

12th Annual Gulf Coast Home Care Conference & Exhibition

INGENUITY & INNOVATION: HOME CARE AT ITS BEST

July 31 - August 2, 2012
Grand Hotel Marriott Resort
Point Clear, Alabama

Gold Conference Sponsor:





Ingenuity and Innovation: Home Care at its Best

The year is 2025. A select group of home care providers are capitalizing on the explosion of seniors and the fact that they have proven to be the lowest cost post-acute provider of care. Opportunity abounds in care at home for the provider of the future. What attributes will the organizations of the future have? First, the provider of the future will be very lean yet effective at reducing overall cost per beneficiary. The explosion of seniors and escalating cost will demand those abilities. These few providers that lead home care's best generation ever will be nimble, clinically innovative, and show deft ingenuity in building diverse partnerships across the health (not just healthcare) continuum. These home care companies will be major employers. Home health care was responsible for a full 10% of the nation's job growth in May of 2012. As we envision the future we invite you to be among the forward thinkers from across the Southeast that will scan the horizon, absorb information, and interact with progressive colleagues at the 2012 Gulf Coast Home Care Conference.

Here is some of what is on our agenda:

- *The PPS Rule for 2013 will be dissected and strategies explored.*
- *ACOs and post-acute care tactics will be shared.*
- *Research will be unveiled. Homecare is half the cost of other post-acute settings.*
- *An insider will share the fraud and abuse of the '90's at Health South.*
- *One speaker's book on ingenuity in patient teaching has been published by McGraw Hill in 22 languages. This could impact re-hospitalization rates.*
- *Learn what OBQM/OBQI Patient Characteristic Reports say about your agency and staff.*
- *A promising nutritional intervention/re-hospitalization study will be shared.*
- *Change leadership guru David Rendall will keynote on history's great leaders.*
- *A CMS Innovation Advisor/Homecare Administrator will share news from the CMS Innovation Center and the implications for home health.*
- *ICD-10 is still on the horizon; Jennifer Warfield updates on this, OASIS, and ICD-9.*
- *Leaders will learn about communicating with 'Full Voice' from Barbara McAfee, a teacher, singer, musician who will be with us throughout the conference.*

Many of the select group of providers who will be leaders in 2025 are already innovating and applying that ingenuity to their daily operations, their partnerships, and their use of technology. This conference will provide insight into care initiatives that are shaping the future of home care and will better position your business to be the best of the best in 2025.

The venue for the conference is once again beautiful Point Clear, Alabama. The Grand is a family friendly place but also provides the opportunity for a romantic stroll along Mobile Bay. The golf course at Point Clear, or perhaps the world class spa, provides for important rest and relaxation while taking in important information.

We invite you to join the home care associations of Alabama, Louisiana, and Mississippi as we plot out a course for progressive, forward-thinking agencies that will provide ingenuity and innovation for the future of care at home.



AGENDA

at a GLANCE

Tuesday, July 31

8:00 am - 12:00 pm	Pre-Conference - Charles Canaan & Sharon Briggman 2012 Palmetto GBA Home Health Workshop	
1:00 pm - 1:15 pm	Opening/Welcome	
1:15 pm - 2:15 pm (Keynote)	Session A - David Rendall Dead Leaders: Lessons from the Lives and Violent Deaths of the World's Most Influential People	
2:15 pm - 2:30 pm	Break	
2:30 pm - 4:00 pm (Breakout)	Session B - David Rendall CREATE! Initiating Change and Inventing the Future	Session C - Jennifer Warfield OASIS, ICD Coding and Plan of Treatment
4:00 pm - 5:30 pm	Opening Reception with Exhibitors in Grand Ballrooms North & South	

Wednesday, August 1

7:30 am - 8:30 am	Breakfast with Exhibitors in Grand Ballrooms North & South	
8:30 am - 10:00 am (General)	Session D - Nancy Roberts CMS and The Three-Part AIM: What It Means for Home Health Care Providers	
10:00 am - 10:15 am	Break	
10:15 am - 11:30 am (Breakout)	Session E - Nancy Roberts An Innovative and Collaborative Practice Model: Home Health and Primary Care	Session F - Pam Albers Safety for Visiting Homecare Staff - National Survey Results and the Way Forward
11:30 am - 1:00 pm	Lunch with Exhibitors in Grand Ballrooms North & South	
1:00 pm - 2:30 pm (Breakout)	Session G - Melissa Stewart Ingenuity in Patient Education - Preventing Re-hospitalization through Patient Literacy	Session H - Nick Seabrook 2013 PPS Proposed Rule for Home Health: Details of Proposed Changes, Strategies to Adapt
2:30 pm - 2:45 pm	Break	
2:45 pm - 4:00 pm (Breakout)	Session I - Patricia Hanks & Mary Ellen Conway CMS Patient Characteristics Reports Nutritional Innovation to Reduce Hospitalization	Session J - Barbara McAfee Full Voice: The Art and Practice of Vocal Presence

