

A T T E N D E E B R O C H U R E

HCLA

ANNUAL HOME CARE CONFERENCE

**GAME CHANGERS:
PREPARING YOUR
TEAMS TO PLAY
BY NEW RULES**

HCLA
HOMECARE ASSOCIATION OF LOUISIANA

**DECEMBER 8-9, 2015
EMBASSY SUITES HOTEL
BATON ROUGE, LOUISIANA**

The *game* has changed, overnight it seems. Welcome to HCLA's 2015 Annual Conference. And welcome to our guests from the Louisiana Mississippi Hospice and Palliative Care Organization (LMHPCO). New rules and payment processes have dealt Medicare home health providers huge challenges over the past five years. Managed care penetration is growing rapidly across the nation. ACOs are increasing in number and size. Bundled payment projects are rolling out at an unprecedented pace for new projects. HHS Secretary Sylvia Burwell has proposed moving 30% of traditional Medicare fee for service to these new payment models by the end of 2016, and 50% to the value based/quality driven models by year end 2018, and the recent release of the 2016 PPS Proposed Rule further propels changes within our industry. Quality matters as providers establish strategic partnerships with others across the healthcare continuum.

Like our provider members, HCLA is seeking new strategic partners as well. Our new end of life track, and speakers from our friends at the LMHPCO, reflect one of those partnerships we have been nurturing. Those speakers will share aspects of palliative care to extend life, chronic disease management, and ethics in end of life care.

We welcome LMHPCO's participation, and we welcome our members as we transition to the next iteration of healthcare provider in Louisiana. Join us as we interact with other like-minded home care and hospice providers as we seek to enhance both patient care outcomes and business opportunities. Learn about new ways to tackle your agency's biggest challenges and increase your knowledge of latest industry trends and initiatives.

REGISTER ONLINE @ WWW.HCLANET.ORG

WHO SHOULD ATTEND?

Home care and Hospice owners, CEOs, CFOs, COOs, Administrators, DONs, clinicians, marketing and sales staff, home health billers, and operational management staff. Come hear the latest home care information, industry changes and meet with our vendors!

HOTEL INFORMATION

Our conference will be held at the Embassy Suites located 4914 Constitution Avenue, Baton Rouge, LA 70808. A block of rooms has been reserved from Monday, December 7th through Tuesday, December 8th. The conference room rate is \$129 per night for single or double occupancy, (plus tax). To take advantage of this discounted rate, please call 225-228-7165 and **use the following HCLA group discount code: HLA**. Reservations must be guaranteed with a major credit card. Reservations at this discounted rate will be accepted on a space-available basis through **November 16, 2015**. After the November 16th cutoff date, reservations will be accepted on a space-available basis and may be subject to higher rates.

TRADE SHOW/EXHIBIT SCHEDULE

Representatives from companies offering products and services of interest to home care industries will be participating in our annual conference as exhibitors and event sponsors. On Tuesday, December 8th, the exhibitors will have table top exhibits in the hall outside of the meeting rooms. The exhibition will continue on Wednesday, December 9th until 1:30 p.m. Please make plans to show your appreciation to our exhibitors by visiting their tables during the conference.



SPECIAL NEEDS

If you have a disability, require special assistance or have dietary restrictions, please attach a written description of your special needs and return it with your registration form. Every effort will be made to accommodate your request.

CONTINUING EDUCATION CREDIT

The HomeCare Association of Louisiana is an approved provider of continuing nursing education by South Central Accreditation Program (SCAP), an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. "Number of credits 9.25"

REGISTRATION INSTRUCTIONS

To register and pay with a check, please use the registration form included. Online registration is available via the HCLA website @ www.hclanet.org for those wishing to pay by credit card or PayPal. Click on the Event Calendar option under the HCLA Events tab. Look for the 2015 HCLA Annual Home Care Conference HCLA Registration links, and select the desired registration type (two-day registration). You will need to log in using your email as your user ID and password in order to complete the registration. If you have any problems with the registration system or need assistance creating a user ID and password, please contact Liz Langley in the HCLA office at 337-231-0080.

