

# Compassion, Competence, and Collaboration



**Gold Conference Sponsor** 





Compassion, Competence, and Collaboration

Helen Keller said "Alone we can do so little; together we can do so much". Keller's teacher, Annie Sullivan, modeled the impact of combining compassion, competence, and collaboration. *Value Based Purchasing (VBP)* has realigned incentives to foster collaboration. *Inter-professional Education and Collaboration (IPEC)* research is proving that work relationships enhance patient outcomes, enhance professional competence, and impacts culture.

Compassion, competence, and collaboration all coalesce in care at home. Home health/homecare leaders from Alabama, Mississippi, and Louisiana will gather for the 17<sup>th</sup> Annual Gulf Coast Home Care Conference at Point Clear, Alabama July 31<sup>st</sup> to August 2<sup>nd</sup>, 2017. We will explore new CoPs, STAR ratings, work relationships and culture, research on caring leadership, clinical competencies, compliance, technology, and revenue cycle management.

Palmetto GBA will join us once again for a pre-conference. The vendor/consultant community will again provide important information in exhibit area. Our venue for the conference is once again beautiful Point Clear, Alabama. The Grand is a family friendly place, a great venue for a romantic stroll along Mobile Bay or an opportunity for recreation on the golf course, tennis courts, bicycles, or the spa. The Grand at Point Clear is a great place to rest and relax while you learn.

Be part of this important gathering. Join us at the 2017 Gulf Coast Home Care Conference. You'll be glad you did.







# AGENDA at a GLANCE

	Monday, July 31		
8:00 am - 12:00 pm	Pre-Conference - Charles Canaan & Dan George  2017 Jurisdiction M (JM) Palmetto GBA Home Health Medicare Workshop Series  Getting it Right the First Time  Azalea Ballroom		
1:30 pm - 1:45 pm	Opening/Welcome		
1:45 pm - 2:45 pm (Keynote)	Session A - Julie Nise How Improving Relationships Enhances Work Performance Azalea Ballroom		
2:45 pm - 3:00 pm	Break		
3:00 pm - 4:00 pm (General)	Session B - Kate Jones Caring as a Leadership Competency Azalea Ballroom		
4:00 pm - 5:30 pm	Opening Reception with Exhibitors in Grand Ballroom \$100.00 Cash Scavenger Hunt Prize Drawing		
	Tuesday, August 1		
8:00 am - 9:00 am	Breakfast with Exhibitors in Grand Ballroom		
9:00 am - 10:00 am (Breakout)	Session C - Julie Nise Change Perspective on Your Possibilities In Ten Minutes Azalea Salon A-B	Session D - Melanie Stover Diagnosis based Selling for Home Health: And the Ethics of Sales Staff Azalea Salon C-F	
10:00 am - 10:15 am	Break		
10:15 am - 11:30 am (Breakout)	Session E - Kathleen Hessler  Don't Run From CoPs: Agency Responsibility and Patient Rights Under the New Rules  Azalea Salon A-B	Session F - J'non Griffin Times They are a Changin" - PCR, F2F, and CoP Azalea Salon C-F	
11:30 am - 1:00 pm	Lunch with Exhibitors in Grand Ballroom \$250.00 Cash Door Prize Drawing		
1:00 pm - 2:30 pm (Breakout)	Session G - Kathleen Hessler Coping with the Chaos: Compliance Climate 2017 Azalea Salon A-B	Session H - Stefanie Woodrow Clinical Competencies for Home Health: What Should Orientation Look Like? Azalea Salon C-F	
2:30 pm - 2:45 pm	Break		
2:45 pm - 4:00 pm (Breakout)	Session I - Stefanie Woodrow STAR Ratings: How Providers Can Excel Azalea Salon A-B	Session J - Ricky Smith Security and Data Loss Prevention: Cyberattacks, Ransomware and More Azalea Salon C-F	
	Wednesday, August 2		
8:00 am - 8:30 am	Breakfast - Azalea Ballroom		
8:30 am - 9:30 am (General)	Session K - Mike Freytag Revenue Cycle Redesign Azalea Ballroom		
9:30 am - 9:45 am	Break		
9:45 am - 11:15 am (Closing)	Session L - Tim Rowan Current & Future Technologies You Need, But Don't Know About Yet Azalea Ballroom		