Thursday, August 2

7:30 am - 8:30 am	Breakfast	
8:30 am - 9:30 am (General)	Session K - Aaron Beam Healthcare Fraud and HealthSouth - The Wagon to Disaster	
9:30 am - 9:45 am	Break	
9:45 am - 11:00 am (General)	Session L - Duane Blackwell ACOs, Acute Care Bundling, Medical Homes - Where is Home Care's Puck Going to Be?	
11:00 am - 11:15 am	Break	
11:15 am - 12:30 pm (Closing)	Session M - Al Dobson Post Acute Bundling: Clinically Appropriate and Cost Effective Placement - Research on Home Healthcare	

Pre-Conference



2012 Palmetto GBA Home Health Workshop Series
Presented by Charles Canaan & Sharon Briggman

Tuesday, July 31
8:00 am - 12:00 pm

Fee: \$95 for Members & \$145 for Non-Members

Palmetto GBA is pleased to announce the 2012 Palmetto GBA Home Health workshop series. This series is designed for home health providers, billers, administrative staff and clinicians to equip them with the tools they need to be successful with Medicare billing and documentation.

This workshop series is recommended for home health providers, administrators, billers, nurses and other healthcare professionals that submit claims to Medicare. This workshop will provide insight for new, intermediate or advanced staff; however, we suggest that providers who are new to Medicare attend online learning courses for beginners.

Keynote

Session A - Dead Leaders: Lessons from the Lives and Violent Deaths of the World's Most Influential People
Presented by David Rendall

Tuesday, July 31
1:15 pm - 2:15 pm

When audiences identify the greatest leaders in the history of the world, a few names always make the list. After hearing these responses repeated over the years, something became clear. The leaders, who were consistently rated as great, shared one thing in common. They had all been killed. They didn't die natural deaths. They were either executed or assassinated. This seminar explores the lessons that can be learned from their example and examines four leadership principles that have the power to transform your leadership and your legacy.

David Rendall, PhD is a speaker, leadership professor, stand-up comedian and endurance athlete. During the last ten years he has spoken to audiences throughout the United States, Africa, Canada, India, Australia and the United Kingdom. His clients include AT&T, GlaxoSmithKline, Tyco International, Jobs Australia, Potash Corp, Duke University and Value Options. Prior to becoming a professor and speaker, he managed nonprofit enterprises that provided employment for people with disabilities. He has more than fifteen years of experience leading people and organizations. David has a doctor of management degree as well as a graduate degree in psychology. His first book was *The Four Factors of Effective Leadership*. His newest book is *The Freak Factor: Discovering Uniqueness by Flaunting Weakness*.

Concurrent Sessions

Session B - CREATE! Initiating Change and Inventing the Future
Presented by David Rendall

Tuesday, July 31
2:30 pm - 4:00 pm

Individuals and businesses are constantly confronted with rapidly accelerating change. Effective leaders of the future will need to not only adapt to change but also create individual and organizational transformation. Unfortunately, most people and organizations resist change and are not aware of future trends. This session will explore methods for managing resistance to change as well as ways to become a creative person and an innovative leader.

Session C - OASIS, ICD Coding, and Plan of Treatment
Presented by Jennifer Warfield

Tuesday, July 31
2:30 pm - 4:00 pm

The International Classification of Diseases (ICD) was developed primarily as a means of tracking causes of death. Currently the World Health Organization (WHO) uses the ICD system to collectively monitor causes of morbidity and mortality also. In the US, we are behind other industrialized countries since we utilize the ICD-9 system while other countries use the ICD-10 system. On Oct 1, 2013, the US health care industry will convert its coding system to ICD-10-CM. This transition will require major changes in home health. Coding, OASIS and POC are important, but with other worries like audits and reimbursement, it's easy for clinicians to lose sight of how to make all the pieces fit while still providing excellent care. Find out what information home health staff needs to bring it all together.

(continued) specialist and registered nurse with more than 30 years of experience, Jennifer is an informational ally for hundreds of home health agencies across the country. Well known as an ICD-9 coding and OASIS expert, she frequently conducts educational sessions and is a regular guest speaker at home care conferences throughout the country. Her expert knowledge plays an integral role in the development of Home Health Edition.

