



# The Experts' *Express*

## Upcoming Events

2012 IALCP Summit  
Dallas, Texas  
May 5-6, 2012

IARP Webinar Series:  
Digital Jobs Analysis  
May 17, 2012

2012 International  
Symposium on Life Care  
Planning  
Denver, Colorado  
Sept. 22, 2012

2012 IARP International  
Conference  
San Juan, Puerto Rico  
Oct. 25-27, 2012

[Visit RehabPro.org/events](http://RehabPro.org/events)

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Welcome New IARP  
Members

## IARP Leadership Election Ends Today!

Polls will close today at 5 pm CDT. For all of those who have already voted, thank you so much for your participation in shaping the future of IARP. For those of you who haven't voted, what are you waiting for? To vote, just follow the instructions you received via email on April 3<sup>rd</sup> and again on April 24<sup>th</sup>. We will post election results on the IARP Web site later this week and we will also send out an email to all members with the results. A special thanks to all of our candidates for their commitment to IARP and the effort they have already expended to participate in this election process.



## Future of Life Care Planning Takes Center Stage this Weekend in Dallas.... Will Your Voice Be Heard?

Final arrangements for the May 5 - 6, 2012, Life Care Planning Summit are now in place for what promises to be an important gathering of leading life care planning professionals. The Summit brings together leaders in life care planning from a variety of organizations with a goal of promoting unity. Through round table discussions, life care planners will examine hot issues and have a direct role in the evolution of the field.

## Targeted Topics include:

- Best Practices for Establishing Foundations for Life Care Plans
- Best Practices for Providing Costs within Life Care Plans
- Minimum Life Care Plan, Medical Cost Projections, Life Care Plans

## Space Still Available

The 2012 Life Care Planning Summit will be held at the Dallas Fort Worth Airport Marriott North Hotel. IARP has reserved a block of rooms at a special conference rate of \$91 plus applicable taxes for a single/double room. Contact the hotel directly at 800-228-9290 or book online by clicking on the link below. When making reservations by phone, be sure to mention that you will be attending a conference hosted by the International Association of Rehabilitation Professionals. [Online Hotel Reservations](http://OnlineHotelReservations)



**IALCP Life Care Planning Summit**  
**May 5-6, 2012**

**DALLAS/FORT WORTH AIRPORT MARRIOTT NORTH (IRVING, TEXAS)**



# The Experts' Express

## Introducing the Keynote Speaker for the IARP 2012 Internal Conference - Dr. John Banja

The IARP conference planning committee is thrilled to announce John Banja, well-known rehabilitation researcher and medical ethicist as the Keynote Speaker for the 2012 International Conference. Dr. Banja will speak on *Problematic International Styles in Rehabilitation: The Narcissistic, the Lobotomized and the Dangerous*. He has also generously agreed to present an additional session entitled Ethics, Conflicts of Interest and the Expert Witness.



Dr. John Banja

Dr. Banja is a Professor in the Department of Rehabilitation Medicine and a medical ethicist at the Center for Ethics at Emory University. He also directs the Section on Ethics for the Atlanta Clinical and Translational Science Institute at Emory. Dr. Banja received a doctorate degree in philosophy from Fordham University in New York and has taught and lectured on topics in medical ethics throughout the United States. He has authored or coauthored over 150 publications and has delivered over 800 invited presentations at regional, national, and international

conferences. He currently serves as the Editor of the **American Journal of Bioethics-Neuroscience**, the leading scholarly journal in the field of neuroethics. Dr. Banja has conducted research or educational projects with numerous federal and private organizations including the NIH, the American College of Surgeons, The Agency for Health Care Research and Quality, The National Institute for Disability and Rehabilitation Research, the American Society for Healthcare Risk Management, and the Georgia Hospital Association. His research interests include topics in neuroethics and ethical dilemmas occurring in clinical and translational research. His most recent book, **Medical Errors and Medical Narcissism**, was published by Jones and Bartlett Publishers in 2005.

