PRELIMINARY PROGRAM

2015 ANNUAL CONFERENCE & HOME CARE EXPO
MAY 19-21 | PALM SPRINGS, CA
Dear Friends and Colleagues,

This is a very exciting time for the Home Care industry and we urge you to join us in Palm Springs, California for the 49th CAHSAH® Annual Conference and Home Care Expo. The 2015 Annual Conference will take place May 19-21 at the Renaissance Palm Springs Hotel located in the heart of downtown. This conference is designed to give attendees the tools they need to build a stronger, more successful team of professionals in any auspice of home care.

We are pleased to welcome over 50 speakers, 350 anticipated attendees, as well as 85 exhibitors offering the latest solutions for your agency. This conference provides an extensive opportunity to meet and network with colleagues from all aspects of the industry.

This year’s conference theme of “Constructing the Future of Home Care” is geared toward establishing a community of professionals that is continuously looking to pave the way to a stronger more successful future for the Home Care industry. This year we are excited to introduce an all-inclusive, highly interactive conference mobile app. This mobile app you will allow you to customize your conference experience by networking with colleagues, personalizing your session schedules, staying up-to-date on all conference activities, exploring and interacting with exhibitors, as well as competing in the conference challenge and much more!

Take part in 45 electrifying educational sessions and keynotes ranging from Cyber Security to Managing Millennials, “Sizzling” Sales Calls!, and Regulatory Updates. Dig into the vast range of conference activities by attending the luxurious Hospitality Suites on Monday evening. Make sure your conference route continues through the interactive Expo Grand Opening on Tuesday evening, followed by a detour to the poolside PAC event that night.

It is time to open the lane to your future! On behalf of CAHSAH® staff, the Board of Directors, the Education Planning Committee, supporting organizations, and all of our dedicated members we are thrilled to invite you and your team to join us in Palm Springs as we break ground on the road to the future of home care.

ALEX SALDANA, CHAIR
Board Of Directors

TRICIA RITCHIE, CHAIR
Education & Conference Planning Committee

DEAN CHALIOS, PRESIDENT
CAHSAH®
MAY 19-21 | PALM SPRINGS, CALIFORNIA
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& PALM SPRINGS CONVENTION CENTER

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HOTEL RESERVATIONS
For hotel reservations please visit:
http://tinyurl.com/CAHSAH2015 or call:
760-322-6000 and ask for the “CAHSAH”
rate of $150 Single/Double (plus tax).
Hotel Reservation Deadline is April 12, 2015.
Rates valid for stays occurring: 5/16/15- 5/24/15 *
*Subject to availability.

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For hotel and convention center parking rates and regulations, visit www.cahsah.org

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FIND THE LATEST SESSION INFORMATION AT
WWW.CAHSAH.ORG/CONFERENCESESSIONS.ASP
**MONDAY, MAY 18**

- 2:00 pm - 6:00 pm | Registration Open
- 6:30 pm - 8:30 pm | Hospitality Suites

**TUESDAY, MAY 19**

- 8:00 am - 5:00 pm | Registration Open
- 8:00 am - 9:00 am | Networking Breakfast
- 9:00 am - 10:30 am | K100 - National Update from Washington
- 10:30 am - 10:45 am | Networking Break
- 10:45 am - 12:00 pm | G100 - How to Become a Lean Organization While Driving Quality Outcomes
- 12:00 pm - 12:15 pm | Networking Break
- 12:15 pm - 1:30 pm | Business and Hafkenschiel Awards Luncheon
- 1:30 pm - 1:45 pm | Networking Break
- 1:45 pm - 3:15 pm | G200 - More Winning Strategies for Driving Referrals
- 3:15 pm - 3:30 pm | Networking Break
- 3:30 pm - 5:00 pm | G300 - Differentiating Your Business with Technology Trends
- 5:00 pm - 7:00 pm | Expo Grand Opening
- 7:30 pm - 11:30 pm | PAC Event

**WEDNESDAY, MAY 20**

- 8:00 am - 5:30 pm | Registration Open
- 6:00 am - 7:00 am | Morning In Motion
- 8:00 am - 9:00 am | Demo Breakfast
- 9:00 am - 10:00 am | K200 - Cyber Security: The Evolving Threat Landscape
- 10:15 am - 11:15 am | G400 - Cyber & Privacy Insurance and Preparing for the HIPPA Data Breach
- 11:45 am - 12:00 pm | Networking Break
- 12:00 pm - 2:00 pm | Expo Strolling Lunch
- 2:00 pm - 2:15 pm | Networking Break
- 2:15 pm - 4:00 pm | G500 - How to Succeed in a Managed Care Environment – Part 2
- 3:45 pm - 4:00 pm | Networking Break
- 4:00 pm - 5:30 pm | G600 - Stroke & the Journey to Recovery from the Other Side of the Front Door

