

HCAF

Home Care Association of Florida
RESOURCES, EDUCATION, ADVOCACY

**HCAF
HOME
CARE
CON!**

**UNLEASH YOUR
INNER SUPERHERO!**

**JULY 29-AUGUST 1, 2018
ORLANDO, FLORIDA**

29TH ANNUAL CONFERENCE & TRADE SHOW

**THIS SUMMER, JOIN HCAF TO
UNLEASH YOUR INNER SUPERHERO
AT THE SUNSHINE STATE'S LARGEST
HOME CARE EVENT OF THE YEAR . . .**

**HOME
CARE
CON!**

If you are like most home care providers today, you find yourself feeling as though you are battling against a new *ARCH ENEMY* every day.

ATTACKS are coming from all fronts; the Department of Labor, Zone Program Integrity Contractors and the looming threat of payment suspension, never-ending Additional Documentation Requests, implementation of Medicare's revised Conditions of Participation and emergency preparedness regulations, the Home Health Groupings Model, *AND THE LIST GOES ON AND ON!*

On certain days, you probably find yourself wishing you had some *SUPERHERO POWERS* to fend off these *FEARSOME FOES*.


You know, powers like the Hulk where you can just *SMASH*, or powers like Superman where you and your agency are *BULLETPROOF* against all the attacks coming your way.

Well, at HCAF's 29th Annual Conference & Trade Show, our dynamic superhero speakers will help you *UNLEASH YOUR INNER SUPERHERO!*

Like most caped crusaders, you do not work in home care for fame or fortune; you do it because it is a higher calling to *SERVE THOSE IN NEED*.

This year's conference will arm you with the *POWER OF KNOWLEDGE* and provide you with the tools and resources necessary to *BATTLE* against all that impede your ability to do what you came to do – provide quality care to those in need.

As Batman's alter-ego, Bruce Wayne, once said, *"A HERO CAN BE ANYONE. EVEN A PERSON DOING SOMETHING AS SIMPLE AND REASSURING AS PUTTING A COAT AROUND A YOUNG BOY'S SHOULDERS TO LET HIM KNOW THAT THE WORLD HADN'T ENDED."*

While there are times when it may seem like the world is ending for home care providers, *THERE IS STILL HOPE!* Hope that is instilled in the superhero that lies within all of us. 

PRE-CONFERENCE (PRECON)
Sunday, July 29

MAIN CONFERENCE (MAINCON)
Monday, July 30 through Wednesday, August 1

TRADE SHOW
Monday, July 30 & Tuesday, July 31

RECEPTIONS
Monday, July 30 & Tuesday, July 31

ABOUT HCAF

The Home Care Association of Florida (HCAF) is the premier resource and advocate for Florida's home care industry and patients. 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 throughout the Sunshine State.

HCAF serves state licensed (private-funded) and Medicare- and Medicaid-certified home care agencies. Affiliate members include, among others, nurse registries, hospices, home-maker/companion and sitter services, medical supplies and equipment vendors, accreditation organizations, consultants, technology/software providers, accountants, legal services, employee benefits organizations, and staffing agencies. 🌟

CONFERENCE OVERVIEW

This annual summer event offers the opportunity to learn more about new developments that will help home care providers deliver the highest quality services, including effective management strategies, cost-cutting ideas, innovative programs, and regulatory updates.

Education content is targeted for owners, administrators, clinical supervisors, financial managers, as well as clinical, marketing, legislative, regulatory, and technology staff.

As always, we have a robust schedule for Medicare- and Medicaid-certified agencies. For the third year in a row, we have added an equally robust track of offerings for Private Duty providers.

The recommended attire is business casual. Attendees are encouraged to dress in layers due to changes in room temperatures. Superhero capes and accessories optional. 🌟

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 specific session basis. For updates on our progress in obtaining approval for these sessions, visit the conference website at HomeCareCon.com/CEUs.

For your convenience, HCAF will notify CE Broker of attendee participation for the Boards listed above, excluding Accountancy. When attending workshops and sessions, sign-in is required in order to receive credits. Please have your professional license number with you at registration and during sessions to earn contact hours. 🌟



RENAISSANCE ORLANDO AT SEAWORLD®
6677 SEA HARBOR DRIVE, ORLANDO, FL 32821

CONFERENCE VENUE

Immerse yourself in luxury at Renaissance Orlando at SeaWorld®, where deluxe accommodations and its premier location across from SeaWorld® and other famous Orlando attractions inspires unforgettable experiences. For more information about lodging and amenities, as well as local discounts on theme park tickets, dining, and other things to do visit HomeCareCon.com.

HCAF secured a block of guest rooms at the conference hotel at the nightly rate of \$169, plus applicable state and local taxes. The discounted guest room reservation cut-off date is July 6 at 5:00 p.m. ET. HCAF's block rate includes the daily resort fee, which **includes** several amenities for guests, including 50% off self-parking rates, wireless in-room Internet, discounts at the hotel spa and Tradewinds restaurant, and more!

Book online at <https://aws.passkey.com/go/HCAF2018> or call the hotel toll-free at (800) 266-9432. When booking by phone, reference the Home Care Association of Florida (HCAF) conference to obtain the group rate.

DON'T BE SCAMMED! HCAF does not use third-party companies to manage its room reservations. Please be aware that some scam companies have been known to call and email our attendees/speakers/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 obtain a lower nightly rate. However, beware! It is very unlikely that their rate includes the \$25 daily resort fee, the amenities listed on the conference website, and discounted parking. 🌟

Kapow!



- *Faster (at coding) than a speeding bullet*
- *Able to leap tall stacks of ADRs and ZPICs*
- *Finds your agency's "Kryptonite" and gets rid of it!*



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OUR SESSIONS:

MASTER CASE MANAGEMENT & DOCUMENTATION

9– 12 noon Sunday July 29 (Pre-Conference Workshop)

FIGHT SURVEYS LIKE A SUPER HERO

1– 5 p.m. Sunday July 29 (Pre-Conference Workshop)
Co-Presenters J'non Griffin and Christina Crumbley

IS IT A BIRD? IS IT A PLANE? NO, IT'S OASIS D—MOVING FORWARD

10:30– 11:50 a.m. Tuesday July 31

AGENDA AT-A-GLANCE



MEDICARE/CLINICAL/
QUALITY



PRIVATE DUTY



AUDIT/SURVEY



TECHNOLOGY/
FINANCIAL



HUMAN RESOURCES



GENERAL/MEAL

PRECON • SUNDAY, JULY 29 • WORKSHOPS

7:00 AM – 8:00 AM	BREAKFAST FOR PRECON WORKSHOPS <i>(Attendees for 8:00 AM PreCon Workshops)</i>	Atrium C & D	MEAL
8:00 AM – 9:00 AM	BREAKFAST FOR PRECON ATTENDEES <i>(Attendees for 9:00 AM PreCon Workshops)</i>	Atrium C & D	MEAL
8:00 AM – 5:00 PM	(ALL DAY) WAGE HOUR 1001: PAY PRACTICE COMPLIANCE TO PROTECT YOUR AGENCY MORE EFFECTIVELY THAN EVEN CAPTAIN AMERICA'S SHIELD <i>(Spinola/Donew/Kurtyka/Murphy/Waugh/Young)</i>	Coral A & B	HR
8:00 AM – 12:00 PM	(AM) HOW TO CHANNEL THE QAPI WITHIN YOU, CONQUER THE CoPs, IMPROVE YOUR OUTCOMES, AND SAVE THE WORLD! <i>(Litwin)</i>	Oceans 1 & 2	MCQ
9:00 AM – 5:00 PM	(ALL DAY) EVERY SUPER CODER STARTS SOMEWHERE: THE ART OF ICD-10-CM CODING FOR BEGINNERS <i>(Sparks)</i>	Coral C	MCQ
9:00 AM – 5:00 PM	(ALL DAY) SOLVING THE MYSTERY OF THE ELUSIVE REFERRAL SOURCE BY SUPERCHARGING YOUR HOME CARE SALES TEAM! <i>(Stover/Lewallen)</i>	Damselfish	PD
9:00 AM – 12:00 PM	(AM) MASTER CASE MANAGEMENT & DOCUMENTATION TO MASTER THE HOME HEALTH UNIVERSE <i>(Griffin/Crumbley)</i>	Fantail	AUDIT SURVEY
12:00 PM – 1:00 PM	LUNCH FOR ALL DAY WAGE HOUR 1001... ATTENDEES	Coral A & B	MEAL
12:00 PM – 1:00 PM	LUNCH FOR ALL DAY ALL OTHER PRECON ATTENDEES	Atrium C & D	MEAL
1:00 PM – 5:00 PM	(PM) VALUE-BASED PURCHASING & QUALITY OF PATIENT CARE STAR RATING: YOUR SECRET SUPER POWER OR YOUR KRYPTONITE! <i>(Gabboury)</i>	Oceans 1 & 2	MCQ
1:00 PM – 5:00 PM	(PM) CONQUERING THE DREADED MEDICARE BEAST <i>(Canaan/Foster)</i>	Tarpon	MCQ
1:00 PM – 5:00 PM	(PM) SURVEY PREPARATION FOR CLINICAL MANAGERS <i>(Griffin/Crumbley)</i>	Fantail	AUDIT SURVEY

