

ATTENDEE BROCHURE

# HCLA Annual Home Care Conference



## *Traditions & Transformations*

November 8-9, 2018  
Baton Rouge – Embassy Suites

**HCLA**

HEMOCARE ASSOCIATION OF LOUISIANA

Welcome to the 2018 HomeCare Association of Louisiana Annual Conference. Traditions, Transitions, and Transformation. These are words that often generate strong feelings. We see a bright future for care at home. However, first we are seeing disruption of our traditional ways of operating. Traditions and past stories are important touchstones that we acknowledge and celebrate as we give birth to the new, more effective, efficient iteration of home care. As you read this the next generation of care at home is growing and transforming, right before our eyes!! You will hear references to mergers, creating new organizations, new iterations of processes, and how we might welcome a different future.

This conference will include presentations on leading during disruptive times, achieving success in the new PDGM, the 2018 Final Rule, surveyors; approaches in the new Conditions of Participation, palliative care nursing initiatives, and the latest home care research. You will hear from experts about managing by metrics, and get an update on the most recent prosecutions for anti-kickback activity. We will also address star ratings, new infusion therapy benefits, OASIS-D, and the Review Choice Demonstration Project. And a critical part of your time with us is our networking, sharing ideas, and learning about new opportunities. The HomeCare Association of Louisiana Annual Conference is about honoring the past, and celebrating a bright future. We're excited to have you join us.

## REGISTER ONLINE @ [WWW.HCLANET.ORG](http://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 Embassy Suites located 4914 Constitution Avenue, Baton Rouge, LA 70808. A block of rooms has been reserved from Wednesday, November 7th through Friday, November 9th. 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: H11**. Reservations must be guaranteed with a major credit card. Reservations at this discounted rate will be accepted on a space-available basis through **October 17, 2018**. 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 Thursday, November 8th, the exhibitors will have table top exhibits in the Caucus meeting room. The exhibition will continue on Friday, November 9th until 1:30 p.m. Please make plans to show your appreciation to our exhibitors by visiting their tables during the conference.

### SPECIAL NEEDS

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

### CONTINUING EDUCATION CREDIT

The HomeCare Association of Louisiana is an approved provider of continuing nursing education by Louisiana State Nurses Association, 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](http://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 2018 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 1st, a credit card number will be required to reserve your spot for the conference. No registrations will be accepted at the door. Cancellations received by Thursday, November 1st will be refunded less a \$50 administrative fee. No refunds will be provided for cancellations after, November 1st or for "no shows." Substitutions are welcome. If possible, please notify us in advance if a substitution will be made so that the change can be made on the name badge. Registration fees and continuing education credits are based on the registrant attending the entire conference sessions for which he/she has registered. Therefore, attendees cannot "share" a registration (i.e., one person attend one day and someone else attend on the second day under a two-day registration).

**QUESTIONS?** If you need additional information, please call the HCLA office at 337-231-0080 or contact **Liz Langley** at [liz@hclanet.org](mailto:liz@hclanet.org).

# HCLA CONFERENCE SCHEDULE

## THURSDAY, NOVEMBER 8, 2018

7:30 AM to 5:00 PM	<b>Registration</b>	<i>Constitution Hall Foyer</i>
8:00 AM to 9:15 AM	<b>Breakfast with Exhibitors</b>	<i>Caucus</i>
9:15 AM to 9:30 AM	<b>Opening / Welcome</b>	<i>Assembly</i>
9:30 AM to 10:30 AM	<b>Keynote</b> Managing and Leading in Times of Disruption Ecoee Rooney	<i>Assembly</i>
10:30 AM to 11:00 AM	<b>Break</b>	
11:00 AM to 12:00 PM	<b>Breakout</b> PT vs. Restorative Nursing: How Will Providers Respond to PDGM Arnie Cisneros	<i>Assembly</i>
11:00 AM to 12:00 PM	<b>Breakout</b> Improving Home Health Quality Star Value Based Performance Using Real Time Data Analytics to Drive Performance Improvement Scott Vanderveen & Judy Hobbs	<i>Senate</i>
11:00 AM to 12:00 PM	<b>Breakout</b> A Look Back as We Move Forward - Home Infusion Stephanie Fakier	<i>Congress</i>
12:00 PM to 1:30 PM	<b>Hall of Honor Luncheon</b> (Included in Registration)	<i>Atrium</i>
1:30 PM to 3:00 PM	<b>Breakout</b> Demystifying OASIS-D Apryl Swafford	<i>Assembly</i>
1:30 PM to 3:00 PM	<b>Breakout</b> Review Choice Demonstration: Get the Inside Scoop from Illinois Cheryl Adams	<i>Senate</i>
1:30 PM to 3:00 PM	<b>Breakout</b> Overturning Turnover: Rehab for Recruitment & Retention Monica Rougeau	<i>Congress</i>
3:00 PM to 3:30 PM	<b>Break</b>	
3:30 PM to 5:00 PM	<b>General Session</b> PDGM Preparing for Payment Transition Aaron Little	<i>Assembly</i>

