

THE SIXTH ANNUAL



# NEW ENGLAND HOME CARE & HOSPICE CONFERENCE AND TRADE SHOW

SIX STATES, ONE CONFERENCE,  
HUNDREDS OF ATTENDEES



## REGISTRATION & PROGRAM GUIDE

**May 16, 17 & 18, 2016**

Grand Pequot Tower at Foxwoods, Mashantucket, CT

GOLD SPONSOR



Early Bird Deadline: **April 1**

## KEYNOTE SPEAKERS

### TUESDAY, MAY 17

Opening Keynote 9:15 am – 10:15 am  
**Home Health Care to the Rescue**



**Dan Marshall, Author and Screenwriter**

“Home is Burning,” Dan Marshall’s recent memoir, dives deeply and irreverently into his family’s pain of caring for a father with ALS and a mother dying from cancer. He will talk about the incredible role that home health care played in relieving the stress of caregiving for his family while adding quality and dignity to his parents’ lives.

*Dan Marshall graduated with distinction from the University of Southern California’s MFA screenwriting program in 2011. His book has been optioned by New Line Studios to be made into a film with Marshall as screenwriter.*

Lunch Keynote 11:45 am – 1:00 pm  
**A Simple Message to Home Care and Hospice Providers in an Era of Major Transformation**



**Ellen Breslin**  
**Senior Consultant,**  
**Healthcare Management Consultants**

Successfully navigating this era of health transformation requires providers to stay focused on the simple questions: How can I improve outcomes and quality of life for my clients? Can I measure the effects in terms of quality and costs? What kind of value-based partnerships and arrangements would work best for me? Ellen will discuss opportunities to participate in value-based purchasing and use best practices to set, measure and achieve quality of life goals.

*Ellen Breslin is a seasoned consultant with 30 years of experience in health policy. She has provided expertise to states, health plans and providers on major state and federal payment and delivery reforms including the Medicare-Medicaid Capitated Financial Alignment Initiative.*

# GENERAL SESSION SPEAKERS

## WEDNESDAY, MAY 18

### HOSPICE:

Opening General Session 8:30 am – 9:30 am  
**People Development and the Truth about Quality**



**Andrew Reed**  
**President and CEO,**  
**Multi-View Incorporated**  
Organizations can't become world-class without effective Talent Attraction, Talent Selection, Talent Development and Talent Retention processes. Andrew will discuss how agencies can become successful teaching organizations. He will share

many of the practices of agencies that operate in the 90th percentile statistically in terms of quality and financial results.

*Andrew Reed has worked with nearly 900 Hospices during the past 20 years. He is best known for "The Model," a modern approach to hospice management which creates a high quality, predictable experience that is financially balanced.*

### PRIVATE DUTY:

Opening General Session 8:30 am – 9:30 am  
**Surveying the Private Duty Landscape**  
**– The Future is Today**



**JC Weber**  
**Manager of Research**  
**Integrity, Home**  
**Care Pulse**

JC will discuss how the private home care employer model will adapt and thrive due to venture capital-backed technology and the underground workforce. He will share recent industry trends and data,

successful caregiver recruiting models, and methods for motivating policymakers to work for home care.

*JC Weber specializes in collaborating with team members to create systems and processes that increase efficiency. He graduated magna cum laude from BYU-Idaho with a degree in financial economics and oversees the Home Care Pulse annual benchmarking survey.*

Closing General Session: 12:45 pm – 2:00 pm  
**Ensuring Success in the Value-Based Health Economy**



**Tracey Moorhead**  
**President and CEO, Visiting Nurse Associations of America**

Tracey will report on national policy initiatives, identify best practices and highlight innovative case studies in home-based care. Her presentation will focus on the key components necessary to achieve high quality outcomes and ensure financial success.

*As the leader of the VNAA, Tracey educates, advocates and promotes nonprofit providers of home-based care services including home health, palliative care and hospice. She previously served as CEO of the Care Continuum Alliance, Executive Director of the Alliance to Improve Medicare, and Vice President of Government Relations for the Healthcare Leadership Council.*



# DAY-AT-A-GLANCE SCHEDULE

## DAY ONE MONDAY, MAY 16 PRE-CONFERENCE

1:00 pm – 5:00 pm	Registration
2:00 pm – 2:05 pm	Welcome
2:05 pm – 5:00 pm	<b>Pre-Conference Program: Meeting the Dementia Challenge in Home Care</b> <i>Amy Matthews, BA, Dementia Care Educator</i>
5:00 pm - 6:30 pm	<b>Presidents' Reception</b> ( <i>Hosted by Board Presidents of the New England Home Care Associations</i> )

