

2014 HCLA/LALA Annual Conference & Exhibition

Unmasking the Potential



NOVEMBER 12-13, 2014
HILTON NEW ORLEANS RIVERSIDE
NEW ORLEANS, LOUISIANA

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Would you like to see your data side by side with other providers in your area? Would it help you to hear from Accountable Care Organizations, Managed Care, hospital administrators and physicians? Could you benefit from the advice of an expert who is helping ACOs vet potential homecare agency partners? The HomeCare Association of Louisiana's Annual Conference at the Hilton Riverside in New Orleans, this November 12th and 13th will provide all the above and more.

The Institute of Medicine hosted a workshop on The Future of Home Health Care in early October of 2014. Steven Landers, MD, President of the Alliance for Home Health Quality and Innovation, keynoted the workshop and said, "There is no longer room for unserious entrepreneurs who clumsily decide if they should open a dry cleaner, or home health agency without the clinical resources or internal controls needed for success." Now is the time to adapt and enhance your organization.

Transparency is critical to driving change. Duane Blackwell will share agency specific data, your personal numbers, along with regional comparisons of your competitors, our state's aberrancies and national numbers. Each agency in attendance will have an envelope with their name on it, and YOUR AGENCY SPECIFIC NUMBERS, along with competitor comparisons for your region of the state. ACOs, MCOs, hospitals, and others know your numbers. Do you know what they are seeing? This session shines the light on Louisiana's home health providers, and some look good in the light. Others???

HCLA President Peter Egan will host a panel discussion with a leader from Ochsner's ACO, Humana's Regional President, a hospital administrator, the head of the Gulf South Quality Network, and former HCLA President Duane Blackwell. This session will give home health providers an opportunity to meet and engage organizations that are growing the future of post-acute care.

Arnie Cisneros, PT, joins us again to ask how will you handle rebasing? Is your organization plugging in the right tactics to be successful? Clinical management of both chronic and acute patients is being rewired under health care reform. Arnie has been working with Accountable Care Organizations and will share the latest home care provider lessons from the vetting process.

Have you heard the proposed changes to the Conditions of Participation are out? After waiting more than a decade for an update the new rules are out for review. Richard MacMillan will join us to review the changes to the rules that govern Medicare home health. What changes will you need to make to meet the new requirements in the coming year?

We will also have presentations on nursing workforce, waiver programs, compliance, the QIO-QIN's 11th Scope of Work, survey and certification, and Ebola. Providers from across the state will mingle with colleagues, vendors, assisted living providers, and home health experts who have joined us for the conference. And of course the Hilton Riverside and New Orleans, the *City That Care Forgot*, will be great hosts. Join the HomeCare Association of Louisiana for one of our most important conferences in years. You will be glad you did.

REGISTER ONLINE @ WWW.HCLANET.ORG

WHO SHOULD ATTEND?

Homecare owners and administrators, DONs, clinicians, marketing and sales staff, home health billers, etc. Anyone else wanting to hear the latest home care information and industry changes! Come to hear the latest and meet with our vendors!

HOTEL INFORMATION

Our conference will be held at the Hilton New Orleans Riverside located 2 Poydras Street, New Orleans, LA 70130. A block of rooms has been reserved from Tuesday, November 11th through Thursday, November 13th. The conference room rate is \$149 per night for single or double occupancy, (plus tax). There will be an additional charge of \$30 per person per night for over double occupancy. To take advantage of this discounted rate, please call 504-561-0500 and **use the following HCLA/LALA group discount code: HCA**. Reservations must be guaranteed with a major credit card. Reservations at this discounted rate will be accepted on a space-available basis through **October 20, 2014**. After the October 20th cutoff date, reservations will be accepted on a space-available basis and may be subject to higher rates.

TRADE SHOW/EXHIBIT SCHEDULE

Representatives of more than 40 companies offering products and services of interest to the home care and assisted living industries will be participating in our annual conference as exhibitors and event sponsors. On Wednesday, November 12th, please make plans to join us in an opening reception with the exhibitors from 4:30 p.m. to 6:30 p.m. Refreshments will be provided, and a cash bar will be available. The exhibition will continue on Thursday, November 13th from 8:30 a.m. to 1:30 p.m. Please make plans to show your appreciation to our exhibitors by joining them for breakfast and lunch.

