



Home Healthcare Leaders' Summit

Overcoming financial, regulatory and technological challenges to maximize outcomes

March 3-4, 2016, Los Angeles-CA, USA

Home Healthcare plays an important part in ensuring better patient outcomes in the comfort of their home. With an increase in the senior population nationally it is expected that the number of people above the age of 65 will reach 54.8 million in 2020. The need and the desire to be treated at home has been one of the primary concerns nationally which has been leading to a great rise in the number of Home Healthcare agencies. However, the recent changes in regulatory norms and surging costs, has made it imperative for Home Healthcare agencies to improve their financial planning and introduce technological upgrades to ensure minimum cost, better outcomes leading to appropriate reimbursements.

With the stringent rules and regulations around the re-admittance of patients in the hospitals, home healthcare plays a vital role in the economy by providing affordable care in the comfort of your home. Patients receive better follow up care, increased communication between patients and providers and a decrease in medication errors.

MnM Conferences is proud to announce its "Home Healthcare Leaders' Summit" on the 3 - 4 March 2016 in Los Angeles, California. The summit is designed to be an exclusive gathering of C-Level executives to learn, discuss and debate the best practices in the industry to combat the strategic challenges being faced by the senior management of 30,000+ home healthcare agencies nationally. The summit will cover a variety of topics like regulatory scenario, technological upgrades, legal implications and the benefits of financial planning.

Confirmed speakers at the program



Margherita C. Labson
Executive Director Home Care Accreditation Program
The Joint Commission



Tracey Moorhead
President and CEO
Visiting Nurse Associations of America



David E. Matyas
Member Epstein Becker Green and Board of Director
Community Health Accreditation Partner, Washington DC



Samuel Heller
Executive Vice President & Chief Financial Officer
Visiting Nurse Service of New York, NY



Ray Darcey
President
Aurora at Home, Milwaukee, WI



Hugh Hale
Chief Information Officer
Visiting Nurse Service of New York, New York



Carlos Martinez
President and CEO
United Home Care, Miami, FL



Cheryl Lovell
President and CEO
Southland Home Health, Phoenix, AZ



Steve Wallace
CEO
National Nursing & Rehab Inc, San Antonio, TX



Tricia Ritchie
President and CEO
Wilshire Health & Community Services, San Luis Obispo, CA



Rodney Burris
Vice President
At Home Operations, Silverado, Irvine, CA



Michael J. Demoratz
Palliative Care Administrator – Supportive Care
24/7 Care At Home, Orange County, CA



Steffanie Medina
Director of Corporate and Community Relations
Wilshire Health & Community Services, San Luis Obispo, CA



Dr. Harry Feliciano
Senior Medical Director
Palmetto GBA



Binita Trivedi
Administrator
A-1 Healthcare Management



Henry Fenton
Partner
Fenton Law Group



Robert G. Homchick
Partner
Davis Wright Tremaine, Seattle



Lisa Clark
Partner
Duane Morris, Philadelphia, PA



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Why Attend this conference?

- ☞ The conference covers topics that are relevant for experts across the USA and will host a national audience for networking and discussing strategic issues faced by managements of home healthcare agencies
- ☞ The speakers include representatives from important regulating bodies, home health agencies and vendors representing the most burning issues in the industry
- ☞ Platform to discuss the latest innovations and technology which can help improve the outcomes and at the same time control costs for the home healthcare agencies
- ☞ Overview of the financial and technological trends defining the growth of the Home Healthcare industry
- ☞ An overview of the legal and compliance issues which are the most crucial for smooth functioning of these agencies



Who will attend:

- ✓ Regulatory bodies for Home Healthcare
- ✓ Owners
- ✓ CEOs/ COO/ CFO
- ✓ Presidents
- ✓ Chairman
- ✓ VP/ SVP/ EVPs
- ✓ Medical Directors
- ✓ Administrators
- ✓ Directors of nursing
- ✓ VPs Financial Planning
- ✓ Directors of Marketing

Who should sponsor:

- ✦ Home Care Testing, Monitoring & Screening
- ✦ Home Healthcare Therapeutic Equipment
- ✦ Mobility assist & other devices
- ✦ Home Telehealth Market
- ✦ Home health Software companies
- ✦ Home health consultancies

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For more information please contact

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Day 1 – March 3rd, 2016

08:00 — ● **Registration & Breakfast briefing with our Platinum Sponsor**

08:50 — ● **Welcome note by the Chairman of the conference**
Benchmark & Strategize

09:00 — ● **Analyzing the current home healthcare industry to differentiate your firm in a crowded market place**
This session will speak about the overall size of the home healthcare market currently and also review the predicted growth. In the view of several home healthcare agencies either shutting down or being taken over, this session will speak about the strategies to differentiate your services from the 30,000+ other agencies which exist in the market.

Initiating a Home Healthcare Regulatory dialogue to bridge the gap with the industry

This session will be led by the regulators who have been defining the trends and the rules of the industry. The session will not only give the regulators a platform to share their point of view, but will also give the Home healthcare experts in the audience an opportunity to put across their challenges and concerns to the authorities to get spot answers from them.

