EXPANDING POSSIBILITIES

Southwest Regional Home Care Conference & Exhibition

APRIL 23-24, 2014

Dallas, Texas
AGENDA AT A GLANCE

Wednesday, April 23, 2014

7:30 am  Conference Registration Opens
8:30 - 9:45 am  Welcome & Keynote - Leading in Times of Change: Thriving in Uncertainty
10:00 - 11:15 am  Concurrent Sessions:
   1a. 2014 - Navigating the Medicare Maze with Palmetto GBA, Part 1
   1b. How Leaders Build Relationships
   1c. Leadership in Home Health: Elevating Everyone’s Role
11:30 am - 12:30 pm  Concurrent Sessions:
   2a. 2014 - Navigating the Medicare Maze with Palmetto GBA, Part 2
   2b. 2014 Final Rule for Home Health Prospective Payment System, Winning Strategies
   2c. The Value of Telehealth: Utilize Best Practices to Help Reduce Readmissions and Share Data Efficiently and Securely Across the Care Continuum
12:30 - 1:30 pm  Lunch (included in registration)
1:30 - 2:45 pm  Concurrent Sessions:
   3a. 2014 - Navigating the Medicare Maze with Palmetto GBA, Part 3
   3b. Sharpen Agency Compliance Strategies
   3c. ICD-10, Specifics & Tips for a Smooth Transition
3:00 - 4:00 pm  Concurrent Sessions:
   4a. Regulatory Hot Topics from the Nation’s Top Expert
   4b. Episode Management
   4c. Face to Face Encounter Documentation: Managing Your Risk
4:00 - 6:00 pm  Opening Reception in Exhibit Hall
6:00 - 10:00 pm  Top Golf Offsite Event (Optional Event. Separate ticket required)

Thursday, April 24, 2014

7:30 am  Conference Registration Opens
7:30 - 9:00 am  Breakfast in Exhibit Hall
9:00 - 10:00 am  General Session: The State of the Home Care Industry
10:15 - 11:30 am  Concurrent Sessions:
   5a. High Performing Agency-Structure, Process, Practice & Results: How to Do It
   5b. New World of Health Care: Riding the Wave
   5c. Care Transitions: Clinical and Financial Advantages of Home Health
11:30 am - 1:15 pm  Lunch in Exhibit Hall & Grand Prize Drawing
1:15 - 2:15 pm  General Session: Benefits Integrity
2:30 - 3:30 pm  Closing General Session - Hangin’ Tough: Gaining a Seat at the Health Care Table
With industry challenges bigger than ever before, now is the time to truly learn how to expand your agency’s possibilities. This multi-state conference brings together cutting edge education, networking opportunities with your peers and new business solutions in our expansive exhibit hall. Let our expert speakers help you explore new ideas and ways to expand your business. This is one conference you can’t afford to miss. Register today!

**JOIN US AT THE SOUTHWEST REGIONAL HOME CARE CONFERENCE & EXHIBITION**

**KEYNOTE**

**Leading in Times of Change: Thriving in Uncertainty**

Scott Carbonara has been described as a leadership therapist. The Affordable Care Act (ACA) and other aspects of disruptive change require that our leadership skillset is reevaluated, repacked, and refueled. Healthcare leaders must undergo a transition, even a transformation, as we adapt to the ACA-driven new normal. Expected, logical change is like approaching a traffic light. Even though the light is green, you expect that it could turn yellow or red at any moment. Transition is different: it’s the personal process people go through while navigating change. For example, this red light may threaten to make you miss your flight! As leaders, you must understand the personal and emotional nature of transitions and then lead others effectively through change. Want to become more effective in your change efforts? Learn tips for navigating this process—learn how to connect, collaborate, and integrate lessons from the people-side of change. Participants will learn:

- Why acceptance is not the desired end-state during change
- How to foster a culture that thrives through change
- Five practical tools to staying resilient through change

Speaker: **Scott Carbonara**, Raleigh-Durham, NC (1.00 clock hour continuing education for Administrator/Alternates; 1.00 contact hour continuing education for nurses)
EXHIBIT HALL
Looking to find innovative solutions for your business?
The Southwest Regional Home Care Exhibit Hall: Your Solution Center!

