

11th Annual Gulf Coast Home Care Conference & Exhibition

The Next Evolution of Care at Home:
The Provider of the Future

September 17-19, 2011

Grand Hotel Marriott Resort
Point Clear, Alabama



HOME CARE ASSOCIATION OF
ALABAMA

HCAF

Home Care Association of Florida

HCLA

HomeCare Association of Louisiana



The Next Evolution of Care at Home : The Provider of the Future

Your decision to attend the Gulf Coast Home Care Conference 2011 may be the most important education conference decision in the lifetime of your business. Time is very short for agencies to adapt to severe reductions in reimbursement and the multitude of regulatory changes. Experts say that recent cuts and regulatory changes make this environment more severe than that of BBA '97. Industry leaders expect consolidation in home health to be greater than that of BBA '97. The select group of providers that will be around to capitalize on the wealth of future opportunities are educating themselves now and making changes today. This conference will provide insight into care initiatives that are shaping the future of home care and will better position your business for success and survival.

The speakers for this three day event advise leading home health providers across the country every day. These topics, all provided in this one place, will allow your team to engage top experts regarding current best practices in the areas of face to face, joint ventures, Accountable Care Organizations, finance, workforce, OASIS, billing, and therapy service changes. Attendees will hear the latest on fraud, ZPIC activity, cost report issues, telehealth, chronic care management, care transitions that prevent re-hospitalization, and news on mergers and acquisition activity.

Topics will address new competitors on the homecare horizon, including Accountable Care Organizations, Patient Centered Medical Homes, and the model for Independence at Home providers. Speakers will share new areas of opportunity as hospitals are on the verge of having to pay penalties for re-hospitalization of diabetics, those with congestive heart failure and with myocardial infarctions. Speakers will cover the most effective models that leading home health agencies are implementing to reduce chronic care costs, address accounts receivable, thereby assuring financial viability for your future.

The venue for the conference is beautiful Point Clear, Alabama, and this year's weekend format, from Saturday, September 17th through Monday the 19th, provides an opportunity for a spouse to experience the golf courses at Point Clear, or perhaps the world class spa. Or maybe this is the right time for the family to experience the kid-friendly activities of the resort at the Grand Hotel Marriott Resort at Point Clear.

Join the home care associations of Alabama, Florida, Louisiana and Mississippi as we explore the questions above related to the next evolution of care at home. This conference will help you to plot out a course as your company evolves to become the agency of the future.

Alabama Home Health Provider Meeting

All Alabama home health providers, from across the state, are meeting on Saturday morning to discuss the direction of the industry. The Home Care Association of Alabama is convening this meeting to unite providers and organize the association as it addresses challenges to Medicare and Medicaid, takes steps to strengthen and maintain the state's Certificate of Need status, and plots the Association's direction for the future. All Alabama agencies are encouraged to participate by having a representative at this important meeting. This HCAA meeting will offer continental breakfast beginning at 7:30 a.m. and the meeting will commence at 8:00 a.m. The room location is to be announced. Agenda to be forwarded. Thank you and we look forward to our gathering.

Agenda At A Glance

Saturday, September 17

7:30 am - Continental Breakfast	8:00 am - Meeting	Alabama Home Health Provider Meeting
8:00 am - 12:00 pm (Pre-Conference)	Marilyn Jeske/Charles Canaan	PC. 2011 Palmetto GBA Home Health Workshop
1:00 pm - 2:30 pm (Keynote)	Arnie Cisneros	A. Medicare Home Health: 2012 & Beyond
2:30 pm - 2:45 pm		<i>Break</i>
2:45 pm - 4:00 pm (General Session)	Duane Blackwell	B. Preparing For Homecare's Coming Black Swan Event

Sunday, September 18

8:00 am - 9:15 am (General Session)	Robert Markette, Jr.	C. Accountable Care Organizations (ACOs), Where Does Home Health Fit
9:15 am - 10:15 am (General Session)	John C Gilliland, II	D. Workforce & Healthcare Reform- Long Range Implications for Home Care
10:15 am - 10:30 am		<i>Break</i>
10:30 am - 11:30 am (Concurrent Session)	Robert Markette, Jr.	E. Affordable Care Act, Fraud Enforcement Disguised as Reform; Implications for Home Health & Hospice
10:30 am - 11:30 pm (Concurrent Session)	Arnie Cisneros	F. 2012 Therapy Payment Reforms: Hope Beyond the Hype
10:30 am - 11:30 pm (Concurrent Session)	Karen Martin & Karen Utterback	G. Omaha System: Positioning Home Care for the Future
11:30 am - 1:00 pm		<i>Lunch Break</i>
1:00 pm - 2:00 pm (Concurrent Session)	Ted Cuppett	H. Addressing Difficulties & Errors in Your Cost Report Submission
1:00 pm - 2:00 pm (Concurrent Session)	Bret Quas	I. Selecting the Right Telehealth Solution
1:00 pm - 2:00 pm (Concurrent Session)	Jennifer Warfield	J. Unmasking Face-to-Face
2:00 pm - 2:15 pm		<i>Break</i>
2:15 pm - 3:30 pm (Concurrent Session)	Beth Hennessey/Paula Suter	K. Community Base Transition Model: Integrative Future Care
2:15 pm - 3:30 pm (Concurrent Session)	Melinda Gaboury	L. Financial & Management Aspects of OASIS-C
2:15 pm - 3:30 pm (Concurrent Session)	Bret Quas	M. Improving Your Organization's Telehealth Program
3:30 pm - 3:45 pm		<i>Break</i>
3:45 pm - 5:00 pm (Concurrent Session)	Melinda Gaboury	N. Maximizing Collection Efforts: Home Health & Hospice
3:45 pm - 5:00 pm (Concurrent Session)	Jennifer Warfield	O. RAC, ZPIC, RHHI: Acronyms You Can't Ignore & ICD-10 Updates
3:45 pm - 5:00 pm (Concurrent Session)	Beth Hennessey/Paula Suter	P. The Future: Technology's Role in Care at Home

