

Optimizing Home Health Care: Enhanced Value and Improved Outcomes

SPEAKER BIOS

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Steven Landers, MD, MPH

President & CEO, VNA Health Group

Board of Directors Chairman,

Alliance for Home Health Quality and Innovation



Dr. Landers is the President and CEO of the Visiting Nurse Association Health Group, Inc., the nation's second largest not-for-profit home health care organization. As a certified family doctor and geriatrician, Dr. Landers places a strong emphasis on house calls to the vulnerable elderly and has a specialized interest in geriatric medicine, home health, hospice and palliative care.

Dr. Landers is a graduate of the Case Western Reserve University School of Medicine and the Johns Hopkins University School of Hygiene and Public Health. He currently serves on the board of directors of the National Association of Home Care and Hospice and the American Academy of Home Care Physicians. He has authored several articles on the role of home care in national publications, including the New England Journal of Medicine and the Journal of the American Medicine. In 2009, Dr. Landers was honored as the National Association of Home Care and Hospice Physician of the Year.

Before joining VNA Health Group, Dr. Landers served as the Director of the Center for Home Care and Community Rehabilitation and Director of Post-Acute Operations for the world-renowned Cleveland Clinic.

Peter Boling, MD

Chair, Division of Geriatric Medicine, Virginia Commonwealth University



In 1984, Dr. Peter Boling completed primary care internal medicine residency at VCU and started work as a faculty member, spending mornings in the general medicine clinic and making house calls in the afternoons. Seeing an unmet need, he focused his career on home based care and in 1986 obtained hospital support to expand the VCUHS House Calls program. He found himself increasingly engaged in enhancing geriatric clinical services and geriatric education for medical students, residents, faculty, and other health care team members at VCUHS and in the community. In 1990 he received a certificate of added qualifications in Geriatric Medicine reflecting dual expertise as a generalist and geriatrician. He has spoken and written extensively about home care and in 1997, he published a single author text, “The Physician’s Role in Home Health Care.” In 2000 he received the Nascher-Manning Award from the American Geriatrics Society for career-long accomplishments in improving geriatric care. In 2010 he received the David Markham award for excellence in general internal medicine at VCU.

Dr. Boling’s roots in geriatrics stem from House Calls which is a unique, Joint Commission accredited community program, providing longitudinal primary care for home-bound, frail adults. VCU House Calls has served more than 5,000 people, and provides an evidence-based setting for teaching 300 learners per year, including all VCU medical students. Dr. Boling has helped plan and start several other clinical service innovations, including: the Commonwealth Care of Virginia IPA in the early 1990’s, once 180 physicians strong; the VCUHS Nursing Home Practice in 1996, now serving nearly 400 patients throughout metro Richmond; the post-hospital Transitional Care program in 2000; the inpatient geriatric consult service in 2002; and in 2009 a partnership with Riverside Health System at their Richmond sites for the Program for All-Inclusive Care for the Elderly or PACE. Each of the geriatric teams is working toward a true continuum of care.

In 2001, Dr. Boling led the VCU effort to obtain a 1.8 million dollar grant from the Donald W. Reynolds Foundation, which increased geriatric education for thousands of medical students, residents and practicing professionals, always with the goal of improving geriatric care. Since 2001, the MCV Campus Geriatrics Section has also grown from three to eight physicians working with eight nurse practitioners and five support staff.

Seeking a national house calls renaissance, Dr. Boling was instrumental in doubling the Medicare fee schedule for house calls in 1998 and more recently he worked tirelessly with a small group of colleagues and members of U.S. Congress to design and pass the Independence at Home Act of 2009. This law amends title XVIII of the Social Security Act to provide frail high cost Medicare beneficiaries with multiple chronic conditions access to in-home, coordinated, primary care medical through an interdisciplinary team, while lowering Medicare costs. This truly patient-centered medical home model is a demonstration pilot in the Affordable Care Act signed into law in March, 2010. During 2009 Dr. Boling’s

work drew national media attention to VCU, including the NBC Nightly News, “Making a Difference” segment, and late in 2010 was honored by the Virginia Alzheimer’s Association as Advocate of the Year.

Currently, Dr. Boling leads the 52-member Division of General Medicine and the VCUHS Geriatric Medicine program and devotes 30 percent of his time to team-based clinical practice of several hundred patients. Some patients have seen him for more than a quarter century. His work includes office-based primary care and geriatric consulting, nursing home care at several facilities with one medical director role, leading the House Calls team, being a back-up for inpatient geriatric consults, and serving as teaching medicine ward attending one month per year.

Dr. Boling has dedicated his career to creating and championing high quality, compassionate, and cost-effective care to older adults. He works each day to ensure that the next generation of clinicians and other health care providers are trained to provide such care. His dedication to excellence in clinical service makes him most deserving of the MCVP Distinguished Clinician Award.

Michael Fleming, MD, FAAFP

Chief Medical Officer, Amedisys



Michael Fleming, M.D., joined Amedisys as Chief Medical Officer in 2009. Dr. Fleming brings more than 29 years of medical field experience to his new position. He is Past President of the American Academy of Family Physicians and the Louisiana Academy of Family Physicians, and was founding President of the Louisiana Health Care Quality Forum, a partnership with the State of Louisiana aiming to provide high-quality health care to the state. Dr. Fleming has served as Speaker of the Congress of Delegates of the AAFP and as Board Chair of the AAFP Board of Directors. As an active member of the medical quality field, he serves on various boards and panels for the health information technology industry. Additionally, he participates in international activities promoting medical education and primary care worldwide.