MAINCON • MONDAY, JULY 30 • SESSIONS

8:00 AM – 9:00 AM	BREAKFAST FOR MAINCON ATTENDEES	Atrium C & D	MEAL
9:00 AM – 10:15 AM	HOME CARE SUPER HEROES ARE AMONG YOU: IDENTIFY & NURTURE THEM TO GREATNESS! <i>(Scharber)</i>	Crystal CDE	GENERAL
10:30 AM – 12:00 PM	HOW TO BE A SUPER HERO AND SAVE THE DAY FOR YOUR CLIENTS: PRIVATE DUTY FROM A CONSUMER'S PERSPECTIVE <i>(Cody-Guastella)</i>	Coral B	PD
10:30 AM – 12:00 PM	THE LATEST FROM D.C. HEADQUARTERS <i>(Dombi)</i>	Crystal CDE	MCQ
11:30 AM – 12:00 PM	LUNCH FOR TRADE SHOW EXHIBITORS	Oceans 5-12	MEAL
12:00 PM – 1:15 PM	LUNCH FOR MAINCON ATTENDEES	Oceans 5-12	MEAL
1:30 PM – 2:20 PM	GUIDING YOUR STAFF TO MASTER THE CHALLENGES OF THE NEW CoPs <i>(Collins)</i>	Coral A	HR
1:30 PM – 2:20 PM	CORRECTLY CLASSIFYING EXEMPT EMPLOYEES: PROTECT YOUR AGENCY FROM AUDITS & MISCLASSIFICATION CLAIMS <i>(B. King)</i>	Coral B	PD
1:30 PM – 2:20 PM	BAM! POW! WOW! DOCUMENT LIKE A SUPER HERO <i>(Marrelli/Armato)</i>	Oceans 1	MCQ
1:30 PM – 2:20 PM	YOU'RE AUDIT READY AND NOW FASTER THAN A SPEEDING BULLET, MORE POWERFUL THAN A LOCOMOTIVE, AND ABLE TO LEAP TALL BUILDINGS IN A SINGLE BOUND! <i>(Grahovac)</i>	Oceans 2	AUDIT SURVEY
1:30 PM – 2:20 PM	FLORIDA HIE SERVICES: POWERS ACTIVATE! <i>(P. King/Parsons)</i>	Oceans 3	TECH
1:30 PM – 2:20 PM	DEALING WITH DIFFICULT PATIENTS WITHOUT USING VULCAN MIND-MELD <i>(Northcutt)</i>	Oceans 4	MCQ
2:30 PM – 3:50 PM	CAREGIVER RECRUITMENT TRENDS & SCALING HIRING TO FUEL GROWTH: GET COMPETITIVE <i>(Kurtyka)</i>	Coral A	HR
2:30 PM – 3:50 PM	HULK SMASH THE COMPETITION: MIX SALES AND MARKETING WITH METRICS <i>(Orsini/Womble)</i>	Coral B	PD
2:30 PM – 3:50 PM	HOLY TWISTER, BATMAN! EMERGENCY PREPAREDNESS TABLE-TOP TO GO <i>(Northcutt)</i>	Oceans 1	MCQ
2:30 PM – 3:50 PM	NAVIGATING THE SURVEY PROCESS LIKE A SUPERHERO <i>(Woodrow)</i>	Oceans 2	AUDIT SURVEY
2:30 PM – 3:50 PM	CRACKING THE CODE: PATIENT-CENTERED PAYMENT MODELS <i>(Ashworth)</i>	Oceans 3	TECH
2:30 PM – 3:50 PM	UTILIZATION REVIEW COMES TO HOME HEALTH THIRD-PARTY PRIOR AUTHORIZATION <i>(McCormick)</i>	Oceans 4	MCQ
4:00 PM – 4:50 PM	OPPOSITIONING: ONE SURPRISING STRATEGY FOR INNOVATION AND DIFFERENTIATION <i>(Rendall)</i>	Crystal CDE	GENERAL
5:00 PM – 6:00 PM	RECEPTION FOR MAINCON ATTENDEES & TRADE SHOW EXHIBITORS	Oceans 5-12	MEAL

MAINCON • TUESDAY, JULY 31 • SESSIONS

7:30 AM – 8:30 AM	ZPIC TASK FORCE MEETING	Coral A	MCQ
8:00 AM – 9:00 AM	BREAKFAST FOR MAINCON ATTENDEES	Oceans Foyer	MEAL
8:00 AM – 9:00 AM	PRIVATE DUTY TASK FORCE MEETING	Coral B	PD
8:30 AM – 9:50 AM	SUPER HEALING POWERS START WITH “WOUND STATUS ACCURACY” <i>(Crawford)</i>	Oceans 1	MCQ
8:30 AM – 9:50 AM	THE VILLAINOUS HHGM <i>(Gaboury)</i>	Crystal CDE	MCQ
8:30 AM – 9:50 AM	WHO KNOWS WHAT DARKNESS LURKS IN THE HEART OF HOME HEALTH? THE SHADOW KNOWS... <i>(Blackwell)</i>	Oceans 3	TECH
9:00 AM – 9:50 AM	TIPS OF THE TRADE FROM THE FOREFRONT OF THE EMPLOYEE RELATIONS BATTLEGROUND <i>(Briones)</i>	Coral B	PD
9:00 AM – 9:50 AM	THE 7 ELEMENTS OF AN EFFECTIVE CORPORATE COMPLIANCE PROGRAM <i>(Greenhalgh)</i>	Oceans 2	AUDIT! SURVEY!
10:00 AM – 10:30 AM	MORNING BREAK FOR MAINCON ATTENDEES & TRADE SHOW EXHIBITORS	Oceans 5-12	MEAL
10:30 AM – 11:50 AM	ARE YOU PAYING ATTENTION TO ADRs AND DENIALS? TIPS FOR ADDRESSING DASTARDLY ZPIC ISSUES <i>(Cheek)</i>	Oceans 4	MCQ
10:30 AM – 11:50 AM	CONTRACTS WITH SUPER HERO PROTECTIONS: EMPLOYMENT, INDEPENDENT CONTRACTOR, AND RESTRICTIVE COVENANT AGREEMENTS <i>(Dornfield)</i>	Coral A	HR
10:30 AM – 11:50 AM	IS IT A BIRD? IS IT A PLANE? NO, IT’S OASIS-D – MOVING FORWARD! <i>(Griffin)</i>	Oceans 1	MCQ
10:30 AM – 11:50 AM	IT’S CLOBBERING TIME: OPTIMIZING REVENUE CYCLE SPENDING <i>(Stone-Smith)</i>	Oceans 3	TECH
10:30 AM – 11:50 AM	LONG-TERM CARE INSURANCE: THE CARRIER PERSPECTIVE <i>(Capell)</i>	Coral B	PD
10:30 AM – 11:50 AM	QUALITY CYCLE MANAGEMENT – THE KEY TO UTILIZATION OF BENCHMARKS AND METRICS TO ENHANCE QUALITY AND MARGINS <i>(Page-Greifinger)</i>	Oceans 2	AUDIT! SURVEY!
11:30 AM – 12:00 PM	LUNCH FOR TRADE SHOW EXHIBITORS	Oceans 5-12	MEAL
12:00 PM – 1:15 PM	LUNCH FOR MAINCON ATTENDEES	Oceans 5-12	MEAL
1:30 PM – 2:20 PM	FLORIDA LEGISLATIVE & REGULATORY UPDATE <i>(Mooney)</i>	Crystal CDE	GENERAL
2:30 PM – 3:00 PM	PRESIDENT’S ADDRESS & EXCELLENCE IN HOME CARE AWARDS	Crystal CDE	GENERAL
3:00 PM – 3:50 PM	THE SUPERHEROES’ GUIDE TO ONBOARDING <i>(Dalton)</i>	Coral B	PD
3:00 PM – 3:50 PM	TOOLS AND RESOURCES TO FIGHT THE GOOD FIGHT ON THE LEGAL BATTLEGROUND <i>(Hogue)</i>	Crystal CDE	MCQ
4:00 PM – 4:50 PM	CAREGIVERS, TAKE CARE! HARNESSING SUPERPOWERS TO HELP YOU BALANCE WORK, CAREGIVING AND PERSONAL WELL-BEING <i>(Bridge)</i>	Crystal CDE	GENERAL
5:00 PM – 6:00 PM	HAPPY HOUR RECEPTION MAINCON ATTENDEES & SPECIAL SPECIFIC SPONSORS	Atrium C & D	MEAL

MAINCON • WEDNESDAY, AUGUST 1 • SESSIONS

7:30 AM – 8:30 AM	BREAKFAST FOR MAINCON ATTENDEES	Oceans Foyer	MEAL
8:00 AM – 9:20 AM	BANG, WHAM, POW! HOW IMPACT AFFECTS HOME HEALTH <i>(Crawford)</i>	Oceans 4	MCQ
8:00 AM – 9:20 AM	CASE STUDY: REDUCE READMISSIONS BY INTEGRATING TELEMEDICINE WITH TRADITIONAL CARE <i>(Shen/Goodson)</i>	Oceans 1	TECH
8:00 AM – 9:20 AM	HOW TO BECOME A SUPERWOMAN: LEADERSHIP FOR WOMEN <i>(Crumbley)</i>	Coral A	HR
8:00 AM – 9:20 AM	THE DASTARDLY HHGM IS ALIVE AND KICKING – HOW CAN YOU PREPARE FOR THE NEXT BATTLE? <i>(Attaya/Payne)</i>	Oceans 3	TECH
8:30 AM – 9:20 AM	ENGAGING THE AT-HOME/AT-RISK PATIENT USING THE SUPERPOWER OF VIRTUAL CARE <i>(Horner)</i>	Coral B	PD
8:30 AM – 9:20 AM	THE HOME HEALTH PLAN OF CARE: HOW TO MAKE IT SURVEY-READY <i>(Hernandez)</i>	Oceans 2	AUDIT! SURVEY!
9:30 AM – 10:20 AM	3 KEY AREAS: MEASURE THESE METRICS TO COMPLY WITH NEW CoPs <i>(Reid-Haughian)</i>	Oceans 4	MCQ
9:30 AM – 10:20 AM	MOBILE TECHNOLOGY, EVV, AND BEYOND <i>(Levine/Dillan)</i>	Oceans 3	TECH
9:30 AM – 10:20 AM	TO INFINITY & BEYOND: OASIS, OUTCOMES & YOUR AGENCY’S STAR RATINGS! <i>(Trevathan)</i>	Oceans 2	AUDIT! SURVEY!
9:30 AM – 10:20 AM	UNDERSTANDING THERAPY POTENTIAL FOR THE MEDICALLY COMPROMISED PATIENT <i>(Roberts/Whitefield)</i>	Oceans 1	MCQ
9:30 AM – 10:20 AM	TAKING YOUR CULTURE FROM NEED TO WANT: ARE YOU READY TO COMPETE? <i>(Killebrew)</i>	Coral B	PD
10:30 AM – 11:20 AM	GOING BEYOND TIME MANAGEMENT: PRODUCTIVITY, WELL-BEING, AND PEACE OF MIND <i>(Bridge)</i>	Coral B	PD
10:30 AM – 11:20 AM	HOW TO EFFECTIVELY MANAGE LYMPHEDEMA AND VENOUS WOUND PATIENTS <i>(Groleau)</i>	Oceans 1	MCQ
10:30 AM – 11:20 AM	PATIENT RIGHTS AND OTHER STRUGGLES OF THE NEW CoPs <i>(Warfield)</i>	Oceans 4	MCQ
10:30 AM – 11:20 AM	PROVIDING 30 DAYS OF CARE LIKE A SUPER HERO ON \$1,100...REALLY?! <i>(McGowan/Bajer)</i>	Oceans 3	TECH
10:30 AM – 11:20 AM	REHABILITATION IS YOUR SUPERPOWER TO 5-STAR OUTCOMES <i>(Liem/Nelson)</i>	Oceans 2	AUDIT! SURVEY!
10:30 AM – 11:20 AM	THE POW! IN TARGETED PROBE & EDUCATE <i>(Gaboury)</i>	Crystal CDE	MCQ



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.

