

14th Annual Gulf Coast
Home Care Conference & Exhibition

**Disruptive Innovation:
A Wealth of Opportunity
In Home Care**

**Grand Hotel Marriott Resort
Point Clear, Alabama
July 29-31, 2014**

Gold Conference Sponsor:





Disruptive Innovation: A Wealth of Opportunity for Home Health

The year is 2020. A select group of top performers from the home care space are reminiscing as they gaze out onto Mobile Bay at Point Clear, Alabama. These astute professionals are capitalizing on healthcare's evolution to a focus away from acute care to the community and home. They have moved from the Medicare only model to a diverse business mix. Fewer than 50% of their colleagues made the transition brought on by the Affordable Care Act. They are reaping the benefits of an aging boom unlike any in our history. Lean, innovative, data driven, well networked organizations are the rule, rather than the exception in 2020. Clinical performance and stellar compliance programs have made this new generation of providers essential to consumers, physicians, and payors.

Let's get back to the present. What attributes will these future organizations have? What skillsets will be key for their top staff? What partnerships and coalitions will they have formed? These exclusive, and truly elite providers will be nimble, clinically innovative, and show deft ingenuity in building diverse partnerships across the health (not just healthcare) continuum. The business acumen of the future providers will enhance their ability to engage and negotiate with the payors of the future. Join us at the Gulf Coast Home Care Conference as we look at the bright future for home care, just over the horizon. Among fellow attendees will be the innovative thinkers from across the Southeast, already scanning the environment, absorbing information, interacting with progressive colleagues, and planning for a very different future.

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.

Be part of the conversation at the 2014 Gulf Coast Home Care Conference. You'll be glad you did.



AGENDA

at a GLANCE

Tuesday, July 29

8:00 am - 12:00 pm	Pre-Conference - Charles Canaan & Dan George 2014 Palmetto GBA Home Health Workshop - Navigating the Medicare Maze Magnolia 4
1:00 pm - 1:15 pm	Opening/Welcome
1:15 pm - 2:15 pm (Keynote)	Session A - Mitchel Morel and Lynne Hebert Disruptive Innovation: Two Home Health Providers Find Opportunity in Change Magnolia 4
2:15 pm - 2:30 pm	Break
2:30 pm - 4:00 pm (General)	Session B - Bob Fazzi The State of the Home Care Industry Magnolia 4
4:00 pm - 5:30 pm	Opening Reception with Exhibitors in Grand Ballrooms North & South <i>\$100.00 Visa Gift Card Scavenger Hunt Prize Drawing</i>

Wednesday, July 30

7:30 am - 8:30 am	Breakfast with Exhibitors in Grand Ballrooms North & South	
8:30 am - 10:00 am (Breakout)	Session C - Bob Fazzi The High Performing Agency How to Get There in Six Months Azalea Salon A-B	Session D - Matt McGowan Bundled Payments Unbound Azalea Salon C-F
10:00 am - 10:15 am	Break	
10:15 am - 11:30 am (Breakout)	Session E - Patricia Hanks The New Scope and Standards of Home Health Nursing Practice Azalea Salon A-B	Session F - Robert and Donna Floyd Branding: How the Most Respected Agencies Establish Their Image Azalea Salon C-F
11:30 am - 1:00 pm	Lunch with Exhibitors in Grand Ballrooms North & South <i>iPad Mini Door Prize Drawing</i>	
1:00 pm - 2:30 pm (Breakout)	Session G - Cindy Sun Collaborative Care Transitions: Patients (and Providers) on the Move Azalea Salon A-B	Session H - Robert and Donna Floyd Operational Awareness - From Gathering Data to Harnessing Knowledge for the Future Azalea Salon C-F
2:30 pm - 2:45 pm	Break	
2:45 pm - 4:00 pm (Breakout)	Session I - Cindy Sun The Future is Now: Data Driven Cardiovascular Home Health Azalea Salon A-B	Session J - Ken Ritter Still Standing After Disruption: Managing Organizational Challenge, Hardship & Crisis Azalea Salon C-F

Thursday, July 31

8:00 am - 8:30 am	Breakfast
8:30 am - 9:30 am (General)	Session K - Richard MacMillan Regulatory Updates, CoPs? Magnolia 4
9:30 am - 9:45 am	Break
9:45 am - 11:15 am (Closing)	Session L - Ken Ritter Horizon Thinking: Where Are We Going? Magnolia 4