General Session

Session D - CMS and The Three-Part AIM: What It Means for Home Health Care Providers **Presented by Nancy Roberts**

Wednesday, Aug 1
8:30 am - 10:00 am

Nancy Roberts, MSN, RN, President and CEO of VNA of Care New England is a member of the inaugural group of the CMS Innovation Center's Innovation Advisors. Selected as one of 75 healthcare innovators from throughout the country, Ms. Roberts is refining and field-testing a model of care to improve the patient experience and quality of care coordination for Medicare beneficiaries with chronic conditions, through partnerships between home health and primary care. Roberts will define and discuss CMS' Three-Part AIM, and share the opportunities it presents for home health care now. This important session will provide attendees with a birds-eye view of the CMS Innovation Center's vision for the future of healthcare and where home healthcare fits.

Nancy Roberts, MSN, RN, a member of the inaugural group of CMS Innovation Advisors, is the President and Chief Executive Officer of VNA of Care New England and HealthTouch, a private-pay homecare organization, both located in Rhode Island. The agencies serve over 7,000 adult patients annually and are Joint Commission accredited. In 1999, Ms. Roberts negotiated the affiliation between the 90 year-old independent VNA and the multi-hospital \$875 million Care New England Health System. A sought after public speaker, she has presented at various conferences and meetings and provided expert testimony on various issues impacting homecare locally, regionally, and nationally.

Concurrent Sessions

Session E - An Innovative and Collaborative Practice Model: Home Health and Primary Care **Presented by Nancy Roberts**

Wednesday, Aug 1
10:15 am - 11:30 am

VNA of Care New England, a full service home health and hospice agency developed an innovative, patient-centered, and collaborative practice model working with a large primary care practice. In this session, Nancy Roberts, President and CEO, will discuss the home health programs that are attractive to primary care and how to demonstrate value. Included will be a presentation of a complex patient case and how the two partners worked together to achieve results through this established model of care coordination. The pro-active and preemptive steps utilized to best serve the needs of the patient, while achieving the goals of reduced ER visits and hospitalizations, will be discussed in detail.

Session F - Safety for Visiting Homecare Staff: National Survey Results and the Way Forward **Presented by Pam Albers**

Wednesday, Aug 1
10:15 am - 11:30 am

When a New Orleans area homecare/hospice nurse was kidnapped and sexually assaulted earlier this year the home care/hospice community was shocked into action. The event brought together leaders from our combined associations for a summit to explore issues around staff safety and wellbeing. One suggestion was a survey of homecare/hospice workers, not just in New Orleans but from across the nation, to better understand the magnitude and breadth of this issue. Pam Albers, MSW, will present the results of the survey; explore proactive solutions for organizations and individuals to enhance the safety of visiting homecare and hospice staff members. This work is important to us all. This session will be dedicated to our homecare/hospice colleague that endured this traumatic event.

Pam Albers, LCSW, BACS has worked for many years with survivors of domestic violence and sexual abuse. She has been a community educator, presenting over 200 workshops in the past 5 years on topics such as art assisted trauma therapy, ethics, stress management, and a wide range of topics concerning domestic violence. Ms. Albers has a Masters in Social Work from Tulane University and is on call for hospital emergency rooms as a 'first responder' for sexual and/or domestic assault victims.

Concurrent Sessions

Session G - Ingenuity in Patient Education - Preventing Re-hospitalization through Patient Literacy Presented by **Melissa Stewart**

Wednesday, Aug 1
1:00 pm - 2:30 pm

Imagine the impact on re-hospitalizations if patients recalled most of what nurses and doctors teach. Research in patient education has just taken a quantum leap. McGraw Hill is so excited about this new approach to patient education it has published the book in 22 languages. This innovative method of teaching patients has been incorporated into the CMS 9th Scope of Work, and was part of a model that received a national CMS award. Dr. Melissa Stewart's book and presentation on *Practical Patient Literacy* includes her UPPs (Understanding Patient Perception) tool which was included in a CMS' Care Transitions Pilot. Attendees will learn how this model reduced re-hospitalization rates with its reliable, robust methodology. Dr. Stewart will also share how we can better understand the patient's emotional state and grieving process while receiving healthcare.