## DAY TWO TUESDAY, MAY 17 FULL DAY CONFERENCE

8:00 am – 9:00 am	Registration and Breakfast
9:00 am – 9:15 am	Welcome and Opening Remarks
9:15 am – 10:15 am	<b>Opening Keynote: Home Health Care to the Rescue</b> , <i>Dan Marshall, Author and Screenwriter</i>

### BREAKOUT SESSIONS

10:30 am – 11:45 am

**New England Takes Leave: An Overview of Employment Leave Laws Affecting New England Employers**  
Thomas Colomb, Esq. and Kier Wachterhauser, Esq.  
*Murphy, Hesse, Toomey & Lehane, LLP*

**A Whole New World: The Face-to-Face Makeover**  
Jennifer Warfield, BSN, COS-C, HCS-D  
Education Director  
*PPS Plus*

**Becoming a Five-Star Agency: It's all about Leadership, Technology and Operations**  
Holly Chaffee, RN, BSN, MSN  
President and CEO  
*Porchlight VNA/Home Care*

**The Age-at-Home Boomer Generation: How It's Driving Technology Changes in Home Care**  
Mike Radice  
Chairman & Technology Advisor  
*ChartaCloud, ChartaCares*

**Risk-Sharing in Medicare: Can it Work for You?**  
W. Karl Baker, CPA  
Healthcare Principal and Bob Dillan, CPA  
Health Care Manager  
*Clifton Larson Allen*

11:45 am – 1:00 pm	<b>Lunch and Keynote: A Simple Message to Home Care and Hospice Providers in an Era of Major Transformation</b> <i>Ellen Breslin, Senior Consultant, Healthcare Management Consultants</i>
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### BREAKOUT SESSIONS

1:15 pm – 2:30 pm

**Connecting the Dots: Collaborating to Reduce Cost and Improve Care Transitions**  
Barbara Katz  
Principal  
*BK Health Care Consulting, LLC*

**Hospice Management through Business Intelligence**  
Michelle Stone-Smith  
Consulting Manager  
*McBee Associates*

**Value Based Purchasing: 2016 and Beyond**  
Christopher Attaya, MBA, FHFMA  
VP of Business Intelligence  
*Strategic Healthcare Programs* and Rey Spadoni  
President  
*Partners Health Care At Home*

**Internet Marketing Secrets for Private Home Care Agencies**  
Ryan McEniff  
Owner  
*Minute Woman Home Care*

**Successful Strategies for Home Health in Future Delivery System Models**  
Susan Adams, RN, MPH  
VP System Integration  
*Masonicare*

2:30 pm – 3:55 pm	Exhibit Hall Open – Afternoon Refreshment Break
4:00 pm – 5:00 pm	<b>The Pitch Pit: Watch as your colleagues present their innovative ideas. Vote for your favorite!</b>
5:00 pm – 6:30 pm	Evening Reception in Exhibit Hall and Demo Showcase Dinner on Your Own

# DAY-AT-A-GLANCE SCHEDULE

## DAY THREE WEDNESDAY, MAY 18 HALF-DAY CONFERENCE

7:30 am – 8:30 am

Registration and Breakfast with Exhibitors

### GENERAL SESSIONS

8:30 am – 9:30 am

**General Session I: HOSPICE**  
**People Development and the Truth about Quality**  
 Andrew Reed, President and CEO,  
*Multi-View Incorporated*

**General Session II: PRIVATE DUTY**  
**Surveying the Private Duty Landscape:  
 The Future is Today**  
 JC Weber, Manager of Research Integrity,  
*Home Care Pulse*

9:30 am – 10:30 am

Morning Break in Exhibit Hall and Demo Showcase

### CONCURRENT INTENSIVES

10:30 am – 12:30 pm

**Yes, You Can!  
 Transitioning New  
 Nursing Graduates into  
 Home Care**  
 Susan White, RN  
 Administrator  
*COR Health Services*  
 and  
 Merrily Evdokimoff, RN,  
 PhD  
 Sylena Keeping, RN, MBA  
 Paula McCartney, RN  
 Gerri McCallig, RN  
*Hallmark Health VNA &  
 Hospice*

**Home Care Hot  
 Topic! Case Studies  
 in Optimal Revenue  
 Cycle Management  
 Redesign**  
 Craig Mandeville  
 CEO  
*Forcura*  
 and  
 Nick Seabrook  
 Managing Director  
*Blacktree Health Care*

**Baby Boomer Boom!  
 Six Pathways to  
 Success in Marketing  
 to the Mature  
 Marketplace**  
 Don Marsh  
*Marketing Consultant*

