



15TH ANNUAL

NEW ENGLAND
HOME CARE & HOSPICE
CONFERENCE AND TRADE SHOW

CONFERENCE GUIDE & REGISTRATION



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CONFERENCE INFO

The New England Home Care & Hospice Conference and Trade Show is an onsite, multi-day event with keynotes, panel discussions, educational sessions, and time to network with colleagues. As the region's largest industry trade show, it connects vendors, customers, and professionals from around the nation and New England.

Times may be uncertain, but one thing remains true – there is power in people coming together to build relationships, share ideas, learn best practices, and discover new products and services.

Join us this spring in Portland Maine!



CONTINUING EDUCATION

Continuing Education Units for Nursing (CEUs) are provided for individual sessions that meet the criteria established by the Massachusetts Board of Nursing and the conference committee. Up to 15 CEUs are available by attending eligible concurrent breakout sessions, Master Class, and keynotes. The Program Guide distributed at the conference will indicate which sessions qualify for CEUs and which do not. Attendance certificates will be provided.

WEATHER

In the event of severely inclement weather during the conference, we intend to hold the program as planned. However, if a state of emergency travel advisory is issued, please visit our website, www.nehcc.com, for further details. The cancellation policy, as outlined on the registration form, will prevail.

HANDOUTS

Handout materials provided by speakers and presenters will be available only on the conference website at www.nehcc.com/handouts.

WEBSITE

Check out the conference website at nehcc.com for:

- Updated conference information
- Speaker handouts & materials
- Driving directions
- Sponsor & Exhibitor information
- Online registration
- Hotel information

WHAT TO WEAR

Business casual is suggested for all events. Temperature comfort levels may vary; dressing in layers for all sessions is recommended.

PRESENTED BY:





NEW ENGLAND HOME CARE & HOSPICE CONFERENCE AND TRADE SHOW

Dear Home Care & Hospice Leaders and Friends,

We are excited to invite you to the 15th Annual New England Home Care & Hospice Conference and Trade Show! This year's agenda is bigger and better than ever, as evidenced by the largest advance sale in the history of the event.

Gain wisdom and insights from national keynote speakers, participate in thought provoking workshops, and visit with 68 exhibitors who can help your agency maximize its potential. No other conference in New England is designed specifically for home health, hospice, and private duty agencies. You'll garner great ideas and meet colleagues from around the region. If your team needs inspiration, they'll find it here!

This year's destination is the Holiday Inn by the Bay in Portland Maine, and all of the events sessions will be held on site, with a special networking dinner at Dimillo's on the Waterfront, an iconic Portland restaurant and floating landmark.

Hope to see you there!

Sara Ratcliffe, Executive Director,
Home Care & Hospice Alliance of Maine

Jill Mazza Olson, Executive Director,
VNAs of Vermont

Jake Krilovich, Executive Director,
Home Care Alliance of Massachusetts

Keliane Totten, M.Ed., MCHES, Chief Executive Officer,
Home Care, Hospice & Palliative Care Alliance of New Hampshire

Nicholas Oliver, MPA, CAE, Executive Director,
Rhode Island Partnership for Home Care

Tracy Wodatch, BSN, President and CEO,
Connecticut Association for Healthcare at Home



Sara Ratcliffe



Jake Krilovich



Nicholas Oliver



Jill Mazza



Keliane Totten



Tracy Wodatch



**TUESDAY
APRIL
15**

MASTERCLASS *included with registration!*

Artificial Intelligence (AI) in Care at Home: What You Need to Know

Step into the future of care at home. Discover what cutting-edge AI technologies can do for you and your agency. Learn from industry experts about artificial intelligence capabilities, incorporating AI into your operations, and the legal implications and pitfalls of AI use. Hear from agency owners who are already using AI as they share their experiences. Streamline your operations, increase revenue, decrease costs, and enhance your recruitment and retention efforts.

This engaging master class will guide you through the risks of using the wrong AI applications, address the fears around AI use in place of clinicians, and show you how AI software can create a tech stack to improve financial performance and employee engagement.

OBJECTIVES

- Introduce AI applications and benefits for various operational tasks in care at home while also dispelling myths and fears of its use.
- Understand how to assess your agency's need for AI applications along with ways to create an AI tech stack to optimize agency operational efficiencies.
- Understand the legal implications of AI use and how to ensure compliance at both the agency and clinician level.
- Consider AI options based on a panel of agencies already using AI applications.

PRESENTERS & PANELISTS



KRISTIN ROWAN

Kristin Rowan is the owner and editor-in-chief of The Rowan Report, the industry's most trusted source of information for home health technology. Kristin worked for The Rowan Report for 15 years before purchasing the publication from her mentor and father, industry expert Tim Rowan. In addition to her role as editor-in-chief, she consults with software companies on various topics including beneficial partnerships, marketing strategies, and content creation. Kristin is also available as a consultant to home health, hospice, and care at home agencies for software selection, reputation management, and marketing.



ANGELO SPINOLA

With two decades of legal experience, Angelo Spinola's practice focuses on employment litigation with a special interest in the home health, home care and hospice industry. Bringing a wide breadth of knowledge across the health care spectrum, he works with an array of home-based care clients, including Fortune 500 organizations and franchisors, small businesses, and franchisees across multiple industries. Angelo partners with attorneys in Polsinelli's Health Care, Corporate and Transactional, and Franchise practices to build coalitions that bring a deep bench of experience and industry knowledge to his clients in the home health, home care and hospice industry.