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**AT A GLANCE**

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## CONFERENCE SCHEDULE

**THURSDAY, MAY 21**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:00 am - 10:30 am</td>
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<td>G700 - Succession Planning</td>
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<tr>
<td>11:45 am - 12:45 pm</td>
<td>L700 - Translating Evidence-based Research &amp; Practices into Tangeable Approaches</td>
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<tr>
<td>12:45 pm - 1:45 pm</td>
<td>Networking Break</td>
</tr>
<tr>
<td>1:45 pm - 2:45 pm</td>
<td>M700 - HHFMA's Managed Care Costing and Pricing Tool</td>
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<tr>
<td>2:45 pm - 3:45 pm</td>
<td>P700 - Need to Know Employment Law for Home Care Agencies: Sleep Time, Minimum Wage, Paid Sick Leave, Final Rule, Cell Phones and Other Important Updates</td>
</tr>
<tr>
<td>3:45 pm - 4:45 pm</td>
<td>M1400 - How Medicaid Expansion is Creating Risk</td>
</tr>
<tr>
<td>4:45 pm - 5:45 pm</td>
<td>H700 - ICD-10 Will Rock Our World - Are You Ready?</td>
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</tbody>
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## AT A GLANCE

**Continued...**

Conference participants can earn up to 13.5 contact hours. Provider approved by the California Board of Registered Nursing, Provider Number CEP2463 for up to 13.5 contact hours. Provider approved by the California Board of Behavioral Sciences, Provider Number PCE588 for up to 13.5 contact hours. Provider approved by the Physical Therapy Board of California, Provider #3780 for up to 13.5 contact hours. Physical Therapy contact hours are available for select sessions. (Please inquire with CAHSAH® Education Staff.)

## AVAILABLE FOR DOWNLOAD APRIL 1, 2015

Available on all devices, including:
- iOS (iPhone, iPad, iPod Touch)
- Android phones and tablets
- Web-based app for other phones
SPECIAL EVENTS

HOSPITALITY SUITES | Monday, May 18 - 6:30 pm - 8:30 pm
Jump start your conference experience in style. Come visit three luxurious suites hosted by dynamic conference sponsors Heffernan Insurance, Data Soft Logic, and Note-E-Fied. Grab a drink and a small bite to eat as you stroll through each suite. This will be your first chance to start earning conference points through the mobile app.

BUSINESS & HAFKENSCHIEL AWARDS LUNCHEON | Tuesday, May 19 - 12:15 pm - 1:30 pm
Join CAHSAH’s® officers and Board of Directors for an informational update on CAHSAH’s key issues. Also, recognize outstanding individuals who contribute to home care. CAHSAH will present the following awards: Home Care Service Award, Lillian O’Brien Home Care Supervisor Award, Ambassador Award, Home Care Physician of the Year Award, Lois C. Lillick Award, and Joan Baier-Garland Home Care Nursing Scholarship.

EXPO GRAND OPENING | Tuesday, May 19 - 5:00 pm - 7:00 pm
Don’t miss this popular event, which celebrates the opening of the Exhibit Hall on Tuesday evening. Enjoy drinks, hor d’oeuvres, and a chance to meet with friends while browsing the exhibits. Navigate the expo floor like a pro by downloading the conference app to have our interactive exhibitor map right at your finger tips. Take this opportunity to visit and talk with exhibitor representatives, meet up with other industry professionals, or hang out with colleagues before heading to the PAC event.

PAC EVENT POOLSIDE PARTY | Tuesday, May 19 - 7:30 pm - 11:30 pm | Cost: $50
Support CAHSAH’s® Political Action Committee at this poolside party! Enjoy drinks and hor d’oeuvres while you close down the evening with friends, colleagues and new acquaintances. This is a very popular event so be sure to purchase tickets ahead of time.

MORNING IN MOTION | Wednesday, May 20 - 6:00 am - 7:00 am
Get your morning energized! Take a stroll with our Morning In Motion sponsor, Allscripts, to Downtown Palm Springs. Enjoy beautiful scenery, fresh morning air, and the company of fellow attendees before heading to the Technology Demo Breakfast. This is a great way to start your morning off with a little exercise while taking in the sites of beautiful Palm Springs. Early bird catches the worm! This will be an additional chance to earn points in your conference mobile app.

DEMO BREAKFAST | Wednesday, May 20 - 8:00 am - 9:00 am
Pull up a seat and enjoy a full breakfast while watching exciting product demos. You will have the opportunity to learn about products from Kinnser Software, Axness, and Health Care Synergy. See something you like? Use your conference mobile app to find them in the expo hall or to schedule a one-on-one demo.
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KEYNOTE SESSIONS

K100 | Home Care and Hospice 2015: National Update from Washington
Bill Dombi | National Association for Home Care & Hospice (NAHC)
Tuesday, May 19 - 9:00 am - 10:30 am
Healthcare reform continues to have center stage with home care and hospice. This keynote session will bring you up-to-the-minute on what Washington has in store for 2015 and beyond that will affect the future of home care and hospice across the country.
LEARNING OBJECTIVES:
• Identify the basic philosophical differences between the PPS Home Health Era and the ACO era that lies ahead.
• Outline areas of clinical performance that Home Health Providers might address to prepare for ACO requirements.
• Propose methods in which the ACO changes for Home Health Providers also focus on their current care programs.

K200 | Cyber Security: The Evolving Threat Landscape
Stephen Scharf | Experian
Wednesday, May 20 - 9:00 am - 10:00 am
This session will focus on the growing trend of cyber security activities and how they are re-shaping business strategies. Previously delegated as an IT problem, many businesses now realize that cyber security is a broader problem that reaches beyond traditional IT activities. More aggressive and robust risk management practices are now required to help deal with the escalating threat.
LEARNING OBJECTIVES:
• Understand the types of groups that are committing these illegal acts and for what purpose
• Identify basic steps you can take to help protect yourself from becoming a victim
• See how healthcare data is becoming more valuable than personal financial data on the black market.

