute for Civic Leadership. These two organizations share a common goal of building a culture of greater collaboration among leaders across the state.

M4A “Next Decade of Healthcare Reform”
October 22, 2010

Registration Form

Name: _____

Job Title: _____

Organization: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

Email: _____

Workshop Preferences

Session 1 (choose 1)
(12:45 to 1:45p.m.)

____ **A. Care Transitions – A Model in Maine**

____ **B. Healthcare Reform: Medicare Myths and Facts**

____ **C. Managed Care and the Future of MaineCare**

Session 2 (choose 1)
(2:00 to 3:00p.m.)

____ **A. Rebalancing and the CLASS Act**

____ **B. Maine’s Joint Select Committee on Healthcare Reform**

____ **C. Models of Collaborative Leadership**

Registration Fee \$95: Includes Continental Breakfast and Buffet Lunch
(Payment must accompany registration form)

Make checks payable to: M4A (Maine Association of Area Agencies on Aging)

Credit Cards Accepted: (Visa, MasterCard, Discover)

Card # _____ Expiration Date: _____

Name on Card: _____

Cardholder Address (if different from above): _____

Mail Registration Form & Payment to:

Maine Association of Area Agencies on Aging
P.O. Box 5415
Augusta, Maine 04332

Email or Fax to:

Email: hcouture@spectrumgenerations.org
Fax #: 207-622-7857

**If you are interested in purchasing a display booth,
call Holly Couture at 1-800-282-0764 ext. 146**

Point Lookout Room Information

For those wishing to stay overnight, Point Lookout is extending the following discounted rates to Conference attendees.

One Bed/Queen	\$119	Two Bed/Queen/Two Baths:	\$169
One Bed/King	\$129	Three Bed/Two Baths:	\$229
Two Bed/Double/One Bath:	\$139		

[All rooms are per night, and do not include Maine State Lodging Tax]

To make a room reservation, call Point Lookout at 800-515-3611. Tell them you are attending the Maine Association of Area Agencies on Aging (M4A) Conference to qualify for the special group rate.

Discounted rates only available for reservations made between August 23rd and September 23rd.

Rates cannot be changed upon check-in or check-out for guests who fail to identify their affiliation with the Conference at the time the reservation is requested. Cancellations within 72 hours of arrival forfeit the entire deposit amount.

Directions and More Information Concerning Point Lookout at www.visitpointlookout.com

Special Thanks to our Sponsors!

We gratefully acknowledge the contributions of the following organizations. Their support has helped to make this conference possible.

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