

THE SEVENTH ANNUAL



# NEW ENGLAND HOME CARE & HOSPICE CONFERENCE AND TRADE SHOW

SIX STATES, ONE CONFERENCE,  
HUNDREDS OF ATTENDEES

REGISTRATION & PROGRAM GUIDE  
**May 16, 17 & 18, 2017**

Radisson Hotel Manchester, Manchester, NH

Early Bird Deadline: **March 31, 2017**

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# NEW ENGLAND HOME CARE & HOSPICE

CONFERENCE AND TRADE SHOW

**Dear Home Care leaders and friends,**

The six home care associations of New England are pleased to invite you to the seventh annual New England Home Care & Hospice Conference and Trade Show. This three-day regional event brings our members an exceptional opportunity for professional education and peer networking to discuss challenges and solutions for the future of homecare.

Our conference speakers are some of the most knowledgeable and experienced experts in the changing home care environment. There are concurrent sessions designed to meet the various needs of home health, hospice and private duty attendees. We have added two rounds of Express Learning so you have more options for topical workshops. Your passion for leadership and the desire to grow your business are sure to be ignited by our dynamic presenters.

Join us in Manchester, NH on May 16, 17 and 18 to network with sponsors and exhibitors who offer innovative services and products for our industry, as well as catch up with colleagues from around New England.

Don't miss this unique opportunity for new strategies, connections and ideas to move your business forward. We look forward to welcoming you to the New England Home Care & Hospice Conference and Trade Show in Manchester!

Sincerely,

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

Gina Balkus, CEO  
Home Care Association of NH

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

Nicholas Oliver, Executive Director  
Rhode Island Partnership for Home Care

Pat Kelleher, Executive Director  
Home Care Alliance of Massachusetts

Jill Mazza Olson, Executive Director  
VNAs of Vermont

## KEYNOTE SPEAKERS

Opening Keynote  
May 17, 9:00 am - 10:00 am

### **The Conversation: A Revolutionary Plan for End-of-Life Care**

**Dr. Angelo Volandes**

*Co-Founder & President, ACP Decisions*



When asked, most Americans prefer to die at home surrounded by their loved ones. Yet, most Americans still die in a hospital or nursing home, often tethered to IVs and machines, and in pain. End-of-life care remains one of the most important areas to improve safety and quality as well as ensuring health care is delivered concordant with the patient's preferences. Video decision aids may be one way to help solve this seeming intractable medical error. In this presentation, Dr. Volandes will offer ideas on improving quality in end-of-life care including using videos and system-level change to enhance care.

*Dr. Volandes is a faculty member in the General Medicine Unit at the Massachusetts General Hospital and Assistant Professor of Medicine at Harvard Medical School. Dr. Volandes' research is focused on improving decision-making at the end of life and is supported by the NIH, the Agency for Healthcare Research and Quality, the Alzheimer's Association and the Informed Medical Decisions Foundation.*

General Session Keynote,  
May 18, 8:30 am - 9:30 am

### **Five Actions to Engage Patients for Meaningful Results**

**Larry Prince**

*CEO and Managing Member, Prince Health, LLC*



Learn the five actions necessary to foster a patient-centered approach to care. This session will cover the importance of leadership and internal communication methods for fostering change and sustaining results. It will focus on the specific behavioral techniques and skills for enhancing patient engagement and motivation. Prince will also show how to craft a professional development plan to enhance patient engagement for your agency.

*Larry Prince, M.Ed., is an experienced speaker who engages and involves audiences in his talks and workshops. His goal is to have people make a commitment to take positive action - whether to improve their organization or to enhance their personal health and work-life balance. Larry possesses more than 25 years of healthcare and pharmaceutical industry experience. He is an expert in leadership development, change management, patient engagement and health coaching.*

## KEYNOTE SPEAKERS

Closing Keynote, May 18, 1:00 pm - 2:30 pm

### Findings and Insights from the National Home Care and Hospice State of the Industry Study

**Tim Ashe, RN, MS, MBA Partner, Director of Operational Consulting**  
Fazzi Associates



Fazzi Associates' most recent industry survey provides incredible insight into the state of home care across the country. Data and analysis will be presented on everything from best practice in the use of IT, telehealth, outsourcing and clinical practice to optimal staffing structures, staffing ratios, growth strategies and more. Learn how to use extensive databases to identify which of these findings have the most significant impact on Value-Based Purchasing, STAR ratings, reducing hospitalizations, increasing HH Compare scores and increasing profitability. This compelling information and the analysis will give providers a clearer picture of where they are and where they are headed.

