

HCLA Annual Home Care Conference



Our 2022 HomeCare Association of Louisiana Annual Conference theme is **The Power of Resilience**. Keynote speaker Gary Golden will guide attendees on *Building a Culture of Resilience*, then offer a breakout on *Managing Staff Stress*. Our world continues to be inundated with unpredictable events. Changes in care at home have also been coming at providers quickly and formally. Providers whose staff and leadership are resilient will have a distinct advantage over those who are not. Amid our pandemic/endemic, staffing shortages, economic challenges, and new payment models, organizations with sound leadership will excel. Care at home continues to enhance the quality of life, family satisfaction, outcomes, and longevity, particularly in the final months and years of life when we are feeling poorly, anxious, ill, and in the throws of aging with chronic illness. The pandemic experience has also accelerated home care's transformation and evolution into a more effective, efficient care system. However, these require a different degree of vigilance and resilience as we move away from the status quo.

Participants will hear from Richard MacMillan on the 2023 Final Rule, Mike Simone will offer strategies on the transition to Home Health Value-Based Purchasing (HHVBP), Lisa Selman Holman will speak on OASIS-E, and Cindy Krafft on maintenance therapy. Attendees will engage state surveyor Marian Tate, and will hear from Melanie Stover on marketing best practice and Stark Law. Mike Simone will address PEPPER Reports- (Program for Evaluating Payment Patterns Electronic Report). Conference attendees will also hear about new mandatory evaluations for mental health, BIMS and CAMS. BIMS (Brief Interview for Mental Status) BIMS is a tool used to screen and identify the cognitive condition of home health patients.

Old siloes continue to dissolve, both within the industry and across aging care. Mergers, consolidations, partnerships, joint ventures, new iterations of processes, and new professionals practicing in the home make it clear that we are actively transforming care at home.

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 to hear the latest home care information, industry changes and meet with our vendors!

HOTEL INFORMATION

Our conference will be held at the Baton Rouge Marriott located 5500 Hilton Avenue, Baton Rouge, LA 70808. A block of rooms has been reserved from Monday, October 31st through Wednesday, November 2nd. The conference room rate is \$139 per night for single or double occupancy, (plus tax). To take advantage of this discounted rate, please call 800-228-9290 or click on this [link](#). Reservations must be guaranteed with a major credit card. Reservations at this discounted rate will be accepted on a space-available basis through October 11, 2022. After the October 11th 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 November 1st, the exhibitors will have table top exhibits in the Rose meeting room. The exhibition will continue on Wednesday, 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

HomeCare Association of Louisiana is approved as a provider of nursing continuing professional development by Louisiana State Nurses Association Approver Unit, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. "Number of credits 10."

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 2022 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 24th, 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, October 24th will be refunded less a \$50 administrative fee. No refunds will be provided for cancellations after, October 24th 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 1, 2022

7:30 AM to 4:00 PM	Registration	Salon Foyer
8:00 AM to 9:30 AM	Breakfast with Exhibitors	Rose
9:15 AM to 9:30 AM	Opening / Welcome	Salon III
9:30 AM to 10:30 AM	Keynote The Power of Resilience Gary Golden	Salon III
10:30 AM to 11:00 AM	Break	
11:00 AM to 12:00 PM	Breakout Managing Staff Stress Gary Golden	Salon III
	Breakout OASIS E Overview Lisa Selman-Holman	Salon IV
12:00 PM to 1:00 PM	Lunch (Included in Registration)	Salon III
1:00 PM to 2:00 PM	General Understanding and Leveraging Home Health PEPPER Reports to Improve Performance Michael Simione	Salon III
2:00 PM to 2:30 PM	Break	
2:30 PM to 4:00 PM	General Session HHVBP – An Overview and How to Prepare Michael Simione	Salon III

Agenda Continued on Next Page

The 2022 HomeCare Association of Louisiana Annual Conference, **The Power of Resilience** 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
- ★ 3 Educational Breakout Sessions
- ★ 2 Lunches 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 \$200.00 cash.



