

16.5 Nursing
CEs AVAILABLE

GO WILD!

New Challenges, New Solutions
for the Future of Homecare

• 2017 Pennsylvania Homecare Association •
**ANNUAL CONFERENCE
& EXPOSITION**

May 2-4, 2017

**Kalahari Resorts & Conventions
Pocono Mountains**

PREMIER SPONSORS



KEYNOTE SPEAKERS



BJ Miller, MD

Assistant Clinical Professor
of Medicine, University of
California San Francisco
and Former Executive
Director, Zen Hospice Care



Jonathan Mann

*The Conference
Troubadour*



Rodney Whitlock

*Vice President,
Health Policy,
ML Strategies*



Matt Thornhill

*Founder & President,
GenerationsMatter*



**The Honorable
Teresa Osborne**

*Pennsylvania
Secretary of Aging*



**Steve
"The Hurricane"
Weiss**

*President & CEO,
Hurricane Marketing
Enterprises*

2017 CONFERENCE SPONSORS

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SPEAKER SPONSOR - DR. BJ MILLER



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SCHEDULE

Tuesday, May 2, 2017

7:30 – 9:00 a.m.

Registration Continental Breakfast

9:00 – 9:30 a.m.

Welcome

9:30 – 11:00 a.m.

General Session: What Really Matters at the End of Life BJ Miller, MD



Dr. BJ Miller is one of the pre-eminent speakers on palliative and end of life care. Drawing on his expertise as a physician, former Executive Director of Zen Hospice Care, and as a patient, he is an advocate for a healthcare system

that minimizes unnecessary suffering and maximizes quality of life. Dr. Miller has lectured widely on all aspects of palliative care, as well as person-centered care, the therapeutic potential of aesthetics, and how to design for life. His TED Talk, "What Really Matters at the End of Life," is a moving reflection of his vision to make empathic end-of-life care available to all, and has garnered more than four million views to date and ranked among the Top 15 Most Viewed Talks of 2015.

11:15 a.m. – 12:30 p.m. **Concurrent Sessions**

See Tracks ■ ■ ■ ■

12:30 – 2:30 p.m.

Lunch

General Session: Building Real Relationships in the Digital World Jonathan Mann, The Conference Troubadour



Jonathan Mann is the Guinness World Record holder for most consecutive songs written. He's been writing and releasing a song day for over seven years. Jonathan has spoken and performed all around the world, and was interviewed and performed live on the Rachel Maddow Show, the Anderson Cooper Show and at TEDMED. Steve Jobs used one of Jonathan's songs to open a press conference, saying that he "couldn't help but want to share it."

2:45 – 4:00 p.m.

Concurrent Sessions

See Tracks ■ ■ ■ ■

4:00 – 6:30 p.m.

Welcome Reception in Exhibit Hall

A great opportunity for informal networking! Meet up with friends – old and new – and check out the latest and greatest products and services from PHA's vendor partners. Have a cocktail, sample some appetizers and connect with the exhibitors and fellow attendees before heading to dinner at one of Kalahari's unique restaurants!

Wednesday, May 3, 2017

8:00 – 9:00 a.m.

Continental Breakfast in Exhibit Hall

9:00 – 10:00 a.m.

General Session: Tales of the Fortune Cookie Rodney L. Whitlock, Vice President, Health Policy, ML Strategies



What does the future hold for Medicare and Medicaid? Get a glimpse of the possibilities from a veteran healthcare policy professional with more than 20 years of experience working with the U.S. Congress. Rodney managed the Patients' Bill of Rights, which passed the House in 1999 and 2001. In February 2005, he joined the Finance Committee Staff as a health policy advisor and was lead

Senate staffer for the Medicaid provisions of the Deficit Reduction Act of 2005 and the Tax Relief and Health Care Act of 2006.

10:15 – 11:30 a.m.

Concurrent Sessions

See Tracks ■ ■ ■ ■

11:30 a.m. – 1:00 p.m.

Lunch with Exhibitors

1:15 – 2:30 p.m.

Concurrent Sessions

See Tracks ■ ■ ■ ■

2:45 – 4:00 p.m.