Dr. Fleming continues his role as founding Director, Chairman and Chief Medical Officer for Antidote Education Company, which provides continuing education for health care providers. He serves as an assistant clinical professor in the Department of Family Medicine at Louisiana State University Health Science Center and in the Department of Family and Community Medicine at Tulane University Medical School.

Dr. Fleming was honored as Louisiana Family Doctor of the Year in 1996. The LSU Health Science Center presented him with the Family Medicine Award upon graduation in 1975; in 2003 the award was renamed, and is now called the Michael O. Fleming Award in Family Medicine.

Mark Froimson, MD, MBA

President, Euclid Hospital, Cleveland Clinic Health System



Mark Froimson, MD, MBA serves as President of Euclid Hospital and currently serves as President of the Cleveland Clinic Professional Staff. Dr. Froimson is a member of the Cleveland Clinic's Board of Governors and Board of Trustees. He is Vice Chairman of the Orthopaedic and Rheumatologic Institute at the Cleveland Clinic, and in this capacity he is charged with developing and overseeing the Institute's many patient safety and clinical quality activities.

He continues a robust clinical practice as an Orthopaedic Surgeon specializing in primary and revision total joint replacement. He manages the Service Line Cost Management activities of the Institute as well as the Episode of Care Initiatives. He is the institution's liaison with the American Joint Replacement Registry and is the incoming Chair of the Health Policy Committee of the American Association of Hip and Knee Surgeons.

He is past president of the Cleveland Orthopaedic Society and is Chair for the Arthritis Foundation serving on the Northeastern Ohio Board. He is a two-time recipient of the Cleveland Clinic Innovator Award.

Eiran Gorodeski, MD, MPH

Heart and Vascular Institute, Cleveland Clinic Executive Director



Eiran Z. Gorodeski, M.D., M.P.H., is the director of Cleveland Clinic's Center for Connected Care, which has oversight over Cleveland Clinic's home health and other post-acute care operations. He is also an Associate Staff in the Section of Heart Failure and Cardiac Transplantation Medicine, in the Tomsich Family Department of Cardiovascular Medicine and Assistant Professor of Medicine, at the Cleveland Clinic Lerner College of Medicine of Case Western Reserve University. He is board-certified in internal medicine, cardiovascular medicine, and advanced heart failure/transplant cardiology.

Dr. Gorodeski is a graduate of Case Western Reserve University School of Medicine (M.D.), and the Harvard School of Public Health (M.P.H.). He completed a residency in internal medicine at Massachusetts General Hospital, followed by fellowships in cardiovascular medicine and heart failure/transplantation medicine at Cleveland Clinic.

In his capacity as director of Cleveland Clinic's Center for Connected Care, Dr. Gorodeski is responsible for supporting and developing Cleveland Clinic's home care services, at-home hospice, mobile primary-care physician and nurse practitioner practice, skilled nursing facility group practice, and disease-based transitional care programs.

Dr. Gorodeski's clinical practice focuses on caring for individuals with cardiomyopathy and advanced heart failure. He has expertise cardiac transplantation and mechanical circulatory support.

Dr. Gorodeski's research interests include heart failure outcomes and cardiovascular epidemiology. He has published original manuscripts in several prestigious journals including New England Journal of Medicine, Circulation, Circulation Heart Failure, and American Heart Journal, amongst others.

Margherita C. Labson, RN
Executive Director, Home Care Accreditation Program,
The Joint Commission



Margherita C. Labson is Executive Director for the Home Care Program at The Joint Commission. In this role, she is responsible for coordinating the efforts of the Home Care Business Development team in identifying new markets, familiarizing organizations with the accreditation process, participating in new product development, and the strategic development and tactical operations of the Home Care Accreditation Program.

Ms. Labson is a veteran health care professional who has specialized in the provision of home care services since 1977 from both multi-operational and academic perspectives. She has extensive knowledge in the legal, regulatory, and accreditation requirements for the scope of home care programs provided in the United States and Puerto Rico. She is an experienced lecturer, educator, a published author, and frequently serves as a technical expert in areas of home care and accreditation.

From 1995 until late 2007, Ms. Labson served as a home care surveyor for The Joint Commission. She has served as both faculty and preceptor for Surveyor Education. She was previously the Compliance Officer for AMS/CMS Corporations in Miami Lakes, Florida. In addition, Ms. Labson has headed her own consulting firm, held managerial positions at a variety of home care organizations, and taught at the University of Akron, College of Nursing.

Ms. Labson received a bachelor's degree in Nursing from Duquesne University in Pittsburgh, Pennsylvania, and a Master of Science degree in Health Care Administration from Nova Southeastern University in Davie, Florida. She is a certified Professional of Healthcare Quality and a Certified Case Manager, and was among the first wave of Green Belts certified by The Joint Commission in accordance with its enterprise-wide program of Robust Process Improvement.