The Legislature is in full swing with a total of 2,299 bills being introduced, including two home care licensure bills. Friday, February 22nd marked the deadline for new bills to be introduced and CAHSAH is currently in the process of establishing legislative priorities for the start of the legislative session. Three bills have already been identified as top priority bills:

- **AB 322** by Assembly Member Mariko Yamada and co-authored by Assembly Member Lou Correa, is a home care licensing bill that is sponsored by CAHSAH. This bill strikes a balance of state oversight and consumer protections and has been “slimmed down” when compared with AB 899, CAHSAH’s licensing bill from the last legislative session which was also carried by Assembly Member Yamada.

- **AB 1217** by Assembly Member Bonnie Lowenthal and co-authored by Senator Darrell Steinberg, is a union backed bill entitled the “Home Care Services Consumer Protection” bill. This bill creates a licensure structure for home care aide agencies, requires certification of caregivers, and allows the Department of Social Services to create an on-line registry listing the names of caregivers, their certification status, and geographic location. This bill is very similar to SB 411 which CAHSAH opposed last year and which was vetoed by the Governor.

- **CAHSAH** has also identified a spot bill, **AB 241**, introduced by Assembly Member Tom Ammiano which currently states that it is “The intent of the Legislature to enact legislation to provide labor protection for domestic worker employees.” As you may recall, Assembly Member Ammiano authored the so-called “Domestic Workers’ Bill of Rights,” during the last legislative session which CAHSAH opposed and was also vetoed by the Governor.

Additional bills that will be reviewed by CAHSAH’s Policy, Advocacy and Public Affairs Committee this year include a bill which would address annual minimum wage increases (AB 10 by Assembly Member Luis Alejo), medical marijuana regulation (SB 439 by Senator Darrell Steinberg), and compensation from the California Victim Compensation Fund for financial abuse of an elderly or dependent adult (SB 60 by Senator Rod Wright.)

The Office of Management and Budget (OMB) will determine how the Centers for Medicare & Medicaid Services (CMS) will implement the reduction. The sequestration law requires that the payment reductions be based on the date of services; however, home health and hospice services are provided over a period of time and the law is silent on implementation. It is anticipated, but not finalized, that the home health 2 percent reduction will be in effect for episodic care that begins after April 1, 2013 and for hospice for days of services provided after April 1, 2013.

CAHSAH continues to monitor the sequestration cuts and will keep members informed.
NOMINATE Your Staff Members

NOMINATE your staff members whose outstanding performance should be recognized. Remember, a nomination for a CAHSAH award requires only a small outlay of time to complete the nominee profile - but has a big payoff with individual recognition of all nominees.

All awards will be presented at CAHSAH’s Annual Conference in Monterey, CA, April 30 – May 2, 2013. All nominees will be individually recognized by Nominating Committee Chair, Michelle Hofhine.

CAHSAH’s Awards and Scholarship program consists of the following:

- **The Lois C. Lillick Award**, honoring an individual who has made outstanding contributions to the continuing development of local, state, and national home care associations.

- **The Physician of the Year Award**, recognizing a physician who consistently excels in providing and utilizing home care, and optimizing the role of home care in the health care system.

- **The Lillian H. O’Brien Home Care Supervisor Award**, honoring a first-line home care clinical or office supervisor who has made outstanding contributions in motivating staff to achieve excellence in home care service.

- **The Home Care Service Award**, honoring an individual directly involved in day-to-day home care, who has consistently provided outstanding service to patients in their homes.

- **The Joan Baier-Garland Home Care Nursing Scholarship** provides support to students in good standing in either an AA, BSN or Masters Nursing Program who have demonstrated a commitment to home care and to the community. Scholarship funds: $2,500.

- **CAHSAH Ambassador Award**, honoring an individual who has made a special contribution to the home care industry.

To nominate an individual for an award or scholarship, please download the nominee profile form and mail to CAHSAH, 3780 Rosin Court, Suite 190, Sacramento, CA 95834 by March 22, 2013. Nominating organizations must be current with their membership.

MAKE A DIFFERENCE ON CAHSAH’S BOARD OR NOMINATING COMMITTEE!

CAHSAH members should consider running for the CAHSAH Board of Directors or the Nominating Committee. Service on the CAHSAH Board or Nominating Committee is a way to contribute your expertise to the good of the association and the industry. Candidates for these positions must have served on a CAHSAH committee.

This year, CAHSAH members will elect four (4) Board Members: two (2) Medicare Certified seats, and two (2) Home Care Aide seats.

This year, CAHSAH members will elect four (4) Nominating Committee members: two (2) Medicare Certified seats, one (1) Licensed Home Health seat, and one (1) Home Care Aide seat.

