

# HCAF

Home Care Association of Florida

RESOURCES, EDUCATION, ADVOCACY

# HomeCareCon

2020 31<sup>ST</sup> ANNUAL CONFERENCE & TRADE SHOW

*Live Virtual Experience!*

## 20/20 VISION: DON'T FEAR THE FUTURE!

This year's theme says it all...HomeCareCon 2020 is curated with 47 high-quality education programs to keep Florida home care professionals informed and prepared and fearless about our industry's future

## EXTENDED TRADE SHOW, PRIZES & GIVEAWAYS

Experience the virtual marketplace during all 3 days of MainCon sessions to interact with industry vendors who are on a mission to help grow your agency, plus get your S-W-A-G and take advantage of the chance to win exciting prizes

## PRECON Workshops

August 10-14, 2020

## MAINCON Sessions

August 18-20, 2020

## EXCLUSIVE NETWORKING OPPORTUNITIES

Engage with industry leaders, colleagues, exhibitors, and sponsors virtually between education programs, at the Trade Show, and during happy hour receptions

Learn More at [HomeCareCon.com](https://HomeCareCon.com)

[f](#) [t](#) [in](#) [@](#) #HomeCareCon

HomeCareCon 2020

# 20/20 VISION: DON'T FEAR THE FUTURE!

**This August, join the Home Care Association of Florida (HCAF) online for HomeCareCon, our 31<sup>ST</sup> Annual Conference & Trade Show!**

In light of the ongoing COVID-19 public health emergency, this year's event will be exclusively virtual with live education programs, multiple networking opportunities, plus an engaging and interactive three-day Trade Show.

HomeCareCon is the leading and largest home care industry event of the year in the South, bringing together hundreds of industry professionals spanning agency leadership, clinicians and caregivers, state and national health care and legal experts, and vendors who serve the industry.

HomeCareCon's agenda includes eight days of education between Monday, August 10 through Thursday, August 20, and 47 workshops and sessions for all sectors of in-home care – Medicare, Medicaid, and Private Duty – across every aspect of your business.

Check out what's in store and visit [HomeCareCon.com](http://HomeCareCon.com) to register and save your spot!

## » Schedule At-A-Glance

### PreCon Workshops

Monday, August 10 – Friday, August 14

### MainCon Sessions

Tuesday, August 18 – Thursday, August 20

Bonus! Additional recorded sessions to view at your convenience

### Trade Show Marketplace

Tuesday, August 18 – Thursday, August 20

### After Hours Receptions for Attendees

Tuesday, August 18 at 5:30 PM ET

Wednesday, August 19 at 5:00 PM ET



HCAF is the premiere trade association for the home care industry in Florida. Founded in 1989, HCAF exists to provide representation, communication, and advocacy for providers, and to give them the education and information they need to deliver high-quality, cost-effective services to patients and clients at home.

We represent state-licensed (commonly known as “Private Duty”) home care agencies and Medicare- and Medicaid-certified home health agencies. Associate Members include, among others, accrediting organizations, consultants, employee benefits organizations, homemaker/companion services, hospices, legal services, medical supplies and equipment vendors, nurse registries and staffing agencies, and technology and software providers.

For more information, including a directory of membership and how to become a member, please visit [HomeCareFLA.org](http://HomeCareFLA.org).

## » Continuing Education

HCAF is an approved continuing education provider for the following Florida Boards: Nursing, Occupational Therapy, Speech Language-Pathology & Audiology, and Accountancy. HCAF is pursuing credit hours for Physical Therapy on a session-specific basis. HCAF will notify participation to CE Broker for the clinical Boards listed above and to the Florida Department of Business and Professional Regulation for accountants. For updates on our progress in obtaining approval for these sessions, visit [HomeCareCon.com/CEUs](http://HomeCareCon.com/CEUs).



# Virtual Conference Benefits

## » Virtual Trade Show 101

Don't let social distancing keep you on the sidelines at HomeCareCon's virtual Trade Show! The virtual marketplace will feature dozens of home care industry vendors whose staff representatives are live and 'onsite' to discuss their products and services and how they can help grow your agency. And, this year's Trade Show is free for everyone to attend!

The marketplace of exhibitors will provide an easy to navigate and visually captivating experience that recreates the feel of a physical event. No downloads are required to explore, and the marketplace is mobile-compatible and works on all modern browsers. The Trade Show will be open to attendees for the entire day during MainCon sessions (August 18-August 20). PreCon attendees receive special priority access to mix and mingle with exhibitors and sponsors in the Trade Show marketplace the week of August 10-14. Find out which organizations will be participating at the upcoming Trade Show by visiting [HomeCareCon.com/TradeShow](https://HomeCareCon.com/TradeShow). Visit the Trade Show during operating hours at [HCAFLive.com](https://HCAFLive.com) (you must log in with your registration credentials). Be sure to explore and engage with exhibitors for multiple chances to win prizes, too!



1

**Access to far more content than ever before**, plus the opportunity to see and hear concurrent education programs.

2

**Conveniently learn and engage** with fellow attendees, speakers, sponsors, and exhibitors from anywhere with Internet access and from any mobile device.

3

**Zero risk to your health.** Virtual events provide a safer way to learn without sacrificing an interactive and informative experience. *Not today, COVID!*

4

**No travel costs!** Fairly obvious but worth pointing out. No hotel room needed, no miles to drive, no wear and tear on your vehicle, no airfare...*none* of it!\*

\*HCAF does not assume responsibility for reckless online shopping during the conference.

5

While you're taking in the latest updates and insights, you can still **maintain a presence at home and at your office at the same time.**

6

**Save on expenses** for boarding your pets or bringing along the family (*start saving for next year!*).

7

Conference venues can call for lots of hoofing it from session to session, back to your room, to dinner, etc. **Virtual means no walking and no aching feet at the end of the day.**

8

You know how hotel meeting rooms have a way of being either blazing hot or freezing cold with no way to split the difference? **Stay comfortable by adjusting your temperature how you like it throughout HomeCareCon!**

9

**Support for your state association!** As a 501(c)(6) not-for-profit organization, HCAF was not eligible to take advantage of the Paycheck Protection Program or any other relief programs for businesses.

Help offset our lost revenue due to cancelled events by registering online at [HomeCareCon.com](https://HomeCareCon.com) or by calling (850) 222-8976. Thank you!

# Learning Tracks

*Something for Everyone!*

This year's curriculum offers five distinct learning tracks that cover every aspect of a home health agency's business. Regardless of business model, there's something for everyone! Explore the tracks, which are followed by a complete schedule of workshops and sessions, and start planning your continuing education experience today!

## Medicare/PDGM Track

*Featuring 13 workshops and sessions exploring...*

- Patient-Driven Groupings Model (PDGM)
- Reimbursement
- Review Choice Demonstration (RCD)
- Medicare denials and audits
- Federal legislative and regulatory changes
- ICD-10 coding
- OASIS-D2
- PDGM Plans of Care
- Therapy utilization
- Revenue cycle management
- Orders management
- Discharge planning

## Private Care/Private Duty Track

*Featuring 10 workshops and sessions exploring...*

- Non-compete agreements
- Recruitment and retention
- Conscious leadership
- Implementing an advanced dementia care program
- Long-term care insurance
- Accreditation readiness
- Business intelligence impact on outcomes and operations
- Sales training
- Department of Labor wage and hour legal issues
- Key Performance Indicators
- Caregiver education

## Business & Operations Track

*Featuring 10 workshops and sessions exploring...*

- Protecting your agency from ransomware and negative social media reviews
- Remote monitoring technology and its impact on patient outcomes and staff retention
- Clinical manager oversight strategies and best practices
- Operational efficiencies under Medicare's new payment system
- Electronic Visit Verification
- Diversifying your agency with Private Duty services and non-clinical disease management
- HIPAA compliance and the COVID-19 pandemic
- Home health care post-pandemic
- Preventing staff burnout
- Florida's new nurse delegation law

## Clinical & Quality Improvement Track

*Featuring 9 workshops and sessions exploring...*

- Staff education and training
- Regulatory deep dive for administrators
- Technology and intra-disciplinary care
- Implementing a Negative Pressure Wound Therapy program
- Prioritizing quality and legal requirements in patient care
- Caregiver empowerment and improving outcomes
- Transitioning to virtual care delivery
- Wound therapy challenges in home health
- Quality of care and financial stability in a value-based payment system

## General Track

*Featuring 4 workshops and sessions exploring...*

- State policy and regulatory update
- Legal issues impacting all providers
- Epidemics, pandemics, and emergency preparedness
- President's State of the Association Address
- Excellence in Home Care Awards



# PreCon

## August 10-14

### Monday, August 10

#### Home Health Non-Competes: Best Practices for Enforcing, Defending, and Onboarding

*Will Cantrell, Esq., Cantrell PLLC*

Will Cantrell is the managing attorney of a Florida-based law firm that specializes in Florida non-compete disputes. This workshop addresses restrictive covenant agreements (e.g., non-competes, non-solicits, non-disclosures) in the context of the home health industry, including:

- Whether such agreements make sense for certain employees and independent contractors;
- Important provisions that are often missing in restrictive covenants in the home health industry;
- Best practices on steps employers should take to assess potential breaches and to enforce restrictive covenants; and,
- Best practices for onboarding and defending hires who are subject to non-solicit or non-compete agreements.