Melissa Stewart, DNP, RN, is the author of *Practical Patient Literacy: The Medagogy Model*. McGraw Hill thinks so highly of Dr. Stewart's work that the book has been published in 22 languages. Melissa has worked in home health, academia, medical surgical settings, and was a hospital administrator. She completed her Doctorate of Nursing Practice at Case Western Reserve University in Cleveland Ohio and is a Certified Patient Educator. She is the founder of The Organization of Patient Educators and presently serves as Executive Director. She teaches health care professionals how to improve their educational efforts through the utilization of a patient centered approach which is detailed in her conceptual framework – Medagogy. Dr. Stewart's patient literacy work and Understanding Personal Perspective (UPP) tool is presently used in the CMS pilot "Care transitions" through EQ Health Solutions. Dr. Stewart's work led to the American Nurses Association (ANA) making health literacy a major initiative for ANA in the coming years.

Session H - 2013 PPS Proposed Rule for Home Health: Details of Proposed Changes, Strategies to Adapt Presented by **Nick Seabrook**

Wednesday, Aug 1
1:00 pm - 2:30 pm

This session will highlight the proposed changes and industry impact from Medicare's recently published Home Health PPS Proposed Rule for 2013. In addition to reviewing the proposed changes, BlackTree will discuss different strategies in technology, reporting, process improvement, education, patient care management and cost cutting that agencies have been implementing to adapt to regulation changes and payment cuts.

Nick Seabrook has over 11 years of healthcare consulting experience. Working almost exclusively in the homecare industry, Mr. Seabrook's operations expertise has helped agencies improve profitability and reimbursement. Specifically, he has provided extensive revenue cycle consulting throughout his career, focused on improving daily operations of many providers. He has worked with agencies of all sizes throughout the country. In addition to traditional revenue cycle consulting, Mr. Seabrook has served as an interim director of patient accounts, interim finance manager and interim Chief Financial Officer. He has helped develop strategic initiatives for many agencies in the wake of regulatory changes throughout the healthcare industry. Mr. Seabrook has spoken for many state associations and at numerous national conferences, including VNAA and NAHC. Mr. Seabrook graduated from Villanova University with a Bachelor of Science in Accounting.

Session I - CMS Patient Characteristics Reports & Nutritional Innovation to Reduce Hospitalization Presented by **Patricia Hanks & Mary Ellen Conway**

Wednesday, Aug 1
2:45 pm - 4:00 pm

CMS Patient Characteristics Reports - How to Get the Most out of the OASIS OBQM/Outcome-Based Quality Monitoring Report: Agency Patient Related-Characteristic Reports. What does it say about your agency and your clinicians? **Bring your latest report and leave the session with an analysis of your agency's data. You will see the BIG picture!** The session will revisit this OBQM report and remind you how to analyze the statistically significant data. The Agency Patient-Related Characteristics Report (formerly the Case Mix Report) is a "snap shot" of the agency patient characteristics at the start of care or resumption of care, and at discharge. It also addresses your patient's length of stay and their need for emergency or hospital care. These patient characteristics can impact many decisions about patient care delivery, staffing, resource allocation, strategic planning, program development and the accuracy of your agency's OASIS data collectors. I'll show you how to review your reports and develop a plan in 30 minutes. You can take this working document back to your agency in implement changes immediately!

Patricia Hanks, RN, MS, COS-C, Director of Accreditation and Regulatory for Senior Home Care. Trisha has 23 years of home care experience. Starting out, she was a home health nurse and later held several positions in management and operations, both in hospital-based (*next page*)

Concurrent Sessions

(continued) and free-standing agencies. She currently leads all quality management and performance improvement initiatives and clinical and regulatory compliance throughout Senior Home Care's Louisiana and Florida agencies. She is responsible for the implementation of all identified educational needs, including performance improvement activities, industry trends and clinical directives from CMS to the accreditation process for the company. She has a Bachelor of Science in Nursing and a Masters in Health Care Administration.

Wednesday, Aug 1
2:45 pm - 4:00 pm

Nutritional Innovation to Reduce Hospitalization - Nutritional wellbeing is especially important for seniors who have health conditions that require homecare. Early findings from one large home health provider indicate 45% fewer hospitalizations among patients who received dietary counseling and oral nutrition supplementation. Nearly 1 out of 2 clients admitted into Home Health suffer from malnutrition and muscle loss, both impacting serious health and economic consequences. Mary Ellen Conway will share the screening process that showed 26.4 % of patients were at risk for nutritional deficit. She will share the interventions and plan of action that led to this successful pilot program. This session may impact your agency's approach to nutritional assessment and your plan of care. Review a collaborative approach to improve client outcomes based on early nutrition intervention, where a Home Health agency experienced a lower all-cause hospitalization rate of 8.7%. Learn how to institute a plan of action to improve early identification and intervention strategies for clients at nutritional risk.