Candidates should plan to attend the CAHSAH Annual Conference in Monterey. Ballots will be sent to members the week after the conference and the winners will be notified in mid-July. New Board members will be invited to the Annual CAHSAH Planning Retreat September 15-17 and will assume office thereafter.

To be a candidate for the Board of Directors or the Nominating Committee, download the Nominee Profile form and mail to CAHSAH, 3780 Rosin Court, Suite 190, Sacramento, CA 95834 by March 22, 2013.

A special thank you to the CAHSAH Membership Committee members that conducted outreach calls to targeted legislative districts for Lobby Day registration and for reaching out to new members.

- **Cindy Hatton, Hospice of the East Bay**
- **Neil Rotter, Accredited Home Health Services**
- **Melissa Cantu, Maxim Companion Services**
- **Katherine Moore, AccentCare, Inc.**
- **Tami Unsworth, Heffernan Insurance Brokers**

License, continued from page 1

In total, CAHSAH will be reviewing and establishing positions for 233 new bills.

The bills identified as having the most significant impact on the home care industry’s ability to provide quality home care services will be presented at CAHSAH’s Annual Lobby Day. Please register by March 7th to ensure that appointments with your legislators can be made in advance by CAHSAH staff.

To register, click here.

If you have any questions, please contact CAHSAH’s Legislative Specialist Mary Adorno at madorno@CAHSAH.org.
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Chair's Message
Denise Altomare

Advocating for Home Care

The “Big Three” products of professional and industry associations from an external standpoint are Advocacy, Education, and Communication, while membership and non-dues income are the keys to an association’s internal workload as is member involvement in the workings of an association through its governance structure. I would like to focus this month on some thoughts about Advocacy.

As you all know, legislative and regulatory advocacy at the state and federal level are a key focal point of what CAHSAH does on behalf of our industry. We are solely responsible for our advocacy efforts on the state level and work in concert with our colleagues from the National Association of Home Care & Hospice (NAHC) and our fellow state associations on federal legislative and regulatory issues.

The month of March is crucial to our state and federal advocacy efforts.

On March 13th CAHSAH is hosting our annual Lobby Day. This is the one day of the year when we ask you to take time away from your busy businesses, travel to Sacramento, and help us advocate for our industry. The day begins with a briefing session, Lobbying 101 training, and visits from key state policy makers. We end the day with afternoon meetings in the offices of our Senators and Assembly Members in the State Capitol.

This year, we will be talking about AB 322 (Yamada), our home care aide licensure bill and why it is superior to licensure legislation being sponsored by organized labor. We will also be speaking about how important it is to keep home care affordable and available for all Californians, and how integral home care is in the health care reform arena. We will continue to weave through our messaging, the simple fact that people want to remain in the comfort, safety and security of their homes as an alternative to institutionalization. This applies to the frail elderly, developmentally disabled adults and children, and those recovering from serious illness or battling chronic disease.

 Simply stated – there is no place like home for these clients, patients and their families.

At the federal level, NAHC is holding their annual March on Washington from March 17th through March 19th. This is essentially a federal version of our Lobby Day and will begin with issue briefings, training, and visits from key federal policy makers. The program concludes with meetings on Capitol Hill with Senators and Representatives where we will talk about federal issues impacting our industry. Those issues this year will include Medicare and Medicaid (Medi-Cal in California) reimbursement and opposition to the proposed Medicare home care benefit co-pay (aka: the “sick tax”), our opposition to the current proposal to eliminate the federal companionship exemption, and the need to preserve home health care and hospice in both federal programs.

I will be at both of these events advocating for CAHSAH members as will others from our leadership team and home care professionals from across our state and across the nation. These events provide us with a golden opportunity to let our leaders know what we do and why it is so important.

Our message on behalf of the frail elderly, sick children, and the disabled resonates with legislators and other policy makers as does the simple fact that home care saves money, leads to better outcomes, and is a much better way in which to provide care to those who need it as an alternative to institutional care.

Please make the commitment and join us in Sacramento, and Washington, D.C. to advocate for home care, to stand up for our industry and the essential and necessary work we do every day in our neighborhoods and communities, continuing to care for people who need our services in the safety, comfort and security of their homes.

To register for CAHSAH’s Lobby Day on March 13th, please click here.

See you all in Sacramento!

Respectfully,

Denise Altomare
CAHSAH Board Chair
LET HEFFERNAN TAKE CARE OF THE INSURANCE

So you can focus on what you do best. Because you’re different.
Specialists in home care insurance, offering workers comp, liability and more, Heffernan has worked with CAHSAH for over 15 years.

Three Tips to Fill Those Tough Positions

A recent Talent Shortage Survey from Manpower Group found that 52% of US employers today are having difficulty filling jobs. Here are the top 3 ways to access highly qualified talent to fill your hard-to-fill positions.