This workshop is particularly timely in light of the highly fluid workforce following recent events.

1:00-5:00 PM • PRIVATE CARE/PRIVATE DUTY TRACK

### Tuesday, August 11

#### Operationalizing Regulations: A Comprehensive Overview for Administrators

*J'non Griffin, Home Health Solutions, LLC*

This workshop will provide administrators, both new and old, with an in-depth overview of Medicare regulatory oversight, including, but not limited to, how to operationalize:

- The Patient-Driven Groupings Model (PDGM);
- The Review Choice Demonstration (RCD);
- Conditions of Participation and surveys; and,
- Oversight of staff.

9:00 AM-4:30 PM • CLINICAL & QUALITY IMPROVEMENT TRACK

### Wednesday, August 12

#### PDGM: Where Things Stand Today!

*Melinda A. Gaboury, Healthcare Provider Solutions, Inc.*

This workshop will take providers into the depths of where we are more than half a year into implementation of the Patient-Driven Groupings Model (PDGM). In addition to examining what providers are currently dealing with, this workshop will also delve into the Medicare proposed rule for 2021. Many providers are struggling to understand exactly what the information means at this point and how well they are going to fare under the PDGM. Obtain clarity as to how to review data and understand where you stand today. Other topics to be explored include claims processing and medical review issues as a result of the PDGM.

9:00 AM-4:30 PM • MEDICARE/PDGM TRACK

### Thursday, August 13

#### Broadening Your Sights: Strategies for Clinical Managers

*Christina Crumbley, Signature HomeNow*

Managing a home health agency is multifaceted, with all operation areas being equally important. With the Patient-Driven Groupings Model (PDGM) and the Review Choice Demonstration, it is even more important to have clear systems to manage all aspects of the business. This session will break down what providers should be focusing on today, including:

- Setting up and monitoring systems and processes;
- Ensuring efficient, effective, and high-quality clinical care and documentation;
- Personnel training and management; and,
- How to effectively analyze agency data while obtaining success under the PDGM payment system.

9:00 AM-5:00 PM • BUSINESS & OPERATIONS TRACK

### Friday, August 14

#### Hitting the Target With Medicare

*Charles Canaan & MaKisha Pressley-Callahan, Palmetto GBA*

Palmetto GBA's objective is to have educated and astute providers who know how to accurately and skillfully apply the information they learn to their documentation and billing practices. This half-day workshop is designed to equip home health providers and their staff with the tools to achieve this, with a focus on coverage, documentation requirements, the most common billing errors, and hints and tips to avoid them. This workshop will provide insight for home health agency staff at all levels.

Agenda:

1. Questionable encounters: State-specific data and physician query;
2. Top denials: Medical review denials and Comprehensive Error Rate Testing (CERT) errors;
3. Nursing process and care planning;
4. Case scenarios;
5. What you need to know for 2020: Medicare home health final rule and the Patient-Driven Groupings Model (PDGM);
6. Data-driven topics: Top home health reason codes;
7. eServices online portal;
8. Reminders: CERT program and provider enrollment revalidation; and,
9. Provider resources and self-service tools.

8:30 AM-12:30 PM • MEDICARE/PDGM TRACK

# MainCon » Tuesday, August 18

8:00 AM	BREAKFAST			
9:00 AM	The View From Capitol Hill: Home Health's Policy Future in Focus DOMBI	Leading With Clarity: Conscious Leadership CRUMBLY		
10:30 AM	BREAK			
10:45 AM	Understanding Coding Under the PDGM MINTON	Differentiate Your Agency With Advanced Dementia Care CORNELIUS & MEHTA	Using Remote Monitoring to Improve Patient Outcomes and Retain Staff MAXIM	Lawsuits, Lost Reimbursements & Increased Visit Costs...Avoid These Pitfalls With Improved Clinical Documentation CASSATA & CROSS
11:45 AM	LUNCH			
1:15 PM	The New Approach for Therapy Utilization Under the PDGM & COVID-19: How to Impact Outcomes for All MURPHY & TURANO	Unique Solutions to Recruitment of Staff CHAMBERLAIN	EVV Mandate Made Easy ROWINSKI & WORROW	A Provider's Guide to Empowering Caregivers and Improving Outcomes KELLER & VACCARO
2:05 PM	BREAK			
2:15 PM	PDGM & RCD: Making the Two Work! GABOURY	Navigating the Nuances & Pitfalls of LTC Insurance: How Providers Can Distinguish Themselves in the Marketplace DUNN & DUNN	Harnessing Star Power: Leadership Development and its Impact on Financial Performance SIMIONE & SCHARBER	Technology Enhanced Transition to Intra-Disciplinary Care ROSS
3:35 PM	BREAK			
3:50 PM	President's Address & Excellence in Home Care Awards			
4:30 PM	Epidemics & Pandemics Lessons Learned Panel			
5:30 PM	TRADE SHOW RECEPTION			

## The View From Capitol Hill: Home Health's Policy Future in Focus

*William A. Dombi, Esq., National Association for Home Care & Hospice*

As president of the National Association for Home Care & Hospice (NAHC), William Dombi has shown exemplary leadership throughout the COVID-19 pandemic. His unique vantage point of the recent federal policy changes impacting home health and hospice agencies across the nation include myriad legislative and regulatory developments that have dramatically overhauled home- and community-based care, with more changes in sight.

During this information-packed session, Dombi will examine federal policy and program changes in response to COVID-19 and lessons-learned from the pandemic. Additionally, this session will provide an analysis of the first seven months of the Patient-Driven Groupings Model (PDGM) and a look into what providers can expect in the CY 2021 Home Health System Rate Update Proposed Rule. Don't miss this opportunity to hear these and other critical and timely updates from the industry's leading national voice and get your questions answered.

9:00-10:30 AM • MEDICARE/PDGM TRACK

## Leading With Clarity: Conscious Leadership

*Christina Crumbley, Signature HomeNow*

We are all leaders, whether we are leading an entire organization, team, our own career, or family. How effectively we lead is critical. Conscious leadership is self-awareness and being able to understand how you show up as a leader, as well as the impact and influence you have on others. It's the act of getting to know yourself not only as a leader, but as a person and what drives you at a deeper level. It's learning how to bring intention into everything you do. Attend this session to become a conscious leader who leads with authenticity, speaks with integrity, and holds themselves accountable.

9:00-10:30 AM • PRIVATE CARE/PRIVATE DUTY TRACK

## Understanding Coding Under PDGM

*Nanette Minton, MAC Legacy*

The expected outcome for this educational offering is to enhance the knowledge of the home health registered nurse whose job involves medical coding in an effort to learn how this procedure is affected by the Patient-Driven Groupings Model (PDGM). This session will explore ethical, accurate coding of patient claims under the new payment system beginning in CY 2020. Achievement of outcomes will be self-reported by the learner on the educational offering evaluation.

10:45-11:45 AM • MEDICARE/PDGM TRACK

## Differentiate Your Agency With Advanced Dementia Care

*Michelle Cornelius, Cypress HomeCare Solutions & Neel Mehta, Honor*

In today's competitive home care landscape, it is increasingly important for providers to stand out from competitors. One way to do so is by offering specialized care to better support clients living with dementia and their families. During this session, attendees will learn how to create a dementia program that provides better care for your clients, differentiates your agency from competitors, and helps grow your business.

10:45-11:45 AM • PRIVATE CARE/PRIVATE DUTY TRACK

## Using Remote Monitoring Technology to Improve Patient Outcomes and Retain Staff

*Arlene Maxim, Axxess*

Using technology to augment home health care can be extremely valuable if clinicians know how to use it effectively. Agency owners and managers are beginning to see the critical role that telehealth and remote care monitoring can play in keeping patients at home and improving patient satisfaction. Telehealth and remote care monitoring can also improve clinician satisfaction if there is a good understanding of how to use it. During this session, we will discuss what to look for in a telehealth/remote care monitoring provider and how to market technology's ability to improve patient outcomes and staff satisfaction.