Monday, September 19

8:15 am - 9:30 am (General Session)	Cory Mertz	Q. Building the Value of a Home Care Agency—from an M&A Perspective
9:30 am - 9:45 am		<i>Break</i>
9:45 am - 11:00am (General Session)	Denise Bonn	R. Joint Venture Opportunities for Home Health Agencies & Hospitals Legal Review Will Ensure Fraud & Abuse Compliance
11:00 am - 12:30 pm (Closing Session)	Robert Fazzi	S. Five Views of the Future: Insights into the New Health Care Models & Initiatives That Will Shape the Future of Home Care

Pre-Conference Workshop



2011 Palmetto GBA Home Health Workshop Series

Saturday, September 17

Pre-Conference: 8:00 am - 12:00 pm

Presented by Marilyn Jeske, BA & Charles Canaan, RN, BSN, MPH

Fee: \$95 for Members & \$145 for Non-Members

Palmetto GBA is pleased to announce the 2011 Palmetto GBA Home Health workshop series. This series is designed for home health providers, billers, administrative staff and clinicians to equip them with the tools they need to be successful with Medicare billing and documentation.

This workshop series is recommended for home health providers, administrators, billers, nurses and other healthcare professionals that submit claims to Medicare. This workshop will provide insight for new, intermediate or advanced staff; however, we suggest that providers who are new to Medicare attend online learning courses for beginners.

Marilyn Jeske, BA, Columbia, SC is a graduate of Coker College with a degree in Business Administration. Marilyn has worked for Palmetto GBA for more than 20 years in various departments. She currently serves in the role of a Senior Ombudsman in Palmetto GBA's Provider Outreach and Education department. She works as a liaison between the provider community and CMS. Marilyn provides coverage and billing guidelines to Medicare providers within the Jurisdiction 11 Medicare Administrative Contractor (MAC) for Part A, Part B and Home Health and Hospice. Marilyn also writes and publishes articles for Palmetto GBA's Web site.

Charles Canaan, RN, BSN, MPH, Columbia, SC, has over 20 years of diverse nursing experience in a variety of healthcare settings, to include inpatient, outpatient, home and organizational settings. His education includes a Bachelor of Science Degree in Nursing from Old Dominion University in Norfolk, Virginia and a Master of Public Health Degree in Health Promotion and Education from the University of South Carolina. He currently provides education and consultation to new Medicare providers and those with learning needs.

Session A - Medicare Home Health: 2012 and Beyond

Saturday, September 17
1:00 pm - 2:30 pm

Understanding the reform proposals and strategies for survival and success in the Home Health landscape of the future CMS and Med Pac proposals for 2012 and beyond identify a homecare industry very different from what we have seen since PPS was first introduced in 1999. In addition, recent developments in the form of audit scrutiny, Face to Face requirements, and therapy modifications also compromise our traditional care delivery model. Political and fiscal pressures combine with progressive care protocols (ACOs, Bundling, etc) to further the assault on Home Health as we know it. While quality Home Health providers struggle to understand the goals of the proposed reforms; the future homecare industry will require anything but a "business as usual" approach. Despite these challenges, we know that neither the patients nor the Home Health industry are going away. In fact, baby boomer populations will challenge the care continuum to devise and deliver quality healthcare services to an even greater population than we serve today. What changes will be required for Home Health providers if they expect to weather the reform storm and thrive under a new care model?



Explore the future of Home Health with this progressive presentation that identifies clinical and business pathways of the future, outlines tactics to achieve success, and addresses the challenge of stewarding staff through the required changes.

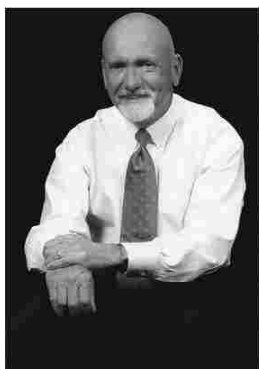
Arnie Cisneros, P.T., is renowned for his adaptation of traditional philosophies to address current and future healthcare initiatives. His status as a practicing clinician provides a working level insight into program development and care consultation needs for Home Health providers. He is President of Home Health Strategic Management, a homecare consulting firm in East Lansing, MI. He authors "Home Health Forum", a bi-weekly column addressing contemporary homecare issues and is a contributor to "The Remington Report", Caring, and Decision Health publications care. He presents nationally on homecare topics including S.U.R.C.H. - UR for Home health, OBQI Case Conference, and PPS/P4P strategies.