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Gold Sponsors:

Exhibit Hall Grand Opening Sponsors:
Axxess, Care Monitoring 2000, LLC

Thank you to our Exhibitors (as of 3/4/14):

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PlayMaker CRM
PPS Plus Software
Precision Medical Billing, Inc.
Sandata Technologies
Sansio - HomeSolutions.NET
Selman-Holman & Associates, LLC
The Corridor Group
Wortham Insurance & Risk Management
Your Therapy Source

Don’t miss the Exhibit Hall Grand Opening, Wednesday, April 23, 4:00 - 6:00pm
2014 – Navigating the Medicare Maze with PalmettoGBA

The maze of requests for claims and documentation information is a daily challenge for all Medicare providers. There are numerous contractors who can review claims and a myriad of ever-evolving Medicare regulations to which Providers are required to adhere. Providers can become overwhelmed with the different types of errors identified during the review process. Discover the tools needed to successfully navigate the Medicare billing, coverage and documentation requirements in this three-part workshop: 1a, 2a and 3a. You may attend one or all of these sessions. This session will provide insight for new, intermediate or advanced staff. During the session, Palmetto GBA will assist providers with becoming familiar with the processes for addressing the various components of the benefit integrity process. Palmetto GBA's ultimate goal is to have educated and astute providers who know how to accurately and skillfully navigate the Medicare Maze! Speakers: Charles Canaan, RN, MPH, Senior Medical Review Educator, Palmetto GBA; Marilyn Jeske, Senior Ombudsman, J11 Provider Outreach & Education, Palmetto GBA

Note: CMS requires that Medicare contractors track all educational activities, which consists of capturing the provider’s six-digit Provider Transaction Access Number (PTAN) and National Provider Identifier (NPI). Attendees will be asked to provide this information when they attend the workshop. TAHC&H staff will be available to assist during the workshop.

1a. Part I: 2014 – Navigating the Medicare Maze with PalmettoGBA
   - Root Cause Analysis
   - Statistics and Data Analysis
   - Homebound Documentation
   (1.25 clock hours Administrator/alternate; 1.25 contact hours continuing education for nurses; 1.25 SWCEUs)

1b. How Leaders Build Relationships
What's the difference between a successful leader and a not-so successful one? It must be the training, right? Successful ones have more and better training. Or it could be college degrees, couldn't it? Or professional designations, right? I mean, if a leader receives excellent training, education, and certification, he must be destined for success, right? Hardly. We all know people possessing the right degrees from the best schools who then add to their academic credentials professional designations, so after the comma behind their last names you'll find a trail of letters like Ph.D, CPA, PMP, ERP, CRM, SCP, etc. Yet those letters do little to guarantee success. In truth, most successful business leaders have fewer degrees, but know how to build more rewarding relationships. Scott Carbonara, aka, The Leadership Therapist, first developed his relationship-building skills while working with some of the most difficult clients: dysfunctional families consisting of juvenile delinquents and abusive parents. He then moved to a multi-billion dollar healthcare company in corporate America where he learned to connect with a very different breed of individuals and leaders: senior executives and employees. Today, Scott shares his 8 Relationship-Building Tools in this highly entertaining yet relevant keynote. As a result of this session, participants will be able to:
   - Understand and resist the fallacy of an outside-in perspective;
   - Grasp the importance of relationships—by the numbers—in order to avoid becoming just another statistic
   - Apply 8 relationship-building tools at work and beyond.

Speaker: Scott Carbonara, MA, Raleigh-Durham, NC (1.25 clock hours Administrator/alternate; 1.25 contact hours continuing education for nurses)

1c. Leadership in Home Health: Elevating Everyone’s Role
The challenges for home health leaders in maintaining profitable operations while improving patient outcomes will require a partnership of financial and clinical leadership staff. Productivity, case capacity and outcome achievement in the new health care environment indicates the necessity for a team of knowledgeable managers to drive organizational performance. Realistic goal expectations should include clinical as well as financial operational measurements that are developed and understood by all leadership responsible for successful operations of the organization. This program explores how a home health leader can take on the role of a strategic team leader to bring about organizational success. Speaker: Mark Sharp, CPA, BKD CPAs & Advisors, LLP (1.25 clock hours Administrator/alternate; 1.25 contact hours continuing education for nurses)
**Concurrent Sessions**

**Wednesday, April 23 | 11:30 am - 12:30 pm**

**2a. Part II: 2014 – Navigating the Medicare Maze with Palmetto GBA**
- Medical necessity
- Face to Face Documentation
- Who Can Review Your Medicare Claims?

(1.0 clock hours Administrator/alternate; 1.0 contact hours continuing education for nurses)

**2b. 2014 Final Rule for Home Health Prospective Payment System, Winning Strategies**
The CMS final rule for the home health prospective payment system introduces nuanced changes that necessitate adaptations to our operations. Steve Telles, CPA is one of the top experts in the country in home health accounting and business practices. This session will cover rebasing adjustments, the impact of case mix weight changes, wage index changes, changes in LUPAs, the additions of claims-based quality measures in 2015 in the form of readmissions, and emergency department use. The winning strategies conversation will address a multitude of tried and true best practices that will help providers to make their way through these challenging times. Staff productivity, scheduling, innovative approaches to reducing costs and maximizing reimbursable visits will be addressed. Speaker: **Steve Telles, CPA**, Management Consulting Services (1.0 clock hours Administrator/alternate; 1.0 contact hours continuing education for nurses)