PAYMENT & CANCELLATION POLICIES

All registration fees must be paid in advance via check, cash or credit card. For registrations after December 1st, a credit card number will be required to reserve your spot for the conference. No registrations will be accepted at the door. Cancellations received by Tuesday, December 1st will be refunded less a \$50 administrative fee. No refunds will be provided for cancellations after, December 1st or for "no shows." Substitutions are welcome. If possible, please notify us in advance if a substitution will be made so that the change can be made on the name badge. Registration fees and continuing education credits are based on the registrant attending the entire conference sessions for which he/she has registered. Therefore, attendees cannot "share" a registration (i.e., one person attend one day and someone else attend on the second day under a two-day registration).

QUESTIONS?

If you need additional information, please call the HCLA office at 337-231-0080 or contact **Liz Langley** at liz@hclanet.org.

HCLA CONFERENCE SCHEDULE

MONDAY, DECEMBER 7, 2015

12:30 PM to 5:00 PM	Registration	<i>Constitution Hall Foyer</i>
1:00 PM to 5:00 PM (Separate Registration Required)	Pre-Conference CCJR, ACOs & Bundling - Game Changers & Home Health's New Value Proposition Duane Blackwell & Jeff Hebert	<i>Senate</i>

TUESDAY, DECEMBER 8, 2015

8:00 AM to 5:00 PM	Registration	<i>Constitution Hall Foyer</i>
9:15 AM to 9:30AM	Opening / Welcome	<i>Assembly</i>
9:30 AM to 10:30 AM	Keynote The Champions Playbook: Connection, Collaboration, Community - Chris Zervas	<i>Assembly</i>
10:30 AM to 11:00 AM	Break	
11:00 AM to 12:00 PM	Breakout What's in Store for Home and Community-Based Care Providers? Karen Collishaw	<i>Senate</i>
11:00 AM to 12:00 PM	Breakout How to Make a Plan for IT Optimization and Be Ready for the Future - Angela Zeringue	<i>Congress</i>
11:00 AM to 12:00 PM	Breakout Understanding Post Acute Care Jack McNulty and Nancy Dunn	<i>Assembly</i>
12:00 PM to 1:30 PM	Lunch (Included in Registration)	<i>Atrium</i>
1:30 PM to 3:00 PM	Breakout Bomb Proof Constructive Feedback Chris Zervas	<i>Congress</i>
1:30 PM to 3:00 PM	Breakout Moving From Surviving to Thriving - The Future of Home Health Cordt Kassner	<i>Assembly</i>
1:30 PM to 3:00 PM	Breakout Ethical Issues in Hospice & Palliative Care Jamey Boudreaux	<i>Senate</i>
3:00 PM to 3:30 PM	Break	
3:30 PM to 5:00 PM	General Population Health: Changing the Game for Post-Acute Care Kenny Cole	<i>Assembly</i>
7:00 PM to 9:00 PM	Awards and Hall of Honors Banquet (Included in Registration)	<i>Senate</i>

Agenda Continued on Page 4



HCLA CONFERENCE SCHEDULE

WEDNESDAY, DECEMBER 9, 2015

8:00 AM to 3:00 PM	Registration	<i>Constitution Hall Foyer</i>
9:00 AM to 10:30 AM	General 2016 Medicare Home Health PPS Final Rule Richard MacMillan	<i>Assembly</i>
10:30 AM to 11:00 AM	Break	
11:00 AM to 12:15PM	Breakout PPS Payment Rates for 2016: Their Impact on Alternate Lines of Business - John Reisinger	<i>Assembly</i>
11:00 AM to 12:15PM	Breakout DHH Home Health Update Marian Tate & Joyce Erwin	<i>Senate</i>
11:00 AM to 12:15PM	Breakout Extending Life With Palliative Care Mark Kantrow	<i>Congress</i>
12:00 PM to 1:30 PM	Lunch (Included in Registration)	<i>Atrium</i>
1:30 PM to 3:00 PM	Closing Emerging Trends in Value Based Purchasing Brian Ellsworth	<i>Assembly</i>

CONFERENCE LOCATION



Embassy Suites Baton Rouge completed a \$12 million dollar renovation in October 2014. All accommodations throughout the property have been tastefully modernized. All 223 guest rooms are spacious, 2-room suites with mini refrigerator, microwave, coffee maker, and two flat screen TV's. The hotel offers ample free parking and is centrally located to several sights, shopping malls, and restaurants.

