

# 2010 HCLA/LALA ANNUAL CONFERENCE

November 2-3, 2010  
Crowne Plaza - Baton Rouge, LA

## Excelling & Enduring In A CHANGING World



Change is all around us – in the regulatory environment, political landscape, economic climate, and the services we provide in the home care and assisted living industries. How do we cope with and adapt to the changes and embrace the opportunities they bring?

That's our focus for this year's HCLA/LALA Annual Conference and Exhibition. Make plans to join us in Baton Rouge for two days of networking and education aimed at helping you survive, thrive and reach new heights in spite of the challenges and changes...much like the butterfly on new wings.

**HCLA**  
HOMECARE ASSOCIATION OF LOUISIANA

**LALA** LOUISIANA  
ASSISTED LIVING  
ASSOCIATION

Register online @ [www.hclanet.org](http://www.hclanet.org) or send in the enclosed registration form.

## KEYNOTE PRESENTATION:

### “Excelling & Enduring in a Changing World”

In today's fast-paced changing world, making sure you are keeping your focus on top priorities is not optional if you're going to succeed. Join us for this dynamic presentation as Julio Melara shares with us two of the biggest pitfalls that can impede your progress and challenges us with the essential priorities to excel in the future.

Julio Melara is an entrepreneur, publisher, author, devoted husband and proud father. He has shared the platform with such distinguished Americans as Zig Ziglar, Secretary of State Colin Powell, Steve Forbes, Legendary Basketball Coach John Wooden, plus numerous business leaders at the top of their game. A man of passion, Julio is one of today's leading motivational speakers and foremost authors on true success. His dynamic enthusiasm and relentless commitment will have you on your feet in minutes. Don't miss it!

## WHO SHOULD ATTEND?

Homecare owners and administrators, DONs, clinicians, marketing and sales staff, home health billers, etc. Anyone else wanting to hear the latest home care information and industry changes! Come to hear the latest and meet with our vendors!

## HOTEL INFORMATION

Our conference will be held at the Crowne Plaza in Baton Rouge, located at 4728 Constitution Avenue, off College Drive near I-10. A block of rooms has been reserved at the Crowne Plaza for Monday, November 1st through Wednesday, November 3rd. The conference room rate is \$105 per night for single or double occupancy, \$115 for three persons, or \$125 for four persons (plus tax). To take advantage of this discount, please call 800-678-4065 and request the HomeCare Association of Louisiana group rate. You can also make a reservation @ [www.crownebaton.com](http://www.crownebaton.com) (the group booking code is HAL). All reservations must be guaranteed with a major credit card. **Reservations at this discounted rate will be accepted on a space-available basis through Tuesday, October 12, 2010.**

## TRADESHOW/EXHIBIT SCHEDULE

Representatives of more than 40 companies offering products and services of interest to the home care and assisted living industries will be participating in our annual conference as exhibitors and event sponsors. On Tuesday, November 2nd, please make plans to join us for an opening night reception with exhibitors from 5:30 to 7:00 p.m. Refreshments will be provided, and a cash bar will be available. The exhibition will continue on Wednesday, November 3rd from 7:30 a.m. to 1:30 p.m. Please make plans to show your appreciation to our exhibitors by joining them for breakfast and lunch in the Exhibit Hall.

## CONTINUING EDUCATION CREDIT

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

## REGISTRATION INSTRUCTIONS

To register and pay with a check, please use the registration form included on page 4. Online registration is available via the HCLA website @ [www.hclanet.org](http://www.hclanet.org) for those wishing to pay by credit card or PayPal. Click on the Event Calendar option under the HCLA Events tab. Look for the 2010 HCLA/LALA Annual Conference HCLA Registration links, and select the desired registration type (two-day registration, one-day registration for November 2nd, or the one-day registration for November 3rd). You will need to log in using your email as your user ID and password in order to complete the registration. After the first attendee, you can register additional attendees as "guests" (a \$25 discount will be applied to two-day guest registrations after the first attendee). There will be no group registrations due to the discount after one registrant. To add additional one-day registrations, click the "Continue Shopping" button in the shopping cart before checking out. If you have any problems with the registration system or need assistance creating a user ID and password, please contact Liz Langley in the HCLA office at 337-281-0080.

