18th Annual Gulf Coast Home Care Conference & Exhibition

Young at Home

Grand Hotel Marriott Resort
Point Clear, Alabama
July 18 - 20, 2022

Gold Conference Sponsor

McKESSON

Young at Home

Pablo Picasso, a famed Spanish artist, said, "It takes a long time to become young." Picasso lived to age 91. Our conference theme, *Young at Home,* prompts us to recognize that care at home enhances one's independence and longevity. Our conference focuses on the latest aspects of regulation, changes in reimbursement, and a glimpse into the future of care at home. Our care helps people live longer at home.

NAHC President and CEO Bill Dombi will open the conference in beautiful Point Clear, Alabama, with an update from Congress, the Centers for Medicare and Medicaid Services, and more. Dr. Josh Luke, Ph.D., shares his perspective on healthcare's transition from a hospital focus to the insurance sector and home-based care, including reducing hospitalization. Our pre-conference offerings include the latest from Palmetto GBA and an entire morning session on Value-Based Purchasing from national experts at SimiTree consulting. Attendees will hear the latest on OASIS-E, technologies to address staffing issues, coding, billing, change management, etc. The vendor community will join us to share the latest in various areas of technology and expertise.

For years, the Grand at Point Clear, Alabama, has been a favorite. It's family-friendly, a great place for a romantic stroll along Mobile Bay, bike rides, tennis, golf, and the spa. After two years of isolation and challenges, The Grand at Point Clear offers an opportunity for self-care, rest, relaxation, and learning. Please join us for the 2022 Gulf Coast Home Care Conference and Exhibition. You'll be glad you did.

HCLA
HOMECARE ASSOCIATION OF LOUISIANA

AGENDA at a GLANCE

Monday, July 18		
8:00 am - 12:00 pm	**Pre-Conference 1 - Charles Canaan & Dan George** Palmetto GBA 2022 Jurisdiction M (JM) Home Health Medicare Workshop Series	
8:00 am - 12:00 pm	**Pre-Conference 2 - Michael Simione & Apryl Swafford** Clinical, Quality, and Financial Implications of Value Based Purchasing	
1:30 pm - 1:45 pm	**Opening/Welcome**	
1:45 pm - 2:45 pm (Keynote)	**Session A - Bill Dombi** National Home Care & Hospice Policy Update: What's New and What's to Come from Congress, CMS, and Others in 2022	
2:45 pm - 3:00 pm	***Break***	
3:00 pm - 4:00 pm (General)	**Session B - Josh Luke -** The Health System of the Future is in the Home	
4:00 pm - 5:30 pm	***Opening Reception with Exhibitors in Grand Ballroom -*** *$100.00 Cash Scavenger Hunt Prize Drawing*	

Tuesday, July 19		
7:30 am - 8:30 am	***Breakfast with Exhibitors in Grand Ballroom***	
8:30 am - 9:30 am (Breakout)	**Session C - Josh Luke** Secrets to Selling to Hospitals to Increase Patient Referrals	**Session D-Lisa Selman-Holman & Sherri Parson** OASIS E Overview
9:30 am - 9:45 am	***Break***	
9:45 am - 10:45 am (Breakout)	**Session E - Pam Warmack** Meeting the Future Demands of ADRs, F2F and Pre-Claim Review	**Session F - Michael Simione** PDGM: Inside the Numbers for the First Two Years
10:45 am - 11:00 am	***Break***	
11:00 am - 12:00 pm (Breakout)	**Session G - Lisa Selman-Holman & Sherri Parson** Is Good Good Enough? Taking Your Quality to the Next Level in VBP	**Session H - Tim Rowan & Roger McManus** Interview, Hire, Train, Quit, Repeat - Make It Stop!
12:00 pm - 1:30 pm	***Lunch with Exhibitors in Grand Ballroom -*** *$250.00 Cash Door Prize Drawing*	
1:30 pm - 2:30 pm (Breakout)	**Session I - Lisa Selman-Holman & Sherri Parson** Code Your Way Out of a Paper Bag: Understanding the Clinical Grouper and Comorbidity Adjustment	**Session J - Rebecca Tullos** Back to the Basics - The Key to Adapting to the Ever-Changing World of Home Health Billing
2:30 pm - 2:45 pm	***Break***	
2:45 pm - 3:45 pm (Breakout)	**Session K** Hot Topics Roundtable Discussions	**Session L - Christopher Johnston** When Disaster Strikes How to Handle a Regulatory Emergency
3:45 pm - 4:00 pm	***Break***	
4:00 pm - 5:00 pm (General)	**Session M - Peter Cobb** To Alice, Is Caring Too Much a Bad Thing? A Guide to Telling Your Home Care Story	