**Agenda Continued on Next Page**

The 2018 HomeCare Association of Louisiana Annual Conference, **Traditions, Transitions, & Transformation** will bring together home care & hospice owners, CEOs, CFOs, executives, clinical and administrative staff from agencies all over Louisiana as well as vendors from various aspects of the home care industry.

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

- ★ Keynote Opening Session, 2 General Sessions, and Closing Session
- ★ 4 Educational Breakout Sessions
- ★ HCLA Hall of Honors and Excellence in Home Care Awards Luncheon
- ★ 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 \$250.00 cash.

# HCLA CONFERENCE SCHEDULE

## FRIDAY, NOVEMBER 9, 2018

7:30 AM to 4:30 PM	<b>Registration</b>	<i>Constitution Hall Foyer</i>
8:00 AM to 9:00 AM	<b>Breakfast with Exhibitors</b>	<i>Caucus</i>
9:00 AM to 10:00 AM	<b>General Session</b> Surveyors: What Are They Looking For? Marian Tate	<i>Assembly</i>
10:00 AM to 10:30 AM	<b>Break</b>	
10:30 AM to 12:00 PM	<b>Breakout</b> Preparing for PDGM: How to Achieve Success Under the New Home Health Rule - Part One Arnie Cisneros & Kim McCormick	<i>Assembly</i>
10:30 AM to 12:00 PM	<b>Breakout</b> Inspect What You Expect: Metric Management in Home Health Care BJ Dimas	<i>Congress</i>
10:30 AM to 12:00 PM	<b>Breakout</b> The Latest Home Health Research: Translating Research into Practice Warren Hebert & Cordt Kassner	<i>Senate</i>
12:00 PM to 1:30 PM	<b>Lunch (Included in Registration)</b>	<i>Atrium</i>
1:30 PM to 2:30 PM	<b>Breakout</b> Preparing for PDGM: How to Achieve Success Under the New Home Health Rule - Part Two Arnie Cisneros & Kim McCormick	<i>Assembly</i>
1:30 PM to 2:30 PM	<b>Breakout</b> Palliative Nursing Care Nancy Dunn & Jamey Boudreaux	<i>Congress</i>
1:30 PM to 2:30 PM	<b>Breakout</b> Update on Recent Anti-Kickback Act Prosecutions: How to Learn From Someone Else's Mistake Christopher Johnston & Steven Cooper	<i>Senate</i>
2:30 PM to 2:45 PM	<b>Break</b>	
2:45 PM to 4:15 PM	<b>Closing Session</b> Home Health Final Rule 2019 Richard MacMillan	<i>Assembly</i>

## CONFERENCE LOCATION



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 Wednesday, November 7th through Thursday, November 8th. The conference room rate is \$129 per night for single or double occupancy, (plus tax). To take advantage of this discounted rate, please call 225-924-6566 and **use the following HCLA group discount code: H11**. 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, 2018**. After the October 24th cutoff date, reservations will be accepted on a space-available basis and may be subject to higher rates.

# HCLA SESSION DESCRIPTIONS

## **Keynote Session - Managing and Leading in Times of Disruption**

Disruptive, rapid change, rattles even the most seasoned leaders and managers. However, a time of disruption provides an opportunity for a quantum leap and a chance to leap-frog the competition. The most successful managers and leaders follow processes that earn the confidence, respect, and trust of their teams. Dr. Ecoee Rooney has managed and led teams through the midst of disruption since Hurricane Katrina in 2005. She will explore tried and true methods of successful, innovative leaders.