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SUNDAY JULY 29 WORKSHOPS

HUMAN RESOURCES FOR ALL PROVIDERS 8:00 AM – 5:00 PM • CORAL A & B

(ALL DAY) WAGE HOUR 1001: PAY PRACTICE COMPLIANCE TO PROTECT YOUR AGENCY MORE EFFECTIVELY THAN EVEN CAPTAIN AMERICA'S SHIELD

ANGELO SPINOLA, ESQ., LITTLER EMPLOYMENT & LABOR LAW SOLUTIONS WORLDWIDE • LINDA DONEV, MATRIXCARE • BRANDI KURTYKA, MYCNAJOBS • LINDA MURPHY, CONCIERGE HOME CARE • THERESA WAUGH, ESQ., LITTLER EMPLOYMENT & LABOR LAW SOLUTIONS WORLDWIDE • GREG YOUNG, CONCIERGE HOME CARE

Take a deep dive on employment laws and regulations in this full-day workshop! Attendees will gain an understanding of the Trump Administration's impact on the home care industry, including sweeping changes to wage-and-hour legislation and regulations.

Specific topics to be discussed include: recent changes to the White Collar Exemption; federal minimum wage requirements; live-in and companionship exemptions; investigations into nurse registries; treatment of Uber-style home care delivery models; ACA employer insurance mandate; litigation regarding enforcement of arbitration agreements; and, the current status of the government's agenda regarding joint employer and independent contractor status. Later in the workshop, attendees will learn how to accurately and efficiently track and stay compliant with respect to employees' time to avoid costly class-action lawsuits and investigations.

Additionally, a case study of a home care agency to create a platform for wage-and-hour compliance will be examined, as well as the nuances of exempt employees and how to classify them to protect the exemption. At the end of this comprehensive employment law workshop, attendees will have the opportunity to 'stump the attorney' with a panel Q&A session on wage-and-hour laws and rules. 🚀



7:00 AM

BREAKFAST FOR 8:00 AM PRECON WORKSHOP ATTENDEES • ATRIUM C & D • 7:00 AM – 8:00 AM

8:00 AM

BREAKFAST FOR 9:00 AM PRECON WORKSHOP ATTENDEES • ATRIUM C & D 8:00 AM – 9:00 AM

HOW TO CHANNEL THE QAPI WITHIN YOU, CONQUER THE CoPs, IMPROVE OUTCOMES... OCEANS 1 & 2 • 8:00 AM – 12:00 PM

WAGE HOUR 1001: PAY PRACTICE COMPLIANCE TO PROTECT YOUR AGENCY... CORAL A & B • 8:00 AM – 5:00 PM

9:00 AM

MASTER CASE MANAGEMENT & DOCUMENTATION... 9:00 AM – 12:00 PM • FANTAIL

ICD-10-CM CODING FOR BEGINNERS 9:00 AM – 5:00 PM • CORAL C

SOLVING THE MYSTERY OF THE ELUSIVE REFERRAL SOURCE... 9:00 AM – 5:00 PM • DAMSELFISH

12:00 PM

LUNCH FOR ALL DAY WAGE HOUR 1001 ATTENDEES • 12:00 PM – 1:00 PM • CORAL A & B

LUNCH FOR ALL OTHER PRECON ATTENDEES 12:00 PM – 1:00 PM • ATRIUM C & D

1:00 PM

CONQUERING THE DREADED MEDICARE BEAST 1:00 PM – 5:00 PM • TARPON

SURVEY PREPARATION FOR CLINICAL MANAGERS 1:00 PM – 5:00 PM • FANTAIL

VBP & QUALITY OF PATIENT CARE STAR RATING 1:00 PM – 5:00 PM • OCEANS 1 & 2

MEDICARE/CLINICAL/QUALITY • 8:00 AM – 12:00 PM • OCEANS 1 & 2

(AM) HOW TO CHANNEL THE QAPI WITHIN YOU, CONQUER THE COPS, IMPROVE YOUR OUTCOMES, AND SAVE THE WORLD!

SHARON M. LITWIN, 5 STAR CONSULTANTS

This workshop will teach attendees how to develop a Quality Assurance & Performance Improvement (QAPI) program in detail, then will dig into how to implement a successful program. Multiple samples of audit tools, quality indicators, calendars, outcomes, and action plans will be given and reviewed. Audience participation will be welcome as we develop a QAPI program together! 🚀



MEDICARE/CLINICAL/QUALITY • 9:00 AM – 5:00 PM • CORAL C

(ALL DAY) EVERY SUPER CODER STARTS SOMEWHERE: THE ART OF ICD-10-CM CODING FOR BEGINNERS!

SPARKLE SPARKS, OASIS ANSWERS

With each passing year, diagnostic coding accuracy plays a greater role in quality reporting, risk adjustment, and payment. The foundation of ICD-10-CM coding accuracy is translating medical terminology into coding language with proper application of coding guidelines and instructions found in a current coding manual. This highly interactive workshop for novice coders, or those who never had these lessons, teaches the essential basics and beyond for the most accurate application of diagnosis codes. Case studies, exercises, and many opportunities to ask questions reinforces understanding of the concepts presented. *A current coding manual is required for class participation.* 🚀



PRIVATE DUTY • 9:00 AM – 5:00 PM • DAMSELFISH

(ALL DAY) SOLVING THE MYSTERY OF THE ELUSIVE REFERRAL SOURCE BY SUPERCHARGING YOUR HOME CARE SALES TEAM!

MELANIE STOVER & JASON LEWALLEN, HOME CARE SALES

There is often a mystery surrounding gaining referrals and achieving quota. The unknown factors tend to get passed off with excuses like: "You don't understand my market"... "There aren't enough clients"... "The hospitals are controlling the flow of referrals"... "There are too many agencies in my area".

With those and other excuses, we truly start to believe that all referrals are controlled by someone else or elements out of our control. However, that doesn't explain how Home Care Sales has successfully deployed their methodology all across the country and received successful results with every agency that fully dives in with the high performance sales process. We only have one day – a simple eight hours – to create some forward progress with your organization that will help you become more profitable and a more sales functional agency. 🚀



AUDIT/SURVEY • 9:00 AM – 12:00 PM • FANTAIL

(AM) MASTER CASE MANAGEMENT & DOCUMENTATION TO MASTER THE HOME HEALTH UNIVERSE

J'NON GRIFFIN, HOME HEALTH SOLUTIONS • CHRISTINA CRUMBLEY, SIGNATURE HOMENOW

The best way to master the new Conditions of Participation is to have strong case managers who are in charge of care coordination. This presentation will discuss best practices to bring to your agency on case management and documentation. Topics discussed will be understanding goal-driven care, how to manage the patient holistically, and how to ensure proper documentation of care coordination without risking clinical burnout. Additionally, in this workshop we will discuss the best strategies for accurate and compliant documentation to prevent denials in light of increased oversight by auditors. 🦋



MEDICARE/CLINICAL/QUALITY • 1:00 PM – 5:00 PM • OCEANS 1 & 2

(PM) VALUE-BASED PURCHASING & QUALITY OF PATIENT CARE STAR RATING: YOUR SECRET SUPER POWER OR YOUR KRYPTONITE!

MELINDA GABOURY, HEALTHCARE PROVIDER SOLUTIONS

This workshop will allow home health staff members to obtain information in order to evaluate where their agency would stand if Value-Based Purchasing (VBP) were happening in their state today. VBP results from the first two years of the pilot will be reviewed and how VBP has affected the nation's Home Health Compare/Star Rating scores. Directors, clinicians, and quality review staff will not want to miss this workshop. 🦋



**MEDICARE/CLINICAL/QUALITY
1:00 PM – 5:00 PM • TARPON**

(PM) CONQUERING THE DREADED MEDICARE BEAST

CHARLES CANAAN & KRISDEE FOSTER, PALMETTO GBA

This workshop is designed for home health providers and their staff to equip them with the tools they need to be successful with Medicare billing, coverage, and that documentation required. 🦋



AUDIT/SURVEY • 1:00 PM – 5:00 PM • FANTAIL

(PM) FIGHT SURVEYS LIKE A SUPERHERO: SURVEY PREPARATION FOR CLINICAL MANAGERS

J'NON GRIFFIN, HOME HEALTH SOLUTIONS • CHRISTINA CRUMBLEY, SIGNATURE HOMENOW

With the new Medicare Conditions of Participation, clinical managers, and now administrators may be required to help the surveyor navigate through the survey process. This presentation will educate clinical managers on how to not only remain in a constant state of survey preparation, but learn the different types of surveys and how to work through the survey process. 🦋



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MONDAY JULY 30 SESSIONS

8:00 AM BREAKFAST FOR MAINCON ATTENDEES • 8:00 AM – 9:00 AM • ATRIUM C & D

9:00 AM HOME CARE SUPER HEROES ARE AMONG YOU: IDENTIFY & NURTURE THEM TO GREATNESS! • 9:00 AM – 10:15 AM • CRYSTAL CDE

10:30 AM HOW TO BE A SUPER HERO...FOR YOUR CLIENTS: PRIVATE DUTY FROM A CONSUMER'S PERSPECTIVE • 10:30 AM – 12:00 PM • CORAL B
LATEST FROM D.C. HEADQUARTERS • 10:30 AM – 12:00 PM • CRYSTAL CDE

11:30 PM LUNCH FOR TRADE SHOW EXHIBITORS • 11:30 AM – 12:00 PM • OCEANS 5-12

12:00 PM LUNCH FOR MAINCON ATTENDEES • 12:00 PM – 1:15 PM • OCEANS 5-12

1:30 PM

GUIDING YOUR STAFF TO MASTER THE CHALLENGES OF THE NEW CoPs

1:30 PM – 2:20 PM
CORAL A

CORRECTLY CLASSIFYING EXEMPT EMPLOYEES PROTECT YOUR AGENCY FROM AUDITS & MISCLASSIFICATION CLAIMS

1:30 PM – 2:20 PM
CORAL B

BAM! POW! WOW! DOCUMENT LIKE A SUPER HERO

1:30 PM – 2:20 PM
OCEANS 1

YOU'RE AUDIT READY AND NOW FASTER THAN A SPEEDING BULLET...

1:30 PM – 2:20 PM
OCEANS 2

FLORIDA HIE SERVICES: POWERS ACTIVATE!

1:30 PM – 2:20 PM
OCEANS 3

DEALING WITH DIFFICULT PATIENTS WITHOUT USING VULCAN MIND-MELD

1:30 PM – 2:20 PM
OCEANS 4

2:30 PM

CAREGIVER RECRUITMENT TRENDS & SCALING HIRING TO FUEL GROWTH: GET COMPETITIVE

2:30 PM – 3:50 PM
CORAL A

HULK SMASH THE COMPETITION: MIX SALES AND MARKETING WITH METRICS

2:30 PM – 3:50 PM
CORAL B

HOLY TWISTER, BATMAN! EMERGENCY PREPAREDNESS TABLE-TOP TO GO

2:30 PM – 3:50 PM
OCEANS 1

NAVIGATING THE SURVEY PROCESS LIKE A SUPERHERO

2:30 PM – 3:50 PM
OCEANS 2

CRACKING THE CODE: PATIENT-CENTERED PAYMENT MODELS

2:30 PM – 3:50 PM
OCEANS 3

UTILIZATION REVIEW COMES TO HOME HEALTH THIRD-PARTY PRIOR AUTHORIZATION

2:30 PM – 3:50 PM
OCEANS 4

4:00 PM

OPPOSITIONING: ONE SURPRISING STRATEGY FOR INNOVATION & DIFFERENTIATION • 4:00 PM – 4:50 PM • CRYSTAL CDE

5:00 PM

RECEPTION FOR MAINCON ATTENDEES & TRADE SHOW EXHIBITORS • 5:00 PM – 6:00 PM • OCEANS 5-12

GENERAL • 9:00 AM – 10:15 AM • CRYSTAL CDE

HOME CARE SUPER HEROES ARE AMONG YOU: IDENTIFY & NURTURE THEM TO GREATNESS!