Wednesday, July 20	
8:00 am - 8:30 am	***Breakfast***
8:30 am - 9:45 am (General)	**Session N - Laura Barnett & Christina Andrews -** Change Management to Drive Staffing Success
9:45 am - 10:00 am	***Break***
10:00 am - 11:15 am (Closing)	**Session O - Richard MacMillan -** Review of 2023 Home Health Proposed Rule

Pre-Conference 1

Palmetto GBA 2022 Jurisdiction M (JM) Home Health Workshop Series

Monday, July 18
8:00 am - 12:00 pm

Presented by **Charles Canaan & Dan George**

Fee: *$175 for Members & $225 for Non-Members*

Palmetto GBA is pleased to announce our 2022 Home Health workshop series. This pre-conference is designed to equip home health providers with the tools they need to be successful with Medicare billing, coverage, and documentation requirements. This pre-conference will provide insight for home health agency staff at all levels. Errors in billing and responding to additional documentation requests can be costly. During the workshop series, Palmetto GBA will provide information related to the most common errors and why these errors occur. We will also provide tips to avoid these errors. Palmetto GBA's goal is to educate providers on the most up-to-date information and apply skillful techniques to their documentation and billing practices. Home health topics will include: Documentation to Support Homebound Status, Physician Referral Case Study, Improper Payment - Medical Review Denials and Comprehensive Error Rate Testing Errors, Home Health Utilization Trends - Program for Evaluating Payment Patterns Electronic Report (PEPPER) and Periods with Low Visits, Medicare Billing Updates - Claim Payment Issues Log (CPIL), Final Rule 2022 Summary, Home Health Updates - Notice of Admission (NOA) and Late Notice of Admission (NOA) Exception Process, Targeted Probe and Educate (TPE), Comprehensive Error Rate Testing (CERT), What's New with eServices - Functions that are Available and Using the Self-Service Tools, Educational Resources for Providers

Charles Canaan has over 30 years of diverse nursing experience in a variety of healthcare settings, to include inpatient, outpatient, home and organizational settings. His education includes a Bachelor of Science Degree in Nursing from Old Dominion University in Norfolk, Virginia, a Master of Public Health Degree in Health Promotion and Education and a Graduate Studies Certificate in Alcohol and Drug Studies from the University of South Carolina, and a Coding for Health Care Professionals Certificate from Trident Technical College. He reviews medical utilization data and trends. He currently provides education and consultation to Medicare Part A and Part B providers with learning needs.

Dan George has been with the Medicare program since 2004. In 2008, he became part of Palmetto GBA's Congressional Unit. This unit handled complex inquiries for Part A, Part B and Home Health and Hospice. His experience is extensive in, but not limited to, coverage polices, compliance, billing, enrollment, and systems. In 2007 and 2008, he was a manager for Palmetto GBA's Beneficiary Call Center. Prior to working with Medicare, Dan worked in skilled nursing facilities for 12 years. He directed Dietary Departments, which included participation in nutritional assessments, care planning, wound rounds, and patient documentation. Since late 2012, he has been a part of Palmetto GBA's Provider Outreach & Education Department, focusing on Home Health & Hospice.

