

Welcome to Forum 2012: Together Hospice Works!

2012 SESSION SCHEDULE



We've made it easy for you to find which session is for you.
Just look for your discipline's hexagon beside the session description.



THURSDAY, May 10th

8:30am – 10:00am Opening Plenary



Meaning in the Mission

Faculty: [Drs. Gloria](#) and [Heidi](#) Horsley, Founders of The Open to Hope Foundation

Location: Orlando II

In our opening plenary, Drs. Gloria and Heidi Horsley, founders of Open to Hope an international system of bereavement resources, will share their personal story of loss and how their journey through their own grief turned into a global mission to help others through the grief process.

This mother/daughter team will share how their foundation began, how they developed a successful multi-media platform, their experience in the importance of a team approach, and the challenges of demanding and rewarding the work of others. Be inspired by this dynamic duo and see how your personal and professional mission truly can make a difference.

10:30am – Noon Breakout Session 1



Palmetto GBA Session #1

Faculty: [Tammi Tucci](#), Provider Outreach and Education Senior Ombudsman & [Lori Strater](#), Medical Reviewer from Palmetto GBA

Location: Orlando II

This three part workshop series will educate hospice staff on the Medicare coverage and billing guidelines. From Medicare Updates and the hospice ABN, to Medicare, Revalidation and the Top Billing Issues, this course is packed with important Medicare hospice information.

Palmetto GBA Update #1 Hospice Billing topics will include:

- Medicare Updates
- Top Billing Issues
- Hospice ABN
- Hospice Discharge Codes
- PECOS Revalidation
- HIPAA 5010 and Electronic Data Interchange (EDI)
- Billing Changes as a result of 5010
- Comprehensive Error Rate Testing (CERT)
- Questions and Answers

****These three sessions will be Palmetto's only update for Florida this year****



Inbound Marketing: Making Your Website Work

Faculty: [Melissa Silvers](#), Creative Director & [Alex Lirtsman](#), Digital Strategist/Partner of Ready, Set Rocket

Location: Orlando IV

Whether you are seeking to recruit more volunteers, grow patient referrals, increase donations or recruit qualified candidates your website can be a significant asset in helping you achieve your mission. This interactive session will explore tools and techniques to help you achieve your goals. Examples will include onsite design, copy and messaging best practices.

In this session Melisa and Alex will also discuss tools to drive traffic to your website as well as the use of data to understand and measure site performance.



Best Practices in Implementing New Technology

Faculty: [Peggy Patton](#), Manager of CHEX eLearning at The Corridor Group

Location: Orlando V

After spending many long hours sitting through countless software demonstrations a decision has finally been made. Your organization has made a huge investment in a new technology. Now what? Implementations are difficult and although the end result is usually favorable, tough times are ahead. Position yourself and your organization for a smooth transition and success by learning best practices to avoid the common pitfalls associated with many technology implementations.



Strategies to Increase Your Length of Stay

Faculty: [Kristin Stricker](#), Vice President, Research & Strategy & [Laila Waagoner](#), Partner/Chief Strategy Officer for Transcend Hospice Marketing

Location: Orlando IV

This presentation addresses an approach to identify pockets of opportunity within your market for effectively increasing and maintaining length of stay. Communication strategies based on quantitative research and experience will be discussed for the following audiences:

- The community
- Physicians and their staff
- Non-physician referral and support sources
- The internal team

For each audience, messaging points will be discussed that have been found to trigger earlier and direct engagement with hospice organizations. This discussion will provide communication insight for marketing, public relations, development, human resources and administrative professionals.



Palmetto GBA Update #2

Faculty: [Tammi Tucci](#), *Provider Outreach and Education Senior Ombudsman* & [Lori Strater](#), *Medical Reviewer from Palmetto GBA*

Location: Orlando II

This three part workshop series will educate hospice staff on the Medicare coverage and billing guidelines. From Medicare Updates and the hospice ABN, to Medicare, Revalidation and the Top Billing Issues, this course is packed with important Medicare hospice information.