10:45-11:45 AM • BUSINESS & OPERATIONS TRACK

## Lawsuits, Lost Reimbursements & Increased Visit Costs: How to Avoid These Pitfalls With Improved Clinical Documentation

*Amy Cassata, Summit Health & Heidi H. Cross, Swift Medical*

Wound care has historically been dreaded by a lot of home health agencies. Taking on these patients meant you were taking on a lot of risk. Wound care patients commonly deal with a lot of complex conditions, and they require very resource-intensive care, from both a staffing and supplies perspective. If the wound documentation is incomplete or inaccurate, it only compounds the problem — eating into your margins even more. Denied claims, unnecessary visits, increased dressing changes, and the most costly — litigation.

Wound lawsuits used to focus primarily on long-term care and acute care, but have started creeping into in-home care. A Florida court recently awarded over \$3 million in damages to a patient because an agency didn't document completely and accurately. Litigation has even gone as far as a licensed practical nurse being charged with aggravated manslaughter for inadequately treating pressure injuries. During this session, our clinical documentation experts will cover the:

- 11 essential elements of wound documentation and how to ensure your nurses complete them;
- Common mistakes that lead to denied claims, unnecessary visits, supply waste and litigation; and,
- Clinical best practices in wound documentation, care and reporting that reduce the risk of taking on wound patients.

With wound care being one of the most highly reimbursed under the PDGM, you don't want to have to turn away patients just because you don't have a handle on your documentation. Attendees will be provided with a copy of Cross' WoundSource Whitepaper, *Legal Perils and Pitfalls of Wound Care*, and a checklist to ensure you have all the necessary procedures in place to avoid risk.

10:45-11:45 AM • CLINICAL & QUALITY IMPROVEMENT TRACK

## The New Approach for Therapy Utilization Under the PDGM & COVID-19: How to Impact Outcomes for All

*Linda Murphy, Concierge Home Care & AnnaMaria Turano, Synzi*

Therapy visits — physical, occupational, and speech-language pathology — are typically seen as a revenue driver for home health agencies based on the number of visits prescribed by the physician. Between 1997 and 2018, therapy visits increased from being the source of 10 percent of all home health visits to 39 percent, according to the Medicare Payment Advisory Commission. However, providers considered "heavy prescribers" or "over-prescribers" under the former therapy model will be disinclined to focus on maximizing the number of visits under the Patient-Driven Groupings Model (PDGM), Medicare's new payment model. Providers must be out with the old and in with the new therapy model, which prioritizes outcomes while simultaneously containing costs for therapy visits under the PDGM.

This session will highlight how Concierge Home Care has achieved better outcomes for patients and their business with virtual care technology and telehealth apps. By supplementing in-person therapy with virtual visits and ongoing messaging, patients have become more engaged in their treatment and are realizing better outcomes compared to the former therapy model. Virtual care technology has enabled Concierge to support more therapy patients with high-quality individualized care while improving agency profitability. Utilizing telehealth technology has also become more critical to continuing care amid the coronavirus pandemic. Given the risks of infection and transmission from in-person appointments, virtual visits are helping agencies proactively provide safer care while protecting staff, patients, and limited personal protective equipment.

As a result of using virtual care and telehealth apps, Concierge's therapists are more satisfied with their ability to better manage their patients, treat more patients, and even provide treatment during evenings or weekends. Providing this flexibility to staff not only helps the agency more effectively recruit and retain qualified staff, but it increases their efficiency as the demand for physical therapy will only increase as Baby Boomers age.

1:15-2:05 PM • MEDICARE/PDGM TRACK

## Unique Solutions to Recruitment of Staff

*Alex Chamberlain, EasyLiving, Inc.*

Starting your own home health aide training program will increase your recruitment and retention goals by certifying caregivers as home health aides. Moreover, a well-developed training program can increase recruitment numbers by at least five new staff members each week! Attend this session to learn how your agency can hire based on availability and location, and do the training for the client.

1:15-2:05 PM • PRIVATE CARE/PRIVATE DUTY TRACK

## EVV Mandate Made Easy

*Tom Rowinski & Patricia Worrow, VIP America, LLC*

The Medicaid Electronic Visit Verification (EVV) mandate has caused wide spread issues for providers as they strive to become compliant with the federal requirement. This session will offer a case study of one home health agency's success story with the EVV mandate integration utilizing Ally software that can give your business the leverage needed to meet the compliance guidelines.

1:15-2:05 PM • BUSINESS & OPERATIONS TRACK

## A Provider's Guide to Empowering Caregivers and Improving Outcomes

*Richard Keller, All Metro Health Care & Stephen Vaccaro, HHAeXchange*

As the health care industry transitions from a fee-for-service model to a value-based approach, home health care providers must shift their focus to how they will improve patient outcomes and prove their value to payors. At the same time this transition is occurring, there is a major shortage of caregivers across the nation, resulting in caregiving being among the most difficult jobs to recruit for in America. During this presentation, Richard Keller, President of All Metro Health Care, will explain how his agency is meeting this challenge with a value-based care approach that has improved staff retention and patient care. Along with Stephen Vaccaro, HHAeXchange's Director of Client Success, Keller will share how All Metro has empowered caregivers and its care team with the training and tools to collect patient observations and use real-time alerting to reduce avoidable accidents.

1:15-2:05 PM • CLINICAL & QUALITY IMPROVEMENT TRACK

## PDGM & RCD: Making the Two Work!

*Melinda A. Gaboury, Healthcare Provider Solutions, Inc.*

With the onslaught of the Review Choice Demonstration (RCD) in the midst of the Patient-Driven Groupings Model (PDGM) implementation, home health providers are struggling to balance the two and understand what is or is not required. This session will dig deep with intricate details of scenarios that have raised concerns and what providers should do to address them.

2:15-3:35 PM • MEDICARE/PDGM TRACK

## Navigating the Nuances & Pitfalls of Long-Term Care Insurance: How Providers Can Distinguish Themselves in the Marketplace

*Kevin Dunn, Esq., & Steven Dunn, Esq.,  
Steven M. Dunn, P.A. & Paradigm Senior Services*

The session will outline some of the more important and complicated aspects of long-term care (LTC) insurance. Likewise, the presentation will address what providers must know in order to have a basic proficiency in policies. Attend this session to learn how to market your agency to LTC insurance policyholders and set your agency apart from the competition.

2:15-3:35 PM • PRIVATE CARE/PRIVATE DUTY TRACK

## Harnessing Star Power: Leadership Development and its Impact on Financial Performance

*Robert Simione, Simione Healthcare Consultants &  
Eric Scharber, Exact Recruiting, A Simione Talent Solutions*

Developing leaders may be the best investment you make to accelerate financial performance in your home care and hospice organization. Research shows that more than 90 percent of employees say they would stay at a company longer if it invested in their careers. Building teams and developing leaders at every level of your organization requires a commitment to proven methods for recruiting and engaging employees across disciplines. Learn about competitive programs for recruiting, compensation, training and advancement that will help your leaders positively impact the bottom line.

2:15-3:35 PM • BUSINESS & OPERATIONS TRACK

## Technology Enhanced Transition to Intra-Disciplinary Care

*Tammy Ross, Axxess*

Every day through the end of this decade 10,000 Americans become Medicare-eligible, creating further strain on an already overstressed system. The average age of a nurse is 50 years old, with only seven out of 10 nurses interested in full-time employment. In short, the "Silver Tsunami" and the aging workforce challenge are creating a perfect storm for the post-acute care industry. Home health care providers must work across the care continuum using an intra-disciplinary approach to care to create efficient and positive patient outcomes. Nurses are not computers, but technology can and must be utilized to enhance the transition from a siloed multi-disciplinary approach to a collaborative, proactive intra-disciplinary approach to care. During this session, attendees will learn how the changing workforce demographics demand technology-enhanced care and explore new advancements in technology in the post-acute care industry. Attendees will gain insight in how intra-disciplinary care throughout the continuum will lead to improved patient touch points through a collaborative approach to care, leading to a deeper understanding of technology-enhanced care for home health, hospice, and private care providers.

2:15-3:35 PM • CLINICAL & QUALITY IMPROVEMENT TRACK

## President's Address & Excellence in Home Care Awards

*Denise Bellville, President, Home Care Association of Florida*

Since 2013, HCAF has recognized home care professionals for their dedication to the provision of quality home care and for their exemplary service to those they serve. HCAF is pleased to have such individuals be a part of the Association and honored to recognize them for their tireless efforts in helping to raise the bar for home care providers throughout the state. These individuals don't just represent home care — they are the essence of home care.

3:50-4:30 PM • GENERAL TRACK

## Epidemics & Pandemics Lessons Learned Panel

*J'non Griffin, Home Health Solutions, LLC (Moderator)*

The once-in-a-century COVID-19 pandemic has afflicted every industry, organization, and individual in some way, ranging from cash flow to emergency preparedness to personal health and safety. In response, home health providers have united on the front lines in courageous service and dedication to their profession. During this panel forum, leaders from all sectors of the in-home care industry will discuss the issues that have evolved throughout the pandemic and examine lessons learned from public policy, provider, and emergency response perspectives. Attend and join in the discussion!

