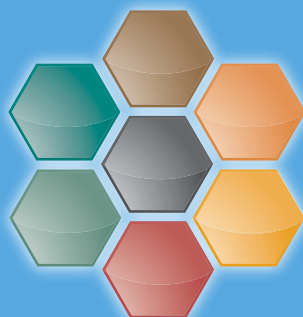




THE FOURTH ANNUAL



NEW ENGLAND HOME CARE CONFERENCE & TRADE SHOW

**Six States,
One Conference,
Hundreds of Attendees**



Early Bird Rates: Deadline April 11

REGISTRATION & PROGRAM GUIDE

MAY 28, 29 & 30, 2014
BOSTON PARK PLAZA HOTEL

CORPORATE SPONSOR





NEW ENGLAND HOME CARE CONFERENCE & TRADE SHOW

Dear Home Care Leaders and Friends:

We're very pleased to invite you to the fourth annual [New England Home Care Conference and Trade Show](#). This is a collaborative regional event created by our six home care associations to bring you an exceptional opportunity for professional education and peer networking.

This year's conference is being held in Boston, considered one of America's most historic cities, at the magnificent Boston Park Plaza Hotel. The schedule is spread over three days to let you enjoy some of the outstanding activities that Boston has to offer while navigating in and out of the city with ease.

The speakers who are presenting represent some of the most experienced and knowledgeable professionals in the current home care field. Their energy and enthusiasm are sure to inspire your passion for leadership and help you grow your business. You can choose from more than 20 top-notch workshops and three half-day intensives in the following areas:

- Home Care and Reform
- Clinical Compliance
- Management – Human Resources
- Management – Marketing
- Finance and Technology
- Hospice, Palliative and End-of-Life Care
- Private Duty

In addition to all of this quality programming, we have excellent keynote and general session speakers, and you can spend time networking with sponsors and exhibitors that offer innovative services and products for the home care industry.

This is an event that you won't want to miss! We look forward to welcoming you to the [New England Home Care Conference and Trade Show](#) in Boston on May 28-30, 2014.

Sincerely,



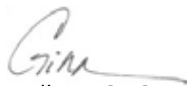
Deborah Hoyt, President and CEO
Connecticut Association for Healthcare at Home



Vicki Purgavie, Executive Director
Home Care & Hospice Alliance of Maine



Pat Kelleher, Executive Director
Home Care Alliance of Massachusetts



Gina Balkus, CEO
Home Care Association of NH



Nicholas Oliver, Executive Director
Rhode Island Partnership for Home Care



Peter Cobb, Director
Vermont Assembly of Home Health and
Hospice Agencies

IMPORTANT DEADLINES

EARLY BIRD
CONFERENCE
REGISTRATION:
April 11

HOTEL ROOM BLOCK:
May 2 (by 5:00 pm)

EXHIBITOR
REGISTRATION:
April 10

CONFERENCE
REGISTRATION
DEADLINE:
May 23

A \$50 late fee will be
charged per person
for each registration
received after the
deadline.

REGISTRATIONS
can be made
by fax or mail
and sent to

Royce Tyree at the
address below
or by going to
www.nehcc.com.

Home Care Alliance of
Massachusetts
31 St. James Avenue,
Suite 780
Boston, MA 02116
Phone: 617-482-8830
Fax: 617-426-0509

(See pg. 14 for more
information)

OPENING KEYNOTE SPEAKER
WEDNESDAY, MAY 28

Opening Keynote 1:15 pm – 2:15 pm

**The High Achiever's Paradox:
How Will You Measure Your Life?**

Karen Dillon, Author



How will you ensure not only a successful career, but also a happy life? That's the focus of Harvard Business School Professor Clayton Christensen's final lecture of every semester and the inspiration for a story that Karen Dillon, then-editor of the *Harvard Business Review*, wrote for the magazine. Since then, "How Will You Measure Your Life?" has become

more than a lecture, article and book which the two co-authored. The experience was life-changing for Dillon, who walked away from the top job at one of the world's most influential magazines. In this keynote, she will share her first-hand perspective and offer an understanding as to why high achievers are hardwired to make the very choices that can lead to personal and professional dissatisfaction. While there are no easy answers, there is a way to find meaning and happiness in life.

Karen Dillon is the co-author of The New York Times best-seller, "How Will You Measure Your Life", which she wrote with Harvard Business School Professor Clayton Christensen. Dillon was the editor of Harvard Business Review until 2011. Prior to joining HBR, she was deputy editor of Inc., a monthly magazine for entrepreneurs. Dillon is a graduate of Cornell University and Northwestern University's Medill School of Journalism. She has worked closely with some of the world's greatest thought leaders, and is currently a contributing editor to HBR and blogger on topics of leadership, managing people, managing yourself and entrepreneurship. In 2011 she was honored as part of Ashoka ChangemakeHER's inaugural celebration of the world's most influential and inspiring women.