**It's All Here!  
 Strategies  
 for Quality  
 Improvement AND  
 Financial Success  
 in Home Health  
 Care**  
 William Simione III  
 Principal  
 and  
 Kimberly Skehan,  
 RN, MSN  
 Senior Manager  
*Simione Healthcare  
 Consultants*

**Go Wish! A New  
 Way to Talk about  
 End-of-Life Care**  
 Suzanne Mitchell,  
 MD, MS  
*Health Management  
 Associates* and  
 Melanie Cama, RN,  
 MSN, CHPCA  
 Hospice and  
 Palliative Care  
 Program Director  
 Kelly Zercie, BSN,  
 RN-BC, CHPN  
 Program Educator  
*Middlesex Hospital*

12:45 pm – 2:00 pm

**Lunch and Closing General Session: Ensuring Success in the Value-Based Health Economy**  
 Tracey Moorhead, President and CEO, *Visiting Nurse Associations of America*

2:00 pm

Closing Comments & Adjournment

### EXHIBIT HALL HOURS:

#### TUESDAY, MAY 17

2:30 pm – 3:55 pm: Exhibit Hall Opening; Afternoon Refreshment Break

5:00 pm – 6:30 pm: Evening Reception in Exhibit Hall

#### WEDNESDAY, MAY 18

7:30 am – 8:30 am: Breakfast with Exhibitors

9:30 am – 10:30 am: Morning Break with Exhibitors

**MONDAY, MAY 16**  
**SPECIAL PRE-CONFERENCE PROGRAM**  
2:05 PM – 5:00 PM

**Meeting the Dementia Challenge in Home Care**

**Amy Matthews, BA**

*Dementia Care Educator*

Alzheimer's disease affects the person, their family and the healthcare providers who care for and interact with them. Despite the prevalence of dementia-related conditions in the home health population, staff don't always have the skills needed to understand how these behaviors can complicate care and negatively impact outcomes. This session will offer tools, expert guidance and education in caring for persons with dementia, including:

- The definitions and various manifestations of dementia;
- Ways in which the disease affects perception and how this impacts a professional caregiver's communication techniques and behavioral interventions;
- Understanding the emotional, social, physical and financial impact on the family;
- Techniques home care staff can use to involve families in caregiving and incorporating these techniques into agency staff training programs;
- A special interactive module using real life experiences.



Amy Matthews is a champion for people suffering with Alzheimer's Disease and other forms of cognitive impairment. A skilled professional in dementia care for many years, she currently is a Dementia Coach with Engaging Alzheimer's, LLC, a New York-based firm that trains healthcare professionals, coaches families and advocates for the cognitively impaired.

***This special pre-conference program requires a separate registration fee.  
Attend only this program or combine with full conference at a discounted rate.  
See page 11 for registration information.***

**TUESDAY, MAY 17**  
**CONCURRENT BREAKOUT SESSIONS**  
**10:30 AM – 11:45 AM**

**New England Takes Leave:  
An Overview of Employment Leave Laws Affecting  
New England Employers**  
**Thomas Colomb, Esq.**  
**Kier Wachterhauser, Esq.**  
*Murphy, Hesse, Toomey & Lehane, LLP*

At the federal and state levels, powerful lobbying groups are advocating for increased employment leave rights and other benefits. Some states have already adopted leave laws and agencies need to know that laws may be applicable even to organizations not physically located in that state. Topics will include the Family Medical Leave Act, Earned Sick Time laws and Domestic Violence Leave laws.



**A Whole New World: The Face-to-Face Makeover**  
**Jennifer Warfield, BSN, COS-C, HCS-D**  
**Education Director, PPS Plus**

Five years after the introduction of the F2F requirement, agencies are still struggling to get it right. New guidelines became effective Oct. 1, 2015 which will likely spur another round of audits and denials. This session will delve into the new guidelines and provide valuable information on achieving success in this new F2F environment.



**Becoming a Five-Star Agency: It's all  
about Leadership, Technology and Operations**  
**Holly Chaffee, RN, BSN, MSN**  
**President and CEO, Porchlight VNA/Home Care**

Using performance data from 2013 and 2014, Medicare awarded five-star ratings to only 239 of the 12,261 eligible home health agencies. Hear first-hand how one executive used operational and clinical best practices to attain a five-star rating for her agency while improving outcomes and patient satisfaction scores.