**2c. The Value of Telehealth: Utilize Best Practices to Help Reduce Readmissions and Share Data Efficiently and Securely Across the Care Continuum**
Best practices for creating a successful telehealth program will help ensure that providers utilize telehealth to securely and efficiently exchange data across the care continuum. Telehealth can play a role in reducing readmissions, improve care, and increase patient satisfaction. Joseph Taylor will share how his home health agency used telehealth to share data securely across the care continuum; and the outcomes they have achieved with their program. He will share best practices his agency used to design and benchmark their telehealth program. Taylor will speak to daily health status monitoring, clinician oversight of and sharing of data collected with the entire care team. Attendees will learn how reporting and analytics tools available with telehealth solutions have impacted the use of trended data, and proactive intervention and how that has impacted hospitalizations & readmissions. Speaker: **Joseph Taylor**, Tele-Health Consulting Network (1.0 clock hours Administrator/alternate; 1.0 contact hours continuing education for nurses)

**Wednesday, April 23 | 1:30 - 2:45 pm**

**3a. Part III: 2014 – Navigating the Medicare Maze with Palmetto GBA**
- Redeterminations – Step By Step
- Medicare Regulatory Updates
- Who Can Review Your Medicare Claims? (cont’d)
- Medicare Overpayment Process
- Web Resources

(1.25 clock hours Administrator/alternate; 1.25 contact hours continuing education for nurses)

**3b. Sharpen Agency Compliance Strategies**
Medicare certified hospice and home health agencies continue to experience major changes in the regulatory and enforcement environment. These sweeping changes make it imperative that agencies take inventory of compliance mandates and sharpen and strengthen their internal structures. While CMS has not yet provided a timeline for the implementation of the core elements for a compliance plan, the Patient Protection and Affordable Care Act (PPACA) makes compliance programs mandatory. This session will provide review of the seven elements of a compliance program as set forth by the OIG and provide practical tips for creating or enhancing your compliance program given new regulations and changing program requirements. The session will include a review of an OIG Corporate Integrity Agreement (CIA) for home health and one for hospice. These CIAs will be analyzed to illustrate the areas of focus of past and current OIG investigations. Speaker: **Kathleen Hessler, RN, JD**, Simione Healthcare (1.25 clock hours Administrator/alternate; 1.25 contact hours continuing education for nurses)

**3c. ICD-10, Specifics, & Tips for A Smooth Transition**
The transition from ICD-9 to ICD-10 on October 1, 2014, will impact home health PPS and OASIS C-1 coding. It will also impact all of healthcare in the United States. In this seminar, home health providers will hear about the significance of changes, concepts and strategies to help paint the clinical picture through ICD codes and be able to speak to proper use of the new ICD-10 Coding manual. There will be new approaches to the use of selection and sequencing of criteria for primary and secondary diagnoses. This transition comes at a time of rapid change for home care providers. Speaker: **Laura Waddle, RN, MS, HCS-D, BCHH-C**, Foundation Management Services (1.25 clock hours Administrator/alternate; 1.25 contact hours continuing education for nurses)
4a. Regulatory Hot Topics from the Nation's Top Expert - *Via Skype*
Face to face issues, delays in Administrative Law Judge (ALJ) hearings, PECOS, and more are providing a period of rapid regulatory change to further challenge home care providers. This session welcomes back Mary St. Pierre, via Skype Technology, who for 20 years assisted the nation’s providers in jumping through regulatory hoops as VP of the National Association for Home Care. Speaker (via Skype): **Mary St. Pierre, RN, MPA** (1.0 clock hour Administrator/alternate; 1.0 contact hour continuing education for nurses)

4b. Episode Management
Episode management is critical as the Affordable Care Act reduces reimbursement. Heightened efficiencies and efficacy are crucial as aggressive benefits-integrity efforts increase providers general and administrative costs. Attendees will learn about approaches to LUPAs and hear recommendations related to enhanced client experiences related to episode management. Speaker: **Laurie Salmons, BSN, RN**, McBee Associates (1.0 clock hour Administrator/alternate; 1.0 contact hour continuing education for nurses)

4c. Face to Face Encounter Documentation: Managing Your Risk
The early years of the Centers for Medicare & Medicaid Services (CMS) enforcement of the Medicare face-to-face (FTF) encounter requirement in home health and hospice were focused on assuring an encounter occurred and that the documentation was obtained within an appropriate time frame. Currently, the Medicare Administrative Contractors (MAC) and other program integrity contractors have made it clear that the content of the documentation is at heightened risk of scrutiny. This program will outline the specific levels of risk agencies have experienced recently, with examples of what is not passing for acceptable physician documentation. Tactics will be offered to help efficiently secure quality FTF documentation and mitigate potential risks identified in existing documentation. Speakers: **Aaron Little, CPA** & **Karen Vance, OTR**, BKD CPAs & Advisors, LLP (1.0 clock hour Administrator/alternate; 1.0 contact hour continuing education for nurses)

