

Workshop Registration

| | Workshop Fees | Members | Non-Members |
|--------------------------|--|--------------|---------------|
| <input type="checkbox"/> | <i>Before February 25th</i> | \$195 | \$ 375 |
| <input type="checkbox"/> | <i>After February 25th & at the door</i> | \$245 | \$425 |

*Registration fee includes one report per attendee

Agency: _____

Address: _____

City: _____ State: _____ Zip: _____

Medicare Provider Number for Agency Specific Data: _____

*Reports for multiple agencies may be requested for an additional fee—Call HCLA 337-231-0080 for information

Attendee 1) _____

Attendee 2) _____

Attendee 3) _____

Phone: _____

E-mail Address: _____

Method of Payment

- Check MasterCard
 Visa AMEX

Credit Card No.: _____

Name on Card: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Expiration

Security Code: _____ Date: _____

You can also register online at www.hclanet.org or fax the registration form to 337-231-0089.

HomeCare Association of Louisiana
 850 Kaliste Saloom Road, Suite 123
 Lafayette, LA 70508
 Ph. 337.231.0080
 Fax: 337.231.0089

Return Service Requested



Health Policy & Affordable Care Act - Its Impact on Home Health

Presented by: Richard Dixon

Louisiana Providers: A Cost Report Study

Presented by: Duane Blackwell

Baton Rouge: March 3rd

9:30 AM – 4:00 PM

Registration: 9:00 AM

* Complimentary, light continental breakfast & lunch provided.

Who Should Attend:

- All Home Health Providers
- Owners
- Administrators
- Top Level Management

Home Care Health Policy - The Impact of the Affordable Care Act and Subsequent Legislation

Richard Dixon
9:30AM - 12:30PM



Louisiana Providers: A Cost Report Study

Duane Blackwell
1:30PM - 4:00PM



The healthcare policy experts who authored the Affordable Care Act included a multitude of challenging changes for the home health provider community. Included are physician care plan reviews, new billing time limits, increased fraud & abuse audit funding, a redefined anti-kickback statute, small business tax credits, new criminal background screenings, compliance plans, and Face-To-Face Physician Encounter Requirements. Intimate knowledge and exploration of the business implications of this legislation and subsequent health policy will be important for smart providers.

Richard K. Dixon, of Palm Bay, Florida, is President and CEO of Dixon Healthcare Solutions, Inc., a national health care consulting firm specializing in Home Health and Hospice. A former Medicare auditor, his experience includes operations consulting, budgeting, preparation of Medicare and Medicaid cost reports and reimbursement management consulting. Mr. Dixon has 25-plus years of experience in health care, including VP Finance for several large home health providers with annual revenue up to \$32 million. He is a sought-after speaker for state and national health care association meetings and is a member of Who's Who in American Business.

Louisiana home health providers have not had such intense challenges since BBA '97. ZPICs, HEAT, PPACA, and MedPAC provide an alphabet soup sure to cause indigestion for even the most astute management team. Knowing where your agency stands compared to your competition, the state, and the national norms has never been more important.

The HCLA Board of Directors approved a project to gather Louisiana cost reports from 2007 - 2009, through the Freedom of Information Act, to provide our state's agencies with insightful clues about trends in the areas of utilization, census, length of stay, direct care costs, and more. Each attendee will receive an invaluable packet that includes cost report summaries, agency by agency (blinded to protect privacy of provider), for all free standing providers. In addition, each attendee will receive a custom spreadsheet for their own individual agency highlighting activity from 2007-2009. The owner-administrator will walk away from this summit with a new understanding and appreciation of their degree of preparedness for the road ahead.

Duane Blackwell, MBA of Alexandria, LA, has worked in home health for 14 years. He has served as CEO of a Louisiana based, ten-location Medicare certified home health provider. He guided them through the successful sale of the agency and now directs providers across Louisiana and Texas via his consulting company. SOSO Solutions, LLC provides management consulting services to Medicare certified post-acute providers, primarily hospital based and free standing home health providers. Practice areas of focus include financial management, market intelligence and the management of change.



Workshop Location

BATON ROUGE (March 3rd)
Embassy Suites
4914 Constitution Avenue
Baton Rouge, LA 70808
Ph. 225.924.6566

* Complimentary, light continental breakfast & lunch provided.

Upcoming Conferences

Southwest Conference

Hyatt Regency Dallas at Reunion
Dallas, TX
April 19 - April 20, 2011

Gulf Coast Conference

Grand Hotel Marriott Resort
Point Clear, AL
July 25 - July 27, 2011

HCLA/LALA Annual Conference

Projected Location: New Orleans
Week of November 1, 2011

CONTACT HOURS WILL BE PROVIDED

"The HomeCare Association of Louisiana is an approved provider of continuing nursing education by Louisiana State Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission of Accreditation."

Number of credits TBD

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