1. Post open positions on niche job boards like California Association for Health Services at Home (CAHSAH) that cater specifically to the qualified talent you need. Click here.

2. Search for qualified talent in the resume databases of niche job boards.

3. Take advantage of upgrades that make your job stand out on the job board or that get you added exposure off the job board like making it a “featured job” on other web pages.

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California Association for Health Services at Home(CAHSAH) – Your source for those hard-to-fill positions

Melani Conti • melanic@heffgroup.com
John Prichard, Jr. • johnpjr@heffgroup.com
800.234.6787 • heffgroup.com • License #0564249
Question: What changes must be reported by a licensed home health agency within ten days to the Department of Public Health, Licensing and Certification Unit?

Answer: Under Title 22, Section 74667. Report of Changes (a) Changes Requiring New Application. An application shall be submitted to the Department within 10 working days whenever a change of ownership occurs. A change of ownership shall be deemed to have occurred where, among other things, when compared with the information contained in the last approved license application of the licensee, there has occurred a transfer of 50 percent or more of the issued stock of a corporate licensee, a transfer of 50 percent or more of the assets of the licensee, a change in partners or partnership interests of 50 percent or greater in terms of capital or share of profits, or a relinquishment by the licensee of the management of the agency. (b) Changes Requiring Written Notice. The licensee shall, within 10 days, notify the Department in writing of the following:

1. Change of name of home health agency.
2. Change of location and/or address of home health agency.
3. Change in the licensing information required by subsection (a) of Section 74661.
4. Change of the mailing address of the licensee.
5. Change in the principal officer (chairman, president, general manager) of the governing board. Such written notice shall include the name and principal business address of each new principal officer.
6. Change of the administrator including the name and mailing address of the administrator, the date the administrator assumed office and a brief description of qualifications and background of the administrator.
7. Change of Director of Patient Care Services including the name and mailing address of the Director of Patient Care Services, the date the Director of Patient Care Services assumed office and a brief description of qualifications and background of the Director of Patient Care Services.
8. Addition or deletion of services.

Question: On a Face-to-Face Certification Attestation is it acceptable for the certifying physician to dictate the documentation content to one of the physician’s support personnel to type?

Answer: Yes, as explained in the Center for Medicare & Medicaid Services transmittal here.

WNU Headlines

FEBRUARY 4
Alternative Sanctions Rule Finalized for Home Health Agencies

In the November 8, 2012 Federal Register, the Centers for Medicare & Medicaid Services (CMS) finalized home health sanction regulations. According to CMS, the intent of the sanctions is to establish alternative penalties to termination that ensure prompt compliance. There are two effective dates for the sanctions with non-monetary sanctions beginning July 1, 2013, and monetary sanctions effective July 1, 2014. CMS will determine which type of sanction will apply when a home health agency (HHA) is not in “substantial compliance” with the Medicare Conditions of Participation (CoP). Click here for the full article.

FEBRUARY 12
CMS to Replace Common Working File with HETS

The Centers for Medicare & Medicaid Services (CMS) advised health care providers, suppliers and their vendors that the Common Working File (CWF) that is currently used to obtain Medicare health insurance eligibility information will be terminated and access to the CWF eligibility query functions implemented in the Fiscal Intermediary Standard System (FISS) will be terminated by April 2013. The Medicare Health Insurance Portability and Accountability (HIPAA) Eligibility Transaction System (HETS) will be used and providers should begin to take steps to prepare for this change. Click here for the full article.

FEBRUARY 19
HIPAA Final Rule Released

The Department of Health & Human Services (HHS) has issued the HIPAA final rule entitled: Modifications to the HIPAA Privacy, Security, Enforcement, and Breach Notification Rules under the Health Information Technology for Economic and Clinical Health Act and the Genetic Information Nondiscrimination Act; Other Modifications to the HIPAA Rules; Final Rule. Click here for the full article.

FEBRUARY 25
CMS Adds New Data Reporting Requirements for Home Health Claims

A change in the federal HIPAA regulation increases security mandates for health care software companies that could make them more liable for privacy breaches involving health information. The Department of Health and Human Services (HHS) stated that the changes will expand to business associates of health providers that receive protected health information, contractors and subcontractors. Click here the full article.
MEMBERSHIP UPDATE

Member Spotlight

Thank you to our special concierges who took time from their busy schedules this month to welcome and assist our new members:

Michelle Hofhine, Accredited Home Health Services
Steve Davidson, Accredited Home Health Services
Carol Wood, Inland Empire Home Health & Hospice
Leonard Frie, LWF Home Care Specialists
Elaine Flores, Medical Home Care Professionals

PROVIDER MEMBERS

Do you want to be more COMPETITIVE and SUCCESSFUL in your business?
Do you need SOLUTIONS to problems?