Pre-Conference



Navigating the Medicare Maze with Palmetto GBA Presented by **Charles Canaan & Dan George, Camden, SC**

Tuesday, July 29
8:00 am - 12:00 pm

Fee: \$105 for Members & \$155 for Non-Members

The maze of requests for claims and documentation information is a daily challenge for all Medicare providers. There are numerous contractors who can review claims and a myriad of ever-evolving Medicare regulations to which Providers are required to adhere. In addition, providers can become overwhelmed with the different types of errors identified during the review process. This workshop is designed for home health providers and their staff to equip them with the tools they need to successfully navigate the Medicare billing, coverage and documentation requirements. This workshop will provide insight for new, intermediate or advanced staff. During the workshop series, Palmetto GBA will assist providers with becoming familiar with the processes for addressing the various components of the benefit integrity process. Palmetto GBA's ultimate goal is to have educated and astute providers who know how to accurately and skillfully navigate the Medicare Maze!

Keynote

Session A - Disruptive Innovation: Two Home Health Providers Find Opportunity in Change Presented by **Mitchel Morel and Lynne Hebert, Tampa, FL**

Tuesday, July 29
1:00 pm - 2:15 pm

Twenty plus years ago, two young professionals took jobs with a growing home health company. Over the past two decades a nurse and her accountant friend came to love the business of caring for folks at home. The people they worked alongside of became members of their families. This story takes you through their evolution as professionals, and people, from small providers to large, urban to rural, through the ups and downs of mergers, closing companies, rebuilding new ones, and today being at the precipice of opportunity in the Affordable Care Act. Their story parallels the evolution of home health care. You will want to hear the end of this important tale of challenge, opportunity, and success.

Lynne Hebert, RN, Chief Clinical Officer, SE Region, Kindred at Home. With more than 20 years of home health care experience, Lynne manages operations of the clinical integration and accreditation & regulatory areas of the organization. Since joining Senior Home Care in 2001, Lynne's leadership has helped the company repeatedly achieve HomeCare Elite status, which is the highest ranking given to a home health care company in the United States. Prior to joining Senior Home Care, Lynne owned and operated The Recovery Room, a comprehensive outpatient rehabilitation facility in Baton Rouge, La., which provided physical, speech and occupational therapy. Simultaneously, Lynne managed the ASPEN Group, an independent consulting firm with a focus on the home health care industry. Before that, she served as chief operating officer of the Home Care Division at Amedisys, Inc. for 12 years. Lynne received a degree in nursing from South Arkansas University and also attended the College of St. Frances in Joliet, Illinois.

Mitchel Morel, Chief Financial Officer, Senior Home Care, an Affiliate of Kindred at Home, has nearly 25 years of experience in the home health care field. Prior to joining Senior Home Care, Mitchel served as chief financial officer of Synergy Healthcare Group, a home health provider in Louisiana. At Synergy, Mitchel led the development of a new management program that improved clinical outcomes and decreased expenses, standardized agency operations, increased net income and helped develop a strategic growth plan that grew revenue by 33%. Before joining Synergy, Mitchel served ten years as chief financial officer of Amedisys, Inc. Mitchel was instrumental in driving revenue growth through de novo and acquisitions and managed cash flow to bring the company from start-up to over \$100 million in revenue in the span of 10 years. Morel also has experience in the management of outpatient rehabilitation facilities, outpatient surgery centers, behavioral health and other ancillary services. Morel received his Bachelor of Science degree in Business Administration with a major in accounting from Louisiana State University. Mitchel is a licensed Certified Public Accountant and a member of several national and state accounting associations.

General Session

Session B - The State of the Home Care Industry Presented by **Bob Fazzi, Northampton, MA**

Tuesday, July 29
2:30 pm - 4:00 pm

Dr. Bob Fazzi continues his important work on behalf of home health. He will report on the latest and also the largest study in the history of home care and hospice. Released in September, the 2013 State of the HomeCare Industry study provides insights on how leading agencies are positioning themselves for the future. Over 1,100 homecare leaders were interviewed. Dr. Fazzi will report on insights into strategies by agencies that are already participating in ACOs and other health reform models. He will also reveal findings on present and future use of key technology and practices – Point of Care, Telehealth, Remote Patient Monitoring, clinical practices, staffing ratios, quality outcomes, profitability and an array of other issues all related to the future survival and viability of agencies.