4:30-5:30 PM • GENERAL TRACK

# MainCon » Wednesday, August 19

8:00 AM	BREAKFAST			
8:30 AM	<b>Patient Care and Financial Success in the PDGM Payment World</b> ATTAYA & PAYNE	<b>Private Duty Accreditation Readiness</b> WOODROW	<b>Florida's New Nurse Delegation Law: Right RN, Right Aide, Right Care</b> GRIFFIN & WILKERSON	<b>What Your Staff Doesn't Know WILL Hurt You</b> MAXIM
9:00 AM				
9:50 AM	BREAK			
10:20 AM	<b>Developing Successful PDGM Care Plans: A Value-Era Demo</b> CISNEROS & MCCORMICK	<b>Data vs. Insights: How Business Intelligence Tools Improve Outcomes and Operational Efficiencies</b> BISHOP	<b>Successfully Weathering the PDGM Storm: Strategies to Reduce Costs Through Operational Efficiencies</b> CASSATA & JOSEPH	
11:40 AM	LUNCH			
1:00 PM	<b>PDGM: Revenue Cycle at its Finest!</b> GABOURY	<b>The Inquiry Process in Full View: Is Your Agency Crystal Clear or Wearing Blinders</b> WOMBLE	<b>Navigate Ransomware, Negative Social Media, and Coronavirus in a HIPAA World</b> DORNFELD	<b>Roadmap on Disposable Negative Pressure Wound Therapy Use in Home Health</b> GOROVAYA
2:20 PM	BREAK			
2:30 PM	<b>Orders Management Under PDGM</b> WILKERSON	<b>20/20 View on Wage and Hour Issues</b> KINDRICK	<b>Private Duty: A Home Health PDGM Diversification Strategy</b> ROSS	<b>Quality &amp; Legality: Doing it Right</b> ALLEN & MABRY
3:50 PM	BREAK			
4:00 PM	<b>Legal Updates and New Issues for All Home Care Providers</b> HOGUE			
5:00 PM	HAPPY HOUR RECEPTION			

## Patient Care and Financial Success in the PDGM Payment World

*Christopher Attaya, Strategic Healthcare Programs & Sue Payne, Corridor*  
 This session will review the latest updates from the Centers for Medicare & Medicaid Services (CMS), and initial lessons-learned in the half-year since the Patient-Driven Groupings Model (PDGM) has been implemented. Case studies will be presented that focus on care of the patient with a specific primary diagnosis, and differences between caring for the patient under the Prospective Payment System versus the PDGM. Additional areas of focus will be key clinical, operational, and financial considerations to achieve success under the PDGM, as well as a review of real-time data of the latest benchmarks under the new PDGM payment world.

8:30-9:50 AM • MEDICARE/PDGM TRACK

## Private Duty Accreditation Readiness

*Stefanie Woodrow, Absolute Healthcare Associates, LLC*

Florida does not require home health agencies providing only non-skilled care to be accredited by one of the three accrediting bodies. For Private Duty agencies seeking to provide skilled home health services, including nursing and therapy, this session will review the steps needed to prepare for and obtain accreditation, including both initial or subsequent.

9:00-9:50 AM • PRIVATE CARE/PRIVATE DUTY TRACK

## Florida's New Nurse Delegation Law: Right RN, Right Aide, Right Care

*J'non Griffin & Kimberly Wilkerson, Home Health Solutions, LLC*

Approximately 8.2 million direct care job openings are expected between 2018 and 2028, with more than half predicted to be in the home care industry, according to a recent report from PHI. In an effort to address this workforce shortage crisis, Florida lawmakers this past Legislative Session passed House Bill 607 to expand the scope of practice for direct care workers, including certified nursing assistants and home health aides. As a result, direct care workers are permitted to perform the following tasks if delegated by and under the supervision of a registered nurse (RN):

- Medication administration;
- Routine preventative skin care;
- Basic wound care; and,
- Assistance with nebulizer treatments.

During this session, you will learn the state's requirements that RNs and direct care workers must meet before delegation may occur, including minimum training and education, step-by-step procedures workers must follow when performing new tasks, and what risks RNs face for knowingly delegating tasks to a worker that is not qualified by training, experience, certification, or licensure to perform them. Attend this session to have a clear view of the advantages of nurse delegation and how it can empower direct care workers, reduce health care costs, and protect access to in-home care for Floridians.

9:00-9:50 AM • BUSINESS & OPERATIONS TRACK

## What Your Staff Doesn't Know WILL Hurt You

*Arlene Maxim, Axxess*

Over the past five years, the home health care industry has experienced numerous and significant changes. Oftentimes, providers have failed to educate staff in a way that enables them to adapt and implement necessary changes. During this session, Axxess Clinical Consultant Arlene Maxim, RN, HCS-C, will discuss how managers can more effectively encourage and engage staff to stay updated on industry trends that impact their day-to-day work. Additionally, this session will provide innovative tips for keeping the excitement of 'always learning' alive, as well as topics that demand your focus over the next year.

9:00-9:50 AM • CLINICAL & QUALITY IMPROVEMENT TRACK

## Developing Successful PDGM Care Plans: A Value-Era Demo

*Arnie Cisneros & Kimberly McCormick, Home Health Strategic Management*

Initial education and preparation for the Patient-Driven Groupings Model (PDGM) has primarily focused on structural, coding, and billing aspects of the value-based payment model. As a result, there has been little help for home health providers in terms of managing the clinical programming aspect of the volume-to-value shift required to thrive under the PDGM and subsequent reforms. Prospective Payment System (PPS)-era care plans fail to achieve the value shift required for elite-level success when transposed onto the PDGM structure, and many agencies still struggle with plan of care development. Not surprisingly, agencies post outcomes that, at best, allow them to survive under the PDGM.

In order to thrive under the PDGM and related IMPACT Act reforms, providers must turn the page to value-based production protocols. Many have failed to perform this transition and, as a result, they consistently post compromised clinical and fiscal outcomes. By following the clinical directives of the PDGM, providers should be posting better clinical and fiscal results than they did during the PPS era based on the volume-to-value aspect of the model. This progressive session addresses the programming transitions required for better outcomes under the PDGM compared to those during the PPS era through multiple case studies of plan of care production.

10:20-11:40 AM • MEDICARE/PDGM TRACK

## Data vs. Insights: How Business Intelligence Tools Improve Outcomes and Operational Efficiencies

*Kelly Bishop, AlayaCare*

Home health care providers are transforming their businesses to adjust to tectonic shifts in the industry, including, among others:

- Aging populations with complex chronic illnesses, which demands more funding and better reimbursement — a tall order, to say the least;
- A shift to bundled reimbursement, which demands quality- and health-based outcome measures that are difficult to extract and report against; and,
- Rising labor costs, inefficient utilization, and lack of employee performance insight.

These challenges and others compound an industry that is already under an enormous profit margin compression. The shift to electronic medical records, digital systems, and cloud computing has made capturing and compiling large amounts of data much easier. However, despite all of this captured data, providers are generally faced with the challenge of not knowing how to leverage the data beyond basic reporting. Moreover, in the home- and community-based care sector, visits, operational information, and clinical data are often stored in paper format. If this data is digitally available, oftentimes it resides in siloed databases. Such system deficiencies make it nearly impossible to gain a holistic view of operations and eliminates the provider's ability to "pivot" data. The optimal solution is for providers to be obsessed about data-driven decision making. Thankfully, the rise of business intelligence is unlocking actionable insights that will dramatically improve home and community care organizations. Attend this session for a roadmap to utilizing your data efficiently and effectively to grow your business.

10:20-11:40 AM • PRIVATE CARE/PRIVATE DUTY TRACK

## Successfully Weathering the PDGM Storm: Strategies to Reduce Costs Through Operational Efficiencies

*Amy Cassata & Seth Joseph, Summit Health*

Maintaining profit margins is a critical priority for business owners every day of the year, but it takes on new significance in 2020 with the Medicare Patient-Driven Groupings Model (PDGM) in full force. Metrics under the new payment model will be integral to the agency's overall success, including managing operations and projecting financial outcomes. Some industry experts are predicting that up to 20 percent of agencies will fold this year because of tightened cash flow, and that's why Seth Joseph, a management consultant from Summit Health, LLC, has been focused on developing three key strategies for home health providers to safeguard agencies from financial instability. During this session, Seth will share his strategies to weather the PDGM storm:

1. How to implement intelligent labor optimization to increase margins by up to 30 percent;
2. Understanding and focusing on delivering high reimbursement services, such as wound care; and,
3. Best practices in delivering care in the most cost efficient way to maximize margins and grow revenue.