General Session

Session B - Preparing For Homecare's Coming Black Swan Event

Saturday, September 17
2:45 pm - 4:00 pm

In his 2007 best selling book, "The Black Swan", Nassim Nicholas Taleb described and discussed events (Black Swans) that have three common characteristics. First, the event comes as a complete surprise to the observer. Second, the event results in major change and disruption. Finally, after the fact, the event is rationalized by hindsight. Taleb regards almost all major scientific discoveries, historical events, and artistic accomplishments as Black Swans. Homecare saw a Black Swan of it's own back in the late nineties with passage of The Balanced Budget Act of 1997. It is almost certain that change of similar proportion is on the near term horizon. Current political and economic realities will force it. But what will that change look like? How and why will it be disruptive to our industry? In many ways a Black Swan event depends on the perspective of the observer. For example, what may be a Black Swan event for a turkey is not a Black Swan surprise at all to it's butcher; hence the objective should be to "avoid being the turkey" by identifying areas of vulnerability in order to "turn Black Swans white." We'll take a look at lessons from homecare's past that might help predict what lies ahead. We will also review some "big picture" realities that can help us see into homecare's future. In the end, there just might be some signals that can help us forge ahead with more insight and confidence.



Duane Blackwell, MBA, of Alexandria, LA operates a home health consulting company, SoSo Solutions. Duane is a former banker and chamber of commerce executive who came to home health in 1997 and grew an organization from four locations and 50 employees to 10 locations and 200 employees. Duane has over 30 years experience in leadership positions with a variety of organizations across several industries including healthcare, banking and finance, and manufacturing. In October, 2003, Duane assisted in the successful sale of the Company to Home Healthcare Partners; a newly formed Dallas, Texas based entity. Duane is Immediate Past President of the HomeCare Association of Louisiana and currently consults for home care clients in Louisiana and Texas.

General Sessions

Session C - Accountable Care Organizations (ACOs), Where Does Home Health Fit?

Sunday, September 18
8:00 pm - 9:15 pm

One thing is clear in healthcare reform: CMS is looking at "collaboration" as a way to save Medicare dollars. The PPACA included several new care delivery models designed to increase provider collaboration and intended to reduce costs. Of these models, ACOs are receiving the most attention, but the ACO model is not the only model in the PPACA. Furthermore, the ACO model is changing as providers become more aware of CMS intent. **This collaboration will leave unprepared providers on the outside of these new models.** Providers that are outside of these models will find it harder and harder to obtain referrals. Providers wishing to be included need to understand the goals of these models, how they might work, how home health fits into these models and what they need to do to be attractive partners to entities looking to establish an ACO or similar entity.

This session will cover:

- ACO's and new care delivery models - What's in the PPACA?
- Proposed ACO regulations - What's in them and why providers don't like them?
- Pioneer ACOs - CMS' first effort to salvage ACOs
- Why ACOs aren't the only model home health should be thinking about?
- Discussion of goals and identified problems?
- Who are the entities that will lead the way for these new models?
- What does home health bring to the table?



Robert W. Markette, Jr., Esq. of Indianapolis IN primarily practices in health law and litigation, including home health, hospice and private duty. He works with Medicare and Medicaid compliance issues, Medicare and State licensure surveys and with fraud and abuse matters. He assists clients in handling internal investigations, responding to government investigations and representing clients in audits and criminal investigations. He has represented clients before state and federal courts, and the Centers for Medicare and Medicaid Services. Mr. Markette frequently speaks on home health, hospice, and private duty regulatory compliance, fraud and abuse, home health and hospice regulation, joint ventures, HIPAA and HIPAA compliance and many other topics throughout the United States.

Session D - Workforce and the Long Range Implications of Healthcare Reform

Sunday, September 18
9:15 pm - 10:15 pm

Many provisions of the Affordable Care Act don't take effect until 2014. But providers need to begin evaluating its long term implications for their workforce now. Three critical provisions will have a significant impact in the very near future: employer health insurance tax credit, free choice vouchers, and employer mandate. Oddly, these provisions of ACA may make an argument for an agency to maximize the number of part time employees on its payroll, and even consider not offering insurance to anyone. This presentation will challenge thinking about health insurance benefits.



John C. Gilliland, II, Esq. of Indianapolis, Indiana is one of the nation's top experts in health and employment law as well as the Health Insurance Portability and Accountability Act (HIPAA). John is a Georgetown Law graduate, frequent speaker for state and national conferences, and has published numerous articles in his area of expertise. His most recent publication in Home Health Care Management and Practice, is entitled "Healthcare Reform: Long-Range Implications for Your Workforce".

Concurrent Sessions

Session E - Affordable Care Act, Fraud Enforcement Disguised as Reform; Implications for Home Health and Hospice

Sunday, September 18
10:30 pm - 11:30 pm

The Patient Protection and Affordable Care Act (PPACA or ACA) presents a host of new challenges to home health and hospice providers. The ACA resulted in \$500 million being invested in new fraud and abuse efforts. The Department of Justice, Office of Inspector General, and states attorneys general are collaborating in a vigorous campaign to identify, prosecute and imprison fraudulent providers. But what can legitimate providers do to be aware and protect themselves. This session will cover compliance programs, disclosure and other means of protecting providers from the risk of this aggressive campaign to convict criminals.