KALVIN ANGLIN

Kalvin Anglin is an AI Product & Media Consultant with a proven track record of collaborating with multidisciplinary teams to improve business performance metrics and build strong client/workforce relationships. As one of the previous owners of the Compassionate Care agencies based out of Fairfield County, CT, Calvin led several operational projects, including the implementation of data management systems, resulting in a proactive audit readiness process, a 25% reduction in AR, and a \$370K increase in revenue.



DiMillo's

RESTAURANT & LOUNGE

On the Water, Portland

WEDNESDAY
APRIL
16

DINNER AT DIMILLO'S
7:00 PM



We invite you to experience the ultimate waterfront dining at DiMillo's! Located in the heart of Portland's Old Port, the historic floating restaurant offers award-winning cuisine, panoramic views of the iconic Portland Harbor and an ambiance unique to DiMillo's. A separate ticket is required for this event.

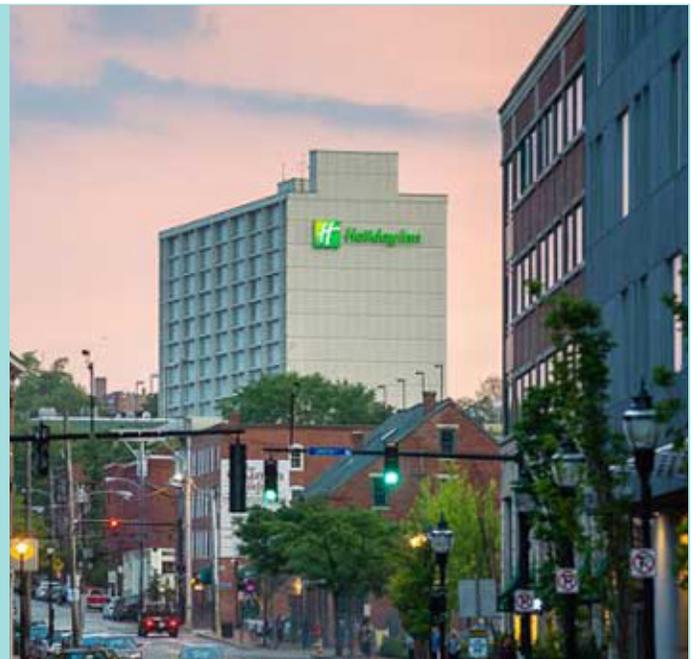
Enjoy delicious food and casual conversations with industry peers. Secure your spot and join us for an unforgettable evening!

HOTEL INFORMATION

Experience the best of Portland, Maine. The Holiday Inn By the Bay is set along the picturesque shores of Casco Bay. Conveniently situated in the Downtown part of Portland, Maine, this venue puts you close to attractions and interesting dining options.

The room block for the 2025 New England Home Care & Hospice Conference and Trade Show in Portland, Maine is now available! Stay at the Holiday Inn By the Bay to enjoy the convenience of being right at the venue, and take advantage of discounted rates before the March 14 deadline or until rooms sell out. This event typically sells out of rooms, so book early to ensure your spot and make the most of the pre-conference activities and workshops starting Tuesday, April 15.

CALL (207) 772-2311 or visit our website at nehcc.com to book online!



DON'T MISS OUT!

Starting at \$169/night, the King, Double Queen & Accessible Rooms are available until March 31 or sold out.



CONFERENCE AGENDA

TUESDAY

TUESDAY
APRIL
15

12:00 PM-5:00 PM	Registration
1:00 PM-5:00 PM	Masterclass: Artificial Intelligence (AI) in Care at Home: What You Need to Know
5:30 PM	Welcome Reception

WEDNESDAY

WEDNESDAY
APRIL
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7:00 AM-5:00 PM	Registration				
7:30 AM	Breakfast				
8:00 AM	Breakfast Book Talk with Dave Iverson, author of <i>Winter Stars</i>				
8:45 AM	OPENING KEYNOTE: Washington Update, Steven Landers				
10:00 AM	TECHNOLOGY Harnessing Technology and AI for Operational Excellence in Home Health.	HOME CARE Hospital at Home Program: What it Means for Non-Medical Providers	HOSPICE & PALLIATIVE CARE Why Palliative Programs Fail, and How They Can Succeed	WORKFORCE Clinical Ladder Advancement Program	HOME HEALTH Aligning Productivity, Outcomes & Compensation
11:15 AM	WORKFORCE Caring beyond limits: Nurturing Clinician Well-being to Avoid Burnout	HOME HEALTH Home Health Value Based Purchasing: Managing Under the New CY 2025 Measure Set	HOSPICE & PALLIATIVE CARE Evolving the Hospice Volunteer Experience: Recruitment, Reward, and Retention Strategies	TECHNOLOGY AI-Driven Homecare: Advancing Cognitive Therapy for Better Patient Outcomes and Operational Efficiency	HR Hey, They Can't Say That About Us, Can They? Navigating Employee Free Speech Rights in An Online World
12:15 PM	EXHIBIT HALL Opens				
1:15 PM	LUNCH				
2:30 PM	OPERATIONS Enhancing Homecare with Telephone Interpreting: Bridging Language Barriers for Better Care	WORKFORCE Address home care workers' mental health to help reduce turnover	HOME CARE & PRIVATE DUTY The Caregiver Archetype: Good at Caring, Terrible with Boundaries and What to Do About It	HOSPICE & PALLIATIVE CARE The Cost of Suffering: The Financial and Emotional Burden of Dying	OPERATIONS Medicaid as Your Payor Source for Your Home Care Agency
3:45 PM	CLOSING KEYNOTE: 3 Keys to Staying Unflappable, Dr. Bridget Cooper				
5:00 PM	Reception with Exhibitors				
7:00 PM	Dinner at DiMillo's – A Waterfront Experience				