*Tim Ashe is a Partner at Fazzi Associates where he oversees Fazzi's Operational Consulting and Outsourced Billing Divisions. Tim brings in-depth, practical understanding of home care and health care having served in key clinical and senior administrative roles, most recently as the Vice President of Clinical Operations for Visiting Nurse Service of Rochester & Monroe County in New York. Tim provides organizational, operational, turnaround, and change management services to home care agencies across the country.*

It's **EASY** to  
**REGISTER ONLINE**  
at [www.nehcc.com](http://www.nehcc.com)

SEE PAGE 15  
for registration form.



Discounted hotel room  
rate deadline is **April 24.**

Reserve online at:  
[www.radisson.com/NEHCC17.](http://www.radisson.com/NEHCC17)

SEE PAGE 14  
for more information.

## PRE - CONFERENCE INTENSIVES

TUESDAY, MAY 16, 2:00 pm – 5:00 pm



### **From Culture to Outcomes: Interdisciplinary Team Redesign**

*Cindy Krafft, PT, MS, HCS-O, President  
Kornetti & Krafft Health Care Solutions*

This three-hour training will cover integrating Home Health Value-Based Purchasing, bundled payments, and new care delivery models into the provision of care. This session will also include moving care redesign from theory to practice, as well as connecting clinical decision-making to defensible documentation.

*Cindy Krafft has more than 20 years of home health expertise that ranges from direct patient care to operational and management issues. Krafft has spent years in the direct patient environment interpreting regulations. Her philosophy is to provide clear, concise factual information, sorting out real from rumored rules, to make complicated information more accessible.*



### **New Medicare Home Health CoPs: A Roadmap for Agency Success**

*Kathy Roby, M.Ed, M.S. CHCE, CHAP, Consulting Director, Qualidigm  
Melissa Gordon, RN, MBA, ACHC, Consulting Director, Qualidigm*

By now, you should be well into preparing for the Home Health Conditions of Participation CoPs going into effect on July 13, 2017. This half-day training with Qualidigm will provide a checklist of where you should be, concrete ideas for a 60-day readiness action plan focusing on the most challenging requirements, as well as outlining strategies to consider for maintaining ongoing compliance.



*Kathryn Roby is a Consulting Director for Home Health Care at Qualidigm. Ms. Roby specializes in teaching and educating nurses, focusing on improving home health provider clinical outcomes and reducing acute care hospitalizations for Connecticut home care providers. Ms. Roby has also spearheaded the development of SMARTAUDIT®, a first-of-its-kind compliance software tool that enables home health agencies to automate their audit and QAPI requirements in a convenient, online format.*

*Melissa Gordon is a Consulting Director at Qualidigm, and has 25 years experience as a resourceful and results oriented leader in the home health care industry. At Qualidigm, she oversees the strategic operations of the home health consulting division and works directly with home health agencies to advise, train, and recommend quality improvement strategies. She has been in both clinical and operational leadership roles for non-profit Medicare-certified home health care agencies.*

# DAY-AT-A-GLANCE

## PRE-CONFERENCE INTENSIVES: TUESDAY, MAY 16th

1:00 pm – 5:00 pm Registration

### 2:00 pm – 5:00 pm CONCURRENT PRE-CONFERENCE INTENSIVES

**From Culture to Outcomes: Interdisciplinary Team Redesign**  
Cindy Krafft, President, Kornetti & Krafft Health Care Solutions

**New Medicare Home Health CoPs: A Roadmap for Agency Success**  
Kathryn Roby and Melissa Gordon, Consulting Directors at Qualidigm

5:00 pm - 6:30 pm Welcome Reception

## OPENING DAY: WEDNESDAY, MAY 17th

7:30 am – 9:00 am Breakfast and Registration. Breakfast sponsored by Ansaphone, Inc.