Palmetto GBA Update #2 Hospice Clinical topics will include:

- Admission and Election
- NCLOS Rates
- General Assessment Scales
- Lower LCD

****These three sessions will be Palmetto's only update for Florida this year****



Leveraging Social Media in Community Outreach and Fundraising

Faculty: *Drs. [Gloria](#) and [Heidi](#) Horsley, Founders of Open to Hope Foundation*

Location: Orlando IV

How social should your program be? This workshop will explore how you and your organization can use social media tools to effectively solicit and gather contributions and community participation. Tips will be provided on social media marketing and online fundraising, strategies to engage donors, build relationships, stay connected and build loyalty will be presented.

Gloria and Heidi will also discuss effective ways to use websites, Facebook, Twitter, Linked-In, email and texts for fundraising and outreach purposes.



Change Management: Leading for Success

Faculty: [Pat Conway](#), *President and Founder of P.I. Associates*

Location: Orlando VI

Every leader needs to understand the human element of change. Today's rapidly shifting environment requires everyone to successfully anticipate, initiate and lead change efforts in their organization.

Participants will learn how to navigate change within their hospice as well as orchestrate successful change efforts within their team, division or enterprise.



Leverage Mobile Technologies for Electronic Health Records

Faculty: [Rob Mattson](#), Regional Vice President of Sales, NetMotion Wireless

Location: Orlando V

This session will focus on the current electronic systems used by hospice organizations and demonstrate how they can be used to implement the electronic health record. The speaker will address key concerns and challenges that create impediments to successful implementation.

Attendees will identify productivity measurements they can use in quality improvement programs. Security of patient health information will also be discussed.

3:00pm – 4:00pm



Networking Roundtable

Location: Various

Are you the type that gets pumped up when you get the chance to network? Or are you the type the moans at the idea of having to endure meaningless small talk?

Regardless of which type you are, you can get excited about Forum 2012's "Networking Roundtable" because unlike other networking sessions you've been to before, this one not only provides a chance for you to meet like-minded people, but it is also delivers an opportunity for you to discuss relevant topics, chosen by you and your peers, that are facilitated by experts in your field. So bring your business cards and thinking caps, because Forum's Networking Roundtable is more than just small talk.

4:00pm – 5:30pm Breakout Session 3



Palmetto GBA Update #3

Faculty: [Tammi Tucci](#), Provider Outreach and Education Senior Ombudsman & [Lori Strater](#), Medical Reviewer, Palmetto GBA

Location: Orlando II

This three part workshop series will educate hospice staff on the Medicare coverage and billing guidelines. From Medicare Updates and the hospice ABN, to Medicare, Revalidation and the Top Billing Issues, this course is packed with important Medicare hospice information.

Palmetto GBA Update #3 Hospice Clinical topics will include:

- Cancer Presentations
- Fraud and Abuse
- Questions and Answers

****These three sessions will be Palmetto's only update for Florida this year****



Techniques for Business Process Improvement In Hospice Care

Faculty: [Lori Bishop](#)

Location: Orlando V

Conditions of Participation and the Affordable Care Act require hospices to develop, implement, and maintain an effective, on-going agency wide data-driven quality assessment and performance improvement (QAPI) program. Savvy hospices are implementing business process improvement tools including Lean, Six Sigma, and Balanced Scorecards that enable your hospice to improve operational performance, eliminate inefficiencies, and achieve greater sustainability.

This session will identify hospice activities where business process improvements offer the best return on investment.