The guest rates for conference attendees who stay at the Embassy includes a daily Complimentary Hot Buffet Breakfast featuring a cooked-to-order egg station and an Evening Reception in the Bar that includes complimentary drinks and snacks.

A block of rooms has been reserved from Monday, December 7th through Tuesday, December 8th. The conference room rate is \$129 per night for single or double occupancy, (plus tax). To take advantage of this discounted rate, please call 225-228-7165 and **use the following HCLA group discount code: HLA**. Reservations must be guaranteed with a major credit card. Reservations at this discounted rate will be accepted on a space-available basis through **November 16, 2015**. After the November 20th cutoff date, reservations will be accepted on a space-available basis and may be subject to higher rates.

HCLA SESSION DESCRIPTIONS

Pre-Conference Session - Monday, December 7, 2015, 1:00 pm—5:00 pm

Separate Registration Required

Pre-Conference - CCJR, ACOs, & Bundling – Game Changers & Home Health’s New Value Proposition

What is today’s *value proposition* for home health and hospice? A *value proposition* is a promise of value to be delivered and acknowledged and a belief from the customer that value will be delivered and experienced. The value proposition must be clearly defined and understood by both you and your customers! It’s why you purchase a Chevrolet as opposed to a Ford (or vice versa). So how do we provide & communicate value in healthcare.

Since its inception, home health services have been a commodity, an economic service which has no qualitative differentiation across a market. Essentially the market sees agencies as alike. There is no regard to who produced them. It’s pure competition. There is virtually no real product differentiation. But that’s changed under value based purchasing, bundled payments, ACOs, and managed care!!!

Fee For Service is quickly going the way of the leather football helmet. Accountable Care Organizations, Bundled Payment Programs, Star Ratings, etc... and resulting *narrow networks* are true game changers - and they are absolutely here to stay.

In this pre-conference workshop, we will discuss elements of the *home health value proposition* of the future. What metrics really matter? What is “fluff”? Who are our competitors? Who should we align with and how? We’ll delve deeply into the structure and track record of the various alternative payment models. Oh, for the record, Bundled Payments are nothing new.

What **IS** new, is **Medicare’s Bundled Program for Hip and Knee Replacement (CCJR)**. CCJR is coming to a hospital near you at the first of the year. CCJR will give us an opportunity to intently discuss home health’s approach to delivering the post-acute piece of that bundle in a high quality, cost efficient manner. You will be competing not only with other home health agencies, but also with other admission-hungry post acute providers who are already selling their CCJR Value Proposition to area hospitals. Duane Blackwell will address the business implications of CCJR. Jeff Hebert, PT, will speak to the clinical processes and evidence based practices that will help to assure patient outcome and provider value under CCJR.

Come prepared to think. Be prepared for lots off discussion. We’ll have insightful 2014 Medicare claims data for home health agencies, hospitals and SNFs that will help guide us along our path.

Duane Blackwell, owner of SOSO Solutions, a Home Health Consulting Company, has been in the home health business since 1997. With over 30 years of leadership experience in a variety of organizations across several industries including healthcare, manufacturing, and banking and finance, Duane has a special interest in the study and management of change. The focus of this workshop presentation “Is It Gut Check Time For Your Agency” is, in fact, to help home health agencies embrace change as an exciting and inevitable part of the industry’s future. Duane has worked with home health agencies throughout the South and Southwest. A native of Hattiesburg, Mississippi, Duane earned his BSBA and MBA from The University of Southern Mississippi. Duane is Past President of The Homecare Association of Louisiana.

Jeff Hebert is co-founder of Southern Flex Rehabilitation & Consulting, LLC. He holds a Bachelor of Science degree in Physical Therapy from LSU School of Allied Health in New Orleans. He has nearly 25 years of professional experience as a physical therapist in the states of Georgia, New York and Louisiana. Jeff has worked in a variety of settings including acute care, inpatient rehab, wound care, and home health. His initial practice concentration was in out-patient orthopedic. He completed a two-year orthopedic manual therapy residency program through Ola Grimsby Institute Consortium in 1997. Following that, he worked in Atlanta providing physical therapy in a sports medicine setting. In 2003 he returned to New Orleans and formed Southern Flex with Donna Boué.