9:00 am – 10:00 am **Opening Session Keynote: The Conversation: A Revolutionary Plan for End-of-Life Care**, Dr. Angelo Volandes

### 10:15 am – 11:30 am INDUSTRY DEEP DIVE

**Medicare's New Delivery Model for Care to Terminally Ill Patients**  
Kristin Barnum and Toni Apgar, Bayada

**Home-Centered Care: The Model for the Future**  
Merrily Orsini, Corecubed & Sam Smith, Axxess

**Where Telemedicine Stops, Population Health Begins**  
William Bassett, Health Recovery Solutions

**Trajectory of Illness: Implications for a Palliative Model of Care**  
Jeanne Ryan, Post Acute Consultant

**Maximizing Engagement Strategies: Getting and Building Effective Health System Partnerships**  
Andrew Eaves, Larry Baker and Kate Mercier

### 11:45 am – 1:00 pm GAME CHANGERS

**Home Visiting Nurse Practitioner Program & Medicare Part B**  
Shannon Smith, Porchlight VNA

**Winning the War on Wounds**  
Myra Varnado & Donna Czapiga, Corstrata

**Going Mobile: Improve Efficiency Without Increased Risk**  
Kristi Perdue Hinkler, Vaporstream

**The Care Coordinator's Role in Home Care**  
Barbara LaFrance, Home Health & Hospice Care

**Healthcare Reform, Real Money from Change**  
Timothy Jalbert, W. Karl Baker, CliftonLarsonAllen

1:00 pm – 2:00 pm Power Hour Networking Lunch

2:00 pm – 3:30 pm Exhibit Hall Opening with desserts

### 3:30 pm – 4:00 pm EXPRESS LEARNING

**Technology Utilization for Better Agency Efficiencies and Compliances**  
Holly Chaffee, Porchlight VNA

**The Potential Pitfalls of Pre-Claim Review**  
Maria Warren, McBee Associates

**Proper Medication Management for Improved Compliance & Home Care Satisfaction**  
Debra Demar, White Cross Pharmacy

**Ten Things Every Home Health Agency Should Know About Workplace Law**  
Michael Bertocini, Jackson Lewis P.C.

**Integrating Behavioral Health with Chronic Care to Improve Outcomes And Star Ratings**  
Amy Craven and Katherine Vanderhorst, C&V Senior Care Specialists

4:00 pm – 5:00 pm Pitch Pit - Come see the winning innovations selected by attendees!

5:00 pm – 6:30 pm Exhibit Hall Opening Reception, Co-sponsored by Byram Healthcare

# DAY-AT-A-GLANCE

## CLOSING DAY: THURSDAY, MAY 18th

7:30 am – 8:30 am Exhibit Hall open, Breakfast and Registration

8:30 am – 9:30 am **General Session Keynote: Five Actions to Engage Patients for Meaningful Results**  
*Larry Prince*

9:30 am – 10:30 am Exhibit Hall Morning Break

10:30 am – 12:00 pm

### CONCURRENT SESSIONS

**CFO Forum Panel**  
*William Simone III, Simone Healthcare Consultants*

**What If Everything You Were Told About Home Care Marketing Was Wrong?**  
*Rebecca Jugan, Hurricane Marketing*

**Secret to Success: Integration of a Pharmacist to the Home Health Care Team**  
*Virginia Lemay and Madeline Ng, University of Rhode Island*

**Case Study: Revenue Cycle Redesign**  
*Nick Seabrook and Dave Saling Blacktree Healthcare and Donna DeBlois, Maine Health Care at Home*

### EXPRESS LEARNING

10:30 am – 11:00 pm **Maximizing Lean Management for Safety, Operational Excellence and Employee Engagement**  
*Andrew Eaves, A.M. Eaves Consulting, Kate Mercier, BVNA*

11:00 am – 11:30 pm **Make It To Retirement**  
*David Crespo, Mutual of America*

