

HCLA ANNUAL CONFERENCE ▪ NOV 1-2, 2017 ▪ RENAISSANCE BATON ROUGE HOTEL



Where Do We Go From Here?

.....
**THE NEXT ITERATION
OF CARE AT HOME**

ATTENDEE BROCHURE



More seniors need home health care every day. With 10,000 Baby Boomers reaching age 65, every day, the need for our services continues to expand. The opportunity to engage in meaningful work continues around care at home. And we, the nurses, therapists, aides, social workers, staff executives, billing personnel, marketing and sales affiliates, and support personnel are the people who are the experts.

It seems that every year the challenges around home health care continue to grow. With each new Presidential administration come changes, new directions, and more significant constraints related to regulations and reimbursement. Our one constant seems to be change, transformational change. Home health agencies continue to be transformed, begrudgingly perhaps, but transformed nonetheless!!

The 2017 HomeCare Association of Louisiana Annual Conference will be in Baton Rouge once again this year. The new Conditions of Participation, finally released after almost 20 years, are due to be implemented in 2018, yet there is no guidance for surveyors at this point. Benefits integrity scrutiny continues. Managed Care Organizations and Medicare Advantage penetration is increasing. The Home Health Grouper Model, looming on the horizon, promises major challenges for the provider community.

Our conference speakers will include the topics above and more. You will hear about the 2018 Final Rule, knowing your own data better, the critical steps you need to take to avoid hackers stealing your information, or maybe even blocking you from getting into your I.T. systems. The Recovery Audit Contractors are back, Benefits Integrity issues continue to require our close attention, and we'll hear from experts on responding to audits. You will hear from our state surveyors, and Bill Dombi, the new President and CEO at the National Association for Home Care and Hospice, will join us electronically for a Washington, DC update. Staying up to date with industry changes, regulations, reimbursement, and CMS activity has never been more important to the future of your agency. Conference networking, sharing of ideas, and learning provide you with more opportunities, especially during challenging times. We hope to see you at the HomeCare Association of Louisiana Annual Conference.

REGISTER ONLINE @ WWW.HCLANET.ORG

WHO SHOULD ATTEND?

All RN's, 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 Renaissance Baton Rouge located 7000 Bluebonnet Blvd, Baton Rouge, LA 70810. A block of rooms has been reserved from Tuesday, October 31st through Wednesday, November 1st. The conference room rate is \$134 per night for single or double occupancy, (plus tax). To take advantage of this discounted rate, please call 866-469-5448. Reservations must be guaranteed with a major credit card. Reservations at this discounted rate will be accepted on a space-available basis through **October 14, 2017**. After the October 14th 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 1st, the exhibitors will have table top exhibits in the Bourbeau Grand Foyer. The exhibition will continue on Thursday, November 2nd 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 7.25"

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 2017 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 October 25th, 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 Wednesday, October 25th will be refunded less a \$50 administrative fee. No refunds will be provided for cancellations after, October 25th 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

WEDNESDAY, NOVEMBER 1, 2017

7:00 AM to 5:00 PM	Registration	<i>Bourbeau Grand Foyer</i>
8:00 AM to 9:15 AM	Breakfast with Exhibitors	<i>Bourbeau Grand Foyer</i>
9:15 AM to 9:30 AM	Opening / Welcome	<i>Salon I</i>
9:30 AM to 10:30 AM	Keynote Standing in a Future of Possibility; Enhancing HomeCare through Self Care - Jerry Bridge	<i>Salon I</i>
10:30 AM to 11:00 AM	Break	
11:00 AM to 12:00 PM	Breakout Transparency As The Agent For Change in Healthcare Duane Blackwell	<i>Salon III</i>
11:00 AM to 12:00 PM	Breakout Responding Promptly & Effectively to Audits Cynthia Risinger	<i>Salon IV</i>
12:00 PM to 2:00 PM	Awards Banquet Luncheon	<i>Salon II</i>
2:00 PM to 3:30 PM	General Proposed Rule HHGM Melinda Gaboury	<i>Salon I</i>
3:30 PM to 4:00 PM	Break	
4:00 PM to 5:00 PM	Breakout Security and Data Prevention: Cyberattacks, Ransomware and More - Ricky Smith	<i>Salon III</i>
4:00 PM to 5:00 PM	Breakout Recovery Audit Contractors: They're Back! Patricia Hanks	<i>Salon IV</i>