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**Exhibit Hall Grand Opening**
**Wednesday, April 23 4:00 - 6:00 pm**

Meet and greet over cocktails and hors d’oeuvres as you visit our 65+ vendor exhibit hall. This is your best chance to gather information and make contacts with companies that specialize in your industry! Join the fun with giveaways and a lottery for the grand prize to be awarded at Wednesday’s lunch! Must be present to win.

**Exhibit Hall Schedule:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wed, Apr 23</td>
<td>4:00 - 6:00 pm</td>
<td>Exhibit Hall Grand Opening</td>
</tr>
<tr>
<td>Thur, Apr 24</td>
<td>7:30 - 9:00 am</td>
<td>Breakfast in Exhibit Hall</td>
</tr>
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<td>11:30 am - 1:15 pm</td>
<td>Lunch in Exhibit Hall</td>
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**Exhibit Hall Grand Opening Sponsors:**
**Axxess**  
**Care Monitoring 2000, LLC**
Enjoy a night out at the popular entertainment venue, TopGolf! Not a golfer? This venue offers fun for everyone including an upscale bar, pool tables, mini golf, batting cages, interactive video games and much more! Tickets include transportation from the hotel, TopGolf admission and club rental, buffet dinner, and drink ticket.

**Don’t let the name fool you, there really is something for everyone!**

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- **Critical Items at rock bottom prices:** Enjoy the buying power you receive on many items you use everyday.

**Join today – and start reaping the benefits for your agency!**
Thursday, April 23
General Session | 9:00 - 10:00 am

**The State of the Homecare Industry**
Dr. Bob Fazzi continues his important work on behalf of home health. He will report on the latest and also the largest study in the history of home care and hospice. Released in September, the 2013 State of the HomeCare Industry study provides insights on how leading agencies are positioning themselves for the future. Over 1,100 homecare leaders were interviewed. Dr. Fazzi will report on insights into strategies by agencies that are already participating in ACOs and other health reform models. He will also reveal findings on present and future use of key technology and practices – Point of Care, Telehealth, Remote Patient Monitoring, clinical practices, staffing ratios, quality outcomes, profitability and an array of other issues all related to the future survival and viability of agencies. Speaker: **Bob Fazzi, PhD**, Fazzi Associates, Inc. (1.0 clock hour Administrator/alternate; 1.0 contact hour continuing education for nurses)

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**Concurrent Sessions, 10:15 - 11:30 am**

5a. **High Performing Agency – Structure, Process, Practice & Results: How to Do It**
The path forward for leaders in home health and hospice is to create a future where the provision of incredibly high quality care is delivered at a price point that shifts the value curve of healthcare towards HOME. How can we do that when the challenges of reimbursement cuts, mounting administrative regulation, mounting staffing and operating costs, healthcare reform pressure, and an increasingly competitive market place threaten our sanity? The answer is simple, we move ourselves forward and develop a new future by creating a culture of success through Higher Leadership. Speaker: **Bob Fazzi, PhD**, Fazzi Associates, Inc. (1.25 clock hours Administrator/alternate; 1.25 contact hours continuing education for nurses)

5b. **New World of Health Care: Riding the Wave**
Health Care Reform is presenting health care providers with increased rules, regulations and restrictions, but also new opportunities. The changes create both increased need for compliance efforts and increased need for innovation in the delivery of services. This presentation will not only outline the bad news in the form of new and increased scrutiny and new sources of liability, but will also provide instruction on how to take advantage of health care reform opportunities to innovate your agencies with new delivery models such as House Call, Care Transition and other post-acute industry specific models and how to develop new partnerships in the health care continuum that will carry your agency through this turbulent time. Speaker: **Liz Pearson, JD**, Pearson & Bernard (1.25 clock hours Administrator/alternate; 1.25 contact hours continuing education for nurses)

5c. **Care Transitions: Clinical and Financial Advantages of Home Health**
Home health has been a longstanding available partner for hospitals and health systems to optimize the continuum of care. “Transitions in Care” may facilitate such partnership opportunities due to impending financial penalties to hospitals with high re-hospitalization rates within 30 days of discharge. Such incentives, combined with rapidly expanding technology make this the perfect time for home health agencies to position and market themselves for strategic partnerships with hospitals and health systems to reduce their penalty risk. This session will review the preparation necessary to facilitate transitions in care and to sell the advantage to potential partners; identify the elements in a home health package, creating financial and clinical advantages to health systems; the metrics for assessing the effectiveness of the home health agency’s packaged product to the health system; and the internal metrics for assessing costs & financial viability.

