

# 2013 HCLA/LALA ANNUAL CONFERENCE & TRADE SHOW

*For Home Care & Assisted Living Professionals*



# Rollin' on the River

November 6-7, 2013  
Hilton Capitol Center  
Baton Rouge, LA

## CONFERENCE SPONSORS



*HCLA's Annual Conference for 2013 celebrates 25 years of home health advocacy, and advocacy is important as the Affordable Care Act kicks into gear October 1, 2013. Our relatively mild "river" is now swift, unpredictable, and even includes treacherous rapids. But for explorers who do manage to navigate the "rolling river", the aging population provides a wealth of opportunity. Join your colleagues in exploring solutions to continued heightened scrutiny, a 14% reduction in Medicare reimbursement and vetting by new partners.*

## REGISTER ONLINE @ [WWW.HCLANET.ORG](http://WWW.HCLANET.ORG)

### WHO SHOULD ATTEND?

Homecare owners and administrators, DONs, clinicians, marketing and sales staff, home health billers, etc. Anyone else wanting to hear the latest home care information and industry changes! Come to hear the latest and meet with our vendors!

### HOTEL INFORMATION

Our conference will be held at the Hilton Capitol Center in Baton Rouge, located 201 Lafayette St, Baton Rouge, LA 70801. A block of rooms has been reserved at the Hilton Capitol Center Tuesday, November 5th through Thursday, November 7th. The conference room rate is \$139 per night for single or double occupancy, (plus tax). There will be an additional charge of \$10 per person per night for over double occupancy. To take advantage of this discounted rate, please call 800-955-6962 and **use the following HCLA/LALA group discount code: LAL**. Reservations must be guaranteed with a major credit card. Reservations at this discounted rate will be accepted on a space-available basis through **October 15, 2013**. After the October 15th cutoff date, reservations will be accepted on a space-available basis and may be subject to higher rates.

### TRADE SHOW/EXHIBIT SCHEDULE

Representatives of more than 40 companies offering products and services of interest to the home care and assisted living industries will be participating in our annual conference as exhibitors and event sponsors. On Tuesday, November 5th, please make plans to join us for a Networking Social on the Pool Deck from 6:30 to 8:30 p.m. On Wednesday, November 6th the exhibit hall opens for breakfast with exhibitors from 9:00 to 10:00 a.m. Lunch with the exhibitors will be from 11:30 a.m. to 1:00 p.m. Happy Hour and Door Prize Drawings will be with the exhibitors from 4:45 to 6:30 p.m., refreshments will be provided, and a cash bar will be available. Please make plans to show your appreciation to our exhibitors by joining them for breakfast in the Exhibit Hall.

### CONTINUING EDUCATION CREDIT

The HomeCare Association of Louisiana is an approved provider of continuing nursing education by Louisiana State Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission of Accreditation. "Number of credits TBD"

### REGISTRATION INSTRUCTIONS

To register and pay with a check, please use the registration form included. Online registration is available via the HCLA website @ [www.hclanet.org](http://www.hclanet.org) for those wishing to pay by credit card or PayPal. Click on the Event Calendar option under the HCLA Events tab. Look for the 2013 HCLA/LALA Annual Conference HCLA Registration links, and select the desired registration type (two-day registration). You will need to log in using your email as your user ID and password in order to complete the registration. If you have any problems with the registration system or need assistance creating a user ID and password, please contact Liz Langley in the HCLA office at 337-231-0080.

### PAYMENT & CANCELLATION POLICIES

All registration fees must be paid in advance via check, cash or credit card. For registrations after October 30th, a credit card number will be required to reserve your spot for the conference. No registrations will be accepted at the door. Cancellations received by Wednesday, October 30th will be refunded less a \$50 administrative fee. No refunds will be provided for cancellations after, October 30th or for "no shows." Substitutions are welcome. If possible, please notify us in advance if a substitution will be made so that the change can be made on the name badge. Registration fees and continuing education credits are based on the registrant attending the entire conference sessions for which he/she has registered. Therefore, attendees cannot "share" a registration (i.e., one person attend one day and someone else attend on the second day under a two-day registration).

### SPECIAL NEEDS

If you have a disability, require special assistance or have dietary restrictions, please attach a written description of your special needs and return it with your registration form. Every effort will be made to accommodate your request.

