

HCMF HOMECARECON

2019 ANNUAL CONFERENCE & TRADE SHOW - JULY 29-AUGUST 1 - ORLANDO, FLORIDA

UNITE WITH HOME CARE INDUSTRY PROFESSIONALS THIS SUMMER TO **LEARN**, **CONNECT**, AND **PREPARE** FOR THE CHALLENGES AND OBSTACLES BEFORE YOU NOW AND ON THE HORIZON...

WE CAN DO IT!

PIVOT, ADAPT, SERVE



Home care providers will pivot, adapt and continue to serve our communities as the Baby Boomer bubble balloons and elevates our industry to unimaginable heights.

Rosie the Riveter is a cultural icon, representing the women who worked in the factories and shipyards during World War II. These women sometimes took entirely new jobs replacing the male workers who joined the military. Some claim that Rosie forever opened the workforce for women in an unprecedented way by convincing women that with a can-do spirit anything could be possible.

Today, the home care industry is undergoing unprecedented challenges and changes. Medicare providers will have a new payment methodology with the Patient-Driven Groupings Model alongside the Home Health Value-Based Purchasing Model, as well as a new flow to their operations with revised Conditions of Participation and the forthcoming Review Choice Demonstration. These challenges are further compounded for Medicare providers with new clinical requirements under the second round of Targeted Probe and Educate, and emergency preparedness regulations. On the private care side, providers face ever-increasing competition from other agencies and innovations by businesses previously not in the industry, on top of labor laws and regulations, and staffing challenges.

With challenges looming on both sides of the fence, all home care providers must be nimble and compliant to meet the growing needs of a continually aging population in our state.

After serving Florida home care providers for 30 years (*Happy Anniversary, HCAF!*), there's one thing we know for certain: **WE CAN DO IT!**

Home care providers will pivot, adapt, and continue to serve our communities as the Baby Boomer bubble balloons and elevates our industry to unimaginable heights. The future may seem daunting but come be inspired and catch a wave of confidence by being an active, informed, can-do participant at HomeCareCon!

At this summer's Annual Conference & Trade Show, you and your agency leaders can learn how best to comply with the new requirements and position yourself and your staff for success with the latest tools, resources, and data.

The traditional 30[™] anniversary gift is pearls. Come hear the latest pearls of wisdom and latest updates from state and national health care and legal experts, as well as vendors who serve our industry. Expand your network! Don't miss this chance to converse and problem-solve with 700 fellow home care professionals across the state as we return after several years to the Omni Orlando Resort at ChampionsGate from July 29 to August 1, 2019... register today!



- PreCon Workshops (PRE-CONFERENCE): Monday, July 29
- MainCon Sessions (MAIN CONFERENCE): Tuesday, July 30 Thursday, August 1
- Trade Show & Receptions: Tuesday, July 30 and Wednesday, July 31

Workshop and session overviews, speaker information, and other information is within this guide as well as online at HomeCareCon.com.

Learning tracks are indicated by the following emojis and colors:





ABOUT HCAF

HCAF is the premier resource and advocate for Florida's home care industry and the patients and clients it serves. We are a not-for-profit trade association that offers resources, education, and advocacy to providers, and gives them the information they need to deliver the highest quality and most cost-effective services to patients and clients throughout the Sunshine State.

HCAF serves state-licensed (commonly known as "Private Duty") home care agencies and Medicare- and Medicaid-certified home health agencies. Associate Members include, among others, accrediting organizations, consultants, employee benefits organizations, homemaker/companion services, hospices, legal services, medical supplies and equipment vendors, nurse registries and staffing agencies, and technology and software providers.



ABOUT HOMECARECON

Now in its 30TH year, HCAF's Annual Conference & Trade Show takes place every summer and offers the opportunity to learn about new developments that will help home care industry professionals deliver the highest quality services, including effective management strategies, cost-cutting concepts, innovative programs, best practices, and policy updates.

Education content is targeted to agency owners and operators, administrators, clinical supervisors, financial managers, as well as clinicians, marketers, policy professionals, and technology staff. HomeCareCon's robust schedule features workshops and sessions geared toward Medicare- and Medicaid-certified agencies as well as Private Duty agencies.

The recommended attire is business casual. Attendees are encouraged to dress in layers as room temperatures vary and may be cool. (Don't be shy to rock your bandana like Rosie!)



CONTINUING EDUCATION

HCAF is an approved continuing education provider for the following Florida Boards: Nursing, Occupational Therapy, Speech Language-Pathology & Audiology, and Accountancy.

HCAF is pursuing credit hours for Physical Therapy on a session-specific basis. For updates on our progress in obtaining approval for these sessions, visit HomeCareCon.com/CEUs.

For the convenience of attendees, HCAF will notify participation to CE Broker for the clinical Boards listed above and to the Florida Department of Business and Professional Regulation for accountants. When attending workshops and sessions, sign-in is required in order to receive credits. Please have your license number at registration and during sessions to earn credits.

Don't Be Scammed! HCAF never uses third-party companies to manage room reservations. Please be aware that some scam companies have been known to call and email our attendees, speakers, and exhibitors and encourage participants to book rooms at reduced rates. Neither HCAF nor our conference hotel will ever contact you to book accommodations. In order to avoid these types of scams, we encourage you to make your room reservations directly with the hotel. If you book through a travel app or other website, you may be able to find a lower nightly rate. However, beware! It is very unlikely that their rate includes the daily resort fee, the amenities listed on the conference website, and discounted parking.



FLASHBACK VENUE THIS YEAR! BOOK BY JUNE 28

Omni Orlando Resort at ChampionsGate 1500 Masters Boulevard ChampionsGate, Florida 33896

Surrounded by 36 holes of championship golf, the Leadbetter Golf Academy World Headquarters, and 15 acres of recreation, this Four Diamond resort is one of the nation's premier golf, meeting, and leisure retreats.

The Omni is equipped with every modern convenience and a host of luxurious amenities. In addition to walk-out golf, guests may choose to relax in their signature Mokara spa, dine at their nine restaurants, or enjoy 15 acres of pools and recreation activities, including the 850-foot lazy river and Orlando's only resort wave pool.

The resort offers secluded luxury, yet easy access to area attractions like Walt Disney World, Universal Studios, and SeaWorld. Complimentary scheduled shuttle transportation is provided to the Walt Disney World® Theme Parks. The resort is located just 25 minutes from the Orlando International Airport and 20 minutes from Universal Studios and SeaWorld.

BOOK YOUR STAY BY JUNE 28!

Reserve your stay through HCAF's block of guest rooms at the special rate of \$159 plus taxes per night (resort fee waived). Daily and overnight self parking rate is reduced to \$10 per vehicle. Valet is \$32 per day or night.

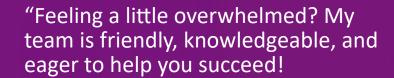
The deadline to book your stay at the HCAF rate is Friday, June 28 at 5PM ET.