**THURSDAY
APRIL
17**

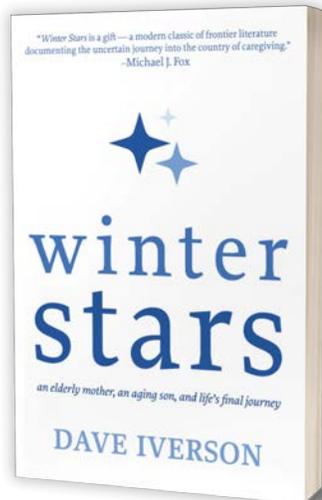
THURSDAY

7:00 AM–12:00 PM	Registration				
7:30 AM	Breakfast with Exhibitors				
8:40 AM	OPENING KEYNOTE: Industry Turbulence: The Perches and Pillars of Strength, Gina Mazza & Rey Spadoni				
9:50 AM	HOSPICE & PALLIATIVE CARE Hospice Program Integrity: What This Means for Providers	HOME HEALTH Optimizing Revenue Cycle & Home Health Intake for Better Cash Flow and Efficiency	WORKFORCE Redefining Home Care Payroll: A Blueprint for Retention and Compliance	LEADERSHIP The Care Paradox: Storytelling for Change	TECHNOLOGY Leveraging Digital Technologies for Efficiencies, Insights, and Sustainable Growth
10:50 AM	FINAL Break with Exhibitors				
11:50 AM	HOME HEALTH Home Health HIPAA Compliance from Risk, to Cost, to Strategic Opportunity	HR Mastering the ACA in the Home Care Industry: Per Diems, Paperwork and Penalties	HOSPICE & PALLIATIVE CARE Dying Trans	LEADERSHIP Setting Up a Workplace Violence Prevention Committee	HOME HEALTH Overcoming the Challenges of Productivity
1:00 PM	Lunch				



WEDNESDAY
APRIL
16

WEDNESDAY BOOK TALK



8:00 AM BREAKFAST BOOK TALK

Winter Stars

Dave Iverson

Join us for a morning book talk with author and filmmaker Dave Iverson, as he discusses his powerful memoir *Winter Stars*.

When Dave Iverson was a 59-year-old broadcast journalist he decided to do something he'd never imagined—he moved in with his 95-year-old mom. *Winter Stars: An Elderly Mother, An Aging Son and Life's Final Journey* is the story of their ten-year caregiving journey, lasting until his mom's passing at the age of 105. *Winter Stars* offer an intimate, unvarnished portrayal of the choices and challenges any caregiver faces. It's a book actor Michael J. Fox calls, "A gift — a modern classic of frontier literature documenting the uncertain journey into the country of caregiving,"

Don't miss the opportunity to engage with the author and explore the themes of love, memory, and resilience.

“A GIFT — A MODERN CLASSIC OF FRONTIER LITERATURE DOCUMENTING THE UNCERTAIN JOURNEY INTO THE COUNTRY OF CAREGIVING,” MICHEAL J. FOX



Dave Iverson, has produced and reported more than 20 documentary specials for PBS, including the Frontline film, "My Father, My Brother and Me", which explored his family's battle with Parkinson's disease, and "Capturing Grace", which tells the story of what happened when a group of people with Parkinson's disease joined forces with a legendary New York City dance company.

He was a radio and television reporter, producer and host for nearly 40 years, first at Wisconsin Public Broadcasting and then at San Francisco's NPR affiliate KQED. His awards include a national Emmy, four regional Emmys and numerous film festival citations. He's also a founding member of the Michael J. Fox Foundation's Patient Council. *Winter Stars* is Dave's first book.



WEDNESDAY
APRIL
16

WEDNESDAY KEYNOTES

8:45 AM OPENING KEYNOTE

Washington Update

Steven Landers

Steven Landers, CEO of the National Alliance for Care at Home, will lead a session providing a comprehensive Washington update. This session will cover federal policy developments shaping the future of home care, focusing on payment reforms, improving access to care, and enhancing service quality. Attendees will receive insights into changes in reimbursement structures, caregiver support, and the role of technology in care delivery. The session will also explore how these policies impact providers, patients, and the home care workforce.



Dr. Steven "Steve" Landers is a recognized leader in home health, primary care, and aging services, with nearly two decades of experience as a physician, executive, and public health policy advocate. As the first CEO of the National Alliance for Care at Home, he is dedicated to advancing home- and community-based care for aging Americans.

