

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

HOME CARE
THE NEXT GENERATION

HCLA ANNUAL HOME CARE CONFERENCE

Conference Gold Sponsors



**NOVEMBER 16-17, 2016
EMBASSY SUITES HOTEL
BATON ROUGE, LOUISIANA**

The next generation of home health agencies is transforming before our eyes!! Welcome to the 2016 HomeCare Association of Louisiana Annual Conference. Changes and challenges abound and many home care providers are evolving into providers that will thrive in our new climate of Value Based Purchasing (VBP). Benefits integrity scrutiny continues to increase. Managed Care Organizations and Medicare Advantage penetration is increasing across the country, and Louisiana is no different. The Pre-Claim Review Demonstration (PCRD) roll out to Florida, Texas, Michigan, and Massachusetts is on hold as of this writing. However, our friends in Illinois continue to deal with this new, untested process and are enduring lots of bumps and bruises as CMS, Palmetto GBA, and providers all learn on the fly.

This conference will include presentations on the Fazzi State of the Industry Survey, Value Based Purchasing, the 2017 Final Rule, maybe new Conditions of Participation, if they are released, and what we have learned from Probe and Educate. You will hear from our state surveyors, from wound care experts, and from a Ph. D. student who is researching ZPICs. We will also have a presentation on the finer points of selling or buying a home health provider. Your networking, sharing of ideas, and learning from the information you share will provide you with more opportunities. We hope to see you at the HomeCare Association of Louisiana Annual Conference.

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 Tuesday, November 15th through Wednesday, November 16th. The conference room rate is \$129 per night for single or double occupancy, (plus tax). To take advantage of this discounted rate, please call 225-924-6566 and **use the following HCLA group discount code: HAL**. Reservations must be guaranteed with a major credit card. Reservations at this discounted rate will be accepted on a space-available basis through **October 24, 2016**. After the October 24th 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 Wednesday, November 16th, the exhibitors will have table top exhibits in the Caucus meeting room. The exhibition will continue on Thursday, November 17th 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 Louisiana State Nurses Association, 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 2016 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 or credit card. For registrations after November 7th, 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 7th will be refunded less a \$50 administrative fee. No refunds will be provided for cancellations after, November 7th 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

TUESDAY, NOVEMBER 15, 2016

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 The Illinois Pre-Claims Review Demonstration Experience: How Louisiana Agencies Can Prepare Marvin Javellana	<i>Senate</i>

WEDNESDAY, NOVEMBER 16, 2016

8:00 AM to 5:00 PM	Registration	<i>Constitution Hall Foyer</i>
9:15 AM to 9:30 AM	Opening / Welcome	<i>Assembly</i>
9:30 AM to 10:30 AM	Keynote 2016 National Home Care and Hospice State of the Industry Study Results Tim Ashe	<i>Assembly</i>
10:30 AM to 11:00 AM	Break	
11:00 AM to 12:00 PM	Breakout Probe and Educate: What Have We Learned? Pam Warmack and Patricia Hanks	<i>Assembly</i>
11:00 AM to 12:00 PM	Breakout From Information to Execution: The Path to Real Change and Building the Agency of the Future Tim Ashe	<i>Senate</i>
12:00 PM to 1:30 PM	Lunch (Included in Registration)	<i>Atrium</i>
1:30 PM to 3:00 PM	General Preparing for Medicare's Value Based Payment Transformation Brian Ellsworth	<i>Assembly</i>
3:00 PM to 3:30 PM	Break	
3:30 PM to 5:00 PM	Breakout Unified Program Integrity Contractors (UPICs) Next Generation Benefits Integrity to Follow MACs & RACs Jared Koreff	<i>Assembly</i>
3:30 PM to 5:00 PM	Breakout Next Generation Wound Care: State of the Art and Cost Effective Debbie Ritter and Sue Kennedy	<i>Senate</i>
7:00 PM to 9:00 PM	Awards and Hall of Honors Banquet (Included in Registration)	<i>Assembly</i>

