

16th Annual Gulf Coast
Home Care Conference & Exhibition

The Winds of Change: The Future of Care at Home

Grand Hotel Marriott Resort
Point Clear, Alabama
July 27-29, 2016

Gold Conference Sponsor



Home Health Solutions, LLC

Partners in Care



The Winds of Change: The Future of Care at Home

Gandhi said we should “be the change we seek”. Where will you be in 2030? A self-select group of home health thought leaders will gather at Point Clear, Alabama July 27th to 29th, 2016. Dialogue and discussion will include the very bright future for healthcare at home. The Affordable Care Act is moving care away from acute care settings into homes and communities. Population health management, wellness, and a focus on prevention that happens primarily where people live, work, and play. Opportunities abound for the forward thinking home health provider. Change has been a constant in home care over the past decade. There is significant financial relevance in the role of home health in the new models of payment.

Healthcare is transitioning to Value Based Purchasing at lightning speed. Medicare Advantage penetration continues to grow across the south. Healthcare systems are vetting providers for bundled care, digging deep to identify cost per beneficiary, outcomes, STARS, and more. Benefits integrity oversight continues to grow, face to face is more demanding than ever, and probe and educate seems to be probe and deny. Attendees at the Gulf Coast Home Care Conference will engage in conversation about all of the above, and regarding readmissions, OASIS changes, business risks, fraud and abuse activity, mergers and acquisitions, and our future. Palmetto GBA will join us for a pre-conference. Quality Insights, the QIO lead for five states, will present a post conference presentation on building and sustaining Quality Assurance & Performance Improvement (QAPI).

Our venue for the conference is once again beautiful Point Clear, Alabama. The Grand is a family friendly place, as well as a spot for a romantic stroll along Mobile Bay. The golf course at Point Clear and the world class spa, both provide rest and relaxation while you learn.

Be part of this important gathering. Join us at the 2016 Gulf Coast Home Care Conference. You’ll be glad you did.



AGENDA

at a GLANCE

Wednesday, July 27

8:00 am - 12:00 pm	Pre-Conference - Charles Canaan & Dan George 2016 Jurisdiction M (JM) Palmetto GBA Home Health Medicare Workshop Series Magnolia 4
1:30 pm - 1:45 pm	Opening/Welcome
1:45 pm - 2:45 pm (Keynote)	Session A - Jan McInnis Finding the Funny in Change Magnolia 4
2:45 pm - 3:00 pm	Break
3:00 pm - 4:00 pm (General)	Session B - M. Aaron Little & Mark Sharp Financial Relevance in Today's Evolving Payment Models Magnolia 4
4:00 pm - 5:30 pm	Opening Reception with Exhibitors in Grand Ballroom North \$100.00 Cash Scavenger Hunt Prize Drawing

Thursday, July 28

8:00 am - 9:00 am	Breakfast with Exhibitors in Grand Ballroom North	
9:00 am - 10:00 am (Breakout)	Session C - Jennifer Warfield The Face-to-Face Makeover Azalea Salon A-B	Session D - Joe Lynch Home Health Mergers & Acquisitions Azalea Salon C-F
10:00 am - 10:15 am	Break	
10:15 am - 11:30 am (Breakout)	Session E - Duane P. Hunts Basics of Home Infusion Therapy & Why This is Important to Your Agency Azalea Salon A-B	Session F - Duane Blackwell Are You Ready to be Vetted by Health Systems' C-Suites? Azalea Salon C-F
11:30 am - 1:00 pm	Lunch with Exhibitors in Grand Ballroom North \$250.00 Cash Door Prize Drawing	
1:00 pm - 2:30 pm (Breakout)	Session G - Stefanie Woodrow Disease Management Competencies in a Bundled Care Environment Azalea Salon A-B	Session H - Christopher Attaya A Deep Dive into the Data Behind Hospital Readmissions: Helping Agencies Reduce Rates Further Azalea Salon C-F
2:30 pm - 2:45 pm	Break	
2:45 pm - 4:00 pm (Breakout)	Session I - J'non Griffin OASIS for the Future: Outcomes Metrics & Beyond Azalea Salon A-B	Session J - Anthony Cutrona & Harris Williams The Top Ten Risks Your Home Health Agency and Hospice Faces in 2016-2017 Azalea Salon C-F