## Hotel Rooms Continue to Book Fast!!!

After announcing that the Caribe Hilton is accepting reservations, we are happy to report that many of you jumped quickly to secure your room. As of the end of April, **133 guest room reservations have been secured** so far in the IARP room block. The special room rates are effective from October 20 - November 1, 2012. The special room rate is available until September 23 - or until the group block is sold out, whichever comes first. Don't miss out - book your accommodations today!  
[Click here for complete details.](#)

## Featured Exhibitors

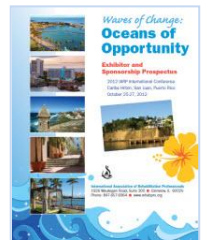


Brightsun Technologies®



## Calling All Exhibitors and Sponsors

IARP has released its Exhibitor and Sponsorship Prospectus and encourages every attendee to share it with service providers that they deal with every day.  
[Click to access Prospectus.](#)



# The Experts' *Express*

## Visiting Puerto Rico and Old San Juan – Final Travel Log Installment from Tim and Janet Field

Tim and Janet Field recently spent some vacation time in Puerto Rico (February 2012) and stayed at the Caribe Hilton – the designated resort for the IARP International Conference in October, 2012. While in Puerto Rico, Tim and Janet took notes on a variety of topics, including the Hilton, Old San Juan, restaurants, shopping, and the sights. This is the final installment of the Field's comprehensive travel log.



### Dinners

**Il Giardino** (at the Hilton): This restaurant was a bit of a disappointment. Janet's wine was a full glass, the penne paste we ordered was o.k. and the spicy red sauce on mine was quite good. Janet's meatballs were awful and the bread was very unimaginative. The service was rushed, and the setting fell far short of watching people pass by on the street, or gazing at a sunset. Didn't go back. Over priced at \$48.15. (May just have been what we ordered).  
**Escanbron** (behind the soccer stadium facing the ocean): On one of my afternoon walks, I discovered this local restaurant; the menu looked good and my description interested Janet enough to try the place. We were placed at a table facing the ocean and were the only patrons in the place at @ 7:30 p.m. Tim's red snapper with beans and rice was excellent (even though the fish watched me through the entire dinner - it was a whole fish), and Janet's grilled chicken with mango chutney was excellent as well. The setting was very nice and a fellow was playing music. I requested that he sing Frank's "I did it my way" only because I was not quick enough to suggest the song "Have I told you lately that I love you" by Rod Stewart. Oh well, next time.

**Pieria** (310 Fortaleza, OSJ): This restaurant appeared to have a nice menu which was posted at the street (a common practice for all restaurants). Inside we found the place had been renovated with fresh paint, with attractive furniture, and a modern-looking bar. The ceilings were very high (@ 20 feet) which gave the feeling of a much larger interior than it actually was. Tim tried the mahi-mahi with steamed vegetables, and Janet the curry and coconut chicken. Both entrees were excellent and the service was good. A fair price of \$57.78. Following dinner, we stopped by the lobby bar at the Hilton and ordered a vanilla flam with two after-dinner drinks – all were great, but priced at \$32.10. Also tried again, as we often did, to access the web, but to no avail. Some folks seemed to have no trouble accessing the web in the lobby area, but we sure did.

**Mojitos** (just off the triangle in OSJ): This small restaurant with sidewalk tables is simply a local establishment with good food and good service. Tim tried the grouper with rice and beans (quite good) and Janet a thinly sliced steak and mashed potato dish (also good). We sat inside near the bar and watched the very busy staff try to keep everyone happy. The mojitos drinks, by the way, take a fair amount of time to make which tended to slow down the delivery of drinks. Good value at \$38.45.