CAHSAH is dedicated to bringing together buyers and sellers of home care products and services. As part of that commitment, we have begun to formally and systematically introduce our affiliate members to you. This will be continued throughout the coming year so that everyone has had an opportunity to become familiar with the businesses that support the association and support you!

The most recent companies introduced include:

- Kinnser
- ADT
- Philips
- McCoy and Connolly Consulting
- PPS Plus
- Livermore & Associates
- CHAP
- Medline

If you have questions or need advice, please consider one of our affiliate members.

CAHSAH members may contact them directly. Contact information is available on the CAHSAH website.

HOME CARE EXPO

May 1-2
Monterey Marriott and Monterey Convention Center

RESERVED FOR YOU!

Only 20 percent of Expo Booths remaining...

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Interested?
Participate in CAHSAH Group Purchasing programs. You at least owe it to yourself and your agency to explore your options. Take advantage of products and vendors that have been vetted by CAHSAH members who have participated in the process.

CONTACT CAHSAH GROUP
PURCHASING VENDORS DIRECTLY!

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Workers’ Compensation & Liability Insurance

Provista
(888) 538-4662
National Supply Chain

Philips Telehealth Solutions
(866) 554-4RPM
Telehealth Equipment

SingleSource Services
(800) 713-3412
Background Screening

Strategic HR Services
(866) 877-6955
Human Resources Services

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Interested?
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(800) 713-3412
Background Screening

Strategic HR Services
(866) 877-6955
Human Resources Services

CAHSAH Welcomes New Members!

Please help us extend a warm welcome to those new members who have recently joined CAHSAH between January 23, 2013 and February 18, 2013.

**Providers**
- Allied Home Care and Case Management, Los Angeles, CA
- Caritas Home Health Providers, Burbank, CA
- ComForcare Home Care, Woodland Hills, CA
- Ethos Healthcare LLC, Santa Ana, CA
- Golden Pacific Home Health, Alameda, CA
- Home Health Plus Services, San Gabriel, CA
- Interactive Care Agency, San Jose, CA
- St. Gabriel Home Care, Beverly Hills, CA

**Affiliates**
- Pinnacle Quality Insight, Salt Lake City, UT
- Procura, LLC, Westmont, IL
- Sun Valley Hospice, Mesa, AZ,
- Susan Sia, La Crescenta, CA

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California Association for Health Services at Home

### 2013 EDUCATION CALENDAR

<table>
<thead>
<tr>
<th>Date</th>
<th>Program</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 2013</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6-8</td>
<td>Home Care Manager Certificate Program (Exam: March 9)</td>
<td>San Diego, CA</td>
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<tr>
<td>6-8</td>
<td>Hospice Manager Certificate Program (Exam: March 9)</td>
<td>San Diego, CA</td>
</tr>
<tr>
<td>12</td>
<td>Teleconference: H.E.A.R.T Hospice Aide: Part 9 - Caring for Patients with Cancer</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Teleconference: Home Care/Hospice Aide: Part 9 - The Aide’s Role in Understanding the Body’s Basic Requirements</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Hospice: Billing Medicare in 2013</td>
<td>Ontario, CA</td>
</tr>
<tr>
<td>26</td>
<td>Hospice: Billing Medicare in 2013</td>
<td>Sacramento, CA</td>
</tr>
<tr>
<td>27</td>
<td>Webinar: Rehab Happenings (Monthly Forum for Home Health Rehab Professionals)</td>
<td></td>
</tr>
<tr>
<td>April 2013</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-2</td>
<td>Blueprint for OASIS Accuracy Workshop</td>
<td>Sacramento, CA</td>
</tr>
<tr>
<td>3-4</td>
<td>Blueprint for OASIS Accuracy Workshop</td>
<td>Ontario, CA</td>
</tr>
<tr>
<td>11</td>
<td>Teleconference: Home Care/Hospice Aide: Part 10 - The Aide’s Role in Understanding Substance Abuse</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Webinar: Rehab Happenings (Monthly Forum for Home Health Rehab Professionals)</td>
<td></td>
</tr>
<tr>
<td>30-May 2</td>
<td>Annual Conference</td>
<td>Monterey, CA</td>
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Medicare billing is a crucial part of hospice reimbursement. Ensure that billing staff fully understand regulatory requirements. Attend the upcoming workshop taught by billing expert, Melinda Gaboury who will lay the concrete foundation for hospice billing. Training will include Medicare verifications with HIQA screen examples, field-by-field guidance on Notice of Election, claim forms and sequential billing requirements. Gaboury will review the regulations for billing all hospice services (SN, HHA, MSW and therapy), face-to-face encounter documentation and additionally home health providing care while a patient is on service with hospice. The event will conclude with many of the day-to-day scenarios that billers face such as: transfers, discharge, revocation, re-election and room and board. If you are part of the billing cycle in hospice, this workshop is a must!