Pre-Conference 2

Clinical, Quality and Financials Implications of Value Based Purchasing

Monday, July 18
8:00 am - 12:00 pm

Presented by **Michael Simione** and **Apryl Swafford**

Fee: *$175 for Members & $225 for Non-Members*

Home Health Value Based Purchasing (HHVBP) has the potential to drastically alter the shape of the Home Health industry. This presentation will review the changes expected to clinical, quality, and financial operations under the new model, including some unintended consequences that were seen in the initial demonstration. We will provide a detailed overview of the national HHVBP expansion, walk through an example Total Performance Score (TPS) report, and address measures agencies can take now to prepare for Value Based Purchasing and provide actionable steps you take in the very near future to prepare. We will explain how an agency used their projected TPS report to drill-down in specific targets areas and develop detailed action plans for improvements their standing under HHVBP.

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

Apryl Swafford, RN, BSN, COS-C, HCS-D, HCS-H, brings more than 20 years of home health experience to her role as Quality Assessment Manager for SimiTree, monitoring overall quality of coding, OASIS and plan of care reviews completed by auditors. She works closely with SimiTree's internal educators to keep auditors up to date on best practices and current regulations, teaches coding and OASIS classes for agencies and speaks often at industry events on OASIS, coding, regulatory matters, intake/referrals, and outcomes. Swafford, a registered nurse who worked as a field clinician/case manager, clinical manager, and leader of a cardiopulmonary specialty program before joining the SimiTree team, enjoys teaching. She has written scores of scenarios and created numerous auditor training modules, is an engaging webinar presenter, and a frequent contributor to home care magazines. In her free time, Swafford enjoys her small family farm, where she raises cows, goats and rabbits, gardens, spins yarn and plays with her 12 grandchildren.

Keynote Session

Session A - National Home Care & Hospice Policy Update: What's New and What's to Come from Congress, CMS, and Others in 2022

Monday, July 18
1:30 pm - 2:45 pm

Presented by **William Dombi, Esq.**

Health care remains high on the agenda for Congress and it's not all Covid-19. With CMS, it is a combination of business as usual and a continuing push for innovation. This program will provide an up-to-the-minute on what Congress has in mind for home care and hospice, including workforce supports, Medicaid HCBS expansion, telehealth, Medicare innovations such as the Choose Home Act, and extending Public Health Emergency waivers. It will also cover pending and expected Medicare home health and hospice rules for 2023 along with the increasing program integrity and quality of care oversight of hospices and home health agencies. These insights are an invaluable way to stay ahead.

Objectives: Identify what Congress may do to help increase the healthcare workforce both short term and long term. Identify the opportunities for health care innovations in home care, palliative care, and hospice services stemming from federal legislative and regulatory action. Recognize and understand upcoming Medicare regulatory changes in payment rates, payment systems, and more as they affect home health agencies and hospices.

William Dombi, Esq., President & Chief Executive Officer, National Association for Home Care & Hospice . William A. Dombi, Esq., is the President and CEO of the National Association for Home Care & Hospice. With over 40 years of experience in health care law and policy, Dombi has been involved in virtually all legal, legislative and regulatory efforts affecting home care and hospice since 1975. He has been lead counsel in numerous class-action lawsuits against Medicare and Medicaid programs while also acting as the lead federal policy and lobbying voice in home care and hospice. He has devoted his professional career to advancing the cause of health care at home for all Americans.

General Session

Session B - The Health System of the Future is in the Home

Monday, July 18
3:00 pm - 4:00 pm

Presented by **Dr. Josh Luke**

Health care futurist Dr. Josh Luke offers proof that healthcare's future is in the home. Recent purchases of large home health providers by the insurance sector indicate a homecare-focused future. Attendees will understand the shift in control from the hospital to the insurance sector and how patient flow, quality, outcomes, and satisfaction will impact the continuum and focus on home-based care. Participants will understand how home-based providers adopt best practices in adopting new procedures and data sharing in value-based care. Attendees will learn tactics to troubleshoot patients with challenging issues, including social determinants and expensive medications or equipment. Join the founded not-for-profit National Readmission Prevention Collaborative for a glimpse over the horizon. Conference participants will receive a copy of Dr. Luke's book on the topic.