**The Age-at-Home Boomer Generation:  
How It's Driving Technology Changes in Home Care**  
**Mike Radice, Chairman, Technology Advisor**  
*ChartaCloud, ChartaCares*

This session looks at the transformation of home care as Boomers self-manage their care at home and integrate technology into caring for family members. Families will become major players in adopting technologies that enhance quality of care, quality of life, provide oversight of caregiving, and rate home care services. How should that affect your future service model?



**Risk-Sharing in Medicare: Can it Work for You?**  
**W. Karl Baker, CPA, Healthcare Principal and**  
**Bob Dillan, CPA, Health Care Manager**  
*Clifton Larson Allen*

A key health care delivery innovation is the sharing of financial risks between providers and payers. This session explores whether risk sharing is right for your organization. How does it work? What tools do you need? How much risk can you take? What are the possible short and long term financial benefits?



**Key to Breakout Session Topics**

Management

Clinical

Private Duty

Finance

**TUESDAY, MAY 17**  
**CONCURRENT BREAKOUT SESSIONS**  
1:15 PM – 2:30 PM

**Connecting the Dots: Collaborating to Reduce Cost and Improve Care Transitions**

**Barbara Katz, Principal**  
*BK Health Care Consulting, LLC*

This session provides participants with collaboration methods for reducing care fragmentation and integrating these methods into the agency workflow. Focus will be on clinical case management, interdisciplinary referrals and conferencing, cross functional team meetings, tracking patients in value-based purchasing programs and much more.



**Hospice Management through Business Intelligence**

**Michelle Stone-Smith, Consulting Manager**  
*McBee Associates*

This session will demonstrate how using business intelligence, analytics and benchmarking tools can help increase earlier hospice referrals to drive longer length of stay, improve model cost drivers associated with patient care, view medication trends, and track clinical outcomes.



**Value Based Purchasing: 2016 and Beyond**

**Christopher Attaya, MBA, FHFMA**  
**VP of Business Intelligence**  
*Strategic Healthcare Programs*

**Rey Spadoni, President**  
*Partners Health Care at Home*

This session will provide the background and methodology of HHVBP, the new CMS Pay for Performance program, and provide insight as to how one provider is preparing for these changes. Learn how the pilot program will be implemented and implications for home care agencies in both pilot and non-pilot states.



**Internet Marketing Secrets for Private Home Care Agencies**

**Ryan McEniff, Owner**  
*Minute Woman Home Care*

This session will provide an actionable explanation of the real way private home care companies need to focus on internet marketing so they can expand in 2016 and beyond. Learn how one agency grew by 25% using online marketing and localized search engine optimization.



**Successful Strategies for Home Health in Future Delivery System Models**

**Susan Adams, RN, MPH, VP System Integration**  
*Masonicare*

How does an agency leader maintain daily focus while developing vision and strategy to position for future success? This session will walk attendees through the process and identify the outcome metrics needed for organizations to be successful in a fully-integrated, person-centered, risk-bearing delivery model.



**Key to Breakout Session Topics**

Management

Clinical

Private Duty

Finance



**WEDNESDAY, MAY 18**  
**CONCURRENT INTENSIVES**  
10:30 AM – 12:30 PM

**Yes, You Can! Transitioning New Nursing Graduates into Home Care**

**Susan White, RN, Administrator**

*COR Health Services and*

**Merrily Evdokimoff, RN, PhD**

**Sylena Keeping, RN, MBA**

**Paula McCartney, RN**

**Gerri McCallig, RN**

*Hallmark Health VNA & Hospice*

What does it take to provide newly graduated RNs the support and training to become competent home care nurses? Two agencies will share their experiences as well as the benefits and challenges inherent in such an undertaking. Both will address the internal education and support they provided to their staff which resulted in a cultural shift in the agencies. Attendees will leave with an on-boarding process for new employees and current staff.

**Home Care Hot Topic! Case Studies in Optimal Revenue Cycle Management Redesign**

**Craig Mandeville, Chief Executive Officer**

*Forcura*

**Nick Seabrook, Managing Director**

*Blacktree Health Care*

Two industry experts will share how a well designed revenue cycle management program can give an agency an operational efficiency edge in today's market. Each presenter will offer a unique case study addressing best practice steps in the redesign process, obstacles faced, and current success in areas such as Insurance Verification/Authorization, Orders/F2F Management, Scheduling and Clinical Management.

**Baby Boomer Boom! Six Pathways to Success in Marketing to the Mature Marketplace**

**Don Marsh, Marketing Consultant**

Through interactive exercises designed to educate and entertain, this presentation will focus on market segmentation as well as behaviors and characteristics that motivate the mature marketplace. Attendees will learn how to establish an "identity" that sets an agency apart from its competition while creating the perception of added value for its products and services.