The primary objective of this session is for participants to recognize the importance, value and opportunity of partnering with health systems for transitioning patients to post-acute settings. The session will begin by reviewing provisions of the Affordable Care Act that have a financial impact on hospitals due to preventable early readmissions and follow with home health best practices that can help reduce re-hospitalization rates. The session continues with a description from one provider’s perspective and their development of such a program. Lastly, metrics will be reviewed for measuring the financial and the clinical benefits of a care transitions package. Speaker: **Karen Vance, OTR**, BKD CPAs & Advisors, LLP (1.25 clock hours Administrator/alternate; 1.25 contact hours continuing education for nurses)
Thursday, April 23: General Sessions

1:15 - 2:15 pm

General Session - Benefits Integrity
Benefits integrity has been a major focus of Health and Human Services (HHS) Secretary Kathleen Sebelius and President Obama’s administration. This panel will include representatives from the FBI, DOJ, OIG and CMS to discuss their efforts to root out fraudulent providers of healthcare. Over a period of 12 months in 2012 the federal government recouped $4.2 billion from fraudulent healthcare providers. From 2010 through 2012 the Health Care Fraud and Abuse (HCFAC) Program obtained $7.90 for every dollar spent on healthcare fraud and abuse investigations. And in a report this past year the Office of Inspector General (OIG) of HHS was critical of current efforts, stating that Recovery Audit Contractors and CMS have not been aggressive enough in their pursuit of abuse. Speakers invited from: **Department of Justice (DOJ), Federal Bureau of Investigation (FBI), Office of Inspector General (OIG) and the Centers for Medicare and Medicaid Services (CMS)** (1.0 clock hour Administrator/alternate)

2:30 - 3:30 pm

General Session - Hangin’ Tough - Gaining a Seat at the Health Care Table
Barbara McCann, Chief Industry Officer at Interim Healthcare, sees the big picture for healthcare and homecare. Barbara will help attendees gain a better understanding of home care’s place within a changing healthcare environment. In this session you will discover opportunities that ensure home care’s seat at the table as a vital player, and an effective voice. Prior to joining Interim Barbara was executive director of accreditation, plan performance, and clinical management alliances at the Blue Cross Blue Shield Association. She designed and implemented the association’s first national medical management alliance with the American Geriatrics Society, and created the Blue Cross Blue Shield national performance database, including HEDIS, and the first HMO report cards for national accounts. She has also held positions with Caremark and was director of home health and hospice accreditation at Joint Commission. Speaker: **Barbara McCann**, Interim HealthCare (1.0 clock hour Administrator/alternate; 1.0 contact hour continuing education for nurses)

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**Continuing Education Information**

**Home Care Administrators/Alternates:** This program meets continuing education requirements for Home Care Administrators and Alternates under Oklahoma and Texas Licensing regulations.

**Nurses:** Contact hours will be awarded for the successful completion of this program through the Louisiana State Nurses Association (LSNA), an accredited approver of continuing nursing education (CNE). The Home Care Association of Louisiana is an approved provider of continuing nursing education by the Louisiana State Nurses Association, an accredited approver by the American Nurses Credentialing Center’s Commission of Accreditation.

**Social Workers:** State Board of Social Work Examiners, approved provider #1230, expiration date November 30, 2014. Contact information for TSBSWE: Mail Code 1982, PO Box 149347, Austin, Texas 78714-9347. (Those required SW credit need to check-in at the conference registration desk)

*The display of commercial products does not imply American Nurses Credentialing Center’s Commission on Accreditation approval or endorsement of any commercial product.*
Speakers

Charles Canaan, RN, BSN, MPH, Columbia, SC, has over 20 years of diverse nursing experience in a variety of healthcare settings, to include inpatient, outpatient, home and organizational settings. His education includes a Bachelor of Science Degree in Nursing from Old Dominion University in Norfolk, Virginia and a Master of Public Health Degree in Health Promotion and Education from the University of South Carolina. He currently provides education and consultation to new Medicare providers and those with learning needs.

Scott Carbonara has held nearly 30 jobs since his first paper route when he was 8-years old. But he has spent much of the last 25 years practicing just one calling: he challenges people to imagine and create better lives for themselves and those around them. Scott is known as The Leadership Therapist, as he draws on his diverse background. He started his career serving as a crisis intervention counselor serving the most at-risk youth and their families, where he was awarded Family Therapist of the Year for the State of Michigan. Later, he transitioned to corporate America, where he served in a senior executive role as chief of staff for a multibillion dollar company and initiated changes that drastically improved attrition and customer loyalty scores—saving his company millions of dollars. Today, he is an international speaker, trainer, and management consultant specializing in Leadership. He is also the author of four leadership books, including A Manager’s Guide to Employee Engagement. Throughout all his work, Scott aims to bring authentic leadership to life from the boardroom to the family room.