THURSDAY, NOVEMBER 2, 2017

8:00 AM to 2:30 PM	Registration	<i>Bourbeau Grand Foyer</i>
8:00 AM to 9:00 AM	Breakfast with Exhibitors	<i>Bourbeau Grand Foyer</i>
9:00 AM to 10:30 AM	General Legal, Regulatory, and Benefits Integrity News for Louisiana Home Health - Christopher Johnston	<i>Salon I</i>
10:30 AM to 11:00 AM	Break	
11:00 AM to 12:15 PM	General Louisiana Department of Health Latest Regulatory Updates Marian Tate & Joyce Erwin	<i>Salon I</i>
12:15 PM to 1:30 PM	Lunch	<i>Salon II</i>
1:30 PM to 2:30 PM	Closing Critical Update from Washington D.C. - William Dombi	<i>Salon I</i>

CONFERENCE LOCATION



At the Renaissance Baton Rouge Hotel, you will receive Southern hospitality in a contemporary setting. The 256-room Renaissance offers a fully equipped fitness center, resort-style pool and courtyard, fine dining restaurant and lounge. The hotel offers ample free parking and is centrally located to several sights, shopping malls, and restaurants.

A block of rooms has been reserved from Tuesday, October 31st through Wednesday, November 1st. The conference room rate is \$134 per night for single or double occupancy, (plus tax). To take advantage of this discounted rate, please call 866-469-5448. Reservations must be guaranteed with a major credit card. Reservations at this discounted rate will be accepted on a space-available basis through **October 14, 2017**. After the October 14th cutoff date, reservations will be accepted on a space-available basis and may be subject to higher rates.

The 2017 HomeCare Association of Louisiana Annual Conference, ***Where Do We Go From Here? The Next Iteration of Care at Home*** 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 Luncheon
- ★ 1 Lunch, Two Breakfasts and Coffee Breaks
- ★ Continuing Education Credits for Nurses

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.

SESSION DESCRIPTIONS

Keynote Session – Standing in a Future of Possibility; Enhancing HomeCare through Self Care

One of the major challenges in today's crazy busy world is the lack of space and time to simply be, to create, to imagine a future disconnected from what we *already know*. We're often dominated by too much to do, too much information, and too much technology. Additionally, the relentless stream of '*internal noise*' (negative thoughts, feelings, point of view) that seems to crowd out any room for the kind of opening, the kind of space in which we can fully be present to deal powerfully and effectively with the complex challenges of care giving and care taking in the 21st century.

Against this background, '*standing in a future of possibility*' likely sounds more like more *noise* (blah, blah, blah) or at best, one more *option*; "*Given the circumstances I could do this or that thing*". Options are not bad, they simply may not lead us to the breakthroughs and positive outcomes that we desire.

Personal wellbeing, work-life balance, professional aspirations and the challenges we face occur very differently depending on *where we stand* – are we standing in a *future of possibility* or *what we already know* (constrained by) *based on the past*?

In fact, transformation occurs when are we able to take an ***authentic stand beyond what we already know***, without evidence or facts. Imagine you're standing at the top of a mountain and looking down to the foothills. Now imagine the view from the foothills. In other words, from the top of the mountain, you will see pathways for being and acting that were previously hidden.

The purpose of this talk is to create the space for you to look from the top of your mountain, to leave you inspired and empowered and standing inside an authentic possibility that carries with it the potential to transform your work and life itself!

Jerry Bridge is a nationally recognized motivational speaker, humorist and author. Jerry is well known for turning complex, topics into fun, engaging thought provoking programs. In the past 25 years Jerry has presented inspiring keynotes and content rich workshops for tens of thousands of business executives, managers and administrative staff. Jerry is best known for his ability to help people reduce stress build teamwork and improve performance. His passion is to lead inspiring, motivating programs that empower people and have lots of fun in the process.