09:30 — ● **Keynote**
Understanding the role of the implications of the Face-to-Face physician Lawsuit
Invited - National Association for Home Care & Hospice

10:00 — ● **Keynote**
Embarking on the Journey to High Reliability, closing the gap between regulatory compliance and performance excellence.
The landscape of the health care delivery system is changing rapidly creating new opportunities for growth and challenging home care providers to create innovative models of care. How can today's leaders leverage their knowledge of home care to distinguish themselves in a world where value is defined by the customer and success is measured in outcomes? Begin to close the gap between regulatory compliance and performance excellence by embarking on the journey into the future of healthcare, a journey to High Reliability.
The regulations form a foundation on which to build an organization and using the principles of high reliability organizations can skillfully craft innovative models of care delivery which leverage the use of technology to achieve performance excellence.
Margherita C. Labson, Executive Director Home Care Accreditation Program, **The Joint Commission**

10:30 — ● **Delivery System Transformation and Payment Model Alignment for Home Health**

- Understanding common delivery system and payment models and assessing which may work for your community
- Speaking the language of value to payers and provider partners
- Improving Performance and minimizing variation through best clinical practices

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

11:00 — ● **Morning refreshments & One to One meetings x3**

Innovative outcome focused customer serving strategies

The business of the home healthcare industry is changing rapidly. How do we modify our business models to be ready for tomorrow?

11:45 — ● **The role of home care in changing how healthcare is delivered**

- How Home Care is Collaborating with Other Health Care Providers to Reduce Hospital Admissions
- Financial Implications of New Home Care Service Delivery Models
- Emerging Payment Models

Samuel Heller, Executive Vice President & Chief Financial Officer, **Visiting Nurse Service of New York, New York**

12:15 — ● **Deploying telehealth applications to save billion dollars annually in healthcare costs**

- Reimbursement and regulatory challenges preventing the adoption of telehealth
- Better understanding of licensure and scope of practice barriers
- Seeking out ways to partner with providers under risk sharing or sub capitated arrangements to promote and incentivize telemedicine

Ray Darcey, President, **Aurora at Home, Milwaukee, Wisconsin**

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12:45 — ● Advance Care Planning and Palliative Care - the Key to addressing the Readmission Challenge

- Understanding the difference between palliative care and hospice.
- Differentiate the POLST paradigm from traditional Advance Directives like DPAHC and Pre-hospital or Out of Hospital DNR.
- Identify 2 benefits each for physicians and hospitals in the timely provision of palliative / supportive care services.

Michael J. Demoratz, Palliative Care Administrator – Supportive Care, **24/7 Care At Home, Orange County, California**

13:15 — ● Lunch & One to One Meetings x2

Combating Regulatory and Financial planning concerns to minimize expenditure and maximize revenue

Home healthcare agencies are facing tremendous competition not only in their states but also from the national HHA leaders in the industry. It has been extremely difficult to constantly providing services of a competitive nature yet maintaining your costs to be profitable. The session explores different strategies being used by some of the industry players who have applied innovative strategies within their organization to stay afloat in this price sensitive yet quality driven Home healthcare market.

14:15 — ● Surviving a Government Health Care Fraud Audit/Investigation

- Who are the government auditors and investigators?
- How does government audit or investigation get initiated?
- How do you respond to a government request for information?
- What are the current "risk areas" for home health and hospice companies?

David E. Matyas, Member Epstein Becker Green and Board of Director, Community Health Accreditation Partner, Washington DC

Solution providers slot

14:45 — ● Kindly connect with us on abhinay.roy@mnmconferences.com to know about the branding opportunities at the conference

14:15 — ● Mergers and acquisitions – Improving your game by acquiring the other home healthcare & hospice organizations nationally

- Medium of increasing your revenue and expanding your geographic presence
- *Managed care has made expansion a necessity*
- *Examining the more complex forms of mergers and acquisitions in the industry*

15:45 — ● Afternoon Refreshments & One to One Meeting x2

16:30 — ● Sustenance strategies for medium sized home healthcare units in the country

- Integrating marketing to generate profitable business
- 65% of the business comes in through referrals and it is imperative to encourage them to stay profitable in business
- Maximizing value for patients: that is, achieving the best outcomes at the lowest cost

A meeting of the minds: This discussion will be led by a Panel of experts from the regulatory as well as the Home Healthcare industry to get a multidimensional view of the current payment system.

17:00 — ● Repayment and overpayment to the Medicare & Medicaid program

- Understanding the definition and the common reasons for overpayments
- Following guidelines for returning overpayments in the stipulated time and consequences in case of failure
- State Overpayment Reporting & Repayment Obligations

17:45 — ● Chair's Closing Remarks and End of Day 1

On a funny note

18:00 — ● A Stand-up comedy show sponsored by the Recreational Partner

19:15 — ● We would like to invite you to a gala dinner and cocktail evening exclusively for our speakers, sponsors and delegates.

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Day 2 – March 4th, 2016

8:15 —● Registration & Refreshments & One to One Meeting x2

8:55 —● Welcome note by the Chairman of the conference

Implementing technology and innovation to deliver better outcomes

The future of the home healthcare industry is largely going to be defined by the changes in technology. In a market place with 30,000+ HHAs technology and telehealth are going to be the key differentiating factors which will redefine the customer experience and also help the HHAs to claim the reimbursements efficiently.