**Ecoee Rooney, DNP, RN-BC, SANE-A**, serves as the Continuing Education Manager of the International Association of Forensic Nurses. For a decade Dr. Rooney worked with Ochsner Health System, the LSU Interim Hospital, and as a consultant to leadership teams. Her expertise includes managing and leading through times of rapid, disruptive change. Dr. Rooney continues her drive for creativity and innovation, and is working, leading educational initiatives, and administering the American Nurses Credentialing Center Provider and Approver Units. Dr. Rooney has worked in Nursing Professional Development since 2002, in nursing leadership since 2004. She has been a member of the International Association of Forensic Nurses since 2000 and has served in numerous roles supporting the organization such as Awards Committee member, Disaster Planning Task Force, Awards Committee Chair, webinar presenter, and consultant.

## **Breakout Session - PT vs. Restorative Nursing: How will providers Respond to PDGM**

CMS has announced that the PDGM (Patient Driven Grouper Model) will begin in 2020, and the programming changes will alter how Home Health Providers develop and deliver care. In addition to many significant modifications to the current Home Health PPS Model, PDGM disconnects rehab visit totals from payment. Many Providers are discussing using Restorative Nursing to replace costly rehab staff in the PDGM era. Explore the positives and negatives of employing Restorative Nursing personnel in the PDGM era in this progressive and interactive presentation.



**Arnie Cisneros, P.T.**, as President of Home Health Strategic Management, Arnie has provided clinical services, program development, and management consultation in the areas of Post – Acute care, sports medicine, and Episodic Programming for more than 30 years.

He is renowned for his adaptation of traditional care philosophies to address current and future healthcare reform initiatives. Having delivered care across an evolving care continuum during the PPS era, he is able to position HHSM as the leading Post – Acute consulting firm in terms of rewiring care for quality clinical outcomes. As a result, HHSM has been selected as Post – Acute consultants for multiple Pioneer ACOs, including the awarding and development of a CMS Innovation Center Bundling Pilot Demonstration Project in conjunction with the Detroit Medical Center. The subsequent Bundling program served as the basis of the first mandatory CMS Alternative Payment Model (APM), Comprehensive Care for Joint Replacements (CJR). HHSM subsequently became Post-Acute clinical consultants for the DMC MI Pioneer ACO, managing all DMC discharges for Sub – Acute and Home Health services.

HHSM is a leader in the establishment of a Utilization Review (UR) Model for Home Health care development and delivery. The HHSM UR Model, SURCH – Service Utilization Review for Care in the Home, was named the 2016 VNAA Innovative Home Health Care Model for its ability to successfully address and program care in terms of the quality requirements. The SURCH model routinely increases Care-Mix and HHRG levels >25%, decreases nursing staffing costs while improving productivity, manages care on an in-episode basis, and delivers 4.5 – 5 Star Ratings; all in an audit – proof manner.

## **Breakout Session - Improving Home Health Quality Star & Value Based Performance Using Real Time Data Analytics to Drive Performance Improvement**

During this session the presenters will walk participants through the necessary steps to improve scores in home health quality & value Based Purchasing measures. This session will feature an overview of OASIS item intent and guidance for quality outcome measures. Followed by best practice recommendations to evaluate branch outcome measure performance. The presenters will then conclude the session by discussing performance improvement and organization engagement strategies.



**Judy Hobbs, RN COS-C**, is a Registered Nurse with 30 plus years of home health experience. During this time she has served in both operational and clinical roles supporting Quality Outcomes and Performance Improvement at various levels within Kindred Home Health. Judy has her certification in OASIS Accuracy, COS-C. Her responsibilities include development, training and resource expert for both clinical and quality outcomes.



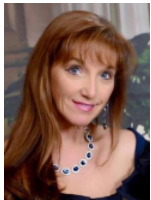
**Scott Vanderveen, RN, BSN, COS-C**, has over 20 years of experience developing and teaching clinical training materials for clinicians in the home health and acute care environment. Scott is a past speaker at the National Gerontological Nurses Association and American Association of Heart Failure Nurses. He developed training content related to management of heart failure, 12 Lead EKG interpretation, cardiac & pulmonary assessment, motivational interviewing, OASIS accuracy, quality outcome improvement in home health, managing patients on telehealth, and chronic disease management.



# HCLA SESSION DESCRIPTIONS

## **Breakout Session - A look Back as We Move Forward—Home Infusion**

This presentation will be a look back at homecare with a description of how it has changed and how it has evolved to its present state. Presentation will address Home Health issues as well as the drivers for home infusion and where both industries seem to be going with references from CMS as well as the National Home Infusion Association. There will also be a lighter side of homecare portion to remind us that we all need to enjoy our work flow and processes at some points. A focus, at pertinent times, leads to a more balanced health care provider which also improves interface with patients and their wellness goals. Sourced information will be included.