### QUESTIONS?

If you need additional information, please call the HCLA office at 337-231-0080 or contact **Liz Langley** at [liz@hclanet.org](mailto:liz@hclanet.org).

**NETWORKING SOCIAL AT THE HEIDELBERG BALCONIES  
TUESDAY, NOVEMBER 5, 6:30 pm to 8:30 pm  
Food, Cash Bar, and Door Prize**

# HCLA CONFERENCE SCHEDULE

## WEDNESDAY, NOVEMBER 6, 2013

8:30 AM to 10:00AM	<b>Registration</b>	<i>Foyer Area</i>
9:00 AM to 10:00 AM	<b>Breakfast with Exhibitors</b>	<i>Riverview A &amp; B</i>
10:00 AM to 11:30 AM	<b>Keynote</b> "Leading in Times of Change: Thriving in Uncertainty" Scott Carbonara	<i>Heidelberg</i>
11:30 AM to 1:00 PM	<b>Lunch with Exhibitors</b>	<i>Riverview A &amp; B</i>
1:15 PM to 2:45 PM	<b>General</b> The Homecare Vision: Home Health Is the Future Jonathon Kovar	<i>Heidelberg</i>
2:45 PM to 3:15 PM	<b>Break</b>	
3:15 PM to 4:45 PM	<b>Breakout</b> EMTs and Paramedics Facilitating Care at Home Faye Bryant & Sean Burton	<i>Capitol</i>
3:15 PM to 4:45 PM	<b>Breakout</b> Strategies to Reduce 30-Day Rehospitalization in Your CHF Patients Kenneth Civello	<i>Governor</i>
4:45 PM to 6:30 PM	<b>Exhibitor Reception</b>	<i>Riverview A &amp; B</i>

## THURSDAY, NOVEMBER 7, 2013

8:00 AM to 9:00 AM	<b>Registration</b>	<i>Foyer Area</i>
8:00 AM to 8:30 AM	<b>Breakfast</b>	<i>Riverview B</i>
8:30 AM to 10:00AM	<b>Breakout</b> Positive Impact of Wound Education Module in Home Care Debbie Ritter & Sue Kennedy	<i>King</i>
8:30 AM to 10:00AM	<b>Breakout</b> Fraud and Abuse in Home Health, Navigating Uncertainties David Matyas	<i>Riverview A</i>
10:00 AM to 10:15 AM	<b>Break</b>	
10:15 AM to 11:45 AM	<b>Breakout</b> Marketing Your Compliance: Agencies Use Regulatory and Clinical Compliance to Succeed Jonathon Kovar	<i>Riverview A</i>
10:15 AM to 11:45 AM	<b>Breakout</b> Social Media and Home Care: The Blurring of Professional Boundaries Carlene MacMillan	<i>King</i>
11:45 AM to 1:00 PM	<b>Lunch</b>	<i>Riverview B</i>
1:00 PM to 2:00 PM	<b>Breakout</b> DHH Update - Survey Process Marian Tate	<i>Riverview A</i>
1:00 PM to 2:00 PM	<b>Breakout</b> Partnering with Physicians: The New Model Michael Blackstone	<i>King</i>
2:00 PM to 2:15 PM	<b>Break</b>	
2:15 PM to 3:15 PM	<b>Closing</b> The Affordable Care Act, Your Homecare and Small Business Future David Matyas	<i>Riverview A</i>

# HCLA SESSION DESCRIPTIONS

## **Leading in Times of Change: Thriving in Uncertainty - Scott Carbonara**

Change is like approaching a traffic light in that it is expected and logical. Even though the light is green, you expect that it could turn yellow or red at any moment. But transition is a different animal. Transition is the personal process people go through while navigating change. For example, a red light may threaten to make you miss your flight! As leaders, you must understand the personal and emotional nature of transitions and then lead others effectively through change. Want to become more effective in your change efforts? Learn tips for navigating this process—learn how to connect, collaborate, and integrate lessons from the people-side of change.

## **The Homecare Vision: Home Health Is the Future - Jonathan Kovar, JD**

This keynote will showcase homecare in a way that inspires agencies to be the vessels that bring health and healing to those in need. The delivery of care in the home is the future of healthcare. Home health agencies should naturally be the leaders in this "homeward bound" movement, but alas, most of them are completely missing it. This keynote will inspire agency leaders to expand their vision, the services they offer, and the methods used to market and recruit. Homecare agencies are the answer to the healthcare crises. This keynote will get them ready.