SESSION DESCRIPTIONS

Breakout Session – Transparency As The Agent For Change in Healthcare

Historically, our healthcare system has been dependent upon consumers not knowing very much about it (sad, but true). That's changing. Star ratings, HHCAHPS, Bundled Payments, ACOs, MSPB, PEPPER Reports and MACRA, are just a few examples of the vehicles that are transporting all providers (and perhaps most especially post-acute providers) to a new healthcare paradigm. Believe it or not, the common denominator for all of this change is **transparency**; Transparency in terms of both cost **and** quality. Let's talk about what all this means for **you** and **your agency**.

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

Breakout Session – Responding Promptly & Effectively to Audits

Requests for Records (ADRs) have continued to transform the landscape of the Home Care Industry. This session will assist you to be proactive and prepared to submit an effective audit response.

Cyndi Risinger, BSN, RN is a Denials Management Specialist for Kindred at Home. She has 25 years of home health clinical and operational experience and has held a variety of leadership positions throughout her career. In 2011, as our industry underwent a change due to a significant influx of ADRs, Cyndi transitioned into her current practice area of working with Audits and Appeals. In this current position with Kindred at Home, she leads one of the industry's largest Audit and Appeals departments which manages the audits and appeals for 350+ Home Care Locations.

General Session – Proposed Rule HHGM

The 2018 Final Rule for Home Health will have a major impact on agencies, most significantly due to the new payment methodology introduced in this rule for 2019 Implementation, assuming it is finalized. In addition to the HHGM Home Health Groupings Model (HHGM), this final rule brings rate changes for 2018 Home Health PPS, changes to the Value Based Purchasing Pilot and numerous considerations for HHQRP changes.

Under HHGM, the 60-day episode of care is replaced with a 30-day period of payment and patients are placed onto one of 144 payments groups. The structure of determining the payment grouping is as follows:

1. Admission Source & Timing (Claims) – (Community Early, Community Late, Institutional Early or Institutional Late)
2. Clinical Grouping (Primary Diagnosis) – (Medication Management Teaching & Assessment (MMTA), Neuro Rehab, Wounds, Complex Nursing Interventions, Musculoskeletal (MS) Rehab, Behavioral Health)
3. Functional level (OASIS Items) – Low, Medium, High
4. Comorbidity Adjustment (Secondary Diagnoses) – No or Yes

Low Utilization Payment Adjustments (LUPA) will exist in the HHGM, but multiple ways to calculate verses the current standard. All this and more will be addressed in this session.

Melinda A. Gaboury, COS-C, is co-founder and Chief Executive Officer of Healthcare Provider Solutions, Inc. (HPS). With more than 16 years of executive speaking, educating and most importantly day-to-day experience working with home care and hospice professionals. Gaboury has been a speaker for 20+ state home care and hospice associations. She is on the NAHC/HHFMA Advisory Board and Work Group. Gaboury has been a speaker for NAHC at both the Financial Manager's Annual Conference and NAHC Annual Conference each year for the last 8 years. She is actively conducting Basic and Advanced Home Care and Hospice Seminars throughout the country. Gaboury is also the author of the Home Health Pocket Guide to OASIS-C2: A Reference Guide for Field Staff.

Breakout Session – Security and Data Loss Prevention: Cyberattacks, Ransomware and More

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

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

SESSION DESCRIPTIONS

Breakout Session – Recovery Audit Contractors: They’re Back!

Recovery Audit Contractors are back, and while some process will stay the same, others will change. This session will review the new rules and provide attendees with strategies to manage the audit requests and tools to be successful in the audit and appeals process.

Patricia Hanks, MS, BSN, RN is the National Director for the Denials Management Department for Kindred at Home. She has nearly 30 years of multi-state home health clinical and operational experience and has held a variety of leadership positions throughout her career. In 2014, Patricia was responsible for the development and implementation of the Audit and Revenue Recovery Department at Kindred. Patricia wrote the chapter on audits and appeals for the textbook Handbook of Home Health Care Administration, 6th Edition and she served on the review committee for ANA's Home Health Nursing: Scope and Standards of Practice, 2nd Edition.