(next page)

Concurrent Sessions

(continued)

Robert A. Fazzi, PhD, Northampton, MA is the founder, President and Managing Partner of Fazzi Associates. A recognized futurist, Bob brings a strong passion for the mission and vision of home care. Bob has been involved in home care for thirty years and has led numerous operational and best practice research studies. Bob was: Co-Director of the 3M National OASIS Integrity Project and the Briggs® National Quality Improvement/Hospitalization Reduction Study; co-director of the Philips National Study on the Future of Technology and Telehealth in Home Care; is co-director of the Philips/NAHC National Home Care Chronic Disease Project; and is now co-director of the Delta National OASIS-C Best Practices Study.

Session C - The High Performing Agency: How to Get There in Six Months Presented by **Bob Fazzi**, Northampton, MA

Wednesday, July 30
8:30 am - 10:00 am

The path forward for leaders in home health and hospice is to create a future where the provision of incredibly high quality care is delivered at a price point that shifts the value curve of healthcare towards HOME. How can we do that when the challenges of reimbursement cuts, mounting administrative regulation, mounting staffing and operating costs, healthcare reform pressure, and an increasingly competitive market place threaten our sanity? The answer is simple, we move ourselves forward and develop a new future by creating a culture of success through Higher Leadership.

Session D - Bundled Payments Unbound Presented by **Matt McGowan**, Pittsburgh, PA

Wednesday, July 30
8:30 am - 10:00 am

Bundled payment is the future payment model in health care. The shift from “fee for service” to “care coordination” is reforming existing reimbursement processes and dismantling silos. What opportunities are there for your home health agency in this new setting? What strategies and tactics best fit your areas of strength? What competencies will you need to develop? What talent will you need to hire to transition to the new world of accountable care organizations and bundled payments? Devise your strategy to adapt and thrive under this new payment structure.

Matt McGowan is a Consulting Manager with McBee Associates, Inc., a premier financial and management consulting firm exclusively dedicated to the health care industry. Mr. McGowan has extensive expertise in health insurance reimbursement with a focus on the financial operations of home health agencies to improve bottom lines and achieve long-term efficiency. At McBee Associates, Mr. McGowan is responsible for managing the firm’s vast Medicare home health revenue recovery service line and supervising multiple reimbursement consulting engagements. In this capacity, Mr. McGowan plays a significant role in improving net revenue and cash collections for the firm’s many clients. His recommendations enhance the Medicare billing operations for clients, enabling them to achieve continued increases in revenue production. Mr. McGowan has more than 16 years of professional health care industry experience. He holds a master of business administration, with a specialty in health care administration.

Session E - The New Scope and Standards of Home Health Nursing Practice Presented by **Patricia Hanks**, Lafayette, LA

Wednesday, July 30
10:15 am - 11:30 am

Home health nursing will outpace all other care settings in its growth over the next decade. Besides state Nurse Practice Acts, the American Nurse Association’s Scope and Standards of Home Health Nursing Practice is the most authoritative source for professional home health nurse practice. The ANA’s Scope and Standards for Home Health Nursing Practice define, direct, and guide the practice of home health nurses. These revised standards will be used by policy makers, litigators, the public, home health agency nurses, managers and administrators. This revision updates and addresses the education of home health nurses, their roles and responsibilities, the latest trends and issues in home care, and the growing opportunities in this area of specialty nursing practice. Learn what the latest revision covers and how you can apply it to your agency and organization. *(next page)*



Concurrent Sessions

(continued)