### Pre-Conference



Getting It Right The First Time Presented by **Charles Canaan & Dan George** with Palmetto GBA Monday, July 31 8:00 am - 12:00 pm

Fee: \$145 for Members & \$175 for Non-Members

Palmetto GBA is pleased to announce our 2017 Home Health workshop series, "Getting It Right The First Time". This preconference is designed for home health providers and their staff to equip them with the tools they need to be successful with Medicare billing, coverage, and documentation requirements. This pre-conference will provide insight for home health agency staff at all levels. During the pre-conference, Palmetto GBA will provide information related to the most common errors identified through a variety of data analysis and some hints and tips on the reasons why these errors occur. Palmetto GBA's ultimate goal is to have educated and astute providers who know how to accurately and skillfully apply the information they learn to their documentation and billing practices! Home health topics will include: Date Analysis - Length of Stay (LOS), High Risk Health Insurance Prospective Payment System (HIPPS) Codes, Comprehensive Assessments, Medical Review Program, Medical Review Top Denials, Occupational Therapy, Speech Language Pathology, Social Worker, What You Need to Know for 2017, Data Driven Topics - Overlapping Dates of Service - Hospitals Stays During an Episode - Transfer Requirements, Billing Dispute Resolution Requests, Comparative Billing Report (CBR), CERT Program, Provider Enrollment Revalidation, Palmetto GBA eServices, Provider Resources/Self Service Tools eChat, Tools and Calculators, Social Media, E-Mail Updates, pre-Claim Review, and Home Health Basics Modules.

# Keynote Session

Session A - How Improving Relationships Enhances Work Performance Presented by **Julie Nise**, **LPC**, **LMFT**, Pensacola, FL

Monday, July 31 1:30 pm - 2:45 pm

Expect some fun in our opening session. Attendees will be entertained and educated. Julie Nise will demonstrate, and engage the audience, in approaches to communication, relationships, and personalities. Then we will discuss these approaches' implications on workplace performance. A voluntary, mini-hypnosis session will guide attendees to immediate, on-site, stress relief!! Julie's unique perspective of counselor and therapist will translates into communication and relationship skills that will teach them to connect with colleagues.

Julie Nise, LPC, LMFT, has a gift for bringing memorable, meaningful messages to audiences. Her diverse background, ranging from corporate management to one-on-one professional and personal counseling, gives her plenty of experiences and significant expertise. As a professional counselor, Julie's presentations include the science behind and organization's goals, challenges, and the unique personalities and relationships that impact group collaboration. Another key aspect of Julie's speaking engagements is audience interaction. As a relationship trainer and successful business owner, Julie understands communication skills and utilizes them effectively to connect with her clients. With several national media appearances under her belt, Julie thrives in public forums. Her enthusiasm is contagious, and her insights are applicable.

# General Session

Session B - Caring as a Leadership Competency Presented by **Kate Jones, DNP, RN, CCM,** Nashville TN Monday, July 31 3:00 pm - 4:00 pm

We hope our staff members are caring individuals, whose behaviors with patients and families reflect a compassionate disposition. However, what about our leaders? How does caring translate into a leadership role – and what behaviors demonstrate *caring leader-ship*? This presentation evolved from a doctoral project that explored caring as a leadership competency. Dr. Jones will discuss a professional development plan for home health agency directors, that involves applying caring behaviors in their leadership practices. Attendees will explore ways that leadership caring influences staff perception, staff engagement, and patients' experiences of care. Participants will learn to apply lessons in their own agencies.

Kate Jones, DNP, RN, CCM is the owner of Caring Experts, a health care consulting company based in Nashville, Tennessee. She has worked in the home health care field for 30 years, starting as a field-based RN case manager. She has held operations, education and leadership roles, including Chief Clinical Officer, and most recently was Senior Vice President of Public Policy for Amedisys. Her Master's Degree in Nursing Administration is from George Mason University in Fairfax, Va. In May 2017, she completed her Doctor of Nursing Practice at Southeastern Louisiana University in Hammond, LA.