For more information or to register, please click here.

Sign up for one of CAHSAH’s certificate programs and stay apprised of the latest regulatory changes. Understand how the federal cuts will affect your agency’s daily operation and long-term goals. These highly popular certificate programs led by top industry experts will guide and challenge you through all the complexities of federal regulatory mandates.

Come join us and share this extraordinary training experience! Get the opportunity to network with the most influential people in your field! Learn about latest trends, and what it takes to run a successful organization. Space is extremely limited - don’t delay and register today!

Save an extra $25 when registering two or more people from the same agency online.

Who Should Attend: These intermediate programs are designed for senior managers, administrators, DONs, DOOs, DPCS, CEOs, COOs, CFOs and any other upper level management staff. It’s recommended that you have at least one or more years of experience as an administrator (or equivalent) experience in a Medicare-Certified hospice or home health agency.

Vendors providing products and services to home care and hospice providers are invited to exhibit at one of the largest Administrator Certificate Programs in the country. Get valuable one-on-one time with administrators and executives of provider agencies. Space is limited to the first 18 vendors. Sign up today to secure your booth space. To exhibit at this event, please download the exhibitor prospectus here or contact Richard Starks at rstarks@cahsah.org or (916) 641-5795 ext 117.
The National Board for Home care and Hospice Certification (NBHHC) launched the certification examinations to establish, assess and promote standards for home care and hospice leaders. The core purpose of the certification process is to promote best practices to ensure optimal level of service and to strive for excellence in the delivery of care.

Today, the credentials are recognized on a national level, certifying over 1,000 individuals.

Once deemed eligible, an applicant may take the certification examination. The exam is offered several times a year in two different formats; in person and via computer based testing in various locations throughout the United States. For dates and locations, please visit the NBHHC website at www.nbhhc.org.

**CAHSAH BOOKSTORE**

**Medicare Conditions of Participation & Interpretive Guidelines**

“This resource is invaluable when preparing for a survey and for addressing questions that inevitably arise during the survey visit”, notes a Medicare-certified provider. This resource contains a side-by-side comparison of the CoPs and the interpretive guidelines, directions and “probe” questions which surveyors use when eliciting information about all areas of provider compliance with the Medicare Conditions of Participation.

MEMBERS $60.00  NON-MEMBERS $120.00

**Hospice Conditions of Participation & Interpretive Guidelines**

Understand the authoritative interpretations and clarification of statutory and regulatory requirements that are used by surveyors in making determinations about a hospice’s compliance. Major revisions were made to the Hospice Conditions of Participation in 2008. In December 2010, the State Operations Manual, Appendix M – Guidance to Surveyors was revised. This resource contains a side-by-side comparison of the Hospice Conditions of Participation and the interpretive guidelines.

MEMBERS $60.00  NON-MEMBERS $120.00

*prices include shipping, handling & tax
Call (916) 641-5795 ext. 113 or visit www.cahsah.org to order these essential resources!

**CAHSAH Bulletin**

Published by CAHSAH and supported by Heffernan Insurance Brokers.

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CAHSAH BULLETIN

For more information contact: raneshmaharaj@cahsah.org
The U.S. Department of Health and Human Services (HHS) has issued final rules to:

- Modify the Health Insurance Portability and Accountability Act (HIPAA) Privacy, Security and Enforcement Rules to implement statutory amendments under the Health Information Technology Economic and Clinical Health Act (HITECH Act) to strengthen the privacy and security protection for individuals’ health information;

- Modify the rule for Breach Notification for Unsecured Protected Health Information (Breach Notification Rule) under the HITECH Act to address public comments received on the interim final rule;

- Modify the HIPAA Privacy Rule to strengthen the privacy protections for genetic information by implementing section 105 of Title 1 of the Genetic Information Nondiscrimination Act of 2008 (GINA); and

- Make other modifications to the HIPAA Privacy, Security, Breach Notification and Enforcement Rules to improve their workability and effectiveness and to increase flexibility and to decrease burden on regulated entities.

The final rules will be published in the Federal Register on January 25, 2013, and will be effective on March 26, 2013. Covered entities and business associates must comply with the final rules by September 23, 2013.

This is the first in a series of articles that will address key provisions of the rules, their impact on post-acute providers, and practical solutions for compliance.