**Stephanie M. Fakier, MHA**, is the Vice President of Compliance and Business Development for 1st Option Healthcare Services. Ms. Fakier has over 20 years of experience in the Home Health & Home Infusion Industry with many years of direct sales and large marketing capabilities as part of her tenure at 1st Option Healthcare Services. She currently provides 1st Option with HIPPA and other compliance directives for adherence to legislation to drive compliance measures. She also works in the identification of best practices in high risk departments as well as performing QAPI for the home health agency. Ms. Fakier serves as the most senior sales team member for 1st Option to assist in the training as well as the coaching and mentoring of new and existing sales representatives. In addition to these duties, Ms. Fakier serves as the administrator of the corporate website, and designs all marketing pieces for 1st Option Healthcare Services. Prior to joining 1st Option HCS, Ms. Fakier was a seasoned Paramedic. After 10 years of field work, she began her marketing career. Ms. Fakier earned her bachelor's Degree from UL Lafayette, and her Master's in Healthcare Administration from the University of Saint Francis in Fort Wayne, Indiana.

## **Breakout Session - Demystifying OASIS-D**

The IMPACT Act set the stage for sweeping changes across all post-acute care settings. While some PAC facilities saw changes as soon as 2016, home health experienced a few changes in 2017 with the remainder set to start January 1, 2019. OASIS-D will be the culmination of Medicare's goal to apply standardized patient assessment measures across the four PAC settings. From this PAC data, Medicare hopes to make care safer and more affordable along with improving communications, coordination and transitions of care. By taking the mystery out of OASIS-D, your agency can continue to focus on providing top quality patient care while having the documentation knowledge necessary to back it up.



**Apryl Swafford, RN, BSN, COS-C, HCS-D** began her nursing career in 1993, obtaining her BSN from Jacksonville State University in Jacksonville, AL. Her first years were spent working in intensive care before moving into the complex, complicated and always interesting world of home health. She worked in multiple positions during her tenure as a home health nurse including field case management, clinical manager and team leader of a cardiopulmonary specialty program. During those years, she was responsible not only for providing direct patient care but also for chart audits, OASIS review and coding while managing a team of nurses, therapist and home health aides. Providing education to staff on OASIS, clinical documentation and compliance with Medicare regulations was one of the things she particularly enjoyed. She is certified in both ICD10 coding and OASIS with plans to obtain her Hospice coding certification. She currently works as a team leader for Home Health Solutions, a contracting firm, located in Alabama. She puts her certifications to good use reviewing charts along with leading a team of auditors and interacting with agencies across the country. She has recently expanded her talent to include speaking engagements where she provides education on topics of interest in this fast paced, ever changing home health industry.

## **Breakout Session - Review Choice Demonstration: Get the Inside Scoop from Illinois!**

Are you overwhelmed by exactly how to best prepare your agency for CMS' Review Choice Demonstration? Learn tried-and-true tactics for success from Illinois, the only state with first-hand pre-claim review experience. During this session, you will hear from two top-performing home health agencies on the strategies, processes, staff education and documentation you need to succeed.

Attendees of this session will be able to differentiate between PCR and RCD, you will be able to describe Face-to-Face requirements, you will be able to describe Medicare requirements to achieve RCD affirmation, you will be able to apply practical solutions for data gathering and submission and you will be able to identify best practices for getting your staff on the same page.



**Cheryl Adams, RN, BSN, MBA** with 39 years of clinical nursing and healthcare executive experience. Cheryl has been the administrator of At-Home Health Care of Sparta Community Hospital since its inception in 1996. Cheryl is responsible for developing, implementing and sustaining the business plan for the hospital based home health agency known as At-Home Health Care. The agency under her direction has a history of multiple deficiency free surveys, a reduction in acute care hospitalization rate, improved patient satisfaction and implementation of a telehealth program. Cheryl is credentialed as a Home Health ICD-10 Code, OASIS Specialist and a Home Health Case Manager. Cheryl is committed to having a voice for the home care industry and the people that are served. She feels it is important that leaders of home care ensure access to care but also quality of care to those we serve. Cheryl is recognized nationally for her education sessions on Pre-Claim Review, Improving patient satisfaction and Care Transitions. With the implementation of the pilot program of Pre-claim Review in IL, Cheryl has succeeded in achieving a 100% affirmation rate through the education and implementation of processes to ensure accurate, complete documentation.