ERIC SCHARBER, SIMIONE HEALTHCARE CONSULTANTS

This presentation will take attendees through a step-by-step process on how to build a culture of accountability that will lead your organization to success. The session will focus on how to develop leaders and what results organizations will realize because of this. It is high-energy, with a plethora of takeaways that can be implemented immediately. In this era of home care and hospice, your most important asset is your people. This presentation will help you mold your top performers into the best staff in the market. In turn, your organization will become the employer of choice and your financial success will skyrocket! 🚀

PRIVATE DUTY • 10:30 AM – 12:00 PM • CORAL B

HOW TO BE A SUPER HERO AND SAVE THE DAY FOR YOUR CLIENTS: PRIVATE DUTY FROM A CONSUMER'S PERSPECTIVE

KATHY CODY-GUASTELLA, TALLAHASSEE MEMORIAL HOME HEALTH CARE

Private Duty providers know that the day to day operation of a home care agency can surely be the villain. From scheduling headaches to staffing issues to incoming calls, there aren't enough hours in a day. Changing the way you do things seems to require a super power! Join other home care heroes in this highly-interactive, roundtable session where we will share best practices and hear what it's really like for those receiving services. Attendees will have the opportunity to discuss real-life scenarios and share their own experiences. Set your agency apart by capitalizing on the small things – oftentimes, these little details can make the most difference! 🦸‍♀️

MEDICARE/CLINICAL/QUALITY • 10:30 AM – 12:00 PM • CRYSTAL CDE

THE LATEST FROM D.C. HEADQUARTERS

WILLIAM A. DOMBI, ESQ., NATIONAL ASSOCIATION FOR HOME CARE & HOSPICE

Congress and federal agencies have had a long history with home care through Medicare, Medicaid, the Veterans Administration, and

other government programs. With a new Administration and Congress into its second year of action, what do they have in store for us? This program provides the up-to-the-minute report on legislative, regulatory, and legal issues coming out of Washington and into your lives in home care. 🚀

MONDAY JULY 30 SESSIONS

PRIVATE DUTY • 1:30 PM – 2:20 PM • CORAL B

CORRECTLY CLASSIFYING EXEMPT EMPLOYEES: PROTECT YOUR AGENCY FROM AUDITS & MISCLASSIFICATION CLAIMS

BOB KING, ESQ., LEGALLY NANNY®



This informative session will focus on exempt employees. Who is exempt and non-exempt?

What do you need to qualify for the executive, administrative, professional, and outside sales exemptions? Increasingly the U.S. Department of Labor (DOL) is auditing whether exempt employees are truly exempt. Plaintiffs' lawyers are filing misclassification lawsuits and class actions on this same issue. The DOL is also updating the overtime rules. Attend this presentation to learn the language you will need for your job descriptions and to ensure that you are properly classifying your employees to avoid liability and keep up to date with the latest developments.



MEDICARE/CLINICAL/QUALITY 1:30 PM – 2:20 PM • OCEANS 1

BAM! POW! WOW! DOCUMENT LIKE A SUPER HERO

TINA MARRELLI, MARRELLI AND ASSOCIATES & E-CAREGIVING SOLUTIONS • CAT ARMATO, ARMATO & ASSOCIATES

Documentation impacts almost every facet of a home care practice. Your documentation either contributes to positive outcomes or becomes a problem area that impacts many areas of your business. This fundamental course reviews recent trends that impact documentation standards and reviews strategies for improving documentation from quality, safety, regulatory, and payment perspectives. Helpful documentation review tools will be highlighted during this session to ensure meeting regulatory and quality requirements. Factors that contribute to the increased emphasis on documentation and strategies for improving/enhancing documentation will also be reviewed.



HUMAN RESOURCES • 1:30 PM – 2:20 PM • CORAL A

GUIDING YOUR STAFF TO MASTER THE CHALLENGES OF THE NEW COPS

JANNICE COLLINS, THE TRANSITIVE GROUP

In the business of caring for others, your staff is your greatest asset (or your biggest barrier) to providing quality and value to your clients. For many providers, the home health aide (HHA) is one of the most undervalued assets and many times only an afterthought. While every aspect of your business is directly or indirectly impacted by the people who manage, coordinate, and provide service in your agency, but HHAs actually "touch" your patients more than any other caregiver that you send out. Furthermore, HHAs have been the fastest growing occupation since 2007 with a 46% increase in their ranks. Everyone agrees that the demand has already outpaced the supply making your aides a truly precious resource and one to be treated as such! The new Medicare Conditions of Participation will impact the supervision, education, and practices of your employees, but that is especially true for your HHAs. This session will provide you with education about the current regulations and their impact on your staff along with guidance on effectively implementing these changes in your practice. We will discuss the areas that require action/education for your staff and suggest real-time measures you can take to ensure staff compliance and agency success.



AUDIT/SURVEY • 1:30 PM – 2:20 PM • OCEANS 2

YOU'RE AUDIT READY AND NOW FASTER THAN A SPEEDING BULLET, MORE POWERFUL THAN A LOCOMOTIVE, AND ABLE TO LEAP TALL BUILDINGS IN A SINGLE BOUND!

KELLY GRAHOVAC, THE VAN HALEM GROUP, A DIVISION OF VGM GROUP

The Centers for Medicare & Medicaid Services made several changes to their audit program in 2017. Join us for a session that will break down these changes and also discuss current initiatives by CMS audit contractors. During this session, we will take a closer look at what has changed, what is happening, and what to expect to see now and in the future audit environment for home health providers and durable medical equipment suppliers. This session is a great opportunity to ensure you are informed and prepared for the year ahead.

TECHNOLOGY FINANCIAL 1:30 PM – 2:20 PM • OCEANS 3

FLORIDA HIE SERVICES: POWERS ACTIVATE!

PAMELA KING, AGENCY FOR HEALTH CARE ADMINISTRATION
AARON PARSONS, AUDACIOUS INQUIRY

The expansion and availability of health information technology can provide home health agencies with the power to improve the quality of patient care by increasing efficiency and effectiveness. This presentation will provide you with insight on Florida's path to data exchange. You will also learn how to harness the strength of the Florida HIE (Health Information Exchange) Services to assist home health agencies move toward value-based models of care.



MEDICARE/CLINICAL/QUALITY 1:30 PM – 2:20 PM • OCEANS 4

DEALING WITH DIFFICULT PATIENTS WITHOUT USING VULCAN MIND-MELD

THERESA NORTHCUTT, SELMAN-HOLMAN & ASSOCIATES

Attend this session to identify strategies to deal with difficult patient situations and "non-compliance" while achieving outcome improvement and keeping staff safe. Learn how to handle informed refusal of care to comply with the new Medicare Conditions of Participation. Update your process to discharge a patient the right way, detailing unmet goals, utilizing appropriate notification forms, and highlighting key documentation points to avoid regulatory issues and secondary fallout. Best of all, attendees will learn to identify intake best practices to avoid accepting patients that are inappropriate for home care in the first place and save your super powers for the more challenging things!





HUMAN RESOURCES • 2:30 PM – 3:50 PM • CORAL A

CAREGIVER RECRUITMENT TRENDS & SCALING HIRING TO FUEL GROWTH: GET COMPETITIVE

BRANDI KURTYKA, MYCNAJOBS

We are seeing big companies like Amazon and other retail and fast food giants hire away good caregivers. We are hearing what's important to millions of caregivers when it comes to choosing a place to work. Join Brandi Kurtyka, CEO of myCNAJobs, for a front row seat to dive into the latest trends in recruitment, hiring, and benefits. Gain an outsider perspective on how to approach scaling recruitment to meet the growing demands of your agency to drive revenue. 🌟



PRIVATE DUTY • 2:30 PM – 3:50 PM • CORAL B

HULK SMASH THE COMPETITION: MIX SALES AND MARKETING WITH METRICS

MERRILY ORSINI & SHELE WOMBLE, CORECUBED

With caregiver scarcity, competitor crowding, and shifting consumer demographics, sometimes it feels like super powers are needed to successfully navigate the home care industry. You don't need

X-ray vision or super human strength to win your market segment, but you do need to demonstrate why yours is the agency that will save the day! Attend this session and come out with the resources to:

- Understand and apply the marketing and sales process to gain customers and referrers;
- Identify what metrics to measure and broadcast; and,
- Understand how data can be utilized to tell your agency's story, support your brand, and help consumers align with the home care good guys! 🌟



MEDICARE/CLINICAL/QUALITY • 2:30 PM – 3:50 PM • OCEANS 1

HOLY TWISTER, BATMAN! EMERGENCY PREPAREDNESS TABLE-TOP TO GO

TERESA NORTHCUTT, SELMAN-HOLMAN & ASSOCIATES

The emergency preparedness Conditions of Participation require that home health agencies conduct at least one "table-top exercise" annually. Every state in the nation is at risk for tornadoes, so this makes a good example of a table-top for agencies. In this session, we will walk through a table-top exercise for a tornado with a scenario slide presentation, discussion handout, and discuss key points to focus on as you lead your agency staff through this exercise. Take home the resources for a ready-made table-top to meet this component of your emergency preparedness program. 🌟



TECHNOLOGY/FINANCIAL • 2:30 PM – 3:50 PM • OCEANS 3

CRACKING THE CODE: PATIENT-CENTERED PAYMENT MODELS

STACY ASHWORTH, SELECT DATA

The Centers for Medicare & Medicaid Services has signaled their intention to move toward a payment model that incorporates patient characteristics and reduces costs. Agencies, which already face razor-thin margins under today's payment model, face the transition to a payment model that is focused on patient characteristics to predict their care needs versus the predicted utilization of their care needs. As we prepare to face upcoming operational challenges, attend this presentation to learn the key factors you will need to know and find out how to analyze those factors within your agency population in order to best meet the demands of payment reform. 🌟