Book online at <u>HomeCareCon.com/venue</u> or call (800) 843-6664 and reference the *HCAF Annual Conference & Trade Show.*

- **PDGM Analysis**
- **QAPI** Assistance
- **Mock Survey**
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- J'non Griffin



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The Only Constant is Change!

Home care and hospice are constantly facing regulatory revisions, which is making it more difficult than ever for administrators and field staff to stay on top of these evolving markets.

Your home care and hospice experts at 5 Star Consultants offer a full suite of services to help guide you through these changing times and ensure your agency achieves the best patient outcomes!

Our services include:

- Clinical and Regulatory Guidance
- Outcome Enhancements
- 5 Star Rating Improvement
- Leadership Training and
- Operations
- QAPI, QI and Clinical Record Reviews
- Manuals and Job Descriptions
- Customized Educational Webinars

Contact us today so you can start exceeding your goals and achieving success tomorrow!

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9:00_{AM}

Workforce **Turnover** Reaches **All-Time High** Hasty • Oakmont 9:00 AM - 12:00 PM

1:00_{PM}

Identifying **Kickback Risks:** You CAN Avoid **False Claims!** Bain - Oakmont 1:00 PM - 4:00 PM

Patient-Driven Groupings Model: 5 Months To Go!

Gaboury & Litwin Royal Dublin 9:00 AM - 3:30 PM 9:00 AM - 4:00 PM

Supervisor SEAL Bootcamp: The Only Easy **Day Was** Yesterday

St. Andrews

Accelerating Proven **Tactical Skills** for Leaders & **Their Teams**

Hardiman & Young Royal Melbourne 9:00 AM - 4:15 PM

Take it to the **Next Level with** PDGM, Coding & **OASIS**

Griffin • Congressional 9:00 AM - 4:15 PM

PROGRAMMING NOTE

Breakfast (8-9 AM) and lunch (12-1 PM) will be served in International II-III for morning and full-day workshop attendees

Palmetto GBA and the RCD Canaan & Foster International II-III 1:00 PM - 4:00 PM

GENERAL

Workforce Turnover Reaches All-Time High: **How Hiring Practice and Agency Culture Can Impact Your Bottom Line**

Jamie Hasty, SESCO Management Consultants

Home care caregiver turnover rate skyrocketed another 15% to 82% in 2018 according to Home Care Pulse's benchmarking study. Interestingly, the study included nearly 700 home care providers that have mostly been in the industry for 10 or more years. Coupled with the fact that home health care will be the fastest growing industry in the United States for jobs over the next decade, it's easy to see that recruitment and retention are the biggest challenges facing home care agencies! In a recent study, the U.S. Bureau of Labor Statistics stated that the annual growth rate for home health care services from 2014-2024 would be nearly 5%, the highest among all industries. That means 760,400 new jobs and significant competition for quality staff in every facet! Join SESCO Management Consultants to explore how to set the culture for your organization by identifying your agency's culture of interlocking goals, roles, processes, values, and communication practices. These items must be consistently practiced to attract and retain quality employees. Next, we will address cultural and generational differences and how those play a key part in setting a standardized culture. Further, review how leadership can avoid hiring out of a reactive nature, especially given the national workforce shortage in the industry. Challenge your agency's current screening and hiring practices and understand the true cost of caregiver turnover affecting your bottom line. Finally, develop and practice behavioral based interviewing which is critical for finding and retaining the best 9:00 AM - 12:00 PM • OAKMONT employees for your agency.



PDGM

Patient-Driven Groupings Model: 5 Months To Go!

Melinda Gaboury, Healthcare Provider Solutions Sharon Litwin, 5 Star Consultants

The Patient-Driven Groupings Model (PDGM) will go into effect January 1, 2020. This is the most massive change to the home care industry reimbursement structure since the introduction of the current Prospective Payment System in October 2000. The new payment model dramatically impacts agency operations,



processes, and performance. Agencies must develop and implement plans to successfully transition to PDGM. This workshop will discuss key areas, strategies, and processes in preparing an agency for PDGM. This workshop will have a focus on best episode management and process improvement practices including the referral, intake and scheduling processes, timely documentation, and physician and patient communication strategies, all of which are required to more tightly manage care within the shorter 30-day payment period. The change to a 30-day payment model will also bring significant back office changes specific to the claims processing and collections, which will be one emphasis of this workshop. A strong clinical episode management program is critical to ensure sustained, efficient, cost-effective, and uncompromised quality care delivery under the PDGM program! This workshop will bring emphasis to the



fact that every discipline is valued the same and extra therapy visits does not equal higher payment. Lastly, this workshop will review the full blown emphasis of ICD-10 coding under PDGM and how agencies will have to monitor to ensure the specificity of coding for their patient care plans.

9:00 AM - 3:30 PM • ROYAL DUBLIN

100 CLINICAL & QUALITY

Supervisor SEAL Bootcamp: The Only Easy Day Was Yesterday

Christina Crumbley, Signature Home Now



Effective clinical management in your office amidst the torments of the Patient-Driven Groupings Model (PDGM) and Review Choice Demonstration (RCD) will be crucial for long-term stability and success. Managing a home health agency has never been easy, however the upcoming PDGM and RCD programs will make it feel that way. These programs create more obstacles for clinical supervisors who will now have to become SEAL and stealth like to navigate through. Success will require strong processes, diligent monitoring, and constant change management to continue to perfect the agency operations and outcomes. This program will provide the SEAL (Success Equals Always Learning) training and/or sharpen the skills necessary to become a clinical supervisor to overcome and effectively run a home health agency. More specifically, the speaker and participants will focus on three areas of management, which include episode and patient management, staff management, and office management. 9:00 AM - 4:00 PM • ST. ANDREWS

Accelerating Proven Tactical Skills for Leaders and Their Teams

Sharon Hardiman, John Knox Village of Central Florida Mary Ann Young, Everyday Leadership

Our mission is to share proven tactical skills for leaders to accelerate their personal leadership and team skills in an ever-changing business environment. In this full day workshop, we will seek to:



- Provide and transfer tactical skills to leaders to accelerate personal leadership and team skills to transform their workplaces.
- Elevate the thinking of Leaders and provide real life tools to engage the workforce at a higher level, including creative measurements that get us there.
- · Accelerate personal leadership skills to impact team performance and actually achieve organizational and team goals.
- Demonstrate and deliver the model to keep any meeting on-time, on-track, on-purpose, with respect, whether stand-ups or weekly team meetings.
- Practice The Four Coaching Conversations that clarify expectations and preserve your sanity as a leader.