## PAYMENT & CANCELLATION POLICIES

All registration fees must be paid in advance via check, cash or credit card. For registrations after October 26th, a credit card number will be required to reserve your spot for the conference. **No registrations will be accepted at the door.** Cancellations received by Tuesday, October 26th will be refunded less a \$50 administrative fee. No refunds will be provided for cancellations after October 26th or for "no shows." Substitutions are welcome. If possible, please notify us in advance if a substitution will be made so that the change can be made on the nametag. Registration fees and continuing education credits are based on the registrant attending the entire conference sessions for which he/she has registered. Therefore, attendees cannot "share" a registration (i.e., one person attend one day and someone else attend on the second day under a two-day registration).

## SPECIAL NEEDS

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

## QUESTIONS?

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

Register online @ [www.hclanet.org](http://www.hclanet.org)

# HCLA CONFERENCE SCHEDULE AT-A-GLANCE

Tuesday, November 2, 2010

10 a.m. to 5:30 p.m.	Attendee Registration, Exhibitor Set-up from 11 a.m. to 4:30 p.m.
12:45 to 2:00 p.m.	WELCOME & KEYNOTE ADDRESS: "Excelling & Enduring in a Changing World" <i>Presented by Julio Melara</i>
2:00 to 2:15 p.m.	BREAK
2:15 to 3:15 p.m.	<i>Hang on Tight... The ZPIC is Saddling Up For the Show in LA!</i> <i>Presented by Jan Spears of MJS Associates</i>
3:15 to 3:30 p.m.	BREAK
3:30 to 5:30 p.m.	"Profiling—What the Feds Already Know About Your Agency" <i>Presented by Duane Blackwell of SOSO Solutions</i>
5:30 to 7:00 p.m.	RECEPTION WITH EXHIBITORS

Wednesday, November 3, 2010

7:30 to 8:00 a.m.	REGISTRATION & BREAKFAST WITH EXHIBITORS	
7:30 a.m. to 1:30 p.m.	VENDOR BOOTHS OPEN IN EXHIBIT HALL	
8:00 to 9:30 a.m.	<i>Where Are You Now?</i> <i>Presented by Joyce Sheldon Author, Inspirational Speaker and Caregiver Advocate</i>	
9:30 to 9:45 a.m.	BREAK WITH EXHIBITORS	
9:45 to 10:45 a.m.	<i>Will Your Clinical Documentation Weather the ZPIC Storm?</i> <i>Presented by Jan Spears of MJS Associates</i>	<i>Sink or Swim: How to Dive into Social Media and WIN the GOLD for Your Home Health Agency</i> <i>Presented by Michelle Cullison of Daystar New Media</i>
10:45 to 11:00 a.m.	BREAK WITH EXHIBITORS	
11:00 a.m. to 12 noon	<i>OASIS-C—What We've Learned Since January 2010</i> <i>Presented by Jennifer Warfield of PPS Plus Software</i>	<i>Telehealth From Start to Finish: Deciding if You Are Ready, Vendor Selection, Implementing and Measuring</i> <i>Presented by Faye Bryant of Acadian Telehealth Monitoring</i>
12:00 to 1:30 p.m.	NETWORKING LUNCH & DOOR PRIZE DRAWINGS	
1:30 to 2:30 p.m.	<i>Countdown to 2013: Conversion From ICD-9 to ICD-10</i> <i>Presented by Jennifer Warfield of PPS Plus Software</i>	<i>The ZPIC Speaks!!!</i> <i>Presented by Curtis Watkins of AdvanceMed Corporation</i>
2:30 to 3:30 p.m.	<i>DHH Panel</i> <i>Presented by Rose Helwig and Marian Tate</i>	
3:30 to 4:30 p.m.	Closing Session <i>PPS Rule for Home Health 2011</i> <i>Presented by Richard MacMillan of LHC Group</i>	

# HCLA PROGRAM DESCRIPTIONS

**TUESDAY, NOVEMBER 2, 2010**

## **Session A:**

### **WELCOME & KEYNOTE ADDRESS:**

#### **“Excelling & Enduring In A CHANGING World”**

**Presented by Julio Melara**

In today's fast-paced changing world, making sure you are keeping your focus on top priorities is not optional if you're going to succeed. Join us for this dynamic presentation as Julio Melara shares with us two of the biggest pitfalls that can impede your progress and challenges us with the essential priorities to excel in the future.