MEDICARE/CLINICAL/QUALITY • 2:30 PM – 3:50 PM • OCEANS 4

UTILIZATION REVIEW COMES TO HOME HEALTH THIRD-PARTY PRIOR AUTHORIZATION

KIMBERLY MCCORMICK, HOME HEALTH STRATEGIC MANAGEMENT

A nationally-renowned post-acute care management company has created an acuity-based, third-party authorization model for home health claims. Home Health Strategic Management (HHSM) has developed and installed the utilization review model for home care prior authorizations, and the model is currently in operation with plans for expansion. New home care models, such as the Home Health Groupings Model and the post-acute Prospective Payment System, will require home health providers to create and manage care plans that achieve authorization approval in terms of value programming. Learn how payers are creating authorization models that address the drivers of value-based programming for home health programs from this progressive presentation. 🌟

GENERAL • 4:00 PM – 4:50 PM • CRYSTAL CDE

OPPOSITIONING: ONE SURPRISING STRATEGY FOR INNOVATION AND DIFFERENTIATION

DAVID RENDALL, RENDALL & ASSOCIATES

What can tiny houses, Spartan races, knuckleball pitchers, armless archers, Snapchat, unbrows, and Minecraft teach us about innovation and differentiation? We all know that innovation and differentiation are essential, but developing and implementing truly unique ideas seems very difficult, and most fail to become more creative and distinctive. The solution is surprisingly simple. A singular method for finding unconventional ideas that will dramatically improve your ability to stand out and produce an endless supply of original breakthroughs. Attend this session to go from unconventional to unforgettable to unstoppable! 🌟



AUDIT/SURVEY • 2:30 PM – 3:50 PM • OCEANS 2

NAVIGATING THE SURVEY PROCESS LIKE A SUPERHERO

STAFANIE P. WOODROW, ABSOLUTE HEALTHCARE ASSOCIATES

The home health survey process can be tedious and confusing. For an agency, the best line of defense is to have a firm understanding and a well prepared plan to navigate the process. Presenter Stefanie Woodrow will map out first the survey process from a surveyor perspective, and then outline an agency protocol to help the entire team be prepared. 🌟



TUESDAY JULY 31 SESSIONS

7:30 AM

ZIPIC TASK FORCE MEETING • 7:30 AM – 8:30 AM • CORAL A

8:00 AM

**BREAKFAST FOR MAINCON ATTENDEES
8:00 AM – 9:00 AM • OCEANS FOYER**
**PRIVATE DUTY TASK FORCE MEETING
8:00 AM – 9:00 AM • CORAL B**

8:30 AM

**SUPER HEALING POWERS
START WITH "WOUND
STATUS ACCURACY"**

8:30 AM – 9:50 AM
OCEANS 1

THE VILLAINOUS HHGM

8:30 AM – 9:50 AM
CRYSTAL CDE

**WHO KNOWS WHAT
DARKNESS LURKS IN
THE HEART OF HOME
HEALTH? THE SHADOW
KNOWS – HOME HEALTH
AT A CRITICAL JUNCTURE**

8:30 AM – 9:50 AM
OCEANS 3

9:00 AM

**HOW TO SUCCESSFULLY WIN THE GAME OF RISK:
TIPS OF THE TRADE FROM THE FOREFRONT OF THE
EMPLOYEE RELATIONS BATTLEGROUND**

9:00 AM – 9:50 AM • CORAL B

**THE 7 ELEMENTS OF AN EFFECTIVE
CORPORATE COMPLIANCE PROGRAM**

9:00 AM – 9:50 AM • OCEANS 2

10:00 AM

MORNING BREAK FOR MAINCON ATTENDEES & TRADE SHOW EXHIBITORS • 10:00 AM – 10:30 AM • OCEANS 5-12

10:30 AM

**ARE YOU PAYING
ATTENTION TO ADRS
AND DENIALS?
TIPS FOR
ADDRESSING
DASTARDLY ZIPIC
ISSUES**

10:30 AM – 11:50 AM
OCEANS 4

**CONTRACTS WITH
SUPER HERO
PROTECTIONS:
EMPLOYMENT,
INDEPENDENT
CONTRACTOR,
AND RESTRICTIVE
COVENANT
AGREEMENTS**

10:30 AM – 11:50 AM
CORAL A

**IS IT A BIRD?
IS IT A PLANE?
NO, IT'S OASIS-D –
MOVING FORWARD!**

10:30 AM – 11:50 AM
OCEANS 1

**IT'S CLOBBERING
TIME: OPTIMIZING
REVENUE CYCLE
SPENDING**

10:30 AM – 11:50 AM
OCEANS 3

**LONG-TERM CARE
INSURANCE:
THE CARRIER
PERSPECTIVE**

10:30 AM – 11:50 AM
CORAL B

**QUALITY CYCLE
MANAGEMENT –
THE KEY TO
UTILIZATION OF
BENCHMARKS
AND METRICS TO
ENHANCE QUALITY
AND MARGINS**

10:30 AM – 11:50 AM
OCEANS 2

11:30 AM

LUNCH FOR TRADE SHOW EXHIBITORS • 11:30 AM – 12:00 PM • OCEANS 5-12

12:00 PM

LUNCH FOR MAINCON ATTENDEES • 12:00 PM – 1:15 PM • OCEANS 5-12

1:30 PM

FLORIDA LEGISLATIVE & REGULATORY UPDATE • 1:30 PM – 2:20 PM • CRYSTAL CDE

2:30 PM

HOME CARE AWARDS & PRESIDENT'S ADDRESS • 2:30 PM – 3:00 PM • CRYSTAL CDE

3:00 PM

**THE SUPERHEROES' GUIDE TO ONBOARDING
3:00 PM – 3:50 PM • CORAL B**
**TOOLS AND RESOURCES TO FIGHT THE GOOD FIGHT ON THE LEGAL
BATTLEGROUND • 3:00 PM – 3:50 PM • CRYSTAL CDE**

4:00 PM

**CAREGIVERS, TAKE CARE! HARNESSING SUPERPOWERS TO HELP YOU BALANCE WORK, CAREGIVING AND PERSONAL WELL-BEING
4:00 PM – 4:50 PM • CRYSTAL CDE**

5:00 PM

HAPPY HOUR RECEPTION FOR MAINCON ATTENDEES & SPECIAL SPECIFIC SPONSORS • 5:00 PM – 6:00 PM • ATRIUM C & D
MEDICARE/CLINICAL/QUALITY 8:30 AM – 9:50 AM • OCEANS 1
SUPER HEALING POWERS START WITH "WOUND STATUS ACCURACY"
RHONDA CRAWFORD, FOUNDATION MANAGEMENT SERVICES

This presentation includes a detailed review of the Wound Ostomy Continence Nurses Society (WOCN) Guidance on Integumentary Items. Ensure that your clinicians are able to answer these questions with 100% accuracy:

- When is a re-epithelialized wound still considered a "current" wound?
- What does granulation tissue really look like?
- Can avascular tissue be present on a Stage 2 pressure ulcer?
- How is "most problematic" defined in OASIS?
- What impact do these three OASIS items have on case mix and outcome measurement?

MEDICARE/CLINICAL/QUALITY
8:30 AM – 9:50 AM
CRYSTAL CDE

THE VILLAINOUS HHGM

MELINDA GABOURY, HEALTHCARE PROVIDER SOLUTIONS

The Home Health Groupings Model (HHGM) and payment methodology reform are the largest changes that home health has seen since the inception of the Prospective Payment System in 2000. While this rule has not yet been finalized, it is in the works. Under HHGM, the 60-day episode of care is replaced with a 30-day period of payment and patients are placed into one of 144 payment groups. The structure of determining the payment grouping is as follows:

1. Admission Source & Timing (Claims) – Community Early, Community Late, Institutional Early or Institutional Late;
2. Clinical Grouping (Primary Diagnosis) – Medication Management Teaching & Assessment, Neuro Rehab, Wounds, Complex Nursing Interventions, Musculoskeletal Rehab, Behavioral Health;
3. Functional Level (OASIS Items) – Low, Medium, High; and,
4. Comorbidity Adjustment (Secondary Diagnoses) – No or Yes.

Low Utilization Payment Adjustments (LUPA) will exist in the HHGM, but multiple ways to calculate versus the current standard. All this and more will be addressed in this *must hear* session. Get the most recent up to date data available. 🌟



HUMAN RESOURCES • 8:30 AM – 9:50 AM • OCEANS 3

WHO KNOWS WHAT DARKNESS LURKS IN THE HEART OF HOME HEALTH? THE SHADOW KNOWS – HOME HEALTH AT A CRITICAL JUNCTURE

DUANE BLACKWELL, NATIONAL HOME HEALTH ANALYTICS

The home health industry is at a critical juncture in its evolution from fee-for-service to a health care system based on the delivery of value. Included in this session will be a review of Medicare home health claims data and how it supports the arguments that will be made. We will start with a quick look at the current state of the industry and some of the new delivery models that are requiring reassessment of how home health is delivered (Accountable Care Organizations, bundled payments, etc.) Next, we will review and trend the relevant claims data metrics for the U.S., Florida, and each of the 11 Florida Agency for Health Care Administration regions. We will discuss and review the ongoing process employed by ACOs and hospital systems of vetting post-acute care providers for inclusion in preferred provider narrow networks. Finally, we will take a look at the “inconvenient truths” surrounding the growing impact and influence of Medicare Advantage on the home health industry. 🌟



AUDIT/SURVEY • 9:00 AM – 9:50 AM • OCEANS 2

THE 7 ELEMENTS OF AN EFFECTIVE CORPORATE COMPLIANCE PROGRAM

TERRY GREENHALGH, T&M HEALTHCARE CONSULTANTS

Join “The Sentry” (aka Terry Greenhalgh) as she stands guard to prevent fraud and abuse from entering home health agencies. Learn how to meet this challenge by arming compliance officers with the seven elements of an effective compliance program. Gain additional knowledge from Office of the Inspector General (OIG) guidance, the False Claims Act, federal sentencing guidelines, and more to help keep your agency safe. Attend this session, and fraud and abuse won’t breach your gates! 🌟

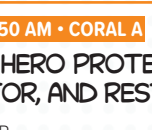


MEDICARE/CLINICAL/QUALITY • 10:30 AM – 11:50 AM • OCEANS 4

ARE YOU PAYING ATTENTION TO ADRS AND DENIALS? TIPS FOR ADDRESSING DASTARDLY ZPIC ISSUES

DAWN CHEEK, MCBEE

With auditors’ focus on the home health industry and the rise of Targeted Probe and Educate, certified agencies need to be prepared for a review at any time. As agencies continue to focus on the new Quality Assurance and Performance Improvement (QAPI) and process improvement, this is an ideal time to be proactive on reviewing and educating staff on effective clinical documentation. This is important to compliance — ensure that records are clean now if any future “look back” was to occur. 🌟