Dr. Josh Luke is a veteran hospital CEO and healthcare futurist, a three time Amazon #1 Best Selling Author, a Forbes Columnists and Author, a leading international speaker and faculty emeritus at the University of Southern California. Dr. Luke emerged as one of America's leading keynote speakers speaking on healthcare topics and has since become well known as one of the most engaging and entertaining mainstage association and corporate speakers on multiple topics.

At age 32, Dr. Luke became a hospital CEO and after ten years left to design university-level coursework for USC and to start his own not-for-- profit company. He has extensive experience in and knowledge of America's healthcare delivery system and is widely regarded as America's Healthcare Affordability Authority – teaching audiences how to better access and spend less on healthcare services.

Dr. Luke is the author of three Amazon #1 Best Selling books, Health-Wealth for You (2019), Health-Wealth: Is Healthcare Bankrupting Your Business, published in 2018 by ForbesBooks and Ex-Acute: A former hospital CEO tells all on what's wrong with American healthcare, What every American needs to know published in 2016. His most recent book, Ten Years of the Hospital Readmission Penalty, is a follow-up to his first release, ACHE's best -selling management series book in 2015 titled Readmission Prevention: Solutions Across the Provider Continuum.

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This Speaker and Session Sponsored by

NSI Nursing Specialties

Concurrent Sessions

Session C - Secrets to Selling to Hospitals to Increase Patient Referrals
Presented by **Dr. Josh Luke**

Tuesday, July 19
8:30 am - 9:30 am

This presentation was created out of demand from several of the leading national home care companies. After receiving the same request multiple times to teach local teams how to best become the hospital's most trusted referral source, Dr. Luke realized he now had the material to teach any type of organization how to dramatically increase sales to hospitals during the transition to value based care. The award winning "Selling to Hospitals in the Value Based Care Era" presentation is one of Dr. Luke's most popular break-out sessions and almost always an overflow crowd once he teases it during his keynote session. Attendees will understand the shift in control from the hospital sector to the insurance sector and how the purchasing process is changing dramatically and that price is now often the key driver of purchasing decisions. Attendees will understand that how to identify internal champions, and that there are four key pillars impacting the purchasing decisions in hospitals and the key driver of purchasing decisions in each type of hospital.

Session D - OASIS E Overview
Presented by **Lisa Selman-Holman JD, BSN, RN and Sherri Parson, RN, HCS-D, HCS-O, COS-C, BCHH-C, HSC-H**

Tuesday, July 19
8:30 am - 9:30 am

Join us in for an OASIS E Overview, we will discuss changes that will come to the OASIS data set with OASIS E. New OASIS items, sections, and specifics related to the new items will be discussed. We will provide a more global understanding of the reasons behind the OASIS revisions and what CMS is aiming to accomplish. In this session, we will discuss the driving force behind the constant change, take a glimpse at what lies ahead for the OASIS-E related to these changes.

Learning Outcomes: Explain IMPACT Act and SPADES, Discuss how data from the SPADES are used, Discuss why the OASIS continues to evolve, Identify OASIS E items and sections, Apply OASIS assessment and completion concepts for specific items through scenarios

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

Sherri Parson RN, HCS-D, HCS-O, COS-C, BCHH-C, HSC-H brings more than 25 years of healthcare experience to her role as Post-Acute Education Senior Manager at McBee. Sherri has been an in-home provider of skilled-nursing services, as well as developing expertise in quality assurance, diagnosis coding, OASIS review and regulatory compliance. In addition to providing staff and client training and education, other accomplishments include serving as an adjunct professor and developer of a college Home Health Coding Course. Sherri has authored numerous articles and is frequently sought after for her expertise by publications. Sherri currently serves on the AHCC's Board of Medical Specialty Coding and Compliance Certification HCS-H