**Lemongrass** (Hilton): This restaurant is in a very attractive setting just off the pond for fish, ducks, and swans located on the west side of the resort. Reservations are required and you might want to dress a bit less casual for this experience. The Lemongrass consisted of both an inside and outside dining area with a small bar about in the center of the two areas. We chose a table in the outside area where we were able to feel the soft winds coming off the ocean. We started with an appetizer of crab/cheese nuggets and then selected entrees of pork loin and red snapper with sides. The presentation, along with the wine and martinis, was perfect as was the service by a very skilled young woman. Dessert was a shared coconut brulee. This restaurant was our best dining experience during the entire week, and we highly recommend it for the food, the service and the ambience. Cost: @ \$135.00.

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# The Experts' *Express*

## Puerto Rico Travel Log

(Continued from page 3)

### **Restaurants – Dinner (cont)**

The following chart provides you with our impressions of each place we visited; we adjusted our impressions based on the fact that some places were more casual (and meant to be), while others were more sophisticated. So, for what it's worth, this is what we thought:

<b>Location</b>	<b>Food</b>	<b>Service</b>	<b>Ambience</b>
Caficultura	9	8	10
Tora Salao	7	7	10
Il Giardino (dinner)	6-9	7	8
Caficultura	9	7	9
Escanbrian	10	10	9
Il Giardino (breakfast buffet)	6-9	self	5
Hilton Pool (lunches)	7	6-8	10
Pieria	9	9	8
Mojitos	8	8	6
Lemongrass	10	10	10

A final note: Best restaurant downtown is “supposed” to be Marmalade (see website). Definitely need to make reservations several days ahead of time (call from home before you get to the island). After talking to people, some consider that it is overrated but online reviews are excellent. Menu looked good, but we could not get in. According to local source, a single conglomerate/corporation owns several of the restaurants in the same area, e.g., Dragonfly. Aquaviva, Parrot Club, Marmalade, etc. The Lemongrass at the Caribe Hilton was also listed among the “top ten” in Puerto Rico Top Ten book.

### **Checking Out**

This was a no-brainer. Our settlement invoice was tucked under the door during the early morning hours. There is no need to even go to the desk. There is a computer near the front desk that allows you to obtain and printout your boarding passes the day before. Taxis are waiting at the front circle to whisk you to the airport. Our 7:30 a.m. trip to the airport was eight miles and 11-12 minutes. It took us about 20 minutes to check our bags and get through security. Before boarding our plane, we found several places to get something to eat at the airport (if you don't like “plane” food).

### **General Information**

In OSJ, the Information Center on Tetuan Street has maps and brochures/cards on places of interest; very friendly staff. A map and information is also available at [www.areasurbanguides.com](http://www.areasurbanguides.com) – an excellent site for an overview of OSJ. Also check out: [www.welcometopuertorico.org/city/sanjuan.shtm](http://www.welcometopuertorico.org/city/sanjuan.shtm). We also purchased a couple of travel books at our local Barnes and Noble.

So there you have it folks. This has become one of our favorite vacations spots and we will be returning to the island in October, and probably again the next year. See you all at the Hilton!

Tim & Janet Field  
Athens, GA



# The Experts' *Express*

## Lessons Learned from IARP Executive Director's New Book "TRUST"

Carl Wangman, IARP executive director for the past four years, has written a history of an association he served for 15 years before he became the chief staff officer for IARP. The co-author of the book, Judith Iacuzzi, was the marketing and communications director for the same association for 11 years from the mid-90's until 2006. Entitled "Trust" the book traces the history of the Association for Corporate Growth 1954-2011. ACG members are professionals involved in middle market growth and development.

Experts' Express asked Carl to comment on any parallels he sees between ACG and IARP. During the two years of writing the book from 2009 to 2011, IARP was recovering from a decline in its financial resources, a period from which it has only recently emerged. Carl pointed to a similar period in ACG's history in the early 1990's when it had exhausted its reserves.

Wangman said, "When Judy and I started writing the history we never realized how invaluable our more than 60 personal interviews of past ACG leaders would be. These men and women shared the challenges they were facing at the time they served. We also had all the official records of the association, but the story behind the minutes made the difference.