# HCLA SESSION DESCRIPTIONS

## **Breakout Session - Overturning Turnover: Rehab for Recruitment & Retention**

Is employee retention a challenge? Are you aware that the overall cost of a single turnover could be upwards of 150% of that employee's annual salary depending on the type of position? Are you struggling with getting your team moving in the right direction?

In this engaging workshop environment, you'll be given a brief assessment to determine your unique True Colors Personality Temperament Spectrum. From there, we'll work collaboratively to gain a deeper understanding of self, others and an appreciation for the strength that comes from a diversified team. Learn how to effectively communicate with, engage & retain staff with all temperament styles and get your team's culture moving in the right direction.



**Monica Rougeau** is a Leadership Coach, Trainer, and Speaker who has set out to elevate those who, like her, aspire to world-changing levels of success. With the understanding that servanthood is at the core of such achievements, she founded *Elevare, Intl.*, a people development firm built for nurturing the personal and professional transformation of leaders beyond title and position.

Prior to founding Elevare, Intl, Monica obtained an AD in Business Management from LSU-E and a priceless education of real-world experiences gained during her 28 years in Healthcare Operations & Finance. She found her niche in bringing agencies & regions from poorly performing to top performers by focusing on building teams and leadership structures.

Monica is passionate about giving power to potential, especially that of the talented people found right here in Louisiana. This culture is certainly one that knows the value of its people, is formed around coming together, and has the right stuff to bring about the world-changing success so many of us crave.

## **General Session - PDGM: Preparing for Payment Transition**

The transition from the Medicare home health Prospective Payment System (PPS) to the Patient-Driven Groupings Model (PDGM) represents a transformation of the home health payment model. This session will offer participants deep insights into key data behind PDGM and provide financial estimates of how PDGM is expected to impact Louisiana home health providers. Strategies for preparing for the payment transition, both operationally and financially will be explored.



**Aaron Little** is a Certified Public Accountant (CPA) with over 20 years of experience with BKD, LLP. A leading national home care and hospice consultant, he is frequently sought for his expertise on revenue cycle operations, compliance, and reimbursement matters. He oversees the operations of BKD Health Care Billing & Revenue Cycle Services, a special team that manages the billing and revenue cycle operations for more than 100 home health, hospice and senior living organizations throughout the nation.

## **General Session - Surveyors – What Are They Looking For?**

The Interpretive Guidelines for the new Conditions of Participation are now published. How will these changes impact the state survey process? What will Louisiana's Health Standards team be focused on as these new CoPs & Interpretive Guidelines are implemented? How can your staff prepare for the significant differences in the survey teams' directives? Marian Tate has worked on and led survey efforts for licensing and certification of home health and hospice providers since 1998. This session is an important one for any and all provider staff. Marian will answer questions submitted by agencies throughout the state during the second half of the session.



**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.

## **Breakout Session - Preparing for PDGM: How to Achieve Success Under the New Home Health Rule – Part One**

Home Health Providers face significant changes outlined in the New Home Health Rule. Structural changes lie ahead as the industry switches from a "Volume to Value" platform, and CMS predicts there will be Provider loss comparable to when HH PPS was first introduced. National Value-Based Purchasing expansion, the introduction of PDGM as a programming platform, and Post-Acute PPS are all slated for the next three years. Providers seeking success in the new HH era will assess a Utilization Review-based Management model identical to how other CMS Providers assure quality care. This progressive presentation will demonstrate how Utilization Review creates increased clinical and financial outcomes for HH Providers, many who will see higher financial margins under PDGM than currently under the HHRG model.

# HCLA SESSION DESCRIPTIONS



**Arnie Cisneros, P.T.**, as President of Home Health Strategic Management, Arnie has provided clinical services, program development, and management consultation in the areas of Post – Acute care, sports medicine, and Episodic Programming for more than 30 years.