Friday, July 29

8:00 am - 8:30 am	Breakfast - Magnolia 4 Foyer
8:30 am - 9:30 am (General)	Session K - Christopher Johnston Fraud, Abuse, and Aggressive Benefits Integrity Activity Across the Gulf Coast Magnolia 4
9:30 am - 9:45 am	Break
9:45 am - 11:15 am (Closing)	Session L - Merrily Orsini & Sam Smith Healthcare 2030: Are You Prepared to Meet the Challenges? Magnolia 4
1:00 pm - 5:00 pm	Post-Conference - Building and Sustaining Data Driven QAPI Workshop - Magnolia 4

Pre-Conference



Protecting Your Dollars, Making Cents Out of Medicare Presented by **Charles Canaan & Dan George** with Palmetto GBA

Wednesday, July 27
8:00 am - 12:00 pm

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

Palmetto GBA is pleased to announce our 2016 Home Health workshop series, "Protecting Your Dollars, Making Cents Out of Medicare". These workshops are 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. These workshops will provide insight for home health agency staff at all levels. During the workshop series, 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: Fall Based Evaluation Local Coverage Determination (LCD), Going Beyond Diagnosis™, Therapy Admission, Face-to-Face, Data Review - Aggregate Length of Stay, Jurisdictional Medical Review Denials, State Medical Review Denials, Comprehensive Error Rate Testing (CERT) Jurisdictional Data, CERT Data by State, High Risk Health Insurance Prospective Payment System (HIPPS) Codes, What You Need to Know for 2016, Data Analysis: Claims and Appeals, CERT Program, Palmetto GBA eServices, Palmetto GBA Website Tutorial, Provider Resources - Webchat, Social Media, E-Mail Updates.

Keynote Session

Session A - Finding the Funny in Change Presented by **Jan McInnis**

Wednesday, July 27
1:30 pm - 2:45 pm

The lightning-fast pace of change in health care is staggering to many leaders, organizations, and some members of your teams. Rapid, continuous change often results in fear, tension, and miscommunication. What are some practical tips that can help leaders in difficult times? Jan McInnis has spoken across the country on the use of humor in organizational leadership. Attendees will learn how to diffuse tension, initiate tough conversations, and facilitate communications. Jan will share the latest research behind laughter and good health.

Jan McInnis has been featured in the Wall Street Journal and has been quoted in the Washington Post. She has spoken on dozens of radio stations around the country related to dealing with clients, coworkers, and others. Attendees will be informed and entertained.

General Session

Session B - Financial Relevance in Today's Evolving Payment Models Presented by **M. Aaron Little & Mark Sharp**

Wednesday, July 27
3:00 pm - 4:00 pm

The health care industry is evolving and it is clear that remaining relevant in the business of health care depends on the ability to demonstrate cost-efficient care delivery. A primary vehicle for cost-efficient care delivery includes post-acute care services, of which home care plays a key role. The Centers for Medicare & Medicaid Services continue to implement advanced payment models (APMs) that are changing the landscape of home care service delivery and payment. Organizations that fail to successfully navigate this new landscape will be challenged to remain viable.

M. Aaron Little, CPA, is a leading national home care and hospice consultant, with nearly 20 years of experience with BKD, LLP. He provides general financial and operational consulting services for home care and hospice organizations, including operations and compliance assessments, benchmarking, and Medicare cost report preparation. He also oversees the operations of BKD's revenue cycle services, which manages the revenue cycle operations for more than 100 home care, hospice, and senior living organizations.

Mark Sharp, CPA, is a partner with BKD's National Health Care Group and serves as the firm-wide leader of BKD's Center of Excellence for Home Care and Hospice Services. He has more than 20 years of experience assisting home care and hospice providers with strategic planning, financial management, audits, accounting, cost reports, operating budgets, agency start-up, and mergers and acquisitions. A nationally recognized home care and hospice consultant, Mark serves on the board of the National Association for Home Care & Hospice and is Advisory Board chair of the Home Care & Hospice Financial Managers Association. He frequently presents on various home care and hospice topics at national, regional, and state home care conferences. He has authored many industry articles and is regularly quoted in industry periodicals.