9:00 AM - 4:15 PM • ROYAL MELBOURNE



Take it to the Next Level With PDGM, Coding & OASIS

J'non Griffin, Home Health Solutions

Now more than ever will coding and OASIS be important. The Patient-Driven Groupings Model (PDGM) clinical groupings and co-morbidities will be determined by your agency's coding, and the functional limitations will be based on your OASIS responses. Learn how to take this to the next level and work scenarios related to common home health care scenarios. We will discuss when your agency should do other follow up or significant change in conditions, when you should discharge a patient to an inpatient facility versus transfer, and how to assist with or suggest appropriate utilization. Learn where Florida is scoring/trending based on 2017 rates, and how you can tell where your particular agency will fall. Join us for this full-day class to assist you in moving forward with PDGM.

9:00 AM - 4:15 PM · CONGRESSIONAL

MEDICARE

Palmetto GBA and the Review Choice Demonstration

Charles Canaan, Palmetto GBA Krisdee Foster, Palmetto GBA

Home health providers in Illinois, North Carolina, Ohio, Florida, and Texas are gearing up for implementation of the Review Choice Demonstration (RCD) in their states. During this presentation, Palmetto GBA's Krisdee Foster

will focus on the RCD program and selection process through the eService portal. She will discuss in detail the initial review and subsequent review choices. Additionally, Palmetto's Charles Canaan will wrap up the session with a review of the clinical side of the home health benefit and what Palmetto is looking for when submitting a pre-claim review.

1:00 PM - 4:00 PM • INTERNATIONAL II-III

GENERAL

Identifying Kickback Risks: You CAN Avoid False Claims!

<mark>Jacqueline Bain, Esq.,</mark> The Florida Healthcare Law Firm

This half-day workshop will dive into analyzing federal Anti-Kickback Statutes, identifying relationships in which these laws may be implicated, and learning to avoid risk! Legal expert Jacqueline Bain, Esq., will lead attendees through various scenarios to help you understand what these laws mean to your agency, including marketing agreements, medical director contracts, and more. Time will be spent exploring both the federal and state false claims laws, and attendees will be able to put it all together working through sample problems and analyses.

1:00 PM - 4:00 PM • OAKMONT

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FULL-DAY WORKSHOP ITINERARIES

Make the most of PreCon by jumping around the full-day workshops listed below based on topics that interest you!

	PATIENT-DRIVEN GROUPINGS MODEL: 5 MONTHS TO GO!	SUPERVISOR SEAL BOOTCAMP: THE ONLY EASY DAY WAS YESTERDAY	ACCELERATING PROVEN TACTICAL SKILLS FOR LEADERS AND THEIR TEAMS	TAKE IT TO THE NEXT LEVEL WITH PDGM, CODING & OASIS
AM PART 1	PDGM's impact on operations	General office management	Personal leadership and team skills	PDGM overview
AM PART 2	Financial impacts; LUPA thresholds	Staff management	Elevate thinking and engage workforce	OASIS-D1 changes
PM PART 1	Coding under PDGM	Office process management	Business meeting best practices	PDGM functional items; ICD-10
PM PART 2	Strategic plan for episode management	Episode management	Clarify expectations and personal wellness	Coding; clinical grouping; co-morbidity



8:00-9:00 _{AM}	Breakfast (International II-III)									
9:00-10:30ам		Federal Policy Update: We Can Do It! Dombi • International II-III			Face the Future By Building an Ecosystem of Care Schauer • Royal Melbourne					
10:45-11:45ам	Legal Smorgasbord: New Challenges Under a Changing Landscape and Increasing Competition Hogue • International II-III									
11:45ам - 1:15рм	Trade Show Grand Opening Luncheon (National)									
1:15-2:05рм	What Your Coder NEEDS You to Know Seaton Congressional	2019 Caregiver Trend Report Kurtyka Royal Melbourne	Abo You	erything ut Selling r Agency Vilkerson Augusta	Made Ea TEAM McClendo	WORK	Succeed Under PD Ashe Royal Dub	GM	Optimizing Order Mgmt Under PDGN Blackstone Oakmont	Affairs Task
2:15-3:35рм	Employment Law Updates Spinola Royal Melbourne	Home Heal Targeted Prol Educate Gaboury St. Andrews	be &	Ethic Obligation Home Car Wadd Congress	ns as a e Coder	Accele Seneca	Tech to erate Care a & Turano kmont	Whi	rking in the World of istleblowers ntley & Mehta Augusta	Operational Guide to PDGM Cisneros & McCormick Royal Dublin
3:50-4:20рм	President's Address & Excellence in Home Care Awards (International Ballroom II-III)									
4:20-5:30рм	Engagement Starts With You (Carbonara · International II-III)									
5:30-6:30рм	Trade Show Reception (National)									

MEDICARE

Federal Policy Update: We Can Do It!

William Dombi, Esq.,

National Association for Home Care & Hospice

The Medicare home health benefit has undergone significant policy changes over the past several years, and the future will be no different as we face the overhaul of the payment methodology system, continued scrutiny by auditors, and more demonstrations. Attend this informative session for a look at how Washington is reforming long-term care and explore myriad legislative and regulatory issues impacting providers, including the Patient-Driven Groupings Model, the Review Choice Demonstration, and more.

9:00 - 10:30 AM • INTERNATIONAL II-III



an Ecosystem of Care

Face the Future By Building Adrian Schauer, AlayaCare

Modern software solutions leverage Application Programming Interfaces (APIs) to connect data points between each other. This flow of information is meant to provide relevant information to key stakeholders wherever and whenever it is needed. This is similar to a retailer providing the information that a customer needs at the point of purchase, except in a home care environment; the software is providing the necessary information - for example, medical information or scheduling details - at the point of care. So why does this matter? Because clients will travel many different ways across the continuum of care, and their data should do the same. Indeed, in an age where data sharing is

important - even vital in the health and home care industries - software solutions need to be seamless. Adrian will educate attendees on what APIs are and how their integration can enhance your business operations...

9:00 - 10:30 AM · ROYAL MELBOURNE



GENERAL

Legal Smorgasbord: New Challenges Under a Changing Landscape & **Increasing Competition**

Elizabeth Hogue, Esq., Elizabeth E. Hogue LLC

The home health, private duty, and hospice industries continue to encounter new challenges, including requirements to credential staff members who provide services to patients in assisted living facilities (ALFs), the provision of in-home services by hospitals to discharged patients, patients' right to freedom of choice, and referrals from hospitals. What are the legal implications of ALFs credentialing requirements? Don't patients in ALFs have the right to receive services from any provider they choose? What are various requirements for patients' right to freedom of choice in hospitals, rehabilitation facilities, skilled nursing facilities, and ALFs? Does the Centers for Medicare & Medicaid Services still honor patients' right to freedom of choice? The Office of the Inspector General recently said that hospitals can provide services to patients in their homes for up to 60 days post-discharge. Are hospitals allowed to do so under applicable Conditions of Participation and state licensure requirements? Finally, when the Patient-Driven Groupings Model takes effect, there will be even greater competition for referrals from hospitals that will be further heightened by the end of the moratoria on new home health agencies. The pressure will be on to respond to the demands of hospitals, including discharge

planners and case managers, in order to get referrals. What can providers do to promote referrals? What is prohibited? Attend this session to hear what the law has to say about these issues and get your questions answered!