Patricia Hanks is a registered nurse and a 20 year veteran in the home care industry. She is a graduate of the University of Louisiana where she received her bachelor's degree in Nursing. She received her Master of Science in Health Services Administration from the University of St. Francis in Joliet, Illinois. She is employed by Kindred at Home, as the National Director of the Audit and Revenue Recovery Department. This role encompasses oversight of all home care and hospice regulatory audits, working with all payors, fiscal intermediaries and other CMS contractors. Last year, Patricia worked with Palmetto GBA to develop the educational program titled Mapping out the Maze of RAC's, ZPIC's, CERT's, ADR's and the Appeals Process. In 2013, Patricia was invited to serve on the American Nurses Association work group committee which revised the Home Health Scope and Standards. The standards were completed by the group this year and are expected to be released in 2014. Patricia currently serves on the Home Care Association of Louisiana's board as Secretary. Her involvement in the association is longstanding; she has served as the committee leader for several workgroups including revisions for the minimum standards for Louisiana and policy workgroup which focused on homecare ethics among other important issues. She has held a variety of positions in the home care industry throughout her career both in hospital based and free standing agencies. Patricia has been responsible for administrative and clinical operations, including management of multiple regional locations and successfully opened new home care locations across Louisiana and Florida. She has managed operational and clinical key performance indicators. During this time, Home Care Elite status was consistently achieved.

Session F - Branding: How the Most Respected Agencies Establish Their Image Presented by **Robert and Donna Floyd**, Grand Junction, CO

Wednesday, July 30
10:15 am - 11:30 am

Everyone talks about brand recognition, but how do you truly develop your brand. What steps can you take to enhance your brand in the community you serve? How do you make your brand recognizable? More than a logo, both the industry and your agency brand is a combination of the community relations, survey results, data that you aggregate and the word of mouth about the industry and agency including the staff in the field. This session will explore the process of refining your brand. The attendee will leave with a variety of ways to enhance the way providers present the brand of the industry and your agency.

Robert Floyd, MBA, CPHRM is a 35-year veteran of management, most of which has been in the health care arena, having held management positions within home health, acute care, mental health and mental retardation, and emergency medical services. He has been involved with home health exclusively since 1995 including positions as agency administrator, corporate VP of Operations, HR Director, and Risk Manager. Robert has broad experience in multiple states consulting with home health and has successfully assisted numerous home health agencies in achieving CMS accreditation through national vendors. Robert's primary area of consulting practice lies within the administrative aspects of home health with extensive knowledge and experience in the complex fields of human resources and risk management as well as quality management.

Donna Floyd, RN, BSN has been a Registered Nurse for over twenty seven years and has extensive health care experience in management of national, regional and start-up organizations, including home health agencies. She is accomplished in the areas of program and policy development, staff education and competency development. Donna's broad span of experience ranges from successfully holding positions as Agency Administrator, Clinical Nurse Manager, and Corporate VP of Program Development to leading organizations in successfully achieving growth and national accreditation. She has provided leadership in the Home Care Association of Colorado as a liaison to the Department of Public Health survey department and served as a member of the Education Committee. Donna has extensive experience with home health agencies and licensure rules in multiple states as well as having contacts in a variety of state departments of health.

Session G - Collaborative Care Transitions: Patients (and Providers) on the Move Presented by **Cindy Sun**, Charleston, West Virginia

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

Where does home health fit in the continuum of care? As patients move between community providers, could your agency be doing more to make this a smooth process for the patient and family? In this session we will discuss how the footprint of healthcare is changing and where home health 'fits' in the new arena. Innovative ideas on how to positively impact the process as well as how to 'hold on' during the changes will be shared for all agencies – no matter how active your QI department is currently. We will focus on tips shared from practicing physicians, successful home health agencies, and discharge planners from around the country. Upon conclusion of this session each participant will be able to discuss the changing environment of healthcare and the role of home health. Locate and implement HHQI evidence-based tools and resources. Offer input at the community level to lead / guide community change in caring for each patient to better enhance the patient's transitions between care settings.

Cindy Sun, RN, MSN, RN Project Coordinator, Cardiovascular Health Initiative Lead, Charleston, West Virginia. Cindy is a family nurse practitioner with more than 30 years of nursing experience in a variety of health care settings including home health, hospital, physician's office, and university educator. Cindy's responsibilities with HHQI include coordinating more than 100 national Network Coordinators, developing educational resources and data reports, as well as being a primary resource for the nation's home health agencies. Her newest responsibility is leading the integration of the national Million Hearts® initiative into the home health setting.