HUMAN RESOURCES • 10:30 AM – 11:50 AM • CORAL A

CONTRACTS WITH SUPER HERO PROTECTIONS: EMPLOYMENT, INDEPENDENT CONTRACTOR, AND RESTRICTIVE COVENANT AGREEMENTS

LANI M. DORNFELD, ESQ., BRACH EICHLER

Join highly-skilled combatant and strategist Mystique (aka Lani M. Dornfeld, Esq.), who will provide insight into negotiating strategies and key provisions of employment, independent contractor, and restrictive covenant agreements. Lani will discuss key terms to include in such agreements, and how to make them as agency-friendly and protective as possible. Lani will explain Florida’s restrictive covenant statute, and how to ensure your agency’s agreements are prepared to comply with the statute and be enforceable. She also will discuss the recent Florida Supreme Court case concerning restrictive covenants, and provide important tips for agencies to ensure their restrictive covenant agreements provide the maximum agency protections possible, including protection against theft of referral sources by home health marketers and others. Gain super hero knowledge on timely topics for your agency! 🌟



PRIVATE DUTY & HUMAN RESOURCES
9:00 AM – 9:50 AM
CORAL B

HOW TO SUCCESSFULLY WIN THE GAME OF RISK: TIPS OF THE TRADE FROM THE FOREFRONT OF THE EMPLOYEE RELATIONS BATTLEGROUND

ASHLEY BRIONES, BROOKS REHABILITATION HOME HEALTH

We all know it is a battleground that is ever evolving when it comes to employee relations, especially as we have seen in the last year with increasing harassment claims, ever-changing government and legal guidance relating to Family and Medical Leave Act, Americans with Disabilities Act, as well as unemployment. In this session, you will gain guidance and insight into how you can win this chess game of risk by learning new skills and tactics for dealing with serious employee relations issues. Additionally, you will gain knowledge for learning how to curtail what potentially could be a risky employee relations issue for your company. 🌟



MEDICARE/CLINICAL/QUALITY
10:30 AM – 11:50 AM • OCEANS 1

IS IT A BIRD? IS IT A PLANE? NO, IT’S OASIS-D – MOVING FORWARD!

J’NON GRIFFIN, HOME HEALTH SOLUTIONS

OASIS will have major changes again in 2019...items deleted, items added due to modifications in OASIS, and the IMPACT Act. In this interactive session, learn what items will be deleted, what new items your clinicians will have to complete, and how this may affect your future. 🌟



**TUESDAY
JULY 31
SESSIONS**

**TECHNOLOGY/FINANCIAL
10:30 AM – 11:50 AM • OCEANS 3**

IT'S CLOBBERING TIME: OPTIMIZING REVENUE CYCLE SPENDING

MICHELLE STONE-SMITH, MCBEE

As reimbursement decreases and administrative needs increase, agencies focus on doing more with less. There are many options on how to realign a revenue cycle department – software optimization, add-on software, process flow redesign, and/or outsourcing. The key to each is understanding current capabilities, budget, measurements, and accountability. This session identifies strategies for optimizing your revenue cycle department. 🦸

PRIVATE DUTY • 3:00 PM – 3:50 PM • CORAL B

THE SUPERHEROES' GUIDE TO ONBOARDING

JOHN E. DALTON, OPTIMUM RTS

This session will discuss the importance of efficiently and adequately onboarding new employees. This process is often overlooked and can set the tone for dissatisfaction and loss of enthusiasm in new employees. In the hyper-competitive health care industry, hiring the right candidates has become harder and harder. One of the easiest ways to curb this task is to ensure your current employees stay satisfied with your organization and don't leave in the first place. One of the best ways to accomplish this starts on the first day of employment and continues year after year. Attend this session for guidance and best practices for onboarding new super heroes as part of your team. 🦸

PRIVATE DUTY • 10:30 AM – 11:50 AM • CORAL B

LONG-TERM CARE INSURANCE: THE CARRIER PERSPECTIVE

MATTHEW CAPELL, LTCG – LONG-TERM CARE GROUP

The long-term care industry has changed significantly from its arrival in the 1970s. Demand for services is expected to grow with the aging of the Baby Boomer generation, yet carriers have come under increasing financial stress. Meanwhile products have evolved to meet new preferences and new economic realities. How can you navigate the long-term care insurance world successfully? Attend this session to find out. 🦸



**AUDIT/SURVEY • 10:30 AM – 11:50 AM
OCEANS 2**

QUALITY CYCLE MANAGEMENT - THE KEY TO UTILIZATION OF BENCHMARKS AND METRICS TO ENHANCE QUALITY AND MARGINS

LAURA PAGE-GREIFINGER, QIRT – QUALITY IN REAL TIME

This presentation will help you gain an understanding of quality cycle management as it applies to home health. You will gain the ability to identify the impact of continuous quality improvement on patient outcomes, as well as a means by which to set measurable quality metrics at every step in a patient's journey from intake to discharge. 🦸

**MEDICARE/CLINICAL/QUALITY
3:00 PM – 3:50 PM • CRYSTAL CDE**

TOOLS AND RESOURCES TO FIGHT THE GOOD FIGHT ON THE LEGAL BATTLEGROUND

ELIZABETH E. HOGUE, ESQ.

Home care providers of all types are embattled and beleaguered. But there is hope! Some doors that seemed pretty tightly closed are now cracking open. With regard to appeals of claims' denials from ZPIC audits and otherwise, the courts may now be ready to prevent recoupment until after Administrative Law Judge hearings are conducted. And at least one appellate judge is so frustrated over the U.S. Department of Health & Human Services' inability to break the logjam of pending appeals before the ALJ that he asked the American Hospital Association, the plaintiff in a lawsuit that aims to require HHS to take action, to weigh in with solutions. And that's not all! There are recent developments regarding patients' right to freedom of choice. Whether your agency is hospital-based or free-standing, you need to know how to navigate waters that may now be more open to action. And even more! We are all familiar with what amounts to "bad survey culture" or "bad juju." A judge recently upheld an agency's action against a state survey agency based on misconduct! Come to this session to learn how to wield these new and expanded powers to succeed on the legal front. Hear us roar! 🦸

**GENERAL • 1:30 PM – 2:20 PM
CRYSTAL CDE**

FLORIDA LEGISLATIVE & REGULATORY UPDATE

DAYLE D. MOONEY, AGENCY FOR HEALTH CARE ADMINISTRATION

Calling all Florida home care providers! Even superheroes have to live by the rules of where they do business. Senate Bill 422 goes into effect July 1 and includes updates to several regulations that affect state-licensed home care providers. Are you sure you'll be in compliance? Join the Agency for Health Care Administration Home Care Unit Manager Dayle Mooney, to be sure! Ms. Mooney will provide an overview of what's new in statute and rule and will also allow plenty of time for questions from all providers. 🦸



GENERAL • 4:00 PM – 4:50 PM • CRYSTAL CDE

CAREGIVERS, TAKE CARE! HARNESSING SUPERPOWERS TO HELP YOU BALANCE WORK, CAREGIVING AND PERSONAL WELL-BEING

JERRY BRIDGE, LIFEWORKS EDUCATION FOR HEALTHCARE

The number of workers with eldercare responsibilities is rising dramatically. More than 40% of U.S. workers have provided care for an aging relative or friend in the past five years. About half of the entire workforce should expect to be providing eldercare in the coming five years! Whether you're a caregiver by profession or one of the many millions of American workers who now find themselves in that role, you will benefit from resources, principles, and best practices for balancing work, family, and caregiving. This talk offers inspiration and healing, even a bit of humor, for empowering your working caregivers. 🦸



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WEDNESDAY AUGUST 1 SESSIONS

7:30 AM

BREAKFAST FOR MAINCON ATTENDEES • 7:30 AM – 8:30 AM • OCEANS FOYER

8:00 AM

BANG, WHAM, POW! HOW IMPACT AFFECTS HOME HEALTH

8:00 AM – 9:20 AM
OCEANS 4

CASE STUDY: REDUCE READMISSIONS BY INTEGRATING TELEMEDICINE WITH TRADITIONAL CARE

8:00 AM – 9:20 AM
OCEANS 1

HOW TO BECOME A SUPERWOMAN: LEADERSHIP FOR WOMEN

8:00 AM – 9:20 AM
CORAL A

THE DASTARDLY HHGM IS ALIVE AND KICKING – HOW CAN YOU PREPARE FOR THE NEXT BATTLE?

8:00 AM – 9:20 AM
OCEANS 3

8:30 AM

ENGAGING THE AT-HOME/AT-RISK PATIENT USING THE SUPERPOWER OF VIRTUAL CARE

8:30 AM – 9:20 AM • CORAL B

THE HOME HEALTH PLAN OF CARE: HOW TO MAKE IT SURVEY-READY

8:30 AM – 9:20 AM • OCEANS 2

9:30 AM

3 KEY AREAS: MEASURE THESE METRICS TO COMPLY WITH NEW CoPs

9:30 AM – 10:20 AM
OCEANS 4

MOBILE TECHNOLOGY, EVV, AND BEYOND

9:30 AM – 10:20 AM
OCEANS 3

TO INFINITY & BEYOND: OASIS, OUTCOMES & YOUR AGENCY'S STAR RATINGS!

9:30 AM – 10:20 AM
OCEANS 2

UNDERSTANDING THERAPY POTENTIAL FOR THE MEDICALLY COMPROMISED PATIENT

9:30 AM – 10:20 AM
OCEANS 1

TAKING YOUR CULTURE FROM NEED TO WANT: ARE YOU READY TO COMPETE?

9:30 AM – 10:20 AM
CORAL B

10:30 AM

GOING BEYOND TIME MANAGEMENT: PRODUCTIVITY, WELL-BEING, AND PEACE OF MIND

10:30 AM – 11:20 AM
CORAL B

HOW TO EFFECTIVELY MANAGE LYMPHEDEMA AND VENOUS WOUND PATIENTS

10:30 AM – 11:20 AM
OCEANS 1

PATIENT RIGHTS AND OTHER STRUGGLES OF THE NEW CoPs

10:30 AM – 11:20 AM
OCEANS 4

PROVIDING 30 DAYS OF CARE LIKE A SUPER HERO ON \$1,100...REALLY?!

10:30 AM – 11:20 AM
OCEANS 3

REHABILITATION IS YOUR SUPERPOWER TO 5-STAR OUTCOMES

10:30 AM – 11:20 AM
OCEANS 2

THE POW! IN TARGETED PROBE & EDUCATE

10:30 AM – 11:20 AM
CRYSTAL CDE

MEDICARE/CLINICAL/QUALITY • 8:00 AM – 9:20 AM • OCEANS 4

BANG, WHAM, POW! HOW IMPACT AFFECTS HOME HEALTH

RHONDA CRAWFORD, FOUNDATION MANAGEMENT SERVICES

The IMPACT Act of 2014 is the driving force behind the transition to the OASIS-C2 version in 2017 and will also cause significant changes to the dataset during 2018. IMPACT requires home health agencies to collect and report data for quality measures that are also standardized for long-term care hospitals, inpatient rehab facilities, and skilling nursing facilities. Are you aware of the new quality measures for which data is now being collected and reported? Do you know what types of changes IMPACT will cause in the OASIS for 2019? Make sure you understand all of the implications of IMPACT on your agency – this is a game-changer!