OPENING KEYNOTE SPEAKER
THURSDAY, MAY 29

Opening Keynote 9:15 am – 10:30 am

**Collaborations:
The Future of Home Care and Hospice**

Jeannee Parker Martin, RN, MPH



Your organization's future lies in your ability to collaborate – with health plans, health systems, physician groups, call centers, suppliers and other providers along the care delivery and payor continuum. Strong partnerships will create a win-win to achieve optimal patient outcomes, models of care delivery, and integration of solutions that may have

seemed untenable in the past. This dynamic keynote presentation will explore the latest trends in collaboration, partnering models, and keys to your future success.

Jeannee Parker Martin, RN, MPH, is CEO of The Corridor Group Holdings and subsidiary companies including consulting, talent solutions, CHEX eLearning and Daymarck coding services. She is a leader in the strategic development of innovative healthcare programs and has worked with organizations around the world to achieve success. Martin has advised some of the largest U.S.-based publicly-traded companies and non-profit healthcare organizations by providing them with effective strategies for growth and development, mergers and acquisitions, and operations and finance. She received her BS from Georgetown and MPH from Yale, and has received numerous awards at the local, state and national level.

SPEAKER
THURSDAY, MAY 29

Closing General Session
3:45 pm – 5:00 pm
**How ACOs Are Thinking
About Home Care**

Richard Lopez, MD

Home care plays an important role for ACOs in the cost effective management of patients. Atrius Health, an affiliation of six medical groups with nearly one million patients in Massachusetts, affiliated with the VNA CareNetwork and Hospice in 2013 to better coordinate care across the continuum. This presentation will focus on how well the collaboration has worked, the patient care innovations that have come out of the joint effort, and the important elements that are required for such a successful relationship.



Richard Lopez, MD has been a physician with Harvard Vanguard Medical Associates for more than 25 years

and Chief Medical Officer of Atrius Health since 2009. His focus includes clinical program and regional project development, clinical aspects of payer/hospital contracting, clinical informatics, medical management, and safety and quality. Dr. Lopez also specializes in collaborations that develop quality standards, outcome reporting measures and clinical dashboards.

SPEAKERS
FRIDAY, MAY 30

Opening General Session
8:30 am – 9:15 am
**Home Care, Hospice and
Post Acute Care**

Michael E. Chernew, PhD

Dr. Chernew will discuss changes occurring in the Medicare program and in the private sector. He will focus on payment reform, including ACOs and bundled payments, as well as potential benefit design changes. Dr. Chernew will also discuss potential changes specifically affecting home care, including benefit design and payment changes.



Michael E. Chernew, PhD is the Leonard D. Schaeffer Professor of Health Care Policy at Harvard Medical School. His research

examines several areas related to controlling health care spending growth while maintaining or improving quality of care. His work on consumer incentives focuses on Value-Based Insurance Design (VBID), which aligns patient cost sharing with clinical value. His additional research explores the causes and consequences of rising health care spending, and geographic variation in spending, spending growth and quality.

Closing General Session
11:45 am – 12:30 pm
**Reducing Hospital
Readmissions:
Home Care as the Solution**

Kathy Duckett, BSN, RN

Hospitals struggle with reducing unnecessary 30-day readmissions and many focus on transitioning high risk patients to the home as the solution. However, an effective transition is just the beginning of the care the patient needs to successfully remain at home. Learn about the Integrated Care Management Transitions of Care program which incorporates the best practice principles of leading care transitions programs with a home care focus. With the use of remote telemonitoring for health coaching, the program has successfully decreased 30-day readmissions by 40%.



Kathy Duckett, BSN, RN is the Director of Training and Development for the Sutter Center for Integrated Care, an affiliate of Sutter Health

Care at Home. With more than 25 years of clinical and management experience in home care, Duckett is responsible for development and training for the Center's programs including Integrated Care Management programs for Hospice, Home Care, and Patient Centered Medical Homes, as well as the use of remote telemonitoring to enhance patient care delivery and patient engagement. Prior to working for Sutter, she was the Director of Clinical Programs at Partners Healthcare at Home in Boston where she won numerous awards for innovative program development.