Critical Components of Productive Hospice Relationships: Techniques to Increase Engagement with Physicians and Others

Faculty: [Kelly Brooks](#), RN, BSN, Director, Physician Marketing & [Kristin Stricker](#), Vice President, Research & Strategy for Transcend Hospice Marketing

Location: Orlando IV

This session will demonstrate the critical components in building business by establishing and strengthening mutually beneficial relationships with physicians and other referral sources. The principles of relationship development are easily translatable to the myriad of affiliations that hospice organizations must cultivate in order to build trust and loyalty. The first step is a keen understanding of the fundamental techniques for fostering productive physician and other referral source relationships, including:

- Using data-driven dialogue
- Thoroughly investigating for optimum problem-solving
- Demonstrating expertise
- Individualizing the conversations
- Being consistent in representing the brand



Technology and Learning: Trends, Techniques & Tips

Faculty: [Peggy Patton](#), Manager of CHEX eLearning, The Corridor Group

Location: Orlando VI

Core competencies are critical for your staff, but with the hospice workforce spread out over your service area and needed at the bedside, managers and trainers must harness distance learning and electronic delivery options in order to ensure that all team members are trained efficiently and effectively. Whether you are updating pharmacy protocols or introducing a new sales campaign, you can train your staff wherever they are utilizing the latest trends and technologies.

This session will explore the variety of tools available and show you how to get the most from your training dollars.

FRIDAY, May 11th

8:00am – 9:30am Breakout Session 4



ICD-10 Implementation Issues and Opportunities

Faculty: [Cortnie Simmons](#), Director of ICD-10 Services, Kforce Healthcare

Location: Orlando II

Transitioning from ICD-9 to ICD-10 is a considerable undertaking for providers, payers, vendors and other stakeholders. This presentation will discuss the challenges as hospices assess, plan, prepare, and implement the new ICD-10 coding system, provide tips to assist with streamlining implementation, and discuss best practices and important strategic decisions.

Business Intelligence Tools for Integrating, Analyzing and Predicting Performance

Faculty: [Chris Gryskiewicz](#), Templeton Solutions & [Richard Calcote](#), CFO for Spectrum Health, Inc.

Location: Orlando IV

Business intelligence should be a top strategic priority for hospice organizations. These methodologies, processes, and technologies can transform raw data into meaningful and useful information to drive corporate performance and create a natural path from data to wisdom.

Listen in as an experienced implementation team discusses critical success factors and lessons learned.

Beyond the Bad News – Messaging During Crisis or Change

Faculty: [Roy Reid, Jr.](#), Consensus Communications

Location: Orlando V

There are many forms of crisis that can affect your organization such as an act of nature, violation of patient confidentiality or negative public relations issues. In this session you will learn the fundamental rules of crisis management including communication skills to successfully navigate the storm.

Building a High Performance Fundraising Organization

Faculty: [Chris Rollins](#), Executive Director of Pride Philanthropy

Location: Orlando VI

As reimbursements declines and hospices seek other sources of revenue, fundraising has never been more important. This session will present strategies to actively engage volunteer leadership in development, best practices in fundraising (including annual, planned and major gifts), volunteer recruitment and orientation, and how to transform yours into a high performing organization.



Enterprise Risk Management: Effective Implementation for Hospice

Faculty: [Jennifer Burke](#) & [James Ridenour](#), Crowe Horwath LLP

Location: Orlando II

As your Hospice program becomes more sophisticated you are subject to more risk. By identifying and proactively addressing these risks you can protect and create value for your patients, employees and communities. This session will explore Enterprise Risk Management (ERM) tools and techniques and provide tips on how to develop, execute and assess ERM plans.



Recruiting, Training, Retaining and Rewarding Talented Employees

Faculty: [Patti Moore](#), President and Founder of The Watershed Group

Location: Orlando IV

Successful managers recognize that recruiting and retaining top talent is crucial to ensuring growth and continued success. Organizations that strive to create a long-term competitive advantage can attract and retain employees by implementing key strategies which will decrease the risk of losing key talent, attract the best new recruits and keep attrition low over the long-term.

In this session, Patti Moore will explore recruitment and retention challenges, offer strategies for rewarding great employees and the training techniques to get the most from today's workforce.