## **EMTs and Paramedics Facilitating Care at Home—Faye Bryant, Sean Burton**

With ACA and the baby boomers coming of age, it is more important now than ever for clinicians to think 'out of the box' in providing care to our communities. Faye Bryant, BSN, RN and Sean Burton, CCEMTP will discuss how Community Paramedicine programs across the nation are changing the healthcare landscape as we know it. From assisting patients in navigating the healthcare maze to working with frequent 911 users, programs like the ones discussed by this panel have been proven to save ED visits and readmissions. Join the discussion to determine how your agency can partner with these and other community programs to improve your patient's outcomes.

## **Strategies to Reduce 30-Day Rehospitalization in Your CHF Patients - Kenneth Civello, MD**

Dr. Kenneth Civello will offer simple, effective strategies to reduce your 30-day rehospitalization rates. Reducing hospitalization is now a national priority as healthcare shifts from a quantitative to a qualitative system focused on patient outcomes. Home health agencies can effectively partner with Physicians to reduce 30-day CHF readmissions. Attendees will be able to discuss how the Affordable Care Act puts home care on the front line to reduce admissions. Dr. Civello will discuss how providers identify patients who are at high risk for heart failure readmission. Attendees will be able to list six strategies that significantly lower 30-day readmission rates. And provides will leave with a clear picture of how to develop a plan of education and support interventions to prevent readmissions.

## **Positive Impact of Wound Education Module in Home Care - Debbie Ritter, Sue Kennedy**

Wound care costs now account for over \$25 billion in healthcare costs annually, much of that amount being costs of patients being treated at home. These CWOCNs (Certified Wound and Ostomy Care Nurses) will speak about their methodology for implementing multi-branch wound education, including content, business strategies, and enhanced patient outcomes.

## **Fraud and Abuse in Home Health, Navigating Uncertainties - David Matyas**

The combination of Zone Program Integrity Contractors, the HEAT (Health Care Fraud Prevention and Enforcement Action Teams), the Office of Inspector General, the FBI, and the State Attorney General's office make doing business in healthcare a challenge today. David Matyas is a member of Epstein Becker & Green's Healthcare Fraud Practice Group in Washington, DC and he will speak to issues in a book he co-authored, *Legal Issues in Health Care Fraud and Abuse: Navigating the Uncertainties*, 4th ed., published by the American Health Lawyers Association in June 2012.

## **Marketing Your Compliance: Agencies Use Regulatory and Clinical Compliance to Succeed Jonathan Kovar**

Differentiating and sharing your specificity of knowledge of regulatory compliance can be a great marketing tool. Providers who capture care metrics and patient satisfaction seem to have fewer compliance issues. Those data can also be used strategically generate more referrals. Jonathan Kovar will also share what marketers should know about compliance and tips on successful in person marketing.



# HCLA SESSION DESCRIPTIONS

## **Social Media & Home Care: The Blurring of Professional Boundaries - Carllene, MacMillan, DNP, RN**

Social media is way to connect with people, but in health professions, and certainly in home healthcare, social networking can often blur the ethical lines in a patient-provider relationship. Postings on Facebook and similar sites have cost some healthcare professionals their jobs and others have lost their license to practice. Program faculty will explore the issues which make social media a potential liability for healthcare providers and discuss ways to teach professionals how to avoid the misuse of this new media. The attendee will identify boundaries for violating one's professional boundaries and be able to explain the difference between privacy and confidentiality. Session participants will also be able to discuss appropriate uses of social media in health care and name principles for social networking.

## **DHH-Survey Process - Marian Tate**

DHH's Program Manager Medical Certification for Home Health & Hospice will share results of CMS' new survey process over the past year. CMS has criticized state surveyors from around the country for leniency, and have indicated the new survey process will be much more rigorous. Marian Tate and Joyce Erwin will also share their annual update us on most frequent survey deficiencies and steps that providers might take to be better prepared for survey.

## **Partnering with Physicians, The New Model - Michael Blackstone, MD**

Too often agency-physician relations deteriorate into burdensome exchanges that must be endured, rather than fruitful alliances to provide optimal patient care. Why? What can be done? How do new care delivery models affect this? A physician who is known to collaborate well with home care agencies, Michael Blackstone will teach attendees why physician-homecare relations deteriorate. He will list and explain ideas to combat this deterioration. He will share inner aspects of the psyche of his physician community and share ideas about how your home health agency can become a "hero" to the physician practice.