10:45 - 11:45 AM • INTERNATIONAL II-III



MEDICARE

Unlocking the Secret Code: What Your Coder NEEDS You to Know!



Sharon Seaton, The Corridor Group

This is not a "coding course"! Coders are tasked with assigning correct diagnosis codes based on the available data provided in the patient record. Accurate documentation and detailed assessment OASIS data provided by the clinician is essential for compliant diagnosis coding and case mix assignment. Incomplete or unspecified assessment data and diagnosis information is an obstacle to submitting a compliant claim and may affect reimbursement due to missed opportunities for case mix points or non-routine supply points. This presentation is designed to assist clinicians in successfully obtaining the detailed and specific assessment and diagnosis information needed to accurately code and submit a compliant claim. In addition, your intake and admission coordinators, liaisons, and case managers will also benefit from this information. Through use of scenarios, critical thinking, and interactive discussion the participant will learn to ask the right questions, review the medical record for detailed diagnoses, and provide accurate detailed assessment data which unlocks the secret codes!

1:15 - 2:05 PM · CONGRESSIONAL

PRIVATE DUTY+

DISCONNECTED: 2019 Caregiver Trend Report

Brandi Kurtyka, myCNAjobs & HealthHire

There's a growing disconnect between how agencies and caregivers think about work. In myCNAjobs' latest study, both agencies and caregivers were evaluated to uncover new thinking on how agencies can better align to drive more effective recruitment and improve retention. With 61% of agencies turning down cases within the past 30 days due to lack of staff, we invite you to join us for a data-packed session to learn how managing this disconnect can help you leapfrog your competition.

1:15 - 2:05 PM • ROYAL MELBOURNE



BUSINESS & OPERATIONS

Everything You Ever Wanted to Know About Selling Your Agency But Were Afraid to Ask

Kim Wilkerson, Home Health Solutions

This presentation will explore commonly asked questions regarding mergers and acquisitions from the prospective seller's standpoint. Our presenter will give real life examples and scenarios that will be thought-provoking to any owner or leader considering divesting their Medicare-certified agency.

1:15 - 2:05 PM · AUGUSTA

1:15 - 2:05 PM • ST. ANDREWS

CLINICAL & QUALITY

Medication Made Easy Thru TEAMWORK

Taneshia McClendon, A+ Quality Management & Consulting Michelle Roflo, A+ Quality Management & Consulting

Medication non-compliance and medication errors play a big part in the decline of the older adults' health conditions, leading to unnecessary hospital admissions. Research has shown that approximately 20% of patients face an adverse medication

effect within three weeks of being discharged and that an average of \$412 could be saved for every patient who had a clear understanding of their discharge instructions, including medications. Some of the physical and cognitive limitations of our older adult population make them vulnerable to the effects of medication errors. During this session, you will learn how you can work *together* with patients and their caregivers to *successfully* decrease hospital readmissions by as much as 25% in the first 90 days post-discharge



PDGM

and by 24% in the first 180 days.

Succeeding Under PDGM and Beyond With Data Analytics & Insights

Tim Ashe, President, Fazzi Associates & Chief Clinical Officer, WellSky

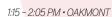
Although the Patient-Driven Groupings Model (PDGM) is top of mind for most home care agencies right now, the reality is that even more change is on the way for our industry. Beyond PDGM, agencies must also be prepared for the unified payment system, value-based reimbursement, risk-based contracting, and meaningful participation in population health. 1:15 - 2:05 PM • ROYAL DUBLIN



Optimizing Order Management Under PDGM IS POSSIBLE

Michael Blackstone, MD, Suture Health

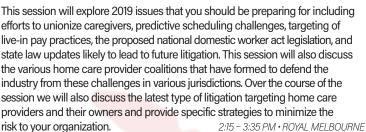
The Patient-Driven Groupings Model accelerates the turnaround time for signed orders and is critical for Medicare agencies to manage cash flow. Dr. Blackstone will review how signature turnaround time will affect an agency's financial viability and share strategies that can help you optimize the process as well as how to develop and manage key performance indicators. You will also learn about effective messaging components for the physicians.





2019 Employment Law Updates: You CAN Be Compliant!

Angelo Spinola, Esg., Littler Mendelson P.C.





MEDICARE

Home Health Targeted Probe and Educate

Melinda Gaboury, Healthcare Provider Solutions

Targeted Probe and Educate (TPE) began in 2017 and has been fully implemented across the country. This workshop will allow home health staff to obtain information in order to evaluate where their agency would stand if TPE comes to their agency today. This medical review probe was implemented to identify agencies that are being inappropriately reimbursed by Medicare. TPE results from Medicare Administrative Contractors will be shared, which includes some very unnerving statistics. The inner workings of this program and how an agency can survive this level of review will be addressed. Directors, clinicians, and quality review staff will not want to miss this session.

2:15 - 3:35 PM • ST. ANDREWS



MEDICARE

Doing it Right: Your Ethical Obligations as a **Home Care Coder**

Laura Waddle, Foundation Management Services

This course will identify key risk areas, review the American Health Information Management Association's (AHIMA) ethical standards, and discuss best practices for coding compliance and getting it right. 2:15 - 3:35 PM · CONGRESSIONAL



BUSINESS & OPERATIONS

How You CAN Use Technology to Accelerate Care in Home Health Care

Jamie Seneca, Trilogy Home Healthcare AnnaMaria Turano, Synzi

This session will highlight how one home care provider successfully incorporated the use of virtual care technology to conveniently engage at-home patients while reducing staff's related travel time and transportation costs. As a result, staff

converted drive-time to patient-time and have been able to see three patients for every one person at-home visit, thus improving productivity. Trilogy Home Care has also included remote family caregivers into the virtual visits to facilitate a deeper understanding about the patient's progress. This session will provide you with a greater understanding of how you can use technology to improve patient satisfaction, strengthen referral streams, and proactively address the Patient-Driven Groupings Model.

2:15 - 3:35 PM • OAKMONT







MAINCON TUESDAY JULY 30

BUSINESS & OPERATIONS

Working in the World of Whistleblowers: Fear Not, IT CAN BE DONE!