Robert A. Fazzi, PhD, is the founder, President and Managing Partner of Fazzi Associates. A recognized futurist, Bob brings a strong passion for the mission and vision of home care. Bob has been involved in home care for thirty years and has led numerous operational and best practice research studies. Bob was: Co-Director of the 3M National OASIS Integrity Project and the Briggs® National Quality Improvement/Hospitalization Reduction Study; co-director of the Philips National Study on the Future of Technology and Telehealth in Home Care; is co-director of the Philips/NAHC National Home Care Chronic Disease Project; and is now co-director of the Delta National OASIS-C Best Practices Study.

Kathleen Hessler, RN, JD, As Director of Compliance & Risk for Simione Healthcare Consultants, Ms. Hessler is responsible for project management and developing the compliance and risk team nationwide. She provides compliance and risk assessments and record and claims audits for post-acute care multi-agency companies, individual agencies and long term care facilities. In addition to her degrees in law and nursing, Ms. Hessler holds two Certificates in Health Care Ethics. For more information please see www.simione.com and review consultant portal.

Marilyn Jeske, BA, is a graduate of Coker College with a degree in Business Administration. Marilyn has worked for Palmetto GBA for more than 20 years in various departments. She currently serves in the role of a Senior Ombudsman in Palmetto GBA’s Provider Outreach and Education department. She works as a liaison between the provider community and CMS. Marilyn provides coverage and billing guidelines to Medicare providers within the Jurisdiction 11 Medicare Administrative Contractor (MAC) for Part A, Part B and Home Health and Hospice. Marilyn also writes and publishes articles for Palmetto GBA’s Web site.

Aaron Little, CPA has over 15 years of experience with BKD and oversees the operations of BKD Health Care Billing Services, a special team that manages the billing and revenue cycle operations for more than 100 home care, hospice and senior living organizations throughout the nation. A CPA and leading national home care and hospice consultant, he routinely consults with clients on matters relating to benchmarking, billing and revenue cycle operations, compliance, cost reports and operations. Aaron is a frequent speaker at national, regional and state home care and hospice events and is routinely quoted in industry periodicals.
Barbara McCann, Chief Industry Officer. Barbara joined Interim HealthCare Inc. in 1998. As Chief Industry Officer she represents the company in many public, government and private sectors bringing a home care voice to the table. She has a diverse background working with Blue Cross and Blue Shield, Caremark International and the Joint Commission.

Liz Pearson, JD, of Fort Mitchell, KY provides legal expertise to small health care providers. Ms. Pearson understands the business of health care and the problems owners and managers face in day to day operations from simple criminal record check issues to more difficult Medicare post-payment audits. Her consulting and providing legal counsel, primarily home care providers, includes corporate formation, merger & acquisition, contracting, Medicare/Medicaid compliance and assistance with regulations and laws, state licensing issues including certificate of need, contracts, and employment law compliance. Ms. Pearson also led counsel in class action of HHA’s against state of Ohio, lead counsel in overtime pay litigation, frequent presenter on Medicare compliance and employment law compliance for state and national trade associations.

Laurie Salmons, RN, BSN, Clinical Consulting Manager Ms. Salmons specializes in episode management, disease management, and performance improvement. She is currently a manager in McBee Associates' LUPA rate reduction practice. She previously served as a national director for disease management at Amedisys. Ms. Salmons co-authored the book, OASIS-C Process Measures: A Program for Best Practices Implementation, and has written articles appearing in the Remington Report as well as several educational series for Beacon Health. She is a regular speaker on outcomes improvement at home health conferences across the country.

Mark Sharp, CPA is a Partner with BKD’s National Health Care Group and serves as the firm-wide leader of BKD’s Center of Excellence for Home Care and Hospice Services. He has more than 20 years of experience assisting home care and hospice providers with strategic planning, financial management, audits, accounting, cost reports, operating budgets, agency start-up and mergers and acquisitions. As a nationally recognized home care consultant, Mark serves on the Home Care and Hospice Financial Managers Association’s Advisory Board, and chairs its Payment and Reimbursement Committee. He frequently presents workshops on various home care and hospice topics at national, regional, and state home care conferences. He has authored many industry articles and is regularly quoted in industry periodicals such as Eli’s Home Care Week, Hospital Home Health, and Home Health Line.