11:30 am – 12:00 pm **Reduce Staff Stress Holistically**  
*Gloria Davilla and Diana Moon, Perfectly Balanced Life*

12:00 pm – 1:00 pm

### CONCURRENT SESSIONS

**Little Agency, Big Heart: Successful Strategies for Survival for Small Providers**  
*Elaine Stephens, Walpole Area VNA and Eileen Freitag, Fazzi Associates*

**Been There. Value Based Purchasing: A First Year Perspective**  
*Chris Attaya, SHP and Sue Payne, Transpirus*

**“I’ll Do It My Way, Thank You.” Performance Improvement Strategies for Managers**  
*Barbara Katz, BK Healthcare Consulting*

**New Administration, New Direction, New Opportunity**  
*Susan Adams, Masonicare*

**Employee Benefits and Recruitment/Retention in the Era of the (Post?) ACA**  
*Paul Essner, Bryan Pendrick and Sharon Scheuermann, TSG Financial*

1:00 pm – 2:30 pm

**Closing Session Keynote and Lunch: Findings and Insights from the National Care and Hospice State of the Industry**, *Tim Ashe. Sponsored by Fazzi Associates.*

## EXHIBIT HALL HOURS

Wednesday, May 17

2:00 pm – 3:30 pm - Exhibit Hall Opening with desserts

5:00 pm – 6:30 pm - Exhibit Hall Opening Reception

Thursday, May 18

7:30 am – 8:30 am – Exhibit Hall Open

9:30 am – 10:30 am – Exhibit Hall Morning Break

## WEDNESDAY, MAY 17 CONCURRENT SESSIONS

### INDUSTRY DEEP DIVE

10:15 am – 11:45 am

#### **Medicare's New Delivery Model for Care to Terminally Ill Patients**

*Kristin Barnum, RN, MBA, Director, Bayada Hospice*  
*Toni Apgar, BS, RN, Bayada Hospice*

According to Medicare claims data, only 44% of Medicare patients use the hospice benefit at the end of life, and most use the benefit for a short period of time. Medicare is testing a model of care delivery that enables beneficiaries to receive palliative care services from a participating hospice concurrently with services from their curative care provider. BAYADA Hospice in Norwich, VT is one of only 141 hospices participating in the pilot. This presentation will discuss the study and present case studies and data so far.

#### **Where Telemedicine Stops, Population Health Begins**

*William Bassett, CEO, Health Recovery Solutions*

The field of telemedicine is ripe for exponential growth as a catalyst for pursuing true population health management. This session will discuss how the future of remote patient monitoring will focus on using devices that patients already own to lower costs and improve the patient engagement and satisfaction experience. This session will also review how this new model will allow home care agencies to increase monitoring from the average 20% of their census to near 100% of their census and use telemedicine to empower patients to manage chronic illness.

#### **Trajectory of Illness: Implications for a Palliative Model of Care**

*Jeanne Ryan, OTR, MA, CHCE, COS-C,*  
*Post Acute Consultant*

Home health care agencies must understand the illness trajectory to provide effective service. This session will cover the definition of illness trajectory, the trajectories of certain serious illnesses, including cancer, congestive heart failure, chronic obstructive pulmonary disease and dementia. We will examine palliative care intervention case studies, advanced care planning as well as hospice referrals. We will also discuss the connection between hospice and palliative care.

#### **Home-Centered Care: The Model for the Future**

*Merrily Orsini, MSSW, President/CEO, Corecubed*  
*Sam Smith, Senior VP of Business Development, Axxess*

Person-Centered Care is an approach to care that respects and values the uniqueness of the individual, and seeks to maintain, even restore, the personhood of individuals. We do this by creating an environment that promotes personal worth and uniqueness, social confidence, respect, truthfulness, independence, engagement and hope. In this session, learn future trends that can be implemented today in agencies and care settings to better position for the future of home health. Experts from Corecubed and Axxess will define the home-centered care vision with the patient and family at the center of the larger integrated healthcare delivery system, as well as explain the alliances of national organizations that are working towards strategies for the future of home health.