Mary Ellen Conway is a nurse health care consultant with over 25 years in management across the health care continuum. As the President of Capital Healthcare Group, LLC, she is known for her special expertise in operations and regulatory compliance issues in the acute care setting as well as in the post-acute arena, from physician practice, home health, hospice, medical equipment, to supplemental staffing and accreditation. Ms. Conway is qualified as a legal expert in home health and has served on the faculty of both Georgetown University and Catholic University's Schools of Nursing. She is a nationally recognized health care speaker and author. She writes a monthly column for Homecare Magazine and is a member of several advisory boards.

Session J - Full Voice: The Art and Practice of Vocal Presence **Presented by Barbara McAfee**

Wednesday, Aug 1
2:45 pm - 4:00 pm

No matter what you do for a living, you spend a good part of every day in conversation at work, at home, and in your community. How can you speak so people will listen? Are you using all of the resources in your voice in service to your intentions, visions, and purpose? We will explore how sound can be put to work in enhancing your everyday communication. In this dynamic session, participants will: Learn the most common vocal habits that interfere with powerful communication, understand how to access five essential leadership qualities through the voice, increase awareness of their own vocal habits -- those that support their powerful communication and those that interfere with it, discover practical ways to use the voice more effectively and to better "hear" what other people are expressing through their voices.

Barbara McAfee has been a voice coach for over twenty years supporting leaders from all sectors to unleash the full power and presence in their voices. Her book, *Full Voice: The Art and Practice of Vocal Presence* (Berrett-Koehler Publishers) was the #1 Amazon bestseller in business communications when it was released in October of 2011. She was an organizational development consultant for twelve years, specializing in team building, communications, and applying organizational principles and practices within communities.

General Session

Session K - Healthcare Fraud and Health South: The Wagon to Disaster **Presented by Aaron Beam**

Thursday, August 2
8:30 am - 9:30 am

Aaron Beam was a CPA and the Chief Financial Officer at HealthSouth, a publically traded company that overstated its profits by nearly \$2.5 billion between 1999 and 2002. The presentation will explain how Beam and CEO/Founder Richard Scrushy grew HealthSouth into a NYSE Fortune 500 company. He'll share the story of how the fraud began in 1996 and the corporate culture that allowed the fraud to continue for seven years. Aaron Beam will also discuss how you can spot the signs of ethical collapse in any company.

Aaron Beam was a founder and the first CFO of HealthSouth from 1984 until 1997. In 1997 when he left the company, HealthSouth operated more outpatient rehab centers, outpatient surgery centers, and rehab hospitals than any company in the nation. The fraud at HealthSouth began while he was the company's CFO. In 2003 Beam admitted his part in the fraud and was sent to prison. Today Aaron Beam is a public speaker in the area of business ethics. He has spoken to over 100 organizations including universities, corporations, associations and civic groups.



General Session

Session L - ACOs, Acute Care Bundling, Medical Homes - Where is Homecare's Puck Going to Be?

Presented by **Duane Blackwell**

Thursday, August 2
9:45 am - 11:00 am

Hockey Legend Wayne Gretzky perhaps said it best - ***"I skate to where the puck is going, not to where it's been."*** It's all about anticipation, decisiveness, and timely execution. It's true in hockey. It's true in football. It's true in basketball. Come to think of it, it's true in life! My dad often put it another way...."You snooze, you lose!" So where *is* homecare's puck going? There are lots of signs and signals in the rapidly evolving futurescape of healthcare reform. ACOs, Bundled Payments, Medical Home, Medicare's Value-Based Purchasing Program, etc., etc., etc. - a downright dizzying array of new ideas (and dictates) sure to alter our journey. We'll try to boil it all down and see where it leads us. There are also many important lessons to be learned from the ghost of healthcare's past (where our puck has ***been***). Some dude named Aristotle once said.. *"If you would understand anything, observe its beginning and its development."* Smart fella! We'll look for hints from healthcare's history and development. There are more than a few. A final comment from "The Great One" (Gretzky) ***"You miss 100% of the shots you don't take."*** This is where decisiveness and timely execution comes in. We'll consider our options and begin thinking about our next shot. One piece of advice -- ***Skate Fast!***

Duane Blackwell has been in the home health business since 1997 and has operated his small business consulting practice, SOSO Solutions, LLC, since 2008. With over 30 years of leadership experience in a variety of organizations across several industries including healthcare, manufacturing, and banking and finance, Duane has a special interest in the study and management of change. SOSO's primary focus is, in fact, to help home health agencies and their employee's embrace change as an exciting and inevitable part of the industry's future. Duane is Past President of The Homecare Association of Louisiana and consults for healthcare clients throughout the South and Southwest.