Concurrent Sessions

Session C - The Face-to-Face Makeover Presented by Jennifer Warfield

Thursday, July 28
9:00 am - 10:00 am

The new Face to Face guidelines are frustrating. Attendees will identify strategies for getting physicians to comply with FTF documentation. Jennifer Warfield will review examples of proper FTF and homebound status documentation. She will analyze: the 2016 guidelines for Face to Face requirements; the documentation of skilled services needed; the documentation home bound status; the documentation of the required primary care encounter; and the Probe and Educate Review. Ms. Warfield will guide attendees to a clear understanding of the documentation of other provisions required to meet new Face to Face guidelines, including: allowed provider types; allowed time frame for encounter; responding to ADRs with appropriate documentation; identifying strategies for getting physicians to comply with FTF documentation; physician and staff education; marketing team involvement; and the role of discharge planners.

Jennifer Warfield, BSN, COS-C, HCS-D, education director at PPS Plus in Biloxi, MS, is a certified ICD-10 trainer, and has a Certificate for OASIS Specialist-Clinical from the OASIS Certificate & Competency Board. She has authored guidebooks, including Tips, Tricks & Tidbits for Home Health Professionals.

Session D - Home Health Mergers & Acquisitions Presented by Joe Lynch

Thursday, July 28
9:00 am - 10:00 am

The mergers & acquisitions market for Medicare agencies is going through a massive consolidation as reimbursement continues to decrease, and issues such as Face-to-Face documentation become increasingly onerous. Hospice consolidation also continues at a rapid pace. How do experts place a value on an agency? What should you do to prepare? Should you be acquiring, or selling? These topics and more will be covered in this important session.

Joe Lynch has experience in finance, regulatory compliance, human resources, and business development. Lynch helped grow home care companies that were sold to Tenet & Humana. He has extensive background in revenue growth, expansion via start-ups, acquisitions, and organic growth through marketing and sales in both public and private companies. His work with Stoneridge Partners' has included years of guiding clients through nuances of health care mergers and acquisitions.

Session E - Basics of Home Health Infusion & Why This is Important to Your Agency Presented by Duane P. Hunts

Thursday, July 28
10:15 am - 11:30 am

Value Based Purchasing is advancing care in settings where beneficiaries will incur the lowest cost. It's estimated that home infusion therapy could save up to \$80 million over ten years. Due to reimbursement limitations, infusions are currently almost always administered in MD offices, SNFs, Infusion Centers, hospitals, and hospital outpatient departments (HOPDs). Medicare beneficiaries in need of infusion therapy can and will soon be treated in their homes, which is the most desirable, convenient, and by far the most cost-effective care setting. Session attendees will leave with the ability to: Identify which patients are appropriate for home infusion therapy; describe the differences and the utilization of four types of access devices; list three potential complications of infusion access devices; identify the most common therapies administered in the home setting; including the delivery system for each; and define the roles and responsibilities of clinicians caring for the patients.

Duane P. Hunts, MHA, MBA, has more than twenty eight years' experience in the healthcare arena. Duane Hunts has been employed as an Account Executive with Bioscrip/CarePoint Partners for the past six years. He earned his Bachelors of Science in Psychology from the University of New Orleans where he assisted in several journal publications on symptoms and causes of frontal lobe dementia. Duane has a Master's of Science in Healthcare Administration and a Master's in Business Administration. Both were earned with Academic Distinction at The University of St. Francis, Illinois. He is a certified presenter in topics including "The Basics of Home Infusion", "Home Infusion Therapy: An Alternative to Decrease Hospital Length of Stay", and "The Healthcare Professional's Guide to Social Media". Duane has presented on numerous healthcare related topics across the Gulf Coast.