Presented by Robert Markette, JR
(Photo & Biography on Page 6)

Session F - 2012 Therapy Payment Reforms: Hope Beyond the Hype

Sunday, September 18
10:30 pm - 11:30 pm

The 2012 Medicare Proposed Rule outlines the re-distribution of therapy payments to address CMS and Med Pac concerns regarding the production and delivery of rehab services for Home Health clients. The re-weighting of payment based on visit volumes means that homecare providers will experience a rate increase for low-utilization therapy episodes and a decrease in payment for high-utilization therapy episodes. Both providers and clinicians are perplexed by the proposals; what is the logic in being paid less to deliver more services? In addition, the contract nature of rehab staffing makes adjustments to traditional delivery models more difficult than with employed clinical personnel. This session will allow you to address these changes with an eye on the Medicare motivations behind the new proposals. These latest attempts to introduce cost and quality controls to therapy care delivery will challenge all providers to re-assess their rehab departments while re-examining the levels of efficiency in these types of programs. By breaking down the new payment system, attendees will understand the goals of the reforms, and learn how SNF rehab care delivery was modified to address identical payment reforms nearly 10 years ago. Also, learn techniques that help you manage clinical care concerns that speak to the very heart of the payment reforms. Don't believe the hype – you can manage your therapy content and deliver quality care for patients while preparing your agency for future cost and quality refinements. The objectives: identify 2012 PPS Proposed Rule changes for therapy payments, compare these payment reforms with similar refinements of therapy payments in the SNF PPS model, outline aspects of current therapy care delivery that exposes providers to fiscal losses from the proposed payment reforms, demonstrate management techniques to re-wire therapy volumes as a means of achieving both fiscal and clinical success under the proposed payment reforms.

Presented by Arnie Cisneros
(Photo & Biography on Page 5)

Session G - Omaha System: Positioning Home Care for the Future

Sunday, September 18
10:30 pm - 11:30 pm

Are you ready for the future? Your future involves electronic health records (EHRs) that enable sharing critical clinical information seamlessly with others in the community, referred to as interoperability. If your EHR is well designed and if it includes a standardized terminology such as the Omaha System, you increase your possibilities to share critical clinical information seamlessly and support 3 important aims: better patient health (improved patient outcomes), better care (increased standardization, use of evidence-based practice, clinician collaboration), and lower costs (more efficiency, quantifiable data for reports).



Karen Martin, RN, MSN, FAAN, Omaha, NE is the nursing theorist behind the Omaha System. Karen was employed at the Visiting Nurse Association of Omaha, Omaha, Nebraska from 1978–1993. During those years, she was the principal investigator of the Omaha System research projects and author of numerous, related publications. Since 1993, Karen has offered consultation services to prospective, new, and experienced multidisciplinary users in practice and academic settings nationally and globally. She is also a consultant to software developers. Karen conducts workshops, writes for publication, and is the author of the 2005 Omaha System book.

Karen Utterback, MSN, RN of Hattiesburg, MS is responsible for establishing McKesson's Extended Care Solution Group's (Home Health, Hospice, and Remote Patient Monitoring Solutions) strategic direction for clinical products and services and for the group's marketing strategy. Karen joined the McKesson team in 2004, and brings over 28 years of home care experience to the role, including patient care, clinical supervision, project management, and operations. She has served as President of the Board of Directors for the Mississippi Nurses Association, as a member of the Department of Health & Human Services Secretary's Advisory Committee on Regulatory Reform and a member of the Board of Directors for the Mississippi Association for Home Care.

Concurrent Sessions

Session H - Addressing Difficulties and Errors in Your Cost Report Submission

Sunday, September 18
1:00 pm - 2:00 pm

The Home Health Agency Cost Report is a critical submission to the Medicare program inasmuch as this document is used by MedPAC in its congressional reporting on the home health benefit and related payments. Agencies across the country underestimate the importance of this document. This program will address those areas most commonly misreported as well as those few opportunities available to increase home health reimbursement.



Ted Cuppett, CPA of Morgantown, WV, has over 30 years of experience serving clients. He was the Hospice/Home Health Niche Leader for the Dixon-Hughes, PLLC until August 2010 and serves all types of healthcare clients, providing a vast array of accounting, auditing, tax and consulting services. Clients served include hospitals, nursing homes, hospices, home health agencies, physicians and clinics, and others. His experience with healthcare providers includes auditing, strategic and organizational planning, corporate compliance, reimbursement, litigation support, mergers and acquisitions, and tax filings for tax-exempt entities. Ted is a frequent speaker for national and state healthcare organizations and frequently authors on healthcare financial matters. He recently served on the AICPA "Healthcare Expert Panel" and the "Healthcare Audit and Accounting Guide Revision Task Force". He is a previous member of the AICPA MCS Executive Committee, MCS Practice Standards Subcommittee, and numerous healthcare committees and task forces.