Closing Session

Session M - Post Acute Bundling: Clinically Appropriate and Cost Effective Placement - Research on Home Healthcare

Presented by **Al Dobson**

Thursday, August 2
11:15 am - 12:30 pm

The PhD economist who oversaw DRGs and PPS for hospitals in the '80's has new research detailing the cost savings of home healthcare over other post acute care providers. Dr. Al Dobson's Clinically Appropriate and Cost Effective Placement (CACEP) Project examines the Medicare home healthcare benefit as it relates to improving quality and efficiency of care. Dr. Dobson will present information from a series of four working papers that show the impact of strong coordinated care efforts to enhance quality, reduce re-hospitalizations and decrease cost. Dr. Dobson's research may well provide the data that turns the tide related to home health's role in healthcare reform. He has frequently presented before Congress, the Medicare Payment Advisory Council (MedPAC), and various presidential commissions on healthcare finance, provider payment, and health policy issues. This is one session you will not want to miss.

Allen Dobson, Ph.D., is a health economist and co-founder of Dobson | DaVanzo. He spent eighteen years as Senior VP with The Lewin Group Directing their Health Care Finance Group. Dr. Dobson Director in the Office of Research at CMS (HCFA) when the Medicare Inpatient Prospective Payment System (PPS) was developed and implemented. Dr. Dobson has studied Medicare's various PPSs (e.g., acute care hospitals, long term care hospitals, skilled nursing facilities, inpatient rehabilitation facilities, home health agencies, and ambulatory surgery centers) for over twenty five years and has directed numerous efforts to model the impact of Medicare and Medicaid payment policies on health care providers using a variety of statistical and econometric methodologies. All of Dr. Dobson's work is grounded in the use of complex data systems and validated methodology. Dr. Dobson recently led two projects for the National Association for Home Care and Hospice (NAHC). For one project, Dr. Dobson led an analysis of Medicare home health care industry projected gains and losses under the Presidents FY 2010 proposed budget. In a second study, Dr. Dobson developed a CBO-style score for several NAHC legislative proposals. Both of these projects used data from the Medicare Home Health Cost Reports. Dr. Dobson is a frequent speaker at conferences and has testified before the U.S. Congress, MedPAC, and various state, federal, and presidential commissions on health care finance, provider payment, and health policy issues.

HOTEL & TRAVEL INFORMATION

All Conference & Trade Show activities will take place at the beautiful Grand Hotel Marriott Resort in Point Clear, Alabama. Make your reservations at 1-800-554-9933. Make sure you tell the Guest Services Representative you are attending the Gulf Coast Home Care Conference. Room rate is \$149 per night. Reservation Code: GCHGCHA. Room rate of \$149 per night not effective after July 6, 2012.

The Grand Hotel Marriott Resort is conveniently located on the coast of Mobile Bay in Point Clear, Alabama which is approximately 46 minutes from Mobile, AL. In addition to being easily accessible by land, daily major airline service is also available via the closest airport.

From Mobile Airport - MOB

Driving directions: Airport Blvd. East to I-65. I-65 South to I-10 East. I-10 East through tunnel and across Bay Bridge, to Spanish Fort/Daphne/Fairhope Exit #35 (Highway 98). Go south on Hwy. 98 (Four Lane) approximately 7 miles to Welcome to Fairhope Sign on right, (Alternate/Scenic Hwy. 98). Proceed ahead to downtown Fairhope. Turn right onto Fairhope Avenue (3rd Traffic Light). Before you get to the Fairhope Municipal Pier, turn left onto Mobile St. (Also Scenic 98). Resort is approximately 3 miles on right.

- Alternate transportation: Mobile Bay Transportation; fee: 75 USD (one way) on request
- Airport shuttle service, reservation required, fee: 75 USD (one way)
- Estimated taxi fare: 105.00 USD (one way)

From Pensacola Airport - PNS

Driving directions: I-10 West to exit 35. Make a left. Go south on Hwy. 98 (Four Lane) approximately 7 miles to Welcome to Fairhope Sign on right, (Alternate/Scenic Hwy. 98). Proceed ahead to downtown Fairhope. Turn right onto Fairhope Avenue (3rd Traffic Light). Before you get to the Fairhope Municipal Pier, turn left onto Mobile St. (Also Scenic 98). Resort is approximately 3 miles on right.