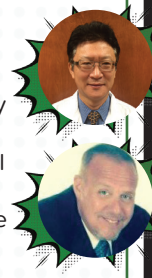


TECHNOLOGY/FINANCIAL • 8:00 AM – 9:20 AM • OCEANS 1

CASE STUDY: REDUCE READMISSIONS BY INTEGRATING TELEMEDICINE WITH TRADITIONAL CARE

MICHAEL SHEN, MD, DUXLINK HEALTH
MARK GOODSON, COMPLETE HOME CARE

A new model of interreality care for reduction of unnecessary hospital readmission has been created by integrating on-site care physically and online care remotely. Partnering with local home care agencies, Duxlink Health providers (specialty physicians and advanced registered nurse practitioners) have been treating high-risk patients at their homes after being discharged from hospitals over the last two years. More recent analysis of outcome data showed over \$4 million savings.



TECHNOLOGY/FINANCIAL • 8:00 AM – 9:20 AM • OCEANS 3

THE DASTARDLY HHGM IS ALIVE AND KICKING – HOW CAN YOU PREPARE FOR THE NEXT BATTLE?

CHRISTOPHER ATTAYA, STRATEGIC HEALTHCARE PROGRAMS
SUE PAYNE, CORRIDOR

This presentation will provide the latest updates from the Centers for Medicare & Medicaid Services related to the Home Health Groupings Model/alternative payment model, as well as a review of the HHGM components from the 2017 proposed rule. Using data from the Strategic Healthcare Programs (SHP) national database, the presenters will identify the expected winners and losers of the new model. To prepare for a new payment model, clinical operational approaches will need to change and this program will assist providers with identifying the strategic changes they need to consider in preparation for a new payment model.



HUMAN RESOURCES • 8:00 AM – 9:20 AM • CORAL A

HOW TO BECOME A SUPERWOMAN: LEADERSHIP FOR WOMEN

CHRISTINA CRUMBLEY, SIGNATURE HOMENOW

Women bring unique characteristics and capabilities to leadership challenges they face. This session will equip you with the skills and mindset on how to strengthen your leadership skills, how to communicate effectively, and how to have the confidence to create the path you want your organization to travel.



PRIVATE DUTY • 8:30 AM – 9:20 AM • CORAL B

ENGAGING THE AT-HOME/AT-RISK PATIENT USING THE SUPERPOWER OF VIRTUAL CARE

LEE HORNER, SYNZI

Many health care organizations refer to the at-home/at-risk patients as the “sickest of the sick.” Unfortunately, these patients typically receive inadequate care and attention after being discharged, and often rely on emergency medical services and/or the emergency room to answer questions and provide care in non-emergency situations. The model for caring for these patients at-home has not changed substantially. Significant opportunities exist for virtual care solutions to bring compassionate care closer to the patient — at a more convenient and cost-effective manner for all involved. Home care organizations can improve value and outcomes with a team-based model of care, a virtual care platform, and a patient-engagement strategy. Together, these powerful forces can come together to advance the delivery of medical care throughout one’s community and network. In this session, Lee Horner, CEO of Synzi, will describe the journey, key metrics and results, and overall outcomes so that others can evolve their continuum of care models.



AUDIT/SURVEY • 8:30 AM – 9:20 AM • OCEANS 2

THE HOME HEALTH PLAN OF CARE: HOW TO MAKE IT SURVEY-READY

MELISSA HERNANDEZ, HOME HEALTH SOLUTIONS

The home health plan of care is the number one condition-level deficiency found on an accreditation survey. Learn what you need to make your plans of care ready for your next survey, especially with the new Conditions of Participation. Understand how the new CoPs will affect what is needed on the plan of care and the additional documentation required to stay in compliance. Get the tools necessary to review your PoCs for accuracy.



MEDICARE/CLINICAL/QUALITY • 9:30 AM – 10:20 AM • OCEANS 4

3 KEY AREAS: MEASURE THESE METRICS TO COMPLY WITH NEW COPS

CHERYL REID-HAUGHIAN, CELLTRAK

When it comes to managing care and service delivery, there is a seemingly endless list of metrics you could monitor. But what should you track? Which key performance indicators have the most impact on quality and client outcomes? This presentation will help outline three key areas that must be monitored by your operations team. It will demonstrate that having a mobile solution, fully integrated into your office-to-field workflow can allow you to proactively manage performance, improve productivity, and make appropriate corrections while complying with new Conditions of Participation developed by the Centers for Medicare & Medicaid Services.



TECHNOLOGY/FINANCIAL • 9:30 AM – 10:20 AM • OCEANS 3

MOBILE TECHNOLOGY, EVV, AND BEYOND

BRAD LEVINE & MARK DILLAN, TELLUS

This session will demonstrate how Electronic Visit Verification goes beyond the 21st Century CURES Act compliance and contributes to operational efficiency. See how EVV can help you transform into a paperless business that’s more efficient and effective, and attendees will also learn about the benefits of transparency in home health as a solution to improve customer and employee satisfaction as well as reduce fraud, waste, and abuse.



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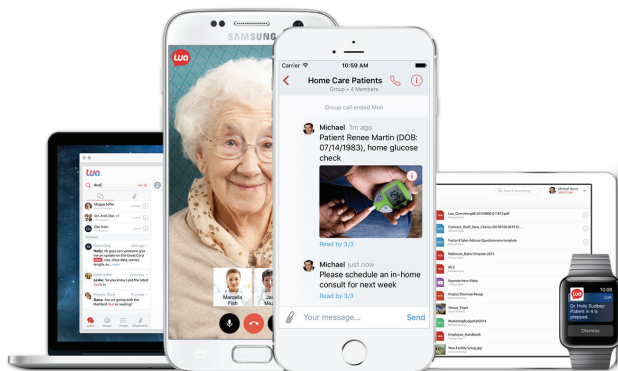
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The guide also provides essentials for planning your stay in Orlando: maps, destination tips, travel guides, weather information, and more. So, before getting the latest home care industry updates and insights, start planning your dream vacation to Orlando today!

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WEDNESDAY AUGUST 1 SESSIONS

MEDICARE/CLINICAL/QUALITY
9:30 AM – 10:20 AM • OCEANS 1

UNDERSTANDING THERAPY POTENTIAL FOR THE MEDICALLY- COMPROMISED PATIENT

CHAD ROBERTS & CHAD WHITEFIELD, ADVANCE
REHABILITATION MANAGEMENT GROUP – ARMG



Home health has always managed patients with multiple medical diagnoses, but with our health care system trying to find ways to save money (bundling and ACOs), home health is now being challenged to see more patients with a higher acuity level in the home. At the same time, home health agencies are held accountable for achieving

quality outcomes via initiatives such as Value-Based Purchasing and Star Ratings.

Furthermore, with the likes of the Home Health Groupings Model on the horizon, we are being asked to do more with less. The challenge is these medically-acute patients expose the agency to higher risk for re-hospitalization and the potential for partial episode payment adjustments. How do home health providers improve care to these medically-compromised patients while also minimizing the risks associated with their care? How they do it and remain operationally viable – by bolstering your therapy staff to practice to the height of their license. 🚀

PRIVATE DUTY • 10:30 AM – 11:20 AM • CORAL B

GOING BEYOND TIME MANAGEMENT: PRODUCTIVITY, WELL-BEING, AND PEACE OF MIND

JERRY BRIDGE, LIFEWORKS EDUCATION
FOR HEALTHCARE

The pace of work is accelerating, leaving many of us with the experience of being overwhelmed, frustrated and stressed. We are deluged with information, tortured by impossible deadlines, and overwhelmed by high-spiraling expectations. No matter how well-organized we are, effectively dealing with our complex agendas often seems impossible. In short, we need a new system with new thinking that is a match for the speed, volume, and complexity of information coming at us. Attend this session and get a productivity makeover! 🚀



AUDIT/SURVEY • 9:30 AM – 10:20 AM • OCEANS 2

TO INFINITY & BEYOND: OASIS, OUTCOMES & YOUR AGENCY'S STAR RATINGS!

VICKY TREVARTHAN, 5 STAR CONSULTANTS

This session will review the importance of knowing how to review your agency's CASPER report like a superhero in order to understand how outcomes are measured and how to analyze the data. With knowledge comes great power! Agencies must understand the correlation of the 5-Star Rating and Home Health Compare, and how to determine the outcome measures to focus on in order to improve outcomes. This session will explain what you need to do in order to improve outcomes and Star Ratings. You don't want to miss this session! 🚀



PRIVATE DUTY • 9:30 AM – 10:20 AM • CORAL B

TAKING YOUR CULTURE FROM NEED TO WANT: ARE YOU READY TO COMPETE?

ADRIAN KILLEBREW, AXCESS



For the first time in history five generations can be found working side-by-side in the workforce. A talent gap is forming as Baby Boomers age into retirement and Millennials climb the corporate ladder. Recruitment strategies to attract, recruit, retain, and motivate young people need to rely less heavily on traditional pay and benefits, and focus more on creating welcoming cultures. Learn how to build a winning strategy in an increasingly competitive talent marketplace. 🚀

MEDICARE/CLINICAL/QUALITY
10:30 AM – 11:20 AM • OCEANS 1

HOW TO EFFECTIVELY MANAGE LYMPHEDEMA AND VENOUS WOUND PATIENTS

BRYAN GROLEAU, MEDIUSA



This presentation addresses the need for compression in patients with lymphedema and chronic venous stasis wounds, and offers strategies for improving clinical outcomes, discharge planning, patient satisfaction, lowering visit frequencies, and reducing supply costs. The clinical information highlights how to safely use compression with peripheral artery disease, congestive heart failure, renal disease, and open wounds through use of adjustable Velcro compression devices, whereas, the financial information highlights using these devices to reduce supply costs and visit frequencies within a certification period. 🚀

MEDICARE/CLINICAL/QUALITY
10:30 AM – 11:20 AM • OCEANS 4

PATIENT RIGHTS AND OTHER STRUGGLES OF THE NEW COPS

JENNIFER WARFIELD, PPS PLUS SOFTWARE

We are six months into the implementation of the new Conditions of Participation and agencies are still struggling with complying with some of the requirements – especially the patient rights and legal responsibilities of family and caregivers. The information can be a bit confusing, especially since the final interpretative guidelines have yet to be released. Join Jennifer Warfield, Education Director with PPS Plus, as she delves deeper into these areas of the new regulations and provides you with useful tips for assuring that you are compliant with the regulations. 🚀



TECHNOLOGY/FINANCIAL
10:30 AM – 11:20 AM • OCEANS 3

PROVIDING 30 DAYS OF CARE LIKE A SUPER HERO ON \$1,100...REALLY?!