CONTINUING EDUCATION CREDIT

The HomeCare Association of Louisiana is an approved provider of continuing nursing education by Louisiana State Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission of Accreditation. "Number of credits 8.25"

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 2014 HCLA/LALA Annual 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 November 3rd, 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 Monday, November 3rd will be refunded less a \$50 administrative fee. No refunds will be provided for cancellations after, November 3rd 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).

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.

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

WEDNESDAY, NOVEMBER 12, 2014

7:30 AM to 2:00 PM	Registration	<i>HEC Foyer Area</i>
8:45 AM to 9:00AM	Opening / Welcome	<i>HEC A</i>
9:00 AM to 10:30 AM	Keynote Increasing Your Leadership and Professional Power While Managing the Stress of Change - Jerry Teplitz	<i>HEC A</i>
10:30 AM to 10:45 AM	Break	
10:45 AM to 12:00 PM	Breakout Working Together: Building and Participating In Successful Teams - Jerry Teplita	<i>HEC A</i>
10:45 AM to 12:00 PM	Breakout Ebola, Flu, Hurricanes and Disasters: Community Preparation & Response - Doris Brown	<i>Elmwood</i>
10:45 AM to 12:00 PM	Breakout Privatization of Care: Managed Care for Elderly and Developmentally Disabled - Bruce Blaney	<i>Magnolia</i>
12:00 PM to 1:15 PM	Lunch	<i>Versailles Ballroom</i>
1:15 PM to 2:45 PM	General Removing Home Health's Mask in Louisiana - Duane Blackwell	<i>HEC A</i>
2:45 PM to 3:00 PM	Break	
3:00 PM to 4:30 PM	Breakout From Compliance to Culture: The Latest Hot Button Issues for the Auditors - Pam Warmack	<i>Oak Alley</i>
3:00 PM to 4:30 PM	Breakout Proposed Rule on Conditions of Participation - Richard MacMillan	<i>Elmwood</i>
3:00 PM to 4:30 PM	Breakout A New Approach to Quality Improvement - Integrating & Improv- ing Population Health in the 11th Statement of Work (SOW) Rebecca Hightower	<i>Magnolia</i>
4:30 PM to 6:30 PM	Opening Reception with Exhibitors	<i>HEC B & C</i>

THURSDAY, NOVEMBER 13, 2014

8:00 AM to 10:30 AM	Registration	<i>HEC Foyer Area</i>
8:30 AM to 9:30 AM	Breakfast with Exhibitors	<i>HEC B & C</i>
9:30 AM to 10:45 AM	General Panel Discussion/Roundtable Ochsner ACO, Humana, Hospital Administrator and Home Health	<i>HEC A</i>
10:45 AM to 11:00 AM	Break	
11:00 AM to 12:00 PM	Breakout A Response to Rebasing: How UR-Managed Programming Pre- pares You for the New Care Models - Arnie Cisneros	<i>Elmwood</i>
11:00 AM to 12:00 PM	Breakout DHH - Survey Process & Findings Marian Tate & Joyce Erwin	<i>Oak Alley</i>
11:00 AM to 12:00 PM	Breakout Nursing Workforce and Louisiana Home Health Agencies - Cynthia Bienemy	<i>Magnolia</i>
12:00 PM to 1:30 PM	Lunch with Exhibitors	<i>HEC B & C</i>
1:30 PM to 3:00 PM	Closing Looking Past the Affordable Care Act: Finding Your Place in the Healthcare Landscape of Tomorrow - Arnie Cisneros	<i>HEC A</i>

HCLA SESSION DESCRIPTIONS

Increasing Your Leadership and Professional Power While Managing the Stress of Change - Jerry Teplitz

Have you ever had a negative, stressful day at work or as a leader? How did you feel at the end of it? Tired, drained... Now, have you ever had a positive day? How did you feel at the end of it? Energized. Isn't there an increase in your productivity, effectiveness and bottom line on that positive day? You can have that outcome everyday! Amazon bestseller author and top-rated speaker Dr. Jerry V. Teplitz will show you how to make every day that way through actual tools and techniques that will increase your energy level resulting in more creativity, productivity and effective leadership capabilities. These immediate effective and easy methods can be applied to all aspects of your professional life.