# Concurrent Sessions

#### Session C - Change Perspective on Your Possibilities - In Ten Minutes Presented by Julie Nise, LPC, LMFT, Pensacola, FL

Tuesday, August 1 9:00 am - 10:00 am

Participants will learn to redirect perspectives on what is possible. Julie Nise will guide attendees through research-based techniques that work. From the science of neurolinguistic processing (NLP) technique called the circle of excellence, Julie will provide a live demonstration to teach attendees to do this for themselves. Audience members will be encouraged to participate in this potentially life changing process and take the technique home with them.

#### Session D - Post-Acute Care Collaboratives: And A Primer on Ethics for Sales Staff Presented by Melanie Stover, OT, MBA, MS/ISM, Fairhope, AL

Tuesday, August 1 9:00 am - 10:00 am

Alliances and partnerships are critical in health care today. Home health, private duty, palliative care providers, and hospice are the collaborators acute care providers need to help patients manage the disease process at home. Is your agency seen as a provider of choice? Is your sales staff able to apply the correct metrics for success in referrals? Can the sales team speak the language of referring medical professionals? This session will address five activity drivers that must be correct in order by chronic diagnosis and disease management. Ms. Stover will also include an important primer on ethics for sales staff.

Melanie Stover, OT, MBA, MS/ISM, Fairhope, AL has been a successful sales leader and top producer. Melanie's sales training programs enhance efficiencies and effectiveness through account management, selling skills, sales leadership, personal branding, time management, and improved customer service. She has written numerous articles and manuals including: Dx Sell TM Diagnosis Based Selling system, Care Partners – A guide to reducing readmissions, Revving up referrals - Target Markets, Therapy Departments a secret source of referrals. As an Occupational Therapist with an MBA in Marketing and a Master's of Science in Information Systems Management, Melanie is a sought after coach and speaker for home health.

#### Session E - Don't Run From CoPs: Agency Responsibility and Patient Rights Under the New Rules

Tuesday, August 1 10:15 am - 11:30 am

#### Presented by Kathleen Hessler, JD, RN, CHC, CHPC, Albuquerque, NM

The updated Conditions of Participate (CoPs) for Medicare home health will result in significant challenges for many agencies. This session will emphasize changes in agency structure, explore differences between Office of Inspector General (OIG) compliance programs and CMS's CoPs. Ms. Hessler will address alternative approaches to home health agency Quality Assurance and Performance Improvement (QAPI) programs as related to the OIG's current expectations for an agency's corporate ethics and compliance.

Kathleen Hessler, JD, RN, CHC, CHPC, Albuquerque, NM, is National Director of Compliance & Risk for Simione Healthcare Consultants. She oversees a team of compliance professionals who provide ethics, compliance, and risk management services to hospice and home health companies. She is on the board of the Texas/New Mexico Hospice Organization, and a sought-after speaker nationwide. Before joining Simione, Ms. Hessler practiced healthcare law for 17 years, holds degrees in law and nursing, and certificates in healthcare ethics, health care compliance, and HIPAA privacy compliance.

#### Session F - Times They Are a Changin' - Pre-Claim Review, F2F, and New CoP's Presented by J'non Griffin, MHCA, RN, Carbon Hill, AL

Tuesday, August 1 10:15 am - 11:30 am

Regulations are enacted, then delayed, then enacted again. Home health providers have become desensitized to regulatory changes and deadlines. If we continue to do what we have always done, we will get the same results as we always have. However, one our biggest hurdles continues to be Face-to-Face regulations. Pre-claim review in Illinois teaches us processes must be put in place now to prepare. Pre-claim review is paused, but will not go away. Probe and Educate is a business threatening reality for providers. RAC's are right around the corner. New Conditions of Participation are a few short months away. Don't miss this interactive session on rapid change, Pre-Claim Review, and Face to Face!