HCLA CONFERENCE SCHEDULE

WEDNESDAY, NOVEMBER 2, 2022

7:30 AM to 4:30 PM	Registration	Salon Foyer
8:00 AM to 9:00 AM	Breakfast with Exhibitors	Rose
8:30 AM to 10:00 AM	General Session Medicare Advantage and Managed Care: Navigating and Partnering	Salon III
10:00 AM to 10:30 AM	Break	
10:30 AM to 11:30 AM	Breakout How to Turn Your Clinical and Caregiving Staff into the Greatest Salespeople in Your Agency Even if They Hate the Word "Sales" Melanie Stover	Salon III
10:30 AM to 11:30 AM	Breakout Trending Employer Programs to Improve Employee Engagement and Well-Being after a Pandemic Sommer Mason	Salon IV
11:30 AM to 1:00 PM	Lunch (Included in Registration)	Salon III
1:00 PM to 2:00 PM	Breakout Hot Topic Roundtable Discussions	Salon III
1:00 PM to 2:00 PM	Breakout A Deep Dive into the BIMS and CAM for OASIS E: An Intervention for the Confused Home Health Data Collector Valarie Johnson	Salon IV
2:00 PM to 2:15 PM	Break	
2:15 PM to 3:15 PM	General Session Update from Health Standards: Survey/Certification AND New Proposed Changes to Minimum Standards Marian Tate	Saloon III
3:15 PM to 4:15 PM	Closing Session Home Health Final Rule 2023 Richard MacMillan	Saloon III

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.

CONFERENCE LOCATION



A block of rooms has been reserved from Monday, October 31st through Wednesday, November 2nd. The conference room rate is \$139 per night for single or double occupancy, (plus tax). To take advantage of this discounted rate, please call 800-228-9290 or click on this [link](#). Reservations must be guaranteed with a major credit card. Reservations at this discounted rate will be accepted on a space-available basis through October 11, 2022. After the October 11th cutoff date, reservations will be accepted on a space-available basis and may be subject to higher rates.

HCLA SESSION DESCRIPTIONS

Keynote Session - The Power of Resilience

The Power of Resilience - This dynamic presentation will focus on the key components necessary to bounce back from hardships, eliminate distractions and stay focused on the main objectives. Participants will walk away with a variety of tools that will help them be more successful and resilient at work as well as in their personal lives.



Gary Golden, has a Masters Degree in Health Care Administration and has written and customized a large variety of seminars to meet the clients needs. Gary is also certified to train the following programs: Juran Quality Improvement Process, Quality Planning, Quality Facilitation, Quality Tools, Ken Blanchard's Situational Leadership, DiSC Personality Profile System, Select the Best Interviewing Program, Keys to Customer Service Excellence and Professional Aspects of Selling.

In 1999, Gary founded Golden Opportunities, which is a training and development company designed to help corporations excel. Golden Opportunities goes beyond improving the bottom line by delivering top quality performance while giving people the opportunity to develop to a higher level. Gary is a dynamic presenter speaking to diversified groups on many topics and works with all types of industry and business.

Breakout Session - Managing Staff Stress

Presented by Gary Golden

This high energy presentation will equip participants with skills and concepts that will help reduce stress in the environment, instill in others a desire to want to perform and enable employees to realize a greater sense of purpose and value.

Breakout Session - OASIS E Overview

Join us for an overview of the OASIS E format and data items. New OASIS items, sections, and specifics related to the new items will be discussed. Subtleties in guidance will be highlighted. This is the biggest change in OASIS in 20 years and we need to take steps now to meet the challenges.

Learning Outcomes: Identify OASIS E items and sections, Apply OASIS assessment and completion concepts for specific items through scenarios, Explain major changes to the OASIS.