Sponsored by CareScout



Dr. Bridget Cooper (Dr. B) is an experienced and dynamic speaker, facilitator, executive coach, and leadership consultant. Her drive is to help people to be passionate about their work and to reduce unproductive conflict so that they will propel their organizations toward success, create healthy work climates, strong and positive working relationships, and happier clients and customers.

3:45 PM CLOSING KEYNOTE

3 Keys to Staying Unflappable

Dr. Bridget Cooper

Bridget Cooper is a leadership coach, author, and consultant with extensive experience helping organizations foster positive workplace cultures. In this closing session, she will explore how leaders in home care organizations can drive culture change to improve employee satisfaction, client outcomes, and organizational success. Her interactive session will provide actionable strategies for creating a compassionate, high-performing workplace, making it a perfect wrap-up for the conference.

Sponsored by HomeCareOps



THURSDAY
APRIL
17

THURSDAY KEYNOTES

8:45 AM OPENING KEYNOTE

Industry Turbulence: The Perches and Pillars of Strength

Gina Mazza & Rey Spadoni

Gina Mazza and Rey Spadoni will review the many changes and disruptions taking place within the home care and hospice industry and the broader healthcare field. They will focus on the “perches” from which you can assess and improve your position, and the “pillars of strength” needed to thrive amidst turbulence. Topics will include workforce issues, privatization of Medicare, the rise of for-profit players, consolidation, regulatory pressures, and the impact of artificial intelligence. This keynote will offer strategies for surviving and thriving in a rapidly changing environment.

Sponsored by BetterRx



Rey Spadoni, principal and founder of the consulting firm, Red Sail Advisors, has held a variety of senior level positions within the health care industry over nearly four decades, including within the hospital, ambulatory, payer, and post-acute sectors. In these leadership roles, Rey focused on establishing strategic partnerships, organizing and driving financial turnarounds, improving employee and patient satisfaction, and leading merger initiatives.

Gina Mazza, MBA BSN RN, has over twenty-five years of experience leading and consulting with community-based organizations. She is also Professor of Healthcare Management a college in Chicopee, Massachusetts.



Currently, Gina operates her own consulting firm, Mazza Consulting and Coaching, focusing on operational needs, teams and organizational culture. She is also a frequent presenter at local and national conferences.



3:45 PM CLOSING KEYNOTE

The Upside

Jack Stahlmann

Jack Stahlmann’s wake-up call came during the first weeks of the pandemic when people around the world came together to support frontline workers. This session will explore the fallout from the pandemic—staffing shortages, burnout, and negativity—and provide strategies for tackling these issues. Drawing on his Yale certification in The Psychology of Well-Being, Jack will offer tools for combating negativity, developing a productive mindset, and creating consistent, positive streaks in the workplace.

Sponsored by Viventium

Jack Stahlmann’s informative and educational presentations are built around his experiences in Los Angeles as an actor, producer, director — and of course, a waiter.

As an actor, his shining moment came in a co-star role on the CBS drama Cold Case, where he played a wimpy park ranger. He also appeared on Days of Our Lives and several commercials.



WEDNESDAY
APRIL
16

BREAKOUT SESSIONS

WEDNESDAY 10:00 AM

10 AM | HOME CARE

Harnessing Technology and AI for Operational Excellence in Home Health

Leveraging AI and advanced technologies to optimize home health operations, enhance efficiency, and ensure predictable revenue. Implement AI-assisted coding and documentation tools within 6 months, aiming to reduce coding errors by 30% and decrease documentation time by 25% compared to baseline measurements.



Michael Greenlee founded HealthRev Partners, a tech-driven RCM company in 2020, after seeing a need for transparency and unmatched service when it came to RCM. Throughout his 20-year career in health care, most recently in home health and hospice, he's worked firsthand with many organizations to improve operations and drive growth.

Hannah Vale is a Home Health, Education, and Business Development Executive with over 19+ years of experience. She's passionate about developing relationships and sharing her experience to help other organizations drive success. With a background in education, Hannah leads with creativity to empower post-acute providers with the tools necessary for success.



10 AM | HOSPICE & PALLIATIVE CARE

Why Palliative Programs Fail, and How They Can Succeed

Palliative services have become a must-have service for post-acute care providers despite limited direct reimbursement from Medicare. Although palliative care has the reputation of being a money losing "loss leader," it doesn't have to be that way. With the right service mix, management oversight and referral relationships, palliative care can contribute a tremendous positive margin to the bottom line, especially for organizations that include both Home Health and Hospice.



Rory Farrand, MS, MA, MSN, APRN-BC, has over 20 years of experience in palliative care, geriatric primary care, and Alzheimer's/dementia care. As a clinician leader she has cultivated expertise in clinical healthcare management and operations, innovative program development and training.

10 AM | HOME CARE

Hospital at Home Program: What it Means for Non-Medical Providers

Hospital-at-Home (HaH) is a healthcare model that provides hospital-level care to patients in their own homes. It is designed for individuals who require frequent acute care but can safely receive treatment outside a traditional hospital setting. Organizations, including technology firms, medical equipment providers, and home healthcare agencies, can play a crucial role in scaling HaH programs. Partnerships can enhance telehealth services, provide remote monitoring devices, and ensure seamless logistics for medication and equipment delivery.