Lee Bentley & Jason Mehta, Bradley Arant Boult Cummings LLP

This session will be directed by two former federal prosecutors who are among the most

prominent health care fraud prosecutors in the country. You will hear firsthand as they share their perspectives on federal investigations related to health care fraud and learn about best practices on how to avoid government scrutiny in the homebased setting and how to appropriately handle a government investigation. 2:15 - 3:35 PM · AUGUSTA



PDGM

Operational Guide to PDGM: How to Rewire for Value Era Success

Arnie Cisneros & Kim McCormick. Home Health Strategic Management

The Patient-Driven Groupings Model (PDGM) represents a wholesale change in how home

health agencies will operate in the future. Significant changes will affect all elements of care production and delivery, but there has been little in terms of clinical and operational specifics as to how to manage staff and programs for quality care outcomes. Prepare your agency by attending this progressive presentation which outlines operational and management models to assure success in value terms. 2:15 - 3:35 PM • ROYAL DUBLIN



GENERAL

Engagement Starts With YOU

Scott Carbonara, Spiritus Communications

You could spend a lifetime mastering any one of the changes facing the health care industry today. But don't. As soon as you master the crises du jour, another



one will take its place. Instead, learn how to engage during change so you can effectively lead no matter what challenge and transition you encounter. People look to leaders and others for answers when the ground starts to shake from the latest implementation, funding crisis, or regulatory mandate. Are you prepared to engage yourself and then others – so you can succeed regardless of any obstacle? Learn key lessons found in positive psychology about how to engage.

4:20 - 5:30 PM • INTERNATIONAL II-III

Rosie Pearl of Wisdom

EAT THINGS NEVER COME FROM COMFORT ZONES.



If you know of a deserving individual at your organization who consistently demonstrates excellence in their day to day performance and has made outstanding contributions to home care and those they serve, please take a moment to submit a nomination on their behalf.



Get a demo to see how WellSky solutions can help your agency succeed and grow.

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MAINCON WEDNESDAY JULY 31





8:00-9:00_{AM} Trade Show Breakfast (National) Private Duty Task Force Meeting (Colonial) 8:30_{AM} Management Utilization **Leadership By** 9:00_{AM} PDGM & Design, Not By **Not Just Another Prep for Potential Daring to Care for Star Ratings Accident Caregiver Retention** Pitfalls of the RCD the Whole Person Attaya & Payne Kelly • Oakmont Strategy Warren • Congressional Royal Dublin Duell • Royal Melbourne Trade Show Break (National) 9:50-10:20AM 10:20-11:40AM How to Prepare for **New Medicare** I Threw Away My **Emergency Prep... Building** a **PDGM in Your** Are You in Cape, It Kept Getting **Data-Driven Sales Advantage Benefits: Revenue Cycle** What It Means... in the Way of Compliance? Culture **Departments** Tumlinson **Greatness!** Ferris & Miller Breznicky & Stover Peltekis - Royal Melbourne International II-III St. Andrews Royal Dublin Trade Show Grand Finale Luncheon (National) 11:40AM-1:00PM 1:00-2:20_{PM} **Detailed** and **PDGM Revenue Building a QAPI Start of Care HIPAA Breach &** Program...Raise the Strategic Sales Plan **Cycle Management** Success Compliance... **Level of Excellence** for Success Changes Northcutt • St. Andrews Provini - Congressional Womble • Royal Melbourne Gaboury • Royal Dublin Personal Home Care for **Marketing in Health Care** 2:30-3:50_{PM} **Protecting Agency and** PDGM - All Fun & Games **Staff Under PDGM** Medicare Advantage (to 3:30) **Do's and Don'ts** Parson • Royal Dublin Griffin & Kindrick • Congressional Farrago • Royal Melbourne 4:00-5:30_{PM} Exploring New Opportunities with Medicare Health Plans (Panel led by Tumlinson - International II-III)



PDGM

5:30-6:30рм

Managing Utilization Under PDGM With Star Ratings in Mind

Christopher Attaya, Strategic Healthcare Programs Sue Payne, Strategic Healthcare Programs

Presenters will review how agency outcomes affect Star Ratings under the new Patient-Driven Groupings Model (PDGM). A case study will be presented focusing on care of the patient with a specific primary diagnosis and differences between caring for the patient under the Prospective Payment System versus PDGM. Key areas of focus



will be managing inappropriate Low Utilization Payment Adjustments, cost-effective approaches for improving functional status of patients, and recommended metrics to track under PDGM.

8:30 - 9:50 AM • ROYAL DUBLIN



Leadership by Design, **Not By Accident**

Jeri Ann Kelly, McBee

How do we make a difference in our world and achieve a life that matters? By living intentionally, asking questions and connecting with others. Combining these topics will pave the way to a new you and create positivity in those around you, providing you with better relationships, improved teamwork in your agency, and overall success.



MEDICARE

Working TOGETHER to Prepare for the Potential Pitfalls of Review Choice Demonstration

Maria Warren, McBee

As the inception of Review Choice Demonstration approaches, agencies must begin to proactively take the necessary actions to prepare for this demonstration. The Review Choice Demonstration will present challenges across all agency departments and can affect financials and sustainability in the market however, we shall overcome! This session will discuss the revenue cycle pain points of pre-claim review and discuss how you can take charge now and implement effective measures along with best practices to lead your agency towards higher affirmation rates.

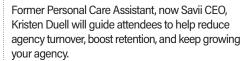
9:00 - 9:50 AM · CONGRESSIONAL



PRIVATE DUTY+

Not Just Another Caregiver Retention Strategy

Kristen Duell, Savii



9:00 - 9:50 AM · ROYAL MELBOURNE



Happy Hour Reception (Ballroom Commons)

199 CLINICAL & QUALITY

YOU CAN DO IT: Daring to Care for the Whole Person

Dr. John B. Aker, Aker Kasten Home Health Care Agency



In an industry which seems to increasingly live under the scrutinizing microscope of governmental oversight, one temptation all home health care agencies face is the de-humanizing of our clients. The need to document and report tends to cause us to see our human patients as another service to provide, the next appointment to keep, and/or the next project to mark as complete. In this session, Dr. John Aker will remind us that our patients are humans. By nature of their humanity, they are physical, mental, emotional, and spiritual creatures. Participants in this class will be challenged to adjust their mindset regarding the wholistic care that human beings require and will learn how to adapt their service delivery to include a renewed sensitivity to the whole person. Together we will learn about care that is intentionally provided with the whole person in mind, is the most effective way to deliver true, home-based, healthy, and concerned care for deserving seniors in our communities.

9:00 - 9:50 AM • ST, ANDREWS



The New Medicare Advantage Benefits: What It Means for Home Care

Anne Tumlinson, Anne Tumlinson Innovations

Medicare Advantage insurance plans can now add home care to their benefits. Learn what Medicare Advantage plans care about and how home care services can be important in their toolbox. Begin to develop your organization's message to the health insurance audience...you can do it! 10:20 - 11:40 AM · INTERNATIONAL II-III



I Threw Away My Superhero Cape, It Kept **Getting in the Way of Greatness!**

Cheryl Peltekis, Home Care Sales

We don't have to be superheroes or super human to be on top of our game! Cheryl Peltekis, RN, is a mom of five, and has also owned and operated a home health, hospice, and private duty agency since 1995. Her home health agency is Joint Commission-accredited and 5-star-rated and located in Pennsylvania, a non-Certificate of Need state, which is crawling with competition. This presentation tells her story and is one that will be familiar to many in the industry. Cheryl currently is on a mission of helping get over one million patients/clients identified to receive services by post-acute providers that deliver services in patients' homes!