Session E - Meeting the Future Demands of ADRs, F2f and Pre-Claim Review
Presented by **Pam Warmack, BSN, RN-C, COS_C, HCS-D**

Tuesday, July 19
9:45 am - 10:45 am

The Gulf States of Louisiana, Mississippi and Alabama have experienced an increase in Additional Documentation Requests from the Medicare Administrative Contractor, Palmetto GBA, since Targeted Probe and Educate resumed in September of 2021. The number one cause of denials for documentation submitted continues to be Face to Face Encounters. This session is designed to instruct attendees on how to successfully respond to an ADR request and avoid denials. A discussion of F2F content acceptable to PGBA and strategies to ensure the encounter note content is captured will be presented. Additionally, a preview of what is to come when CMS rolls the Gulf States into the RCD program for which Pre-Claim Review is a major challenge. The time to prepare is now!

Pam Warmack, BSN, RN-C, COS-C, HCS-D is an RN of 38 years experience with 36 years in home care. Pam's expertise includes corporate and regulatory compliance, survey preparation, corrective action plans, OASIS & ICD-10 education, QAPI calculation, and accreditation preparation. Pam presents at state and national seminars and is a frequent contributor to the trade press in Eli's, homehealthline…, and other publications. Pam is a COS-C, is certified in Coding as an HCS-D, and is certified in Home Health Nursing through ANCC.

Concurrent Sessions

Session F - PDGM: Inside the Numbers for the First Two Years
Presented by **Mike Simione**

Tuesday, July 19
9:45 am - 10:45 am

Only months after the Patient-Driven Groupings Model (PDGM) took effect, the entire world was turned upside down by COVID-19. Now that we may finally be emerging from the pandemic, home health agencies are focusing less on PPE and finding their footing again on PDGM. So where are we and what's ahead for PDGM?

Mike Simione, Director at SimiTree, will help us understand what the nearly two years of PDGM data has revealed, and where PDGM is headed with Home Health Value-Based Purchasing on the near horizon. During this session, Mike will review:

* Lessons Learned from PDGM so far and what they mean
* Pitfalls and Opportunities for PDGM success emerging from COVID-19
* What's next for PDGM, with an eye toward the release of the proposed payment rule for 2023 this summer
* Anticipated impacts of Value-Based Purchasing on PDGM in 2023

Session G – Is Good Good Enough? Taking Your Quality to the Next Level in VBP
Presented by **Lisa Selman-Holman JD, BSN, RN and Sherri Parson, RN, HCS-D, HCS-O, COS-C, BCHH-C, HSC-H**

Tuesday, July 19
11:00 am - 12:00 pm

Improving your agency's quality never ends, and exactly what CMS is getting at with VBP. Good should never be good enough. Use QAPI and process improvement to take your agency to the next level. A generalized approach to quality may not have the impact expected. How do we aim what it is we are doing to gain quality improvement? We will discuss a PDSA improvement project that we did and the positive results we obtained and the sustained improvement with repeats of the same process multiple times. In this presentation we will give you the steps to implement your own process improvement project.

Learning Outcomes: Identify elements of a quality improvement project, Discuss how to implement a personalized improvement project, Explain ways to improve performance in PDGM and VBP, Describe ways to objectively measure performance.

Session H - Interview, Hire, Train, Quit, Repeat - Make It Stop!
Presented by **Tim Rowan and Roger McManus**

Tuesday, July 19
11:00 am - 12:00 pm

When any industry experiences a worker shortage, as we in home care struggle with right now, desperate recruiters often make the mistake of lowering their standards in order to fill positions. This is an extremely expensive mistake. This session will provide a formula for you to calculate exactly how expensive it is for your agency. It will also introduce new, innovative technology solutions the speakers have found through their research for The Rowan Report. The solutions will help you solve the problem from four directions: 1) attract more applicants; 2) identify and filter out applicants less likely to stay; 3) keep current staff happy and wanting to stay; 4) require fewer caregiving staff without sacrificing patient value. Attendees will leave with an action plan and several tech companies to contact.