K300 | Constructing the Future: New Possibilities, New Opportunities
Chris Alexander | Synergy Executive Education
Thursday, May 21 - 9:00 am - 10:00 am
In this powerful keynote presentation, Alexander will demonstrate that the ultimate competitive advantage has always been the ability to create, innovate and unleash new possibilities and opportunities in your personal and business life.
In the last 50 years most, if not all of our economic growth has been generated by individuals with new, fresh ideas who were inspired to transform the seemingly old impossibility to the new possibility resulting in billions of dollars generated and millions of jobs created. Constructing the Future is the roadmap to Success in your personal and business life.
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www.datasoftlogic.com
G100 | ●
How to Become a Lean Organization While Driving Quality Outcomes
Julia Finken | The Joint Commission
Tuesday, May 19 - 10:45 am - 12:00 pm
Today’s successful health care organizations realize the imperative to deliver high quality client outcomes in a cost effective manner. With the advent of healthcare reform, there continues to be downward pressures on reimbursement for all providers along the health care continuum. As a result, it is increasingly important that Home Care and Hospice organizations maximize the efficiency of their organizations in order to drive down costs while providing value through exceptional quality client outcomes.
LEARNING OBJECTIVES:
• Identify 3 performance tools that can be utilized to lean your organization
• Describe 3 key tenets for effective change management
• Determine key drivers to improve quality outcomes

G200 | ●
Winning Strategies for Driving Referrals
Mark Wilson | Wilshire Health & Community Services
Tuesday, May 19 - 1:45 pm - 3:15 pm
Home Care leaders and marketing professionals will learn three Proven Strategies for using their agency’s culture to drive referral and revenue growth. These strategies, along with Five Killer Mistakes to avoid, are practiced in agencies throughout California and have shown to strengthen brand value and bottom-line results.
LEARNING OBJECTIVES:
• Understand the role of organizational culture, including how it can be “brought outside of the organization and into the field” to drive referral and revenue growth.
• Discover the five killer mistakes that Home Health and Hospice Agency’s often make that can destroy their brand credibility and reduce their referral/revenue potential over time.
• Learn to strengthen your agency’s culture while diagnosing and solving fundamental problems in the sales/referral cycle.

G300 | ●
Differentiating your Business with Technology Trends
Michael McAlpin | Kinnsr ADL
David Tapia | Exegete Healthcare International
Tuesday, May 19 - 3:30 pm - 5:00 pm
Technology is shaping the future of home care. Learn how technological strategies and resources can increase productivity for home health, private duty, and hospice agencies. Learn how to apply new technologies that can optimize business growth. Join us in our quest to provide features that will help you promote, support, and grow your business.
LEARNING OBJECTIVES:
• Understand how implementing technology can differentiate your services
• Gain insight into new technology trends and discover how to apply them to your business
• Learn how the digital age can expand your brand and attract business

G400 | ●
Cyber & Privacy Insurance and Preparing for the HIPAA Data Breach
Gamelah Palagonia | Privacy Professionals LLC
Zach Scheublein | Privacy Professionals LLC
Wednesday, May 20 - 10:15 am - 11:45 am
The healthcare industry has a high cyber and privacy risk profile. Federal and statutory regulators are making cyber security and data privacy a key agenda moving forward. Learn how to take the appropriate measures before an incident occurs in order to preserve brand equity and minimize financial and reputational damages.
LEARNING OBJECTIVES:
• Understand the importance of complying with HIPAA’s Data Security & Privacy Requirements
• Understand the various ways organizations are getting breached
• Understand the importance of Cyber & Privacy Insurance

G500 | ●●●
How to Succeed in a Managed Care Environment – Part 2
Neil Rotter | Accredited Home Health Services
Wednesday, May 20 - 2:15 pm - 3:45 pm
Last year, Neil discussed business metrics for managing Managed Care. This year, Neil identifies and shares best practices for successfully managing business operations related to the managed care process.
LEARNING OBJECTIVES:
• Examine the 10 key steps of the succession planning process
• Understand the strengths and pitfalls through the Case Study of a recent transition
• Identify policies and procedures for planned and unplanned vacancies

G600 | ●
Stroke and the Journey to Recovery from the Other Side of the Front Door
Sharon Niederhaus | Salus
Wednesday, May 20 - 4:00 pm - 5:30 pm
My husband had an unexpected stroke. Which I witnessed. He did not fit the profile for CVA. The journey to recovery was very tough and difficult to navigate. I want to share our experience on “the other side of the front door.” This is about the complicated measures that have to be completed by the advocate.
LEARNING OBJECTIVES:
• Understand stroke evolution and completed stroke
• Understand the profile for stroke
• Understand the complicated navigation to recovery

G700 | ●●●
Continuity of Executive Leadership:
Practical Tips for Engaging Board and Staff in Successful Succession Planning
Jeanne Parker Martin | The Corridor Group
Bill Musick | The Corridor Group
Jan Jones | The Elizabeth Hospice
Tuesday, May 19 - 1:45 pm - 3:15 pm
Planning for leadership succession is critical – you never know what tomorrow brings, and you want a smooth transition no matter what the circumstance. A well planned process can facilitate board discussions, executive decisions and staff communications when (not if) a transition occurs. Your goal as a senior executive is to assure the long term viability of the organization, and continuity of executive leadership is an essential element to sustaining the organization. This exciting session will present key tips in preparing for executive transitions, an important case study that will delve into key steps, roles of board, executives and staff in the process, and how to make this a continuous process in your organization.
LEARNING OBJECTIVES:
• Examine the 10 key steps of the succession planning process
• Understand the strengths and pitfalls through the Case Study of a recent transition
• Identify policies and procedures for planned and unplanned vacancies