Concurrent Sessions

Session F - Are You Ready to be Vetted by Health Systems' C-Suites? Presented by **Duane Blackwell**

Thursday, July 28
10:15 am - 11:30 am

It's happening more and more. Home Health Agencies and other post-acute providers are being summoned to hospital "C Suites" to plead their case. You stand alone there at the podium in the mahogany board room with the CEO, COO, CFO, CNO, and God knows who else ready to hear your pitch. All eyes are on you. You could hear a pin drop. You've got exactly ten minutes. *Go!*

How did you do? What did you tell them? Are you "in" or "out"? Did you tell them about your stellar quality metrics? Did you *wow* them with your "Stars"? Did you *wow* them with your outstanding cost efficiency? Or were you forced to put "lipstick on a pig"?

You must define your agency's unique Value Proposition. What makes you a better choice than that other guy down the street? What's important to the "C's"? We'll talk about that and more in this session.

The new payment environment (example CJR) is here to stay. Make sure your agency is here to stay too!

Duane Blackwell, MBA has led and consulted with home health agencies for the past two decades. His deep dive into data led to his co-founding National Home Health Analytics, a Medicare Claims Research and Consulting Organization focused on delivering high quality, totally transparent operational and financial benchmarking and consulting services. Duane has assisted many home care agencies to prepare for their own *vetting* experiences through SOSO Solutions, his consulting firm.

Session G - Disease Management Competencies in a Bundled Care Environment Presented by **Stefanie Woodrow**

Thursday, July 28
1:00 pm - 2:30 pm

Providers have new challenges in the Value Based Purchasing environment. Knowing your organization's competencies and performance for each major disease is critical. New competencies and sound business acumen are important in this new approach to healthcare. Your metrics must be sound and include: patient care costs, re-hospitalization rates, revenue by disease per episode, data collection trends, outcome indicators, and operational measures. The forward thinking provider team benchmarks against the state and national trends. Ms. Woodrow will guide attendees in the art around evaluating patients and their environment, and training for the patient, caregivers and agency staff. Success in the management of their disease processes will result in: reduced re-hospitalization rates, improvement in agency efficiencies, improvement in patient outcomes, and maximizing revenue. This is an important session.

Stefanie Woodrow, RN, President and CEO of Woodrow Healthcare Consulting, has worked in home health and hospice for over 20 years. Her areas of focus have been quality assurance, compliance, regulations and clinical best practice. Woodrow has consulted with organizations to analyze trends and implement process improvement measures, operational and clinical, across home health and hospice.

Session H - A Deep Dive into the Data Behind Hospital Readmissions: Helping Agencies Reduce Rates Further Presented by **Christopher Attaya**

Thursday, July 28
1:00 pm - 2:30 pm

How should HHA's use the CMS hospital readmission penalty criteria to position their value proposition? How can agencies identify the characteristics of patients that are likely to be readmitted to the hospital through the use of: diagnoses, visit utilization, disciplines, tele-monitoring, SOC timeframe, etc.? What steps will health systems take to better analyze readmission rates between nonprofit, for profit, and hospital-based agencies including data attributed to the Gulf Coast States? Attendees will also learn to list three definite red flags that put patients at high risk of readmitting within 30 days of discharge from the hospital.

Home Health offers hospitals one of the best strategies to reduce readmissions, but are we living up to the challenge? With the negative reimbursement impacts to hospitals and a likely HHA pay-for-performance measure, agencies need to continually look at their data to understand the relationships of patient characteristics and the utilization of services provided to improve their scores. Using data from the SHP (Strategic Healthcare Programs) database, we will analyze the different characteristics and agency profiles behind hospital readmissions. The data provided will help agencies focus and refine efforts that lead to better performance.

Christopher Attaya, MBA, is the VP of Business Intelligence at Strategic Healthcare Programs. In his role, he is responsible for product development and client relationships. Christopher Attaya has worked in Home Care for over 28 years in various roles and has implemented many financial and business benchmarks to use data to support better decision making. Prior to SHP, Chris was the CFO at the VNA of Boston and worked 10 years at Partners Health Care at Home as CFO and CEO.