Jeff is head of operations at Southern Flex and as CEO he oversees strategic planning, daily business operations and focuses on business development. He is motivated to provide coordinated multidisciplinary rehab staffing that answers the ever-changing demands of home health.

Jeff provides regulatory education for the Southern Flex therapy staff on a monthly basic. He also provides home health agency education regarding issues related to therapy provision in the home. He is as associate member of HCLA and a member of the American Physical Therapy Association including the Geriatric and Home Health Sections of the organization. He is a certified OASIS Specialist and holds a Physical Therapy license in Louisiana.

HCLA SESSION DESCRIPTIONS

Keynote Session - The Champions Playbook: Connection, Collaboration, Community

The home health *game* is changing rapidly. Imagine a football field that is now 200 yards long, or a rule change giving only three downs to get ten yards. How would basketball change with the goal at twelve feet instead of ten? What if baseball allowed a hitter only two strikes and bases were 100 feet apart instead of 90? When we speak of the rules *game changers* the way teams come together makes the difference between success and failure. Just as teams win championships, workplace teams determine success or failure. As the landscape of home care changes, being united as a team has never been more important. Connecting and collaborating has never been more important to your organization, or our homecare industry. This active session will explore the challenges of being part of a community; illustrate how vital individuals are to the *company community*, and how to build it from the inside out.

Chris Zervas, In the workplace ruled by the bottom line and high turnover rates, where do real people and real communication exist? Chris Zervas has dedicated his career to addressing the challenging issue of balancing productivity with relationships. He is the author of *Bomb Proof Constructive Feedback: Sustaining Healthy Conversations at Work*, a book training leaders to effectively communicate through difficult conversations and conflict. Chris received his Master's Degree in Communication from Wheaton College after graduating as a student/athlete at the University of Oklahoma. Two college faculties have employed Chris' expertise in the areas of speech and business communication. Fortune 50 companies, the U.S. military, organizational Boards, and family-owned businesses appreciate Chris' unique style, inspiring stories, and enjoyable audience participation. Chris is the founder of Leadership Vision, LLC, and also operates Baby Builders and Summit Solution Group. Summit Solution Group provides corporate training, keynote speaking, strategic planning, and coaching. The Zervases live in Oklahoma with their five children.

What's in Store for Home and Community-Based Care Providers?

The presentation will walk through the factors affecting the future for providers of home and community-based care. The outcomes of the Alliance for Home Health Quality and Innovation (AHHQI)'s Future of Home Health project will be discussed. Attendees will learn about federal, state and payer policies driving trends toward consolidation and integration, value-based purchasing, risk-sharing and standardized data collection. An update on the implementation of the IMPACT Act and new Medicare payment models will be provided. The discussion will focus on the implications of this changing landscape, including the importance of partnering, coordinating care with other providers and demonstrating the efficiency and value of the care and services provided.

Karen J. Collishaw is President and CEO of Community Health Accreditation Partners, CHAP. With more than 20 years of experience in executive leadership positions, she was Deputy Executive Director of the American Academy of Dermatology and Division Vice President for Science and Advocacy at the American College of Cardiology. Ms. Collishaw is a Certified Association Executive and Past President of the American Association of Medical Society Executives. She holds a master's degree in Public Policy from Georgetown University.

How to Make a Plan for IT Optimization and Be Ready for the Future

This presentation is vendor agnostic and will help an agency analyze current practices using any homecare or hospice software and will provide specific recommendations to ensure your agency is receiving maximum investment benefit. Once we share best practices, we'll also share why agencies have not received full benefit of their software resource and what you can do to guarantee the success implementation and utilization of your agency software program. Finally we'll discuss future trends to ensure you manage the value of your technology use.