FIND THE LATEST SESSION INFORMATION AT WWW.CAHSAH.ORG/CONFERENCESESSIONS.ASP

9 | PRELIMINARY CONFERENCE PROGRAM
L100 | ● Q&A from Keynote
Bill Dombi | National Association for Home Care & Hospice (NAHC)
Tuesday, May 19 - 10:45 am - 12:00 pm
Attendees will have the opportunity to ask our knowledgeable Keynote speaker, Bill Dombi, their most pressing questions.

L200 | ● Preparing and Educating Your Staff for the Future of the Home Care Industry
Virginia Kenyon | Kenyon HomeCare Consulting
Tuesday, May 19 - 1:45 pm - 3:15 pm
Our Health Care world is changing rapidly. Practices and norms that have persisted for at least the last 20 to 30 years will no longer support the services we will be delivering in the future. Participants attending this presentation will learn how to develop agency specific education and training that will provide for a viable future.
LEARNING OBJECTIVES:
- Identify the educational needs of your agency
- Developing the new educational programs
- Developing the marketing and sales aspect of the education program

L300 | ● Better Employees. Better Bottom-Line
Dean R. Rehfeld | Visiting Angels
Lindsey Rehfeld | Visiting Angels
Tuesday, May 19 - 3:30 pm - 5:00 pm
Are you leveraging Job Tax Credits in your recruiting and hiring practices? Almost every employer can benefit from lucrative government sponsored tax incentives. Learn about how to integrate tax credit screening and processing and how it improves a company’s bottom line. Learn about the different types of credits and how to take advantage of them in your organization.
LEARNING OBJECTIVES:
- Understand different classifications of Job Tax Credits in the U.S. and California
- Gain resources to identify applicants in your recruitment process
- Learn how to easily process the credits

L400 | ● Group Purchasing: Empowering Your Business
Stephen Hull | Provista, Inc.
Larry M. Sapp | Provista, Inc.
Wednesday, May 20 - 10:15 am - 11:45 am
The presentation will provide home healthcare providers the information they need to select a GPO and maximize their value to drive operational efficiency and improve profitability. Partnering with the right GPO is the key to success and our presentation will assist home healthcare providers in making the right decisions.
LEARNING OBJECTIVES:
- Understand what a GPO is and does
- Understand how their business can benefit from GPO services and utilization
- Understand how GPO utilization is a long term business strategy

L500 | ● Working With the Y Factor; Managing Millennials
Lori A. Hoffner | Supporting Community, Inc.
Wednesday, May 20 - 2:15 pm - 3:45 pm
By addressing the needs of younger employees, identify areas of concern and provide adequate training, the turnover rate can be reduced, competent and qualified employees will be retained and the level of customer satisfaction will increase.
LEARNING OBJECTIVES:
- Define current employment trends of the Millennial Generation and identify areas of strength in hiring practices
- Discuss the need for in-depth training for younger employees and how to empower those employees to take a leadership role in the workplace
- Recognize and list practices, policies and procedures that will support and motivate young staff

L600 | ● Synergistic Conversations
Chris Alexander | Synergy Executive Education
Wednesday, May 20 - 4:00 pm - 5:30 pm
A Synergistic Conversation is a leadership communication process that allows a leader to talk about any situation, circumstance or event that is difficult to talk about. A Synergistic Conversation is a way in which a leader can be objective about sensitive, emotionally charged but highly important topics that need addressing.
LEARNING OBJECTIVES:
- How to be self-managed in tough situations
- How to elevate your coaching and leadership skills and command presence

L700 | ● Translating Evidence-Based Research and Practices into Tangible Approaches for Home Health and Hospice Agencies
Margaret Terry | VNAA
Thursday, May 21 - 10:15 am - 11:45 am
Home health and hospices are increasing becoming the post-acute provider of choice. VNAA launched the Blueprint for Excellence, a compendium for best practices for home health and hospices to advance evidence-based practices. This presentation will outline the latest offerings for home health leaders. Work groups, comprised of clinical leaders and researchers, integrated today’s evidence and research into tangible approaches to high-quality clinical care. this session will highlight technology and chronic and clinical conditions including information on tools, interventions, training and measurement. Updates on hospice and home health will also be shared.
LEARNING OBJECTIVES:
- To identify evidence-based practices for HF, COPD, Diabetes, Hypertension, and Hip and knees and telemonitoring
- To integrate the steps organizations need to take to integrate best practices for new practices and standards into
- To describe several valid and reliable tools for chronic disease assessment and management
PRIVATE DUTY | SESSIONS

P100 | ⚫ | ⚫ | ⚫
Private Duty Panel: Hear About Hot Topics Affecting Your Agency
Lucy Andrews | At Your Service Home Care
Trevor O’Neil | Colonial Home Care Services
Brittnei Salerno | La Jolla Nurses Homecare
Tuesday, May 19 - 10:45 am - 12:00 pm
Join us for an interactive panel discussion with experienced leaders in the private duty industry. Our dynamic panel will share their firsthand experience with both challenges and opportunities in the private duty industry. Don’t miss your chance to find out which trending issues could be affecting your agency!