Mary St. Pierre Before retiring, Ms. St. Pierre oversaw the operations of the Regulatory Affairs Department of the National Association for Home Care & Hospice (NAHC), tracking regulations and influencing regulatory bodies (HCFA, FDA, OSHA). She prepared educational programs, presented speeches and programs and kept the membership abreast of regulatory and clinical information through articles in the NAHC publications. Ms. St. Pierre had 26 years experience as a home care nurse, clinical supervisor and manager within a large metropolitan home health agency prior to joining NAHC in 1993. After joining NAHC, she presented educational programs across the nation on various topics pertinent to home care. Since retirement from NAHC, she provides home health consulting services.

Joseph Taylor As Technical Director of Transitional Tele-Health for Texas Medical Enterprises Mr. Taylor has accumulated over 450,000 hours of patient monitoring data. He has overseen Tele-Health Monitoring programs for some of Texas' largest healthcare companies as well as pioneering Texas' first Hospital-Based Transitional Tele-Health Monitoring Programs. As a second generation healthcare professional, he has seen many changes throughout the years and is a strong proponent of telehealth, both for the augmented level of care it provides its participants as well as the incredible wealth of information it can deliver to those who administer and oversee this care.
Steve Telles, CPA, FHFMA works with Home Health and Hospice agencies to improve financial performance and clinical outcomes through Clinical and Business Office Process Improvement, Staff Education and Financial Benchmarking, Operational Management of Key Performance Indicators, Cash Flow and Accounts Receivable Management, and Accounting, Financial and Cost Reporting. Steve brings over 25 years of home health experience. This includes 7 years operational experience as CFO with the largest home health and hospice in New Mexico. Steve is a Certified Public Accountant, Registered in Colorado and New Mexico.

Karen A. Vance, OTR has been with BKD Health Care Group since 2003, delivering clinical and operational consulting services to home care providers. She also provides reimbursement and compliance consulting services and helps home care providers establish and maintain quality management practices. With home care experience since 1981 as a provider, clinical and regulatory manager, Karen has presented home care seminars since 1988 for national, state and regional health care associations and industry media organizations.

Laura B. Waddle, RN, MS, HCS-D, of Dallas, TX, is an Educational Consultant for Foundation Management Services with over 30 years of experience in nursing education. She has been in home health since 2004 starting as a field nurse and progressing to Director of an agency prior to assuming the role of Educational Consultant. Working closely with Coding To Go she has the opportunity to participate in active coding of home health episodes as well as becoming familiar with documentation by many home health agencies.

ENJOY THE “BIG D”!

Take advantage of the incredible discounted rate of $139/night at this conveniently located hotel less than 3 miles from the renowned Galleria Dallas shopping complex. The Intercontinental Hotel puts you minutes away from more than 200 shops, restaurants and attractions. In addition to shopping right down the street, the Dallas area also has a variety of entertainment to offer including:

- George W. Bush Presidential Library
- Dallas Arboretum & Botanical Garden
- Six Flags Over Texas
- Texas Rangers Baseball
- JFK Museum & Memorial
- Dallas Zoo
- Dallas World Aquarium
- Dallas Museum of Art
SWRHCC&E Full Registration includes:
- Keynote presentation
- Educational workshops
- Listed meal functions and refreshment breaks
- Entrance to Exhibit Hall
- Conference bag

*Note: Registration for off-site event is optional.

**HOW TO REGISTER:**

**Online:** Go to the TAHC&H website www.tahch.org, click on Education. You can register with your credit card by setting up an online account!

**By Fax:** Just fax the completed registration form with your workshop choices, credit card number, expiration date, and signature to Katie Mills at (512) 338-9496.

**By Mail:** Complete the registration form, including workshop choices, and mail registration and payment to:
Texas Association for Home Care & Hospice
3737 Executive Center Drive, Ste 268
Austin, TX 78731

*Note: Registration forms received without payment will not be processed.*

**Regular Rate:** Applies to all registrations received 3/26/14 thru 4/15/14.

**On-site Registration Rate:** Applies to all registrations received on or after 4/16/14. On-site registrations will be handled based on available meeting room capacity at the Intercontinental Hotel Dallas. Onsite registration takes time...please be prepared for delays. We encourage you to register in advance to save time and money. Onsite registration cannot be guaranteed due to room capacity limitations.

**Transfer Policy**
Registrations may be transferred to other individuals only through written request. Please note: Registrations may not be split among two or more persons. To transfer registrations contact Katie Mills via email at katie@tahch.org.

**Cancellation Policy**
Please see facing page for cancellation policy.

*Note: Non-exhibiting vendors registering to attend the conference will not be allowed to solicit in the exhibit hall.*

**Registration Questions:** Email Katie Mills at katie@tahch.org, or call her at 800-880-8893.

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**Travel Information**

**Hotel Information:** The host hotel is the Intercontinental Hotel located at 15201 Dallas Parkway, Dallas, TX 75001. The conference group rate of $139 single/double, $159 triple is available for a limited number of rooms and will expire on Tuesday, April 8, 2014. Make your reservations by calling the Intercontinental at (972) 386-6000. This is a smoke free hotel.