HCLA CONFERENCE SCHEDULE

THURSDAY, NOVEMBER 17, 2016

8:00 AM to 3:00 PM	Registration	<i>Constitution Hall Foyer</i>
9:00 AM to 10:30 AM	General Buying or Selling Your Agency: Legal Issues You Need to Know Christopher Johnston	<i>Assembly</i>
10:30 AM to 11:00 AM	Break	
11:00 AM to 12:15 PM	General Louisiana Department of Health Latest Regulatory & Survey Deficiency Updates Marian Tate	<i>Assembly</i>
12:00 PM to 1:30 PM	Lunch (Included in Registration)	<i>Atrium</i>
1:30 PM to 3:00 PM	Closing PPS 2017 Final Rule for Home Health, CoPs, and Pre-Claim Review Richard MacMillan	<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 Tuesday, November 15th through Wednesday, November 16th. The conference room rate is \$129 per night for single or double occupancy, (plus tax). To take advantage of this discounted rate, please call 225-924-6566 and **use the following HCLA group discount code: HAL**. Reservations must be guaranteed with a major credit card. Reservations at this discounted rate will be accepted on a space-available basis through **October 24, 2016**. After the October 24th cutoff date, reservations will be accepted on a space-available basis and may be subject to higher rates.

The 2016 HomeCare Association of Louisiana Annual Conference, **Home Care: The Next Generation** 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, 3 General Sessions, and Closing Session
- ★ 2 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 Hall of Honors and Awards Banquet dinner on the evening of November 16th (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 is \$250.00 cash.

HCLA SESSION DESCRIPTIONS

Pre-Conference Session - Tuesday, November 15, 2016, 1:00 pm - 5:00 pm **Separate Registration Required**

The Illinois Pre-Claims Review Demonstration Experience: How Louisiana Agencies Can Prepare

It's not a matter of *if* Pre Claims Review will be implemented in Louisiana, it's a matter of *when!!* The Illinois implementation of Pre Claims Review Demonstration (PCRD), the first state in the nation to have this mandate, has been fraught with challenges since instituted on August 3rd, 2016. The transition from our legacy claim submission process to PCRD has been so difficult that CMS has indefinitely postponed PCRD implementation in Texas, Florida, Michigan and Massachusetts. But industry watchers indicate CMS *will implement Pre Claims Review*. What was it that led CMS to overreach in the Home Health space? What have the impacts of PCR implementation been on Illinois home health agencies? What strategies might make an agency successful in Pre Claim Review? Take home solutions that will lead your agency to better operational outcomes and financial stability.

Marvin Javellana is CEO of a Chicago area home health agency that admits over 150 patients a month, in a very competitive market. Marvin and his staff have been part of the Pre Claim Review Demonstration in Illinois. Mr. Javellana will educate attendees on the background of Pre Claim Review. Attendees will then hear about the actual agency experience of Pre Claims Review. What processes are Illinois agencies using to better handle the PCR challenges?

Marvin Javellana is a home healthcare industry consultant and home health provider. Leveraging his expertise and background in information technology, Javellana began his home health career in the early 2000s as a consultant to agencies wanting to upgrade their backend operations. Since 2011 Marvin has worked with Better Care Home Health of Chicago. As co-owner and CEO of the agency, Javellana has guided the organization through the first three months of Pre Claim Review and has spoken across the country about the preparation and first months of this experience. Marvin is also a business development consultant for Axxess. He is active in the Illinois HomeCare & Hospice Council, chairing the Member Services Committee and contributes to Post Acute Network collaboration efforts.

Keynote Session - 2016 National Home Care and Hospice State of the Industry Study Results

Once again Fazzi Associates surveys the industry, this time 750 agencies participated, and the results provide incredible insights. Data and analysis will be presented on everything from best practice in the use of IT, telehealth, outsourcing and clinical practice to optimal staffing structures, staffing ratios, growth strategies and more. Better yet, uses extensive databases to identify which of these findings have the most significant impact on Value Based Purchasing, STARS, reducing hospitalizations, increasing HH Compare scores and increasing profitability. Fazzi Associates completes this study on November 1, 2016, making Louisiana one of the first to have this important presentation. ***And because of the large number of responses from Louisiana, the presentation will include comparisons of Louisiana's results with the rest of the country.*** This information will be compelling, and the analysis will give providers a clearer picture of their future.

Tim Ashe, MS, MBA, RN with Fazzi and Associates is a Partner, and he oversees Fazzi's Operational Consulting and Outsourced Billing Divisions. Tim brings in-depth, practical understanding of home care and health care having served in key clinical and senior administrative roles, most recently as the Vice President of Clinical Operations for Visiting Nurse Service of Rochester & Monroe County in New York. Tim provides organizational, operational, turn around, and change management services to home care agencies across the country.

Breakout Session - Probe & Educate: What Have We Learned?

