

Syllabus for Continuing Education Program

- Program Providers:** Society of Financial Service Professionals Twin Cities and
National Association of Insurance and Financial Advisors Minnesota
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- Title:** Navigating the Senior Health Care Maze
- Speaker:** Greg Getchell, President/Owner, AMADA Senior Care Twin Cities
1405 Lilac Drive North, Suite 121 Golden Valley, MN 55422
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Website: www.AmadaTwinCities.com
- Date:** Thursday, February 2, 2023
- Time:** 11:30 AM Arrival/Networking open
12:00 Lunch served
12:00 PM Welcome, intros, announcements
12:15 PM Presentation
1:15 PM Presentation ends
- Location:** Midland Hills Country Club, 2001 Fulham Street, Roseville, MN 55113
- Attendance Fees:** Pre-registration required.
SFP & NAIFA Members: \$40
Nonmembers: \$40
Sponsors: Per benefit package
Refunds: No refunds for cancellations received after 1/25/23 or for no show attendees.
- CE Credits:** This educational offering is APPROVED by the Minnesota Commissioner of Commerce as satisfying 1.0-hour of Standard classroom credit toward continuing insurance education requirements for each hour attended.
CFP: 1.0-hour Standard credit APPROVED.
CLE: 1.0-hour Standard credit APPROVED.
A certificate of attendance is available for individuals requesting CPE and PRP (Professional Recertification Program – formerly PACE) credits.

Who Should Attend: Estate planners, financial planners, investment advisors, insurance producers, retirement counselors, CPAs and JDs. **Level of Educational Complexity:** Intermediate

Course Description

Over the past several years, there has been a shift of healthcare costs from government to insurance carriers to consumers. The cost burden has led to shorter hospital and skilled nursing stays and ultimately more patients choosing to receive care at home. This means that patients will need more care services sooner and for longer periods of time. Knowing which services are covered by Medicare and how families can fund the ones that are not will be critical in determining the best care options.

In the past, the Medicare Fee-For-Service reimbursement model drove the mindset of providers to work separately and have no shared benefit in care coordination. Basically, providers were compensated based on utilization of services.

The shift to value-based care has driven the need for care coordination across the care continuum. Now, Medicare reimbursements incentivize all service providers to work together for the proper utilization of services and resources. Programs like HRRP, bundled payments, MSPB, and ACOs are at the core of this initiative.

This CEU is designed to help referral sources and consumers understand how the shift of care costs to the consumer is impacting healthcare delivery. By partnering with various medical and non-medical service providers and understanding funding sources, case managers can help families make the best and most informed care decisions for their loved ones.

Learning Objectives

- 1) Explain how recent changes to Medicare affect seniors (and their families) navigating the healthcare maze.
- 2) Explore recent changes to traditional senior care options.
- 3) Provide tools and education for seniors (and their advisors) who need help understanding and assessing their options.

Outline

- Introduction and overview of topic and presentation 10 Minutes
 - Definition of Medicare VS Medicaid, review of Medicare “Value Based Care” 10 Minutes
 - Medicare Advantage and changes to supplemental benefit 10 Minutes
 - Medicare cost shift to the consumer and economic impact 10 Minutes
 - Discussion of healthcare shift to home care and review funding sources for patients 10 Minutes
 - Q&A 10 Minutes
- Total 60 minutes of instruction time

Instructional Materials for Registered Attendees: Handouts, if any, will be included in the confirmation email to registered attendees. **Examination & Answers** No exam

About the Speaker:

Greg purchased a franchise territory with Amada Senior Care and began operating as a licensed in-home care provider in 2016. He is an accomplished Sales and Marketing Manager with 17 years of experience in the Medical Device Industry. Greg’s blended experience in both Sales and Marketing has given him a strong skill set in strategic marketing and product development, with a solid understanding of both selling and sales management and a track record in both disciplines is one of outstanding success. Greg has developed and launched new products and implemented strategic marketing plans designed to maximize market penetration with thirteen years of experience managing a sales area for three successful endovascular device companies earning multiple achievement awards.