**It's All Here! Strategies for Quality Improvement AND Financial Success in Home Health Care**

**William Simione III, Principal and**

**Kimberly Skehan, RN, MSN, Senior Manager**

*Simione Healthcare Consultants*

A fundamental shift in home health services includes increased alignment with other health care industry providers. This session will provide insight into the host of challenges this represents, demonstrate the potential financial impact of payment reform on agency reimbursement, and provide realistic and measurable strategies to ensure agency readiness for these changes.

**Go Wish! A New Way to Talk about End-of-Life Care**

**Suzanne Mitchell, MD, MS**

*Health Management Associates and*

**Melanie Cama, RN, MSN, CHPCA**

**Hospice and Palliative Care Program Director**

**Kelly Zercie, BSN, RN-BC, CHPN**

**Program Educator**

*Middlesex Hospital*

Better training and tools are needed to tackle the challenges in advancing palliative care programs. This session will cover the progress and obstacles including insurance coverage and resistance from patients, families and medical providers. The presenters will introduce the "Go Wish" card game, an interactive learning tool designed to teach staff how to have advance care planning conversations with their patients.



## IMPORTANT DEADLINES

EARLY BIRD  
CONFERENCE  
REGISTRATION:  
**April 1**

EXHIBITOR  
REGISTRATION:  
**April 10**

HOTEL ROOM BLOCK:  
**April 20 (by 5:00 pm)**

CONFERENCE  
REGISTRATION  
DEADLINE:  
**May 6**

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

## The Grand Pequot Tower at Foxwoods Resort & Casino

**T**he Grand Pequot Hotel sets the standard for style and sophistication at Foxwoods Resort & Casino. This AAA Four Diamond Hotel features 23 stories of deluxe accommodations, the ultimate in modern meeting facilities, great restaurants and shopping – easily accessible from all of New England.

### RESERVATIONS

A room block with a discounted room rate has been established for attendees of the New England Home Care & Hospice Conference and Trade Show. Rooms are available for the nightly rate of **\$139 (plus taxes and fees)** for single/double. The deadline to take advantage of the discounted rate is **Wednesday, April 20 at 5:00 pm.**

Please note: These rooms will go fast and the room block may sell out prior to the cutoff date, so early reservations are suggested.

**Click on this direct link to make reservations for the conference:**  
<https://resweb.passkey.com/go/NEHH2016>

Check-in time is after 4:00 pm Monday through Saturday and after 5:00 pm on Sunday. Checkout is 11:00 am.

**The Grand Pequot Tower**  
350 Trolley Line Blvd.  
Mashantucket, CT 06338  
Ph: (860) 312-3000 or (800) 369-9663



# NEW ENGLAND HOME CARE & HOSPICE

CONFERENCE AND TRADE SHOW

It's **EASY** to **REGISTER ONLINE** at [www.nehcc.com](http://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 attendees registering for the full conference. The early bird deadline is April 1. Regular rates go into effect on April 2, and a late fee will be applied after 5:00 p.m. on May 6.

### Conference Options

	Member	Non-Member
Full Conference – Early Bird (Until April 1)	<input type="checkbox"/> \$345.00	<input type="checkbox"/> \$545.00
Full Conference - Regular (April 2 - May 6)	<input type="checkbox"/> \$395.00	<input type="checkbox"/> \$595.00
1-Day, Tuesday, May 17 Only	<input type="checkbox"/> \$225.00	<input type="checkbox"/> \$325.00
1-Day, Wednesday, May 18 Only	<input type="checkbox"/> \$175.00	<input type="checkbox"/> \$275.00

### Pre-Conference Program on Monday, May 16

*(Meeting the Dementia Challenge in Home Care)* Additional fee for Members and Non-Members\*

- Pre-Conference Program (for Conference attendees)  \$75
- Pre-Conference Program (for those only attending Pre-Conference)  \$125

\*Note: Registrations may not be shared.

### 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 by May 6, 2016 will be refunded minus a \$50 cancellation fee. Cancellations made after May 6 will forfeit the registration fee. Substitutions are allowed and are not subject to cancellation fees.

## Payment Method

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

Due to federal protection laws, credit card information cannot be sent via email or fax. 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 6, 2016.

**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](mailto:registration@nehcc.com)

*This is a "Paper Light" conference. A link to handouts will be placed on the conference website prior to the event.*

THE SIXTH ANNUAL



NEW ENGLAND  
HOME CARE & HOSPICE  
CONFERENCE AND TRADE SHOW

*See you at Foxwoods!*

Thank you to these New England Home Care & Hospice  
Conference and Trade Show Sponsors:

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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  
VNAs of Vermont