#### **Maximizing Engagement Strategies: Getting and Building Effective Health System Partnerships**

*Andrew Eaves, A.M. Eaves Consulting*  
*Larry Baker, Baker Home Care Financial Consultants*  
*Kate Mercier, VP of Operational Excellence, BVNA*

Cross-continuum partnerships are vital to home healthcare agencies that want to compete successfully and benefit from emerging payment models. Crafting the right approach involves demonstrating strong brand value, leveraging your presentation of quality and financial data and engaging your leadership team in strategic relationships, ongoing communication and process standards. Learn from experts who have demonstrated a successful approach to gaining and managing home health and health system relationships.

## GAME CHANGERS

11:45 am – 1:00 pm

### Home Visiting Nurse Practitioner Program & Medicare Part B

*Shannon Smith, Billing Supervisor  
Porchlight VNA/ Home Care*

Certain outpatient therapy and other Medicare services may be furnished by a home health agency to individuals who are not homebound or otherwise are not receiving services under a home health plan of care using Medicare Part B billing. As of January 1, 2016, Medicare expanded this list to include advance care planning as a billable service provided by either a physician or a nurse practitioner. Hear how one agency has developed and successfully used Part B billing to expand the scope of their community services.

### Winning the War on Wounds

*Myra Varnado, BS, RN, BSN, CWOCN  
Director of Clinical Services, Corstrata  
Donna Czapiga, RN, BSN, CWOCN  
Northeast Liaison, Corstrata*

Home health and hospice providers are in a constant battle with wounds – trying not to lose on the financial front, but at the same time be victorious on the quality front. The battlefield is filled with not only regulatory (OASIS C2) compliance, and legislative (IMPACT ACT, CMS Stars) landmines but also with a constant barrage of new wound supplies and treatment modalities. This session will arm you with a battle plan for reinforcing your wound management program with strategies such as deploying technology and evidence based-protocols to ensure your agency wins the war.

### Going Mobile: Improve Efficiency Without Increased Risk

*Kristi Perdue Hinkler, ERMM, Chief Marketing Officer  
Vaporstream*

It is not a secret that healthcare providers require fast and efficient communication in order to provide superior patient care. In today's mobile world, easy-to-use tools for collaboration quickly outweigh concerns for security and privacy when lives are at stake or quality of life is at risk. In this session, you will learn how mobile use and security do not have to be at odds, how you can leverage modern day messaging without jeopardizing compliance, as well as benefits and uses for secure mobile messaging in home health.

### The Care Coordinator's Role in Home Care

*Barbara LaFrance, RN, MSN, FACHE, Director  
Home Health & Hospice Care*

High risk and palliative care patients have increased case management and coordination needs. Implementing a care coordinator role as part of your management team enables these patients to be better managed and increases the communication with your referral partners. This session will describe the implementation of the role and benefits to an agency.

### Healthcare Reform, Real Money from Change

*Timothy Jalbert, CPA, CliftonLarsonAllen  
W. Karl Baker, CPA, CliftonLarsonAllen*

Recent healthcare reform initiatives at the federal and state levels have produced changes that will have a significant financial impact on the Home Health Care industry. This session will review those initiatives and focus on strategies for responding to both the recently implemented, as well as proposed regulations. Participants will learn the details of recent and proposed regulatory changes in the Home Health Care Industry, how the changes impact their agencies (currently and in the future), and how to implement response strategies to strengthen their agencies' operations and finances.

## EXPRESS LEARNING

3:30 pm - 4:00 pm

### Technology Utilization for Better Agency Efficiencies and Compliances

*Holly Chaffee, RN, BSN, MSN, President/CEO  
Porchlight VNA/ Home Care*

Information and communication technology are becoming a natural part of home care, both for delivering and giving accessibility to healthcare for people with chronic illness living. Technologies used by Porchlight Home Health Care have created operational efficiency for billing, medical record, EMR, telehealth, coding, and e-learning tools. Learn how drilling down to the clinician-level helped the agency identify problematic measures, improve patient satisfaction and attain 5-Star status.