WEDNESDAY, MAY 28: DAY-AT-A-GLANCE SCHEDULE

11:30 am – 1:00 pm	Registration				
1:00 pm – 1:15 pm	Welcome				
1:15 pm – 2:15 pm	Opening Keynote: <i>The High Achiever's Paradox – How Will You Measure Your Life?</i> Karen Dillon, Author				
2:15 pm – 2:30 pm	Break				
Breakout Tracks	HOME HEALTH & REFORM	CLINICAL & COMPLIANCE	MANAGEMENT/ HUMAN RESOURCES	FINANCE & TECHNOLOGY	HOSPICE/PALLIATIVE END-OF-LIFE CARE
2:30 pm – 3:30 pm	<p>ACOs Defined from a Home Care Perspective: Implications for Providers</p> <p>Susan Beausoliel, BSN, MS, DNP Vice President, Operations <i>Partners HealthCare at Home</i></p>	<p>Effective and Efficient Preparation for Medicare Audits and Appeals</p> <p>Cheryl Leslie, RN, BSN, MPH Director of Home Health & Hospice and Corporate Compliance Officer and Pamela Meliso, JD, MPH Director of Consulting and Regulatory Affairs <i>HMS Healthcare Management Solutions</i></p>	<p>Effective Team Building When Your Team is Without Walls</p> <p>Michelle Dubner, RN, BSN Managing Member <i>Global Healthcare Associates</i> and Greg Reid, MS, PhD Owner, Founder <i>Action Based Change</i></p>	<p>Case Study: “Executing a Plan to Reduce Costs by Implementing a 100% Paperless Agency”</p> <p>Craig Madeville Founder and CEO <i>Forcura</i> and Amy Warrington, BA Director of Business Operations <i>Kno-Wal-Lin Home Care and Hospice</i></p>	<p>Let’s Get Engaged! Creating Meaningful Activities for Persons with Dementia Using Montessori-Inspired Methodology</p> <p>Sharon Johnson Vice President and Director of the Hearthstone Institute <i>Hearthstone Alzheimer’s Care</i></p>
3:30 pm – 3:45 pm	Break				
3:45 pm – 4:45 pm	<p>Using Telehealth to Reduce Hospital Readmissions</p> <p>Beka Apostolidis, MS, RN Cardiac/TM Program Manager <i>VNA Healthcare</i></p>	<p>(REPEAT) Effective and Efficient Preparation for Medicare Audits and Appeals</p> <p>Cheryl Leslie, RN, BSN, MPH Director of Home Health & Hospice and Corporate Compliance Officer and Pamela Meliso, JD, MPH Director of Consulting and Regulatory Affairs <i>HMS Healthcare Management Solutions</i></p>	<p>(REPEAT) Effective Team Building When Your Team is Without Walls</p> <p>Michelle Dubner, RN, BSN Managing Member <i>Global Healthcare Associates</i> and Greg Reid, MS, PhD Owner, Founder <i>Action Based Change</i></p>	<p>Reducing Cost and Maximizing Cash Flow With Electronic Order Management</p> <p>Michael Blackstone, MD Founder and CEO <i>Suture Health, Inc.</i> and George Hadon, CFPO <i>VNA of Cape Cod</i></p>	<p>Integration of Palliative Care and Hospice Programs for Optimal Patient Care Across the Continuum</p> <p>Kimberly Skehan, RN, MSN Senior Manager <i>Simione Healthcare Consultants</i> and Melanie Cama, BSN, RN, CHPA Director of Hospice and Palliative Care <i>Middlesex Hospital Homecare</i></p>
4:45 pm – 6:15 pm	Kick-Off Reception and Exhibit Hall Opening				

THURSDAY, MAY 29: DAY-AT-A-GLANCE SCHEDULE

8:00 am – 9:00 am	Registration and Hot Breakfast in Exhibit Hall
9:00 am – 9:15 am	Welcome and Opening Remarks
9:15 am – 10:30 am	Opening Keynote: <i>Collaborations – The Future of Home Care and Hospice</i> Jeannee Parker Martin, RN, MPH
10:30 am – 11:15 am	Break with Exhibitors

Breakout Tracks	HOME HEALTH & REFORM	CLINICAL & COMPLIANCE	MANAGEMENT/ HUMAN RESOURCES	FINANCE & TECHNOLOGY	PRIVATE DUTY
11:15 am – 12:30 pm	Hospital Readmission Intervention Strategies Robin N. Seidman, RN, MSN, MBA, LNCC, HCS-D Director of Regulatory, Compliance and PI and Natalie Kennedy Care Transition and Heart Failure Nurse Specialist <i>MetroWest Home Care & Hospice</i>	Will You Be Ready When the Surveyors Come Knocking? Cheryl Pacella, DNP(c), HHCNS-BC, CPHQ Home Health Quality Consultant <i>CAP Consulting</i>	EMR Implementation: Avoid Pitfalls and Lead Your Organization to Success Cyndi Rizzitello, MSN, RN, BC Clinical Director and Todd Montigney Managing Director <i>BlackTree HealthCare Consulting</i>	Navigating the Hospice Cost Report Brian A. Martin Senior Consultant <i>Simione Healthcare Consultants</i>	Private Home Care and Health System Collaborations: Getting Them Started, Making Them Work and Keeping Them Strong Andrea Cohen, MSW Co-Founder and CEO and Jeffrey G. Sihpol COO <i>HouseWorks</i>
12:30 pm – 1:30 pm	Lunch				
1:30 pm – 2:30pm	Home Health Services and the Puzzle of Hospital Readmission Laurie Courtney, MSN, RN Clinical Director and Roland B. Stark, MEd Senior Research Analyst <i>ReInforced Care, Inc.</i>	Face to Face ADR and Denial Strategies M. Aaron Little, CPA Managing Director and Karen Vance, OTR Managing Consultant <i>BKD, LLP</i>	Translating Evidence-Based Research & Practices into Tangible Approaches for Hospice & Home Health Margaret Terry, PhD, RN VP of Quality and Innovation <i>Visiting Nurse Associations of America</i> and Andrea R. Huertas, MBA, BSN, CHPN Hospice Director <i>Central NH VNA & Hospice</i>	Building a High Performing Home Care Eco-System Bill Bassett VP of Product Management <i>Procura</i>	Using Multi-Media for Marketing and Recruiting Bob Roth Managing Partner <i>Cypress HomeCare Solutions</i> Principal <i>OneSource HomeCare Consultants</i>
2:35 pm – 3:35 pm	Desserts and Raffles with Exhibitors				
3:45 pm – 5:00 pm	Closing General Session: <i>How ACOs Are Thinking About Home Care</i> , Richard Lopez, MD				
5:00 pm	Adjourn for the day				
5:30 pm – 6:30 pm	Optional Reception at Cheers Bar in Beacon Hill followed by Dinner at 6:30 pm in Hampshire House (Separate registration required)				