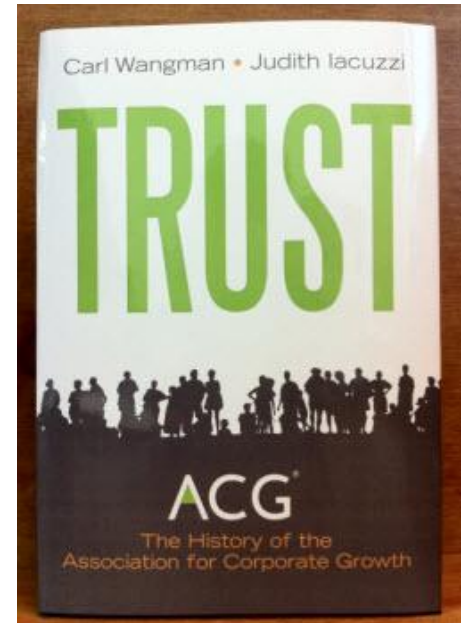
### Parallels to IARP

"As to similarities to IARP, I now realize there are many. In the early 1980's ACG chapter leaders said they did not understand the benefits of the International organization. Several chapters considered going on their own. This is not unique to ACG and IARP, but both have taken steps to shore up the relationship with the chapters. Witness the success of the IARP Chapter Leadership Meeting in New Orleans last month. That meeting was patterned after ACG's model of 2001."

During the period Wangman and Iacuzzi served ACG, it grew from 22 chapters with 2600 members to nearly 10,000 members in 2006. Today it has more than 14,000 dealmakers and 57 chapters and is a robust international organization with a strong presence in Europe and China and 50 chapters in North America.

Commenting on the member composition, Wangman stressed the multiple constituencies that both IARP and ACG serve. He observed, "Unless you are intimately involved in the corporate growth business you never realize how many different professionals are involved in the complex inner workings of the deal, corporate growth, divestitures, takeovers, mergers, acquisitions, private equity, buyouts, etc. It's a never ending list. And ACG has found the structure that allows it all to work. A parallel to IARP? Absolutely.

"IARP has at its core the special interest sections that strongly shape the governance of the association. Add the 30 chapters and you know that IARP is both chapter- and section- driven. Yet until recently we had not found the right formula to effectively encourage the exchange of best practices among the chapter leaders. I think IARP is now focused on the chapters and the needs of the chapter members. This, combined with the section leadership, gives IARP a strong foundation upon which to build."



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# The Experts' Express

## Lessons Learned from TRUST, New Book from IARP Executive Director

(Continued from page 5)

### Brand and Marketing

One of the pressing needs for IARP is developing a cohesive brand. During a meeting of the IARP Membership Committee recently, committee member Katherine Dunlap, who also recently was elected as the chair of the Council of Chapter Presidents, asked, "What is IARP...Who are we... What do we represent...What it is we do." Her message is quite clear. We must have an agreed upon description of the IARP brand. Branding was also a major issue for ACG. The value of ACG's branding program was best outlined in the history by branding consultant Dave Studeman as:

1. Support and strengthen the chapters
2. Drive membership and further improve the quality of new members
3. Expand the organization by developing new chapters
4. Differentiate from competitive organizations, and
5. Unite the organization around a common vision while providing flexibility for chapters.

Charlie Downer, chairman of ACG in 2003, summarized the ACG situation in "Trust" in a way that is strikingly similar to IARP's current situation:

"Since the beginning of ACG in the 1950's, the branding of the organization had slowly degenerated to the point where there were numerous logos, tag lines, color schemes, fonts, etc. being used by the chapters. By 2003, when I assumed the presidency, the problem had reached considerable proportions.

This was a period of rapid growth in the organization, with some larger chapters beginning to hold their own regional conferences, several of which were beginning to compete with our annual conference in terms of size and importance. The brochures they produced were widely distributed and they added to the confusion in the marketplace of 'who' ACG was.