Streamlining the Budget, Forecast and Financial Reporting Processes

Faculty: [Gregg Hathorne](#), Partner with CliftonLarsonAllen's Health Care Group

Location: Orlando V

This workshop will focus on the essential elements of the budgeting and financial reporting processes. By the end of the session, the participants will have knowledge of successful budgeting techniques, monitoring and maintenance; as well as an understanding of compiling financial statements for internal use verses external use, and preparation for the annual financial statement audit process.

Additional time will be included in the presentation for Q&A with respect to these processes to give the participants the opportunity for an interactive session.



Customer Relations Management System: Dashboards to Drive Success

Faculty: [Karla Hall](#), Vice President of Business Development, Treasure Coast Hospice

Location: Orlando VI

Whether you currently utilize a Customer Relations System (CRM) or are thinking about implementing one, this session is for you. The speakers will share information on how to successfully integrate this new technology into your culture. This session will also give you tools to use in pre-call planning and business development. Learn how dashboards can help your sales force become more effective and efficient in territory management.



Outrageous Trust: Better Relationships, Better Results

Faculty: [Roy Reid, Jr.](#), *Consensus Communications*

Location: *Orlando II*

Healthcare is at a crossroads and people are seeking more from the providers than ever before. Relationships are the channel by which we achieve our objectives and Outrageous Trust is the foundation for more fulfilling, productive and profitable relationships. Building trust always contributes to greater achievement; reduction of costs and risk; enhancement of your personal and organizational brand; and other positive outcomes.

Outrageous Trust will help you find clarity, make better decisions, improve relationships and get better results.

FACULTY BIOGRAPHIES

Lori Bishop

Faculty bio coming soon.

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PHOTO
COMING SOON

Kelly Brooks, RN, BSN

Director of Physician Marketing, Transcend Hospice Marketing

Kelly Brooks R.N., BSN, brings more than 10 years of hospice, healthcare and marketing experience, as well as 25 years of knowledge in sales, training and healthcare to Transcend Hospice Marketing Group. As director of physician marketing, she is responsible for the development and execution of the Aspire Physician Liaison Training Program. She has been responsible for end-of-life care and for the development and cultivation of a network of over 175 community professionals.

Most recently, she served as the executive director for The Victory Center, a non-profit regional cancer support services agency. Kelly guided a staff of 29 in developing and nurturing successful partnerships with area hospices, health systems, hospital administrators, medical clinics, physician groups and other related non-profit organizations. She also established and cultivated a 20-member Medical Advisory Council to encourage physician involvement and created a community cancer collaborative to provide training, networking and resource sharing opportunities for healthcare professionals.

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Jennifer Burke

Manager, Crowe Horwath

Jennifer Burke has over 23 years of experience in the risk management and internal audit industry, including 16 years with Crowe Horwath LLP. Jennifer has worked with numerous public company clients and prior to joining Crowe, served as General Auditor for a public financial institution for four years and as an auditor for a governmental agency for four years.

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Richard Calcote

CFO, Spectrum Health, Inc./Hospice of Palm Beach County and Hospice of Broward County

Prior to Richard's current position as CFO of Spectrum, he spent over 30 years as CFO or Corporate Controller for a number of multi-national organizations, including Gulf Oil Corp., Tropical Shipping, Tropigas International, and Flagship Banks.

He is a graduate of Tulane University and also holds an MBA from the New York Institute of Technology and a Master's Degree in Accounting from Nova Southern University.

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Pat Conway

President and founder of P.I. Associates

Pat Conway is President and founder of P.I. Associates, an Organizational Development and Management Consulting firm and has an extensive background in Organizational Development and Management. For the past 25 years, he has helped develop strategy for over 300 CEOs and their teams, provided them the tools to recognize and develop peak performers capable of leading their organizations through growth and change. Utilizing the Predictive Index (PI) system of behavioral identification and selection, he has provided specific tangible benefits for numerous organizations.