Case Study

9:00 —● Improving clinical outcomes with the help of telehealth and reducing hospitalization

- Reducing long term healthcare costs due to fewer hospitalizations
- Operational benefits to an agency
- Which kind of patients can benefit the most with telehealth

Joint presentation:

Tricia Ritchie, President and CEO, **Wilshire Health & Community Services, San Luis Obispo, California**

Steffanie Medina, Director of Corporate and Community Relations, **Wilshire Health & Community Services, San Luis Obispo, California**

9:30 —● Reimbursement cuts continue to threaten the home healthcare industry

- Reporting Home Health Quality using Outcome and Assessment Information Set (OASIS) Data
- Understanding the scope of services covered
- Data collection and submission for efficient reimbursement processing

Cheryl Lovell, President & CEO, **Southland Home Health, Phoenix, Arizona Area**

Solution Providers Slot

10:00 —● Kindly connect with us on abhinay.roy@mnmconferences.com to know about the branding opportunities at the conference

10:30 —● Morning refreshments & One to One meetings x2

11:15 —● Importance and benefits of interoperability in the home healthcare industry to improve the standards of service provided

- Defining the structure and format to ensure uniformity between healthcare data from one system to another such weather for clinical or operational purposes.
- Leveraging the importance of semantic data for the structuring and codification of data
- Maintaining electronic health record (EHR) systems and other systems to improve quality, safety, efficiency, and efficacy of healthcare delivery

11:45 —● Creating Value Using the Health Information Supply ChainSM

Palmetto GBA's approach to increasing communication among home health agencies, physicians, and hospitals and how the approach is being used to lower risk in Medicare Fee for Service as it enters the Home Health Value-Based Purchasing and Bundled Payment environment (e.g., Medicare Comprehensive Care for Joint Replacement Model).

Palmetto GBA has implemented an innovative pilot program within its 16-State Home Health Jurisdiction called the Organizational Process Improvement Coaching Project (OPICP). With OPICP the will highlight how the provider-payer approach has improved financial outcomes for home health, hospital, and physician participants

Harry Feliciano, Senior Medical Director, **Palmetto GBA**

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Solution Providers slot

- 12:15 ● Kindly connect with us on abhinay.roy@mnmconferences.com to know about the branding opportunities at the conference

- 12:45 ● **Deploying cloud-based platforms to revolutionize the home healthcare industry**

- Integrated end-to-end platform, which caters to homecare agencies and the needs of Nurses and Personal Support Workers
- Managing changing client appointments and staff schedules in real time ensuring workforce is as efficient and effective as possible
- Improving user experience

Hugh Hale, Chief Information Officer, **Visiting Nurse Service of New York, New York**

- 13:15 ● **Lunch and One to One Meetings**

Upgrades in the legal system

For any company to sustain it needs to abide by the rules and the laws defined for the industry. With the current changes in the rules and regulations for the home healthcare industry, the knowledge of the legal consequences is going to be a primary concern in making important decisions for your organization.

Are we really ready?

- 14:15 ● **Implementing ICD-10-CM coding for the Home Healthcare industry. Why is it worth the trouble?**

- Spending additional effort to process OASIS-C1 documents and claims accurately
- Greater quality management and ability to accommodate new technologies and procedures
- Facilitating international comparisons of quality of care and the sharing of best practices globally

Solution Providers Slot

- 14:45 ● Kindly connect with us on abhinay.roy@mnmconferences.com to know about the branding opportunities at the conference

- 15:15 ● **Understanding the scope of the preferred provider agreement to improve the role of hospitals that refer patients to post-acute care providers**

- Sources of patients' legal right to freedom of choice of providers
- Common dilemmas and practical solutions
- Use of Preferred Provider Agreements

Henry Fenton, Partner, **Fenton Law Group**

- 15:45 ● **Evolving Relationships with Hospitals, ACOs and other Clinically Integrated Networks (CINs)**

- New arrangements driven by Hospital Readmission Rates and Penalties
- Medicare ACOs and the role of Fraud & Abuse Waivers
- New arrangements with Commercial ACOs and Self Insured Employers

Robert G. Homchick, Partner, **Davis Wright Tremaine, Seattle**

Think Tank

A discussion led by the experts to review the discussions of the overall summit and highlighting some of the key trends which will define the future of the Home healthcare and Hospice industry nationally

- 15:45 ● **Homecare & Hospice – Challenges & the way forward**

- Advances in technology and benefits of telehealth
- Finding and keeping qualified staff
- Reduction in subsidies by the government and potential ways to overcome losses being incurred
- ICD – 10 coding and the drop of productivity due to quintupling the number of medical codes

Presenters: **Tricia Ritchie**, President and CEO, **Wilshire Health & Community Services, San Luis Obispo, California**
Steffanie Medina, Director of Corporate and Community Relations, **Wilshire Health & Community Services, San Luis Obispo, California**

- 16:30 ● **Chairman's closing remarks and end of conference**

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