FRIDAY, MAY 30: DAY-AT-A-GLANCE SCHEDULE

8:00 am – 8:30 am

Continental Breakfast

8:30 am – 9:15 am

Opening General Session: *Home Care, Hospice and Post Acute Care*
Michael E. Chernew, PhD

9:15 am – 9:30 am

Break

Intensives

HOME
HEALTH

HOSPICE

PRIVATE
DUTY

9:30 am – 11:30 am

Bundling Payments Are Here to Stay: How You Can Position Your Agency to Win

Jeannee Parker Martin, RN, MPH
Chief Executive Officer
The Corridor Group

Clinical and Regulatory Challenges for Hospice 2014-2015

Kimberley Skehan, RN, MSN
Senior Manager
and
Julia H. Maroney, RN, MHSA, CHCE
Senior Manager
Simione Healthcare Consultants

From Brand to Plan: Steps and Strategies for Building Your Marketing Plan to Attract New Clients

Bob Roth
Managing Partner
Cypress HomeCare Solutions
Principal
OneSource HomeCare Consultants

11:30 am – 11:45 am

Break

11:45 am – 12:30 pm

Closing General Session: *Reducing Hospital Readmissions – Home Care as the Solution*
Kathy Duckett, BSN, RN

12:30 pm

Closing Comments and Adjourn

Be sure to visit our EXHIBITORS and learn about products and services that are at the forefront of our industry. Enjoy great refreshments, too!

EXHIBIT HALL HOURS:

Wednesday, May 28

4:45 pm – 6:15 pm: Exhibit Hall Opening; Reception in the Exhibit Hall

Thursday, May 29

8:00 am – 9:00 am Breakfast with Exhibitors

10:30 am – 11:15 am Mid-Morning Break with Exhibitors

2:30 pm – 3:30 pm Dessert and Raffles with Exhibitors

CONCURRENT BREAKOUT SESSIONS • WEDNESDAY, MAY 28

2:30 PM – 3:30 PM

ACOs Defined from a Home Care Perspective: Implications for Providers

Susan Beausoliel, BSN, MS, DNP
Vice President, Operations,
Partners HealthCare at Home

Rising health care costs are unsustainable and constraining their growth is a national priority. The emerging Accountable Care Organization model has implications for all health care providers, including home care. In this session, we will explore how the ACO model differs from capitated plans and some of the potential ACO-directed strategies for home care organizations and hospices. These include innovative home-based intervention, ED-based admission-avoidance programs, and home-based primary care.

Effective and Efficient Preparation for Medicare Audits and Appeals

Cheryl Leslie, RN, BSN, MPH
Director of Home Health & Hospice and Corporate
Compliance Officer,
HMS Healthcare Management Solutions
Pamela Meliso, JD, MPH
Director of Consulting and Regulatory Affairs,
HMS Healthcare Management Solutions

Medicare audits strike fear in the hearts of home health agencies so being prepared and ready to challenge adverse findings is the key to successfully surviving an audit. This presentation will review all the Medicare auditing contractors and their auditing protocols. It will advise you on how to use internal auditing and monitoring to develop sound compliance programs, to identify risk areas, to prevent denials, as well as how to implement corrective plans and effectively and strategically appeal denials.