Pat formerly served as a Partner with what is today, PricewaterhouseCoopers, the international accounting and consulting firm. During his earlier career, he also helped in the planning of two State Universities.

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Chris Gryskiewicz

Executive Vice President, Templeton Solutions

Chris Gryskiewicz has been with Templeton Solutions since its inception in 1998, and has successfully served a range of clients with a broad range of services. Chris managed high-level IT projects and leverages his business and accounting background to identify opportunities for a successful implementation.

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Karla Hall, CHA

Assistant Vice President of business development, Treasure Coast Hospice

Karla Hall joined Treasure Coast Hospice in June 2011. Karla's professional expertise includes five years in the hospice industry; 16 total years in healthcare. Karla possesses strengths in sales, marketing, business development and public relations.

Karla earned a Bachelor of Science degree in Business Administration at Cameron University. She received her Certification as a Hospice Administrator in 2009. In 2010 Karla received her Certification of completion of the Assisted Living Facility Core Training Program.

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Gregg Hathorne, CPA

Partner with CliftonLarsonAllen's Health Care Group

Gregg Hathorne is a Partner with CliftonLarsonAllen's Health Care Group, specializing in audit and reimbursement services. Gregg possesses a thorough knowledge of Medicare regulations and cost reports. Through his experience with CCRCs, skilled nursing facilities, hospitals, home health agencies and hospices, rural health clinics and other health care organizations, he has developed a keen insight towards analyzing internal documentation and internal control systems to enhance financial and accounting systems for clients.

Gregg received his Bachelor of Science degree in Finance from the University of South Carolina. He is a Certified Public Accountant in the states of Florida, North Carolina and South Carolina.

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Dr. Gloria Horsley, Ph.D., M.S. C.N.S.

Founder and President of the Board for the Open to Hope Foundation

Dr. Gloria Horsley is the Founder and President of the Board for the Open to Hope Foundation and is an internationally known grief expert, psychotherapist, and bereaved parent. She is a licensed Marriage and Family Therapist and Clinical Nurse Specialist, and has worked in the field of family therapy for over 20 years. Gloria co-hosts the syndicated internet radio show, "Open to Hope," which is one of the top ranked radio shows on the Internet.

Gloria earned her degrees at the University of Rochester and Syracuse University.

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Dr. Heidi Horsley, PsyD, LMSW, MS

Executive Director and Co-Founder of the Open to Hope Foundation

Dr. Heidi Horsley is a licensed psychologist and social worker, and is the Executive Director and Co-Founder of the Open to Hope Foundation. She is an Adjunct Professor at Columbia University and in private practice in Manhattan (www.DrHeidiHorsley.com). An internationally known grief expert, author, and bereaved sibling, Heidi co-hosts the syndicated internet radio show, Open to Hope.

Dr. Heidi earned a doctorate in psychology (Psy.D.) from the University of San Francisco; a master's degree in social work (L.M.S.W.) from Columbia University, and in mental health counseling (M.S.) from Loyola University in New Orleans.

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Alex Lirtsman

Digital Strategist/Partner of Ready Set Rocket

For over 10 years, Alex Lirtsman has led high-level digital marketing efforts for national brands. As Digital Strategist/Partner of Ready Set Rocket, Alex focuses on innovation, strategy and measurable results. Alex has significant experience in creating and executing digital strategies that result in conversions, growth and substance, having worked as the Director of E-Commerce at Freshpair prior to working as the CMO of digital agency Purple, Rock, Scissors.

Alex earned a BBA from Pace University and an MBA from Baruch, and he utilizes his education and experience to drive conversions and revenue for a range of clients, including Meredith Corporation, New York Life, Univision, Michael Kors, Ann Taylor and more.