Home health episodes beginning on August 1, 2015, were subject to the Probe and Educate Initiative. What were we to learn from this education project?? We were told that HH probe and educate reviews "will be used to refer to reviews conducted by Medicare review contractors to determine if the requirements for certification/recertification, patient eligibility, coding and medical necessity (CMS-1611-F requirements for home health services) were met." This includes review of the following: Homebound Status, Skilled Care, Plan of Care, Face-to-Face Encounter, Coding. This session will explore the findings of the probe and educate initiative and what lies ahead for home health agencies as we all navigate through the process of getting the documentation done right the first time! Too much is at stake if you fail your own, in house, probe and educate.

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.

HCLA SESSION DESCRIPTIONS

Patricia Hanks, MS, BSN, RN is a registered nurse and a 22 year veteran in the home care industry. She is a graduate of the University of Louisiana where she received her bachelor's degree in Nursing. She received her Master of Science in Health Services Administration from the University of St. Francis in Joliet, Illinois. Patricia is employed by Kindred at Home, as the National Director of the Audit and Revenue Recovery Department. This role encompasses oversight of all home care and hospice regulatory audits, working with all payors, fiscal intermediaries and other CMS contractors.

Breakout Session - From Information to Execution: The Path to Real Change and Building the Agency of the Future

The 2016 National Home Care and Hospice State of the Industry Study results provide critical information and insights for home care and hospice leaders. The next step is to transform insight into strategy and strategy into action -- the right action to improve agency operations and become more competitive. This breakout will illuminate the path that agency leaders can take to drive real change in organizational structure and operational processes by using key tools from the fields of Lean Management and Six Sigma change. It includes unique insights on how to address significant operational challenges including Value-Based Purchasing, the STARS Program, reducing cost, increasing profitability, lowering re-hospitalization rates, retaining staff, and a range of other issues that are at the core of every agency's competitive position. Expect to learn, be challenged, be excited, and most of all, be positioned to aggressively move forward to shape your future.

Tim Ashe, MS, MBA, RN with Fazzi and Associates is a Partner, and he oversees Fazzi's Operational Consulting and Outsourced Billing Divisions. Tim brings in-depth, practical understanding of home care and health care having served in key clinical and senior administrative roles, most recently as the Vice President of Clinical Operations for Visiting Nurse Service of Rochester & Monroe County in New York. Tim provides organizational, operational, turn around, and change management services to home care agencies across the country.

General Session - Preparing for Medicare's Value Based Payment Transformation

Brian Ellsworth is the Director of Payment Transformations for Health Dimensions Group. He has the latest, rapidly evolving information on bundling, ACOs, narrow networks, and more. Emerging Value Based Payment (VBP) is having a major impact on operations of home health and hospice providers. Will Rogers said, "Even if you are on the right track, you'll be run over if you just sit there." VBP models are aimed at reducing cost and improving quality. These new models are moving us along, very quickly, on a continuum from fee for service, to pay for performance, to episodes of care, shared savings, shared risk, and eventually global payment. That continuum takes the provider from minimal risk to greater financial risk. You will want to hear this presentation.

Brian Ellsworth, MA has more than 31 years of experience in health care financing, delivery, and policy from both payor and provider perspectives. He has worked at Optum (UnitedHealth Group) and as a policymaker in New York's Medicaid program. His extensive provider experience includes positions at the American Hospital Association (AHA) and senior leadership roles at statewide associations of home health, hospice, and long-term care providers. At HDG, Mr. Ellsworth leads efforts to develop value-based payment approaches for skilled nursing facilities and home- and community-based providers, including the development of continuing care networks and analysis of bundled payment opportunities.

Breakout Session - Unified Program Integrity Contractors (UPICs) - Next Generation Benefits Integrity to Follow MACs, & RACs

Jared will share the history and evolution of benefits integrity contractors and what to expect as ZPIC's jurisdiction expands to Medicaid, as seen by the creation of UPICs. Mr. Koreff will discuss ZPIC processes, statistical analyses, tactics, and proactive provider preparation for ZPIC chart audits or in person visits. The *next generation* of benefits integrity will be based on real time statistical analyses of claims and are likely to be more intense and ongoing. This session will help your agency to be prepared for tighter, real time, ongoing scrutiny from benefits integrity contractors.

Jared Koreff CPA, CFE, is an Accounting PhD student at the University of Central Florida. Jared has an undergraduate and Master's degree in accounting from Bryant University. Prior to entering the PhD program, Jared worked at CliftonLarsonAllen for 2 years. Jared's research interests include fraud, healthcare organizations and auditor's judgment and decision making.