Session I - Selecting the Right Telehealth Solution

Sunday, September 18
1:00 pm - 2:00 pm

With so many telehealth providers to choose from, deciding which one is right for you can often be a resource consuming challenge. Studies continually show the positive impact of properly implemented remote patient monitoring on patient compliance and positive medical outcomes. Selecting the appropriate technology is the first step in creating a program that benefits your patients and your organization. This session will teach you how to identify the key aspects of telehealth that impact patient lives and health care efficiencies. Learn how to decipher between the program's features that improve health care delivery, and those that are merely used in the sales process. Additionally, the session discusses the importance and strategies of program management. We will discuss how technology is evolving, ways to remain up to date and methods to continually train your staff and patients. The session will give you a comprehensive understanding of the proper way



Brett A. Quas, Pewaukee, Wisconsin is the CEO of Connected HealthCare Solutions, which provides training and consulting services for health care organizations and device manufacturers. Brett has over 11 years of experience in remote patient monitoring, deploying, improving and servicing RPM systems at nearly 1,000 sites world wide. Brett assists providers with RPM selection, design and training, ensures our clients properly implement the right technology.

Session J - Unmasking Face-to-Face

Sunday, September 18
1:00 pm - 2:00 pm

The homecare community has worked tirelessly to understand the 2011 Final Regulations, especially the F2F requirements. This rule has had a drastic financial impact for agencies that accept new patients that were not seen by their primary care physician in the allotted time. Join PPS Plus Software education director, Jennifer Warfield, RN, BSN, HCS-D, COS-C, as she helps you understand this regulation by going over what lessons we've learned since its implementation.



Jennifer Warfield RN, BSN, HCS-D, COS-C, Biloxi, MS As a homecare coding specialist, OASIS specialist and registered nurse with 30 years of clinical and management experience, Jennifer is an informational ally for hundreds of home health agencies across the country. Well known as an ICD-9 coding and OASIS expert, she frequently conducts online and on-site educational workshops and is a regular guest speaker at numerous home care conferences throughout the country. Her expert knowledge plays an integral role in the analysis development of our OASIS analysis software, PPS Plus – Home Health Edition.

Concurrent Sessions

Session K - Community Base Transition Model: Integrative Future Care

Sunday, September 18
2:15 pm - 3:30 pm

Home care providers have more than a century of experience in facilitating effective transitions of care from hospital to home, rehab facility to home and physician office to home. Building on our past experiences, home care providers who add to their current competencies the skills for engaging patients in self-management, will clearly recognize an unprecedented opportunity for future success.

This session will describe the unique role of home care providers in all transitions of care across the healthcare continuum. A current model for home care agencies to provide community based care transitions will be reviewed. We will review tools and techniques for homecare agencies to demonstrate their value as an integrated care transitions partner. At the conclusion of this presentation, the speakers invite the audience to enter into a collegial exchange around their experience in effective transitions of care.



Beth Hennessey, RN, MSN, Little Rock, AR, of Sutter Health Systems in Sacramento, CA, led development of the Home-Based Chronic Care Model™, recognized with national awards for excellence by Modern Healthcare and NAHC. She is active in pursuing legislative support for chronic disease management as the key to healthcare delivery reform. Beth also travels extensively encouraging homecare leaders to envision an integral role for the industry in chronic care, transitions of care and the patient-centered medical home.

Paula Suter, RN, MA, of Fairfield, CA designs, implements, and evaluates telehealth and disease management programs to meet home health and hospice patients needs, as well as the healthcare needs of employees for employer groups. She is in demand as a national speaker presenting topics related to best practices in chronic care management. She also sits on the executive committee for a national healthcare quality initiative, has authored numerous articles for referee journals related to the care of individuals with chronic disease, and co-developed the Home-Based Chronic Care Model™. Paula is combining her clinical and academic experience to create innovative healthcare solutions.

Session L - Financial & Management Aspects of OASIS-C

Sunday, September 18
2:15 pm - 3:30 pm

Agencies struggle with grasping the financial and management aspects of OASIS-C. Financial staff as well as clinical staff will benefit from this session in regard to understanding the effect OASIS-C has on case-mix weight, financial calculations, quality reporting, eventual Pay for Performance and the day to day management of the agency. This session will review the detail of the HHRG calculation with emphasis on the recalculation of final claim payment as related to therapy. In addition, this session will provide a review of the possible rate cuts ahead and revamping of case-mix structure.



Melinda Gaboury, COS-C, of Nashville, TN is co-founder and Chief Executive Officer of Healthcare Provider Solutions, Inc. (HPS). Melinda and Mark Cannon founded the company in April 2001 to provide financial, reimbursement, clinical and cost reporting services to the home health industry. She has over 19 years experience in Medicare Home Health Reimbursement and has remained on the cutting edge of Medicare PPS since the regulation's inception. She has helped her clients bridge the gap between clinical and financial issues and has been a seminar and webcast presenter for 20+ State Home Care Associations. She is also the author of "Home Health Pocket Guide to OASIS-C."

Session M - Improving Your Organization's Telehealth Program

Sunday, September 18
2:15 pm - 3:30 pm

Creating a successful telehealth program takes more than just investing in technology. Achieving improved patient care, better outcomes and business efficiencies with telehealth is an ongoing effort. During this interactive session, we will discuss and demonstrate methodologies to grow your telehealth program and increase monitor utilization. From patient identification to information triage, attendees will learn the tactics employed by successful agencies across the country. Understanding how to effectively teach patients and utilize the information received, participants will be able to more effectively use telehealth tools and deliver better patient care. The session will further cover the importance of continual training tools for employees and patients as a key aspect to program success. Participants will discuss ways to leverage the valuable data acquired with remote monitoring, especially as technology continues to rapidly evolve.