Learning Objectives: On completion of this session, participants will be able to select one or more technology companies to interview about their recruiting and retention solution. Participants will know six different approaches to improving hiring systems and will be able to identify which one(s) match their company's needs. Participants will be able to calculate their company's specific cost loss when a new hire leaves in less than 30, 60, or 90 days following orientation and training.

Tim Rowan, Founder and President of Healthcare at Home: The Rowan Report, holds a Master of Arts degree in Education from Loyola University, Chicago. After 10 years in adult religious education positions, he moved to the computer and network hardware and software industry in the fledgling personal computer era, eventually landing back in adult education for a technical training firm. It was there that Tim was introduced to home healthcare through one of his training clients, who lured him aboard as their first CEO. A widower, father of four, stepfather of three more, and grandfather of five, Tim lives on Colorado with his two dogs and spends his free time liking through the Rockies.

Roger McManus, has coached, funded, counseled and published for entrepreneurs for well over 30 years. As a magazine publisher, speaker, author and consultant, Roger has had the rare opportunity to see inside businesses resulting in the conclusion that many call themselves entrepreneurs, but few truly achieve the levels of freedom that the title should imply. When he joined Tim Rowan five years ago to form Rowan Reputation Resources, Roger was able to perfectly blend his understand of the issues facing small business owners with Tim's home care experience to create a business that is perfectly matched to the growth challenges faced by

Concurrent Sessions

Session I – Code Your Way Out of a Paper Bag: Understanding the Clinical Grouper and Comorbidity Adjustment

Tuesday, July 19
1:30 pm - 2:30 pm

Presented by **Lisa Selman-Holman JD, BSN, RN and Sherri Parson, RN, HCS-D, HCS-O, COS-C, BCHH-C, HSC-H**

So much in PDGM interacts with the correct primary diagnosis or clinical grouping. In this webinar understand the importance of the primary diagnosis for so many dimensions of PDGM. We will discuss criteria for choosing the primary diagnosis and illustrate the affect that the clinical grouper has on other calculations such as the functional impairment level. So much in PDGM interacts with the correct primary diagnosis or clinical grouping. In this webinar understand the importance of the primary diagnosis for so many dimensions of PDGM. We will discuss criteria for choosing the primary diagnosis and illustrate the affect that the clinical grouper has on other calculations such as the functional impairment level.

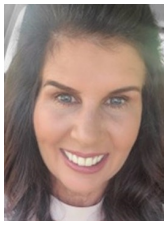
Learning Outcomes: Explain how to ensure a valid and accurate primary diagnosis, Describe the clinical groupings, Discuss when and why to query for the appropriate information for code assignment of the primary diagnosis, Explain how the comorbidity adjustments impact reimbursement in the Patient Driven Groupings Model, Describe how high and low comorbidities are calculated, Discuss principles for assigning secondary diagnosis.

Session J - Back to the Basics - The Key to Adapting to the Ever-Changing World of Home Health Billing

Tuesday, July 19
1:30 pm - 2:30 pm

Presented by **Rebecca Tullos**

Billing of home health claims has become an art. With the plethora of payor sources and continued changes an experienced biller is essential to the home health team. A team of clinical staff, coders, QA members and billers working in collaboration bring together the two worlds of clinical patient care and financial services. It is a collaborated effort to keep each component working to achieve submission of claims and the follow up that makes operations and cash flow a success. Becky has worked in home health on multiple levels and with many years of experience. She has tips and tricks on how to navigate through the turbulent waters of home health billing. This presentation is a must for anyone struggling with the day-to-day billing problems that have continued in home health.



Rebecca "Becky Tullos" has worked in home health care since 1991 performing a variety of duties. Beginning as an office data clerk and progressing to Billing Director and Business Manager. Becky is the owner of Tullos Billing and Consulting. Becky established her consulting and billing company in 2008. Tullos Billing and Consulting offers billing services as well as financial consulting analyzing financials and day to day operations. The goal of Becky's consulting services is to streamline and improve efficiency in billing related processes as well as ensuring smooth cash flow.