Guy Tommasi, Jr. BS, MS., has a 40 year career background spans the fields of hospital, home health, and home care systems, with the last 25 years spent as a provider in the Home Care (non-medical) industry. He is nationally recognized as a thought leader and strategist. His future-focused approach helps home care agencies become data-centered, value-based, service-first providers of choice for payers, clients, and their families.

10 AM | WORKFORCE

Clinical Ladder Advancement Program

The Clinical Ladder Program is designed to foster and reward clinical expertise and professional development for clinicians within an agency. It contributes to recruitment/retention, and a high level of quality of care to our patients and families.



Melissa Thompson, RN has over 18 years of experience in various healthcare settings, including critical care, acute care and home health care. Her leadership in the homecare sector reflects a dedication to excellence in clinical care and a commitment to advancing the field of home care, palliative and hospice.

Melinda Emery is a highly experienced physical therapist with 15 years of practice in home care and a strong background in education since 2018. She created the Clinical Ladder Program designed to enhance employee engagement and retention while improving the quality of patient care.



WEDNESDAY
APRIL
16

BREAKOUT SESSIONS

WEDNESDAY 10:00 AM & 11:00 AM

10 AM | HOME HEALTH

Aligning Productivity, Outcomes & Compensation

This session will offer strategies for aligning staff productivity and compensation with outcomes and organizational objectives.



M. Aaron Little, CPA, is leading national home care and hospice consultant CPA. He performs financial and operational consulting for home care and hospice organizations, and he oversees the operations of Forvis Mazars' revenue cycle services, which manages the revenue cycle operations for home care and hospice organizations throughout the nation.

Angela Huff, RN, is a senior managing consultant and team leader on the Forvis Mazars home care and hospice team. With over 30 years of experience as a registered nurse, she has spent the last 20 years in home health and hospice executive leadership and post-acute software development.



11 AM | HOSPICE & PALLIATIVE CARE

Evolving the Hospice Volunteer Experience, Recruitment Rewards and Retention Strategies

This session is designed to be highly interactive, providing attendees with tangible tools to enhance their hospice volunteer programs. Through real-world case studies, group discussions, and guided exercises, participants will leave with an actionable recruitment plan, a recognition strategy, and a retention framework they can implement immediately.



Ren Anderson, MAOL, is a passionate leader in philanthropy, community engagement, and volunteer management, she is currently serving as the Director of Philanthropy & Community Relations at North Country Healthcare (NCH), a healthcare system spanning multiple hospitals and a home health agency in northern New Hampshire.

11 AM | HOME CARE

Hey, They Can't Say That About Us, Can They? Navigating Employee Free Speech Rights in An Online World

This session provides guidance on addressing negative employee statements both online and in the workplace while ensuring compliance with state and federal laws protecting employee speech. Participants will review key elements of effective workplace policies and gain practical strategies for managing speech that may offend co-workers, fostering a respectful and legally compliant work environment.



Michael Bertoncini is a principal in the Boston, Massachusetts, office of Jackson Lewis. He is a member of the Healthcare industry group and a member of the Higher Education group. Michael provides timely, practical advice that helps clients achieve their strategic goals while ensuring compliance with legal obligations.

11 AM | WORKFORCE

Caring beyond limits: Nurturing Clinician Well-being to Avoid Burnout

Establishing clear professional boundaries in hospice and palliative care is essential for maintaining emotional well-being and ensuring high-quality patient care. Clear boundaries help caregivers manage emotional strain, reducing the risk of burnout and compassion fatigue.



Cindy Campbell is a nationally recognized thought-leader and management consultant to the continuum of healthcare at home. A passionate advocate on behalf of patients and industry, Cindy is committed to driving methodology to best serve the needs of advancing healthcare at home.

Katherine Morrison, RN, is the Director of Hospice Consulting Operations for WellSky She holds a certificate in hospice compliance from the National Hospice and Palliative Care Organization and is a Certified Hospice and Palliative Care Nurse (CHPN) and an End-of-Life Nursing Education Consortium (ELNEC) trainer.



WEDNESDAY
APRIL
16

BREAKOUT SESSIONS

WEDNESDAY 11:00 AM & 2:30 PM

11 AM | HOME HEALTH

Home Health Value Based Purchasing (HHVBP): Managing Under the New CY 2025 Measure Set

CY 2025 begins the third year of HHVBP and includes an updated measure set. Annual payment adjustments are now being applied based on your CY 2023 TPS results. Although the second performance year is now over, what should agencies be doing today to improve outcomes and increase the chance for higher TPS scores and payment adjustments. Understanding the new measure changes is imperative. Tracking the trends in existing measures is important, but how should you be managing to the new measures and understand how they contribute to your TPS scores in the expanded HHVBP model. Join our speakers in understanding the new measures and strategies to improve your outcomes and TPS scores.



Kim Banker, RN, BSN, is a Product Manager and Home Health/Hospice Subject Matter Expert with 24 years of experience in the home health industry. Her extensive background in home health care informs her role in overseeing products designed to help customers achieve clinical and operational success in both home health and hospice settings.

Chris Attaya, MBA joined SHP in 2014 after spending 28 years in executive and consulting positions within the Home Health and Hospice industry. At SHP he helps organizations achieve increased operational and financial performance through the use of SHP's industry leading analytics platform and benchmark data.