*Presented by Bret A. Quas
(Photo & Biography on Page 8)*

Concurrent Sessions

Session N - Maximizing Collection Efforts: Home Health & Hospice

Sunday, September 18
3:45 pm - 5:00 pm

Collections are of vital importance. This session will give a detail review of the collector's role in the agency. Job descriptions and skills needed by a collector and the amount of time that should be spent on collections are just a few topics to be discussed. Primary topics will be discussed for effective collections: follow-up, timely filing, contracts/rates, authorizations and appeals processes and monthly reports that should be prepared and evaluated.

*Presented by Melinda Gaboury
(Photo & Biography on Page 9)*

Session O - RAC, ZPIC, RHHI: Acronyms Your Agency Can't Afford to Ignore

Sunday, September 18
3:45 pm - 5:00 pm

RAC, ZPIC, RHHI. You have probably seen these acronyms frequently in the past few months and you can expect to see them often in the upcoming year. With the home health industry under increased scrutiny, agencies need to ensure that their documentation supports reasonable care and medical necessity. In this session, learn the regulations on accurately answering OASIS items that impact reimbursement, process measure data and outcome data. You should already have her session titles and descriptions.

*Presented by Jennifer Warfield
(Photo & Biography on Page 8)*

Session P - The Future: Technology's Role in Care at Home

Sunday, September 18
3:45 pm - 5:00 pm

The realization that baby boomers in large numbers are reaching the age when more medical care is required, has contributed to a frenzy of activity around the research and development of new supportive technologies. Remote patient monitoring, two-way interactive video systems, medication administration devices, and smart sensors are becoming more commonplace rather than the exception. There is an understanding that if technology can facilitate aging-in-place, patients will be able to continue to live safely in their environment of choice, the home. Homecare as a sector must stay abreast of initiatives and advancements in healthcare technologies as they are now a part of the healthcare and homecare landscape.

This session will describe facilitation of high quality care through the incorporation of new technologies that are now becoming common place in the home. We will review the use of telehealth and other supportive technologies for the enhancement of patient care, with an emphasis on behavior change theory to guide technology use in practice. Suggested data variables to share with physician and hospital partners to promote the value homecare brings to new delivery models, for improved communication, facilitated by technology, will be reviewed .

*Presented by Beth Hennessey and Paula Suter
(Photo & Biography on Page 9)*



General Sessions

Session Q - Building the Value of a Home Care Agency - from an M&A Perspective

Monday, September 19
8:15 pm - 9:30 pm

This presentation will explain how buyers determine the price that they are willing to pay for an agency and then, using this information, show how that price can be increased, and, perhaps more importantly, mistakes to avoid. There will be an explanation of how adjusted EBITDA is arrived at for valuing agencies and examples will be given of several completed transactions, including detailed descriptions of the agencies, the prices paid and the structure of those sales. There will also be examples of transactions that went poorly and the various reasons for this. The effect on price of a downward trend in revenue will be highlighted. Risk factors will be explained that can add or detract from the price, and how to use knowledge of those risk factors to increase the value of the agency.



Cory Mertz, of Fort Myers, FL began his merger and acquisition career in senior management of a Fortune 500 electronics manufacturing company in 2001. During this time, he led his team in the successful acquisition of manufacturing facilities in France, Germany, Brazil and Mexico. In 2006, Cory joined Stoneridge Partners as Vice President and partner. Since then, he has enjoyed developing relationships with several owners and industry buyers, having completed multiple successful transactions. Cory enjoys playing golf, Florida Gator football, and spending time with his wife, Susy and their two girls.

Session R - Joint Venture Opportunities for Home Health Agencies and Hospitals Legal Review Will Ensure Fraud and Abuse Compliance

Monday, September 19
9:45 pm - 11:00 pm

Opportunities abound for home health agencies (HHAs) to partner with hospitals to improve care outcomes and avoid costly hospital readmissions. Hospitals pay rate will be reduced by 1% starting October 1, 2012 for readmission to the hospital within 30 days of discharge of patients with heart attack, heart failure and pneumonia. That cut will increase to 2% in FY 2014 and 3% in FY 2015. Home health agencies are perfectly poised to contract with hospitals to implement programs to prevent readmissions.

Medicare bundled payments, accountable care organizations (ACOs), the Independence at Home (IAH) model will provide opportunities for business ventures, as do Patient Centered Medical Homes. Contracts and joint ventures between hospitals and HHAs should involve knowledgeable legal counsel for compliance with Medicare fraud and abuse issues, as well as compliance with any requirements of the particular program at issue. This session will cover those important legal steps to avoid pitfalls.



Each of the above programs has requirements that must be met, and involves referral of Medicare business or referrals of non-covered business from hospitals that also refer covered business. Contracts and joint ventures between hospitals and HHAs should be prepared or reviewed by knowledgeable legal counsel for compliance with Medicare fraud and abuse issues, as well as compliance with any requirements of the particular program at issue.