Angela Zeringue, has years of experience in the technology side of the healthcare industry and worked for one of the largest homecare and hospice providers in the nation. Her expertise in operational review and best practice engagements provides value to her home & hospice contacts. She understands the industry's ever changing payment models and the challenges those bring to providers. Currently with Allscripts, Angela has worked with McKesson Provider Technologies, Misys, Lewis Computer Services, and on the provider side with Amedisys. She brings years of consulting experience in assisting agencies to improve their use of software.

Understanding Post-Acute Care

This presentation will help attendees learn about Post-Acute Care, a new change in care for seriously ill patients after discharge from hospital and understand how home health, palliative care, and hospice agencies will work together to provide safer and more effective treatment for patients and their families, especially those seriously ill and suffering. At the end of this activity the learner will be able to: Come to grips with personal issues about death and dying to better serve the suffering. Learn about Post-Acute Care, a new change in care for seriously ill patients after discharge from hospital. Understand how home health, palliative care, and hospice agencies will work together to provide safer and more effective treatment for patients and their families, especially those seriously ill and suffering. Appreciate the differences and values of the interdisciplinary team approach used in home health, palliative care, and hospice.

HCLA SESSION DESCRIPTIONS

Dr. Jack McNulty is founder and president of the Palliative Care Institute of Southeast LA, a nonprofit educational foundation, which he established in 2002 to educate physicians, nurses, medical students, and allied healthcare professionals how to improve end-of-life care. He has made many presentations and published on topics of pain management, palliative care and palliative medicine, and on ethical issues associated with end-of-life care. Dr McNulty is board certified in Internal Medicine and in Hospice & Palliative Medicine. He is a Fellow of the American College of Physicians and a Fellow of the American Academy of Hospice & Palliative Medicine.

Nancy Dunn, MS, RN, CT, has extensive experience in both home health and hospice. She has expertise in palliative care, chronic disease management, and post-acute care. She is a Certified Thanatologist (CT), Certified Hospice Administrator, was a home health administrator for 14 years, and is certified in death and grief studies. Nancy is Director of Education for the Louisiana Mississippi Hospice and Palliative Care Organization.

Bomb Proof Constructive Feedback

How do you balance leading toward the goal, but building team along the way? Learn proven strategies for day-to-day leadership and a decision tree to discern when a difficult discussion is needed and how to handle it effectively. Discover the right time for feedback, time of the day, setting and delivery are critical. Using praise and constructive criticism as leadership tools. How to minimize stress and major confrontation through effective communication. What must be present for feedback to be effective.

Chris Zervas, In the workplace ruled by the bottom line and high turnover rates, where do real people and real communication exist? Chris Zervas has dedicated his career to addressing the challenging issue of balancing productivity with relationships. He is the author of Bomb Proof Constructive Feedback: Sustaining Healthy Conversations at Work, a book training leaders to effectively communicate through difficult conversations and conflict. Chris received his Master's Degree in Communication from Wheaton College after graduating as a student/athlete at the University of Oklahoma. Two college faculties have employed Chris' expertise in the areas of speech and business communication. Fortune 50 companies, the U.S. military, organizational Boards, and family-owned businesses appreciate Chris' unique style, inspiring stories, and enjoyable audience participation. Chris is the founder of Leadership Vision, LLC, and also operates Baby Builders and Summit Solution Group. Summit Solution Group provides corporate training, keynote speaking, strategic planning, and coaching. The Zervases live in Oklahoma with their five children.

Moving from Surviving to Thriving - The Future of Home Health

This session will demonstrate how the use of key outcome metrics will result in increased viability for your home health program, despite the troubling times for home health. Just as the government oversight agencies are using your data to potentially target you, get ahead of the game by understanding and utilizing your own data mine. Key new cost data, shared during this session, will provide you the ammunition to increase your referrals from managed care players.