Concurrent Sessions

Session H - Operational Awareness - From Gathering Data to Harnessing Knowledge for the Future

Presented by **Robert and Donna Floyd**, Grand Junction, CO

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

It's time to lift your head and take in a true 30,000-foot-view! In order to avoid sanctions and to be prepared to answer outside audits, agency leaders must look up from the daily grind. To be ready for due diligence that comes with mergers and acquisitions make decisions on acquisition or sale, managers and leaders need to assure a constant state of agency readiness. Turning your data into actionable knowledge helps the organization to prepare for the future with full awareness of the capacity of every team member. Attendees will leave with steps to be taken to develop a strong operational awareness using data. The session will explore key steps in gathering and analyzing data, developing knowledge of agency dynamics, and sharing those with staff, surveyors, payors, and auditors.

Robert Floyd, MBA, CPHRM is a 35-year veteran of management, most of which has been in the health care arena, having held management positions within home health, acute care, mental health and mental retardation, and emergency medical services. He has been involved with home health exclusively since 1995 including positions as agency administrator, corporate VP of Operations, HR Director, and Risk Manager. Robert has broad experience in multiple states consulting with home health and has successfully assisted numerous home health agencies in achieving CMS accreditation through national vendors. Robert's primary area of consulting practice lies within the administrative aspects of home health with extensive knowledge and experience in the complex fields of human resources and risk management as well as quality management.

Donna Floyd, RN, BSN has been a Registered Nurse for over twenty seven years and has extensive health care experience in management of national, regional and start-up organizations, including home health agencies. She is accomplished in the areas of program and policy development, staff education and competency development. Donna's broad span of experience ranges from successfully holding positions as Agency Administrator, Clinical Nurse Manager, and Corporate VP of Program Development to leading organizations in successfully achieving growth and national accreditation. She has provided leadership in the Home Care Association of Colorado as a liaison to the Department of Public Health survey department and served as a member of the Education Committee. Donna has extensive experience.

Session I - The Future is Now: Data Driven Cardiovascular Home Health Presented by **Cindy Sun**, Charleston, West Virginia

Wednesday, July 30
2:45 pm - 4:00 pm

Agency leadership and clinicians will explore innovative ways to incorporate the Home Health Quality Improvement (HHQI) National Campaign's free Cardiovascular Health Improvement resources into practice. We will look at the Million Hearts® ABCS (Aspirin as appropriate, Blood pressure control, Cholesterol management, and Smoking cessation) and how they integrate into home health. And finally, we will discuss the HHQI Cardiovascular Data Registry Reports and how applying this data can lead to improving clinical outcomes and patients' cardiovascular health. Upon conclusion of this session, the participant will be able to describe and access HHQI cardiovascular resources, tools, and data reports. Integrate 2-3 specific tools into their agency or personal practices to improve patient health. Utilize HHQI data reports to impact agency QI efforts.

Cindy Sun, RN, MSN, RN Project Coordinator, Cardiovascular Health Initiative Lead, Charleston, West Virginia. Cindy is a family nurse practitioner with more than 30 years of nursing experience in a variety of health care settings including home health, hospital, physician's office, and university educator. Cindy's responsibilities with HHQI include coordinating more than 100 national Network Coordinators, developing educational resources and data reports, as well as being a primary resource for the nation's home health agencies. Her newest responsibility is leading the integration of the national Million Hearts® initiative into the home health setting.



Concurrent Session

Session J - Still Standing After Disruption: Managing Organizational Challenge, Hardship and Crisis
Presented by **Ken Ritter**, Baton Rouge, LA

Wednesday, July 30
2:45 pm - 4:00 pm

Accepting and dealing with change is a difficult process for organizations and people. This session will explore effective approaches to dealing with organizational threats, hardships, and perceived crisis. Workplace stress, uncertainty, and anxiety are further bolstered by the fear of the unknown. Managing the impact of the *disruptive* change has already arrived in the Home Care marketplace will tax even the most seasoned leader. Achieving acceptance and adaptation may require a shift in processes and even the organizational culture. New rules, regulations, and a dramatic change in reimbursement face the Home Care industry. Managed well, the organization still standing will be rewarded with wealth of opportunity.