11 AM | TECHNOLOGY

AI-Driven Homecare: Advancing Cognitive Therapy for Better Patient Outcomes and Operational Efficiency

Discover how AI-driven cognitive therapy enhances patient outcomes, manages costs, reduces administrative burdens, and addresses clinician shortages.



Mark Salley, PT is the Vice President of Innovation and Rehabilitation Solutions at Elara Caring1245. He has been a Physical Therapist since 1995 and has worked in the homecare sector since 2003. Elara Caring is well recognized for its use of advanced technology and data insights that help proactively treat and monitor patients.

Veera Antha, PhD is a hands-on technology executive and business leader with a passion to bring positive change through the power of data and AI. He created Constant Therapy, an award-winning mobile app that uses artificial intelligence to help tens of thousands of people living with neurological conditions regain essential life skills.



2:30 PM | OPERATIONS

Enhancing Homecare with Telephone Interpreting: Bridging Language Barriers for Better Care

In today's increasingly diverse society, providing effective homecare requires more than just medical expertise—it demands clear communication between caregivers and patients, regardless of language barriers. Telephone interpreting is a critical solution that can enable homecare providers to deliver high-quality, personalized care to non-English-speaking patients in real time. This session will explore the practical applications of telephone interpreting in the homecare setting, showcasing how it improves patient outcomes, enhances caregiver-patient relationships, and ensures compliance with healthcare regulations.



Wendy Pease's superpower is connecting people - especially across languages and cultures. Her book "The Language of Global Marketing" walks you through how to translate your domestic strategies into international sales. She is a frequent speaker and writer on language, culture, marketing, HR, entrepreneurship, and exporting.



WEDNESDAY
APRIL
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BREAKOUT SESSIONS

THURSDAY 9:50 AM AND 11:50 AM

2:30 PM | WORKFORCE

Leveraging Digital Technologies and Utilizing Marketing Demographics to Make Informed Management and Strategic Decisions

Discover how technology and data can enhance your home health and hospice services, leveraging competitive advantages and expanding opportunities.



Katherine Vanderhorst, RN-PH, PMH-BC, BSN, CCM, is a board-certified psychiatric nurse with 30+ years of clinical experience in Behavioral Health Care. She is the co-developer of “The Road to Wholeness Behavioral Health Program” and “Becoming an Alzheimer’s Whisperer Program” and authored three books on Alzheimer’s care.

Amy Craven PT, MS, DPT, CCM, has worked in healthcare clinical and leadership positions for more than 30 years. Dr. Craven has co-published two books on Alzheimer’s care and presented at conferences and events throughout the U.S.



2:30 PM | HOMECARE & PRIVATE DUTY

The Caregiver Archetype: Good at Caring, Terrible with Boundaries and What to Do About It

In healthcare, everyone is a caregiver, whether at the bedside or behind the scenes, driven by a desire to make a difference. However, we often blur caregiving boundaries, leading to physical and emotional strain. This presentation delves into the Caregiver Archetype, exploring its impact on our actions—both positive and negative. We’ll also discuss why we behave as we do, the consequences of neglecting boundaries, and introduce strategies and tools for setting healthier, personal limits.



Dawn Jelley RN, is a distinguished certified hospice nurse with over 35 years of experience, spanning from bedside care to EMR product strategy. Dawn’s unique perspective is informed by her varied roles in patient care, program management, and software development, alongside her firsthand experience with the challenges clinicians face.

2:30 PM | HOSPICE & PALLIATIVE CARE

The Cost of Suffering: The Financial and Emotional Burden of Dying

Dying with dignity and comfort is an absolute need, just as are food, shelter, water, and clothing. We will explore why end of life is a public health crisis in America and how we can begin to do it better.



Paulette Schwartz, LCSW, MPH, CPXP is the Director of Human Centered Care for Hartford HealthCare’s Community Network. She partners with the executive leadership teams and all levels of staff. Her clinical knowledge and social work background helps validate the connection between colleague well-being and its impact on patient experience.

2:30 PM | OPERATIONS

Medicaid as Your Payor Source for Your Home Care Agency Operation

Join us as we discuss the most common pitfalls and best practices for managing Medicaid payments. Learn from our experiences working with home care agencies across different states and gain insights into how to optimize your processes.



Julio Barea has extensive expertise in the Medicaid lifecycle, from eligibility and claims management to reimbursement, and helps agencies navigate complex billing with confidence. He is passionate about improving access to home and community-based services, and committed to equipping providers with the tools they need to focus on care rather than administrative burdens.



THURSDAY
APRIL
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BREAKOUT SESSIONS

THURSDAY 9:50 AM

9:50 AM | HOSPICE & PALLIATIVE CARE

Hospice Program Integrity: What This Means for Providers

The Centers for Medicare & Medicaid Services (CMS) has implemented increased scrutiny of hospice programs related to growing concerns over hospice service fraud as well as concerns regarding the integrity of hospice service provided. Hospice leaders must understand this new CMS compliance and survey landscape and the importance of ongoing compliance oversight and survey readiness to avoid enforcement remedies and ensure regulatory compliance.



Kimberly Skehan, RN, MSN, COS-C is a Registered Nurse (RN) with over 30 years of hospice and home health clinical, management, regulatory, survey and consulting experience in hospice clinical operations, regulatory compliance, and risk management. She currently serves as Vice President of Accreditation for Community Health Accreditation Partner (CHAP).