Cordt T. Kassner, PhD, Chief Information Officer, National Home Health Analytics, Dr. Kassner is a hospice and end-of-life healthcare industry analyst. He incorporated Hospice Analytics in 2008 to merge Medicare datasets in unique ways, and with other national databases, to better understand and explain how healthcare is delivered to those near the end of life. Working with co-founders Duane Blackwell and Warren Hebert, Home Health Agency Analytics was founded in 2015. Cordt earned degrees in Social Work (BS, Illinois State University), Counseling (MA, Denver Conservative Baptist Seminary), and Health & Behavioral Sciences (PhD, University of Colorado-Denver). Cordt's prior work experience includes serving as CEO of the Colorado Center for Hospice & Palliative Care and clinical and research responsibilities at the University of Colorado at Denver and Health Sciences Center. While co-chairing the University of Colorado Hospital Ethics Committee, Cordt founded the Colorado Healthcare Ethics Forum, serving as president for 5 years and a board member for 11 years. He has served as a "translator" of information between administration/clinical healthcare professionals and researchers/statisticians for over 20 years. Cordt serves and has served on numerous local, state, and national boards and committees and has facilitated over 150 workshops and presentations. Cordt has served on the faculty of the University of Colorado-Denver Health Sciences Center since 1992, and more recently has been invited to serve on the faculty at Duke University.

Ethical Issues in Palliative Care

This session will discuss some of the key ethical issues and legal concerns in end of life/palliative care and resources to address these in practice. At the end of this activity the learner will be able to: Discuss ethical issues and dilemmas that may arise in end-of-life/palliative care. Describe specific roles in ethical decision making. Describe advance directives and their role in preventing ethical dilemmas. Apply ethical principles utilized in addressing end-of-life/palliative care dilemmas.

Jamey Boudreaux, MSW, M. Div., is Executive Director of the Louisiana Mississippi Hospice and Palliative Care Organization (LMHPCO). Jamey has worked in grief counseling and over his 17 years with LMHPCO has served on multiple state and national boards and commissions, the latest of which is the CHAP workgroup to establish palliative care standards. Jamey helped initiate the volunteer training program at Angola State Penitentiary, and works with Warden Burl Cain to host hospice workshops there. He was also instrumental in driving the *Art of Hospice* project across Louisiana and Mississippi to education communities about end of life care.

HCLA SESSION DESCRIPTIONS

General Session - Population Health: Changing the Game for Post-Acute Care

Home health and the entire post-acute care sector are changing at light speed. Healthcare delivery science addresses allocative and productive efficiencies, tackling the challenges of demographics, epidemiology, and the prevalence of chronic disease in the growing elderly population. These issues are game changers for all healthcare providers. New models of payment and the move away from hospitalization are demanding identification of the principles of population health and chronic disease management. Dr. Cole, Chief Clinical Transformation Officer at Baton Rouge General, will address the new paradigms for home health and post-acute providers, and share research related to the near horizon for health and healthcare.

Kenny Cole, MD, Chief Clinical Transformation Officer, Baton Rouge General Medical Center. Dr. Kenny Cole knows population health management. He is board certified in Internal Medicine, is an infectious disease specialist, and has taught at both LSU and Tulane schools of medicine. He recently completed a master's degree at Dartmouth in Healthcare Delivery Science and an executive education program at Harvard Business School on managing health care delivery. He completed Lean/Six Sigma certification and was associate chief medical officer and vice president of care delivery for Blue Cross Blue Shield of Louisiana prior to his role at Baton Rouge General.

2016 Medicare Home Health PPS Final Rule

The CMS Final Rule for Home Health PPS once again offers changes for Medicare providers. Richard Mac Millan, JD, RN, will present the newest aspects of reimbursement and regulatory changes for providers. How has Value Based Purchasing changed for the coming year and how might that impact Louisiana providers when it is spread nationally? How has case mix creep, wage index, recalibration of case-mix weights, and rebasing changed reimbursement? And how will CCJR impact Louisiana providers? Get a glimpse of the challenges you face in Medicare in 2016.

Richard A. MacMillan, RN, JD, is Senior Vice President/Senior Counsel, Legislative and Regulatory Affairs for LHC Group since 2007. Richard served many of the state's home care providers as legal counsel in his prior employment with the Gachassin Law Firm. He is a Past-President of the Louisiana Rural Health Association, a member of the American Health Lawyers Compliance Association. Mr. MacMillan served as General Counsel to the HCLA from 1994 to 2007. He is admitted to the Louisiana Bar and the Mississippi Bar. He is also licensed as a Registered Nurse in Mississippi and Louisiana. Mr. MacMillan received his Juris Doctorate from LSU, and a B.S. in Nursing degree from the University of Southern Mississippi.