P200 | ⚫ | ⚫
The Companionship Services and Live-In Domestic Services Exemptions Under the FLSA: Compliance and Ongoing Advocacy Efforts
Bill Dombi | National Association for Home Care & Hospice (NAHC)
Tuesday, May 19 - 1:45 pm - 3:15 pm
Under the federal Fair Labor Standards Act, companionship services are exempt from minimum wage and overtime obligations. However, the Department of Labor has significantly revised the standards in the exemption in a manner that makes its unlikely to apply in home care. The new rule was to take effect on January 1, 2015, However, a federal court vacated the rules, thereby reinstating the original regulations. The Department of Labor has appealed the rulings and a decision may come in late June or early July. This program provides a detailed comparison of the original and new standards, the impact of the pending litigation, the California law nuances, and a discussion of continuing advocacy efforts to combat the adverse impacts of the potential rule change.
LEARNING OBJECTIVES:
- Describe the potential new standards for determining whether services provided meet the definition of “companionship” under the rule changes effective in 2015.
- Identify the standards for determining who is the caregiver’s employer under the companionship services and live-in domestic services rules.
- Discuss the ongoing advocacy

P300 | ⚫
3 Top Strategies to Find Clients That Can Afford You!
Val Neighbors | Home Care Sales
Tuesday, May 19 - 3:30 pm - 5:00 pm
A successful sales strategy is essential to the long-term viability of any home care agency. Val will walk participants through a series of proven success sales strategies delivered in a format that can be taught and replicated within your organization to create ongoing referrals and increase sales.
LEARNING OBJECTIVES:
- Which referral accounts have the clients who can afford your services, who to talk to and how to talk to them
- How to analyze your existing valuable and profitable clients to determine the commonality of them since like attracts like
- Price vs Value - do you know the difference and better yet, do you know how to sell it?

P400 | ⚫
“Sizzling” Sales Calls! How to Get your Referral Sources Wanting to See you Each Week!
Melanie Stover | Home Care Sales by Power Shot Training
Wednesday, May 20 - 10:15 am - 11:45 am
Create a roadmap for your weekly sales calls to your referral sources that will give your rep confidence and have your referral sources happy to see them! One of the greatest challenges is “what to say each week” We will show you how to create a plan!
LEARNING OBJECTIVES:
- Identify a purpose for each sales call to a referral source
- Create a monthly focus based on the unique agency services and level of customer service
- Create weekly sales call topics and questions

P500 | ⚫
Reduce Risk of Liability for Commonly Challenged Compensations and Practices: Building an Effective Compliance Program
Angelo Spinola | Littler Mendelson
JoAnna Brooks | Littler Mendelson
Wednesday, May 20 - 2:15 pm - 3:45 pm
Join Angelo Spinola and JoAnna Brooks for a discussion of compliance strategies in light of their law firm’s recent challenge to the U.S. Department of Labor’s efforts to dramatically narrow the companionship and live-in domestic worker exemptions from federal minimum wage and/or overtime obligations. JoAnna and Angelo will also discuss recent developments in California law and the essentials of an effective compliance program for California employers, including best practices for compensating extended-shift and live-in employees. Get detailed tips on how to restructure your staffing, care delivery, and time-tracking policies and procedures to reduce labor costs and ensure compliance.
LEARNING OBJECTIVES:
- Understand the current wage and hour landscape for home care providers under federal and state law.
- Recognize common wage and hour pitfalls for home care providers in California.
- Learn how to develop policies, practices, and other resources to reduce labor costs and comply with federal and state law.

P600 | ⚫ | ⚫ | ⚫
Using Benchmarks to Assess your Private Duty Financial Performance
Mitch Opalski | Synergy HomeCare of Arlington/Alexandria
Wednesday, May 20 - 4:00 pm - 5:30 pm
You will learn an effective approach to take the pulse of the financial health of your private duty agency. This presentation will review the Private Duty Benchmarks in key performance areas that will assist you in determining the financial and operational performance of your agency. Key areas that will be addressed are: calculating your net profit margin, gross margin, lead conversion data, cash flow, efficient office staffing based on size, budgeting, accounts receivable management and many more.
LEARNING OBJECTIVES:
- Examine an effective model for financial management of the Private Duty Agency
- Present industry benchmarks and performance dashboards
- Compare your Agency to industry benchmarks to identify areas where you can improve performance and results

P700 | ⚫ | ⚫ | ⚫
Need to Know Employment Law for Home Care Agencies: Sleep Time, Minimum Wage, Paid Sick Leave, Final Rule, Cell Phones and Other Important Updates
Elizabeth Murphy | Manning & Kass
Thursday, May 21 - 10:15 am - 11:45 am
During this session, attendees will learn about all of the new and sometimes contradictory new rules on sleep time and how agencies are re-characterizing 24-hour shifts; paid sick leave; status of the federal court litigation against the Department of Labor; reimbursing for mileage in between clients and mandatory use of cell phones; and other updates.
LEARNING OBJECTIVES:
- To understand the Mendiola decision, its current status, and what that means for live-in shifts
- To understand the status of the DOL litigation and what it means for agencies in California
- To understand the new sick leave law, and reimbursements for mileage and cell phones

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Case-Mix Management for Survival in the Future - A Case-Study
Amie Cisneros | Home Health Strategic Management
Tuesday, May 19 - 10:45 am - 12:00 pm
An Agency’s Case-Mix provides insight into care production and staff management, which are directly connected to the care management efficiency of a provider. Learn how Home Health Providers employ a case management, Utilization Review model to increase their Case-Mix levels by up to 30%, successfully neutralizing the effects of the 2014 Rebasing. Identify steps required to change the culture in your agency through this care transition orientation including: simultaneously improving care, clinical outcomes, clinical/therapy staff management, and fiscal bottom line.