**Major provisions in the form of four final rules include the following:**

1. Final modifications to the HIPAA Privacy, Security and Enforcement Rules mandated by the HITECH Act and certain other modifications to improve the Rules that were issued as a proposed rule on July 14, 2010. The modifications include:
   - Make business associates of covered entities directly liable for compliance with certain requirements of the HIPAA Privacy and Security Rules.
   - Strengthen the limitations on the use and disclosure of protected health information for marketing and fundraising purposes, and prohibit the sale of protected health information without individual authorization.
   - Expand individuals’ rights to receive electronic copies of their health information and to restrict disclosures to health plans concerning treatment for which individuals have paid out of pocket in full.
   - Require modifications to and redistribution of covered entities’ notice of privacy practices.
   - Modify the individual authorization and other requirements to facilitate research and disclosure of child immunization proof to schools and to enable access to decedent information by family members or others.
   - Adopt the additional HITECH Act enhancements to the Enforcement Rules not previously adopted in the October 30, 2009, interim final, such as the provisions addressing enforcement of noncompliance with the HIPAA Rules due to willful neglect.

2. Final rule adopting changes to the HIPAA Enforcement Rules to incorporate the increased and tiered civil money penalty structure provided by the HITECH Act originally published as an interim final on October 30, 2009.

3. Final rule on Breach Notification for Unsecured Protected Health Information under the HITECH Act that replaces the breach notification rule’s “harm” threshold with a more objective standard and supplants an interim final rule published on August 24, 2009.

4. Final rule modifying the HIPAA Privacy Rule as required by the Genetic Information Nondiscrimination Act (GINA) to prohibit most health plans from using or disclosing genetic information for underwriting purposes that was published as a proposed rule on October 7, 2009.

*Elizabeth E. Hogue, Esq. ©2012 All rights reserved.*
Dear Friends and Colleagues:

We invite you to join us in Monterey from April 30 through May 2 for the CAHSAH 2013 Annual Conference & Home Care Expo. This year, we have chosen a superhero conference theme to celebrate all of you -- the heroes who empower people to remain in the comfort of their homes.

This “superhero” conference will enable home care and hospice leaders to get the resources they need to continue to provide optimal care. There are many heroes among us even though they may not have superpowers or a cape. These individuals are what we consider “super leaders.” Being a super leader with abundant power means great responsibility. That is why it is crucial for super leaders to stay abreast of all the rules and regulations that govern the industry. Additionally, although some qualities of a super leader may come naturally, others must be developed. Which is why this conference will not only help you learn how to be a super leader, but also know when to put it into action!

We all can agree that superheroes are built on four things – Strength, Courage, Believe and Dream!

**Strength:** Superheroes not only need physical strength, they also need strength of character.

**Courage:** It is not easy being a superhero. Even superheroes have good and bad days. But what makes superheroes unique is that they don’t give up. They exhibit the courage to persevere under all circumstances.

**Believe:** Superheroes must believe in themselves and others. There is a fine line between confidence and cockiness! No one likes a superhero who is his or her own greatest fan! They must also show others that they believe in them to achieve more than they can imagine possible.

**Dream:** Superheroes have goals. Saving the world is not easy, but they take it one day at a time. Dreams require faith, imagination, and the knowledge that they can make dreams come true for themselves and others.

Home care and hospice providers have been the leading heroes for many years in the healthcare industry. Let’s celebrate that in Monterey this year!

---

DENISE ALTOMARE, CHAIR
BOARD OF DIRECTORS

TRICIA RITCHIE, CHAIR
EDUCATION & CONFERENCE PLANNING COMMITTEE

DEAN CHALIOS, PRESIDENT
CAHSAH

REGISTER ONLINE AT:
www.cahsah.org/conference.asp
WHO SHOULD ATTEND?
The separate education tracks were developed to meet the education needs of the various sectors; Medicare-Certified, Private Duty, and Hospice. Attendees generally include the following: Presidents and CEOs, COOs, CFOs, Vice Presidents, Managers, Administrators, Executives, Directors of Nursing, Clinical Directors and Staff, Financial Managers, Marketing staff, Business Development Managers and Staff and anyone involved in Home Care and/or Hospice.

NEW PRE-CONFERENCE SESSIONS
Drill down on these specific clinical topics! Send clinical staff for 3 hours of training at a special reduced price. Please note: Pre-Conference sessions are available at no extra charge for full conference registrants.

CONFERENCE TRACKS
We have six different tracks filled with 48 concurrent sessions. Some sessions may apply to more than one track. Look for these symbols for specific information:

- Hospice
- Medicare Certified (2)
- Private Duty
- General
- General Interest
- Leadership

CONTINUING EDUCATION
Conference participants can earn up to 18 contact hours. Provider approved by the California Board of Registered Nursing, Provider Number CEP2463 for up to 18 contact hours. Provider approved by the California Board of Behavioral Sciences, Provider Number PCE588 for up to 18 contact hours. Physical Therapy contact hours are available for select sessions (see www.cahsah.org) for more details.