### The Potential Pitfalls of Pre-Claim Review

*Maria Warren, Senior Manager, McBee Associates*

As the inception of pre-claim review approaches, agencies must start taking the necessary action to prepare for this demonstration. Pre-claim review will present challenges across all agency departments and can affect financials and sustainability in the market. This session will discuss the revenue cycle pain points of pre-claim review and discuss proactive measures and best practice processes.

### Proper Medication Management for Improved Compliance & Home Care Satisfaction

*Debra Demar, MS, White Cross Pharmacy*

Improper medication management or non-compliance are responsible for 50% of hospital readmissions within the first 30 days post discharge. Upon returning home, patients and caregivers often must adjust to a new medication regimen. Explore the benefits of multidose packaging, and how it can reduce medication errors.

### Ten Things Every Home Health Agency Should Know About Workplace Law

*Michael Bertoncini, Principal, Jackson Lewis P.C.*

Today's workplace is heavily regulated by state and federal laws. These laws present unique challenges for home health agencies whose employees spend much of their time away from the office and their supervisors. They run the gamut from hiring, to accommodating disabilities, to questions about pay practices to disciplining employees. The presentation will include a discussion of best practices for developing workplace policies and addressing common workplace problems. Participants will leave the presentation armed with practical tips they can use at their agency.

### Integrating Behavioral Health with Chronic Care to Improve Outcomes and Star Ratings

*Katherine Vanderhorst, RN, BSN, President  
C&V Senior Care Specialists  
Amy Craven, PT, MS, DPT, Vice President  
C&V Senior Care Specialists*

Identify and respond to the co-occurrence of behavioral health issues in the patient with other chronic medical conditions by integrating behavioral health into the patient's care plan. This session will cover the steps for a successful behavioral health program that improves patient care, outcomes, and ultimately the agency's star rating.

## PITCH PIT

4:00 pm – 5:00 pm

Join us for rapid-paced pitches of new products and ideas. Vote for your favorite and see who and what come out on top!

## THURSDAY, MAY 18 CONCURRENT SESSIONS 10:30 am - 12:00 pm

### **CFO Forum Panel**

*William Simone III, Principal  
Simione Healthcare Consultants*

Join our expert panel for a broad ranging discussion of financial management techniques and business strategies used to determine success in home care and hospice today. They will explore the use of key indicators and analyses to help apply best practices and improve an agency's operational and financial health, financial benchmarks and management solutions. The panel will also explore the impact of new pricing and regulatory changes in hospice.

### **What If Everything You Were Told About Home Care Marketing Was Wrong?**

*Rebecca Jugan, Business Coach & Client Relations Specialist,  
Hurricane Marketing*

Many agencies are stuck using outdated marketing techniques. What worked in the past is quickly becoming less effective. Some methods are even obsolete and can hurt sales! According to the latest studies, the most effective strategy to increasing your revenue is direct referral marketing. In this dynamic presentation you will discover simple strategies that you can easily apply to your marketing efforts and increase your referrals, census and profits!

### **Secrets to Success: Integration of a Pharmacist to the Home Health Care Team**

*Virginia Lemay, PharmD, College of Pharmacy, URI  
Madeline Ng, PharmD, College of Pharmacy, URI*

This case study will discuss the University of Rhode Island College of Pharmacy (COP) patient-centered partnership with the Visiting Nurse Service of Newport and Bristol Counties (VNS). Prior to the COP/VNS partnership, the burden of medication reconciliation and education fell solely to the nursing staff at VNS. A grant provided the opportunity to include a pharmacist on the care team to focus on medication reconciliation and teaching high-risk patients within 72 hours post hospital discharge. This effort has reduced 30-day rehospitalization rates, increased medication adherence, and the team can identify and prevent adverse drug events.