He is renowned for his adaptation of traditional care philosophies to address current and future healthcare reform initiatives. Having delivered care across an evolving care continuum during the PPS era, he is able to position HHSM as the leading Post – Acute consulting firm in terms of rewiring care for quality clinical outcomes. As a result, HHSM has been selected as Post – Acute consultants for multiple Pioneer ACOs, including the awarding and development of a CMS Innovation Center Bundling Pilot Demonstration Project in conjunction with the Detroit Medical Center. The subsequent Bundling program served as the basis of the first mandatory CMS Alternative Payment Model (APM), Comprehensive Care for Joint Replacements (CJR). HHSM subsequently became Post-Acute clinical consultants for the DMC MI Pioneer ACO, managing all DMC discharges for Sub – Acute and Home Health services.

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**Kimberly McCormick, RN/BSN**, a highly accomplished nurse consultant in the Home Health industry, Kim is an Executive Clinical Director for Home Health Strategic Management. 24 years experience in Home Health, 8 as Administrator of a Home Health Agency, has given her the experience and the knowledge to provide unrivaled insight into the home care arena. Kimberly served as an Associate Consultant with Home Health Strategic Management for 2 years, during which she has established herself as an expert in the area of Utilization Management of Home Health services. During her time as Administrator, she achieved deficiency-free surveys by The Joint Commission, deficiency-free Department of Health and CMS surveys, and a 0.42% error rate on an ADR audit. Kimberly authors the HHSM nursing newsletter and is presenting nationally on home care topics and care models proposed by CMS and MedPac for the future of the Home

Health industry.

## **Breakout Session - Inspect What You Expect: Metric Management in Home Health Care**

Managing operational metrics are vital to the success of any home health organization and every position should play a role. These metrics will assist you in analyzing your agency. When managed appropriately, the organization can be proactive in their response rather than reactive. The first step is to identify what metrics are important to measure and monitor. Then, through tracking and benchmarking, realistic goals can be set and positive results will emerge. The challenges are often found in setting the framework for impacting the changes that are needed. This session will help you identify what metrics are important to your agency and how to implement a solid plan to track, trend, and respond in achieving operational excellence.



**BJ Dimas** is a Registered Nurse with more than 12 years' experience in the nursing field with 10 of those years focused in the home health industry. BJ has operated in various home health roles during this time period, initially a field nurse providing direct patient care and progressed to the Director of Operations role overseeing the administrative and clinical operations of an agency. He has experience in mergers and acquisitions, traveling across the country opening and transitioning home health agencies. He assisted with the planning, training, and implementation of an electronic software system for a national home health organization. BJ has also successfully assisted multiple locations overseeing clinical orientation at the director level, OASIS training, Star Rating education and improvement, audit support, and state survey support when he served as a Regional Director of Clinical Compliance. Currently, he is operating as an Area Director of Operations for Kindred at Home. This broad experience coupled with his personal clinical skills as a practicing Registered Nurse, has given BJ a realistic, practical, relatable view of the operational side of home health.

## **Breakout Session - The Latest Home Health Research: Translating Research into Practice**

Monthly, the latest peer reviewed research is published in journals across the world. This research addresses clinical competencies, operational efficiencies, leadership development, business acumen and more. The best-informed professionals and learning organizations stay current, translating research into practice (TRIP). Yet it is estimated that it takes 17 years to translate research into practice. Care at home is evolving at lightning speed, so staying current is critical. But where does one find these articles? How does an organization translate research into practice? How does the provider community shorten the time from research to practice? Dr. Warren Hebert & Dr. Cordt Kassner will share synopses of the latest research published related to: Translating research into practice; patient care; technology; data analytics; health policy; outcomes; and more. This session is suitable for all levels of experience and for anyone on the care team.



**Cordt T. Kassner, PhD**, Chief Executive Officer, Dr. Kassner is a hospice and end-of-life healthcare industry analyst. He incorporated Hospice Analytics in 2008 to merge Medicare datasets in unique ways, and with other national databases, to better understand and explain how healthcare is delivered to those near the end of life. He earned degrees in Social Work (BS, Illinois State University), Counseling (MA, Denver Conservative Baptist Seminary), and Health & Behavioral Sciences (PhD, University of Colorado-Denver). His prior work experience includes serving as CEO of the Colorado Center for Hospice & Palliative Care, and clinical and research responsibilities at the University of Colorado at Denver and Health Sciences Center. In 2015, Cordt co-founded Home Health Analytics, along with Warren Hebert, DNP RN CAE, and Duane Blackwell, MBA.