Attendees will learn innovative ways to win physicians' business and best practices to communicate your value and sell your services. Lastly Dr. Blackstone will address new care delivery models (i.e. ACOs & bundling) and how these new approaches will affect homecare relationships with physicians. This is an important session. Our futures depend on sound physician relationships.

## **The Affordable Care Act, Your Homecare and Small Business Future - David Matyas**

The Patient Protection and Affordable Care Act (ACA) is loaded with both challenges and opportunities for the health care industry and specifically the homecare sector. The ACA moves care away from hospitals and other acute care settings to consumers' communities and homes. The ACA also enhances innovative approaches that keep people well, reduce exacerbations of chronic illness, engage consumers with nurses, health coaches, care navigators, and others who partner with patients, moving away from the paternalistic approach of acute care. Opportunities abound for the astute home health provider. Nevertheless, there are a number of obstacles that homecare needs to be aware of in the ACA such as: reductions in reimbursement, enhanced benefits integrity oversight, small business implications of the ACA's employer mandate, new federal guidelines for the companionship exemption for care attendants. David Matyas has been scanning the homecare environment for many years and will guide attendees through the opportunities and challenges to assure participants are taking an 'eyes wide open' approach to their future endeavors. The attendee will leave with a heightened awareness and clarity of the horizon for healthcare and homecare.



# HCLA SPEAKER BIOS

**Scott Carbonara** has held nearly 30 jobs since his first paper route when he was 8-years old. But he has spent much of the last 25 years practicing just 1 calling: he challenges people to imagine and create better lives for themselves and those around them. Scott is known as The Leadership Therapist, as he draws on his diverse background. He started his career serving as a crisis intervention counselor serving the most at-risk youth and their families, where he was awarded Family Therapist of the Year for the State of Michigan. Later, he transitioned to corporate America, where he served in a senior executive role as chief of staff for a multibillion dollar company and initiated changes that drastically improved attrition and customer loyalty scores—saving his company millions of dollars. Today, he is an international speaker, trainer, and management consultant specializing in Leadership. He is also the author of four leadership books, including *A Manager's Guide to Employee Engagement*. Throughout all his work, Scott aims to bring authentic leadership to life from the boardroom to the family room.

**Jonathon Kovar, JD**, of Nacogdoches, TX., specializes in healthcare law who specializes in compliance, serving home health agencies, physicians, DME providers, hospices, therapy providers, and outpatient. He has consulted with clients on ZPIC audits, Medicaid, and Medicare investigations. He is a sought after speaker on HIPAA compliance, documentation, billing strategies, and advanced technology utilization.

**Sean Burton** of Fort Worth, TX is Clinical Programs Manager for Community Health and Critical Care Programs at Med-Star. Sean received a 2012 EMS Top 10 Innovators award in 2012 for his work in cardiac arrest survival rates. Sean is a Critical Care Certified Paramedic and is lead investigator on several medical studies that will be submitted for publication.

**Faye Bryant, BSN, RN**, Clinical Services Administrator for Acadian Ambulance Services, has worked for 20 years in hospitals and home health in case management, and leadership roles. She worked in telehealth for Acadian, growing that sector of business to 60 agencies in 26 states. She now directs Community Para-medicine and she speaks and writes on the topic.

**Kenny Civello, MD**, of Baton Rouge, LA is a practicing cardiac electro-physiologist. He always feels that in order to truly recognize and fix the “problems in healthcare” you have to stay in the trenches. Dr Civello received his medical degree and Master of Public Health in Medical Informatics at Louisiana State University. He then went on to train at Vanderbilt Medical Center for Internal Medicine and completed his Cardiology and Electrophysiology Fellowship at The Cleveland Clinic. He founded AskDrWiki, the first Medical Wiki in 2006 and MyMedPass, a Personal Health record in 2005.

**Debbie Ritter BSN, RN, CWOCN, COS-C** has over 20 years of experience in the home care industry and more than 15 years of experience as a Certified Wound, Ostomy, Continence Nurse. She is employed as Corporate Clinical Specialists (Clinical Integration Team) and responsibilities include staff development, clinical pathway development, Transitional Care, patient outcomes, formulary management and Wound, Ostomy, Continence Management.