Concurrent Sessions

See Tracks ■ ■ ■ ■

4:15 – 5:15 p.m.

General Session: The Boomer Future of Healthcare

**Matt Thornhill, Founder and
President, Boomer Project &
GenerationsMatter**



Matt is considered to be the nation's authority on generational dynamics. Some 14 years ago he partnered with SIR Research

to launch the Boomer Project, and recently morphed it into GenerationsMatter. His firm provides insights and consulting services to help organizations better understand generational dynamics in the workplace and marketplace. Matt's opinions and insights are sought by media around the world. He's appeared on NBC, CBS, CNBC, and in articles in BusinessWeek, TIME, The Washington Post, The New York Times and countless others.

6:00 – 9:00 p.m.

Safari Party & Dinner

Go on safari without leaving Pennsylvania! The latest and greatest of Kalahari's family of authentically African-themed resorts and convention centers is our setting for these three days of learning and networking, so let's take in the sights and sounds of the safari! **Be sure to dress for the occasion in your best safari attire!**

Thursday, May 4, 2017

8:00 – 9:00 a.m.

Buffet Breakfast

9:00 – 10:00 a.m.

Awards Presentation

The Honorable Teresa Osborne Pennsylvania Secretary of Aging

10:00 – 11:00 a.m.

PHA Annual Membership Meeting



11:00 a.m. – 12:30 p.m.

General Session: Competition is Fierce in All Homecare Sectors: Stand Out in Your Market Steve "The Hurricane" Weiss, President & CEO, Hurricane Marketing Enterprises



Lions, Tigers and Bears...Oh My! Two heads are better than one and three is all the more fun! By calling upon

synergistic service providers (Lions, Tigers, and Bears - Home Health, Hospice and Private Duty) in your area you can begin to grow your business exponentially. In this dynamic presentation, Steve "The Hurricane" covers the effective techniques to form strategic partnerships, how to create self-duplication of marketing efforts, methods of leveraging relationships, co-marketing and co-sponsoring. You will discover how to cultivate the partnerships that lead to success! Home health, hospice and private duty providers... don't miss this unique Hurricane Marketing Boot Camp!

CONCURRENT SESSION TRACKS

GENERAL TRACK

HOME HEALTH TRACK

HOSPICE TRACK

PRIVATE DUTY TRACK

TUESDAY, MAY 2, 11:15 A.M. – 12:30 P.M.

■ When the Government Comes Knocking: What is a Provider to Do?

This session will provide useful knowledge regarding how an agency and its staff should respond when a Federal or State investigator appears at your office or contacts an employee at home. Knowing how to respond correctly will serve to preserve your rights, establish rapport with the investigator and agency to move the investigation to a successful conclusion for your agency. The crucial role of an effective Compliance Program will be highlighted.

Renee H. Martin, JD, RN, MSN, Partner, Dilworth Paxson, LLP

■ Engaging Employees to Deliver Superior Patient Experience

How can homecare agencies improve patient experience to maximize value-based purchasing reimbursement? Data show that agencies with higher employee engagement have higher patient experience ratings. Learn about one agency's programs to connect employees and patients and how it provided service training to employees and recognized them for using it to enhance patient experience.

Stephanie Finnel, Associate Director, Research, Analytics, & Innovation, BAYADA Home Health Care

Emilie Bartolucci, Manager, Client Experience, BAYADA Home Health Care

■ An Ethical Dilemma: Full Code Status in the Terminally Ill

This presentation will be an overview of the issues surrounding full code status in the terminally ill patient. How can healthcare professionals better facilitate code status discussions for these patients? How does full code status fit in with hospice care? Be a part of the discussion!

Sarah Lohman, RN, MSN, NEA-BC, Chief Clinical Officer, Hospice of Central Pennsylvania

■ The Harvard Medical School In-Home Care Program and Case Studies of Home Care Tapping into Accountable Care Organizations

The Harvard Medical School In-Home Care program is a large-scale, three-year research program with the objective to prove the impact of homecare on cost and outcomes. Hear updates on how this and other data-driven initiatives are performing to get homecare a seat at the table and hear multiple case studies of how private-duty homecare owners have had success (and failure) with tapping into ACOs.