Effective Team Building When Your Team is Without Walls

Michelle Dubner, RN, BSN
Managing Member, Global Healthcare Associates
Greg Reid, MS, PhD
Owner, Founder, Action Based Change

This team building session will focus on three key strategies to help you create a more productive team, thereby improving staff retention. These strategies are know thyself/culture/communication, build confidence/accept faults, and find balance. Through both lecture and

experiential learning, the presenters will focus on how to identify the quantitative and qualitative connections among team members to enhance the team's productivity for the agency.

Case Study: "Executing a Plan to Reduce Costs by Implementing a 100% Paperless Agency"

Craig Madeville
Founder and CEO, Forcura
Amy Warrington, BA
Director of Business Operations,
Kno-Wal-Lin Home Care and Hospice

In mid-2013, Kno-Wal-Lin was struggling with a large volume of manual paper processing including managing intake, tracking orders and accessing applicable paper documents for compliance and clinical analysis. Costs were steadily rising in the back office and the agency had no choice but to streamline processes and reduce expenses. Learn how a strategic plan formulated with three core components – People, Process, Technology – helped this agency execute a plan that resulted in significant savings and reduction in cost per episode.

Let's Get Engaged! Creating Meaningful Activities for Persons with Dementia Using Montessori-Inspired Methodology

Sharon Johnson
Vice President and Director of the Hearthstone Institute,
Hearthstone Alzheimer's Care

An introduction to the basic principles of Hearthstone's I'm Still Here™ Montessori-Based Activity Programming (MAP™), an innovative method of working with persons living with cognitive impairments inspired by the educational philosophies of childhood educator, Maria Montessori. The principles used in this training have consistently produced increased levels of engagement, participation and quality of life for any person living with memory challenges while significantly reducing the common symptoms associated with dementia.

CONCURRENT BREAKOUT SESSIONS • WEDNESDAY, MAY 28

3:45 PM – 4:45 PM

Using Telehealth to Reduce Hospital Readmissions

Beka Apostolidis, MS, RN
Cardiac/TM Program Manager, VNA Healthcare

Improve outcomes and promote self-care among Heart Failure (HF) patients through focused attention on education and telemonitoring. This session will present the results of the “Home care Education, Assessment, Remote monitoring, and Therapeutic activities” (HEART) study, a nurse-directed multi-component home care intervention developed with the University of Connecticut School of Nursing. Through structured educational visits and telemonitoring, the HEART initiative has helped reduce readmissions, significantly improved patient knowledge about HF and positively influenced their quality of life.

Effective and Efficient Preparation for Medicare Audits and Appeals (REPEAT)

Cheryl Leslie, RN, BSN, MPH
Director of Home Health & Hospice and Corporate Compliance Officer,
HMS Healthcare Management Solutions
Pamela Meliso, JD, MPH
Director of Consulting and Regulatory Affairs,
HMS Healthcare Management Solutions

Medicare audits strike fear in the hearts of home health agencies so being prepared and ready to challenge adverse findings is the key to successfully surviving an audit. This presentation will review all the Medicare auditing contractors and their auditing protocols. It will advise you on how to use internal auditing and monitoring to develop sound compliance programs, to identify risk areas, to prevent denials, as well as how to implement corrective plans and effectively and strategically appeal denials.

Effective Team Building When Your Team is Without Walls (REPEAT)

Michelle Dubner, RN, BSN
Managing Member, Global Healthcare Associates
Greg Reid, MS, PhD
Owner, Founder, Action Based Change

The team building session will focus on three key strategies to help you create a more productive team, thereby improving staff retention. These strategies are know thyself/culture/communication, build confidence/

accept faults, and find balance. Through both lecture and experiential learning, the presenters will focus on how to identify the quantitative and qualitative connections among team members to enhance the team’s productivity for the agency.

Reducing Cost and Maximizing Cash Flow With Electronic Order Management

Michael Blackstone, MD
Founder and CEO, Suture Health, Inc.
George Hadon, CFPO
VNA of Cape Cod

Physician orders are a necessary “evil” required for payment, and most agencies don’t have the right tools to deploy an effective strategy. Too often they accept paper-based inefficiencies simply as the “cost of doing business.” In the midst of all this, poor Face-to-Face documentation leaves many agencies at risk for denials. Explore one large agency’s experience deploying a network-driven electronic signature solution with very compelling results.

Integration of Palliative Care and Hospice Programs for Optimal Patient Care Across the Continuum

Kimberly Skehan, RN, MSN
Senior Manager, Simione Healthcare Consultants
Melanie Cama, BSN, RN, CHPA
Director of Hospice and Palliative Care,
Middlesex Hospital Homecare

Palliative care is a key component for optimal patient care across the care continuum and provides many strategic opportunities for hospitals, hospices and health systems. In this dynamic session, the presenters will highlight a successfully integrated hospital-based hospice and palliative care program which incorporates all settings in the continuum of care – from inpatient through to the community setting for both home care and hospice. A research-based palliative care decision tool will be presented along with case study examples and strategic considerations for hospitals, hospices and health systems.