LEARNING OBJECTIVES:
- Outline the intrinsic elements that comprise the Case-Mix levels for Medicare Home Health episodes
- Identify common and currently seen under-performance in care plan and Case-Mix production for Medicare Home Health programs
- Demonstrate how a focused UR-based case management protocol can create desired Case-Mix levels while also reducing readmissions and elevating clinical outcomes

Cost Report For Beginners
Thomas E. Boyd | Simone Healthcare Consultants
Tuesday, May 19 - 3:30 pm - 5:00 pm
The most vital and difficult filing document required by CMS is the Medicare HHA Cost Report. The “why” of the cost report will be discussed, but the emphasis will be on the “how to” for small HHAs.

LEARNING OBJECTIVES:
- Understand the purpose of the cost report and reasons and uses for it
- Know the requirements and purpose of related documents to cost report: PS&R, financial statements, work papers and more

Compliance Update 2015 & Continued Survey Readiness
Sharon M. Litwin | 5 Star Consultants, LLC
Wednesday, May 20 - 10:15 am - 11:45 am
Whether you are a Newbie or a Veteran to Homecare, it is increasingly difficult to understand and comply with the laws and regulations in the home care industry. Compliance and Continued Survey Readiness are the keys to success! Monetary Sanctions need to be avoided at all costs by decreasing your vulnerability to Condition Level Deficiencies! Face to Face compliance is a moving target and continues to lead to denials.

LEARNING OBJECTIVE:
- Demonstrate the knowledge of key compliance issues and be able to implement continued survey readiness in their agencies.

Managing Home Health Therapy so it Works for Medicare (and You)
Amie Cisneros | Home Health Strategic Management
Wednesday, May 20 - 2:15 pm - 3:45 pm
Many Home Health Providers struggle to manage their rehab care: staff shortages, documentation requirements, working conditions, and contract concerns. Rehab needs will define the flow of the episodic Bundling programs mandated by the ACA, and rehab staff will need skills that are unaddressed today. Learn tools to control rehab programming including: objective documentation rehab requirements, control in the PPS model, safety-based frequencies, and scheduling/programming for success. Also, learn to effectively interact with rehab staff for improved care, skilled content and progression, and improved outcomes.

LEARNING OBJECTIVES:
- Outline Medicare rehab requirements for Home Health
- Identify current lapses regularly seen in Home Health rehab care
- Demonstrate protocols to align therapy staff and programs with CMS requirements
M800 | ●
The “In’s and Out’s” of Managed Care Contracting
Kathy Ahearn | Ahearn Advisement Partners
Tuesday, May 19 - 10:45 am - 12:00 pm
This session will provide the participant with basic guidelines of do’s and don’ts with Managed Care Contracting for your organization. We will explore areas of Risk Sharing, Value Based Contracting, Managed Medi-cal, Part D, Niche Strategies and Positioning your Organization for today’s current market trends.
LEARNING OBJECTIVES:
- Participants will be able to discuss current Managed Care contract trends
- Participants will be able to identify what Managed Care risk sharing contracting is
- Participants will be able to identify potential “niche” opportunities for contracting within their organization

M900 | ● ● ●
OASIS-C1 Coding
Susan Carmichael | Select Data
Tuesday, May 19 - 1:45 pm - 3:15 pm
Be up to date on OASIS data collection rules and discuss strategies regarding the loss of nearly 200 case mix diagnoses. Are you losing about $200.00 an episode? That’s what many agencies are reporting. What can you do?
LEARNING OBJECTIVES:
- Identify changes from OASIS to OASIS C1 and what they mean to you
- Identify Key components of 2015 PPS Calculation/ Table 8 worksheet
- List strategies to consider with loss of 200 casemix diagnoses: What have we learned?

M1000 | ●
Telehealth: A Vital Link in Hospital, Physician, Home Health Patient Care Coordination Strategy
Chris Taylor | Cardiocom
Tuesday, May 19 - 3:30 pm - 5:00 pm
Gain a fresh perspective on how telehealth can impact partnerships with physicians, hospitals and home health to enhance collaboration, care coordination and outcomes along the continuum of care. This session will review the impact telehealth can have on patient care, offer new strategies in best practices and define the key differences to focus on from pre-launch to post-launch of a telehealth program. In addition, we will look into the role telehealth will have in the future with the changing landscape of health care increasing referrals.
LEARNING OBJECTIVES:
- Clear description of telehealth
- How success leads to growth
- Best practices of telehealth

M1100 | ●
Perfecting Performance Improvement
Jennifer Warfield | PPS Plus Software
Wednesday, May 20 - 10:15 am - 11:45 am
CMS is actively transforming from a passive payer to an active purchaser of home health care. Unfortunately, agencies often use length of stay or discharge dates to measure outcomes. As a result, CMS is putting forth efforts to pay for high quality, cost-effective care. Agencies must be able to monitor and decipher the information from their outcome reports in order to stay competitive.
LEARNING OBJECTIVES:
- Describe how value-based outcomes will have the most efficient impact on home health agencies
- Evaluating your agencies PI/QA Program
- Creating a program that will withstand P4P