Derek Jones, VP Marketing, CSA, ClearCare Online

TUESDAY, MAY 2, 2:45 – 4:00 P.M.

■ Outsourcing vs. Insourcing: Knowing What Business Functions to Outsource and When

Outsourcing can help agency owners stay focused on high-level strategy aimed at profitable revenue growth. To leverage your team's core competencies, you must outsource extraneous functions to companies that deliver expertise. Learn how outsourcing can engender cost- and time-savings and enable lean teams to achieve operational efficiencies.

Matthew Capell, Chief Executive Officer, FHS SeniorCare Payment Solutions

■ COPs Are Here! Building Home Health QAPI Infrastructure: Preparing for Future Success Today

Learn how one home health organization integrated Quality Assessment and Performance Improvement (QAPI) infrastructure, including sample streamlined QAPI documentation tools, into home health and hospice operations to position themselves for success under ever changing and more stringent quality of care and reimbursement models including QAPI regulations and Value-Based Purchasing models.

Christine Smith, Director Alignment & Performance Improvement, UPMC Community Providers Services Home Health and Hospice

Thelma Dibble, BSN, RN, Vice President, Quality, UPMC Community Providers Services Home Health and Hospice

■ Community Based Palliative Care Programs: The Good, the Bad and the Ugly

This presentation will give an overview of community-based palliative care programs. The focus will be not only on the good that they can do for patients, but also the struggles these programs can be for organization in terms of reimbursement and conversion to hospice.

Sarah Lohman, RN, MSN, NEA-BC, Chief Clinical Officer, Hospice of Central Pennsylvania

■ MLTSS on the Horizon

Community HealthChoices implementation is set to begin in January 2018 in the Southwest and in July 2018 in the Southeast. The rest of the state will be implemented as scheduled in January 2019. Hear the latest updates on the transition to managed long-term services and supports and learn what your agency should be doing now to prepare from representatives from the Office of Long-Term Living.

Representatives from the Office of Long-Term Living

WEDNESDAY, MAY 3, 10:15 – 11:30 A.M.

■ Reducing Hospital Readmissions in the Elderly Population with Alzheimer's Disease and Related Dementias

In the U.S., one in seven hospital admissions of people with Alzheimer's are potentially avoidable and cost Medicare \$2.6 billion annually. Alzheimer's Disease, because of its effect on memory, thinking and behavior, can significantly interfere and complicate the management of other chronic conditions, increasing the risk for hospitalization that may be preventable with proactive care. This presentation will address caregiver education to recognize the behavioral issues and teach strategies to deal with the behaviors that can ultimately reduce avoidable hospitalizations, improve patient outcomes, and lower costs.

*Amy Craven, PT, MS, DPT, Vice President, C&V Senior Care Specialists
Katherine Johnson Vanderhorst, RN, BSN, President, C&V Senior Care Specialists*

■ CGS Billing and Clinical Updates for Home Health

Hear about all the latest billing and clinical updates for home health direct from CGS, the Medicare Administrative Contractor (MAC) for Pennsylvania.

Sandy Decker, RN, BSN, Senior Provider Education Consultant, CGS

Nykesha Scales, Senior Provider Education Relations Representative, CGS

■ Utilizing Research to Assess Impact of Hospice Care and Complementary Health Approaches on Adult Hospice Patients

This presentation will detail the findings of an IRB-approved research project conducted by two aromatherapists in 2016 with St. Luke's Hospice adult population. The aim of the research is to determine patients' perception of their quality of life in hospice care and the impact of aromatherapy.

Toni Marek-Mazzariello, RN, BSN, CCAP, St. Luke's Home Health and Hospice

Jesse Dulin-Soto, RN, IAC, CHPN, St. Luke's Home Health and Hospice

Theresa Nemeth, MS, BSN, RN, St. Luke's Home Health and Hospice

■ Building Workforce across Generations: Recruiting and Retaining an Age-Diverse Workforce

A talent gap is forming as Baby Boomers age into retirement and Millennials climb the corporate ladder. Recruitment strategies to attract, recruit, retain and motivate young people need to rely less heavily on traditional pay and benefits, and focus more on creating welcoming cultures.