# HCLA SESSION DESCRIPTIONS

Cordt serves and has served on numerous local, state, and national boards and committees and has facilitated over 150 workshops and presentations. He served on three recent Medicare Technical Expert Panels for Hospice Quality, and is the Vice-Chair / Incoming Chair for the Community Health Accreditation Partner (CHAP) Board of Directors. Cordt has served on the faculty of the University of Colorado-Denver Health Sciences Center since 1992, and in 2012 was also invited to serve on the faculty at Duke University.



**Warren Hebert, DNP, RN, CAE**, has worked in home health since 1985, and has been CEO of the HomeCare Association of Louisiana since 1998. Dr. Hebert is also an Assistant Professor of at Loyola New Orleans. Dr. Hebert's research interests include care and services in the home, family caregiving, and transcultural nursing. Warren led a group of home health and hospice professionals to India in 2014, to visit Tibetan Buddhist communities. Dr. Hebert was a reviewer for the Institute of Medicine's 2015 document on the Future of Home Health Care and on the 2015 CMS Technical Expert Panel for the *Development of Potentially Preventable Readmission (PPR) Measures for Post-Acute Care*. Warren co-founded the OASIS Certificate and Competency Board, the COS-C exam company, which has tested over 23,000 home care employees across the country. Dr. Hebert was one of 20 nurses selected in 2006 for the Robert Wood Johnson Foundation's three year Executive Nurse Fellow's Program. Warren hosts a weekly radio program, *Family Caregiving*, broadcast on the web and via airwaves in nine states, with an estimated 30,000 listeners each day. Dr. Hebert will be inducted into the American Academy of Nursing in early November of 2018.

## **Breakout Session - Preparing for PDGM: How to Achieve Success Under the New Home Health Rule – Part Two**

This is a continuation from the Part One Breakout session.

Home Health Providers face significant changes outlined in the New Home Health Rule. Structural changes lie ahead as the industry switches from a "Volume to Value platform, and CMS predicts there will be Provider loss comparable to when HH PPS was first introduced. National Value-Based Purchasing expansion, the introduction of PDGM as a programming platform, and Post-Acute PPS are all slated for the next three years. Providers seeking success in the new HH era will assess a Utilization Review-based Management model identical to how other CMS Providers assure quality care. This progressive presentation will demonstrate how Utilization Review creates increased clinical and financial outcomes for HH Providers, many who will see higher financial margins under PDGM than currently under the HHRG model.

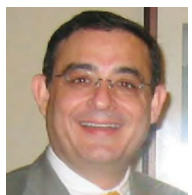
Presented by Arnie Cisneros and Kimberly McCormick

## **Breakout Session - Palliative Care Nursing**

This presentation will discuss the need to improve palliative care and the role of the nurse as a member of an interdisciplinary team. We will look at an overview of dying in America, defining palliative care and provide resources for making the case to provide excellent palliative care. Data results from a recent Palliative Care Summit held in New Orleans will be reviewed.



**Nancy Dunn, RN, MS, CT** is the Education Director for the Louisiana-Mississippi Hospice & Palliative Care Organization (LMHPCO). She is responsible for the overall planning and execution of education events. Nancy received her nursing degree from Mobile College (now University of Mobile) and her Master of Science in Health Services Administration from the College of St. Francis. Nancy is Certified in Thanatology: Death, Dying and Bereavement through the Association for Death Education and Counseling (ADEC). She received her Death and Grief Studies Certification from the Center for Loss and Life Transition in Fort Collins, CO. She is a former home care administrator and hospice administrator. Nancy has presented at numerous conferences and seminars.



**Jamey Boudreaux, MSW, M.Div.** is the Executive Director for the Louisiana-Mississippi Hospice & Palliative Care Organization (LMHPCO). He served as the Executive Director for Louisiana Hospice Organization from 1998-2001 and as Executive Director for LMHPCO when the two state organizations merged January 1, 2001 until present. He serves as Adjunct Professor at Tulane University School of Social Work. Mr. Boudreaux received his BA in Political Science from the University of New Orleans, his Master of Divinity from Notre Dame Seminary in New Orleans and his Master is Social Work from Tulane University in New Orleans. Mr. Boudreaux serves on numerous local, state and national committees and has presented at numerous conferences.