Dr. Jerry Teplitz - Dr. Jerry V. Teplitz' background is as unique as the techniques and approaches he teaches. He is a graduate of Hunter College and Northwestern University School of Law. He practiced as an attorney for the Illinois Environmental Protection Agency. He studied and received a Masters and Doctorate Degree in Wholistic Health Sciences. Dr. Teplitz has been President of his consulting firm and as a professional speaker, he has spoken at over 1700 meetings and to over one million people. He conducts seminars in the areas of leadership, management, stress management, employee productivity and sales development. Jerry is the author of *Switched-On Selling* and *Switched-On Networking*, both Bestsellers on Amazon. Other books he has authored include *Managing Your Stress In Difficult Times*, *Switched-On Living* and *Brain Gym for Business*. He now hosts an internet radio show called Healthy Alternatives. Articles on Jerry have appeared in such publications as *Successful Meetings*, *Prevention*, and *Travel & Leisure Golf Magazine*. He has also been listed in several editions of *Who's Who in America* and now hosts an internet radio show called Healthy Alternatives.

Working Together: Building and Participating in Successful Teams - Jerry Teplitz

This fast-moving training program can increase productivity and promote team building by helping you learn more about your own and your team's needs, work styles and how both fit into your organizations overall goals. You'll discover practical strategies that foster cooperation in the business environment and your personal life. You'll learn how people with different work styles can resolve incompatibilities and interact more effectively as a team. You'll have fun and learn useful skills at the same time!

Ebola, Flu, Hurricanes, and Disasters: Community Preparation & Response - Doris Brown, MEd, MSN

Community preparedness and response is critical to the safety and well-being of the general public. Senior citizens are more vulnerable to disaster and emergencies. The Center for Community Preparedness is the DHH division that handles pandemic flu, the Cities Readiness Initiative, the Strategic National Stockpile, and other aspects of community readiness across Louisiana. Doris Brown, Executive Director of the Center of Community Preparedness will share experiences and aspects of preparedness for Louisiana's vulnerable populations and discuss home health participation in optimum preparation for those we serve in their homes.

Privatization of Care: Managed Care for Elderly and Developmentally Disabled - Bruce Blaney, PhD

Care at home involves more than skilled nursing and medical care. Social supports and services have long helped to keep low income seniors and those with developmental disabilities in their homes and communities, where they prefer to live. Bruce Blaney, PhD, was Assistant Secretary of the Office of Citizens with Developmental Disabilities from 1996 to 2001. Blaney will share with providers the current state of waiver programs and explore opportunities for collaboration between skilled care and support and service providers in the home.

Removing Home Health's Mask in Louisiana - Duane Blackwell

Your agency's critical numbers are known to Palmetto GBA, to Accountable Care Organizations (ACOs), to Managed Care companies, CMS, to the RACs, ZPICs, and others. Do you know *your own* length of stay, average billed per episode, average you bill per beneficiary? Would you like to know the numbers for your competitors? Why should you care? You should care because your numbers will be in the room, in an envelope with your agency's name on it!! Conference attendees will receive a sealed envelope with their personal, provider specific cost report data. These are real numbers, sometimes very revealing. How do you compare to competitors? It's in your envelope. How do you look compared to the state average? It's in the envelope. What numbers are ACOs, MCOs, progressive hospital partners, and benefits integrity contractors seeing? Those figures too, are in the envelope. Who wins? Who loses? What is important? Where does my agency stand compared to others? What should I do now? This straight talking, fast moving, transparent presentation reveals the stark realities shaping home health's future in the Bayou State. You will receive practical, detailed, real life insight into what matters to ACOs, MCOs, and hospital partners in this age of population health management. Vetting processes are separating those who can manage costs from those who are unserious or unable to manage clinical and fiscal impact. Attendees are guaranteed to walk away with a new appreciation of both the opportunities and challenges that lie ahead.

HCLA SESSION DESCRIPTIONS

Duane Blackwell has been in the home health business since 1997 and has operated his small business consulting practice, SOSO Solutions, LLC, since 2008. 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. SOSO's primary focus is, in fact, to help home health agencies and their employees embrace change as an exciting and inevitable part of the industry's future. Duane is Past President of The Homecare Association of Louisiana and consults for healthcare clients throughout the South and Southwest.

