The last 40 years have been quite a ride for home care. We saw the birth of the “Nursing Home Without Walls” (aka Lombardi program) in the late 70s, an 80s rise in service capacity fueled by quicker hospital discharges and Medicare eligibility changes, followed by the contracting forces of 90s-era reimbursement reforms. Promising new technologies, like home telehealth, have since extended in-home chronic-care capabilities ... and, today, providers are still responding to the sweeping New York State Medicaid Redesign changes of the past couple of years.

Amid these trends – and countless new clinical models, funding battles, and regulatory experiments influencing New York’s home care system – HCA has been at the forefront of policy, education and advocacy, making us truly ‘40 Years Strong.’

Join us for this banner HCA Annual Conference in Saratoga Springs, celebrating our 40th year as an association. We’ll be joined by special guest Bill Dombi, President of the National Association for Home Care and Hospice, as well as other expert presenters offering insights on all facets of home care operations. These sessions, networking opportunities and more will help your organization plan for the future by tackling emerging issues, enhancing your team’s performance, confronting public health and population health challenges, and optimizing your success with some of the biggest changes happening to home care in decades.
THANKS TO ALL OUR GENEROUS SPONSORS!

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Sponsorship and Exhibitor opportunities are still available. Visit: www.hcaannualconference.com to learn about all the benefits you will receive as a supporter.
WHO SHOULD ATTEND

Chief Executive Officers, Executive Directors, Administrators, Finance Managers, Clinical Leaders or any other department leader who plays a key role in the success of your operation.

Why not use the HCA Annual Conference as an educational retreat for your team?

Let us know if we can help make that happen!

HOTEL INFORMATION

The Saratoga Hilton, Saratoga Springs, NY is the site of the HCA Annual Conference. Rooms at the Saratoga Hilton are $175 per night. This discounted rate is available until April 7. After this date, higher rates will prevail. Parking is $5 per night. To make a reservation, call 888-866-3596.

The hotel’s check-in time is 4pm and checkout is 11am. Luggage storage is available should your room not be ready prior to check-in time.
AGENDA

Wednesday, May 9, 2018

9:00am–5:00pm
Welcome Desk Open (Lower Lobby)

10:00am–12:00pm
Pre-Conference: Compliance and Finance Considerations for Advanced Home Health Aides

The Advanced Home Health Aide (AHHA) regulations go into effect in May of 2018. This new law, which authorizes home health aides to conduct an advanced set of tasks, opens up a whole set of operational and financing questions for providers getting ready to implement this major change in the designation, supervision, task-management, assignment, and, of course, reimbursement for AHHA services. With these changes set to go into effect by the end of May, this pre-conference offers a well-timed opportunity for provider executives, clinical managers and human resources or operations leaders to get information and insights to fine-tune your AHHA implementation plans.

10:00am–11:00am
AHHA Regulations and Compliance Considerations
Rebecca Fuller Gray, Director, Division of Home and Community-Based Services, NYS Department of Health

The state’s top authority on home care regulatory issues will provide an overview of the main compliance requirements that providers must adhere to when planning and operationalizing their use of AHHA services.

11:00am–12:00pm
The Reimbursement Plan and Vision for AHHA Services
Erin Kate Calicchia, Acting Deputy Director, Division of Long Term Care, NYS Department of Health
Karis Browder, Long Term Care Specialist II, Division of Long Term Care, NYS Department of Health

The use of AHHA services will have a significant impact on labor costs and, thus, reimbursement needs. Some of these costs are obvious, and others not so much – from the competitive marketplace dynamics dictating AHHA compensation levels to the added nursing oversight, assessment, and patient education functions that will affect an agency’s bottom line. For this session, HCA has invited the Acting Deputy Director for the Division of Long Term Care to discuss some of the state’s plans for reimbursement changes in response to the new AHHA statute. This session will also offer an exchange of ideas about provider-anticipated costs that can help inform the state’s reimbursement decisions in light of AHHA.