J'non Griffin, MHCA, RN, a 30 year of home care veteran as a field nurse, and executive with home health and hospice agencies. She has expertise in accreditation surveys, acquisitions, addressing regulatory crises with state survey agencies and payment challenges with intermediaries. I'non guides clients in billing audits, personnel issues, risk management, corrective action plans, and start-ups. Ms. Griffin is credentialed as a Homecare Coding Specialist-Diagnosis (HCS-D), Hospice (HCS-H), Compliance (HCS-C), earned a Certificate for OASIS Specialist-Clinical (COS-C), and is an AHIMA approved ICD-10-CM trainer/ambassador. She is also an expert on Beacon's Ask an Expert Panel, a contributor to the Decision Health Publication, Diagnosis Coding Pro, and Eli's Newsletter. She speaks nationally on many topics. 5

# Concurrent Sessions

#### Session G - Coping with Chaos: Compliance Climate 2017 Presented by **Kathleen Hessler**, **JD**, **RN**, **CHC**, **CHPC**, Albuquerque, NM

Tuesday, August 1 1:00 pm - 2:30 pm

Fraud and abuse investigations have reached an all-time high in government healthcare programs. This session will address the latest government tools of enforcement and discuss current case law. Ms. Hessler will review the seven elements of compliance program framework and best practice. Attendees will engage the speaker related to benefits of an agency compliance program regarding Corporate Integrity Agreements.

# Session H - Clinical Competencies for Home Health: What Should Orientation Look Like? Presented by **Stefanie Woodrow**, **RN**, Birmingham, AL

Tuesday, August 1 1:00 pm - 2:30 pm

With Home Health, and other areas of healthcare, many times the clinicians are in great demand by the time that they are hired. This often adds pressure to quickly push the clinician through orientation, so that the patient care needs are being met. But, what is the cost of an abbreviated orientation? With the new CoPs alone, there are many reasons to expand the requirements of the clinical team. In this session, the attendee will learn: what skills should be expected of the clinicians in today's environment, how to validate the competencies, and how to measure the impact of orientation.

Stefanie Woodrow, RN, has more than twenty-four years experience in the healthcare industry and she began specializing in home health in 1994. Since 2005, Ms. Woodrow's concentration has been on the hospice and home health space, both certified and non-certified. She worked as a Case Manager, Clinical Director, Quality Assurance Director, Director of Operations, and Chief Operations Officer before opening a home health and hospice consulting company in 2012. The company, Woodrow Healthcare Consulting, LLC, became part of the QIRT (Quality in Real Time) family in August of 2016. At the time of the acquisition, Woodrow assumed the role of Director of Education for QIRT.

### Session I - Star Ratings: How Providers Can Excel Presented by **Stefanie Woodrow, RN**, Birmingham, AL

Tuesday, August 1 2:45 pm - 4:00 pm

CMS developed the consumer website, Home Health Compare, so that the general public can review and select the best home health experience for loved ones. Over time, the Five Star Rating system was developed, so that the review of the data was easier to navigate. The Star Ratings are broken down into two categories, Quality of Patient Care and Patient Survey (CAHPS).

Many agencies do not fully understand how to locate, analyze and disseminate this information. By attending this session, the audience will gain a better understanding of what the STAR ratings mean, where the data is derived from, how to analyze the data, and when to utilize the data for internal improvement.

#### Session J - Security and Data Loss Prevention: Cyberattacks, Ransomware and More Presented by **Ricky Smith**, St. Louis, MO

Tuesday, August 1 2:45 pm - 4:00 pm

Recent ransomware attacks on hospitals, insurance companies, and continued data breaches have raised concerns about IT security and protection mechanisms. This session will focus on areas of vulnerability and explore data security help protect against most attacks. Attendees and the speaker will examine the risk of data loss, methods of recovery, compliance, business continuity, and cloud -based approaches to resolving these challenges.

**Ricky Smith,** a systems engineer, was Director of Technical Services for McKesson Information Solutions, Homecare and Hospice Division. Smith recognized that other industries were far more technically advanced than healthcare. As EMR systems have gained greater prominence, Smith's expertise in data security, business continuity, compliance, and caregiver efficiencies has helped bridge the gap between IT and the patient care staff.



# General Session

#### Session K - Revenue Cycle Redesign: A Case Study Presented by **Mike Freytag**, Conshohocken, PA

Wednesday, August 2 8:30 am - 9:30 am

In the challenging times currently facing home health and hospice agencies, even minimal interruptions can have a significant negative impact on operations. This session will include a case study of Maine Health Care at Home. This agency experienced major changes in their operations after changing their EMR, the transition to a new President and CEO, and turning over key clinical managers all within two years. The agency's financial stability was threatened, and all aspects of the revenue cycle were redesigned. This session presents details of this case study and the evaluation and redesign of the agency's revenue cycle. Attendees will hear about tools that will assist them in an internal assessment of their operations.