Lisa Selman-Holman JD, BSN, RN, Vice President of Quality & Education at McBee, brings more than 35 years of experience in the home health & hospice industry, specializing in regulatory compliance, both as an RN and a home care attorney. Lisa founded Selman-Holman & Associates and CoDR (Coding Done Right), a coding outsource and audit company in 2004. Lisa has a wide range of regulatory experience in home health and has served on numerous committees and task forces. Selman-Holman was recently acquired by McBee in July 2021. In her role as VP of Education and Quality, Lisa leads the quality audit team to ensure the highest-level of accuracy in coding and clinical documentation internally at McBee and externally for clients nationwide. She will expand McBee's educational offerings, including live events and on-demand online trainings through the McBee Post-Acute Academy.

General Session - Understanding and Leveraging Home Health PEPPER Reports to Improve Performance

With the introduction of PDGM in 2020 the Home Health PEPPER reports have changed and it is evident that CMS is looking at new metrics and benchmarks to identify "outlier" providers who deviate significantly from the averages in specific areas. This webinar will provide an overview of the new Home Health PEPPER reports, including the specific metrics and benchmarks included in the reports. With this information agencies can determine their "at risk" areas and develop plans to drive change in those metrics. To meet that need, we will review strategies to improve each specific PEPPER report metric including admission source, functional levels, comorbidity adjustments, average case mix, and utilization. At the conclusion of the webinar attendees will be prepared to analyze their own PEPPER reports to identify "at risk" areas within their agency and to take action and improve their metrics in those areas. Learning objectives: Understand the new Home Health PEPPER report, Identify trends in data over time comparing year-over-year performance, Visualize how CMS identifies outlier providers based on "at risk" performance on specific metrics, Outline how to develop a plan to improve "at risk" areas, State methods to improve in each of the metrics included in the PEPPER reports.

HCLA SESSION DESCRIPTIONS



Michael Simone, MBA, as the Director of Cost Reporting for SimiTree, Michael Simone heads a team of financial experts whose work leads the nation each year in the number of cost reports prepared for Medicare-certified home health agencies.

His areas of expertise include budgeting, strategic planning, data analytics and benchmarking, and his extensive work with SimiTree has included development of comprehensive financial, clinical, and staffing analysis tools to improve client efficiencies and financial performance. Simone is one of SimiTree's leading experts on both the Patient-Driven Groupings Model (PDGM) and Value-Based Purchasing. His in-depth evaluations and trending of various quality initiatives provide detailed projections to home health organizations. Simone earned a Bachelor of Science (B.S.) in Chemistry from Bucknell University, graduating magna cum laude, and a Master of Business Administration from Quinnipiac University, where he received the Faculty Award for Academic Excellence as the top graduate in his class

General Session - HHVBP – An Overview and How to Prepare

Presented by Michael Simone

The first performance year of the nation-wide Home Health Value Based Purchasing (HHVBP) is 2023 and agencies need to prepare now to succeed under this model. This webinar will provide an overview of the coming changes under HHVBP, including the specific measures included in the model and how Total Performance Scores will be calculated. With this information agencies can determine their weak spots and develop plans to improve those measures. To meet that need, we will review strategies to improve each of specific measure types which includes Claims-Based, OASIS-Based, and Survey-Based metrics. At the conclusion of the webinar attendees will be prepared for the coming changes and can go to their agency ready to take action and improve their metrics. Learning Objectives: Identify specific measures included in the HHVBP model, Recall the calculations for achievement and improvement scores, Visualize how the Total Performance Score is calculated, Outline how to develop a plan to improve outcomes, State methods to improve in each of the measures included in HHVBP.

General Session - Advantage and Managed Care: Navigating and Partnering

Medicare Advantage penetration is steadily increasing across the nation and is estimated to reach 50% by 2030. Medicaid managed care is also here to stay. A few providers have navigated successful partnerships with managed care companies. Others continue to experience frustration with managed care processes and protocols. This panel discussion will offer an opportunity for providers to hear from and engage in a proactive conversation with leaders from managed care organizations. It's sure to be a lively dialogue.