Adding to the problem was the increasing use of the Internet with each chapter having its own websites, often with their own logos, fonts and tag lines that looked only vaguely like the 'official' version."

As IARP evaluates expanding the scope of its marketing plan to include branding, lessons learned by ACG may prove invaluable.

## Chapter Events

### [IARP Virginia – 2012 VARP Annual Conference](#)

May 4, 2012  
Glen Ellen, Virginia

### [IARP Michigan - MI IARP Spring 2012 Conference](#)

May 18, 2012  
Novi, Michigan

### [IARP PA and NJ Chapters' 13th Annual Conference: Rehab Empire](#)

June 6 – 8, 2012  
Atlantic City, New Jersey

## Featured Job Openings

### [Marketing Representative](#)

*Charlotte, NC*

Regional Case Management Co. specializing in Workers' Compensation desires a marketing representative in the Charlotte, NC area. Must have experience as a certified rehabilitation provider, or currently employed as a workers' compensation adjustor. Excellent salary. Benefits to include a bonus plan and company car. Fax resume and salary requirements to (804) 419-0202 or email [vocmedjobs@gmail.com](mailto:vocmedjobs@gmail.com).

### [Case Manager](#)

*Charleston, WV*

Regional Case Management Co. specializing in Workers' Compensation desires a medial or vocational placement counselor in Charleston, WV. Must have experience and be a CRC, CCM or CDMS. Position involves working out of home with extensive travel, but no overnight. Excellent salary, benefit package and company car. Fax resume to (804) 419-0202 or email to [vocmedjobs@gmail.com](mailto:vocmedjobs@gmail.com).



# The Experts' *Express*



## Webinar Series

### Digital Jobs Analysis

**Date:** Thursday, May 17, 2012

7 am Hawaii, 9 am Pacific, 10 am Mountain, 11 am Central, 12 pm Eastern

**Speaker:** Shelly Jones

[Register Online](#)

2.0 CEUs Applied for: CRC, CDMS, CVE, CWA, CCAA, CCMC, CLCP, MSCC

#### Education Objectives:

At the conclusion of this program, participants will be able to:

1. Define a digital job analysis, how it is conducted and the benefits
2. Explain how a physician approved digital job analysis supports the job placement process and facilitates early return to work
3. Summarize when a digital job analysis is beneficial

#### About the Presenter:



Shelley Jones has been providing vocational rehabilitation both in the private and public sectors since 1992. She is a Return to Work Specialist and the developer of the CCM digital job analysis. Jones regularly provides presentations on how to address return to work challenges to employers, carriers, safety groups and rehab committees. She also provides in-house training seminars and webinars for Carolina Case Management. Jones earned a bachelor's of arts degree in psychology from the University of Tennessee and a master's of science degree in rehabilitation counseling from George State University.

[Register Online](#)



#### Questions recently discussed on IARP Connect

##### Forensic Discussions:

Studies of interest

Expert deposition

CPC certification

Graduation by age

Apportionment

##### SS-VE Discussions:

Fundraising update

Fundraising development ideas

Claimant objection to phone hearings

Absenteeism

Records management

##### Disability Mgmt Discussions:

Return to Work program thoughts

##### IALCP Discussions:

End of life issues in LCP

For back pain, steroid shots no more effective than placebo



# The Experts' *Express*

## Welcome the Newest IARP Members

Please help us welcome the newest members of the IARP family. April saw 33 new members joining the association, one of our largest number of new members to join in a single month. To see more about a member, click on their name. This will take you to the new member's profile in the Member Directory on IARP Connect. Then use the Send Message link on their profile to send a welcome message.