10:20 - 11:40 AM • ROYAL MELBOURNE

BUSINESS & OPERATIONS

Building a Data-Driven Sales Culture: Analytics That Accelerate Growth

Mike Ferris, Healthcare Strategica Holly Miller, PlayMaker Health

Today's home health providers, whether big or small, certified or private duty, already recognize the vital role data plays in determining competitive advantage. That same data-driven process plays a crucial role in creating an agile and adaptable

sales strategy. Led by Mike Ferris, national hospice sales expert, and Holly Miller attendees will learn five key advantages of applying the right sales analytics to accelerate growth and sustain high-performing sales teams.

10:20 - 11:40 AM • CONGRESSIONAL



CLINICAL & QUALITY

Emergency Preparedness - Drills, Testing, Teaching, Planning & Coordinating: Are You in Compliance?

Sharon Litwin, 5 Star Consultants

Agencies are having difficulty understanding, implementing, and/or documenting emergency preparedness (EP) to be in compliance with the Conditions of Participation (CoPs). This session will help put the pieces together so that you really understand what is needed. We will also talk about common areas in which agencies are receiving deficiencies and how to avoid those. We will discuss patient individualized EP plans, how to perform and document your drills, how to teach your staff and involve them in drills, how to teach and document patient's roles in EP, and much more. Attendees will receive a "5 Star"-individualized patient EP plan. 10:20 - 11:40 AM • ST. ANDREWS



PDGM

How to Prepare for PDGM in Your **Revenue Cycle Departments**

Jess Stover, BlackTree Healthcare Consulting Charles Breznicky, Jr., BlackTree Healthcare Consulting

This presentation will cover how revenue cycle departments will be impacted by the Patient-Driven Groupings Model (PDGM). It will review the key PDGM indicators that an agency must consider in order to monitor readiness for transition 10:20 - 11:40 AM • ROYAL DUBLIN into the new payment model.



MEDICARE

Building a QAPI Program: Raise the Level of **Excellence in All Areas of Your Organization**

Barbara Provini, Accreditation Commission for Health Care



The Centers for Medicare & Medicaid Services (CMS) expects agencies to demonstrate an agency-wide continual assessment of your Quality Assurance and Performance Improvement (QAPI) program's performance that is data-driven and involves processes of care, patient/family satisfaction levels, operations, or other performance indicators as identified by the agency. Does your QAPI program meet this expectation? This session will review CMS standards as well as discuss tips for a unified approach in order to achieve compliance along with strategies for developing a *successful* QAPI program. 1:00 - 2:20 PM · CONGRESSIONAL

PRIVATE DUTY+

The Power is in the Plan: How a Detailed Sales Strategy Will Give Your Agency the Muscle for Success

Shelle Womble, corecubed



1:00 - 2:20 PM • ROYAL MELBOURNE

CLINICAL & QUALITY

Start of Care SUCCESS in a Time of Great **Change: Care Planning & Coordination**

Teresa Northcutt, Selman-Holman & Associates



This session pulls together the major changes in home health regulations and quality measurement from the 2018 Conditions of Participation, OASIS-D, IMPACT Act quality measures, and the Home Health Compare Quality of Care Star Rating. Connect all four of these areas to successfully provide the highest quality care to your patients. Start with the comprehensive assessment, compensate for the deleted OASIS items, and use care planning to develop a focused home health Plan of Care to meet the patient's identified needs and reduce hospitalization risk. Discuss strategies to implement care coordination and stimulate collaboration and teamwork between agency disciplines, the physician and patient/family to achieve patient-centered goals. Review the new quality measures in the IMPACT Act and discuss how to incorporate key **best** practices for these measures. 1:00 - 2:20 PM • ST. ANDREWS

line, as well as explain the benefits of customer relationship management and how

it can focus your agency's sales staff to ultimately increase business revenue.

BUSINESS & OPERATIONS

HIPAA Breach Response, Investigation and Reporting: How YOU CAN Follow the Rules to Reduce Fines & Penalties (And What the Rules Don't Say, But You Need To Know)



Lani Dornfeld, Esq., Brach Eichler LLC

During this presentation, providers will understand how to successfully navigate through the complex response, investigation and reporting process under HIPAA's Breach Notification Rule. As privacy and security breaches have become more frequent and larger, government fines and penalties have skyrocketed, with an all-time high fine of \$16 million in 2018 coupled with a rigorous corrective action plan. Providers can no longer ignore or superficially treat even the smallest of breach incidents. The speaker will guide providers on how to take quick action following discovery of an incident, conduct an investigation, perform a risk assessment under the HIPAA Breach Notification Rule, make required notifications, and determine needed follow-up actions. The speaker will also discuss how an ounce of prevention is worth 16 million pounds of cure! 1:00 - 2:20 PM • OAKMONT

MAINCON WEDNESDAY JULY 31



PDGM

PDGM - Revenue Cycle Management Changes!

Melinda Gaboury, Healthcare Provider Solutions

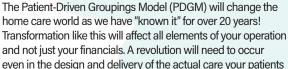
The most significant change in home care reimbursement in 20 years will go into effect in 2020. The Patient Driven Groupings Model (PDGM) is complicated, confusing, and overwhelming. The Centers for Medicare & Medicaid Services has provided some data on the revenue impacts and new PDGM components, but there is more to be considered. Revenue cycle, from beginning to end, will require changes to adapt. Preparing now is essential in being prepared for the PDGM onslaught. 1:00 - 2:20 PM • ROYAL DUBLIN

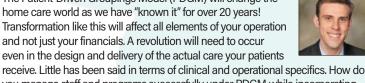


MEDICARE

Protecting Your Agency & Your Staff Under PDGM

J'non Griffin, Home Health Solutions Grant Kindrick, Esq., Bleakley Bavol Denman & Grace





you manage staff and programs successfully under PDGM while incorporating all the changes in a manner that is legal and ethical? As an example we know that under PDGM, clinicians (of all disciplines) will have to accomplish more in each and every visit. Certainly more than the typical "drive by visit" and even more than the "I have a skill documented, I am done here." How are you going to manage this new reality and how will you appropriately and legally reimburse your staff for the additional time it will take to be successful under PDGM? The pressure to do more with less will impact every aspect or your organization. That pressure may lead many to simply try and pile all these changes on top of your current reimbursement model and polices, and then praying that your agency is not taken to court. This session will help you know what should be expected from your staff in many of PDGM's critical operational areas and also offer you sound guidance regarding how to adapt in the right way.