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Rob Mattson

Regional VP of Sales, NetMotion Wireless

Rob Mattson joined NetMotion Wireless in 2003 as territory sales manager for the south central region. In this role he was responsible for securing and managing some of the company's largest marquee customers including Ameren, Hertz and AT&T. Currently Rob is Regional VP of Sales, assisting customers across the southern US states. Under his leadership NetMotion Wireless' mobile VPN has been deployed widely among utilities, oil & gas, healthcare, transportation and government organizations.

Prior to joining NetMotion, Mattson worked in the content-filtering space, holding sales management positions at Content Technologies and Elron Software. He attended Clark College in Washington after spending four years in the U.S. Navy.

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Peggy Patton, RN, COS-C

Manager of CHEX eLearning, The Corridor Group

Peggy has been a registered nurse for over 30 years with varying experience both in acute care and in the most recent 12 years in the Home Health and Hospice industry. Peggy recently received OASIS certification and carries the designation of COS-C.

In addition to being an RN, Peggy has a BA in Business Management and will graduate in May with a major Home Health and Hospice software vendor with responsibilities including client management, project management and implementations, training and process consulting in the Homecare arena. Peggy is currently employed at the Corridor Group in Overland Park, KS as the Manager of CHEX eLearning.

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Patti Moore, BSN, MSN, RN, ARNP

President and Founder of The Watershed Group

Patrice Moore brings to her role as President and Founder of The Watershed Group, a unique perspective gained from her 25 years of experience in the hospice industry. She has built a nationwide strategic consulting/organizational design company based on hospice concepts of care, including compassion, wholeness, dignity, respect and empowerment.

For more than a decade, she has helped organizations manage change into positive growth and financial stability. These outstanding results are a reflection of the quality and commitment she brings to every client interaction.

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Roy Reid, Jr., APR, CPRC

Partner, Consensus Communications

Roy Reid works with business leaders and organizations as a counselor, strategist and coach to grow, maintain and protect their interests. His clients include Fortune 500® companies, private companies, entrepreneurs, professional service firms and public agencies.

Roy provides workshops and training programs for clients in a number of industry sectors. He speaks at colleges and universities and is currently working with the University of Central Florida (UCF) College of Business developing programs to teach, train and mentor senior executives and students.

Roy is Accredited in Public Relations (APR) and an active member of the Public Relations Society of America (PRSA). He is a Certified Public Relations Counselor (CPRC) of the Florida Public Relations Association (FPRA). He is a regular speaker for both organizations at the local, state and national levels.

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James Ridenour

Partner, Crowe Horwath, LLP

James Ridenour is in Crowe's Public Sector Services Group ("PSS") and leads the Firm's hospice service offerings. He has over 30 years experience with Crowe. From an accounting and financial perspective, Mr. Ridenour is a recognized industry leader in segments of PSS who speaks and writes about various topics including audit, governance and performance improvement. In addition, he has provided services to clients in the areas of reimbursement consulting, strategic planning, bond financing including financial feasibility studies and other consulting on acquisitions, valuations and other operational matters of clients.

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Chris Rollins, CFRE

Executive Director of Pride Philanthropy

As Executive Vice President of Pride Philanthropy, Chris Rollins offers development consulting services to not-for-profit organizations. Chris has over 25 years of fundraising experience, as a volunteer board member, Chief Development Officer and senior consultant.

He is President of the Association of Fundraising Professionals (AFP) South Jersey Chapter, and a member of the Association for Healthcare Philanthropy (AHP). Chris is a CFRE and published his first book, "Truisms of Fundraising" in 2010.

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Melissa Silvers

Creative Director at Ready Set Rocket and owner of Melissa Silvers Creative & Communications Consulting

Melissa is a creative & communications professional with nearly 10 years experience in public relations, branding and digital communications for nonprofits, healthcare businesses and Fortune 500 companies. She is currently the Creative Director for Ready Set Rocket, a NYC digital agency that serves clients such as New York Life, the ACLU, Michael Kors, Univision and more. She also works as a private consultant for businesses and nonprofits.