MICHAEL MCGOWAN &
KRISTI BAJER, OPERACARE

There have been tremendous changes in home health care in the last five years. Those who have made changes in their care models and processes are staying profitable. Those who continue the practices of the last 15-20 years are struggling. With the passage of the Home Health Groupings Model and its anticipated implementation in 2020, our industry will see the biggest change yet. In this session, we will learn about the top mistakes agencies are making in this climate of change and understand how management's role is becoming more crucial in home health. We will review the old metrics for success under the PPS and crosswalk your agency to the new measures of success for HHGM and Value-Based Purchasing. Come learn not only how to survive, but how to grow and maintain profitability by embracing this new model now. 🚀



AUDIT/SURVEY • 10:30 AM – 11:20 AM • OCEANS 2

REHABILITATION IS YOUR SUPERPOWER TO 5-STAR OUTCOMES

SHANNON LIEM & ERIC NELSON, AEGIS THERAPIES

Rehabilitation team members are an integral part of the care team. The ability of the rehab team member to understand the continuum, OASIS scoring, and how to facilitate functional change in patient performance for reflection in OASIS items is crucial to an agency's success. Additionally, the documentation provided by rehab clinicians should reflect the skilled services provided, medical necessity of the services delivered, and objectively outline the progress to date and expected progress to come. 🦸



MEDICARE/CLINICAL/QUALITY • 10:30 AM – 11:20 AM • CRYSTAL CDE

THE POW! IN TARGETED PROBE & EDUCATE

MELINDA GABOURY, HEALTHCARE PROVIDER SOLUTIONS

Join "The TPE Annihilator" in this workshop as she swoops in to provide information to home health staff members enabling them to evaluate where their agency would stand if the dastardly Targeted Probe & Educate were to come to their agency today. Arm yourself with information as past TPE results are shared from agencies Healthcare Provider Solutions works with. Explore the inner-workings of the TPE program and learn how an agency can survive. Directors, clinicians, and quality review staff will not want to miss this super session. Pow! 💥



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TRADE SHOW

The two-day Trade Show takes place on Monday, July 30 and Tuesday, July 31 according to the schedule below. Featuring 122 exhibitors, the Trade Show gives participants a chance to meet and interact with the best and brightest industry vendors who have products, services, and strategies to help home care providers thrive.

Monday, July 30

12:00 PM – 1:30 PM

Grand Opening Luncheon

5:00 PM – 6:00 PM

Happy Hour Reception

Tuesday, July 31

10:00 AM – 10:30 AM

Trade Show Morning Break

12:00 PM – 1:30 PM

Grand Finale Luncheon

5:00 PM – 6:00 PM

Happy Hour Reception

EXHIBITOR DIRECTORY

AS OF BROCHURE PRINT DATE

209 21st Century Health Care Consultants
318 3M
408 5 Star Consultants
504 Accreditation Commission for Health Care
109 Advance Rehabilitation Management Group
310 Advanced Care Solutions
509 Advantage TeleMessaging
502 Aegis Therapies
527 Agency for Health Care Administration
118 Akila's 100% Organic Shea Butters
106 AlayaCare
419 All City Communications
316 Alora
510 Another Dimension Consulting, LLC
122 App Innovators
108 AVCC-American Veterans Care Connection
301 Axxess
400 Axxess
417 Blacktree Healthcare Consulting
311 Brightree
503 CareAcademy
513 CareCentrix
202 CareVoyant
216 CellTrak
412 CHAP
505 Complia
104 Connect America
428 Convatec

312 Costa Coding
211 Crawford Healthcare
200 Data SoftLogic
512 DecisionHealth
224 Dermarite
403 FastFingerprints
402 Fazzi Associates
416 Feel Good, Inc.
501 Forcura
212 Foundation Management Services
304 HathorneSquared
114 HCAF eLearning
105 Healthcare Billing Partners
320 HealthCare ConsultLink
305 Healthcare Provider Solutions
324 Healthcare Synergy
217 HEALTHCAREfirst
516 HeartLegacy
517 Home Care Political Action Committee
201 Home Health Solutions, LLC
300 Home Health Solutions, LLC
117 HomeCare HomeBase
121 Honeywell Life Care Solutions
120 ID Distributors
208 IMARK Consulting
219 Ionic Trends
220 JCC
205 KanTime
101 Kinnser
425 Littler Mendelson
317 LUA: HIPAA Messaging for Home Care
302 Marc Egort CPA PA
309 MatrixCare
313 McKesson Medical-Surgical
204 Medi USA/Circaid
111 Medline
303 Mertz Taggart
410 myCNAjobs.com
113 National Home Health Analytics

110 Netsmart
112 Neuro Trauma Association
421 OperaCare
321 Optimum RTS
418 Paradigm Claims Services
221 PICChartAudit
213 Playmaker Health
500 PN System
405 PointClickCare
103 PPS Plus
508 QIRT
401 RiverSoft
404 Select Data
319 Selman-Holman & Associates
308 Simione
102 Solutions for Care
420 Stat-Technologies
409 Stoneridge Partners
210 Strategic Healthcare Programs
203 Synergy Consulting Services
424 Synzi
411 Tellus
519 The Glass Treehouse
325 The Transitive Group
413 Thornberry Ltd
125 VGM Advantage
511 VITAS
100 Walters & Associates CPAs

126	129	228	229	328	329	428	429	528	529
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104	105	204	205	304	305	404	405	504	505
102	103	202	203	302	303	402	403	502	503
100	101	200	201	300	301	400	401	500	501

TRADE SHOW HALL ENTRANCE



MEET THE SUPERHEROES



Cat Armato AKA **COMPLIANCE CAT WOMAN** PRINCIPAL CONSULTANT • ARMATO & ASSOCIATES

Stacy Ashworth AKA **DATA DYNAMO** CHIEF CLINICAL OFFICER • SELECT DATA

Chris Attaya AKA **BIONIC BENCHMARKER** VICE PRESIDENT OF PRODUCT STRATEGY • STRATEGIC HEALTHCARE PROGRAMS

Kristi Bajer VICE PRESIDENT OF CLINICAL OPERATIONS • OPERACARE

Duane Blackwell AKA **THE DEACON OF DATA** CHIEF EXECUTIVE OFFICER • NATIONAL HOME HEALTH ANALYTICS

Jerry Bridge AKA **THE GOOD HUMOR MAN** SPEAKER, EDUCATOR, AUTHOR • LIFEWORKS EDUCATION FOR HEALTHCARE

Ashley Briones AKA **SUPERHR** HR BUSINESS PARTNER • BROOKS REHABILITATION HOME HEALTH

Charles Canaan AKA **MEDICARE MAN!** PROVIDER EDUCATION CONSULTANT • PALMETTO GBA

Matthew Capell AKA **MR. INCREDIBLE** SENIOR VICE PRESIDENT OF PROVIDER SOLUTIONS • LTCG - LONG TERM CARE GROUP

Dawn Cheek CLINICAL CONSULTING SENIOR MANAGER • MCBEE

Kathleen Cody-Guastella AKA **CAPTAIN HEART** ADMINISTRATOR • TALLAHASSEE MEMORIAL HOSPITAL HOME HEALTH CARE

Jannice Collins SENIOR PARTNER • THE TRANSITIVE GROUP

Rhonda Crawford AKA **MISS INTERPRET** SENIOR EDUCATION CONSULTANT • FOUNDATION MANAGEMENT SERVICES

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Melissa Hernandez AKA **REGULATIONS WRANGLER** TEAM LEAD • HOME HEALTH SOLUTIONS

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Please visit us at booth #311



Register now for HomeCareCon '18, HCAF's 29th Annual Conference & Trade Show! The paid Early Bird registration rate ends July 6 – 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 7 and August 1, and \$100 thereafter.

There are three ways to register:

1. Complete and return this form via mail to HCAF (2236 Capital Circle NE, Suite 206, Tallahassee, FL 32308) or fax to (850) 222-9251
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 registration assistance or if you have any questions, please call (850) 222-8967. See you in Orlando this summer!

REGISTRATION FORM

ATTENDEE INFORMATION

FIRST AND LAST NAME _____

ORGANIZATION NAME _____

JOB TITLE _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

EMAIL ADDRESS FOR CONFERENCE-RELATED CORRESPONDENCE _____

☐ My email can be shared with exhibitors

PHONE NUMBER _____ FAX NUMBER _____

PROFESSIONAL LICENSE NUMBER (PLEASE INCLUDE DISCIPLINE) _____

MEDICARE PROVIDER NUMBER _____ AHCA REGION _____

PAYMENT INFORMATION

Total Due (see back) \$ _____

Payment Type:

- ☐ Invoice Me (email to _____)
- ☐ Check (make payable to HCAF)
- ☐ American Express
- ☐ Discover
- ☐ MasterCard
- ☐ Visa

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CONFERENCE SELECTIONS

☐ **4-Day Conference** (Sunday, July 29 through Wednesday, August 1)

FOR SUNDAY PRECON, SELECT ONE (1) AM AND ONE (1) PM, OR ONE (1) ALL DAY SESSION:

- ☐ ALL DAY: SOLVING THE MYSTERY OF THE ELUSIVE REFERRAL SOURCE BY... (Stover/Lewallen)
- ☐ ALL DAY: THE ART OF ICD-10-CM CODING FOR BEGINNERS (Sparks)
- ☐ ALL DAY: WAGE HOUR 1001: PAY PRACTICE COMPLIANCE (Spinola/Donev/Kurtyka/Murphy/Waugh/Young)
- ☐ AM: MASTER CASE MANAGEMENT & DOCUMENTATION... (Griffin/Crumbley)
- ☐ AM: CHANNEL THE QAPI WITHIN YOU, CONQUER THE CoPs IMPROVE YOUR OUTCOMES... (Litwin)
- ☐ PM: CONQUERING THE DREADED MEDICARE BEAST (Canaan/Foster)
- ☐ PM: SURVEY PREPARATION FOR CLINICAL MANAGERS (Griffin/Crumbley)
- ☐ PM: VALUE-BASED PURCHASING & QUALITY OF PATIENT CARE STAR RATING... (Gaboury)

☐ **3-Day Conference** (Monday, July 30 through Wednesday, August 1)

☐ **Sunday Only** (Sunday, July 29; includes breakfast and lunch)

☐ **Monday Only** (Monday, July 30; includes breakfast, lunch, and reception)

☐ **Tuesday Only** (Tuesday, July 31; includes breakfast, lunch, and reception)

☐ I will attend the Happy Hour Reception

☐ **Wednesday Only** (Wednesday, August 1; includes breakfast)

HCAF
Member

Prospective
Member

\$750

\$1,500

\$620

\$1,240

\$200

\$400

\$300

\$600

\$300

\$600

\$200

\$400

PAYMENT & CANCELLATION POLICY: Cancellations must be made in writing or by email to Julia Heath at jheath@homecarefla.org.

Cancellations received before June 30 are subject to a 15% fee. Cancellations received after June 30 are subject to a 40% fee.

No refunds will be issued after July 15. Outstanding invoices after July 15 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.



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