LUNCHEONS
BUSINESS LUNCHEON
Join CAHSAH’s officers and Board of Directors for an informational update on CAHSAH’s key issues.

AWARDS LUNCHEON
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.

A SPECIAL THANK YOU TO OUR SPONSORS!
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Select Data, Inc.

ELECTRONIC HANDOUTS
Handouts will be available for download two weeks prior to the conference. Online access codes will be listed on confirmation letters. PLEASE NOTE that CAHSAH will not be providing paper copies of handouts on-site. It is recommended that you print your handouts and bring them with you to the conference.

CYBER CAFE
Whether you want to browse the internet or simply check your email, CAHSAH has you covered. There will be computers available inside the CAHSAH Bookstore for your use while you browse the latest CAHSAH resource products. Limited use of on-site printing available.

CAHSAH BOOKSTORE
Don’t miss this rare opportunity to get the resources you need! This year we have a larger selection and even bigger savings! This special pricing only comes once a year so be sure to drop by the CAHSAH Bookstore.
25 WAYS TO KEEP YOUR “ROAD WARRIORS” ENGAGED!

DONNA CUTTING, RED-CARPET LEARNING SYSTEMS

Tuesday, April 30, 2013, 1:00 PM - 2:00 PM

Keeping employees engaged is one thing - but keeping them engaged when they work on the road is a whole other story! This high-energy, fun-filled presentation will have you laughing while you learn how to keep those road-warriors engaged in your mission and working like a team!

LEARNING OBJECTIVES:
- Develop a plan to effectively turn your road warriors into a real team
- List 25 ways to engage employees who work from the road
- Utilize social media to train and engage your team members

A NEW DAY FOR HOME HEALTH

ARNE CISNEROS, HOME HEALTH STRATEGIC MANAGEMENT

Wednesday, May 1, 2013, 8:30 AM - 9:30 AM

The Home Health landscape has become rockier over the last decade, and the changes are here to stay. The role traditionally filled by homecare has been lost in healthcare evolution and recent reform proposals. Our status as the hero of the care continuum has faded, and Medicare doesn’t seem to understand how hard we work, how important our work is, and the value of what we do?

LEARNING OBJECTIVES:
- Be up to date and utilize the changes in the Medicare Home Health Model
- Understand how other providers doubled their profit margins while decreasing care costs and utilize such benefits
- Be prepared for clinical interventions of the future

HOME CARE AND HOSPICE 2013: NATIONAL UPDATE FROM WASHINGTON

BILL DOMBI, NATIONAL ASSOCIATION FOR HOME CARE & HOSPICE (NAHC)

Thursday, May 2, 2013, 8:30 AM - 9:30 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 2013 and beyond that will affect the future of home care and hospice across the country. The session will address general trends in clinical, reimbursement and corporate organization structures that may change the face of how some agencies enter or grow in the market. Bill Dombi, with over 35 years of advocacy experience, brings information and insights from the front lines.

HOTEL INFORMATION:

MONTEREY MARRIOTT
350 Calle Principal
Monterey, California 93940
Phone: (831) 649-4234

HOTEL RESERVATIONS
For hotel reservations please visit: https://resweb.passkey.com/go/cahsah2013 or call: (871) 901-6632 and ask for the “CAHSAH” rate of $169 Single/Double (plus tax). Hotel Reservation Deadline is April 1, 2013.

HOTEL PARKING
Valet Parking is available at a current cost of $20.00 per day for overnight guests and is subject to change. The prevailing rate at the time of your conference will apply. Public parking is available nearby at a current rate of $7.00.

Please visit our website for more information on all travel & lodging arrangements, discounts on Budget Car Rentals & Monterey Bay Aquarium tickets, and what to do in Monterey!
CONFERENCE SCHEDULE AT A GLANCE

TUESDAY, APRIL 30

8:00 AM - 6:00 PM REGISTRATION OPEN
9:00 AM - 12:00 PM PRE-CONFERENCE SESSIONS
   A100 - Hospice Billing
   A200 - Wound VAC
10:30 AM - 12:00 PM
   A300 - True Confessions from Referral Agency Auditors (Tentative)
1:00 PM - 2:00 PM KEYNOTE SESSION
   K100 - 25 Ways to Keep Your “Road Warriors” Engaged!
2:15 PM - 3:45 PM CONCURRENT SESSIONS
   P100 - Everything Is Marketing: How To Compete and Win The Battle For Business
   H100 - Patient And Family Centered Systems
   M100 - Transforming Home Health Across The Continuum
   C100 - Are You Ready For The Transition To ICD-10?
   L100 - Shepherding Your Staff, A Leader’s Guide To Mentoring
   G100 - The Affordable Care Act and California’s Home Health Industry
4:00 PM - 5:30 PM CONCURRENT SESSIONS
   P200 - Untangling Employment Laws Relating to Home Care
   H200 - “While You Are Up…Can You Get Me A Grant?”
   M200 - A Competency Program To Lessen Your Risk and Increase Your Quality
   C200 - Understanding The Home Health PPS
   L200 - Boost Your Profits! Expanding Home Care Margins & Cash Flow
   G200 - What Does Your “Super Star” Medical Biller Look Like?
6:30 PM - 8:30 PM HOSPITALITY SUITES (MARRIOTT HOTEL)