Concurrent Sessions

Session K – Hot Topics Roundtable Discussions

Tuesday, July 19
2:45 pm - 3:45 pm

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

Session L - When Disaster Strikes - How to Handle a Regulatory Emergency
Presented by **Christopher Johnston, Esq.**

Tuesday, July 19
2:45 pm - 3:45 pm

The session will attempt to answer and provide guidance for those pesky regulatory problems that nobody wants to have happen at their agency. For example, what do you do if you discover a HIPAA breach, or that an LPN who provided services for your agency was excluded from Medicare six months ago and, oh, he just forgot to tell you? How do you respond to a complaint that your number 1 marketer was having an affair with the physician who was the biggest referrer to your company and the complaint came from the physician's spouse. How do you prepare for an Administrative Law Judge hearing concerning a ZPIC audit that took place 4 years ago and none of the clinicians are available and the records were destroyed in last years' hurricane.

Christopher Johnston, Esq, Mr. Johnston completed law school at the Universite' de Geneve, in Geneva, Switzerland, where he obtained his basic Swiss law degree, a license en droit, in 1982. The following year, Mr. Johnston obtained a Masters of Letters and Law degree (LL.M.) from the University of Pennsylvania in Philadelphia. In 1984, Mr. Johnston moved to New Orleans where he successfully passed the Louisiana Bar examination and commenced work. In 2005, Mr. Johnston establish his own practice in Baton Rouge at the Johnston Law Firm, LLC. As a sole practitioner, Mr. Johnston continued to offer health care regulatory and transactional advice to his varied clientele. Mr. Johnston is a certified American Health Lawyers Association Alternative Dispute Resolution Arbitrator and Mediator. He is rated preeminent - AV by the Martindale and Huddle Directory.

Session M - To Alice, Is Caring Too Much a Bad Thing?
A Guide to Telling Your Home Care Story
Presented by **Peter Cobb**

Tuesday, July 19
4:00 pm - 5:00 pm

At what point does a caregiver cross the boundary between providing professional, compassionate care to getting too involved with her patients' lives? That question is at the heart of the new novel, *To Alice*. The novel is about the dignity and grace of simple care — a bed bath, companionship, meals preparation, wound dressing, house cleaning, toenail clipping. Join us for this informal book talk and discussion about the importance of direct caregivers with the author, Peter Cobb.

Peter Cobb was the executive director, for 33 years, of the VNAs of Vermont, the trade association of the State's Visiting Nurse Associations. Before that, he was a reporter, editor, grant administrator, mental health worker and soccer coach. To Alice is his first novel.

General Session

Session N - Change Management to Drive Staffing Success
Presented by **Laura Barnett & Christina Andrews**

Wednesday, July 20
8:30 am - 9:45 am

As the silver tsunami approaches, bridging the gap between workforce scarcity and staffing success is vital. Learn key strategies to brand your organization as the employer of choice, by communicating with influence and elevating your workforce from employees to ambassadors.

Objectives: Audience will be able to design an organization-specific "Welcome Back" strategy. Audience will be able to train their team to communicate with influence to attract and retain top talent. Audience will be able to list value-add tools to differentiate their organization.

Laura Barnett serves as a Vice President of Interoperability Sales at Axxess. In this role, she drives the growth of Axxess' partnerships and integrations to cultivate our partners and clients' success. She has extensive experience in communications for political campaigns, media and presentation skills training for C-level executives, and she spent eight years as a news anchor and managing editor for a local television news station.

Christina Andrews is Director of Professional Services at Axxess, where she delivers practical operational solutions to help clients scale operations using technology for home health, home care, hospice and palliative sectors. Prior to joining Axxess, she was the Senior Manager of Growth Solutions at SimiTree Healthcare Consulting, formerly Simione Healthcare Consultants, LLC. She earned her bachelor's degree in business administration with a concentration in marketing from the University of Toledo in Ohio.