Melody Lenox, Vice President of Human Resources, Axxess

WEDNESDAY, MAY 3, 1:15 – 2:30 P.M.

■ Social Media for Recruiting and Awareness

These days, everyone has a Facebook page... including your potential employees and consumers! Learn how to use Facebook for recruiting qualified employees, as well as to build brand awareness for your agency in your community. Learn about setting up pages and boosts, how to target the right audiences, track your ads, and more!

Erica Metzger, Social Media Manager, BAYADA Home Health Care

■ What Does Behavioral Health Have To Do with Outcomes? Learn Why Integrating Behavioral Health with Chronic Patient Care Can Improve Star Ratings

Many homecare patients have co-existing chronic and behavioral health problems that are not dealt with. If not addressed, problems like anxiety and depression leave patients unable to manage diabetes, congestive heart failure, COPD and other serious medical conditions. This presentation will provide statistics on the prevalence of psychiatric issues among the homebound elderly and explain why failure to identify or deal with these conditions affects compliance and outcomes. The steps to implementing successful behavioral health care in your agency will be discussed.

Katherine Johnson Vanderhorst, RN, BSN, President, C&V Senior Care Specialists

Amy Craven, PT, MS, DPT, Vice President, C&V Senior Care Specialists

■ CGS Billing and Clinical Updates for Hospice

Hear about all the latest billing and clinical updates for hospice direct from CGS, the Medicare Administrative Contractor (MAC) for Pennsylvania.

Sandy Decker, RN, BSN, Senior Provider Education Consultant, CGS

Nykesha Scales, Senior Provider Education Relations Representative, CGS

■ Understanding the New Direct Care Worker Policy Clarification

Last November, the Departments of Health, Human Services and State issued a policy clarification, which expanded the services direct care workers (DCWs) may provide to help individuals remain as independent as possible in their own homes. Since that time, there have been many questions raised about the specifics of the clarification. This is your opportunity to ask these questions to representatives to the Department of Health.

Representatives from the Department of Health

WEDNESDAY, MAY 3, 2:45 – 4:00 P.M.

■ 60 Tips in 60 Minutes: Improve Your Bottom Line with These Practical Workers' Compensation and Safety Tips

This fast paced session will cover 60 practical workers' compensation and safety tips in 60 minutes. Learn how to keep your workers safe and reduce your work-related injury costs from these experienced workers' compensation and safety professionals.

*Jon Accardi, AVI Risk Services
Don Widdicombe, AVI Risk Services
Bernadette Heckman, AVI Risk Services*

■ Financial & Management Aspects of OASIS-C2

OASIS data is key in determining an agency's reimbursement, not to mention supporting evidence of the quality of care an agency provides. This session will discuss the how to calculate the HHRG, corresponding HIPPS code and determine case-mix weight. Learn how to establish processes that need to be strengthened at agencies regarding OASIS-C2 completion and review.

Melinda Gaboury, CEO, Healthcare Provider Solutions, Inc.

■ Home Health and Hospice Aides and Compliance

Home health and hospice aides play a huge role in the day-to-day care of patients at many agencies. As a result of this growing role, agencies can face a number of challenges when it comes to collaboration with aides as well as documentation and following a plan of care. During this session, presenters will walk through some of the common stumbling blocks that many agencies encounter during site visits. Learn the tools you need to confidently prepare for a site visit, taking the critical support provided by aides into consideration.

Bobbie Warner, RN, BSN, Director, Accreditation, Community Health Accreditation Partner

■ The Affordable Care Act: Where It Stands Now & What the Future May Bring

This presentation will include a discussion of the financial hardships many agencies have faced because of the Affordable Care Act's mandates, as well as an update on the shifting political landscape surrounding the ACA. Learn what challenges the labor provisions present to homecare providers.