**Shuttle:** Ground transportation is available from both DFW International Airport and Love Field airports. The DFW airport is located approximately 20 miles from the hotel. Taxi fare is approximately $45 and Super Shuttle service is approximately $18 per person, one way. Love Field airport is located approximately 11 miles from the hotel. Taxi fare is approximately $30 and Super Shuttle service is approximately $18 per person, one way.

**Parking:** Self-parking is complimentary at the Intercontinental Hotel.
Southwest Regional Home Care Conference & Exhibition

EXPANDING POSSIBILITIES

April 23-24, 2014, Intercontinental Hotel, Dallas, Texas

Feel free to make copies of registration page for additional attendees.

Name & Credentials (please print clearly)

Title

Email (required for registration confirmation)

Agency

Address

City, State, Zip

Phone Fax

Yes, I have special assistance or dietary needs. (Please attach a written description of your needs.)

Method of Payment

- Check enclosed payable to TAHC&H
- Amex
- Discover
- MC
- Visa

Card # exp. date

Name on card signature

Step 1

Step 2

Step 3

Choice concurrent workshop preferences:

Wed. Apr 23, 10:00 - 11:15 am  1a  1b  1c
Wed. Apr 23, 11:30 am - 12:30 pm  2a  2b  2c
Wed. Apr 23, 1:30 - 2:45 pm  3a  3b  3c
Wed. Apr 23, 3:00 - 4:00 pm  4a  4b  4c
Thur. Apr 24, 10:15 - 11:30 am  5a  5b  5c

TopGolf
Optional Offsite Event Tickets: ___ @ $40 each

Total Due: $

Step 4

Important Registration Information

- Registrations received without payment will not be processed.

- Concurrent sessions are structured so you can pick and choose programs that are of interest to you. Check preferred workshops, only ONE per time slot please. Failure to check workshops will delay registration.

- Registrations may not be split among 2 or more persons.

TO RECEIVE THE MEMBER RATE, check the association of which you are a member. Each state association will receive a percent of the proceeds based on attendees from their state.

- HCLA (LA)
- OAHC (OK)
- NMAHC (NM)
- TAHC&H (TX)

SWRHCC&E Conference Rates

<table>
<thead>
<tr>
<th>Early Bird (received 3/25/14)</th>
<th>Regular Rate (received 3/26/14-4/15/14)</th>
<th>On-Site Rate (received on or after 4/16/14)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member, Full Conference</td>
<td>$390</td>
<td>$410</td>
</tr>
<tr>
<td>Member, April 23 (one day)</td>
<td>$275</td>
<td>$295</td>
</tr>
<tr>
<td>Member, April 24 (one day)</td>
<td>$195</td>
<td>$215</td>
</tr>
<tr>
<td>Non-Member, Full Conference</td>
<td>$590</td>
<td>$615</td>
</tr>
<tr>
<td>Non-Member, April 23 (one day)</td>
<td>$425</td>
<td>$445</td>
</tr>
<tr>
<td>Non-Member, April 24 (one day)</td>
<td>$345</td>
<td>$365</td>
</tr>
</tbody>
</table>

HCLA (LA)  OAHC (OK)  NMAHC (NM)  TAHC&H (TX)

SWRHCC&E is green!
Handouts will be available at www.tahch.org/handouts before the meeting to enable you to download to your mobile device or print and bring with you. Printed handouts will not be provided at the meeting.

Cancellation Policy
If you must cancel your reservation for any reason, notify TAHC&H, Attn: Katie Mills via fax or email (katie@tahch.org). Refunds for hotel, airline, and/or any other expenditures must be directed to those individual companies. A 90% refund will be given if written request is received on or before 4/16/14. A 50% refund will be given if a written request is received 4/17/14 thru 4/22/14. No refunds will be made the day of the conference or after.

Register by mail ☑️, fax ☑️ or online ☑️.

Texas Association for Home Care & Hospice

3737 Executive Center Drive, Ste. 268  Austin, TX 78731  (800) 880-8893  (512) 338-9496  www.tahch.org
Conference Highlights

- 4 Star Hotel just minutes from Galleria Mall
- Exhibit Hall
- TopGolf Offsite Event
- Up to 9.75 clock hrs for administrators
- Up to 8.75 contact hrs for nurses

Education on these and more:
- Palmetto GBA
- ICD-10-CM
- Face-to-Face
- Care Transitions
- Benefits Integrity
- Latest home care trends and more!

Who Should Attend?

- Owners
- Administrators
- Managers and DONs
- Nurses and Therapists