**About the Speaker:** Julio Melara is a man of passion - Julio is one of today's leading motivational speakers and foremost authors on true success. His dynamic enthusiasm and relentless commitment will have you on your feet in minutes. Julio Melara was born in New Orleans, Louisiana in 1964, the second of three children born to Honduran immigrant parents. At the age of four his father left and he was raised by his mother Yvonne Guillen. Her love, work ethic and constant encouragement helped him overcome several hardships including a stuttering problem and no money for college after graduating from high school. He started selling at the age of eleven. By the time he was 27 he had broken every sales record in the 72-year history of WWL-Radio, the second oldest radio station in America. The following year, he became the first million-dollar producer in the Louisiana radio industry. Julio is an entrepreneur, publisher, top-selling author, devoted husband and proud father. He has shared the platform with such distinguished Americans as Zig Ziglar, Secretary of State Colin Powell, Brian Tracy, Legendary Basketball Coach John Wooden, Steve Forbes, plus numerous Professional Coaches and Business Leaders who are at the top of their game.

## **Session B:**

### **Hang on Tight...The ZPIC is Saddling Up For the Show in LA!**

**Presented by Jan Spears of MJS Associates**

Protest mitigated, AdvanceMed will be riding into Louisiana to set up shop in Baton Rouge and assume the duties of the Zone Program Integrity Contractor (ZPIC) in Zone 5. But don't send the welcome wagon "just yet". Not until you know who they are and what they can do to your Medicare business. As the third ZPIC zone is unveiled, hear from an experienced consultant just what is happening in Zones 4 and 7 where the ZPICs have been active for more than one year. How does the ZPIC differ from the PSCs and RAC auditors? Could your home health or hospice agency be targeted in the next year? There are some "sure fire" ways to predict it! This session will tell you how to examine your vulnerabilities, how to prepare for the inevitable walk-in review, what you can expect from the audit, when you can expect to hear, when you will feel the pinch in the pocketbook and how much will be taken, and what you must do to get ready to fight! Learn from your neighbors to the East (Florida) and West (Texas). This show is not pretty! This session is designed for the owners, administrators, financial officers, and clinical managers who must ready the company for the upcoming storm.

## **Session C: “Profiling—What the Feds Already Know About Your Agency”**

**Presented by Duane Blackwell of SOSO Solutions**

Yogi Berra once said, “If you don't know where you're going, you'll end up someplace else”. Silly. But insightful. In the rapidly changing home health landscape, many Providers truly don't know where they are going. And in order to figure out where they are going, they've got to first know where they **are**. In this fast moving presentation, you'll learn how to take a snapshot of your agency data profile and compare it to the profile of your competitors, both locally and on the state and *national* levels. How do you stack up? Does your profile give you some sort of competitive advantage in your market, or is your profile one that might draw unwanted attention from ZPIC's or the OIG? Just who really are the “Big Fish” in your local market. You might be surprised! We'll take a look at how your agency profile positions you for the future. Is the typical Louisiana agency data set reflective of the type of organization that will survive and thrive in the bold new world of healthcare? How about **your** organization? Join us, and we'll take a look together.