PPS Payment Rates for 2016: Their Impact on Alternate Lines of Business

The Medicare payment rates change every year, and specific HIPPS Codes change more than others. This impacts your revenue and your overall profits. Revenues from alternate lines of may or may not change every year, but the combination of both as well as an agency's financial fundamentals dictate its ability to remain viable when expanding its non-Medicare lines of business. As most agencies at least partially fund most of their non-Medicare lines of business with their net proceeds from Medicare, we will explore the interrelationship of these lines and look at ways to manage the non-Medicare business to help agencies maintain reasonable and sustainable bottom-lines.

John Reisinger, CPA, has worked for fiscal intermediaries, served as Vice President of Reimbursement for a company with over \$50 million in annual revenue, and has consulted with providers across the country. John's *Resource Planner* provides guidance for many providers, assisting with financial strategies and operational decision-making.

DHH Home Health Update

Home Health and Hospice agencies are officially surveyed by the Louisiana DHH Health Standards Section to ensure compliance with laws, regulations, clinical practice, and documentation. The presentation will review statistical data and provide discussion of the top 10 deficiencies cited within Louisiana so that agencies are aware and can prevent those issues within their own. The presentation includes discussion on the changes that have occurred with agencies and the correct procedure for a CHOW (Change of Ownership) and how it affects the ongoing functioning of the HHA. It will also provide information on the function of the state's OASIS Education Coordinator (OEC) and discuss the recent OASIS submission change to ASAP (Assessment Submission & Processing) system as well as the transition to OASIS C1/ ICD-10. This presentation is a must for Home Health and Hospice Agency Administrators, Directors, Quality Managers, and OASIS coordinators.

Marian Tate, BSN, RN, graduated with a BS from Northwestern State University in 1982. Marian worked at Our Lady of the Lake Regional Medical Center on the Oncology Floor and the Oncology Specialty Care Unit from 1982 until 1997. She worked for a small home health agency from 1997 until it closed in 1998 due to the BBA and all the cuts. Then Marian came to Health Standards in 1998. She started at the Nursing Home Complaint Desk and then moved to the Home Health and Hospice Desk where she is happy to be today.

Joyce Erwin, was a LPN from 1971 until 1996. She attended Southeastern University School of Nursing for 3 years then received her Associate Degree as a Registered Nurse from New York College in 1996. Joyce has worked in several different settings including 11 years as a HH Field nurse. She has been employed with DHH/HSS as a Medical Certification Specialist II since 2001 and worked in the field as a surveyor for 11 years doing HH & Hospice license and certification surveys.

HCLA SESSION DESCRIPTIONS

In 2012 she accepted a position at State Office as the Medical Certification Program Manager for HH/Hospice complaint desk and as the OASIS Education Coordinator. Joyce attended HH Basic training thru the Center for Medicare and Medicaid Service in 2003 as well as a number of outside home health trainings. She has attended the OASIS Education Coordinator training provided by CMS in 2013 and 2015 since becoming the OEC in 2012.

Extending Life with Palliative Care

Although palliative care is often provided only at life's end, it is appropriate at any time in serious illness. Early intervention can result in improved survival. This talk will discuss the current evidence surrounding the survival benefits of early palliative care and hospice. At the end of this activity the learner will be able to: Understand common misperceptions about hospice and palliative care. Understand how palliative care has been found to extend life in lung cancer patients. Understand how hospice has been found through research to extend life. Better understand how to introduce palliative care to patients and families for whom this may offer some benefit.

Dr. Mark Kantrow is Board Certified in Hospice and Palliative Care and Internal Medicine. He has worked in hospice and palliative care at Our Lady of the Lake Regional Medical Center for ten years. He is advancing palliative care initiatives across the continuum of care, and recently visited northern India to observe end of life care in Tibetan Buddhist communities there.