Concurrent Sessions

Session I - OASIS for the Future: Outcomes Metrics & Beyond Presented by **J'non Griffin**

Thursday, July 28
2:45 pm - 4:00 pm

Accurate scoring of OASIS items is more important than ever due to the Value Based Purchasing and Impact Act. Attendees will leave this session with an understanding of OASIS integration in CJR (the Comprehensive Care for Joint Replacement/Bundling). J'non Griffin will guide participants through strategies to improve the OASIS assessment. Participants will leave with new strategies for item assessment and scoring, including non-case mix items, often overlooked in the past. OASIS accuracy is more critical than ever in Home Health Value Based Purchasing and the Impact Act. Inaccuracy can cost your agency not only in dollars, but also in referrals, as health systems' narrow networks will include partners with low cost and the best outcomes.

J'non Griffin RN, MHA, WCC HCS-D, COS-C has 26 years of experience as a home health field nurse, director and executive. She has served as Director of Staff Development and Appeals for home health and hospice agencies. She has experience in mock surveys, accreditation, regulatory, billing audits, and more. She has published 2 books through HcPro, titled "The Home Health Conditions of Participation and Interpretive Guidelines", and "The Beacon Guide to Medicare Service Delivery." J'non has also been a contributor to the Decision Health Publication, The Diagnosis Coding Pro, and Eli's Newsletter. She has spoken nationally.

Session J - The Top Ten Risks Your Home Health Agency and Hospice Faces in 2016-2017 Presented by **Anthony K. Cutrona & Harris B. Williams**

Thursday, July 28
2:45 pm - 4:00 pm

Home health and hospice businesses are at greater risk than ever of disruption due to government intervention. Face to Face documentation errors, the *Probe and Educate* initiative, ZPICs, RACs and a host of compliance initiatives all spell RISK for your agency or hospice. Frequent claims denials have resulted in fiscal intermediaries ceasing payments to many providers. Attendees will learn of best practices to avoid denials and protect their businesses. Presenters will also speak to changes on the horizon for benefits integrity oversight, including the proposed *Prior Authorization Demonstration for Medicare Home Health* set to begin in select states in October. Are there even more changes on the horizon? This is an important presentation. Your business life may depend on it.

Anthony K. Cutrona, J.D., is an award-winning attorney and author who has practiced health law for over 20 years. Tony began practicing health law as general counsel of a Houston home health agency, twenty years ago and has represented home health providers ever since. Anthony led the fight against funding cuts to the Medicare home health benefit in 1999, traveling regularly to Washington, D.C. In 2000, the Texas Association for Home Care named him its Associate Member of the Year. Anthony authored two chapters, "Home Health Nursing" and "Long-Term Care Nursing" in *Nursing Practice and the Law: Avoiding Malpractice and Other Legal Risks*, a nursing school textbook. **Harris B. Williams, J.D.**, is of counsel to Liles Parker, and has offices in Jackson, Mississippi and Fairhope, Alabama. Harris focuses on health law, business law, credit and collection law, and selected litigated matters. Mr. Williams has represented health entities with legal and regulatory needs, including the Mississippi Medical Licensure Board, and Department of Health, and related matters through both legal and legislative representation in Mississippi and Alabama.

General Session

Session K - Fraud, Abuse, and Aggressive Benefits Integrity Activity Across the Gulf Coast Presented by **Christopher Johnston**

Friday, July 29
8:30 am - 9:30 am

Recent benefits integrity activity has resulted in aggressive pursuit of fraud and abuse by the Office of Inspector General/Department of Justice/FBI/States' Attorneys General. Prosecutions continue for home health and hospices in Louisiana, Mississippi, and Alabama. Indictments have been plentiful, and cessation of payments even more frequent. Chris Johnston is a healthcare attorney who has been involved in some of these legal cases, assisting criminal defense counsel. He will discuss the DOJ's rejection of a very common interpretation of the employment exception under the anti-kickback act based upon dicta out of a Florida case involving a government bribery case. Chris will also discuss other anti-kickback and FCA cases involving home health and hospice throughout the country to see where the government is focusing its fraud and abuse efforts.