9:50 AM | WORKFORCE

Optimizing Revenue Cycle & Home Health Intake for Better Cash Flow and Efficiency

With ongoing challenges from Medicare and other payers, streamlining both revenue cycle management and the entire home health intake process is critical. Workforce challenges, payer issues, and authorization delays can slow down operations, leaving patients without timely care. This session will address how to optimize workflows, staffing, and technology to improve cash flow and ensure efficient care delivery.



Melissa Gordon is a results-driven leader with extensive expertise in the home health, hospice, and private duty industry. Her professional journey spans diverse roles within healthcare, including C-Suite positions and Executive Director of Clinical Optimization for Home Health and Hospice, before joining SimiTree.

Rob Simone has 15 years of progressive accomplishments and leadership in finance, operations, and data analytics in the Home Health, Hospice and Behavioral industries. A SimiTree team member since 2009, he previously served as the firm's director of financial consulting, leading finance and operations teams and becoming a sought-after interim executive for provider organizations.



9:50 AM | WORKFORCE

Redefining Home Care Payroll: A Blueprint for Retention and Compliance

In today's evolving regulatory landscape, ensuring compliance while fostering pay transparency is more critical than ever. This session will equip you with the knowledge and strategies needed to navigate complex compliance requirements, build an effective pay strategy, and retain top caregiving talent.



Mike Seamon has dedicated the last decade to transforming Viventium from a small regional provider to a nationally recognized leader in healthcare. Over the years, he engaged with over 1,000 healthcare organizations across all 50 states, providing tailored solutions and support.

9:50 AM | LEADERSHIP

The Care Paradox Storytelling for Change

The Care Paradox represented a remarkable alliance of unexpected partners, all united in their mission to preserve home care in the state of New Hampshire.



Amy Moore manages programs for Ascentra Care Alliance as the Vice-President of Homes Services across New Hampshire and Massachusetts. She also serves as the Board President for the Home Care, Hospice, and Palliative Care Alliance of New Hampshire, where she brings her expertise in advocacy to the legislative committee.

Borja Alvarez de Toledo M. Ed., began his career in Spain, where he developed a private practice in therapy and taught at the University of Comillas. Now, as CEO for Waypoint since 2013, he leads advocacy efforts, fosters partnerships, drives service integration, and oversees financial planning to ensure the organization's sustainability and impact.



THURSDAY
APRIL
17

BREAKOUT SESSIONS

THURSDAY 9:50 AM AND 11:50 AM

9:50 AM | TECHNOLOGY

Leveraging Digital Technologies for Efficiencies, Insights, and Sustainable Growth

This session explores how digital technologies and AI are revolutionizing home care and hospice by improving accuracy, efficiency, and real-time decision-making. Participants will learn about key systems and technologies that enhance operational effectiveness, understand the role of infrastructure and software in data utilization, identify real-world use cases where data drives impactful decisions, and gain insight into developing a strategic approach for technology adoption.



Jaime Quintan, CPA, CFE is a principal with a specialization in auditing and assurance within the healthcare industry, focusing on the senior living industry continuum. Throughout his career in healthcare, particularly in home health and hospice, he has worked directly with organizations to improve operations and provide growth strategies.

Alisha Crowley, CPA, MPA works with a range of for-profit and not-for-profit organizations around New England, providing audit and assurance services, HUD compliance audits, tax preparation & tax planning services for businesses and business owners, consulting and cost report reimbursement services.



Ryan Bjerke, MBA has led growing operations in a wide variety of settings including hospitals, clinics, senior living and services, CIN/ACO, and corporate development where he gained significant experience expanding services and executing mergers, acquisitions, and divestitures.

11:50 AM | HR

Mastering the ACA in the Home Care Industry: Per Diems, Paperwork and Penalties, Oh My!

The ACA is complex and difficult for all employers, but is especially tough in the home care and hospice space. Discover strategies to ensure compliance and debunk myths about the the ACA.



Paul Carelis has nearly 20 years of experience in the HR consulting space, working with businesses of all sizes and industries. Paul leads a team of SHRM-certified HR professionals at MP-HR. Together, they assist clients with strategy, compliance, training, and HR guidance and support for the full employee life cycle.

11:50 AM | HOSPICE & PALLIATIVE CARE

Dying Trans

This session will explore key concepts related to gender diversity, end-of-life care, and trans liberation. Participants will learn foundational terminology, distinctions between sex, gender, and expression, and the existence of nonbinary and non-Western identities. individuals at the end of life, including legal rights, spiritual rituals, logistical concerns, and medical care. The workshop will emphasize the need for affirming, inclusive practices in death and dying to support trans liberation and dignity.



Quinn Eileen Gormley (she/her) is a hospital chaplain, public health practitioner, and experienced LGBTQ+ policy advocate. She has more than a decade of experience in movement leadership in gender justice spaces, and led the fight to pass Maine's Trans Death bill, among others, in 2023, making Maine the first state to allow self affirmation on death certificates.

11:50 AM | HOME HEALTH

Home Health HIPAA Compliance from Risk, to Cost, to Strategic Opportunity

This session will provide a comprehensive understanding of HIPAA compliance in home care, while addressing key challenges in home health. Attendees will explore the critical role of communication efficiency in optimizing home health care performance within the Quadruple Aim framework. Additionally, the session will highlight emerging opportunities, such as Artificial Intelligence and on-demand clinical practice guidance, to drive innovation and differentiation.



