

CERTIFICATION EXAMINATION BLUEPRINTS (cont.)

CERTIFIED HOME CARE EXECUTIVE EXAMINATION BLUEPRINT

The blueprint identifies the major content areas relevant to the responsibilities of the home care executive. The percentages of questions on the exam from each of the major content areas are indicated below.

1. ACCOUNTABILITY TO GOVERNING BODY (20%)

- a. Legal
(e.g., business code of ethics, Bylaws, policies and procedures)
- b. Financial
(e.g., key performance indicators, financial statements, dashboards, budgeting)
- c. Strategic position of a home care organization
(e.g., merger & acquisition opportunities, market & industry trends)
- d. Corporate compliance
(e.g., compliance programs, reporting processes)
- e. Quality measures
(e.g., key quality factors; Home Health compare, etc.)
- f. Business Strategies
(e.g., business plans, feasibility studies, impact of regulatory changes within an agency)

2. STRATEGIC POSITIONING FOR GROWTH AND DEVELOPMENT (20%)

- a. Future positioning
(e.g., understand strategies to increase growth, components of organizational growth & development, know the necessary documents in reporting to government agencies)
- b. Diversification/New product development
(e.g., strategic planning & product development with the use of collected data; market share data, payor source profitability, etc.)
- c. Merger and acquisitions
(e.g., understand key elements of merger & acquisitions; due diligence, market analysis, valuation, etc.)
- d. Community relations/marketing
(e.g., market analysis methodologies (OBQI data), feasibility studies, marketing strategies; relationship building, branding etc.)

3. FINANCIAL PROCESS & OVERSIGHT (13%)

- a. Budget approval and oversight
(e.g., forecasting, return on investment(ROI), EBITDA, profit margin, contribution margin)
- b. Periodic financial reports review
(e.g., external financial statement preparation, basic accounting principles, financial ratios)
- c. Risk assessment
- d. Contract oversight
- e. Audit
(e.g., ADR process)
- f. Reimbursement
(e.g., health physician billing)

4. RESOURCE MANAGEMENT (11%)

- a. Legal
- b. Financial
(e.g., knowledge of the key HR operational drivers)
- c. Information technology
(e.g., key components for assessing information systems)
- d. Human Resources
(e.g., HR indicators; employee turnover, FLSA, pre-employment screening)

5. RISK MANAGEMENT (9%)

- a. Legal
(e.g., HIPPA requirements, STARK & antiback laws.)
- b. Financial
(e.g., feasibility analysis, knowledge of usual standards for insurance coverage)

6. INDUSTRY TRENDS (9%)

- a. Legislative & political awareness
(e.g., national industry statistics, key industry associations & policy “regulatory bodies”)
- b. Advocacy
(e.g., techniques to create awareness)

7. ORGANIZATIONAL CULTURE AND PHILOSOPHY (4%)

- a. Vision, mission, and goals
(e.g., benefits, elements, purpose, precursors to organizational excellence)
- b. Employee Outcomes
(e.g., knowledge of employee retention & satisfaction elements)

8. REGULATORY COMPLIANCE (14%)

- a. Compliance plan (e.g., requirements)
- b. COPs
- c. Relevant survey
- d. Payor audit process