

CEU Event Contact:

Jill Bilka

Jill@RetirementConnection.com

CEU Poster Guidelines & Resources

More info about CEU Events available at
retirementconnection.com/education

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CEU Approval Overview

Retirement Connection staff submits, retains and pays fees to seek CEU approval. The poster presentations are pre-approved by the Commission for Case Manager Certification (CCMC) to provide 1.0 continuing education credit to Certified Case Managers. Every Resource Fair is unique and will be assigned a NEW CEU credit. Old or new, all posters go through the approval process every event.

New Changes for 2019

CCMC became ANCC-accredited and made changes to their Pre-Approved Continuing Education (PACE) process to align with ANCC guidelines/standards. The biggest change is ***ANY promotional branding goes against the CCMC requirements***, as stated in their PACE Guide: "Content must be balanced and free from any commercial bias." Simply put – *no logos, no contact information*.

Although posters cannot include branding, as a CEU presenter you can absolutely bring additional marketing materials to handout and display at your table. You can also create a second PDF of your poster with your branding to print off as handouts – attendees appreciate walking away with a reminder of what they just learned.

Retirement Connection submits a final packet for approval 35 days prior to each event. This packet includes: each poster submission and all related evaluations, certificates, tracking and paid fees. The entire packet is either APPROVED or DENIED.

Poster Standards per CCMC Approval Process

Register: Exhibit space is limited. [Sign up](#) for the specific event you'd like to participate in to secure your preferred spot! To maximize your exposure, we ask that you prepare a poster presentation that offers 5 minutes of educational, non-promotional content. Retirement Connection will provide each attendee with a game sheet so they can accrue CEUs by interacting with exhibitors. You will acknowledge attendees have visited your poster and listened to your presentation by initialing the game sheet. This also serves as their door prize entry. Your registration allows two (2) company representatives to attend work your booth.

Deadline: Poster PDFs should be submitted to Jill@RetirementConnection.com 35 days prior to the event date – this date is distinguished on the registration page(s). We cannot make exceptions to this date in order to get CEU approval, and ensure YOU have time to get your poster printed. We recommend you submit your poster a week earlier so we can offer feedback or suggestions to help ensure your poster will meet the CEU requirements.

Content: The subject matter of your poster must be EDUCATIONAL, not promotional. Content should take approximately 5 minutes for a reader to review and comprehend (*roughly 750 words*) Posters are reviewed for approval as stand-alone submissions. No supporting materials will be sent for approval. Remember the target audience is Case Managers, Nurses and Social Workers.

Agenda: Each poster needs to be accompanied by an Agenda (outline/overview of talking points). This consists of bullet points pertaining to the poster content covering 10-15 statements of overview.

Catchy Title: The title should excite and draw in your audience. Don't be afraid to be bold, humorous or trendy. Your title should give your audience a sneak peek into what your CEU is about, similar to Magazine or Newspaper Headlines.

Citations: If referencing research or third party websites and articles, please use citations.

Visually: Color, graphics, images and white space can help deliver a clearer message. If your poster is visually easy to read and appealing this will convey professionalism. If you do not have a designer, consider hiring a professional. If you tackle your design on your own, be sure to have a few different people proof your design. Ask them what stands out to them? What did they retain? Are words too small or too light in color? Are the images pixelated or grainy at full size?

Display Poster Requirements: The finished printed poster should be 2ft x 3ft PORTRAIT size and self-standing, or bring a table top easel. You are responsible for arranging the design and printing of your poster and bringing it to the event.

Topic Ideas

Need a topic? Visit the [National Institutes of Health website](#). This institute supports many scientific studies and can provide some inspiration for your CEU topic.

Design & Printing Resources

Whether you're designing the poster yourself or working with a designer, once the design is final, the next step is to get it printed. We're happy to recommend good partners for these steps of the process. Retirement Connection has worked with the following designers/printers on CEU posters in the past:

Design Services

Viim

getviim.com/ceu

Contact: Steph Hilfer

Phone/text: (253) 312-0668

Email: steph@getviim.com

Jane Ink

Contact: Jane Larson

Phone: (503) 380-9941

Email: jane@janeink.com

Printing Services

Portland Badge & Sign Co.

(will also do graphic design for posters)

www.PortlandBadge.com

Contact: Joe

Phone: (503) 639-8459

Email: Signs@PortlandBadge.com

Address: 8900 SW Burnham St - Tigard, OR

Print Solutions, Inc

Phone: (253) 435-1928

Address: 1824 112th St E Ste C -, Tacoma, WA

www.PuyallupsBest.net

Example CEU Poster

PATIENT FREEDOM OF CHOICE & DISCHARGE PLANNING

Both the Balanced Budget Act of 1997 and the Conditions of Participation (COPs) for hospitals guarantees a patient's right to freedom of choice which all providers are required to abide by.