CONCURRENT BREAKOUT SESSIONS • THURSDAY, MAY 29 11:15 AM – 12:30 PM

Hospital Readmission Intervention Strategies

Robin N. Seidman, RN, MSN, MBA, LNCC, HCS-D
Director of Regulatory, Compliance and PI,
MetroWest Home Care & Hospice
Natalie Kennedy
Care Transition and Heart Failure Nurse Specialist,
MetroWest Home Care & Hospice

Lowering hospitalization rates is a primary goal of our health care system and a key component to the Affordable Care Act initiatives. This program will give providers an inside look at one organization's experience with implementing a Readmission Intervention Strategy Council (RISC) in order to address the ongoing challenge of controlling hospital readmissions from home care. RISC developed a data collection tool for analysis and a dashboard for illustration of key trends identified in home care transfers to the hospital. This program will include examples and tools to help providers implement a similar RISC at their agency.

Will You Be Ready When the Surveyors Come Knocking?

Cheryl Pacella, DNP(c), HHCNS-BC, CPHQ
Home Health Quality Consultant, CAP Consulting

We've all experienced it – that mad dash to make sure everything is in order in anticipation of that dreaded visit. It could be DPH, Joint Commission or another auditor. Will your agency be ready? What do you need to know NOW to plan for that triennial survey? Are your records in order? Can you choose any clinician for a Joint visit? Do your policies and procedures need to be updated? How can you avoid the pending sanctions? These are just some of the questions that will be answered in this session on survey preparedness.

EMR Implementation: Avoid Pitfalls and Lead Your Organization to Success

Cyndi Rizzitello, MSN, RN, BC
Clinical Director, BlackTree Healthcare Consulting
Todd Montigney
Managing Director, BlackTree Healthcare Consulting

Whether you are converting from paper to EMR, one EMR to another, upgrading, or sustaining a current EMR, poor preparation can easily derail the process. This presentation will discuss common pitfalls in the implementation and

ongoing use of an Electronic Medical Record (EMR) system and will highlight the clinical, financial, and operational risks that can negatively impact an implementation and how they can be effectively managed.

Navigating the Hospice Cost Report

Brian A. Martin
Senior Consultant, Simone Healthcare Consultants

CMS has proposed an entirely new hospice cost report in order to gather more information for hospice payment reform and some of the changes will require the tracking of additional information. This presentation will identify and summarize the key differences between the two cost reports and navigate through the changes that hospices will need to make to accurately complete and file their new hospice cost reports.

Private Home Care and Health System Collaborations: Getting Them Started, Making Them Work and Keeping Them Strong

Andrea Cohen, MSW
Co-Founder and CEO, HouseWorks
Jeffrey G. Sihpol
COO, HouseWorks

Formal, strategic relationships with health care systems are a business imperative for private duty home care companies. These relationships improve outcomes for patients, push innovation and, most importantly, enable health care systems to focus on their core businesses. In 2012, HouseWorks, a Massachusetts private home care company, entered into a formal collaboration with Hebrew SeniorLife (HSL), the largest provider of elder care services in Greater Boston, to operate the private home care arm of the HSL care continuum. This presentation is a case study that outlines every aspect of this relationship – from operations and communications to marketing and branding.

CONCURRENT BREAKOUT SESSIONS • THURSDAY, MAY 29 1:30 PM – 2:30 PM

Home Health Services and the Puzzle of Hospital Readmission

Laurie Courtney, MSN, RN
Clinical Director, Reinforced Care, Inc.
Roland B. Stark, MEd
Senior Research Analyst, Reinforced Care, Inc.

Home health agencies are struggling to justify their worth in the current “fiscal-centric” health care environment, and readmission reduction is a central focus. Using research involving more than 120,000 patients, this presentation will examine home care readmissions and attempts to “level the playing field” by controlling and adjusting for a wide variety of confounding factors. Included will be a discussion about how to identify alternative indicators that better capture the benefits of home health services, enabling administrators to better demonstrate the value of these services.

Face to Face ADR and Denial Strategies

M. Aaron Little, CPA
Managing Director, BKD, LLP
Karen Vance, OTR
Managing Consultant, BKD, LLP

Medicare’s “program integrity contractors” have made it clear that the content of the physician narrative on the Face to Face (FTF) encounter document is under scrutiny resulting in increases in Additional Development Requests (ADR) and denials for FTF documents dated as early as 2011. This program will outline the specific levels of risk for agencies, with examples of what is not passing for acceptable physician documentation, and offer efficient tactics to help secure quality FTF documentation and mitigate potential risks identified in existing documentation.