Denise Bonn, Deputy Director, of the National Association for Home Care and Hospice's Center for Health Care Law, has more than 20 years of health care experience. Ms. Bonn has been drafting and reviewing home health and hospice legal agreements between stakeholder partners and referral sources for compliance with fraud and abuse requirements for many years. She is a member of the team at the Center for Healthcare Law in Washington, DC.

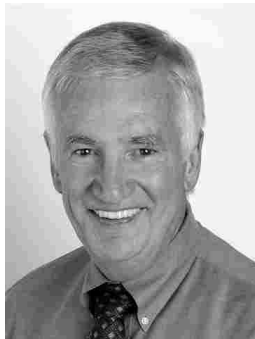
Closing Session

Session S - Five Views of the Future: Insights into the New Health Care Models and Initiatives That Will Shape the Future of Home Care

Monday, September 19
11:00 pm - 12:30 pm

There are five new models or initiatives that are now being tested on how health care should be delivered in the United States: Care Transitions, Medical Home Model, Accountable Care Organizations, Bundling and Value Based Contracting. Each model has the potential to have a major impact on every segment of the health care field. Each presents home care with some incredible threats. And each provides agencies that move quickly and decisively with some incredible opportunities. Learn why there is such a strong movement to create a new health care delivery model. How each will impact home care. The critical role that EMRs, telehealth and disease management play. The major threats and incredible opportunities. Why some agencies are better positioned than others. Most importantly, learn the four most critical measures you must control in order to strongly position your agency for the future. This is not a drill. There will be a new future for home care and this presentation will give you the important insights you need.

Robert A. Fazzi, PhD, Northampton, MA is the founder, President and Managing Partner of Fazzi Associates. A recognized futurist, Bob brings a strong passion for the mission and vision of home care. Bob has been involved in home care for thirty years and has led numerous operational and best practice research studies. Bob was: Co-Director of the 3M National OASIS Integrity Project and the Briggs® National Quality Improvement/Hospitalization Reduction Study; co-director of the Philips National Study on the Future of Technology and Telehealth in Home Care; is co-director of the Philips/NAHC National Home Care Chronic Disease Project; and is now co-director of the Delta National OASIS-C Best Practices Study.



Hotel & Travel Information

Going Green

In an effort to be environmentally responsible, Gulf Coast Home Care Conference is trying to reduce the amount of paper we use at the conference. Attendees will receive a binder containing the conference schedule, session evaluations, exhibit hall layout and sponsor/exhibitor guide. Session handouts will not be printed and distributed; attendees and exhibitors will have the opportunity to download the session handouts before, during and after the conference from the HomeCare Association of Louisiana website.



*Computer usage at the Grand Hotel Marriott Resort is \$10.00 for up to 15 minutes, and printing per page starts at \$1.00.

Travel & Transportation Information

All Conference & Trade Show activities will take place at the beautiful Grand Hotel Marriott Resort in Point Clear, Alabama. Make your reservations at 1-800-554-9933. Make sure you tell the Guest Services Representative you are attending the Gulf Coast Home Care Conference. Reservation Code: GCHGCHB

The Grand Hotel Marriott Resort is conveniently located on the coast of Mobile Bay in Point Clear, Alabama which is approximately 46 minutes from Mobile, AL. In addition to being easily accessible by land, daily major airline service is also available via the closest airport.

From Mobile Airport - MOB

Driving directions: Airport Blvd. East to I-65. I-65 South to I-10 East. I-10 East through tunnel and across Bay Bridge, to Spanish Fort/Daphne/Fairhope Exit #35 (Highway 98). Go south on Hwy. 98 (Four Lane) approximately 7 miles to Welcome to Fairhope Sign on right, (Alternate/Scenic Hwy. 98). Proceed ahead to downtown Fairhope. Turn right onto Fairhope Avenue (3rd Traffic Light). Before you get to the Fairhope Municipal Pier, turn left onto Mobile St. (Also Scenic 98). Resort is approximately 3 miles on right.

- Alternate transportation: Mobile Bay Transportation; fee: 75 USD (one way) ;on request
- Airport shuttle service, reservation required, fee: 75 USD (one way)
- Estimated taxi fare: 105.00 USD (one way)