*Jonathan Vipond, Esq., Buchanan Ingersoll and Rooney
Tom Collins, Esq., Buchanan Ingersoll and Rooney
Jacob Theis, Esq., Buchanan Ingersoll and Rooney*



Pennsylvania Homecare Association

600 N. 12th Street, Suite 200
Lemoyne, PA 17043

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for the Future of Homecare

2017 PHA Annual Conference

May 2-4, 2017

Kalahari Resorts & Conventions
Pocono Mountains

REGISTRATION DISCOUNTS

Keeping all staff members updated on issues affecting home health, homecare and hospice is a top priority at PHA. That's why we're again offering significant discounts to organizations that send more than one staff member to the conference!

EARLY BIRD INCENTIVES!

PHA is again offering great discounts to individuals who register early! Receive discounts by registering before March 31!

Early Bird Registration – Before March 31

All early bird registrations must include payment in full.

	PHA Member	Non-Member*
Fee for First Attendee	\$535	\$680
Fee for all additional attendees from same agency	\$510	\$660

Full Conference Registration after March 31

	PHA Member	Non-Member*
Fee for First Attendee	\$595	\$740
Fee for all additional attendees from same agency	\$560	\$715

Per Day Registration

(Includes educational sessions, breakfast and lunch, and special events for that day)

	PHA Member	Non-Member*
Tuesday, May 2	\$365	\$465
Wednesday, May 3	\$365	\$465
Thursday, May 4	\$225	\$325

* Registration from non-members must be accompanied by FULL payment.

Early Bird registrations are only available for full conference registrations, not daily rates.

Dress is business casual. Remember to wear layers for the A/C!



HOTEL ACCOMMODATIONS

A special room rate of \$155 is available by calling Kalahari Resorts & Conventions at 1-877-525-2427 and asking for the PA Homecare 2017 room block. This discounted rate is only available until April 10, 2017.

Kalahari Resorts & Conventions
250 Kalahari Boulevard • Pocono Manor, PA 18349

FOR MORE INFORMATION

Pennsylvania Homecare Association
600 N. 12th Street, Suite 200 • Lemoyne, PA 17043
1-800-382-1211, ext. 21
www.pahomecare.org
cbennett@pahomecare.org

CANCELLATION POLICY

The Pennsylvania Homecare Association will provide a credit in place of any cancelled workshop, event or product that has been paid for in advance. The credit may go toward any session, event or product to be used within a one year period from the date of cancellation. The amount of the credit will be minus 25% of the cost of the original purchase price. No credit will be given for no-shows or for cancellations within three weeks of the session.

REGISTRATION FORM INSIDE!



2017 Annual Conference Registration Form

Use one form per registrant. Photocopy if needed.
Registration is also available online at www.pahomecare.org.

Name

Email

Professional Designation / Title

Agency

Address

City

State

Zip

Phone

Fax

List any special dietary/accessibility needs.

Payment Information

Check #:

Amount:

Credit Card: MasterCard

Visa

Security Code:

Name on card:

Card

Expiration Date:

Amount:

Signature:

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Checks Payable to PHA & Return to:

PHA
600 N. 12th Street, Suite 200
Lemoyne, PA 17043
Phone: 1-800-382-1211, ext. 21
Fax: 717-975-9456
www.pahomecare.org

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Reminder: Register for your sessions on the back of this sheet. Indicate all of the activities that you plan to attend. This helps PHA plan for adequate seating.

Remember to complete BOTH SIDES of this registration form before tearing off and returning to PHA.

REGISTRATION CONTINUED... ➡



2017 PHA Conference Session Registration

CHOOSE YOUR SESSIONS BELOW.

16.5 Nursing CEs • Application Pending for PT CEUs and OT CEUs



TUESDAY, MAY 2

- ☐ 7:30 – 9:00 a.m. Continental Breakfast
- ☐ 9:00 – 9:30 a.m. Welcome
- ☐ 9:30 – 11:00 a.m. **General Session: What Really Matters at the End of Life**
BJ Miller, MD 1.5 CEs

11:15 – 12:30 p.m. **CONCURRENT SESSIONS** (choose one)