Translating Evidence-Based Research & Practices into Tangible Approaches for Hospice & Home Health

Margaret Terry, PhD, RN
VP of Quality and Innovation, Visiting Nurse Associations of America
Andrea R. Huertas, MBA, BSN, CHPN
Hospice Director, Central NH VNA and Hospice

Hospices are entering the new world of quality measures. VNAA launched the Blueprint for Excellence, a compendium of best practices for home health to advance evidence-based practices. This presentation will outline the

latest new offerings for hospice and palliative care leaders. It will highlight practices for pain, dyspnea, other symptom management, final days and treatment preferences including information on tools, interventions, training and measurement. Updates on technology in home health will also be shared.

Building a High Performing Home Care Eco-System

Bill Bassett
VP of Product Management, Procura

Selecting the right home care software is complex. Do you need a world class scheduling system? Or maybe a customizable clinical system with tried, tested and true case management features? What about choosing from point of care devices that best suit your business, whether they be over telephone landlines, smartphones, tablets, laptops or portal solutions? This presentation will explore the opportunities that exist for buying either the single best product that serves a specific need or purchasing an entire suite of technological solutions for more complex business processes.

Using Multi-Media for Marketing and Recruiting

Bob Roth
Managing Partner, Cypress HomeCare Solutions
Principal, OneSource HomeCare Consultants

Customers and clients frequently ask about using radio and television for marketing and recruiting. These and other media outlets work but the success is in the execution. This session will describe how one large and successful private care agency has used radio, television, print media, website and email to reach out to consumers and referral sources. Specific techniques and messages will be covered as well as measurable results. Leave with a better understanding of the cost per referral from using mass media.

CONCURRENT INTENSIVES • FRIDAY, MAY 30

9:30 AM – 11:30 AM

HOME HEALTH

Bundling Payments Are Here to Stay: How You Can Position Your Agency to Win

Jeannee Parker Martin, RN, MPH
Chief Executive Officer, The Corridor Group

In the fits and starts movement toward population health management, bundled payments are one of the most immediately actionable – and immediately rewarding – efforts that hospitals, skilled nursing facilities and home health and hospice providers can tackle as part of their clinical integration and physician alignment efforts. This dynamic intensive will present results of a recent study by The Corridor Group, Kurt Salmon and Lincoln Healthcare Group, and provide the most up-to-date information on the state of bundling and its impacts on home care and hospice providers. An interactive format will be used throughout this intensive session.

HOSPICE

Clinical and Regulatory Challenges for Hospice 2014-2015

Kimberley Skehan, RN, MSN
Senior Manager, Simione Healthcare Consultants
Julia H. Maroney, RN, MHSA, CHCE
Senior Manager, Simione Healthcare Consultants

There are many significant changes that hospices are now facing. Major hospice industry initiatives, regulations and audits are wide reaching in the challenges they present to all hospice providers. Along with heightened scrutiny, hospices are finding that meeting new quality reporting, additional data reporting and documentation requirements can be daunting. This interactive program will provide a regulatory update regarding issues pertaining to the hospice industry, an overview of the upcoming data and quality reporting requirements that will impact hospices, and provide practical insight as to the effect of these requirements on hospice operations, clinical practice and compliance oversight. There will also be a group discussion regarding specific operational strategies that hospices can use to successfully meet these challenges.

PRIVATE DUTY

From Brand to Plan: Steps and Strategies for Building Your Marketing Plan to Attract New Clients

Bob Roth
Managing Partner, Cypress HomeCare Solutions
Principal, OneSource HomeCare Consultants

This presentation will detail the steps and strategies you need to take when developing and building your marketing plan and demonstrate how the “brand and plan” framework produces success. By helping private duty agencies develop an understanding of who they are and using a step-by-step marketing process, they can build a marketing plan that fits their unique business needs. Following these steps will also ensure the delivery of the most effective marketing budget. The presenter will review the methods of “fishing in a barrel” vs. “fishing in the ocean” when pursuing marketing opportunities.

Boston Park Plaza Hotel & Towers



Rich in history, the Boston Park Plaza Hotel & Towers has distinguished itself with classic elegance and personal service that continues to attract travelers from all over the world who visit Boston for business, leisure or special events.

The Boston Park Plaza Hotel has an unsurpassed Boston address located only 3 miles from Logan International Airport and only 200 yards from the nation's first public parks, Boston Common and the Public Garden.

The hotel is also easily accessible to Boston shopping along world renowned Newbury Street, Faneuil Hall Marketplace, the Theater and Financial Districts, and all of Boston's most historic landmarks.

To make reservations, click on the direct hotel links provided on www.nehcc.com or call 800-225-2008 and ask for the discounted hotel rates for the New England Home Care Conference and Trade Show 2014. It is recommended that you make reservations well in advance of the conference.



At the End of the Day at the Boston Park Plaza ...



Following a day of workshops, keynote presentations and visits with exhibitors, your evening activities at the Boston Park Plaza are just getting started. On Wednesday, make your first stop at our Exhibitor Reception from 4:45 pm – 6:15 pm. For local restaurant information, go to www.nehcc.com and click the link to the Boston Park Plaza Hotel. The hotel website has a ton of valuable information for local restaurants and attractions.