1:30 – 4:30pm
HCA Annual Corporation and Board of Directors Meetings

Guest presenters Dr. Howard Zucker, New York State Health Commissioner, and Greg Olsen, Acting Director of the New York State Office for the Aging; and a discussion on forming an Independent Practice Association (IPA)

All HCA Members are invited and encouraged to attend the Annual Meeting of the Corporation, where members will vote on the slate of candidates for the HCA Board of Directors, followed by a meeting of HCA’s Board of Directors featuring two exciting guest speakers and agenda items:

Dr. Howard Zucker, New York State Health Commissioner, who will discuss home care’s role in public health and program issues that affect all New Yorkers, from sepsis prevention to the opioid crisis and addiction management, asthma, behavioral health and social determinants of health. Dr. Zucker will also discuss his specific concerns and ideas about how to positively impact the burgeoning home care workforce shortage.

Greg Olsen, Acting Director of the New York State Office for the Aging (NYSOFA), will meet with the board and discuss his office’s vision for supporting elderly New Yorkers – specifically, how home and community-based services fit into NYSOFA’s vision and agenda.

The Board meeting will also include a focus presentation about HCA’s work and research to consider the prospect of an HCA-led Independent Practice Association (IPA) model for purposes of group contract negotiations. Such a model has been the subject of recent board deliberations, and this initial research is now ready for a concept briefing to the full membership.

Take this opportunity to learn more about the governing body that shapes the direction of HCA policy, education, advocacy and operational priorities.

4:30 – 6:00pm
Welcome Reception: HCA’s 40th Year Celebration

Join HCA for cocktails and an opportunity to network with peers and exhibitors as we formally kick-off our ‘40 Years Strong’ annual conference.

DINNER ON YOUR OWN
AGENDA
Thursday, May 10, 2018

7:30 – 8:30am  
Strolling Breakfast with Exhibitors

Enjoy a breakfast buffet and chance to browse the exhibitor hall for nutritional and mental nourishment to start the first full day of our conference.

8:30 – 9:15am  
HCA Presidential Address: 40 Years Strong

HCA President Joanne Cunningham provides her vision for HCA’s strategic plan to support the membership and advocate on your behalf during her annual address.

9:15 – 10:30am  
Building the High-Trust, High-Performance Team and Organization
Greg Hicks, Researcher, National Best-Selling Author, and Co-Founder of FosterHicks

The FosterHicks leadership model has been tested and researched by none other than the esteemed Mayo Clinic, which found it to have significant correlations to successful and resilient team building. In this interactive session, the co-founder of this pioneering leadership model will provide a practical and sustainable roadmap for leaders to create a high-trust, high-performance, motivated, and happy workplace culture within their organizations which translates into better care outcomes, efficiency and higher retention rates. These insights have been honed through interactions and training sessions at the Mayo School of Medicine and interviews with thousands of patients, doctors and medical professionals who have helped bring scientific methods to this proven model for successful leadership.

Greg Hicks is a pioneer in the research of individual and group well-being and leadership; a national best-selling author; and co-founder of FosterHicks, a company that helps people and organizations achieve success. Since 1995, Greg and partner, Rick Foster, have traveled to all 50 states, 7 continents, and over 60 countries finding and interviewing people and communities that thrive. This acclaimed research has spawned the FosterHicks system of nine behaviors. Hicks is the author of several books and has teamed up with Stanford neuroscientists and behavioral scientists to bring scientific rigor to his methods. His work and commentary have been featured in the New York Times, Wall Street Journal, and magazines such as Health, Fitness, Self, Good Housekeeping, Fit, Working Mother, Redbook, Prevention, and Readers’ Digest.

10:30 – 11am  
Extended Break with Exhibitors

Enjoy a morning break and visits with the Exhibitors before you dive into the morning Workshops!

Fashion was a blend of patchwork prints and corduroy jumpsuits in the 70s! Bring a favorite photo of yourself from “the 70s” to share with us at the HCA Exhibit Booth, and we’ll enter it into our “70’s Fashion Contest!” The winner will be chosen based on a vote from our exhibitors. We’ll announce the winner later at the HCA PAC Reception. Along with bragging rights, the winner will take home a fun 1978 throwback prize! You must be present at the Reception to win.

