



NEURO REHAB LEADERSHIP SUMMIT

ELEVATING BUSINESS PRACTICES



January 22-24, 2025
Homewood Suites by Hilton
Charleston Historic District
415 Meeting Street
Charleston, South Carolina

NEURO REHAB LEADERSHIP SUMMIT

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The BIAA Neuro Rehab Leadership Summit is the premier national conference for executives and professionals in neuro rehabilitation. Network with your peers and attend sessions focused on industry trends, best practices, human resource management, and legislative topics. The multi-day summit is packed with educational sessions and networking events.

Who Should Attend

This summit is ideal for individuals in leadership roles in neuro rehabilitation programs and organizations, including executives, directors, managers and other leaders in operations, finance, marketing, human resources, and clinical programs.

Registration Fees

- Individual: \$595 per person
- Group: \$550 per person (For three or more persons from the same organization)
- Fees increase by \$100 after December 20, 2024
- [Click here](#) to register

Hotel Room Reservation Information

- We have a special group rate of \$189 per night plus taxes. To make your reservation, you can either:
- [Click here](#) to reserve online, or
- Call Hotel Reservations at 800-445-8667 and be sure to mention you are part of BIAA to get the group rate.

Planning Committee

Special thanks to the members of the Neuro Rehab Leadership Summit Planning Committee:

- Michael Reed, MBA, Chairperson, Centre for Neuro Skills
- Lindsay Ashley, CPA, Centre for Neuro Skills
- Madeline Beham, LMSW, CBIS, Minds Matter LLC
- Amanda Carr, OTRL, CBIS, Origami Rehabilitation
- Deepa Dierickx, MS, OTR/L, Craig Hospital
- Matthew Kampfe, MBA, Brain Rehab Network
- Julianne Krissing, M.A., CCC-SLP, Rehab Without Walls
- Elaine Lecatsas, MBA, SPHR, Collage Rehabilitation Partners
- Marty Van Dam, M.S., CCC-SLP, CBIST, Prisma Health
- Amanda Winburn, DPT, CBIS, Prisma Health

Questions?

Contact conferences@biausa.org

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Tentative Agenda

Wednesday, January 22, 2025

PRECONFERENCE SESSION

8:00 - 11:30 am

The Conscious Therapist

Sheldon Herring, Ph.D., Roger C. Peace Rehabilitation Hospital

This preconference session delves into the foundations of personal leadership and becoming a Conscious Therapist. We will explore the crucial intersection of mindfulness, emotional intelligence, and self-awareness in therapeutic practice. Be introduced to the powerful "Above or Below the Line" tool, a framework for understanding and managing one's cognitive and emotional states. The session culminates in an exploration of four fundamental ways of being in the world, providing therapists with a comprehensive toolkit for enhancing their practice and personal growth.

FULL CONFERENCE

12:30 - 1:00 pm

Welcome and Introduction

Rick Willis, President and CEO, Brain Injury Association of America

1:00 - 2:15 pm

Conscious Leadership and Conscious Staff in a Deliberately Developmental Organization

Sheldon Herring, Ph.D., Roger C. Peace Rehabilitation Hospital

This session will explore the concept of conscious leadership and conscious staff within the framework of a deliberately developmental organization, with a focus on neuro rehabilitation settings. We will examine the unique challenges in developing leadership and staff programs in this field. Discussion will culminate with an introduction to mindfulness applications for individuals and teams, emphasizing the role of the conscious therapist in fostering a more aware and effective healthcare environment.

2:15 - 2:40 pm

Networking Break

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2:40 - 3:40 pm

Addressing the Staffing Shortage: Solutions for Neuro Rehab

Regina Lesako, Regional Vice President of Clinical Operations, Collage Rehabilitation Partners

Ed Prettyman, PsyD, CEO, Texas Neuro Rehab

Tera Welch, COO, Neulife Rehabilitation

Panelists will share strategies for attracting and retaining talent amid today's healthcare staffing shortages. The panel will explore proven recruitment and retention approaches, offering practical solutions to build and maintain strong clinical and operations teams in rehabilitation settings.

3:40 - 4:00 pm

Networking Break

4:00 - 5:00 pm

Succession Planning at all Leadership Levels: Implementing a Successful Approach

Speakers TBA

Presenters will discuss strategies for developing succession plans across the neurorehabilitation leadership spectrum, from clinical supervisors and program directors to executive positions. Learn approaches to identify and nurture talent within your organization, create development pathways, and ensure continuity of quality care through succession management.

6:00 - 8:00 pm

Welcome Reception



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Thursday, January 23, 2025

8:00 - 9:00 am

Policy Landscape: Legislation and Advocacy Impacting Individuals with Brain Injury and Care Providers

Denver Supinger, Director of Government Relations and Advocacy, Brain Injury Association of America
Peter Thomas, J.D., Principal, Powers, Pyles, Sutter, and Verville PC

Learn about current federal and state advocacy initiatives, policy focus, and potential impacts on individuals with brain injury and providers in this period of political transition.