Associates	Individual Professionals (cont.)	Individual Professionals (cont.)
<a href="#">Colm Roe</a> Florida Chapter Disability Management Section	<a href="#">Angela Gazzara</a> Members at Large Case Management Section	<a href="#">RuthAnn Niedert</a> Members at Large Case Management Section
<a href="#">Deborah Stephanian</a> Virginia Chapter Case Management Section	<a href="#">Carl Hennon</a> Ohio Chapter Case Management Section	<a href="#">Jimmie Pugh</a> California Chapter Life Care Planners Section
<a href="#">Robert W. Sulser</a> Oregon Chapter Washington Chapter Case Management Section	<a href="#">Jane Howard</a> Carolinas Chapter Case Management Section	<a href="#">Mark Ramnauth</a> New York Chapter Forensic Section
<a href="#">Ed Ukaonu</a> Georgia Chapter Disability Management Section Case Management Section	<a href="#">Lori Hudak</a> West Virginia Chapter Disability Management Section	<a href="#">Karen Shearer</a> Washington Chapter Life Care Planners Section
Individual Professionals		Students
<a href="#">Patricia Ayerza</a> Oregon Chapter Washington Chapter Case Management Section	<a href="#">Rausa McManus</a> Carolinas Chapter Case Management Section	<a href="#">Maria Isabel Ortiz Borrero</a> Members at Large Disability Management Section
<a href="#">Johanna Baker</a> Canada Chapter Life Care Planners Section	<a href="#">William Stewart</a> Carolinas Chapter SSVE Section	<a href="#">Johannet Pachot Borrero</a> Members at Large Disability Management Section
<a href="#">Norma Covington</a> Oregon Chapter Washington Chapter Case Management Section Disability Management Section	<a href="#">Susan Thomas</a> Tennessee Chapter SSVE Section	<a href="#">Alexander Ceden</a> Members at Large Case Management Section
<a href="#">Lisa Ann C Crocenzi</a> Michigan Chapter Forensic Section	<a href="#">Lanelle Yamane</a> Hawaii Chapter Case Management Section	<a href="#">Melissa Perez Figueroa</a> Members at Large Life Care Planners Section
<a href="#">Melanie di Carlo</a> California Chapter Life Care Planners Section	<a href="#">Maria Zakula</a> New Jersey Chapter Disability Management Section	<a href="#">J.R. McGraw</a> Members at Large Case Management Section Disability Management Section
<a href="#">Whitney Eng</a> New England Chapter SSVE Section	<a href="#">Veena Mehta</a> Canada Chapter Life Care Planners Section	<a href="#">Hector Millan</a> Members at Large Case Management Section
<a href="#">Lisa Gagliano</a> Illinois Chapter SSVE Section	<a href="#">Donald M Modder</a> Wisconsin Chapter Forensic Section	<a href="#">Kaitlyn Smith</a> Georgia Chapter Case Management Section



# The Experts' *Express*

- Advertisement from IARP Member Benefit Provider –



## 10% Discount on All Classes

Nearly 700 pre-approved CEUs for CRC, CDMS, CCM, CLCP, CRRN available.

Use your IARP custom link at:

<http://www.AAACEUs.com/IARP> to receive a 10% discount good on all classes.

If you already have an account with [AAACEUs.com](http://www.AAACEUs.com) you can easily move it to the IARP 10% discount program.

- 1) Open the custom link: <http://www.AAACEUs.com/IARP>
- 2) Log in with your current user ID and password...the webpage will automatically ask you if you want to add your account to the IARP 10% discount webpage - just hit the **Please Add Me** button and your account will then reflect the 10% discount on all future purchases.

## IARP Staff Is Here to Serve You

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Web site: [www.rehabpro.org](http://www.rehabpro.org)



IARP is professionally managed by  
The Center for Association Growth (TCAG)



## Free Ethics Webinar Available Now

In late November, IARP produced a free Ethics webinar entitled **Technology Ethics: Basics, Clinical Application, and Decision-Making**.

Mary Barros-Bailey and Vilia Tarvydas led this 2-hour webinar, which received rave reviews.

The On-Demand Replay of this webinar is now available for all members to view. Just [click on this link](#), register, and you will immediately receive a link to watch the replay. CEUs are also available.