HCA Annual Membership Conference  
May 9 – 11, 2018 Saratoga Hilton, Saratoga Springs, NY
11am – 12pm

**Breakout Workshops**

- **Optimizing Your Business & Technology Processes for CoP Success**
  *Charles Breznicky, MSN, MBA, Clinical Consulting Manager, BlackTree Healthcare Consulting*
  *Windy Adams, Director of Client Experience, Forcura*

  The new home health Conditions of Participation (CoPs) are the most sweeping changes in federal home care regulations since 1989, with many complex, interconnected components. While these changes add new tasks and responsibilities for providers, the overall intention is to drive quality in care and, ultimately, eliminate unnecessary procedural requirements. However, in order to realize these potential benefits and upsides of CoP implementation, home health and hospice organizations must optimize their business and technology processes. Windy Adams, Forcura’s Director of Client Experience, and Charles Breznicky, Manager of Clinical Consulting for BlackTree Healthcare Consulting, will share industry best-practices for adhering to these new requirements with technology today and in the future.

  **Attendees will learn:**
  
  - How to develop a business process to derive value from the revised CoPs.
  - What to consider in evaluating a technology solution to streamline CoP documentation requirements.
  - How some of the larger home health and hospice organizations across the United States are managing these changes.

- **Post-Discharge Medication Reconciliation and High Risk Medications: Processes, Challenges, and Strategies for Home Health Care**
  *Anne Myrka, RPh, MAT, Director, Drug Safety, IPRO*

  This presentation is designed specifically for home health care services and will: define medication reconciliation as a component of medication management and discuss the impact of discrepancies; define post-discharge medication reconciliation as a patient safety priority and discuss challenges for home health care; describe the medication reconciliation process and provide strategies for successful implementation of post-discharge medication reconciliation and medication support; and identify and resolve problems related to high-risk drugs, with particular focus on opioids and anticoagulants.

- **What New York Employers Need to Know about Employee Leave**
  *Kathleen Russell, PHR, SHRM-CP, Human Resources and Employee Benefits Consultant, OneGroup*
  *Casey Cone, PHR, SHRM-CP, Senior Human Resources Consultant, OneGroup*

  This session will offer an overview of New York’s Paid Family Leave Benefits Law, the Federal Family Medical Leave Act, and New York City’s Paid Sick Leave Law to provide important clarifications of the similarities, differences and interplay between the different leave types that will support your organization’s compliance. The program will review employer and employee rights and obligations under each law and the impact on your agency’s leave practices and employee handbook policies.

- **Enhancing Quality of Life for Home Care Workers through an Innovative New Employee Benefits Model**
  *Josh Klein, Chief Executive Officer, Royal Care*

  Your agency’s attention to worker quality of life issues affects staff retention and the stability of home care system services. It communicates to employees that they are valued, and it maintains a positive workplace culture that translates into an effective patient care culture. It’s also the right thing to do. In this session, you’ll hear how one agency created an innovative employee benefits model and supportive facilities and programs with specific goals for improving home health aide workplace quality, supporting work-life balance and other factors.
Since its incorporation in 1978, HCA has recognized home care leaders, direct-care staff, legislators and policymakers for their commitment to patients and the home care system. These individuals are a big reason why HCA is "40 Years Strong."

Join us for this special celebration as we present HCA’s annual awards to caregivers, leaders, advocates and exceptional allies, showcasing the acts of compassion, dedication, selflessness and resourcefulness that make us strong together.

To nominate someone for an HCA Award, please visit the conference website at www.hcaannualconference.com or contact Jenny Kerbein at (518) 810-0659 or at jkerbein@hcanys.org

12 – 1:30 pm

2018 HCA Home Care Awards Luncheon

1:30 – 2:15pm

Desserts with Exhibitors
Reducing Hospital Readmissions in the Elderly Population with Alzheimer's Disease and Related Dementias
Dr. Amy Craven, PT, MS, DPT, Vice President, C&V Senior Care Specialists

One in seven hospital admissions attributable to Alzheimer’s disease are potentially avoidable, unnecessarily costing Medicare $2.6 billion annually, according to the Alzheimer’s Association. Because of its effect on memory, thinking and behavior, Alzheimer’s disease can significantly interfere and complicate the management of other chronic conditions, increasing the risk for hospitalizations that may be preventable with proactive care. This presentation will address caregiver education to recognize the behavior issues and teach strategies to deal with those behaviors in ways that can ultimately reduce avoidable hospitalizations, improve patient outcomes, and lower costs. These lessons can be incorporated by your agency’s clinical directors as part of a cohesive approach to managing the risks of Alzheimer’s and other cognitive conditions.