The Balanced Budget Act of 1997 (BBA) requires hospitals to develop a list of home health agencies and skilled nursing facilities (SNF), not hospices. The list of home health providers must include agencies that:

- are Medicare certified
- provide services in the geographic areas where patients reside
- are to be on the list
- hospitals have a financial interest in any agency that appears on the list. It must be disclosed on the list.

Discharge planners/case managers are required to always give a "neutral presentation" of the list to patients without "prejudicing the case."

Case managers/discharge planners may not try to dissuade them or make negative comments about their choices. Otherwise, there is a clear difference between choosing for patients, which case managers/discharge planners cannot do, and assisting patients with making informed choices.

Hospitals are required to document in the patient's medical record that a list of home health or SNF was presented to the patient or their representative. However, the hospital is not required to duplicate the list in the patient's medical record. The hospital also has the flexibility to determine how to communicate the medical record that the list was presented, but the extent of this list does not have available text.

BBA'97 Amendments Impacting Discharge Planning

Hospitals must identify patients who may have Medicare/Medicaid dual (Medi-Cal) or long-term care (LTC) or hospice services at an early stage in their hospital stay. This requirement applies to all patients in Medicare and Medicaid participating hospitals even if they are covered by Medicare, Medicaid, managed care, private insurance or other pay. The hospital must educate patients that they have identified all their participation services and options for choice as indicated to be required by the patient, not representative, or otherwise. The education must be performed by a registered professional nurse, social worker, or other qualified personnel on an ongoing basis and in a timely manner to enable delay to discharge and ensure that post-hospital care is in place. The discharge education must be included in the patient's medical record and be made discussed with the patient and their representative.

Preferred Provider Agreements by Discharge Planners/Case Manager

Preferred Provider Agreements may be utilized in writing. They should obligate case managers to refer patients to specified post-acute providers. However, these agreements should not include a specific number of patients that case managers are required or required to refer. They should explicitly indicate the care managers make no provision or sign of patients who will be referred.

Physician Orders for a Specific Agency

Physician orders must be limited to:
• When patients cannot choose and their attending physicians have not indicated preferences for a particular post-acute provider from discharge planners/case managers may wish to arrange patient to choose a preferred provider.
• Special discharge orders and care preferences must be the product of case management and/or the patient's physician. Preferred Provider Agreements may help foster these relationships.

Private Duty Referrals

An attorney for a patient's discharge planners/case managers have an obligation to make sure that patients understand all of the options available to them including the option to pay privately for home care services.

Case managers/discharge planners also have an ethical obligation to inform patients about the availability of private duty services. Patients cannot indicate that they can pay for services unless they have information about all services available including private duty services. Discharge planners/case managers have a clear ethical obligation to provide information about private duty home care services of patients who may benefit from them.

Patients will make the choice on type of care and provider, but they cannot make appropriate choices unless they have information about all of the types of available care.

Hospital COPs Require that Providers:

- Inform patients of location of their
- Present patient preferences
- Not act unethically
- Not qualify their qualified providers

Hospital COPs - Compliance Review Checklist

- Was the hospital?
- Was patient's choice respected?
- Was choice of home health or Skilled Nursing?
- Was patient appropriately assessed?
- Was the patient informed of any financial interest?

Actions to Enforce Patient Freedom of Choice

- HHA/Medicaid Division to contact Hospital or SNF Medical Director
- Compliance Unit Survey Office
- Letter to CMS Survey and Certification
- Hospital Call or SNF Discharge Planner
- Letter to Joint Commission
- Report to <http://leg.mg.gov>

If violations are at the conditions level of deficiencies, hospitals could lose their right to participate in the Medicare/Medicaid Programs.

Most discharge planners/case managers are licensed as either nurses or social workers. When they fail to fulfill the obligations described above with regard to private duty care, they may risk discipline by state licensure boards.

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Additional poster examples can be viewed [online](#)

Example Agenda for CEU Poster

Honoring Patient Freedom of Choice RE: Balance Budget Act and Conditions of Participation with Medicare

- Respecting patient freedom of choice
 - Education for patient
 - Present Options
 - Furnish a complete list
 - Give information without prejudice
 - Track compliance
 - Managing Preference
 - With Dr orders
 - Who is required to be on the list
 - Preferred provider relationships
- Managing Compliance
 - How to track for compliance
 - reporting non compliance
 - checklist to monitor compliance
 - possible results from non-compliance
 - Where to find resources or manage a list
- Q/A