Closing Session - Emerging Trends in Value-Based Purchasing

Medicare and Medicaid initiatives are rapidly transforming the environment from rewarding volume to value. Providers that are unprepared for this coming tidal wave may find themselves on the outside looking in as networks are narrowed and expectations for improved outcomes and lowered costs rapidly evolve. This thought provoking session will explore the implications of: the growth in value-based purchasing in Medicare fee-for-service programs; initiatives such as bundling and accountable care organizations; as well as value-based payment developments in Medicaid programs across the country. Attendees will learn about important recent policy initiatives such as the Comprehensive Care for Joint Replacement and Home Health Value-based Purchasing Models, and come away with the motivation and key strategies to flourish in a value-based world. The objectives for this session are to understand the dynamics of changing marketplace and the need for a value-based approach by providers. Explore value-based concepts such as narrowed networks, episodic payment, gain-sharing, care redesign and risk stratification. Motivate the important next steps that home health and hospice providers should take in implementing a value-based strategy.

Brian Ellsworth, MA, Director, Payment Transformation, Health Dimensions Group, leads efforts to develop value-based payment approaches, including analysis of bundling opportunities and value-based strategic positioning. He has more than 30 years of experience in health care financing, delivery, and policy from both payer and provider perspectives. Mr. Ellsworth has worked at Optum (UnitedHealth Group) and as a policymaker in New York's Medicaid program, along with extensive provider experience at: the American Hospital Association, President/CEO of the Connecticut Association for Home Care & Hospice and senior policy leadership role at LeadingAge New York. He has served on numerous advisory committees for federal and state governments, including payment and quality reform efforts.

The 2015 HomeCare Association of Louisiana Annual Conference, ***Game Changers: Preparing Your Teams to Play By New Rules*** will bring together home care & hospice owners, CEOs, CFOs, executives, clinical and administrative staff from agencies all over Louisiana as well as vendors from various aspects of the home care industry.

This conference will provide you with opportunity to network and to learn new ways to tackle your agency's biggest challenges and increase your knowledge of latest industry trends and initiatives by attending numerous educational activities at the conference. Engage and network with people who do what you do. Your conference registration includes:

- ★ Keynote Opening Session, 2 General Sessions, and Closing Session
- ★ 9 Educational Breakout Sessions
- ★ HCLA Hall of Honors and Excellence in Home Care Awards Banquet
- ★ 2 Lunches and Coffee Breaks
- ★ Continuing Education Credits for Nurses

The conference will feature a couple of new aspects including a Vendor-Exhibitor Table Top 'Tailgate' and a Hall of Honors and Awards Banquet dinner on the evening of December 8th (included in registration).

Another exciting aspect that conference attendance offers is the opportunity for attendees to win door prizes! The Grand Prize for this year's conference are **two tickets to attend one of the concert days at the 2016 Bayou Country Superfest and a complimentary guest room at the Embassy Suites for that night.**

CONFERENCE REGISTRATION FORM

Registration Fees for HCLA Members

Only members who are current on their 2015 membership dues are eligible to receive the member discount

Registration Fees for Non-Members

**Regular Fee
Before December 1st**

\$375

\$475

**Late Fee
After December 1st**

\$425

\$525

Company: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____

Member of: HomeCare Association of Louisiana Non-Member

Please list each attendee below. Use additional copies for more than three registrations.

Name: _____ Email: _____

- Pre-Conference Registration before December 1 - \$135 for members, \$185 non-member
- Pre-Conference Registration after December 1 - \$155 for members, \$205 non-member
- Two-Day Conference Registration before December 1 - \$375 for members, \$475 non-member
- Two-Day Conference Registration after December 1 - \$425 for members, \$525 non-member

Registration Fee \$ _____

Name: _____ Email: _____

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I/We have read the payment and cancellation policies and agree to comply with these terms. **Please enclose check payable to the HomeCare Association of Louisiana.** You may also register and pay online at www.hclanet.org.

TOTAL ENCLOSED \$ _____

Method of Payment: Check payable to HCLA Amex Discover MasterCard Visa

Card No. _____ Expiration Date _____ CSV Code _____

Name on Card _____ Signature _____

Going Green! In an effort to be environmentally responsible, the 2015 HCLA Annual 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 HCLA website.

Mail registration form and payments to:

HomeCare Association of Louisiana
850 Kaliste Saloom Road, Suite 123
Lafayette, LA 70508

FAX: 337-231-0089