- Alternate transportation: Mobile Bay Transportation; fee: 100 USD (one way) on request
- Airport shuttle service, reservation required, fee: 75 USD (one way)
- Estimated taxi fare: 140.00 USD (one way)



GOING GREEN

In an effort to be environmentally responsible, Gulf Coast 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 HomeCare Association of Louisiana website.

**Computer usage at the Grand Hotel Marriott Resort is \$10.00 for up to 15 minutes, and printing per page starts at \$1.00.*



Grand Hotel Marriott Resort, Golf Club, & Spa
One Grand Boulevard, P.O. Box 639
Point Clear, Alabama 36564
1-251-928-9201



ACTIVITIES

at the Grand Hotel Marriott Resort

- Swimming: The Grand Beach on Mobile Bay, Adult Outdoor Pool, Grand Feature Outdoor Pool with slide, Indoor Pool, Whirlpool
- Biking trail
- Jet-skiing
- Jogging/fitness trail
- Kayaking
- Sailing
- Sauna
- Volleyball

Family & Children Activities

- Fun Camp
Phone: 1-251-928-9201
On-site supervised activities
Fee Required
- Arts and Crafts
Phone: 1-251-928-9201 ext. 1024

Located just over 5 miles from the Grand Hotel is the city of Fairhope, known for their many restaurants, shops, and galleries.



REGISTRATION INFORMATION

12th Annual Gulf Coast Home Care Conference & Exhibition “Ingenuity and Innovation: Home Care at its Best”

PLEASE PRINT OR TYPE
Please make copies of this form for additional registrations.

Name & Credentials

Title

Agency

Billing Address

City/State/Zip

Phone

Fax

Email

Completed form can be mailed to HCLA, 850 Kaliste Saloom Road, Suite 123, Lafayette, LA 70508, faxed to 337-231-0089, or emailed to Liz at liz@hclanet.org.

Concurrent Session Choices Please choose only ONE per time slot

July 31, 2012, 2:30 pm - 4:00 pm

- B. CREATE! Initiating Change and Inventing the Future
- C. OASIS, ICD Coding, and Plan of Treatment

August 1, 2012, 10:15 am - 11:30 am

- E. An Innovative and Collaborative Practice Model: Home Health and Primary Care
- F. Safety for Visiting Homecare Staff - National Survey Results and the Way Forward

August 1, 2012, 1:00 pm - 2:30 pm

- G. Ingenuity in Patient Education - Preventing Rehospitalization through Patient Literacy
- H. 2013 PPS Proposed Rule for Home Health: Details of Proposed Changes, Strategies to Adapt

August 1, 2012, 2:45 pm - 4:00 pm

- I. CMS Patient Characteristic Reports/ Nutritional Innovation to Reduce Hospitalization
- J. Full Voice: The Art and Practice of Vocal Presence

Pre-Conference Workshop Registration (Optional)

	Member	Non-Member
Palmetto GBA		
2012 Home Health Workshop Series	<input type="checkbox"/> \$95	<input type="checkbox"/> \$145

Gulf Coast Home Care Conference Registration

Early Bird (rcvd by June 30, 2012)	<input type="checkbox"/> \$390	<input type="checkbox"/> \$490
Regular (rcvd by July 1 - July 24, 2012)	<input type="checkbox"/> \$410	<input type="checkbox"/> \$510
Late/On-Site (rcvd on or after July 25, 2012)	<input type="checkbox"/> \$450	<input type="checkbox"/> \$550

Registration Summary:	Optional Pre-Conference	\$ _____
	Conference Registration	\$ _____
	Total Due	\$ _____

Method of Payment

☐ Check payable to HCLA ☐ Amex ☐ Discover ☐ MasterCard ☐ Visa

Card # _____ Expiration Date _____ csv code _____

Name as PRINTED on card _____ Signature _____

The Fine Print

- Registrations received without payment will NOT be processed.
- Concurrent sessions are structured so you can pick and choose programs that interest you. Please check only ONE session per time slot.
- Registrations may not be split among two or more persons (i.e., one person attend one day and another the next).
- To receive the member rate please mark which association you or your agency belong. Each association will receive a percent of the proceeds based on attendance from their association. Membership will be verified and non-members selecting the member rate will be billed/charged the difference in registration fees.