### **Case Study: Revenue Cycle Redesign**

*Nick Seabrook, Managing Director  
Blacktree Healthcare Consulting,  
Donna DeBlois, RN, BSW, MSB, MBA, AHCH, President/  
CEO, MaineHealth Care at Home  
Dave Saling, Associate, Blacktree Healthcare Consulting*

With the challenging times currently faced by home health and hospice agencies, even minimal interruptions can have a significant negative impact on operations. MaineHealth Care at Home experienced significant changes in their operations after completing a change to their EMR system, transition of their President and CEO, and turnover in key clinical management positions. The results impacted the agency's financial stability and created a need to redesign all aspects of the revenue cycle. This program will present a case study containing the evaluation and redesign on their revenue cycle, so as to provide agency management with the necessary tools to perform an internal assessment of their agency's operations.

## EXPRESS LEARNING

10:30 am - 12:00 pm

### **Maximizing Lean Management for Safety, Operational Excellence & Employee Engagement - 10:30 am**

*Andrew Eaves, A.M.Eaves Consulting*

*Kate Mercier, VP of Operational Excellence, BVNA*

Learn how the Brockton VNA has begun implementing the LEAN management system to truly achieve operational excellence. They work daily with a LEAN Coach utilizing problem solving and root cause analysis, a suggestion system to improve employee engagement, defining standards of work, evaluating process, and emphasizing patient safety.

### **Make It To Retirement - 11:00 am**

*David Crespo, Mutual of America*

After years of working and socking away savings, you can finally see retirement on the horizon. But it's not time to coast just yet. The actions you take in the final decade before you quit working are crucial to getting the next phase off to a smooth start. David Crespo will review the current financial landscape: how to save for retirement, and discuss how to make your retirement plan work, and what to expect from Social Security.

### **Reduce Staff Stress Holistically - 11:30 am**

*Gloria Davilla, MED, MM, NCTMB, Executive Director, Perfectly Balanced Life*

*Diana Moon, Perfectly Balanced Life*

Discover how a holistic approach to stress reduction can have an effect on the whole being for patients and care providers. We will explore different holistic relaxation techniques to revitalize, re-energize and nurture their minds, body and spirit such as breathing, self-massage, meditation, aromatherapy and others. Designed to be an interactive experience, many hands-on activities are included to stimulate the senses and learn in an enjoyable way. The session will conclude with a brief relaxation massage given by certified massage therapists.

## CONCURRENT SESSIONS

12:00 PM - 1:00 PM

### **Little Agency, Big Heart: Successful Strategies for Survival for Small Providers**

*Elaine Stephens, RN, MPH, FHHC,  
Executive Director, Walpole Area VNA  
Eileen Freitag, MBA, Director, Fazzi Associates*

The challenge for small home care providers grows with dramatic reimbursement and regulation changes. This presentation will cover specific actionable strategic, planning, marketing, and financial actions that small organizations should consider to survive and thrive in home care.

### **Been There. Value-Based Purchasing: A First Year Perspective**

*Chris Attaya, MBA, FHFMA, VP of Business Analytics, SHP  
Sue Payne, RN, MBA, CHCE, SVP of Clinical Services,  
Transpirus*

The first performance year of the new CMS Home Health Value Based Purchasing (HHVBP) initiative is over. Providers have made strong improvements in their HHVBP outcomes and overall TPS performance. This session will share the insights learned on HHVBP program changes and trends in performances across the first 12 months. During the session, operational/clinical best practices and lessons learned from agencies within MA and from other HHVBP states will be shared.

### **“I’ll Do It My Way, Thank You.” – Performance Improvement Strategies for Managers**

*Barbara Katz, Principal, BK Healthcare Consulting*

Consistent use of best practices and “turn on a dime” clinical process improvement will be hallmarks of the strongest performing organizations in a value based payment world. However, consistency can be difficult in home care where clinicians are used to independent decision making. Using a tested checklist and a population health approach, clinical managers can help their clinicians achieve excellent, consistent clinical case management performance.

### **New Administration, New Direction, New Opportunity**

*Susan Adams, RN, BSN, MHSA, PhD,  
VP of Alliance Integration, Masonicare*

No one really knows what will happen to our health care system in 2017. One thing is for certain: change of potentially monumental proportion. This presentation will focus on the most up-to-date information and will align what we know and what we don’t know against efforts already in place in homecare. Opportunities will exist to rise. Practical and creative information on just how to rise to them will be presented.