M1200 | ●
Staying in Demand: Critical Strategies for Delivering Health Care at Home
William Simione III | Simione Healthcare Consultants
Wednesday, May 20 - 2:15 pm - 3:45 pm
Future success in home care and hospice will require a total transformation to position providers for more effective quality improvement, cost reduction and enhanced patient satisfaction. The rising waves of regulation and accountable care present a golden opportunity to grow health care at home if organizations will consider strategic initiatives in four key areas.
LEARNING OBJECTIVES:
- Identify Key components of 2015 PPS Calculation/ Table 8 worksheet
- List strategies to consider with loss of 200 casemix diagnoses: What have we learned?
H100  2015 Hospice Billing Necessities  Melinda Gaboury  Healthcare Provider Solutions  
*Tuesday, May 19 - 10:45 am - 12:00 pm*  
Is your hospice on top of the billing changes? Be among the elite group of billers that are current on all Hospice Medicare billing regulations. Billing is a very critical part of hospice reimbursement. This session will lay a concrete foundation for hospice billers, as well as, any hospice staff that need to more effectively understand the Medicare regulations. If you are part of the billing cycle in hospice this session is a must.  
**LEARNING OBJECTIVES:**  
- Detail basic criteria for billing Hospice Claims  
- List Steps to solve day to day Hospice Billing Issues  

H200  Hospice Regulatory Update  Holly Swiger  Stellar Concepts, Inc.  
*Tuesday, May 19 - 1:45 pm - 3:15 pm*  
This session will provide an up-to-date summary of the recent, current and proposed regulatory changes impacting the hospice industry. Information on who is watching your claims, tips on keeping the government off of your program, and resources for further clarification will be provided.  
**LEARNING OBJECTIVES:**  
- Identify three agencies that may be looking at your data  
- Name the recent regulatory changes impacting hospice  
- Locate three resources for drilling down for regulatory clarification  

H300  Defining Your Palliative Care Program  Kevin Parzych  Wilshire Home Health & Hospice  
Mark Wilson  Wilshire Health & Community Services, Inc.  
*Tuesday, May 19 - 3:30 pm - 5:00 pm*  
Understanding the various models and elements of Palliative Care and how your agency can develop a successful Palliative Program.  
**LEARNING OBJECTIVES:**  
- Understand the differences between palliative care and hospice care.  
- Understand the different models of palliative care programs, including hospital, hospice and community based palliative care programs  
- Define strategic opportunities for home health and hospice agencies in developing palliative care programs; including funding and reimbursement.  
- Understand the basics for establishing a sale and marketing plan to launch your palliative care program.  

H400  Hospice Patient Eligibility  Holly Swiger  Stellar Concepts, Inc.  
*Wednesday, May 20 - 10:15 am - 11:45 am*  
Hospice patient eligibility is the focus of great scrutiny for Medicare and Medi-Cal contractors. This session will identify just what those contractors are looking for and how a hospice can help assure their claims can hold up under scrutiny.  
**LEARNING OBJECTIVES:**  
- Name three types of Medicare or Medi-Cal contractors  
- Identify four elements of technical eligibility  
- Describe focus areas for clinical eligibility  

H500  Referral Partner Barometer: The Key to Driving More Physician Hospice Referrals  Michael Ferris  Simione Healthcare Consultants  
*Wednesday, May 20 - 2:15 pm - 3:45 pm*  
The referral partner barometer measures the tendencies of referral partners on three levels, then combines with market data and analytics to drive targeted, highly successful sales results. Grow referrals from physicians with less cost. Make your sales team the most professional and successful.  
**LEARNING OBJECTIVES:**  
- Describe the referral partner barometer  
- Analyze key physician accounts to increase the number of patients referred  
- Develop a plan to implement at their agency  

H600  Navigating the NEW Medicare Hospice Cost Report  Thomas E. Boyd  Simione Healthcare Consultants  
*Wednesday, May 20 - 4:00 pm - 5:30 pm*  
This program will help participants identify and understand the many new requirements for the completion of the NEW Medicare Hospice cost report (CMS 1984-14)  
**LEARNING OBJECTIVES:**  
- Explain the new data requirements and the reality of data collecting  
- The revised chart of accounts  
- The NEW cost report form  

H700  ICD-10 Will Rock Our World - Are You Ready?  Arlene Maxim  Maxim Consulting, LLC  
*Thursday, May 21 - 10:15 am - 11:45 am*  
This presentation will provide an overview of ICD-10 and what it is, then delves into detailed and real-world explanations of how to assess, plan for, and implement a successful transition. We will take a look and discuss Canada’s experience in their transitions and what we can learn from their experiences. The covered material also includes procedures, processes, what you will need to know regarding referral sources, and information systems and technology. Attendees will receive GAP analysis plans and guidelines, Clinical Documentation Improvement (CDI) guidelines and much more. This is a 90 minute presentation packed with much needed information for the months ahead.  
**LEARNING OBJECTIVES:**  
- Understand the history behind ICD-10 and how it differs from ICD-9  
- Understand the importance of the specificity of documentation necessary with ICD-10  
- Know how to implement a successful ICD-10 Transition Plan  
- Discover what questions to ask their vendors about ICD-10 and what answers to expect  

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Badge names will appear the same as they are submitted on registration form.