- ☐ HomeCare Association of Louisiana
- ☐ Mississippi Association for Home Care
- ☐ Home Care Association of Alabama

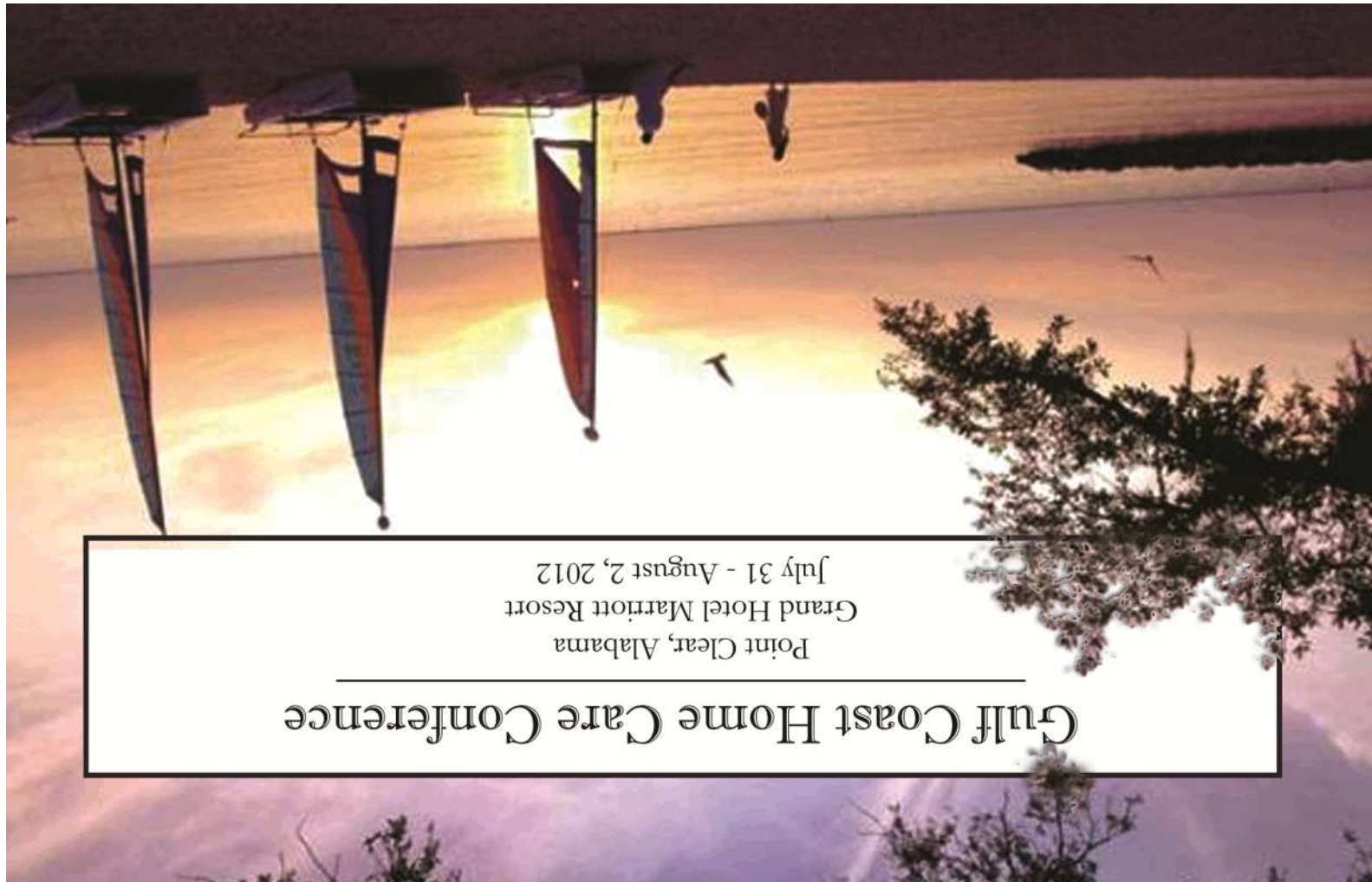
Cancellation Policy: A 90% refund will be given if written request is received in the HCLA office on or before July 13, 2012. A 50% refund will be given if written request is received by July 25, 2012 due to hotel confirmations requirements, printing expense, etc. NO refunds will be given for cancellations received after July 26, 2012 or for “no-shows”. To cancel your registration contact Liz Langley via email at liz@hclanet.org. Or call the HCLA office at 337-231-0080.

HomeCare Association of Louisiana

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Gulf Coast Home Care Conference

Point Clear, Alabama
Grand Hotel Marriott Resort
July 31 - August 2, 2012