**WEDNESDAY, NOVEMBER 3, 2010**

## **Session D: Where Are You Now?**

**Presented by Joyce Sheldon, Author, Inspiration  
Speaker and Caregiver Advocate**

Joyce Marie Sheldon, “Joy” author, inspirational speaker and caregiver advocate, will take you on a journey to the “now” - that time and space which exists in this moment. Be prepared to relinquish your mind and open your heart as she entertains and inspires. Joy will provide a tribute to professional caregivers and relate tender stories of her caregiving experiences. You will laugh; then you will cry. In the end, it's possible you will be ready to change because her words will linger in your heart. **“This is the moment, the only moment of which we are certain. This is your “now”.**

## **Session E: Will Your Clinical Documentation Weather the ZPIC Storm?**

**Presented by Jan Spears of MJS Associates**

Clinical documentation has never been more important in the health care world, but the agency that believes its records will be sufficient in a ZPIC investigation might be in for some unpleasant surprises. Are you sure that your Medicare home health records will support that the patient was homebound before, during and at the end of the episode? Will your clinical record support that the services you were paid for met reasonable and necessary standards? Is the history of prior therapy documented in your record when a new therapy episode is opened? These are just a few of the “gut wrenching” questions that you will be “not sleeping about” when the ZPIC comes to your agency's door. Hear from a consultant who not only knows what the ZPIC is looking for, but has read more than 1000 of their report of findings and is available with tips to help you prepare your records or ready your skills for appeals. These are reviews like you have not seen in home health in years! Don't get caught “skinny” in your documentation! This session is designed with good reimbursement practices and documentation in a “way to win” atmosphere.

# HCLA PROGRAM DESCRIPTIONS (continued)

**WEDNESDAY, NOVEMBER 3, 2009**

## **Session F:**

### **Sink or Swim: How to Dive into Social Media and WIN the Gold for Your Home Health Agency**

**Presented by Michelle Cullison of Daystar New Media**

Does your Agency need to generate new leads, strengthen brand recognition and develop relationships with a targeted audience? Do you need to increase referral sources, announce events and promote specials without increasing your marketing budget? If so, this session on social media marketing is for you! Using real examples, we'll show you why using social media is a good business decision for Home Health Agencies. Then, we'll step you through how to: create a Facebook Page, build a community and manage the content and conversations to keep your business thriving. Social media improves SEO, keeps you engaged with prospects and clients and is low-cost compared to traditional advertising campaigns. Family, friends and caregivers no longer search the yellow pages for referrals. They're asking Facebook friends and searching Google to find the right agency. Dive into social media, expand to the social spaces and WIN the Gold for your agency.

## **Session G:**

### **OASIS-C: What We've Learned Since January 2010**

**Presented by Jennifer Warfield of PPS Plus Software**

OASIS-C implementation, now almost a year old, has had a major impact on Quality Assurance, reimbursement and much of homecare agency operations. Would you like to learn what other agencies are experiencing? What have they done to adapt to the new QA items? How have the new Process Measure items been implemented and how have agency practices changed? What problems and concerns are agencies encountering with OASIS-C? In this session, hear expert suggestions and techniques that will help ensure the next six months help you experience more success and less heartburn.

## **Session H:**

### **Telehealth From Start to Finish: Deciding if You Are Ready, Vendor Selection, Implementing and Measuring**

**Presented by Faye Bryant of Acadian Telehealth Monitoring**

Change and innovation will abound in home health over the coming five to ten years. If telehealth isn't in your agency it should be on your radar screen. There are complexities to this important technology. Faye Bryant of Acadian Monitoring will address vendor selection, contract negotiations, implementing and measuring outcomes. She will share statistics regarding the impact of telehealth in the home care setting and compare well integrated telehealth programs to those who just have the equipment. This program will help attendees make an informed decision about telehealth.

## **Session I: Countdown to 2013:**

### **Conversion From ICD-9 to ICD-10**

**Presented by Jennifer Warfield of PPS Plus Software**

The International Classification of Diseases (ICD) was developed primarily as a means of tracking causes of death. Thankfully we have advanced well beyond that concept and currently the World Health Organization (WHO) uses the ICD system to collectively monitor causes of morbidity and mortality also. Unfortunately, in the US, we are a bit behind other industrialized countries because we still utilize the ICD-9 system of coding. So it's time for a change. On October 1, 2013, the health care industry will change from ICD-9 to ICD-10 for medical diagnosis and inpatient procedure coding. This transition will cause major changes in home health. Join Jennifer Warfield as she presents an introduction to the transition. Learn what you should be doing now, important dates to remember and ways to start preparing your staff.