2:30 - 3:50 PM · CONGRESSIONAL



PRIVATE DUTY+

Personal Home Care Services for Medicare **Advantage Members**

Ruth Farrago, SeniorBridge

With the growing Medicare Advantage population, the Centers for Medicare & Medicaid Services (CMS) has finally added non-skilled in-home care such as personal care and housekeeping as a benefit. This historic long-awaited decision by CMS recognizes the importance of non-skilled home care and how it can bridge the gaps in home care. Learn how home care provider, SeniorBridge, is teaming up with Humana, one of the leading health care companies in the country, to provide high-quality home care to our most vulnerable population.





BUSINESS & OPERATIONS

Marketing in Health Care Do's & Don'ts

Jeffrey Cohen, Esq., The Florida Healthcare Law Firm

This presentation is designed to simplify and help you feel more comfortable with the laws and options pertaining to marketing in the health care sector. The speaker will walk attendees through the federal Anti-Kickback Statute (AKS), Florida's own AKS and Florida's Patient Brokering Act, and discuss the various exceptions and safe harbors that exist. The speaker will also share thoughts on proper relationship structure, regulatory enforcement and potential pitfalls. 2:30 - 3:50 PM • OAKMONT



PDGM

PDGM: All Fun & Games

Sherri Parson, Quality In Real Time (QIRT)

According to Psychology Today, learning is a physico-chemical process. Our brains love novelty. Are you tired of lectures and traditional Power-Point presentations? Want to learn in a fun relaxed atmosphere? Join us as we learn about the Patient-Driven Groupings Model (PDGM) using America's favorite game show approach – PDGM Jeopardy. By using the traditional style Jeopardy board we will look into easy, or should I say \$100 dollar topics, all the way up to hard \$500 topics...you choose! Of course, the money isn't real but the excitement is! Bashful? No problem, just watch and learn, but for the adventurous the interaction will be fun with some learning to be had as well! PDGM will not be fun and games when it arrives, but why not make learning about it fun? We will delve into the OASIS components of PDGM, questionable or non-valid primary codes, diagnoses groups, how the payment model works, and some of the financial impacts of the new proposed payment model. So, if you have been wanting to learn the basics of PDGM but thought it seemed overwhelming, then this game show approach, where we break it down fact by fact, this might be the game for you. 2:30 - 3:50 PM • ROYAL DUBLIN





Exploring New Opportunities with Medicare Health Plans

Anne Tumlinson, Anne Tumlinson Innovations



Join Anne Tumlinson for an interactive discussion with health plan and provider representatives. Understand the challenges health plans face and how providers can prepare to participate in new opportunities under expanded supplemental 4:00 - 5:30 PM • INTERNATIONAL II-III benefits.



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7:30-8:30_{AM}

8:00_{AM}

8:30_{AM}

Getting it Right: Improved Intake Under PDGM

Swafford Royal Dublin Breakfast (International II-III)

Documentation Absolutes for the Review Choice **Demonstration** Gaboury • St. Andrews

Survey Survival: **How to Make Compliance Happen!** Allen • Congressional

Medical Marijuana in **Home Health**

Data/Analytics Can Drive Smart **PDGM Decisions**

9:30-10:50_{AM}

State Legislative & Regulatory Update

Smoak • International II-III

11:00-11:50AM

Monitoring Your Patient and Agency Outcomes, OASIS... Trevarthan • Congressional

Leaving Your Business is Inevitable... Ringel • Royal Melbourne

Wound Care & **Pressure Ulcer** Prevention Cassata • St. Andrews

Circle Marketing Dalton • Oakmont

Compliance Challenges and **PDGM**

Cheek • Royal Dublin



PDGM

Getting it Right: Improved Intake Under PDGM

Apryl Swafford, Home Health Solutions

There are so many factors to consider when taking on a new patient. And the prospect of the Patient-Driven Groupings Model has only heightened the burden!



From intake information, coding, medical doctor certification, face-to-face documentation...all of the parts and pieces have to mesh in order to have a proper referral and admission. If one, or more, of the parts are missing or are incorrect, agencies set themselves up for complaints, denials, Additional Documentation Requests and a host of other things we'd all rather avoid. By understanding the factors and documentation necessary for a proper referral and admission, agencies can better manage their patients and revenue flow from intake through 8:00 - 9:20 AM • ROYAL DUBLIN discharge.

MEDICARE





Melinda Gaboury, Healthcare Provider Solutions

The Review Choice Demonstration (RCD) has officially been approved and implementation is imminent in the first of five states to be affected. RCD is basically a repurposed Pre-Claim Review (PCR) and in fact, if indeed the information was affirmed, PCR is one of three options that agencies get to choose from. This session will detail and review the current status of RCD, share experiences from PCR and discuss some of the prevalent processes within your agency that may need 8:00 - 9:20 AM • ST. ANDREWS to be tweaked.

MEDICARE

Survey Survival: How to Make Compliance Happen!

Nancy E. Allen, Solutions for Care

Learn how to survive any survey by integrating compliance into daily operations. It is important to obtain knowledge regarding how to avoid the common mistakes that are made by even the most experienced of providers. Find out how to make a surveyor smile (even if it is only on the inside) and promote *positive* outcomes of any audit.

8:30 - 9:20 AM · CONGRESSIONAL



BUSINESS & OPERATIONS

Medical Marijuana in Home Care: Know Your Liability When it Comes to Staff and Patients Who Use

Grant Kindrick, Esq., Bleakley Bavol Denman & Grace

More than half of U.S. states have legalized medical marijuana in some form and this number is on the rise. Have you established a Drug-Free Workplace? Do you know how to protect your agency when you encounter patients or staff who are using medical marijuana? Do you have appropriate policies in place to address such issues? This is one legal snafu that will only continue to grow as the legalization of medical marijuana grows. Do not get blindsided; join industry expert Grant Kindrick, Esq., as he guides you through the legal ins and outs related to medical marijuana in the home health setting.

8:30 - 9:20 AM • ROYAL MELBOURNE



BUSINESS & OPERATIONS

How Data and Analytics Can Drive Smart PDGM Business Decisions



Annie Erstling, Forcura

Find out how understanding current productivity and efficiency metrics is driving high impact results and empowering smart business decisions to optimize referring physician relationships, internal processes, and cash flow challenges in the new Patient-Driven Groupings Model universe.

8:30 - 9:20 AM • OAKMONT



GENERAL

State Legislative & Regulatory Update

Kimberly Smoak, Agency for Health Care Administration

Even those with a can-do spirit need to live by the rules of where they do business. Are you in compliance with the latest Agency for Health Care Administration



(AHCA) rules and regulations that affect Floridalicensed home care providers? Join AHCA's Chief of Field Operations/State Survey Agency Director Kimberly Smoak to be sure! In this session, she will provide an overview of what's new in the statutes and rules and will also allow plenty of time for questions from all providers.