10:20-11:40 AM • BUSINESS & OPERATIONS TRACK

## PDGM: Revenue Cycle at its Finest!

*Melinda A. Gaboury, Healthcare Provider Solutions, Inc.*

As the Patient-Driven Groupings Model (PDGM) begins to really take shape at the agency level, there is a deep concern among providers to ensure that all pieces of the puzzle fit perfectly. This session will review the intake process and orders management in order to highlight everything that should be taking place prior to the claim reaching your billing department. Additionally, this session will walk home health providers through the current claims processing issues that exist under the PDGM and review action items you can develop in order to prevent billing issues from originating from your agency.

1:00-2:20 PM • MEDICARE/PDGM TRACK

## The Inquiry Process in Full View: Is Your Agency Crystal Clear or Wearing Blinders?

*Shelle Womble, corecubed*

Common scenario: You have spent thousands of marketing dollars to draw in consumers and referrers. Common concern: When the phone rings, does your staff execute the inquiry process with the care, finesse, and the expertise necessary to close the sale?

Many agency administrators do not regularly listen to their agency's inquiry calls after staff is initially trained, a mistake that can result in business lost. When administrators take a closer look into how inquiries are handled, they are often surprised by what they see. Ongoing monitoring and constructive feedback are essential to ensure the inquiry team is driving the sales process throughout the call, and cultivating a meaningful relationship with the caller.

This session will analyze recordings of actual calls to agencies from around the country, and the corecubed team will help you to decipher what mistakes are being made and how to correct them with your inquiry team.

1:00-2:20 PM • PRIVATE CARE/PRIVATE DUTY TRACK

## How to Navigate Ransomware, Negative Social Media, and Coronavirus in a HIPAA World

*Lani M. Dornfeld, Esq., Brach Eichler, LLC*

Security events have become more rampant, and providers must be ever-vigilant in prevention and having a response plan in place prior to becoming victim to such attacks. This session will help home health agencies respond to ransomware and other data security events, negative social media and online reviews, and release of information concerning coronavirus and other public health issues while remaining compliant with privacy laws. Negative social media, such as scathing online reviews, can heavily affect your bottom line. Responses to such reviews, however, can subject a provider to breach of privacy laws if written incorrectly. Coronavirus and other public health crises create special privacy challenges. HIPAA penalties and privacy lawsuits have the potential to bankrupt home health agencies. Attend this session for a discussion about how providers can reduce risk while remaining compliant.

1:00-2:20 PM • BUSINESS & OPERATIONS TRACK

## Roadmap on Disposable Negative Pressure Wound Therapy Use in Home Health

*Irina Gorovaya, Amity Healthcare Group, LLC*

Use of disposable negative-pressure wound therapy (NPWT) has been changing the options for advanced wound care in the home setting. Devices such as the Smart Negative Pressure (SNaP®) Wound Care System and the PICO allow for more practical, portable, and user-friendly NPWT alternatives that do not even require use of power for operation. This versatile approach to wound care can be equally well-managed by skilled nurses as well as physical therapists. In addition, there is a statistical evidence of a decrease in rates of infection with the use of disposable NPWT.

Although the application of disposable NPWT devices is quite simple and home- and community-hospitable, utilization of disposable NPWT devices in the home continues to be quite convoluted and surrounded by questions related to billing, device cost coverage, staff competency, identification of patients who can benefit from the disposable NPWT, as well as potential effects on marketing strategies and referral sources. Attend this session to get a clear picture of the benefits of NPWT solutions.

1:00-2:20 PM • CLINICAL & QUALITY IMPROVEMENT TRACK

## Orders Management Under PDGM

*Kimberly Wilkerson, Home Health Solutions, LLC*

This session will review practical ways to increase cash flow and ensure regulatory compliance using a physician's orders management system. We will cover how to perform an operational review to evaluate areas for improvement in communication and processes, as well as how to develop strong relationships with referral sources and a guide to establish best practice.

A comprehensive review of orders compliance will also be discussed to ensure you are obtaining and processing orders that are needed and avoiding those "orders" that never needed to be sent in the first place.

2:30-3:50 PM • MEDICARE/PDGM TRACK

## 20/20 View on Wage and Hour Issues

*Grant Kindrick, Esq., BBGD Law*

The session will cover wage and hour issues that impact every home health provider. The session will provide risk mitigation strategies to avoid employer liability and discuss policy options to avoid the prospect of potential claims. Given the current COVID-19 pandemic, the session will also address issues creating potential agency risks related to the virus in terms of wage and hour claims. During this session, the attendee will gain an understanding of the following issues:

1. Wage and hour compensation issues impacting overtime;
2. Specific pitfalls employers routinely fall into creating wage and hour claim exposure; and,
3. Risk mitigation strategies and employer policies.

2:30-3:50 PM • PRIVATE CARE/PRIVATE DUTY TRACK

## Private Duty: A Home Health PDGM Diversification Strategy

*Tammy Ross, Axxess*

The Medicare home health care sector recently experienced the most dramatic payment system overhaul in 20 years, resulting in cash flow issues and decreased revenue reimbursement for up to 40 percent of agencies. The Patient Driven Grouping Model (PDGM) has caused stand-alone agencies to look at business diversification to create additional revenue streams. On the other side of the fence, Private Duty agencies have increasingly focused on disease management, which not only creates additional revenue and improves cash flow, but it also improves patient outcomes by decreasing emergent care and hospitalization rates. During this session, explore the impact and challenges of the PDGM and learn how to build a Private Duty program focused on non-clinical disease management techniques. This session is a must for Private Duty providers to expand their agency's value propositions, and to Medicare-certified providers who wish to improve outcomes and gross margins.

2:30-3:50 PM • BUSINESS & OPERATIONS TRACK

## Quality & Legality: Doing it Right

*Nancy Allen, Solutions for Care, Inc. & Tracy Mabry, Esq., Tracy Mabry Law, P.A.*

Let quality and legal requirements be the guide in our industry. Too often these requirements are considered an "add on", or something extra that has to be done. Quality and legal conformance should be so interwoven into an organization as to be seamless. During this session, attendees will obtain practical advice to avoid negative consequences and how to integrate what is expected into daily operations to deliver the care patients deserve.

2:30-3:50 PM • CLINICAL & QUALITY IMPROVEMENT TRACK

## Legal Updates and New Issues for All Home Care Providers

*Elizabeth E. Hogue, Esq., Hogue Homecare*

Despite COVID-19-related waivers, enforcement action continues under the anti-kickback statute. "Low hanging" fruit for enforcers still centers on relationships with medical directors. During this session, strategies to avoid common pitfalls will be presented with regard to this issue. Additionally, patients' right to freedom of choice of providers remaining a "hot" industry topic. Providers have new allies in physicians, and also they continue to experience barriers to accessing patients in assisted living facilities. Updates on these issues will be presented, as well as an overview of the new Medicare Conditions of Participation for discharge planning for hospitals, which impact all types of home care providers. Learn all about it during this session!

4:00-5:00 PM • GENERAL TRACK

# MainCon » Thursday, August 20

7:30 AM	BREAKFAST				
8:00 AM					
8:30 AM	<b>OASIS &amp; PDGM: Where Are We Now?</b> TERMINE	<b>Palmetto GBA Review Choice Demonstration Update</b> CANAAN & WILKINS	<b>Top KPIs Home Care Agency Owners Should Be Tracking and How to Use Them to Stand Out</b> AUSTIN	<b>How Florida Home Care Agencies Can Adapt to the New Normal of COVID-19</b> BISHOP	<b>Cost of Poor Quality: What Does it Cost Your Agency?</b> PAGE-GREIFINGER
9:30 AM	State Policy Update for All Home Health Providers SMOAK				
10:50 AM	BREAK				
11:00 AM	<b>Look With 20/20 Vision at Reducing Readmissions and ER Visits With Discharge Planning</b> TREVARTHAN	<b>Caregiver Education: The Path to Solving the Caregiver Shortage and Improving Outcomes</b> ADEOSUN	<b>When Caring is No Longer Possible: Staff Burnout and the Implications for the Future of Home Care</b> BLAKE	<b>Adapting to the Shift of Virtual Care in Home Health</b> BROWN & ASHTON	

## OASIS & PDGM: Where Are We Now?

*Kerry Termine, OASIS Answers, Inc.*

We are now eight months into the introduction of the Medicare Patient-Driven Groupings Model (PDGM). This presentation will review the OASIS items impacting payment, new guidance related to those items, what trends we are seeing now, and helpful tips for improved accuracy.

8:00-9:20 AM • MEDICARE/PDGM TRACK

## Palmetto GBA Review Choice Demonstration

*Charles Canaan & Cara Mia Wilkins, Palmetto GBA*

The Medicare Review Choice Demonstration (RCD) is set to begin soon in Florida, coinciding with the COVID-19 pandemic outbreak and the new Patient-Driven Groupings Model (PDGM) payment overhaul. Prepare now for RCD success with a webinar presentation by Palmetto GBA! This presentation will demonstrate how providers can select the review choice option through Palmetto GBA's online eServices portal, and reviews lessons learned from the RCD in Illinois, Ohio, and Texas. Don't miss this opportunity to hear directly from your Medicare Administrative Contractor and get answers to your questions.