Prior to her consulting work and agency work in NYC, Melissa directed the communications for one of Central Florida's largest nonprofit hospices where, in addition to traditional communications practices, she oversaw the creation of the company's website and social media channels. With a Masters in Communications from University of Central Florida, Melissa brings experience and education to the forefront of helping companies identify creative and integrated communications strategies online.

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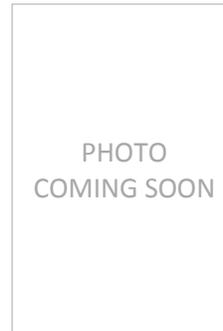
Cortnie Simmons, MHA, RHIA, CCS

Director of ICD-10 Services for Kforce Healthcare

Cortnie Simmons is a national compliance manager at Kforce Healthcare and an AHIMA-approved ICD-10-CM/PCS trainer. She supervised the rollout of ICD-10 CM/PCS training and education to more than 700 Kforce Consultants, and has over 11 years of HIM consulting experience specializing in the areas of coding compliance, auditing, clinical documentation improvement, education, and training.

Prior to joining Kforce, she spent several years working for Hospital Corporation of America where she was responsible for operations, coding and HIM support for several facilities – including training and education, auditing, risk reduction and results reporting. Ms. Simmons serves as the Florida Health Information Management Association Chair for ICD-10 as well as a member of the AHIMA Clinical Terminology and Classification Practice Council. Ms. Simmons has authored several coding and compliance-related articles for publications and newsletters on ICD-10 and other coding topics. She serves as an adjunct instructor for Coding and Healthcare Informatics for the past 2 years and is an AHIMA Approved ICD-10 Trainer.

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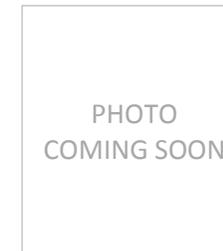


Lori Strater, RN

Medical Reviewer, Palmetto GBA

Lori is a Registered nurse with many years of varied nursing experience. She has worked for Palmetto GBA in the medical review department for over 16 years. Prior to coming to Palmetto GBA she worked in hospital nursing, home health and also worked as a cruise ship nurse.

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Kristin Stricker

Vice President, Research & Strategy Transcend Hospice Marketing

In addition to her passion for hospice care, Kristin brings a variety of valuable skills to the Transcend team – including her experience in market research and her affinity for attention to the many details that effective marketing requires. Kristin has been highly involved in the planning and execution of the ongoing marketing campaign for Treasure Coast Hospice. Kristin applies her research skills to evaluate local marketing opportunities, minority markets and other demographic criteria to help a range of Transcend clients pinpoint the right audiences for their respective messages.

With an MBA degree from National-Louis University in Chicago, Kristin's background includes experience in launching small businesses and making them more successful.

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Tammi Tucci

Provider Outreach and Education Senior Ombudsman, Palmetto GBA

Tammy began her employment with Palmetto GBA in 1998 as the Part B Beneficiary Professional Relations Representative. She is now Senior Provider Outreach and Education Ombudsman for Jurisdiction 11(J11). Based out of her home in Coral Springs, Florida, she travels the states in J11 educating providers on Medicare Part A, Part B and Home Health and Hospice coverage and billing guidelines.

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Laila Waggoner

Partner/Chief Strategy Officer, Transcend Hospice Marketing

With 20 years of strong and varied experience in marketing healthcare and other industries, Laila offers lots of marketing intelligence through focused research. As one of Transcend's leaders in research, data mining and strategy, Laila's role is to offer clients useful insights on how their target audiences think and behave. Analysis of their competition. Perspectives on how they may blaze new inroads in the marketplace.

Laila is a member of the Advisory Panel for SHSMD (Society for Healthcare Strategy and Market Development), the nation's largest resource for healthcare-provider-based planners, marketers and communications practitioners. She has served on the Board of Directors of The Victory Center, providing support and strength for cancer patients and their families, and as a Trustee of Mercy St. Vincent Medical Center Foundation.

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