9:00 - 10:00 am

From CMS Designation to Action: Advancing Brain Injury Care & Advocacy

Jessica Long, Director of Government Affairs, NeuroRestorative and TBA

Building on CMS's recognition of brain injury as a chronic condition, this interactive panel will explore concrete advocacy strategies and state-level responses to expand access and coverage. Providers will discuss how to utilize this designation to improve care coordination, develop comprehensive support services, and build effective partnerships with insurers and healthcare systems. Participants will learn to identify advocacy opportunities, articulate key elements of brain injury as a chronic condition, outline essential support services, and understand various payor responses to long-term brain injury care.

10:00 - 10:15 am

Networking Break

10:15 - 11:15 am

Advocacy Driving Innovation: Believe and Achieve Value-based Payments

Janet Williams, MSW, Ph.D. CEO, Minds Matter

Fady Sahhar, Ph.D., MBA, President and CEO, ProVanta Care

Discover how advocacy efforts are reshaping the landscape of value-based payments in neurorehabilitation care. This dynamic session will explore strategies for implementing value-based payment models that enhance both patient outcomes and program sustainability.

11:15 - 11:30 am

Networking Break

11:30 am – 12:30 pm

Navigating Today's Payor Landscape

Ann Klein, MBA, President, Majoris Health Group

Michael Polakowski, VP Chief Actuary, BlueCross BlueShield of South Carolina

Explore the current payor-provider environment, including network access, policy trends, complex contractual terms, and risk management. Discussion will cover the evolving insurance landscape and factors impacting reimbursement.

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12:30 - 2:15 pm

Lunch

2:15 - 3:15 pm

Contracting and Payor Relations to Ensure Access to Care

Sherry Perucho, Clinical Manager, Accessible Spaces Inc.

Julie Peterson, M.A. Ed., CCC-SLP, Director, NCEP Neurorehab Las Vegas

Explore effective strategies for healthcare contracting and reimbursement to ensure sustainable access to care in neurorehabilitation settings. This interactive, discussion-based session will examine contracting approaches, while discussing practical solutions for maintaining operational sustainability.

3:15 - 4:15 pm

Navigating Coverage for Cognitive Rehabilitation: Current Challenges and Opportunities

Mark Ashley, ScD, CCC-SLP, CCM, CBIST, Founder and CEO, Centre for Neuro Skills

This session will explore current trends and decision-making processes in insurance coverage for cognitive rehabilitation in post-acute rehabilitation settings. Key discussions will examine coverage determinations and critical opportunities for advocacy at both state and federal levels.

4:15 - 4:30 pm

Networking Break

4:30 - 5:30 pm

Enhancing Transitions of Care: Bridging Clinical, Administrative and Stakeholder Perspectives

Andrew Gowdown, JD, Partner, Rosen Hagood

Nathan Rowland, M.D., Ph.D., Medical University of South Carolina

Explore strategies for creating improved transitions across the continuum of care through the lens of multiple stakeholders, including an attorney and physician. This panel discussion will focus on enhancing patient and referrer satisfaction, while improving coordination between different levels of care.

6:00 - 7:30 pm

Offsite Reception Hosted by USI

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Friday, January 24, 2025

8:00 - 9:00 am

Building Strategic Networks: Relationships that Drive Program Growth

Donna Hagan, Hospital Relations Manager, Craig Hospital

Tracey Jensen, Workers' Compensation Provider Relations Manager, Craig Hospital

This session will begin with insights into building and nurturing professional relationships that strengthen referral networks and program visibility. Following a short presentation, attendees will break into discussion groups to explore practical approaches for developing meaningful connections and partnerships.

9:00 - 9:15 am

Networking Break

9:15 - 10:30 am

AI-Driven Prior Authorization: New Regulations Impacting Neuro Rehab

Dan Silverboard, JD, Partner, Holland & Knight LLP

As insurers adopt AI technology for utilization management and prior authorization decisions, neuro rehab providers face a shifting payor landscape. Healthcare attorney Dan Silverboard breaks down recent federal and state regulations governing AI use in coverage determinations and explains what these changes mean for your organizations and the people you serve.

10:30 - 10:45 am

Networking Break

10:45 am - 12:00 pm

AI Implementation in Rehabilitation

Alex Melton, VP of Engineering, Invence

Discover practical AI implementation strategies in rehabilitation settings, with a focus on streamlining workflows through automation of routine tasks like fax processing, report generation, and billing. This session will demonstrate how AI can enhance operational efficiency while improving patient outcomes, featuring real-world examples across various budget levels.

12:00 - 12:15 pm

Closing Remarks

12:15 pm

Summit Adjourns

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