Christopher Johnston, Esq joined the corporate section of the Gachassin Law Firm in 2008. His practice includes health care law with an emphasis primarily in the areas of health care provider contracting, fraud and abuse, provider and/or practitioner licensing revocation and decertification appeals, Medicare overpayments and other corporate compliance issues. In addition, he assists providers with varied transactional matters, including acquisitions and mergers, as well as assisting with Medicare provider enrollment and state licensure transfer issues. Mr. Johnston is also a certified arbitrator/mediator for the American Health Lawyers' Association Alternative Dispute Resolution Service.

Closing Session

Session L - Healthcare 2030: Are You Prepared to Meet the Challenges?
Presented by Merrily Orsini & Sam Smith

Friday, July 29
9:45 am - 11:15 am

Are you ready for 2030? 2020? How are you doing in 2016? Did you see disruptive healthcare change coming 15 years ago? This closing session will offer an innovative, broad stroke look at projected care needs for the US population in 2030. How might reimbursement models evolve? How will health care systems be impacted under the strains of demographic shifts, regulatory issues, caregiver support ratios, and immigration policy? What major trends and issues are affecting the larger health care delivery system today? Where do opportunities present themselves for a larger, up market role in the healthcare delivery system?

Attendees will learn how to best interface locally for impact with those at the forefront of developing solutions for the future. Participants will leave with a deeper understanding of major trends and issues across health care. Learners will hear about the most important industry trends, and engage in conversation about developing solutions for the future. How will housing issues, transportation, environmental change, technology, policy and politics impact us in 2030? What are the primary drivers of change in the future of home health care? What can we do to be prepared?

Merrily Orsini is an innovative aging care thought leader with a laser sharp understanding of the market. With over 35 years work in the aging community, she has been recognized with an Entrepreneur of the Year Award, through service on multiple boards, and now as CEO of her company **corecubed**. Her insights into the future of aging care is fed by experiences in home health, hospice, and home-centered care. She is often called upon for a strategic overview of our nation's healthcare at home trends, policies, and processes.

Sam Smith leads business development at Axxess, a home health software company. Smith helped establish several technology and data companies. He founded and served as president and CEO of Synergy Bank and First Waco National Bank.

Post-Conference

(No Additional Cost)

Session L - Building and Sustaining Data Driven QAPI Workshop
Presented by Cindy Sun, Crystal Welch, Misty Kevech

Friday, July 29
1:00 pm - 5:00 pm

Home health agencies are inundated with day-to-day demands such as regulatory and compliance issues, addressing budget cuts, etc. leaving no time or resources to interpret data reports, research evidence-based practices, and develop tools and resources. During this interactive workshop, RN Project Coordinators from the Home Health Quality Improvement (HHQI) National Campaign team will provide personalized hands-on guidance on data interpretation and the next steps toward developing and sustaining a strong Quality Assurance & Performance Improvement (QAPI) plan. Objectives of this workshop: Interpret agency HHQI Acute Care Hospitalization Data Reports and identify gaps in patient care. Distinguish a minimum of 3 free evidence-based tools/resources to address gaps in patient care. List 3 additional support resources to assist with development and sustainment of a Quality Assurance and Performance Improvement (QAPI) plan.

Cindy Sun, MSN, FNP, COS-C is the Lead Cardiovascular Project Coordinator for West Virginia Medical Institute/Quality Insights, the Quality Innovation Network – Quality Improvement Organization for the states of West Virginia, Pennsylvania, Delaware, New Jersey, and Louisiana. She has worked the Centers for Medicare & Medicaid Services (CMS) Home Health Quality Improvement (HHQI) National Campaign since 2009. Her primary responsibilities include assisting with the integration of preventative cardiovascular care into the home health setting through the development of educational resources and the Home Health Cardiovascular Data Registry. **Crystal Welch**, is the RN Project Coordinator, for WVMU/Quality Insights - Home Health Quality Improvement (HHQI) National Campaign, including Million Hearts Initiative. Her duties include leading the *Stakeholder Work Committee* (SWC) which is an exclusive group of cardiovascular and home health stakeholders led by the Centers for Medicare & Medicaid Services' Home Health Quality Improvement (HHQI) National Campaign who share the vision of improved health care through cardiovascular disease prevention. Crystal has 23 years of nursing experience. Crystal's focus with HHQI is to introduce cardiac best practices to the home health setting and work with stakeholders all over the nation to prevent heart attacks, strokes, and other cardiac related conditions. **Misty Kevech, RN, BS Ed, MS, COS-C, CCP, CPTM** is an RN Project Coordinator for Quality Insights, the Quality Innovation Network (QIN)-Quality Improvement Organization (QIO). Her responsibilities with Home Health Quality Improvement (HHQI) National Campaign involves researching and writing Best Practice Intervention Packages (BPIPs) for home health. BPIPs provide information, tools, and resources on key topics to improve patient outcomes. One of Misty's focus areas is on underserved populations and their specific needs including patients who are in underserved areas, those who are dual-eligible, experience significant health disparities, and those served by small home health agencies.