9:30-10:50 AM • INTERNATIONAL II-III

MEDICARE

Monitoring Your Patient and Agency Outcomes & OASIS: It's Not as Difficult as You Think



Vicky Trevarthan, 5 Star Consultants

This session will provide a clear understanding of how providers can successfully create and implement a Quality Assurance and Performance Improvement (QAPI) program that will meet the revised Conditions of Participation (CoPs) in order to avoid citations during survey. Together we will learn what compliance looks like. We are not perfect and should not expect perfect surveys in fact, surveys seen to date have numerous deficiencies including QAPI. Therefore, we will delve into the proper development of an agency specific QAPI program that rises to the challenge and meets these revised CoPs while maintaining and even improving agency outcomes.

11:00 - 11:50 AM • CONGRESSIONAL

PRIVATE DUTY+

Leaving Your Business is Inevitable, So Feel Great **About It!**



Michael Ringel, Strategies for Wealth

Our mission is to help business owners design their business and exit strategy such that, when they leave their business, they can transfer it to whom they chose, under their own terms and conditions, on their chosen timeline, and still receive maximum after-tax dollars.

11:00 - 11:50 AM • ROYAL MELBOURNE

CLINICAL & QUALITY

Rethinking Wound Care & Pressure Ulcer Prevention TOGETHER

Amy Cassata, Swift Medical

With pressure ulcer prevalence rates between 2.9% and 19.1% in home care, managing wounds efficiently and effectively has always been a priority. With the Patient-Driven Groupings Model (PDGM) on the horizon it is even more critical to your success to have a strong understanding of how to manage these patients with an outcomes driven mindset. In this session you will learn how together we can adequately manage wounds while generating positive patient outcomes in a cost-effective manner. Amy Cassata, Vice President of Clinical Services at Swift Medical, has implemented hundreds of wound care programs and she will share her best practices from over the years, including clinical best practices, technology recommendations, and change management techniques. 11:00 - 11:50 AM • ST. ANDREWS

BUSINESS & OPERATIONS

Circle Marketing

John Dalton, Optimum RTS

Circle Marketing is a new and

innovative way to look at the strategy of selling service-based product. It combines using human nature to lure and attract new business. It is a way to present yourself in a self sacrificing "it's not about me" way. It's a sure-fire way to set yourself apart from the competition. It's a way to become a first call to that client that would never give you the time of day. It's a way to make your client more devoted to you. It's a way to attain and surpass your goals. It's common sense.

11:00 - 11:50 AM • OAKMONT



PDGM

Compliance Challenges & PDGM

Dawn Cheek, McBee



With Medicare's Patient-Driven Groupings Model coming in 2020, compliance plays a critical role now more than ever. Reimbursement changes will enhance the need for better documentation as it relates to the diagnosis codes assigned on the claim. Therapy is still important yet costly to agencies, and it is crucial to understand the best methods to provide quality care that meets patient needs while staying financially viable. Agencies must ensure that clinical documentation supports the primary diagnosis and is focused on medication management, teaching and assessment, neurological and muscular rehab, complex nursing interventions, wounds, or behavioral health. Agencies must also ensure that documentation supports all co-morbidities listed on claims and that the co-morbidities are addressed in the plan of care and interventions.

11:00 - 11:50 AM • ROYAL DUBLIN





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As the 2020 election cycle ramps up, the **PAC invites you to support your industry** and help us reach our goal to raise \$100 from every Florida home care agency.

With your financial support, the PAC will invest in candidates for state office and cultivate home care champions for you, your business, and the patients/clients you serve.

Give online at HomeCareFLA.org or visit Booth 811 during the Trade Show



ATTENDEE INFORMATION

Register now for HomeCareCon '19, HCAF's 30TH Annual Conference & Trade Show! The paid Early Bird registration rate ends July 5 – register and pay your invoice in full to get the lowest rate for dozens of contact hours with national and state industry experts! Rates increase \$50 between July 6 and August 1, and \$100 thereafter.

There are three ways to register:

1. Complete and submit this form by mail to HCAF or fax to (850) 222-9251. Our mailing address is 2236 Capital Circle NE, Suite 206, Tallahassee, FL 32308.

PAYMENT OPTIONS

- 2. Register online at HomeCareCon.com.
- 3. Call (850) 222-8967 to register by phone.

Please allow 2-3 business days for processing. To register additional attendees, please do so online at HomeCareCon.com. For assistance, please call (850) 222-8967. See you in Orlando this summer!

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MEDICARE PROVIDER NUMBER AHCA REGION	Are you new to HCAF or is this yo	ur tirst time aπei	•
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CONFERENCE ATTENDANCE OPTIONS		Member	Member
☐ 4-Day Conference (MONDAY, JULY 29 - THURSDAY, AUGUST 1)			
	es, I will attend Wednesday happy hour		
For Monday PreCon, select all workshops that you will atter			
☐ ALL DAY: Take it to the Next Level With PDGM, Coding & C			
☐ ALL DAY: Patient-Driven Groupings Model: 5 Months To Go		\$775	\$1,550
☐ ALL DAY: Supervisor SEAL Bootcamp: The Only Easy Day			
☐ ALL DAY: Accelerating Proven Tactical Skills for Leaders ar			
_	•		
☐ AM: Workforce Turnover Reaches All-Time High: How Hiring I			
☐ PM: Palmetto GBA and the Review Choice Demonstration			
☐ PM: Identifying Kickback Risks: You CAN Avoid False Clain	ns! (Bain)		
☐ 3-Day Conference (TUESDAY, JULY 30 - THURSDAY, AUGUST 1)		\$650	\$1,300
☐ Yes, I will attend the Tuesday reception ☐ Yes	es, I will attend Wednesday happy hour	\$000	\$1,300
☐ PreCon/Monday Only (MONDAY, JULY 29; INCLUDES BREAKFAS	ST AND LUNCH)	\$225	\$450
☐ MainCon/Tuesday Only (TUESDAY, JULY 30; INCLUDES BREAK	FAST, LUNCH, AND RECEPTION)	\$325	\$650
☐ Yes, I will attend the reception		4020	4000
MainCon/Wednesday Only (WEDNESDAY, JULY 31; INCLUDES	BREAKFAST, LUNCH, AND HAPPY HOUR)	\$325	\$650
☐ Yes, I will attend happy hour			
☐ MainCon/Thursday Only (THURSDAY, AUGUST 1; INCLUDES B	REAKFAST)	\$225	\$450

PAYMENT & CANCELLATION POLICY: Cancellations must be made in writing or by email to Julia Heath at jheath@homecarefla.org. Cancellations received before June 28 are subject to a 15% fee. Cancellations received after June 28 are subject to a 40% fee. No refunds will be issued after July 14. Outstanding invoices after July 14 are due in full and no adjustments will be made. Several people cannot share one registration, but if a registrant cannot attend, then a substitute can attend in his/her place for no additional fee.