### **Employee Benefits and Recruitment/Retention in the Era of the (Post?) ACA**

*Paul Essner, CFP, CLU, ChFC, TSG Financial  
Sharon Scheuermann, CPCU, TSG Financial  
Bryan Pendrick, CFP, CLU, TSG Financial*

In home and community based health care and hospice, it is increasingly challenging for employers to address their desire to offer unique, non-homogeneous benefit programs with respect to the ACA, or the post-ACA environment. Our fun and lively presentation will focus on the unique circumstances of employers with both low-wage and traditional employees, and reflect the challenges both of traditional employee benefits and workers compensation.



## IMPORTANT DEADLINES

EARLY BIRD  
CONFERENCE  
REGISTRATION:  
**March 31**

HOTEL ROOM BLOCK:  
**April 24**

CONFERENCE  
REGISTRATION  
DEADLINE:  
**May 5**

A \$50 late fee will be assessed to each registration received after the May 5 deadline.

## The Radisson Hotel Manchester Downtown 700 Elm Street, Manchester, NH 03101 Reservations: (603) 625-1000

### Explore New Hampshire's Queen City, Manchester!

Manchester is a richly diverse city located along the Merrimack River where history blends with vibrant high tech modern industries. Manchester offers many opportunities for retail shopping, historical tours and athletic events, as well as the world class Currier Museum of Art and an impressive array of fine and casual restaurants.

### Welcome to the Radisson!

The Radisson Hotel is located in the center of downtown Manchester, easily accessible by car or bus, and just one hour north of Boston. The sophisticated venue features two on-site restaurants, a relaxing garden atrium as well as a full service spa. First class amenities include free wifi, a fitness center, heated indoor pool, full service tavern and room service throughout the building.

### 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 **\$134 plus tax**, for a double or single room. The deadline to take advantage of this great rate is **April 24**. Reserve online at: [www.radisson.com/NEHCC17](http://www.radisson.com/NEHCC17).

*Please note: Room block is first come, first served. The room block may sell out prior to the cut off date. Don't delay! Reserve your space soon.*



# 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 the state association(s) to which your business or agency belong:

- 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. Early bird deadline is March 31, 2017, all registrations received after March 31, 2017 will be assessed at the regular rate. Registrations received after 5:00 pm on May 5th will be subject to a \$50 late fee, per registrant. Registrations may not be shared.

### Conference Options

	Member	Non-Member
Full Conference – Early Bird (Until March 31)	<input type="checkbox"/> \$345.00	<input type="checkbox"/> \$700.00
Full Conference - Regular (April 1 - May 5)	<input type="checkbox"/> \$395.00	<input type="checkbox"/> \$750.00
1-Day, Wednesday, May 17 Only	<input type="checkbox"/> \$245.00	<input type="checkbox"/> \$400.00
1-Day, Thursday, May 18 Only	<input type="checkbox"/> \$195.00	<input type="checkbox"/> \$350.00

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

Additional fee for Members and Non-Members\*

- Pre-Conference Intensive Program for conference attendees  \$90
- Pre-Conference Intensive Program for those not attending the conference  \$150

Select one:

- From Culture to Outcomes
- New Medicare Home Health COPs

### Payment/Cancellation Policy

Payment with cash, check, VISA, MasterCard or American Express must be made in advance of this conference. Cancellations received in writing by May 6, 2017 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 any cancellation fees.

## Payment Method

- Check - Please make payable to Foundation for Home Health
- Credit Cards accepted through online payment at [www.nehcc.com](http://www.nehcc.com) or by calling 617.482.8830

After May 5, 2017 include a \$50 late fee per registrant.

**Amount Enclosed:**

\$ \_\_\_\_\_

**Please send completed forms to:**

Home Care Alliance of MA  
75 Kneeland Street  
Suite 709  
Boston, MA 02111  
FAX: (617) 426-0509  
[registration@nehcc.com](mailto:registration@nehcc.com)

*This is a Paper Light conference. A link to handouts will be e-mailed to participants and placed on the conference website prior to the event.*

THE SEVENTH ANNUAL



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