Mike Freytag is Managing Director and Founding Member at BlackTree Healthcare Consulting. BlackTree provides revenue cycle, outsourcing, and clinical consulting services to the healthcare industry. With more than twelve years of experience, Mr. Freytag specializes in helping healthcare providers increase revenue, improve operations and ensure accurate reimbursement. Mr. Freytag has also gained operational, financial, managerial, revenue cycle, and accounts receivable experience by working with healthcare companies of all sizes throughout the country. Mike is also known for being a contributor to industry forums and has experience speaking at state and national conferences, as well as webinars.

# Closing Session

Session L - Current & Future Technologies You Need, But Don't Know About Yet Presented by **Tim Rowan**, Colorado Springs, CO Wednesday, August 2 9:45 am - 11:15 am

Home health agencies are closing, consolidating, and merging. Private Duty competition is fierce. Although there are more elderly Americans than ever, providers who thrive must be technically advanced. Tim Rowan, publisher of the *Home Care Technology Report*, will share information on important technology tools for success – all of which more than pay for themselves. One protects from payment denials, ADRs, and MAC/ZPIC/RAC takebacks. Another drastically reduces a provider's hospital readmission rate. A third helps to solve face-to-face problems. Tim will describe these and others in detail, accompanied by instructions on how to use his newsletter to continue researching the dozens he will not have time to cover.

**Tim Rowan** After serving five years as IT Director for a large Colorado Home Healthcare agency, Tim Rowan was named editor and principal writer of the weekly newsletter today known as *Home Care Technology Report*. He is also the designer of the "Online Home Care Technology Buyer's Guide." For 24 years, he has studied software applications and telehealth systems and their vendors, comparing them to the evolving needs of home health care agencies and hospices. In his consulting role, Tim helps home health and hospice providers with technology selection projects ranging from EMR and peripheral software to home telehealth equipment to HIPAA security systems. He is frequently invited to speak on technology and regulatory issues at state and national association conferences and vendor user group meetings.



### HOTEL & TRAVEL INFORMATION

All Conference & Trade Show activities will take place at the beautiful Grand Hotel Marriott Resort in Point Clear, Alabama. Make your reservations at 1-800-228-9290. Make sure you tell the Guest Services Representative you are attending the Gulf Coast Home Care Conference. Room rate is \$179 per night. Room rate of \$179 per night not effective after July 14, 2017.

The Grand Hotel Marriott Resort is conveniently located on the coast of Mobile Bay in Point Clear, Alabama which is approximately 46 minutes from Mobile, AL. In addition to being easily accessible by land, daily major airline service is also available via the closest airport.

From Mobile Airport - MOB

<u>Driving directions:</u> Airport Blvd. East to I-65. I-65 South to I-10 East. I-10 East through tunnel and across Bay Bridge, to Spanish Fort/Daphne/Fairhope Exit #35 (Highway 98). Go south on Hwy. 98 (Four Lane) approximately 7 miles to Welcome to Fairhope Sign on right, (Alternate/Scenic Hwy. 98). Proceed ahead to downtown Fairhope. Turn right onto Fairhope Avenue (3rd Traffic Light). Before you get to the Fairhope Municipal Pier, turn left onto Mobile St. (Also Scenic 98). Resort is approximately 3 miles on right.

- □ Alternate transportation: Mobile Bay Transportation, fee: 75 USD (one way) on request
- □ Airport shuttle service, reservation required, fee: 75 USD (one way)
- ☐ Estimated taxi fare: 105 USD (one way)

From Pensacola Airport - PNS

<u>Driving directions:</u> I-10 West to exit 35. Make a left. Go south on Hwy. 98 (Four Lane) approximately 7 miles to Welcome to Fairhope Sign on right, (Alternate/Scenic Hwy. 98). Proceed ahead to downtown Fairhope. Turn right onto Fairhope Avenue (3rd Traffic Light). Before you get to the Fairhope Municipal Pier, turn left onto Mobile St. (Also Scenic 98). Resort is approximately 3 miles on right.