## **Session J: The ZPIC Speaks!!!**

**Presented by Curtis Watkins of AdvanceMed Corp.**

You cannot afford to miss this presentation. Finally you get to hear directly from AdvanceMed, the ZPIC for Louisiana. Did you know that AdvanceMed has a location in Baton Rouge? Did you know there are currently Zone Program Integrity Contractor (ZPIC) audits happening in Louisiana? ZPIC audits are commonly related to an investigation of fraud and abuse. ZPIC audits can result in payment suspension if there is evidence of fraud. ZPICs are responsible for (1) data analysis and data mining, (2) conducting medical reviews in support of benefit inquiry, (3) supporting law enforcement and answering complaints, (4) investigating fraud and abuse, (5) recommending recovery of federal funds through administrative action and (6) referring cases to law enforcement. Curtis Watkins, the Program Director and Benefit Integrity Manager, will speak to attendees about the role of the ZPIC and their activity. ZPIC audits may result in pre-payment and post payment claims review, the initiation of administrative sanctions, such as payment suspension, recouping overpayments, provider exclusion and may lead to a provider being referred to law enforcement.

## **Session K: DHH Panel**

**Presented by Rose Helwig and Marian Tate**

## **Session L:**

### **CLOSING SESSION: PPS Rule for Home Health 2011**

**Presented by Richard MacMillan of LHC Group**

Are you familiar with the details of the PPS rule for 2011? How about face to face encounters for physician signatures on Plans of Treatment? Are you familiar with the new Physical Therapy requirements for documentation of 'threshold visits'? Case Mix Creep calculations will impact your episodic payments, as will the new Outlier Policy, market basket updates and the rural add on. Have you heard about the 36 month rule regarding change of ownership? The removal of hypertension codes from HHRG will reduce Medicare home health reimbursements. Home health is in for major changes in 2011. Richard MacMillan, attorney and Registered Nurse, has been engaged in the proposed rule on Capitol Hill and will share the latest news on what should be a final rule on PPS home health for 2011. If you're in home health this is a session that's crucial to your business.

# CONFERENCE REGISTRATION FORM

## **Registration Fees for HCLA/LALA Members:**

Only members who are current on their 2010 membership dues are eligible to receive the member discount.

- **Two-Day Conference Registration** - \$300 for first attendee, \$275 for each additional attendee from the same company.
- **One-Day Conference Registration** - \$200 per person.

## **Registration Fees for Non-Members:**

- Two-Day Conference Registration - \$450 per person.
- One-Day Conference Registration - \$350 per person.

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

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

City, \_\_\_\_\_ State: \_\_\_\_\_ ZIP \_\_\_\_\_

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

**Member of:**    HomeCare Association of LA    LA Assisted Living Association    Non-Member

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

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Email: \_\_\_\_\_

- Two-Day Conference Registration - \$300 for members, \$450 non-members
- One-Day Registration Nov 2 - \$200 per person for members, \$350 non-members
- One-Day Registration Nov 3 - \$200 per person for members, \$350 non-members

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

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Email: \_\_\_\_\_

- Two-Day Conference Registration - \$275 for members, \$450 non-members
- One-Day Registration Nov 2 - \$200 per person for members, \$350 non-members
- One-Day Registration Nov 3 - \$200 per person for members, \$350 non-members

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

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Email: \_\_\_\_\_

- Two-Day Conference Registration \$275 for members, \$450 non-members
- One-Day Registration Nov 2 - \$200 per person for members, \$350 non-members
- One-Day Registration Nov 3 - \$200 per person for members, \$350 non-members

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

**Total inclosed \$ \_\_\_\_\_**

*I/We have read the payment and cancellation policies and agree to comply with these terms.*

**Please enclose check payable to the HomeCare Association of Louisiana.** You may also register and pay online at [www.hclanet.org](http://www.hclanet.org).

**Questions?** Call HCLA at 337-231-0080 or LALA at 225-791-5811.

**Mail registration form and payments to:** HCLA/LALA Annual Conference  
850 Kaliste Saloom Road, Suite 123  
Lafayette, LA 70508  
FAX: 337-231-0089