Advancing Better Patient Outcomes through Pharmacy-Home Care Collaboration
John Croce, RPh and Steve Moore, PharmD, Upstate-NY Community Pharmacy Enhanced Services Network

Upstate-NY Community Pharmacy Enhanced Services Network (CPESN) is a clinically integrated network of community based pharmacies focused on providing enhanced services to health care providers in a collaborative arrangement to optimize medication therapies for shared patients, resulting in positive health outcomes.

The goal of Upstate-NY CPESN, and its regional counterparts throughout New York State, is to: improve quality of care and patient outcomes related to medication use; enhance patients’ overall health trajectory; and reduce the total cost of care through active partnership with community providers including home care. This session will provide insights on the role pharmacists can play in supporting patient health and highlight ways to build successful collaborations that synchronize with many of the state and federal government provider partnership models, value based payments, and other care-coordination initiatives.

Affordable Housing Improves Health Outcomes for Senior Residents
Elizabeth Lynn, Assistant Vice President, Grants and Research, Selfhelp Community Services
Mohini Mishra, CASP, LMSW, Managing Director of Housing and NORCs, Selfhelp Community Services

Selfhelp Community Services, Inc., a NYC-based multi-service agency, will describe the successes of its innovative affordable housing model. This model is a key component of Selfhelp’s overall program, which also includes home care, case management, care transitions, senior centers, and social adult day care to support independent living. Its outcomes are shown in a recently completed study suggesting that service-enriched housing can save money to the health care system. Selfhelp will discuss the results of this study based on Medicaid data and comparisons of health outcomes for Selfhelp residents and older adults in the same zip codes.

Different Modalities of Telehealth for Chronic Care
Tiffany Aquino, MPH, Clinical Program Manager, Medtronic Clinical and Outcomes Services

Caring for your complex, chronic, co-morbid population requires having the right patient information, at the right time, to make the right clinical decisions. While the definition of telehealth may vary, telehealth typically has four main modalities: Live Communication, Store & Forward Communication, Remote Patient Monitoring, and Mobile Health. This session will explore these modalities. It will also provide examples – such as linking a patient’s symptom and biometric data with telemedicine capabilities – to show how these modalities can work together in concert to help clinicians become more informed while making care decisions for their patients.
3:30 – 4:30 pm
The Future of Hospice and Palliative Care
Edo Banach, JD, President and CEO, National Hospice and Palliative Care Organization

Hear from NHPCO President and CEO Edo Banach address the current state and opportunity of hospice and palliative care and how this important sector continues to evolve. As other sectors build on the philosophy of interdisciplinary, patient-centered care that hospice created, now is the time to assert our position as leaders in the home and community based care space in adding to the portfolio of coordinated care in the home. Mr. Banach will share his insights on how providers can leverage the solid foundation of hospice and palliative care to explore a more innovative, durable vehicle for providing care. Hospice providers are now engaged in community-based palliative care and Mr. Banach will offer examples of successful programs and models that the home care sector can learn from.

Edo Banach is President & CEO of the National Hospice and Palliative Care Organization. He previously was a Partner in the firm of Gallagher, Evelius & Jones in Baltimore, MD. Prior to that, he was the Deputy Director of the Medicare-Medicaid Coordination Office at the Centers for Medicare & Medicaid Services and Associate General Counsel at the Visiting Nurse Service of New York. Prior to that, Mr. Banach was the Medicare Rights Center’s General Counsel. Mr. Banach also practiced health law at the firm of Latham & Watkins and clerked for U.S. Judge John T. Nixon of the Federal District Court for the Middle District of Tennessee. Prior to attending law school Mr. Banach worked for the New York City Department of Homeless Services and Mayor’s Office of Operations. Mr. Banach holds a B.A. from Binghamton University and a J.D. from the University of Pennsylvania Law School.
AGENDA

Friday, May 11, 2018

7:30 – 8:30am – Breakfast Buffet

7:30 – 8:30am
HCA Town Hall Meeting

HCA’s Town Hall Meeting is a casual, unscripted, no-agenda panel session where you can ask the HCA team any questions on your minds about home care policy, regulations, reimbursement issues and advocacy positions, or to make recommendations for ways we can better support you. This is your chance to hear what’s on the HCA work plan, tell us what issues are keeping you up at night, and engage in a free-rolling dialogue that better keeps us connected with your needs and concerns.