- ☐ **When the Government Comes Knocking: What is a Provider to Do?**
Renee H. Martin, JD, RN, MSN, Partner, Dilworth Paxson, LLP
- ☐ **Engaging Employees to Deliver Superior Patient Experience**
Stephanie Finnel, Associate Director, Research, Analytics, & Innovation, BAYADA Home Health Care
Emilie Bartolucci, Manager, Client Experience, BAYADA Home Health Care 1.25 CEs
- ☐ **An Ethical Dilemma: Full Code Status in the Terminally Ill**
Sarah Lohman, RN, MSN, NEA-BC, Chief Clinical Officer, Hospice of Central Pennsylvania 1.25 CEs
- ☐ **The Harvard Medical School In-Home Program and Case Studies of Home Care Tapping into Accountable Care Organizations**
Derek Jones, VP Marketing, CSA, ClearCare Online

- ☐ 12:30 – 2:30 p.m. **Lunch**

General Session: Building Real Relationships in the Digital World

Jonathan Mann, The Conference Troubadour

2:45 – 4:00 p.m. **CONCURRENT SESSIONS** (choose one)

- ☐ **Outsourcing vs. Insourcing: Knowing What Business Functions to Outsource and When**
Matthew Capell, Chief Executive Officer, FHS SeniorCare Payment Solutions 1.25 CEs
- ☐ **COPs Are Here! Building Home Health QAPI Infrastructure: Preparing for Future Success Today**
Christine Smith, Director Alignment & Performance Improvement, UPMC Community Providers Services Home Health and Hospice
Thelma Dibble, BSN, RN, Vice President, Quality, UPMC Community Providers Services Home Health and Hospice 1.25 CEs, Pending PT/OT CEUs
- ☐ **Community Based Palliative Care Programs: The Good, the Bad and the Ugly**
Sarah Lohman, RN, MSN, NEA-BC, Chief Clinical Officer, Hospice of Central Pennsylvania 1.25 CEs
- ☐ **MLTSS on the Horizon**
Representatives from the Office of Long-Term Living

- ☐ 4:00 – 6:30 p.m. **Welcome Reception in Exhibit Hall**



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10:15 – 11:30 a.m. **CONCURRENT SESSIONS** (choose one)

- ☐ **Reducing Hospital Readmissions in the Elderly Population with Alzheimer's Disease and Related Dementias**
Amy Craven, PT, MS, DPT, Vice President, C&V Senior Care Specialists
Katherine Johnson Vanderhorst, RN, BSN, President, C&V Senior Care Specialists 1.25 CEs
- ☐ **CGS Billing and Clinical Updates for Home Health**
Sandy Decker, RN, BSN, Senior Provider Education Consultant, CGS
Nykesha Scales, Senior Provider Education Relations Representative, CGS 1.25 CEs

- ☐ **Utilizing Research to Assess Impact of Hospice Care and Complementary Health Approaches on Adult Hospice Patients**

Toni Marek-Mazzariello, RN, BSN, CCAP, St. Luke's Home Health and Hospice
Jesse Dulin-Soto, RN, IAC, CHPN, St. Luke's Home Health and Hospice
Theresa Nemeth, MS, BSN, RN, St. Luke's Home Health and Hospice 1.25 CEs

- ☐ **Building Workforce across Generations: Recruiting and Retaining an Age-Diverse Workforce**
Melody Lenox, Vice President of Human Resources, Axxess

- ☐ 11:30 a.m. – 1:00 p.m. **Lunch with Exhibitors**

1:15 – 2:30 p.m. **CONCURRENT SESSIONS** (choose one)

- ☐ **Social Media for Recruiting and Awareness**
Erica Metzger, Social Media Manager, BAYADA Home Health Care
- ☐ **What Does Behavioral Health Have To Do with Outcomes? Learn Why Integrating Behavioral Health with Chronic Patient Care Can Improve Star Ratings**
Katherine Johnson Vanderhorst, RN, BSN, President, C&V Senior Care Specialists
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- ☐ **Understanding the New Direct Care Worker Policy Clarification**
Representatives from the Department of Health

2:45 – 4:00 p.m. **CONCURRENT SESSIONS** (choose one)

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Jon Accardi, AVI Risk Services
Don Widdicombe, AVI Risk Services
Bernadette Heckman, AVI Risk Services
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