Breakout Session - How to Turn Your Clinical and Caregiving Staff into the Greatest Salespeople in Your Agency Even if They Hate the Word "Sales"

You can 50x your marketing reach IF your clinical and caregiving staff would engage proven "customer service" tactics that generate more referrals!

Discover how to 1. Turn up the customer service using this one technique 2. Gain a 5% intake in referrals but using this phrase at intake 3. Show up and show out your competition at the buildings you serve- Lock your building in the



HCLA SESSION DESCRIPTIONS



Melanie Stover has been responsible for the growth of Home Health, Hospice and In Home Care agencies for the last 24 years. She is passionate about spreading the message how home based health services impact families lives – for the better! Melanie is an Occupational Therapist and founded Home Care Sales in 2001 – a firm that specializes in growth strategies for the home care industry. She is an author of “Revving up Referrals, Dx Sell™ – “Diagnosis based selling”, “Therapy Departments – A secret source of in home care referrals” and “In Home Care Partners – How to become a true care partner with your referral sources focusing on HRRP”. And her newest best-selling book – 1 hour sales supercharger for Home Care Sales Teams. Today Melanie and her business partner Cheryl Peltekis, RN, an agency owner for over 25 years, bring proven strategies and methodologies to grow and scale your agency during this unprecedented time.

Her mission is to help All agencies develop their skills in communicating their unique message so that every person who deserves your services – GETS THEM!

Breakout Session - Trending Employer Programs to Improve Employee Engagement and Well-Being after a Pandemic

Negative effects of a crisis situation often evolve employee preferences that could drive employees to look elsewhere for employment. In this session, we will review the emergence of new trends and what employers are doing and considering to retain top talent and engage employees through modifications of traditional Time Off and Compensation programs. It is game on for employers to recognize competing for talent, and reducing turnover requires rethinking their traditional programs and policies.

In this session we will cover the following topics:

- Recognizing the new turnover challenges in a new era.
- Understanding the needs and expectations of various generations in the workforce.
- Reimagining time off options to improve retention and employee wellbeing.
- Exploring the types of leave emerging and are they fully paid, partially or unpaid.
- Rethinking approach to traditional pay practices.



Sommer Mason, CCP, Regional Area Vice President HR & Compensation Consulting. Sommer joined Gallagher in November, 2016. She began her career in technology in 1998 and moved into Human Resources as a Compensation Analyst in 2000. Prior to joining the Gallagher Benefit Services Baton Rouge office, Sommer served in various Compensation and Benefits leadership roles within Human Resource Departments.

Sommer is an accomplished Compensation and Benefits professional with Project Management experience in various industries such as Manufacturing, Healthcare, Wellness, Oil & Gas, Energy and Construction. She received her Lean Six Sigma Green Belt certification in 2010 and is highly skilled in leading large-scale projects with significant financial impact.

Sommer's primary role is to prepare for and present Gallagher's Human Resources and Compensation resources to prospective clients and is involved in special projects related to Human Resources and Compensation Consulting. Sommer's strong analytical skills, strategic approach and commitment to excellent customer service makes her a trusted advisor to both clients and her Gallagher team.

Sommer is a graduate of Louisiana Tech University with a bachelor of Science in Management Information Systems. She is a Certified Compensation Professional (CCP) and Lean Six Sigma Green Belt. Sommer resides near the Baton Rouge area with her husband and two children.

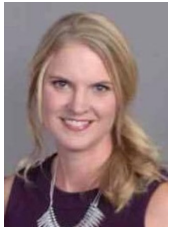
Breakout Session - Hot Topic Roundtable Discussions

Roundtable sessions will offer conference attendees a chance to engage both experts and colleagues who are tackling the same challenges as you. Topics will include preparation for Value-Based Purchasing, staffing solutions, OA-SIS-E, coding, change management, and more. This session offers you an opportunity to find answers and share your own with fellow attendees. It's also a way to initiate relationships with home care colleagues who will add to your cadre of resources.