Breakout Session - Next Generation Wound Care: State of the Art & Cost Effective

In April 2016, the National Pressure Ulcer Advisory Panel announced a change in terminology from pressure ulcer to pressure injury and included updates on the stages of pressure injuries. Attendees will understand the updated stages of pressure injuries, clarification of wound assessment, and teaching points to address with home care staff to ensure accurate documentation and outcomes. It is vital for the admission nurse to have the knowledge and skill to correctly assess and accurately document skin lesions, wound etiology and documentation. The Impact Act mandates that wound etiology and pressure injury (ulcer) stages are accurately captured d/t effect on outcomes and reimbursement.

Continued on Next Page

HCLA SESSION DESCRIPTIONS

Wound documentation has become standardized across the care continuum in order to seamlessly follow wound etiology and healing progress/decline. Many clinicians are incorrectly identifying vascular ulcers and MASD (Moisture Associated Skin Damage) as pressure ulcers and this leads to inflated HAPU (HAPI) rates.

Debbie Ritter and Sue Kennedy, RN, BSN, CWOCN, FACCWS are co-founders of RitKen & Associates and Certified Wound Ostomy Continence Nurses with experience in the home care/hospice, acute care, rehab and LTAC settings. They have functioned in various roles from direct patient care to corporate program management, and offer realistic solutions to your WOCN needs. Debbie and Sue possess extensive knowledge of the WOCN Society best practices relating to in-patient and home based wound management and utilizes this knowledge to develop strategies necessary to ensure the highest possible patient outcomes while maintaining clinical and regulatory compliance. They have served on WOCN/OASIS-C, C1 advisory committee to CMS, as a content validation expert for WOCN Stoma Complications Document for clinician best practices and as a member of the WOCN Document Review Task Force for review of Best Practice Documents.

General Session - Buying or Selling Your Agency: Legal Issues You Need to Know

The buyers and sellers of hospice and home health agencies need to assure they have expert legal advice, including:

1. Equity versus asset purchase – should you buy/sell the stock or the assets of the agency; what are the differences from a liability perspective. Also, what are the different regulatory notification requirements CHOI versus CHOW.
2. What are the standard and “unusual” contract terms in a purchase agreement – payment terms, excluded assets, indemnification agreements, non-competition clauses, escrow terms, rejection or assignment of the provider agreement, assumption of liabilities and contracts?
3. What aspects of due diligence are important – clinical, financial, legal?
4. What are the notification requirements – State and federal, transfer of provider agreements (CHOI and CHOW), transfer of Medicare/Medicaid licenses, facility need review certificates, pre-notification to Medicaid Program Integrity Department, proper completion of a CHOW/CHOI – buyer obligations, seller obligations.
5. What transition agreements do parties need to be aware of – how to handle straddle payments (i.e. payments for services for episodes that straddle the closing date)?

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. Chris is also a certified arbitrator/mediator for the American Health Lawyers' Association Alternative Dispute Resolution Service.

General Session - Louisiana Department of Health - Latest Regulatory & Survey Deficiency Updates

Ms. Tate will lead a discussion of conditions cited which resulted in enforcement action and what agencies can do to avoid being cited for those conditions. Ms. Tate will present the statistical data and lead a discussion of the top 10 deficiencies cited and methods to prevent those deficient practices.

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.

Closing Session - PPS 2017 Final Rule for Home Health, CoPs, and Pre Claims Review

Each year the CMS changes in payment, regulations, benefits integrity oversight, and more challenge providers to adapt. Richard will guide us through the latest final rule. Industry watchers indicate Conditions of Participation, which haven't been updated in 20 years, are near release. We have learned a lot from the Pre Claims Review Demonstration (PCRD) project in Illinois. CMS has had some glitches in the new project and has postponed PCRD implementation in Florida, Texas, Michigan, and Massachusetts. CMS promises that PCRD will be back, maybe as early as January 2017. Richard will share what we have learned thus far from PCRD.

Richard A. MacMillan, JD, RN, 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.

CONFERENCE REGISTRATION FORM

Registration Fees for HCLA Members

Only members who are current on their 2016 membership dues are eligible to receive the member discount

Registration Fees for Non-Members

Regular Fee
Before November 7th

\$375

\$475

Late Fee
After November 7th

\$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 November 7 - \$135 for members, \$185 non-member
- Pre-Conference Registration after November 7 - \$155 for members, \$205 non-member
- Two-Day Conference Registration before November 7 - \$375 for members, \$475 non-member
- Two-Day Conference Registration after November 7 - \$425 for members, \$525 non-member
- Will Attend the Hall of Honors Banquet November 16, 2016 (Included in Registration Price)**

Registration Fee \$ _____

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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 2016 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
P.O. Box 80124
Lafayette, LA 70598

FAX: 337-231-0089