General Session – Legal, Regulatory, and Benefits Integrity News for Louisiana Home Health

Chris will talk about recent events in anti-kickback and Stark prosecutions. He is amazed that after all of these years, agencies still have not looked carefully at their medical directorship agreements to see if they are AKA compliant. All of the home health agencies in New Orleans were prosecuted to some degree based upon kickbacks to physicians. Also, there is an interesting decision involving a hospital's contracts with a number of physicians who were prosecuted under the AKA where the government looked behind the timesheets to see if the hours were actually performed and whether they were of commercial value to the hospital. The government argued that the timesheets were a "fiction". If the agency cannot demonstrate a value to the agency independent of referrals, then the agreement with that medical director is suspect. In light of the prosecutions in New Orleans, I recommend that all agencies take a very hard look at their relationships with their physicians to ensure AKA compliance.

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 – Health Standards for 2017

Marian Tate and Joyce Erwin will lead a discussion of conditions cited which resulted in enforcement action and what agencies can do to avoid being cited for those conditions. They 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.

Joyce Erwin, RN, 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.

Closing Session – Critical Update from Washington, D.C.

The new Congress and the new Administration have been busy in the great wide world of health care during 2017. While efforts to repeal and replace Obamacare have not succeeded (so far), Washington is not finished with health care. There remains a strong interest in major Medicaid reform with such concepts as block grants and per capita caps. In budget proposals, some are suggesting billions in Medicare cuts. If that is not enough to cause concerns, CMS continues to push its HHGM payment model and the new CoPs move closer to reality. This program provides the up-to-the-minute report on how Washington is addressing home care. Regulatory burdens are on the decline or are they?

Bill Dombi, Esq. specializes in legal, legislative, and regulatory advocacy on behalf of patients and providers of home health and hospice care. With nearly 40 years of experience in health care law and policy, Bill Dombi has been involved in virtually all legislative and regulatory efforts affecting home care and hospice since 1975, including the expansion of the Medicare home health benefit in 1980, the formation of the hospice benefit in 1983, the institution on Medicare PPS for home health in 2000, and the national health care reform legislation in 2010. With litigation, Dombi was lead counsel in the landmark lawsuit that reformed the Medicare home health services benefit, challenges to HMO home care cutbacks for high-tech home care patients, lawsuits against Medicaid programs for inadequate payment rates, along with current lawsuits challenging the Medicare home health face-to-face encounter rule and the Department of labor changes to the overtime rules under the Fair Labor Standards Act. In addition to litigation, Bill offers extensive community and professional educational services. Bill Dombi is admitted to practice in Connecticut and Washington, DC. He is also admitted to numerous federal courts including, the US Supreme Court and several Court of Appeals.

CONFERENCE REGISTRATION FORM

Registration Fees for HCLA Members

Only members who are current on their 2017 membership dues are eligible to receive the member discount

Registration Fees for Non-Members

Regular Fee
Before October 25th

\$375

\$475

Late Fee
After October 25th

\$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: _____

- Two-Day Conference Registration before October 25 - \$375 for members, \$475 non-member
 Two-Day Conference Registration after October 25 - \$425 for members, \$525 non-member

Registration Fee \$ _____

Name: _____ Email: _____

- Two-Day Conference Registration before October 25 - \$375 for members, \$475 non-member
 Two-Day Conference Registration after October 25 - \$425 for members, \$525 non-member

Registration Fee \$ _____

Name: _____ Email: _____

- Two-Day Conference Registration before October 25 - \$375 for members, \$475 non-member
 Two-Day Conference Registration after October 25 - \$425 for members, \$525 non-member

Registration Fee \$ _____

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

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 \$ _____

Card No. _____ Expiration Date _____ CSV Code _____

Name on Card _____ Signature _____

Purpose: To increase the knowledge of home care providers of future trends within the clinical and operational parameters required by CMS to ensure quality care for patients cared for in the home environment.

Going Green! In an effort to be environmentally responsible, the 2017 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