8:45 – 9:45am
Strategies to Recruit and Retain Quality Employees
Eric Scharber, Principal, Simione Healthcare Consultants

Question: Who knows best why people leave a job? Answer: The person who helped them find a new one! This presentation will provide words of wisdom from a successful recruiter about retaining key employees, which is among the top concerns for health care executives these days, especially in home care. Attendees will also hear examples of successful strategies – as well as not-so-successful ones – as you work to attract top-tier talent. You’ll also gain an overview of workforce trends specific to the home care and hospice industry that can help you get a handle on your workforce retention plan.

Eric Scharber is a Principal at Simione Healthcare Consultants, leading talent acquisition and employee retention efforts for the home care and hospice industry through Exact Recruiting, a Simione Talent Solution. He oversees executive search and non-executive recruiting services, as well as recruitment process outsourcing, compensation analysis and employee satisfaction survey services.

9:45 – 10:00am – Break

10:00 – 11:15am
Washington Update from Bill Dombi
William A. Dombi, Esq., President, NAHC

Bill Dombi is in a class of his own when it comes to knowledge about the federal issues affecting home care and hospice providers. He also has an uncanny ability to communicate about these issues and develop strategies for success. He’s been involved in nearly every major home care and hospice issue over the past 40 years, and has now begun taking on new responsibilities as the recently confirmed President of the National Association for Home Care and Hospice (NAHC). His insights offer a perfect capstone for the conference, drawing on a unique understanding of home care’s place in the last 40 years as well as where it is headed in an environment of political upheaval, Medicaid funding threats, the near-certain prospect of a Home Health Groupings Model or other similar payment overhauls, the pivot toward uniform post-acute care payment methodologies, and the continued struggles with federal regulatory burdens like Medicare face-to-face, limits on home care ordering and referring practitioners, as well as other issues at the focus of his attention.

Bill Dombi is President of the National Association for Home Care & Hospice (NAHC). He previously served as the Vice President for Law at NAHC. Dombi specializes in legal, legislative, and regulatory advocacy on behalf of patients and providers of home health and hospice care. With nearly 40 years of experience in health care law and policy, Bill Dombi has been involved in virtually all legislative and regulatory efforts affecting home care and hospice since 1975, including the expansion of the Medicare home health benefit in 1980, the formation of the hospice benefit in 1983, the institution of Medicare PPS for home health in 2000, and the national health care reform legislation in 2010.

11:15am – Conference Adjourns
Conference Registration Form

NAME ______________________________________________________________ TITLE ____________________________________________________

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Return this completed registration form with your payment by fax to (518) 426-8788 or mail it to: HCA, 388 Broadway, 4th Floor, Albany, NY 12207. You may duplicate this form for additional attendees. Please save a copy for your records.

Registration Fee  Please indicate your registration choice(s):

Full Conference Registration Options

• HCA Provider Member Primary Registration $599 □
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    (Must submit separate registration form for each add’l registrant)

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Note the following with your registration:
I will attend Wednesday’s Pre-Conference Session Yes □ No □
(Included in my registration above)
I will attend the PAC Reception Yes □ No □
(Personal donation to be submitted separately.)

Pre-Conference Session Only

• HCA Member $139 □
• Potential HCA Member $239 □

TOTAL DUE: $_______

Cancellation Policy: We encourage you to attend the full three day conference for the best value. No credits can be given for meals not taken or unattended education programs. Cancellations received by April 18 will receive a full refund, less 25% of total due as an administrative fee. Cancellations received on April 19 or later will forfeit their registration fee, as will those who register and do not attend. Substitutions are permitted.

In accordance with the Americans with Disabilities Act or special meal needs, please let us know how we can accommodate you:

_____________________________________________________________

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May 9 – 11, 2018

40th ANNIVERSARY

MEMBERSHIP CONFERENCE