Ken Ritter serves as President and Chief Executive Officer of Spiritas Senior Services. Ken has more than 20 years of experience in the long-term care industry, having provided executive leadership, services and consulting for numerous communities across the country to include skilled nursing, dementia care, assisted living, independent living and continuing care retirement communities. Ken has provided executive leadership in the development and start-up of several long-term care communities. In addition, he has significant project development and fund-raising experience. Ken has been acknowledged as a national speaker in long-term care and has authored case studies that analyzed healthcare systems. Ken earned a Master of Health Administration degree from Saint Louis (Jesuit) University in 1993, a Master of Divinity degree from the Notre Dame Graduate School of Theology in 1987, and a Bachelor of Arts in History degree from St. Joseph College in 1983. He served by gubernatorial appointment as Chair of the Louisiana State Executive Board on Aging, and as co-founder and President of the Louisiana Assisted Living Association. Ken is additionally a past member of the Health Care Policies for the Elderly Committee, State of Louisiana, Department of Health and Hospitals, the Assisted Living Regulation Taskforce, State of Louisiana, Department of Social Services, the Continuing Care Retirement Community Industry Council, State of Illinois, and has held licensure as a Nursing Home Administrator. Ken is a Fellow of the American College of Health Care Administrators and currently serves on the Board of Gulf States Leading Age (local Leading Age affiliate).

General Session

Session K - Regulatory Updates
Presented by **Richard MacMillan**, Lafayette, LA

Thursday, July 31
8:30 am - 9:30 am

Conditions of Participation (CoPs) are at the Office of Management and Budget (OMB) as we write this description. Last updated in 1998, the new CoPs promise to have lots of changes for home health providers. If they are released in time, this will be the primary focus of this session. Even without it, face to face issues, delays in Administrative Law Judge (ALJ) hearings, and PECOS are just a few regulatory issues home health is facing today. Rapid regulatory change is a huge challenge to home care providers. You will not want to miss this session.

Richard A. MacMillan, RN, JD, 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.

Closing Session

Session L - Horizon Thinking: Where Are We Going?
Presented by **Ken Ritter**, Baton Rouge, LA

Thursday, July 31
9:45 am - 11:15 am

Healthcare and home care are evolving rapidly. From our birth in the 60's, to maturity in the 80's, to our current space, our possibilities today and tomorrow are amazing. Where are we today? Where is it we are going? What is the *near future* place we need to get to first? This interactive closing session will take organizations through their own cycles of development to a vision for their organization in the future. All things change and evolve, ebb and flow, and transition to new evolutions of the old model. This session, this path of revival, will guide you to new and exciting places.

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 \$159 per night. Reservation Code: HCAHCAA. Room rate of \$159 per night not effective after July 11, 2014.

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

14th Annual Gulf Coast Home Care Conference & Exhibition

Disruptive Innovation: A Wealth of Opportunity In Home Care

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 30, 2014, 8:30 am - 10:00 am

- C. The High Performing Agency-How to Get There in Six Months
- D. Bundled Payments Unbound

July 30, 2014, 10:15 am - 11:30 am

- E. The New Scope and Standards of Home Health Nursing Practice
- F. Branding: How the Most Respected Agencies Establish Their Image

July 30, 2014, 1:00 pm - 2:30 pm

- G. Collaborative Care Transitions: Patients and Providers on the Move
- H. Operational Awareness-From Gathering Data To Harnessing Knowledge for the Future

July 30, 2014, 2:45 pm - 4:00 pm

- I. The Future is Now: Data Driven Cardiovascular Home Health
- J. Still Standing After Disruption: Managing Organizational Challenge, Hardship & Crisis

Pre-Conference Workshop Registration (Optional)

	Member	Non-Member
Palmetto GBA		
2014 Home Health Workshop Series	<input type="checkbox"/> \$105	<input type="checkbox"/> \$155

Gulf Coast Home Care Conference Registration

Early Bird (rcvd by June 30, 2014)	<input type="checkbox"/> \$395	<input type="checkbox"/> \$495
Regular (rcvd by July 1 - July 23, 2014)	<input type="checkbox"/> \$425	<input type="checkbox"/> \$525
Late/On-Site (rcvd on or after July 23, 2014)	<input type="checkbox"/> \$455	<input type="checkbox"/> \$555