## **Breakout Session - Update on Recent Anti-Kickback Act Prosecutions: How to Learn from Someone Else's Mistakes**

This presentation will focus on recent prosecutions of healthcare providers under the Anti-Kickback Act and Stark including prosecutions of local Louisiana providers. We will explore marketing activities, medical director arrangements and other compensation structures or incentives that could trigger a fraud and abuse investigation. Although the enforcement of the Anti-Kickback is nothing new, it is surprising how many providers still fall short of fully complying with the law and invite prosecution. Paying lip service to the safe harbors is simply insufficient and we will discuss strategies to bolster compliance. Special Agent Steven Cooper will also discuss what the OIG looks for in its investigations and events or activities that could trigger an OIG investigation.

*Continued on Next Page*

# HCLA SESSION DESCRIPTIONS



**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.

## Closing Session - Home Health Final Rule 2019

Do you have concerns about the Patient Driven Groupings Model (PDGM) set for 2020, included in the Proposed Rule for Home Health Prospective Payment System for 2019? Do you have a handle on the details related to remote patient monitoring and home infusion therapy temporary transitional payments? Do you understand the significant changes in LUPAs and rural add-on amounts? The Final Rule for the Home Health Prospective Payment System for 2019 brings major changes for every provider. Richard MacMillan, JD, RN, again presents 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.

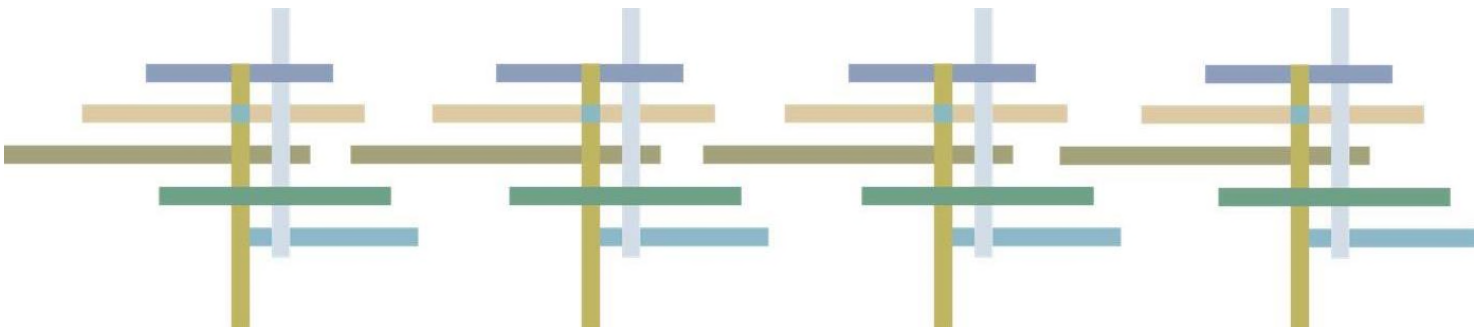
The 2018 HomeCare Association of Louisiana Annual Conference, **Traditions, Transitions, & Transformation** will bring together home care & hospice owners, CEOs, CFOs, executives, clinical and administrative staff from agencies all over Louisiana as well as vendors from various aspects of the home care industry.

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

- ★ Keynote Opening Session, 2 General Sessions, and Closing Session
  - ★ 4 Educational Breakout Sessions
  - ★ HCLA Hall of Honors and Excellence in Home Care Awards Luncheon
  - ★ 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 \$250.00 cash.

**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 REGISTRATION FORM

## Registration Fees for HCLA Members

*Only members who are current on their 2018 membership dues are eligible to receive the member discount*

## Registration Fees for Non-Members

**Regular Fee**  
**Before November 1st**

**\$375**

**\$475**

**Late Fee**  
**After November 1st**

**\$425**

**\$525**

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Member of:** ☐ HomeCare Association of Louisiana ☐ Non-Member

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

**Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_

- ☐ Two-Day Conference Registration before November 1 - \$375 for members, \$475 non-member  
☐ Two-Day Conference Registration after November 1 - \$425 for members, \$525 non-member

Registration Fee \$ \_\_\_\_\_

**Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_

- ☐ Two-Day Conference Registration before November 1 - \$375 for members, \$475 non-member  
☐ Two-Day Conference Registration after November 1 - \$425 for members, \$525 non-member

Registration Fee \$ \_\_\_\_\_

**Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_

- ☐ Two-Day Conference Registration before November 1 - \$375 for members, \$475 non-member  
☐ Two-Day Conference Registration after November 1 - \$425 for members, \$525 non-member

Registration Fee \$ \_\_\_\_\_

**Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_

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☐ Two-Day Conference Registration after November 1 - \$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](http://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 2018 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:**

FAX: 337-231-0089

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