8:30-9:20 AM • MEDICARE/PDGM TRACK

## Top KPIs Home Care Agency Owners Should Be Tracking and How to Use Them to Stand Out From the Competition

*Todd Austin, Home Care Pulse*

With increasing competition in the private care sector, agency owners need to be measuring and improving the right Key Performance Indicators (KPIs) to drive continual improvement and growth. Join Todd Austin, Chief Operating Officer of Home Care Pulse, as he discusses the top KPIs that private care agency owners should be tracking, how to use those KPIs to drive decisions, and how to leverage that data to gain referrals.

8:30-9:20 AM • PRIVATE CARE/PRIVATE DUTY TRACK

## How Florida Home Care Agencies Can Adapt to the New Normal of COVID-19

*Kelly Bishop, AlayaCare*

The COVID-19 pandemic has been a massive challenge for care providers across the United States, with few states under as much pressure as Florida. Kelly Bishop, the Director of Strategic Accounts at AlayaCare, will explore the avenues of financial relief and virtual care solutions that are currently available for agencies in Florida, provide updates on the Coronavirus Aid, Relief, and Economic Security (CARES) Act, and will touch on the implications of infectious disease control along with the best practices for planning scenarios after the COVID-19 pandemic. Bishop will then provide an overview on leveraging technology to support these processes and solutions as we strive to move forward into the "new normal" for the industry.

8:30-9:20 AM • BUSINESS & OPERATIONS TRACK

## Cost of Poor Quality: What Does it Cost Your Agency?

*Laura Page Greifinger, QIRT (Quality In Real Time)*

People in the home health care industry often fail to consider the varied layers of quality care that are part of the patient journey through an episode. As the industry moves forward with value-based contracts and the Patient-Driven Groupings Model (PDGM), it is imperative that providers look at their present practices and observe if gaps exist. This session will review the processes that must be in place to ensure that quality is the priority and all workflow processes within the agency are "best practices" standards for the agency's workforce.

8:30-9:20 AM • CLINICAL & QUALITY IMPROVEMENT TRACK

## State Policy Update for All Home Health Providers

*Kimberly R. Smoak, Agency for Health Care Administration*

Are you aware of the latest State laws and regulations that apply to all home health agencies? Join Agency for Health Care Administration (AHCA) Chief of Field Operations and State Survey Agency Director Kimberly Smoak to be sure! During this session, she will provide an update on what's new, what's changed, and what your agency needs to do to maintain compliance. Don't miss this opportunity to ask AHCA directly!

9:30-10:50 AM • GENERAL TRACK

## Look With 20/20 Vision at Reducing Readmissions and ER Visits With Discharge Planning

*Vicky Trevarthan, 5 Star Consultants*

The Centers for Medicare & Medicaid Services (CMS) twice revised the Medicare Conditions of Participation (CoPs) specific to discharge planning, which went into effect last year. The objective of the change was to reduce emergency department and hospital utilization during the provision of home health services and post-discharge. Provider outcomes will be impacted not only for utilization of the emergency department and hospital utilization during the episode of care, but also post-care. Now, providers may receive survey citations for discharge planning under the revised CoPs unlike in the past. Has your agency changed the way discharge planning is being carried out? Attend this session to get in-the-know and avoid getting dinged on your survey.

11:00-11:50 AM • MEDICARE/PDGM TRACK

## Caregiver Education: The Path to Solving the Caregiver Shortage and Improving Outcomes

*Helen Adeosun, CareAcademy*

As the U.S. population ages, there are several major challenges facing the health care industry — including home health care — such as the nationwide workforce shortage crisis and a transition to value-based care. Join Helen Adeosun, CEO and co-founder of CareAcademy, for a session that will challenge attendees to consider education's role in keeping up with future workforce needs and improving client outcomes.

11:00-11:50 AM • PRIVATE CARE/PRIVATE DUTY TRACK

## When Caring is No Longer Possible: Staff Burnout and the Implications for the Future of Home Care

*Jennifer Blake, Thornberry LTD.*

Staff burnout and consequent loss of retention in the home care sector has long been a topic of concern. Decreasing reimbursement rates from payors has had a tremendous impact on the sector, including increased workloads, more documentation requirements, decreased levels of perceived autonomy by clinicians, higher levels of emotionality in the work environment, and decreased time to create meaningful relationships. The need to develop strategies to help prevent staff burnout is now more critical than ever.

This session will examine factors that can lead to staff burnout, mitigating factors that can play a role in prevention, and concrete strategies home care teams can use for prevention. The implications for the future of home care, increased levels of staff well-being, impacts on organizational success, and improvements in patient experiences will also be discussed.

11:00-11:50 AM • BUSINESS & OPERATIONS TRACK

## Adapting to the Shift of Virtual Care in Home Health

*Haley Brown, Concierge Home Care & William Ashton, Health Recovery Solutions*

Florida-based Concierge Home Care first implemented telehealth in 2017, and now utilizes multiple virtual care platforms to remotely monitor patient symptoms, provide educational videos, and perform virtual visits. Concierge deployed a three-tier telehealth program, providing individualized care to patients across numerous conditions and varying levels of severity. The highest acuity patients are placed on the first tier. Concierge currently performs nearly 200 virtual visits per week across all three tiers, providing patients with access to skilled nursing, medical social workers, physical therapists, occupational therapists, and other health care professionals via virtual visits.

During this session, Haley Brown, RN, CHHCM, Concierge Home Care's Director of Complex Care, will outline the challenges the agency experienced prior to and during the transition to telehealth, as well as leadership decisions made to overcome these hurdles. In addition, this session will outline how to leverage a virtual care platform to individualize patient care to not only improve outcomes, but also patient and caregiver satisfaction and engagement. Finally, attend this session for a look at Concierge's approach to virtual visits, telehealth, and remote patient monitoring under the new Medicare payment model.

11:00-11:50 AM • CLINICAL & QUALITY IMPROVEMENT TRACK

# MEET THE SPEAKERS



## Helen Adeosun

Chief Executive Officer & Co-Founder, CareAcademy

### Caregiver Education: The Path to Solving the Caregiver Shortage and Improving Outcomes

Thursday, August 20 • 11:00-11:50 AM

PRIVATE CARE/PRIVATE DUTY TRACK



## Nancy E. Allen

Chief Executive Officer & Owner, Solutions for Care, Inc.

### Quality & Legality: Doing it Right

Wednesday, August 19 • 2:30-3:50 PM

CLINICAL & QUALITY IMPROVEMENT TRACK



## William Ashton

Director of Health Systems, Health Recovery Solutions

### Adapting to the Shift of Virtual Care in Home Health

Thursday, August 20 • 11:00-11:50 AM

CLINICAL & QUALITY IMPROVEMENT TRACK



## Chris Attaya

Vice President of Product Strategy, Strategic Healthcare Programs

### Patient Care and Financial Success in the PDGM Payment World

Wednesday, August 19 • 8:30-9:50 AM

MEDICARE/PDGM TRACK



## Todd Austin

Chief Operating Officer, Home Care Plus

### Top KPIs Home Care Agency Owners Should Be Tracking and How to Use Them to Stand Out From the Competition

Thursday, August 20 • 8:30-9:20 AM

PRIVATE CARE/PRIVATE DUTY TRACK



## Kelly Bishop

Director of U.S. Strategic Accounts, AlayaCare

### Data vs. Insights: How Business Intelligence Tools Improve Outcomes and Operational Efficiencies

Wednesday, August 19 • 10:20-11:40 AM

PRIVATE CARE/PRIVATE DUTY TRACK

### How Florida Home Care Agencies Can Adapt to the New Normal of COVID-19

Thursday, August 20 • 8:30-9:20 AM

BUSINESS & OPERATIONS TRACK



## Jennifer Blake

Clinical System Specialist, Thornberry LTD.