From Compliance to Culture: The Latest Hot Button Issues for the Auditors - Pam Warmack, BSN, RN

"Compliance *can be* more than a *checklist* come survey time, if we have a *culture* of doing things right every day. Pam Warmack has worked with scores of agencies and knows the targets of benefits integrity teams, Palmetto GBA auditors, and what solid documentation. This session will cover hot topics for the ZPICs, RACs, fiscal intermediaries, and more. Pam will cover the most frequently cited deficiencies: a) OASIS inaccuracies and transmission noncompliance; b) therapy denials due to inappropriate assessments and documentation; c) coding inaccuracies with resultant denials or medical necessity failures; d) Medical Director failures in documentation and/or invoice verifications; e) homebound and medical necessity insufficient documentation, and f) billing errors or inconsistencies.

Pam Warmack, BSN, RN has worked in home care for 28 years. Pam's expertise includes corporate and regulatory compliance, survey preparation, corrective action plans, OASIS & ICD-10 education, and accreditation preparation. Pam presents at state and national seminars and is a frequent contributor to the trade press in *Eli's*, *homehealthline*..., and other publications. Pam is a COS-C, is certified in Coding as an HCS-D, and is certified in Home Health Nursing through ANCC.

Proposed Rule on Conditions of Participation - Richard MacMillan, JD, RN

Monday, October 6, 2014 was the day CMS posted the long awaited proposed rule for Conditions of Participation (COPs) for Medicare Home Health. Providers across the nation have been waiting for the new COPs for over a decade as these are the rule that govern Medicare home health. Richard MacMillan, JD, RN, will review the changes in COPs, guide attendees in necessary changes in policy and procedures manuals once the final rule is published. The new COPs contain changes infection control, aide supervision, QAPI-data driven quality assessment and performance improvement, branches and subunit requirements, and more. This session will guide providers related to changes as well as giving you ammunition for the comment period.

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.

A New Approach to Quality Improvement – Integrating & Improving Population Health in the 11th Statement of Work (SOW) - Rebecca Hightower, MS, RN, CPHQ, CHC

Quality Insights is the new Quality Innovation Network-Quality Improvement Organization (QIN-QIO) for Louisiana, West Virginia, Delaware, New Jersey, and Pennsylvania. The QIN-QIOs are part of the Centers for Medicare & Medicaid Services' (CMS) new, regional approach to the QIO program. Quality Insights will focus on quality improvement and technical assistance for improving cardiovascular care, improving the health of people with diabetes, preventing and reducing healthcare-associated infections (HAIs), decreasing nursing home resident morbidity while increasing resident satisfaction, forming community coalitions to unite stakeholders and providers in reducing avoidable admissions/readmissions and medication harm, as well as collaborating with health information technology (HIT) Regional Extension Centers (RECs) and offering technical assistance to certain health care settings and eligible providers in better understanding and continuing to meet the goals of CMS value-based & quality data reporting programs. This presentation will provide an overview of this effort and how home health care providers can assist the QIN QIO in meeting the goals of these initiatives.

Panel Discussion/Roundtable Ochsner ACO, Humana, Hospital Administrator and Home Health

What are the ACOs, MCOs, hospitals, and others thinking about the future of health care? HCLA President Peter Egan has pulled together a panel he will facilitate that includes: Ochsner Accountable Care Network's Phillip Oravetz, MD; Humana's Regional President of Senior Products, Gulf States, Jeffrey Fernandez, JD;

HCLA SESSION DESCRIPTIONS

Duane Blackwell, MBA, of Lagniappe Home Care; Bill Davis, MBA, Administrator of Slidell Memorial Hospital; and Bill Bopp, President, Gulf South Quality Network. This energetic conversation will provide attendees with an inside look at the payors, hospitals, physician providers, and the ACOs.

A Response to Rebasing: How UR-Managed Programming Prepares You for the New Care Models, While Re-inventing Your Agency - Arnie Cisneros

Home Health Providers currently struggle under the effects of the 2014 Rebasing that decreased Case-Mix levels greater than 25% across the board. Case-Mix, as it pertains to the development and delivery of care under the PPS model, is a highly fluctuating aspect representative of each individual Providers' care value and efficiency. Traditional Case-Mix outcomes have been inflated by various approaches designed to create one thing only; an elevated Case-Mix claim. Progressive Providers seeking to alleviate the functional effects of Rebasing have decided to turn inwards, identifying areas of the PPS model where their care processes may compromise Case-Mix outcomes. By establishing Utilization Review (UR) processes, Home Health Providers embrace the PPS model in an entirely new manner, adopting the care production and delivery processes of acute care programming. Those Providers regularly develop homecare programs that achieve Case-Mix ratings of 1.35 or better. Learn how your care and PPS efficiency can reinvent your agency with real-time case studies and inter-active exercises.