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. Reservation Code: **GCHGCHA**. Room rate of \$179 per night not effective after July 13, 2016.

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

Driving directions: 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

Driving directions: 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: 75 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



ACTIVITIES

at the Grand Hotel Marriott Resort

- Swimming: The Grand Beach on Mobile Bay, Adult Outdoor Pool, Grand Feature Outdoor Pool with slide, Indoor Pool, Whirlpool
- Biking trail
- Jet-skiing
- Jogging/fitness trail
- Kayaking
- Sailing
- Sauna
- Volleyball

Family & Children Activities

- Fun Camp
Phone: 1-251-928-9201
On-site supervised activities
Fee Required
- Arts and Crafts
Phone: 1-251-928-9201 ext. 6721

Located just over 5 miles from the Grand Hotel is the city of Fairhope, known for their many restaurants, shops, and galleries.



REGISTRATION INFORMATION

16th Annual Gulf Coast Home Care Conference & Exhibition

The Winds of Change: The Future of Care at Home

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 mailed to HCLA, P.O. Box 80124, Lafayette, LA 70598, faxed to 337-231-0089, or emailed to Liz at liz@hclanet.org.

Concurrent Session Choices Please choose only ONE per time slot

July 28, 2016, 9:00 am - 10:00 am

- C. The Face-to-Face Makeover
- D. Home Health Mergers & Acquisitions

July 28, 2016, 10:15 am - 11:30 am

- E. Basics of Home Infusion Therapy & Why This is Important to Your Agency
- F. Are You Ready to be Vetted by Health Systems' C-Suites?

July 28, 2016 1:00 pm - 2:30 pm

- G. Disease Management Competencies in a Bundled Care Environment
- H. A Deep Dive into the Data Behind Hospital Readmissions: Helping Agencies Reduce Rates Further

July 28, 2016, 2:45 pm - 4:00 pm

- I. OASIS for the Future: Outcomes Metrics & Beyond
- J. The Top Ten Risks Your Home Health Agency and Hospice will Face in 2016-2017

Pre-Conference Workshop Registration (Optional)

	Member	Non-Member
Palmetto GBA		
2016 Home Health Workshop Series	<input type="checkbox"/> \$145	<input type="checkbox"/> \$175

Gulf Coast Home Care Conference Registration

Early Bird (rcvd by June 30, 2016)	<input type="checkbox"/> \$395	<input type="checkbox"/> \$495
Regular (rcvd by July 1 - July 22, 2016)	<input type="checkbox"/> \$445	<input type="checkbox"/> \$545
Late/On-Site (rcvd on or after July 23, 2016)	<input type="checkbox"/> \$495	<input type="checkbox"/> \$595

Post-Conference Workshop Registration (Optional) No Additional Cost

Building and Sustaining Data Driven QAPI Workshop

Registration Summary:	Optional Pre-Conference	\$ _____
	Conference Registration	\$ _____
	Total Due	\$ _____

Method of Payment

Check payable to HCLA Amex Discover MasterCard Visa
Card # _____ Expiration Date _____

Name as PRINTED on card _____ Signature _____

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 11, 2016. A 50% refund will be given if written request is received by July 19, 2016 due to hotel confirmations requirements, printing expense, etc. NO refunds will be given for cancellations received after July 20, 2016 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.