### When Caring is No Longer Possible: Staff Burnout and the Implications for the Future of Home Care

Thursday, August 20 • 11:00-11:50 AM

BUSINESS & OPERATIONS TRACK



## Haley Brown

Director of Complex Care, Concierge Home Care

### Adapting to the Shift of Virtual Care in Home Health

Thursday, August 20 • 11:00-11:50 AM

CLINICAL & QUALITY IMPROVEMENT TRACK



## Charles Canaan

Senior Provider Education Consultant, Palmetto GBA

### Hitting the Target With Medicare

Friday, August 14 • 8:30 AM-12:30 PM

MEDICARE/PDGM TRACK

### Palmetto GBA Review Choice Demonstration Update

Thursday, August 20 • 8:30-9:20 AM

MEDICARE/PDGM TRACK



## Will Cantrell, Esq.

Attorney, Cantrell, PLLC

### Home Health Non-Competes: Best Practices for Enforcing, Defending, and Onboarding

Monday, August 10 • 1:00-5:00 PM

PRIVATE CARE/PRIVATE DUTY TRACK



## Amy Cassata

Vice President of Clinical Operations, Swift Medical

### Lawsuits, Lost Reimbursements & Increased Visit Costs: How to Avoid These Pitfalls With Improved Clinical Documentation

Tuesday, August, 18 • 10:45-11:45 AM

CLINICAL & QUALITY IMPROVEMENT TRACK

### Successfully Weathering the PDGM Storm: Strategies to Reduce Costs Through Operational Efficiencies

Wednesday, August 19 • 10:20-11:40 AM

BUSINESS & OPERATIONS TRACK



## Alex Chamberlain

Chief Executive Officer, EasyLiving, Inc.

### Unique Solutions to Recruitment of Staff

Tuesday, August 18 • 1:15-2:05 PM

PRIVATE CARE/PRIVATE DUTY TRACK



**Arnie Cisneros**

*President, Home Health Strategic Management*

**Developing Successful PDGM Care Plans: A Value-Era Demo**

Wednesday, August 19 • 10:20-11:40 AM

MEDICARE/PDGM TRACK



**Michelle Cornelius**

*Director of Memory Care Programs, Cypress HomeCare Solutions*

**Differentiate Your Agency With Advanced Dementia Care**

Tuesday, August 18 • 10:45-11:45 AM

PRIVATE CARE/PRIVATE DUTY TRACK



**Heidi H. Cross**

*Wound Litigation Expert Witness and Consultant, Swift Medical*

**Lawsuits, Lost Reimbursements & Increased Visit Costs: How to Avoid These Pitfalls With Improved Clinical Documentation**

Tuesday, August 18 • 10:45-11:45 AM

CLINICAL & QUALITY IMPROVEMENT TRACK



**Christina Crumbley**

*Chief Operating Officer, Signature HomeNow*

**Broadening Your Sight: Strategies for Clinical Managers**

Thursday, August 13 • 9:00 AM-5:00 PM

BUSINESS & OPERATIONS TRACK

**Leading With Clarity: Conscious Leadership**

Tuesday, August 18 • 9:00-10:30 AM

PRIVATE CARE/PRIVATE DUTY TRACK



**William A. Dombi, Esq.**

*President, National Association for Home Care & Hospice*

**The View From Capitol Hill: Home Health's Policy Future in Focus**

Tuesday, August 18 • 9:00-10:30 AM

MEDICARE/PDGM TRACK



**Lani M. Dornfeld, Esq.**

*Member, Health Care Practice Group, Brach Eichler LLC*

**How to Navigate Ransomware, Negative Social Media, and Coronavirus in a HIPAA World**

Wednesday, August 19 • 1:00-2:20 PM

BUSINESS & OPERATIONS TRACK



**Kevin M. Dunn, Esq.**

*Attorney, Steven M. Dunn, P.A. & Consultant, Paradigm Senior Services*

**Navigating the Nuances & Pitfalls of Long-Term Care Insurance: How Providers Can Distinguish Themselves in the Marketplace**

Tuesday, August 18 • 2:15-3:35 PM

PRIVATE CARE/PRIVATE DUTY TRACK



**Steven M. Dunn, Esq.**

*President & Founder, Steven M. Dunn, P.A. & Paradigm Senior Services*

**Navigating the Nuances & Pitfalls of Long-Term Care Insurance: How Providers Can Distinguish Themselves in the Marketplace**

Tuesday, August 18 • 2:15-3:35 PM

PRIVATE CARE/PRIVATE DUTY TRACK



**Melinda A. Gaboury**

*Co-Founder & Chief Executive Officer, Healthcare Provider Solutions, Inc.*

**PDGM: Where Things Stand Today!**

Wednesday, August 12 • 9:00 AM-4:30 PM

MEDICARE/PDGM TRACK

**PDGM & RCD: Making the Two Work!**

Tuesday, August 18 • 2:15-3:35 PM

MEDICARE/PDGM TRACK

**PDGM: Revenue Cycle at its Finest!**

Wednesday, August 19 • 1:00-2:20 PM

MEDICARE/PDGM TRACK



**Irina Gorovaya**

*President & Owner, Amity Healthcare Group, LLC*

**Roadmap on Disposable Negative Pressure Wound Therapy Use in Home Health**

Wednesday, August 19 • 1:00-2:20 PM

CLINICAL & QUALITY IMPROVEMENT TRACK



**J'non Griffin**

*President & Senior Consultant, Home Health Solutions, LLC*

**Operationalizing Regulations: A Comprehensive Overview for Administrators**

Tuesday, August 11 • 9:00 AM-4:30 PM

CLINICAL & QUALITY IMPROVEMENT TRACK

**Epidemics & Pandemics Lessons Learned Panel**

Tuesday, August 18 • 4:30-5:30 PM

GENERAL TRACK

**Florida's New Nurse Delegation Law: Right RN, Right Aide, Right Care**

Wednesday, August 19 • 9:00-9:50 AM

BUSINESS & OPERATIONS TRACK

# MEET THE SPEAKERS



## Elizabeth E. Hogue, Esq.

Attorney, Hogue Homecare

### Legal Updates and New Issues for All Home Care Providers

Wednesday, August 19 • 4:00-5:00 PM

GENERAL TRACK



## Seth Joseph

Managing Director, Summit Health

### Successfully Weathering the PDGM Storm: Strategies to Reduce Costs Through Operational Efficiencies

Wednesday, August 19 • 10:20-11:40 AM

BUSINESS & OPERATIONS TRACK



## Richard Keller

President, All Metro Health Care

### A Provider's Guide to Empowering Caregivers and Improving Outcomes

Tuesday, August 18, 1:15-2:05 PM

CLINICAL & QUALITY IMPROVEMENT TRACK



## Grant Kindrick, Esq.

Partner, BBDG Law

### 20/20 View on Wage and Hour Issues

Wednesday, August 19 • 2:30-3:50 PM

PRIVATE CARE/PRIVATE DUTY TRACK



## Tracy Mabry, Esq.

Attorney, Solutions for Care, Inc.

### Quality & Legality: Doing it Right

Wednesday, August 19 • 2:30-3:50 PM

CLINICAL & QUALITY IMPROVEMENT TRACK



## Arlene Maxim

Clinical Consultant, Axxess

### Using Remote Monitoring Technology to Improve Patient Outcomes and Retain Staff

Tuesday, August 18 • 10:45-11:45 AM

BUSINESS & OPERATIONS TRACK

### What Your Staff Doesn't Know WILL Hurt You

Wednesday, August 19 • 9:00-9:50 AM

CLINICAL & QUALITY IMPROVEMENT TRACK



## Kimberly McCormick

Executive Clinical Director,  
Home Health Strategic Management

### Developing Successful PDGM Care Plans: A Value-Era Demo

Wednesday, August 19, 8:30-9:20 AM

MEDICARE/PDGM TRACK



## Neel Mehta

Senior Vice President, Corporate and Business Development, Honor

### Differentiate Your Agency With Advanced Dementia Care

Tuesday, August 18 • 10:45-11:45 AM

PRIVATE CARE/PRIVATE DUTY TRACK



## Nanette Minton

Senior Clinical Coding Manager, MAC Legacy

### Understanding Coding Under PDGM

Tuesday, August 18 • 10:45-11:45 AM

MEDICARE/PDGM TRACK



## Linda Murphy

Chief Operating Officer, Concierge Home Care

### The New Approach for Therapy Utilization Under the PDGM & COVID-19: How to Impact Outcomes for All

Tuesday, August 18 • 1:15-2:05 PM

MEDICARE/PDGM TRACK



## Laura Page-Greifinger

President & Chairman, QIRT (Quality In Real Time)

### Cost of Poor Quality: What Does it Cost Your Agency?

Thursday, August 20 • 8:30-9:20 AM

CLINICAL & QUALITY IMPROVEMENT TRACK



## Sue Payne

Vice President & Chief Clinical Officer, Corridor

### Patient Care and Financial Success in the PDGM Payment World

Wednesday, August 19 • 8:30-9:50 AM

MEDICARE/PDGM TRACK



## MaKisha Pressley-Callaham

Senior Provider Relations Representative, Palmetto GBA

### Hitting the Target With Medicare

Friday, August 14 • 8:30 AM-12:30 PM

MEDICARE/PDGM TRACK



## Tammy Ross

Senior Vice President of Professional Services, Axxess

### Technology Enhanced Transition to Intra-Disciplinary Care

Tuesday, August 18 • 2:15-3:50 PM

CLINICAL & QUALITY IMPROVEMENT TRACK

### Private Duty: A Home Health PDGM Diversification Strategy

Wednesday, August 19 • 2:30-3:50 PM

BUSINESS & OPERATIONS TRACK



### Tom Rowinski

Chief Executive Officer, Ally

#### EVV Mandate Made Easy

Tuesday, August 18 • 1:15-2:05 PM

BUSINESS & OPERATIONS TRACK



### Eric Scharber

Principal, Exact Recruiting, a Simone Talent Solution

#### Harnessing Star Power: Leadership Development and its Impact on Financial Performance

Tuesday, August 18 • 2:15-3:35 PM

BUSINESS & OPERATIONS TRACK



### Robert Simone

Director of Financial Consulting,  
Simione Healthcare Consultants

#### Harnessing Star Power: Leadership Development and its Impact on Financial Performance

Tuesday, August 18 • 2:15-3:35 PM

BUSINESS & OPERATIONS TRACK



### Kimberly R. Smoak

Bureau Chief of Field Operations,  
Agency for Health Care Administration

#### State Policy Update for All Home Health Providers

Thursday, August 20 • 9:30-10:50 AM

GENERAL TRACK



### Kerry Termine

Clinical Consultant, OASIS Answers, Inc.