HCLA SESSION DESCRIPTIONS

Breakout Session - A Deep Dive into the BIMS and CAM for OASIS E: An Intervention for the Confused Home Health Data Collector

Are you struggling to understand new data elements C0100-C0500. Brief Interview for Mental Status and the C1310. Signs and Symptoms of Delirium (from Confusion Assessment Method ®)? Join OASIS Expert, Valarie Johnson, to unpack how these standardized assessments are breaking into the OASIS Assessment as part of the intent of the IMPACT ACT of 2014. Learn how to efficiently deliver the standardized assessments to ensure reliability in your data collection, and how these assessments should be viewed, most importantly, as vehicles for better whole person-directed care plans.



Valarie Johnson, PT, MS, COQS, HCS-O, HCS-D, CHHCM, Senior Advisor, Clinical Integration/ Subject Matter Expert-OASIS, WellSky. Valarie is a nationally recognized advisor and educator within home health, specializing in OASIS education. Valarie has spent the past 20 years in the home care industry in a variety of roles from front line patient care as a physical therapist to leadership in clinical education and operations. She has a passion for helping agencies and individual clinicians simplify the complex nature of home care data collection to provide a clear path for using assessment data to provide efficient, patient-focused care to those in need, within the comfort of their home environments. Valarie has specialized in educating clinicians of all disciplines in OASIS, best practice patient care strategies, documentation, utilization, and regulatory compliance. She holds advanced certifications in OASIS, coding, and case management. As an experienced physical therapist and a subject matter expert in OASIS, she has a strong understanding and perspective on how to efficiently assess and translate patient status and functional ability in the home to the OASIS accurately which affects all aspects of agency health.

General Session - Update from Health Standards - Survey/Certification AND New Proposed Changes to Minimum Standards

It has been said, “A smart man learns from his mistakes, but a wise man learns from the mistakes of others”. Here is an opportunity to learn from lessons other providers have experienced. During this session Ms. Marian Tate will review the top deficiencies written during the recent year as well as any updates to state survey directives. This session is a must to any agency facing an upcoming state survey.

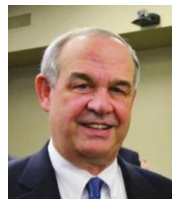
Additionally, unknown to most Louisiana home health agency providers, HCLA had a committee working diligently with Louisiana Licensing and Certification personnel to modify Louisiana Minimum Standards. Many exciting changes were proposed and prepared for presentation to the Louisiana Legislative Assembly for ratification. Unfortunately, Covid-19 forced a halt to the process. It is time to revisit the plan. Come be a part of this exciting session and learn what changes were proposed. This is your chance to voice suggestions and ideas.



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.

General Session - Home Health Final Rule 2023

The Final Rule for the Home Health Prospective Payment System, effective beginning January 1, 2023, brings more complicated and impactful changes to Medicare home health. Richard MacMillan, JD, RN, has been analyzing proposed and final rules for nearly 25 years. His insight is sought by and acted upon by providers across the country. A Past-President of the HCLA Board, Richard again presents his annual synopsis of the final rule in language providers can understand and apply to their businesses.



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 2022 membership dues are eligible to receive the member discount

Registration Fees for Non-Members

Regular Fee
Before October 27th

\$375

\$475

Late Fee
After October 27th

\$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 four registrations.

Name: _____ **Email:** _____

- ☐ Two-Day Conference Registration before October 24 - \$375 for members, \$475 non-member
☐ Two-Day Conference Registration after October 24 - \$425 for members, \$525 non-member

Registration Fee \$ _____

Name: _____ **Email:** _____

- ☐ Two-Day Conference Registration before October 24 - \$375 for members, \$475 non-member
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☐ Two-Day Conference Registration after October 24 - \$425 for members, \$525 non-member

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.

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 2022 HCLA Annual Home Care Conference is trying to reduce the amount of paper we use at the conference. Attendees will receive a folder 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:

FAX: 337-231-0089

HomeCare Association of Louisiana
P.O. Box 80124
Lafayette, LA 70598