- □ Alternate transportation: Mobile Bay Transportation, fee: 100 USD (one way) on request
- ☐ Airport shuttle service, reservation required, fee: 95 USD (one way)
- ☐ Estimated taxi fare: 140 USD (one way)



#### **GOING GREEN**

In an effort to be environmentally responsible, Gulf Coast Home Care Conference is trying to reduce the amount of paper we use at the conference. Attendees will receive a binder containing the conference schedule, session

evaluations, exhibit hall layout and sponsor/exhibitor guide. Session handouts will not be printed and distributed; attendees and exhibitors

will have the opportunity to download the session handouts before, during and after the conference from the HomeCare Association of Louisiana website.

\*Computer usage at the Grand Hotel Marriott Resort is \$10.00 for up to 15 minutes, and printing per page starts at \$1.00.



Grand Hotel Marriott Resort, Golf Club, & Spa One Grand Boulevard, P.O. Box 639 Point Clear, Alabama 36564 1-251-928-9201



### REGISTRATION INFORMATION

## 17th Annual Gulf Coast Home Care Conference & Exhibition Compassion, Competence, and Collaboration

PLEASE PRINT OR TYPE
Please make copies of this form for additional registrations.

Name & Credentials

Title

Agency

Billing Address

City/State/Zip			
Phone	Fax		
Email			
Completed form can be made faxed to 337-231-	ailed to HCLA, P.C 0089, or emailed to		
Pre-Conference Workshop	p Registration (O <sub>I</sub>	otional)	
		Member	Non-Member
Palmetto GBA			
2017 Home Health Wo	□ \$145	\$175	
Gulf Coast Home Care Co	onference Registra	ıtion	
Early Bird (revd by July	□ \$395	□ <b>\$</b> 495	
Regular (rcvd by July 8	□ \$445	□ <b>\$</b> 545	
Late/On-Site (revd on o	or after July 22, 2017)	□ \$495	□ \$595
Registration Summary:	Optional Pre-Co	nference	\$
	Conference Regi	stration	\$
	Total Due		\$
Method of Payment			
☐ Check payable to HCLA ☐ Amex ☐ Dis		scover	☐MasterCard ☐ Visa
Card #			Expiration Date

#### Concurrent Session Choices Please choose only ONE per time slot

#### August 1, 2017, 9:00 am - 10:00 am

- C. Change Perspective on Your Possibilities In Ten Minutes
- D. Post-Acute Care Collaboratives: And A Primer On Ethics for Sales Staff

#### August 1, 2017, 10:15 am - 11:30 am

- E. Don't Run From CoPs: Agency Responsibility and Patient Rights Under the New Rules
- **F.** Times They Are a Changin' Pre-Claim Review, F2F, and New CoP's

#### August 1, 2017, 1:00 pm - 2:30 pm

- **G.** Coping with Chaos: Compliance Climate 2017
- H. Clinical Competencies for Home Health: What Should Orientation Look Like?

#### August 1, 2017, 2:45 pm - 4:00 pm

- I. STAR Ratings: How Providers Can Excel
- J. Security and Lost Prevention: Ransomware and More

#### The Fine Print

- Registrations received without payment will NOT be processed.
- Concurrent sessions are structured so you can pick and choose programs that interest you. Please check only ONE session per time slot.
- Registrations may not be split among two or more persons (i.e., one person attend one day and another the next).
- To receive the member rate please mark which association you or your agency belong. Each association will receive a percent of the proceeds based on attendance from their association. Membership will be verified and non-members selecting the member rate will be billed/charged the difference in registration fees.
  - ☐ HomeCare Association of Louisiana
  - ☐ Mississippi Association for Home Care
  - ☐ Home Care Association of Alabama

Cancellation Policy: A 90% refund will be given if written request is received in the HCLA office on or before July 14, 2017. A 50% refund will be given if written request is received by July 21, 2017 due to hotel confirmations requirements, printing expense, etc. NO refunds will be given for cancellations received after July 21, 2017 or for "no-shows". To cancel your registration contact Liz Langley via email at liz@hclanet.org. Or call the HCLA office at 337-231-0080.

HomeCare Association of Louisiana P.O. Box 80124 Lafayette, LA 70598 Ph. 337-231-0080 Fax: 337-231-0089