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 _____

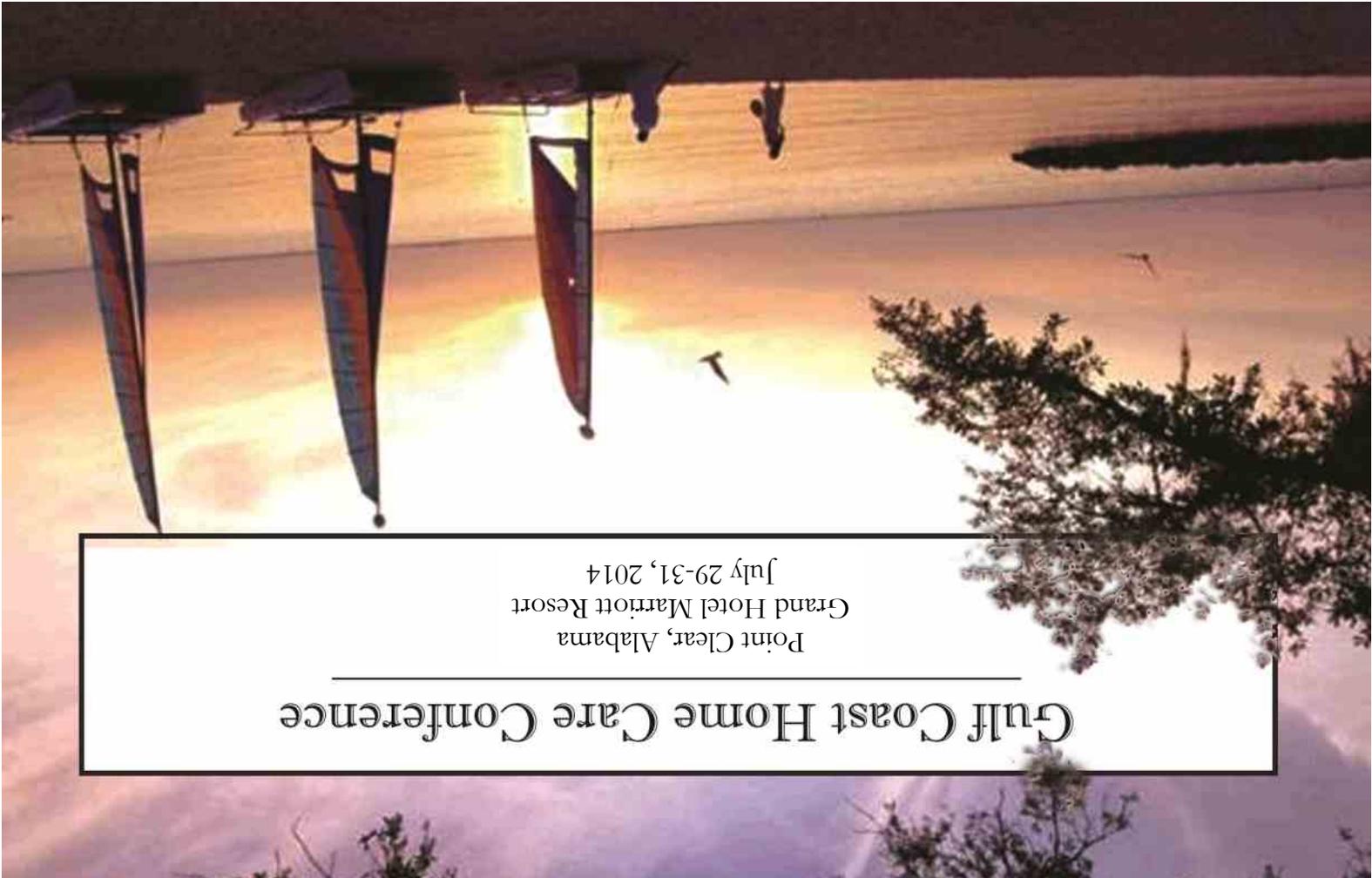
The Fine Print

- 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 11, 2014. A 50% refund will be given if written request is received by July 23, 2014 due to hotel confirmations requirements, printing expense, etc. NO refunds will be given for cancellations received after July 23, 2014 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
850 Kaliste Saloom Road, Suite 123
Lafayette, LA 70508
Ph. 337-231-0080 Fax: 337-231-0089



Gulf Coast Home Care Conference

Point Clear, Alabama
Grand Hotel Marriott Resort
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