WEDNESDAY, MAY 1

7:30 AM - 8:30 AM SPEED DATING BREAKFAST DEMO
8:30 AM - 9:30 AM KEYNOTE SESSION
   K200 - A New Day for Home Health
9:45 AM - 11:15 AM CONCURRENT SESSIONS
   P300 - Attract Referrals With A Care-Transition Program
   H300 - Best Practices - Making The Hospice Covered Drug Benefit Decision
   M300 - Facing ADRs, Audits and Denials Head-On
   C300 - Home Health Makeover: Prepping Your Agency & Staff For The ACO/Bundling Models
   L300 - Competing In A Reformed Health Care Environment
   G300 - Best Practices In Implementing New Technology
11:30 AM - 1:00 PM BUSINESS LUNCHEON
1:15 PM - 2:45 PM CONCURRENT SESSIONS
   P400 - Merging Geriatric Care Management and Licensed Home Health/Private Duty
   H400 - Keeping Your Hospice Team In Tune
   M400 - Home Health PPS Update - Part 1
   C400 - Managed Care 101
   L400 - Developing A Culture Of Safety, Leadership’s First Imperative In Establishing A Culture Of Excellence
   G400 - Building The Value And Negotiating The Sale Of A Home Care Agency
3:00 PM - 4:30 PM CONCURRENT SESSIONS
   P500 - Home Care Licensure - Where We’ve Been, What We’ve Learned and What We’re Doing About It Now
   H500 - Hospice Outcomes
   M500 - Home Health PPS Update - Part 2
   C500 - Opportunities In The Coordinated Care Initiative (CCI)
   L500 - Benchmarking and Best Practices: Understanding How To Establish Home Care Benchmarks That Reach Organizational Goals
   G500 - Closing The Loop: Developing A Successful Teach-Back Program
4:30 PM - 6:30 PM EXPO GRAND OPENING
7:30 PM - 11:30 PM PAC EVENT

THURSDAY, MAY 2

7:30 AM - 8:30 AM COFFEE SERVICE
8:30 AM - 9:30 AM KEYNOTE SESSION
   K300 - Home Care and Hospice 2013: National Update from Washington
9:30 AM - 10:15 AM MORNING BREAK IN EXPO HALL
10:15 AM - 11:45 AM CONCURRENT SESSIONS
   P600 - Technology Provides A Competitive Edge For Private Duty Home Care
   H600 - Preparing For Home Health And Hospice Audits
   M600 - Documentation Withstanding The Scrutiny Of The CMS ALJ
   C600 - Transitions In Care” – A New Home Health Care Product Line Opportunity
   L600 - Synergy Strategic Planning-A Blueprint For Organizational Planning and Execution
   G600 - Three Winning Strategies To Drive Referral & Revenue Growth… and…Five Killer Mistakes To Avoid
12:00 PM - 1:00 PM AWARDS CEREMONY & LUNCHEON
1:00 PM - 2:00 PM DESSERT IN EXPO HALL
2:00 PM - 3:30 PM CONCURRENT SESSIONS
   P700 - Create Compensation Packages That Encourage Sales
   H700 - Utilizing A Risk Assessment To Identify Areas For A Preemptive Compliance Audit
   M700 - Be Prepared - Are You Ready For A HIPAA Compliance Audit?
   C700 - Partnering With Your Local Hospitals To Reduce 30-Day Readmissions
   L700 - Strategy Bootcamp For Healthcare Professionals
   G700 - High-Tech - High Touch: Home Care In The XXI Century
3:45 PM - 5:15 PM CONCURRENT SESSIONS
   P800 - Negligent Hiring and Background Checks-Best Practices and Legal Compliance
   H800 - Get Invited to the Care Continuum Conversation; Understanding the Changes in Hospital Reimbursement and Adjusting Your Marketing Strategy Accordingly
   M800 - The Top 10 Most Documented Cops: Any Apply To Your Agency?
   C800 - Managing Compliance Requirements Pro-Actively Leveraging Technology
   L800 - Reducing Risk Through A Strong Compliance Program
   G800 - Home Care and Hospice: The Pre-Acute Solution

REGISTER ONLINE AT: www.cahsah.org/conference.asp