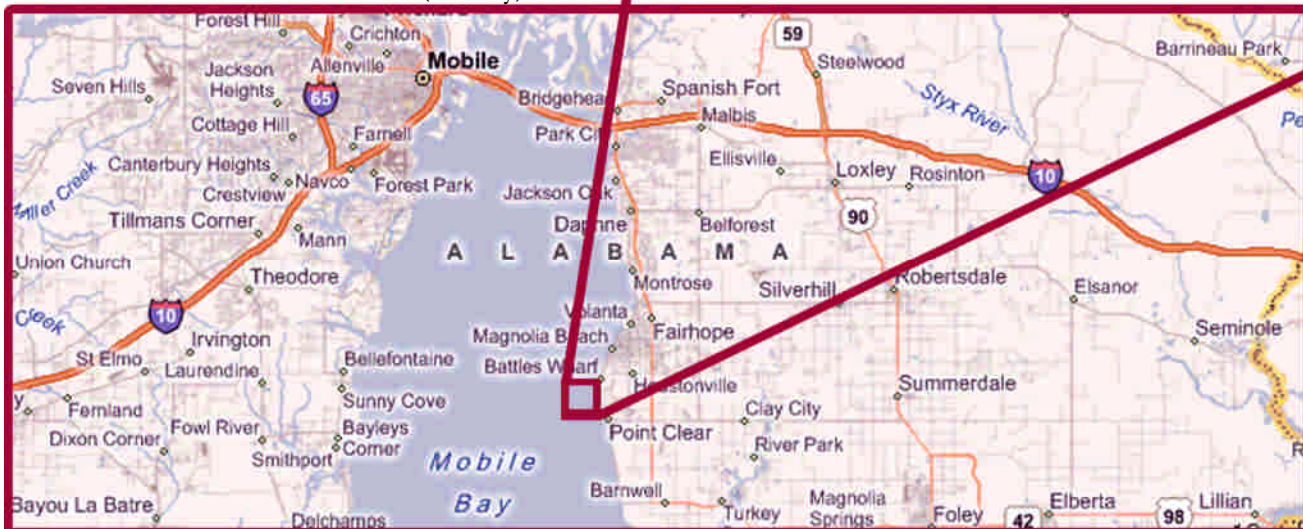
From Pensacola Airport - PNS

Driving directions: I-10 West to exit 35. Make a left. Go south on Hwy. 98 (Four Lane) approximately 7 miles to Welcome to Fairhope Sign on right, (Alternate/Scenic Hwy. 98). Proceed ahead to downtown Fairhope. Turn right onto Fairhope Avenue (3rd Traffic Light). Before you get to the Fairhope Municipal Pier, turn left onto Mobile St. (Also Scenic 98). Resort is approximately 3 miles on right.

- Alternate transportation: Mobile Bay Transportation; fee: 100 USD (one way) ;on request
- Airport shuttle service, reservation required, fee: 75 USD (one way)
- Estimated taxi fare: 140.00 USD (one way)



Grand Hotel Marriott Resort, Golf Club, & Spa
One Grand Boulevard, P.O. Box 639
Point Clear, Alabama 36564
1-251-928-9201



Registration Information

11th Annual Gulf Coast Home Care Conference & Exhibition “The Next Evolution of Care at Home: The Provider of the Future”

PLEASE PRINT OR TYPE
 Please make copies of this form for additional registrations.

Name & Credentials

Title

Agency

Billing Address

City/State/Zip

Phone

Fax

Email

Please check here if you require special assistance or dietary needs.

Attach a written description of your needs.

Pre-Conference Workshop Registration (Optional)

	Member	Non-Member
Palmetto GBA 2011 Home Health Workshop Series	<input type="checkbox"/> \$95	<input type="checkbox"/> \$145

Gulf Coast Home Care Conference Registration

Early Bird (rcvd by September 1, 2011)	<input type="checkbox"/> \$375	<input type="checkbox"/> \$475
Regular (rcvd by September 2-14, 2011)	<input type="checkbox"/> \$395	<input type="checkbox"/> \$495
On-Site (rcvd on or after September 15, 2011)	<input type="checkbox"/> \$415	<input type="checkbox"/> \$515

Registration Summary:	Optional Pre-Conference	\$ _____
	Conference Registration	\$ _____
	Total Due	\$ _____

Method of Payment

Check payable to HCLA Amex Discover MasterCard Visa

Card # _____ Expiration Date _____ csv code _____

Name as PRINTED on card

Signature

Concurrent Session Choices

Please choose only ONE per time slot

10:30 am - 11:30am

- E. Affordable Care Act, Fraud Enforcement Disguised as Reform; Implications for Home Health & Hospice
- F. 2012 Therapy Payment Reforms: Hope Beyond the Hype
- G. Omaha System: Positioning Home Care for the Future

1:00 pm - 2:00 pm

- H. Addressing Difficulties & Errors in Your Cost Report Submission
- I. Selecting the Right Telehealth Solution
- J. Unmasking Face-to-Face

2:15 pm - 3:30 pm

- K. Community Base Transition Model: Integrative Future Care
- L. Financial & Management Aspects of OASIS-C
- M. Improving Your Organization's Telehealth Program

3:45 pm - 5:00 pm

- N. Maximizing Collection Efforts: Home Health & Hospice
- O. RAC, ZPIC, RHHI: Acronyms You Can't Ignore & ICD-10 Updates
- P. The Future: Technology's Role in Care at Home

The Fine Print

- Registrations received without payment will NOT be processed.
- Concurrent sessions are structured so you can pick and choose programs that interest you. Please check only ONE session per time slot.
- Registrations may not be split among two or more persons (i.e., one person attend one day and another the next).
- To receive the member rate please mark which association you (or your agency belong). Each association will receive a percent of the proceeds based on attendance from their association. Membership will be verified and non-members selecting the member rate will be billed/charged the difference in registration fees.
 - Home Care Association of Louisiana
 - Mississippi Association for Home Care
 - Home Care Association of Alabama
 - Home Care Association of Florida

Cancellation Policy: A 90% refund will be given if written request is received in the HCLA office on or before September 1, 2011. A 50% refund will be given if written request is received by September 14, 2011. due to hotel confirmations requirements, printing expense, etc. NO refunds will be given for cancellations received after September 14 or for “no-shows”. To cancel your registration contact Liz Langley via email at liz@hclanet.org.