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Dietary Restrictions
Please contact Jessica Roenspie at jroenspie@cahsah.org.

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If you have a disability and may require reasonable accommodation(s) to fully participate in conference activities, please contact Jessica Roenspie at jroenspie@cahsah.org.

Registration Fees
All registrations must be prepaid. Registrations will not be processed until full payment is received. Registrations can be paid via credit card (Visa, MasterCard, or American Express) or by check (made payable to CAHSAH). Please note, registrations paid by check will not be processed until check has been received. Full three-day conference registration fees include: entrance into the Hospitality Suites (Monday, May 18, 2015), all concurrent and general sessions, continental breakfast (Tuesday, May 19-Thursday, May 21, 2015), entrance to the Business & Hafkenschiel Awards Luncheon (Tuesday, May 19, 2015), entrance to the Strolling Expo Luncheon (Wednesday, May 20, 2015), entrance to the Expo Grand Opening Reception, as well as, entrance to the Exhibit Hall during exhibiting hours.

Exhibitor Registration Fees
One discounted registration per exhibiting company. Registration must be received by April 20, 2015. Please see exhibitor registration form/packet for details.

Registration Fees - Group Discount
Register two or more people from the same agency to receive discounted registration rates. Payment must be received at time of registration or discounted rates do NOT apply. Discounted rates cannot be combined with any other promotions or discounts. No exceptions can be made to this policy. * *Please note, registrations must be submitted together to receive discount* *

Liability Statement
All conference attendees will be required to sign CAHSAH’s® Meeting Waiver and Release Form upon event check-in. To review CAHSAH’s® current Waiver and Release Form please visit www.cahsah.org.

Special Offer Registration
For each paid three-day conference registration, attendees can register one agency colleague for either Tuesday, Wednesday or Thursday conference events at a special rate of $125 (CAHSAH® Members) or $165 (Non-Members). Registrations must be submitted at the same time and by the Early Bird April 10, 2015 deadline.

Deadlines
Registrations must be postmarked no later than May 1, 2015. Registrations postmarked after May 1, 2015 will be held for on-site processing. All registrations processed on-site will be charged the late registration fee.

Substitutions
If, due to an emergency, a registered attendee is unable to come to the conference, a substitute attendee may be designated from within the same organization. This substitution must be made in writing by the original registrant or an agency representative.

Cancellations
A refund (minus 20% per person administrative fee) will be issued if written notice of cancellation is received on or before May 1, 2015. No refund will be issued after May 1, 2015. No refunds will be issued to “ no shows.” All cancellations must be submitted in writing. No credit for future programs will be extended to cancelled registrations. There can be no exceptions to these policies. A full refund will be issued should CAHSAH cancel the conference.

Confirmation Notice
Each registrant will receive a confirmation notice, sent via email to the provided email address on the registration form prior to conference. Confirmation letters will include important information such as: conference times, locations, events, app details, and handout codes. Please be sure your email is clearly legible to ensure your receipt of this important information.
### Registration Form

**May 19-21, 2015 Palm Springs, CA**

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**Register For:**

- [ ] Full Conference
- [ ] Tues, 5/19 Only
- [ ] Wed, 5/20 Only
- [ ] Thur, 5/21 Only

**Check Which Best Describes Your Position:**

- [ ] Sr. Administrator (CEO/CFO/COO)
- [ ] Mid-Level Manager/Front-Line Supervisor
- [ ] Clinician/Staff
- [ ] Other: _______________________

**Check Which Best Describes Your Position:**

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**Attendee #1 Email:**

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#### Attendee #2

**Register For:**

- [ ] Full Conference
- [ ] Tues, 5/19 Only
- [ ] Wed, 5/20 Only
- [ ] Thur, 5/21 Only

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- [ ] Other: _______________________

**Check Which Best Describes Your Position:**

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- [ ] Clinician/Staff
- [ ] Other: _______________________

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#### Attendee #3

**Register For:**

- [ ] Full Conference
- [ ] Tues, 5/19 Only
- [ ] Wed, 5/20 Only
- [ ] Thur, 5/21 Only

**Check Which Best Describes Your Position:**

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**Check Which Best Describes Your Position:**

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**Attendee #3 Email:**

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#### Attendee #4

**Register For:**

- [ ] Full Conference
- [ ] Tues, 5/19 Only
- [ ] Wed, 5/20 Only
- [ ] Thur, 5/21 Only

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- [ ] Sr. Administrator (CEO/CFO/COO)
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**Check Which Best Describes Your Position:**

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- [ ] Mid-Level Manager/Front-Line Supervisor
- [ ] Clinician/Staff
- [ ] Other: _______________________

**Attendee #4 Email:**

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### Method of Payment

All registrations must be prepaid. Registrations will not be processed until full payment is received. Please note, registrations paid by check will not be processed until check has been received.

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### Special Offer Attendee Name:

(please include above with date selection)

**Special Offer only applies for paid registrants of the full conference. Each paid full conference attendee may bring a colleague from the same agency to either Tuesday, Wednesday or Thursday conference events for the special rate. Payment and registration must be submitted at the same time. Special Offer rates end Friday, April 10, 2015.**

**Total Due**

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THE FUTURE
OF HOME CARE

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