Optional May 29th Dinner at the Hampshire House/Cheers Bar Reception

Join your fellow conference attendees for dinner at one of Boston's historic mansions which houses the original **Cheers Bar**. Experience the Boston pub that inspired the hit TV show *Cheers* – “the place where everybody knows your name.” A reception will be held in the **Cheers Bar** from 5:30-6:30 pm, followed by dinner upstairs in the **Hampshire House** at 6:30 pm. The **Hampshire House/**

Cheers Bar is a very short walk from the hotel. Separate registration required.



Important Deadlines

Early Bird Conference Registration	April 11
Conference Registration	May 23
Hotel Room Block	May 2 (by 5:00 pm)
Exhibitor Registration	May 1

Conference Registration

The registration deadline is May 23, 2014. A \$50 late fee will be charged per person for each registration received after the deadline.

Registrations can be made by fax or mail and sent to Royce Tyree at the address below or by going to the Conference website: www.nehcc.com.

Home Care Alliance of Massachusetts
31 St. James Avenue, Suite 780
Boston, MA 02116
Phone: 617-482-8830 | Fax: 617-426-0509

Payment/Cancellation Policy

Payment must be made in advance of this conference and can be made by cash, check, VISA, MasterCard or American Express. Cancellations received in writing via email by May 23, 2014, will be refunded minus a \$50 cancellation fee. Cancellations made after May 23 will forfeit the registration fee. Substitutions are allowed and are not subject to cancellation fees.

Questions? Contact Royce Tyree at registration@nehcc.com.

Hotel Information

Boston Park Plaza Hotel & Towers
50 Park Plaza at Arlington Street
Boston, MA 02116
General Information and Reservations: 1-800-225-2008 www.bostonparkplaza.com

A room block with discounted room rates has been established for attendees of the New England Home Care Conference & Trade Show. Rooms are available for May 28 – 29, 2014 for the rate of \$209 per night plus tax, which includes access to the Fitness Center and high-speed wireless internet access. The deadline to take advantage of these discounted rates is May 2, 2014 by 5:00 pm.

Please note: These rooms will go fast and the room block may sell out prior to the cutoff date. Make your reservation today! Go to the NEHCC website www.nehcc.com and click on the customized Boston Park Plaza Hotel registration link. The hotel can be reached directly through its Reservations phone number, 800-225-2008, and ask for the “New England Home Care Conference and Trade Show” room block to receive the discounted rates.

Directions

To obtain directions, go to the New England Home Care Conference website at www.nehcc.com.

This will be a “Paper Light” Conference. A link to handouts will be emailed to all registrants prior to the conference.



NEW ENGLAND
**HOME CARE
 CONFERENCE**
 & TRADE SHOW

You may also REGISTER ONLINE at www.nehcc.com

Registration Form *Complete one Registration Form for each registrant*

Please select which state association(s) you are a member of:

- Connecticut
- Maine
- Massachusetts
- New Hampshire
- Rhode Island
- Vermont

Attendee Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Phone: _____

Registration Fees

Early bird rate is only available for association members purchasing the entire package. The early bird deadline is April 11th. Regular rates go into effect on April 12th, and a late fee will be applied after May 23rd.

Conference Options

	Member	Non-Member
Full Conference – Early Bird	<input type="checkbox"/> \$345.00	<input type="checkbox"/> \$595.00
Full Conference - Regular (after 4/11)	<input type="checkbox"/> \$395.00	<input type="checkbox"/> \$645.00
1/2-Day Wednesday & All Day Thursday	<input type="checkbox"/> \$275.00	<input type="checkbox"/> \$375.00
All Day Thursday & 1/2-Day Friday	<input type="checkbox"/> \$275.00	<input type="checkbox"/> \$375.00
Optional May 29th Dinner at the Hampshire House/Cheers	<input type="checkbox"/> \$65.00	

Payment Method

- Check (Please make payable to **Foundation for Home Health**)

You may pay by credit card by registering on-line or by calling the HCA Office at (617)482-8830.

Include
**\$50 late fee after
 May 23, 2014.**

Amount Enclosed:
 \$ _____

Please send completed forms to:
 Home Care Alliance of MA
 31 St. James Ave.
 Suite 780
 Boston MA, 02116
FAX: (617) 426-0509
registration@nehcc.com



THE FOURTH ANNUAL



With thanks to these
New England Home Care Conference & Trade Show Sponsors:

CORPORATE SPONSOR



EVENT SPONSORS



A collaborative effort of the following New England State Home Care Associations:

Connecticut Association for Healthcare at Home • Home Care & Hospice Alliance of Maine
Home Care Alliance of Massachusetts • Home Care Association of New Hampshire
Rhode Island Partnership for Home Care • Vermont Assembly of Home Health and Hospice Agencies