Karen Gomes, RN, MS, COS-C is the owner and Founder of RN Answers, LLC, specializing in Home Health and Hospice Business Consulting. career in health care, Karen has held multiple positions including CEO, Chief Clinical Officer, and Executive Director, and is the immediate past president of the Home Care Alliance of MA.



THURSDAY
APRIL
17

BREAKOUT SESSIONS

THURSDAY 9:50 AM

11:50 AM | LEADERSHIP

Setting Up a Workplace Violence Prevention Committee

This training is for post-acute care leaders and walks them through creating a workplace violence prevention committee. This session will help participants identify key team members, develop safety policies, and set up incident reporting and response plans. By the end, attendees will have a clear plan to improve workplace safety and stay compliant with regulations.



Jonas Fortenberry is the Vice President of Business Development at PomSafe, the go-to personal safety solution for healthcare workers, teachers, college students, and everyone living their life to the fullest.

11:50 AM | HOME HEALTH

Overcoming the Challenges of Productivity

This session will explore strategies for maximizing capacity, improving operational efficiency, and enhancing clinician productivity. Participants will gain insights into proven methodologies, lessons learned, and practical steps for implementation. By the end of the session, attendees will be able to identify key opportunities for improvement within their organizations, understand essential steps in operational efficiency and productivity methodologies, and evaluate potential changes to enhance financial sustainability and workflow effectiveness.

Martin (Marty) Degen, MBA, CPA, is the Chief Financial Officer at Visiting Nurse and Hospice for Vermont and New Hampshire (VNH). Marty is an experienced healthcare leader with 20 years in finance and operational management. Marty is responsible for the development of VNH's financials to support the long-term growth and success of the organization.



Tammy Tarsa, MBA, BSN, RN is the Chief Clinical Operation Officer at Visiting Nurse and Hospice. is an experienced clinician and healthcare leader with 20 years of home health and hospice knowledge. She is a strategic partner to Dartmouth-Hitchcock Health's Service Line Leaders in the development of care pathways to include community-based services and care at home.

Nicole Underhill, BSN, RN is the Director of Quality Improvement and Patient Safety at the Visiting Nurse and Hospice of Vermont and New Hampshire. She is an experienced clinician and healthcare leader with 18 years of home health and hospice knowledge. She is also a certified Lean Six Sigma Greenbelt.

TRADE SHOW SCHEDULE

EXHIBIT HOURS:

WEDNESDAY, APRIL 16, 2025

- Trade Show: 12:00 p.m. – 5:00 p.m.
- Reception: 5:00 p.m. – 6:30 p.m.

THURSDAY, APRIL 17, 2025

- Breakfast: 7:30 a.m. – 8:30 a.m.
- Final Break: 10:50 a.m. – 11:50 a.m.



REGISTER ONLINE
AT NEHCC.COM!



NEW ENGLAND HOME CARE & HOSPICE CONFERENCE AND TRADE SHOW

2025 REGISTRATION FORM

Attendee Name: Title:

Email Address: Phone:

Organization:

Address:

City: State: Zip:

STATE MEMBERSHIP

Please select the state association to which your agency belongs:
(Membership will be verified.)

- Connecticut Maine Massachusetts
 New Hampshire Rhode Island Vermont

CONFERENCE OPTIONS

"Full Conference" includes the April 15 Master Class. Networking dinner is additional.

	MEMBER RATES	NON-MEMBER RATES
<input type="checkbox"/> Full Conference (April 15-17)	\$495.00	\$795.00
<input type="checkbox"/> Master Class ONLY (April 15)	\$100.00	\$150.00
<input type="checkbox"/> Wednesday ONLY (April 16)	\$295.00	\$500.00
<input type="checkbox"/> Thursday ONLY (April 17)	\$195.00	\$350.00
<input type="checkbox"/> Networking Dinner (April 16)	\$85.00	\$85.00

- Late Fee (After April 1 add \$100 per person)

TOTAL AMOUNT DUE:

PAYMENT

- Enclose check made payable to: *Foundation for Home Health*
- Submit credit card payment online at www.nehcc.com or by calling the Home Care Alliance of MA at 617-482-8830.
- Mail completed form & check to:
Home Care Alliance of MA, 75 Kneeland Street, Suite 709, Boston MA 02111

APRIL 15, 16 & 17
PORTLAND, ME



Connect with colleagues, home care experts, mentors and friends from around the region for the 15th Annual Home Care and Hospice Conference and Trade Show!

Registrations received by 5:00 pm on April 1, 2025, will pay the regular conference rate. Any and all registrations received after 5:00pm on April 9, 2025, are subject to a \$100 late fee PER REGISTRANT. Attendee registrations cannot be shared. However, substitutions are allowed.

Payment/Cancellation Policy

Full payment must be received in advance. Attendee Cancellations received in writing by March 30 will be refunded minus a \$40 cancellation fee. Cancellations received after March 30 will result in forfeiture of the registration fee.

The NEHCC is a green conference. Handouts will be available online. Participants will receive a link via email before the event.

Questions regarding registration?

Phone 617-482-8830
Fax 617-426-0509
registration@nehcc.com

