

# Financial Management Conference

*with optional Sales & Marketing Pre-Conference*

October 29-30, 2018 • Best Western Premier, Harrisburg

## Pre-Conference Monday, October 29, 2018

### Staying Alive! Sales & Marketing Tools to Keep your Homecare Agency's Heartbeat Strong



**Shelle Womble**, Home Care Sales & Operations Coach, corecubed

12:30 - 1:00 p.m. **Registration**

1:00 – 2:15 p.m.  
**Strategic Planning for Homecare Sales Management**

Dive into your agency's sales and marketing strategy to make sure you have all of your bases covered. Learn how to conduct a SWOT analysis, track your work with CRM, and effectively manage time and territory. Hone your sales strategies for outreach to senior, independent, and assisted living communities. Find new referral sources in churches, geriatric care managers, first responders, elder law attorneys, financial planners, even the court system!

2:15 – 3:15 p.m.  
**Standing Out in the Healthcare Community as the Go-To Agency**

Learn the best strategies, tactics, and operational practices for getting your private duty homecare agency on the healthcare continuum in your target market. Gain insights from real-life examples of agencies who used improved operations, quality data, and outcomes to build referrals and sales conversions.

3:30 – 4:45 p.m.  
**How to Sell Value Over Price in Homecare**  
One question homecare agencies are asked all the time is: "How much do your services cost?" The price of homecare is the number one concern for most family caregivers. So, how do you sell your agency's value – safety, independence, engagement, etc. – over price?

Monday, October 29, 2018  
6:00 – 8:00 p.m.

**Cocktail Reception, Hotel Lobby**

Sponsored by:



## Financial Management Conference Tuesday, October 30, 2018

8:00 - 8:30 a.m.  
**Registration & Continental Breakfast**

8:30 – 8:45 a.m.  
**Welcome**  
**Vicki Hoak**, PHA CEO

8:45 – 9:45 a.m.  
**General Session:**  
**New Tool to Solve Recruitment & Retention Issue: Re-Engaging Inactive, Former Employees**



**Assaf Shalvi**, CEO, Swift Shift

Recruitment and retention of qualified nurses and caregivers is one of the biggest challenges facing homecare agencies today. 53% of the \$3 billion spent on recruitment is to re-engage nurses and caregivers who were recruited, vetted, and hired and are now inactive. Stop the revolving door of recruitment!

10:00 – 11:00 a.m.

**Breakout: Home Health & Hospice**  
**Financial Benefits of Connecting Home Health to Regional Health Information Organizations**

**Roberta Burge**, Systems Analyst, Allied Services  
**Michael Schmaldienst**, Operations Manager,  
Thornberry, Ltd.

More and more post-acute providers are connecting to the statewide health information exchange to share and receive real-time notifications about discharges, hospitalizations and other patient data. Learn how making the connection can improve not only the care you provide, but also your bottom line. One connected agency will discuss the return on their investment.

Breakout: Private Duty Homecare  
**Surviving & Thriving in Community HealthChoices: An Agency Perspective**

**Tom Hauenschild**, Vice President, Financial Services, Interim HealthCare of Pittsburgh, Inc.

Learn about one agency's experience going live with Community HealthChoices in the Southwest this year – both the successes and the stumbling blocks, lessons learned and tips for moving ahead in the Southeast and the rest of the state.

11:30 a.m. – 12:30 p.m.

Breakout: Home Health & Hospice  
**Spotlight: CMS Focus on Value-Based Care**

**Diane Link RN, MHA**, Director Clinical Services, Blacktree Healthcare Consultants  
**Anthony Smith**, Consulting Manager, Blacktree Healthcare Consultants

CMS has proposed overhauling the home health prospective payment system to shift toward value-based care. The Patient-Driven Groupings Model (PDGM) would remove incentives to over-provide therapy services and half the 60-day episode of care to 30 days. Learn about the new model and how your agency can embrace the shift toward value over quantity.

Breakout: Private Duty Homecare  
**Optimizing Metrics & Revenue Cycle Management in Today's Managed Care Environment**

**Phil Feldman**, VP Revenue Management Solutions, Sandata Technologies, Inc.

Learn how to target under-performing areas of your revenue cycle through the use of metrics as an

efficient and effective means of improving revenue and cash flow. Financial leaders in organizations need effective tools to focus on the areas of their revenue cycle which could be improved in order to maximize collections performance.

12:30 – 1:30 p.m.

**Lunch**

1:30 – 2:30 p.m.

Breakout: Home Health & Hospice  
**Using Benchmarks & Data to Maximize Revenue and Create Cost Efficiencies**

**Robert Simione, CPA**, Director of Data Analytics, Simone Healthcare Consultants  
**Cindy Gibbons, MBA, CHCE**, Senior Manager, Simone Healthcare Consultants, LLC

Take a comprehensive look at your organization's billing & collection processes, and learn how to implement best-practice accounts receivable management and financial benchmarking to improve cash flow and create efficiency.

Breakout: Private Duty Homecare  
**Impact of Medical Marijuana Program on Your Business**

**Tom Collins**, Shareholder, Buchanan, Ingersoll & Rooney, PC

Medical marijuana is now legal in Pennsylvania, so what financial impact will this have on your business? Learn how to navigate the complexities of medical marijuana and how new regulations affect your policies on hiring, drug-testing, etc.

2:45 – 3:30 p.m.

**General Session:**  
**CEO Table Talk**



**Bryant Greene, MBA**, Owner/Administrator, Always Best Care Senior Services

Hear from one successful agency owner - named Franchisee of the Year by Always Best Care Senior Services - about the growth of his agency and the importance of community involvement to leverage growth and success. Bryant heads up a thriving business with more than 1,200 employees and offices in Philadelphia, Bristol, and Yeadon, as well as Wilmington, Delaware.

# Registration

Register online at [www.pahomecare.org](http://www.pahomecare.org), call 1-800-382-1211, ext. 21, or fax form to (717) 975-9456.

## Three Options - Select One:

1. Pre-Conference **ONLY (Oct. 29)**

PHA Member: \$150    Non-Member: \$300

2. Pre-Conference **AND** Financial Management **(Oct. 29-30)**

PHA Member: \$380    Non-Member: \$760

### Select Breakout Track:

Home Health/Hospice     Private Duty Homecare

3. Financial Management Conference **ONLY (Oct. 30)**

PHA Member: \$280    Non-Member: \$560

### Select Breakout Track:

Home Health/Hospice     Private Duty Homecare

## Sponsors



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## Method of Payment

\_\_\_ Check                      Make checks payable to: Pennsylvania Homecare Association  
600 N. 12th Street, Suite 200, Lemoyne, PA 17043

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## Cancellation Policy

*If you must cancel your reservation for any reason, please notify PHA in writing via email ([cwiiercinski@pahomecare.org](mailto:cwiiercinski@pahomecare.org)). If the notice of cancellation is received PRIOR to the day of the event/workshop, PHA will provide a credit, minus a 30% administrative fee. This credit must be used within one year of the date of issue on educational programming. Credit will not be accepted for membership dues or PHA's Annual Conference. No credit will be given for no-shows or cancellations on the DAY OF or following the event/workshop. Substitutions are permitted up to the day of the event.*

## HOTEL INFORMATION

Best Western Premier  
800 E. Park Drive  
Harrisburg, PA 17111  
(717) 561-2800

Room Rate: \$99.95