#### OASIS & PDGM: Where Are We Now?

Thursday, August 20 • 8:00-9:20 AM

MEDICARE/PDGM TRACK



### Vicky Trevarthan

RN Consultant, 5 Star Consultants

#### Look With 20/20 Vision at Reducing Readmissions and ER Visits With Discharge Planning

Thursday, August 20 • 11:00-11:50 AM

MEDICARE/PDGM TRACK



### AnnaMaria Turano

Vice President of Marketing, Synzi

#### The New Approach for Therapy Utilization Under the PDGM & COVID-19: How to Impact Outcomes for All

Tuesday, August 18 • 1:15-2:05 PM

MEDICARE/PDGM TRACK



### Stephen Vaccaro

President of Provider Solutions, HHAExchange

#### A Provider's Guide to Empowering Caregivers and Improving Outcomes

Tuesday, August 18 • 1:15-2:05 PM

CLINICAL & QUALITY IMPROVEMENT TRACK



### Kimberly Wilkerson

Home Health Solutions, LLC

#### Florida's New Nurse Delegation Law: Right RN, Right Aide, Right Care

Wednesday, August 19 • 9:00-9:50 AM

BUSINESS & OPERATIONS TRACK

#### Orders Management Under PDGM

Wednesday, August 19 • 2:30-3:50 PM

MEDICARE/PDGM TRACK



### Cara Mia Wilkins

Senior Provider Education Consultant, Palmetto GBA

#### Palmetto GBA Review Choice Demonstration Update

Thursday, August 20 • 8:30-9:20 AM

MEDICARE/PDGM TRACK



### Shelle Womble

Home Care Sales & Operations Coach, corecubed

#### The Inquiry Process in Full View: Is Your Agency Crystal Clear or Wearing Blinders?

Wednesday, August 19 • 1:00-2:20 PM

PRIVATE CARE/PRIVATE DUTY TRACK



### Stefanie Woodrow

Senior Healthcare Associate,  
Absolute Healthcare Associates, LLC

#### Private Duty Accreditation Readiness

Wednesday, August 19 • 9:00-9:50 AM

PRIVATE CARE/PRIVATE DUTY TRACK



### Patricia Worrow

Claims & Collections Manager, VIP America, LLC

#### EVV Mandate Made Easy

Tuesday, August 18 • 1:15-2:05 PM

BUSINESS & OPERATIONS TRACK

To the health care workers who have served courageously on the front lines of this public health emergency, we say

A stylized graphic of a stethoscope. The chest piece is a large red heart with the words "THANK YOU!" written in white, bold, sans-serif capital letters. The tubing is a light teal color with a black outline and a hatched texture. The ear pieces are dark grey with a hatched texture. The graphic is set against a teal background.

**THANK  
YOU!**

**HCAF**

*Home Care Association of Florida*  
RESOURCES, EDUCATION, ADVOCACY



# HomeCareCon 31<sup>ST</sup> Annual Conference & Trade Show ATTENDEE REGISTRATION FORM

HomeCareCon is coming soon, so be sure to register early...the first 500 registrants in July will have materials shipped to them!

Here's how to register:

1. Mail your registration form to HCAF (2236 Capital Circle NE, Suite 206, Tallahassee, FL 32308)
2. Fax your registration form to (850) 222-9251
3. Register online at **HomeCareCon.com**
4. Call (850) 222-8967 to register by phone

Additional attendees may register online or call (850) 222-8967. Please allow 2-3 business days for processing.

## ATTENDANCE SELECTION

Early bird registration fees are listed below and valid through August 1, 2020. After August 1, fees increase \$50. Early bird registration payments are due by August 7. After August 7, early bird registration fees will increase \$50. Outstanding invoices after August 20 will increase \$100. HCAF members receive a discounted registration rate; out-of-state providers may register at the member rate. Register online at **HomeCareCon.com** or call (850) 222-8967 to register by phone. For more information, email inquiries to Julia Heath at [jheath@homecarefla.org](mailto:jheath@homecarefla.org).

REGISTRATION TYPE	HCAF MEMBERS	PROSPECTIVE MEMBERS
<input type="checkbox"/> Full Access	\$775	\$1,550
<input type="checkbox"/> PreCon Only (August 10-14)	\$225	\$450
<input type="checkbox"/> MainCon Tuesday Only (August 18)	\$325	\$650
<input type="checkbox"/> MainCon Wednesday Only (August 19)	\$325	\$650
<input type="checkbox"/> MainCon Thursday Only (August 20)	\$225	\$450
<input type="checkbox"/> Trade Show Only (August 18-20)	Free	Free

**CHOOSE "FULL ACCESS" FOR THE BEST DEAL, WHICH INCLUDES ACCESS TO...**

- All 5 days of PreCon (August 10-14)
- All 3 days of MainCon (August 18-20)
- 3-Day Trade Show (August 18-20) and Networking Virtual Rooms;
- Recordings of all programs captured for at least 30 days after the event
- Bonus content that didn't fit in the schedule!

## REGISTRATION & PAYMENT

ATTENDEE FULL NAME \_\_\_\_\_

ORGANIZATION NAME \_\_\_\_\_

ORGANIZATION CITY \_\_\_\_\_

JOB TITLE \_\_\_\_\_

MAILING ADDRESS FOR MATERIALS (IF APPLICABLE) \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

PREFERRED EMAIL ADDRESS FOR CONFERENCE-RELATED CORRESPONDENCE \_\_\_\_\_

Yes, my email address may be shared with Trade Show exhibitors

PHONE NUMBER \_\_\_\_\_ FAX NUMBER \_\_\_\_\_

PROFESSIONAL LICENSE NUMBER & DISCIPLINE \_\_\_\_\_

MEDICARE PROVIDER NUMBER (IF APPLICABLE) \_\_\_\_\_

Total Due \$ \_\_\_\_\_

### Payment Type:

- Invoice Me EMAIL TO \_\_\_\_\_
- Check (Payable to "HCAF")
- American Express  Discover  MasterCard  Visa

NAME AS IT APPEARS ON CREDIT CARD \_\_\_\_\_

CREDIT CARD NUMBER (OR CALL 850.222.8967 FOR PROCESSING BY PHONE) \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_ SECURITY/CVV CODE \_\_\_\_\_

BILLING ADDRESS (AS IT APPEARS ON CREDIT CARD STATEMENT) \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

**Payment & Cancellation Policy:** Cancellations must be made in writing or by email to Julia Heath at [jheath@homecarefla.org](mailto:jheath@homecarefla.org). No refunds will be issued after materials have shipped. Cancellations received before July 30 are subject to a 25% fee. No refunds will be issued after July 30. Several people cannot share one registration, but if a registrant cannot attend, then a substitute can attend in his/her place for no additional fee. By registering for this event you are agreeing to this policy.

*Thank you for supporting HCAF education programs!*



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# HOMECARECON

2020 31<sup>ST</sup> ANNUAL CONFERENCE & TRADE SHOW

*Live Virtual Experience!*

**8**

DAYS OF TIMELY  
 AND INFORMATIVE  
 EDUCATION  
 PROGRAMS

**47**

WORKSHOPS &  
 SESSIONS  
 OFFERINGS  
 DOZENS OF CEUs

**50**

EXPERT SPEAKERS  
 FROM ACROSS THE  
 NATION

**5**

LEARNING TRACKS  
 FOR ALL THINGS  
 HOME CARE

**3**

DAYS TO EXPLORE  
 HOW GROW YOUR  
 AGENCY AT THE  
 EXTENDED TRADE SHOW

*It's all inside...Get in the know and get registered today at [HomeCareCon.com](http://HomeCareCon.com)!*