Closing Session

Session O - Review of 2023 Home Health Proposed Rule
Presented by **Richard MacMillan, JD, RN**

Wednesday, July 20
10:00 am - 11:15 am

This session will review the 2023 Home Health Proposed Rule including:

- Reimbursement changes for CY 2023
- PDGM policy changes and potential budget neutrality adjustments
- Update on Nationwide Expansion of Value Based Purchasing Program
- Home Health Quality Reporting Program updates
- Other program policy changes

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. 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.

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 1-800-228-9290. Make sure you tell the Guest Services Representative you are attending the Gulf Coast Home Care Conference. Room rate is $229 per night. Room rate of $229 per night not effective after June 27, 2022.

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.

- Round-trip and one-way shuttle service can easily be arranged through The Grand Hotel Transportation Department. Please contact 251.990.6370 to learn more about their airport shuttle services. Rates for Single passenger $95 (one-way).
- Uber is approximately $82 (one way) from MOB.

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.

- Round - trip and one-way shuttle service can easily be arranged through The Grand Hotel Transportation Department. Please contact 251.990.6370 to learn more about their airport shuttle services. Rates for Single passenger $95 (one-way).
- Uber is approximately $115 (one way) from PNS.

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

REGISTRATION INFORMATION

18th Annual Gulf Coast Home Care Conference & Exhibition

Young at Home

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, P.O. Box 80124, Lafayette, LA 70598, faxed to 337-231-0089, or emailed to Liz at liz@hclanet.org.

Pre-Conference Workshop Registration (Optional)

	Member	Non-Member
Palmetto GBA 2022 Home Health Series	☐ $175	☐ $225
Value Based Purchasing	☐ $175	☐ $225

Gulf Coast Home Care Conference Registration

Early Bird (rcvd by June 10, 2022)	☐ $445	☐ $545
Regular (rcvd by June 11 - July 8, 2022)	☐ $495	☐ $595
Late/On-Site (rcvd on or after July 9, 2022)	☐ $545	☐ $645

Registration Summary:

Optional Pre-Conference $_____

Conference Registration $_____

Total Due $_____

Method of Payment

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

Card # Expiration Date

Name as PRINTED on card Signature

Concurrent Session Choices
Please choose only ONE per time slot

Tuesday, July 19, 2022

8:30 am - 9:30 am

☐ **C.** Secrets to Selling to Hospitals to Increase Patient Referrals

☐ **D.** OASIS E Overview

9:45 am - 10:45 am

☐ **E.** Meeting the Future Demands of ADRs, F2F, And Pre-Claim Review

☐ **F.** PDGM: Inside the Numbers for the First Two Years

11:00 am - 12:00 pm

☐ **G.** Is Good Good Enough? Taking Your Quality to the Next Level in VBP

☐ **H.** Interview, Hire, Train, Quit, Repeat Make it Stop!

1:30 pm - 2:30 pm

☐ **I.** Code Your Way Out of a Paper Bag: Understanding the Clinical Grouper and Comorbidity Adjustment

☐ **J.** Back to the Basics - The Key to Adapting to the Ever-Changing World of Home Health Billing

2:45 pm - 3:45 pm

☐ **K.** Hot Topics Roundtable Discussions

☐ **L.** When Disaster Strikes - How to Handle a Regulatory Emergency

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).

Cancellation Policy

A 90% refund will be given if a written request is received in the HCLA office on or before July 1, 2022. A 50% refund will be given if a written request is received by July 11, 2022 due to hotel confirmations requirements, printing expense, etc. NO refunds will be given for cancellations received after July 11, 2022 or for "no-shows". To cancel your registration contact Liz Langley via email at liz@hclanet.org.

HomeCare Association of Louisiana
P.O. Box 80124
Lafayette, LA 70598
Ph. 337-231-0080 Fax: 337-231-0089