Arnie Cisneros - Arnie Cisneros, P.T., President of Home Health Strategic Management, is the most progressive speaker in Home Health today. His legacy as a rehab provider across the care continuum allows for insight into contemporary healthcare delivery, and he is renowned for his adaptation of traditional care philosophies to address current and future healthcare initiatives. His refinement of clinical delivery mechanisms, integration of new protocols at the staff level, and adaptation of traditional care philosophies has helped providers of all sizes require care to achieve Medicare compliance. Arnie has also become the leading clinical authority on the audit scrutiny that has come to the homecare industry, and he is serving as a Post-Acute consultant for CMS Pioneer ACO grant recipients. He authors the HHSM newsletter and is a contributor to CARING magazine, and Decision Health publications. He presents nationally on homecare topics and care models proposed by CMS and Med Pac for the future of the Home Health industry.

DHH-Survey Process - Marian Tate & Joyce Erwin

DHH's Program Manager for Health Standards Survey and Certification for Home Health & Hospice will share results of CMS' survey process over the past year. CMS has criticized state surveyors from around the country for leniency, and have indicated the new survey process will be much more rigorous. Marian Tate and Joyce Erwin will also share their annual update on most frequent survey deficiencies and steps that providers might take to be better prepared for survey.

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.

Nursing Workforce and Louisiana Home Health Agencies - Cynthia Bienemy, PhD, RN

Cynthia Bienemy, PhD, RN, has been studying nursing workforce issues in Louisiana for over a decade. Nursing workforce is critical to home health provider stability. Dr. Bienemy will present on the age, education, longevity, and area of employment for nurses in all regions of the state. She will share data from a predictive modeling instrument, one of a kind in the U.S., that will give home health providers a glimpse of the future for nursing supply and demand both regionally and statewide. This is a session that helps providers to better plan for an otherwise unpredictable future.

Looking Past the Affordable Care Act: Finding Your Place in the Healthcare Landscape of Tomorrow - Arnie Cisneros

The Affordable Care Act will prove to be a game changer as we evolve our care delivery system from today's silo care continuum to the episodic programs of the future. Clinical management of both acute and chronic patient populations will be rewired under the ACO model to decrease care costs. Traditional programs and delivery roles, modified as the reform models mature, will challenge the status quo for all involved in community care. As Medicare and other payers seek more efficient programs that eliminate the transitional problems we encounter daily, the question is whether Post-Acute Providers will be ready for the changes ahead. What are the elements of the episodic care programs that will turn homecare into one of a series of Providers on an individual episode? What are the documentation and inter-connecting protocols that will alter our daily care delivery routines, and how do we address them today? Are you prepared to respond to these challenges both clinically and procedurally, or do you need to re-wire your processes? This presentation examines how these new care models will affect our day-to-day delivery practices, and recounts findings from CMS Innovation Center Bundling Pilot Programs currently in operation. Learn these lessons and more from Arnie Cisneros, HHSM President and the Post-Acute Consultant for multiple Pioneer ACO. Get ready to challenge your care, and care beliefs, as a means of connecting your agency to the path to tomorrow.

CONFERENCE REGISTRATION FORM

Registration Fees for HCLA Members

Only members who are current on their 2014 membership dues are eligible to receive the member discount

Registration Fees for Non-Members

Regular Fee
Before November 3rd

\$300

\$400

Late Fee
After November 3rd

\$350

\$450

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 four registrations.

Name: _____ Email: _____

Two-Day Conference Registration before November 3 - \$300 for members, \$400 non-member

Two-Day Conference Registration after November 3 - \$350 for members, \$450 non-member

Registration Fee \$ _____

Name: _____ Email: _____

Two-Day Conference Registration before November 3 - \$300 for members, \$400 non-member

Two-Day Conference Registration after November 3 - \$350 for members, \$450 non-member

Registration Fee \$ _____

Name: _____ Email: _____

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Registration Fee \$ _____

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Registration Fee \$ _____

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.

Questions? Call HCLA at 337-231-0080.

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 2014 HCLA/LALA Annual 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:

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Lafayette, LA 70508
FAX: 337-231-0089