**Sue Kennedy, BS, RN, CWOCN, COS-C** has over 20 years of experience in the home care industry and more than 15 years of experience as a Certified Wound, Ostomy, Continence Nurse. She is employed as Corporate Clinical Specialists (Clinical Integration Team) and responsibilities include staff development, clinical pathway development, Transitional Care, patient outcomes, formulary management and Wound, Ostomy, Continence Management.

**David Matyas, JD**, of Washington, DC is a member of Epstein Becker & Green's Health Care and Life Sciences Practice Group, where his practice focuses on federal and state fraud issues such as anti-kickback, self-referral, false claims and regulatory compliance. Mr. Matyas represents an array of health care providers including hospitals and health systems, retail and specialty pharmacies, home health agencies, and hospices. He also advises investors and other financial institutions that invest in or support the health care industry. Matyas coauthored, *Legal Issues in Health Care Fraud and Abuse: Navigating the Uncertainties*, 4th ed., published by the American Health Lawyers Association in June 2012.

**Carlene MacMillan, DNP, RN**, is an appointee on the Louisiana State Board of Nursing, has worked in hospice and home care, and has published the most recent work in the nation on the use of social media in healthcare. Dr. MacMillan has expertise in regulatory and operational assessments of Health Care Facilities including areas of professional standards, compliance, fiscal, design & construction. She has also done due diligence in mergers and acquisitions for home health and hospice.

**Marian Tate, BSN, RN**, graduated with a BS from Northwestern State University in 1982. Marian worked at Our Lady of the Lake Regional Medical Center on the Oncology Floor and the Oncology Specialty Care Unit from 1982 until 1997. She worked for a small home health agency from 1997 until it closed in 1998 due to the BBA and all the cuts. Then Marian came to Health Standards in 1998. She started at the Nursing Home Complaint Desk and then moved to the Home Health and Hospice Desk where she is happy to be today.

**Michael Blackstone**, MD of Birmingham, AL, earned his medical degree at the Louisiana State University Health Sciences Center in New Orleans, LA. He subsequently trained at the University of Alabama at Birmingham in the combined Internal Medicine and Pediatrics program. Dissatisfied with the growing paperwork burden placed upon physicians and their staff, he started SutureSign – an electronic document delivery network designed to reduce that burden and help physicians capture lost signature-related revenue, ultimately making electronic signature work for both physicians and agencies.

# CONFERENCE REGISTRATION FORM

## Registration Fees for HCLA Members

Only members who are current on their 2013 membership dues are eligible to receive the member discount

## Registration Fees for Non-Members

Regular Fee  
Before October 30

\$300

\$400

Late Fee  
After October 30

\$340

\$440

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Member of:  HomeCare Association of Louisiana  Non-Member

Please list each attendee below. Use additional copies for more than four registrations.

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Two-Day Conference Registration before October 30 - \$300 for members, \$400 non-member

Two-Day Conference Registration after October 30 - \$340 for members, \$440 non-member

Registration Fee \$ \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Two-Day Conference Registration before October 30 - \$300 for members, \$400 non-member

Two-Day Conference Registration after October 30 - \$340 for members, \$440 non-member

Registration Fee \$ \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Two-Day Conference Registration before October 30 - \$300 for members, \$400 non-member

Two-Day Conference Registration after October 30 - \$340 for members, \$440 non-member

Registration Fee \$ \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Two-Day Conference Registration before October 30 - \$300 for members, \$400 non-member

Two-Day Conference Registration after October 30 - \$340 for members, \$440 non-member

Registration Fee \$ \_\_\_\_\_

I/We have read the payment and cancellation policies and agree to comply with these terms. **Please enclose check payable to the HomeCare Association of Louisiana.** You may also register and pay online at [www.hclanet.org](http://www.hclanet.org).

**Questions?** Call HCLA at 337-231-0080.

TOTAL ENCLOSED \$ \_\_\_\_\_

Method of Payment:  Check payable to HCLA  Amex  Discover  MasterCard  Visa

Card No. \_\_\_\_\_ Expiration Date \_\_\_\_\_ CSV Code \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

**Going Green!** In an effort to be environmentally responsible, the 2013 HCLA/LALA Annual 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 HCLA website.

Mail registration form and payments to:

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Lafayette, LA 70508  
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