

The Association for Home & Hospice Care of North Carolina



Home Care & Hospice

...for All Seasons

38th Annual Convention & Exposition
Sheraton Imperial Hotel & Convention Center
May 3-5, 2010
Raleigh - Durham, NC

2010
Home Care & Hospice
Expo

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...for All Seasons

“One large, effective, caring community..”



AHHC's 38th Annual Convention & Exposition

May 3-5, 2010 - Sheraton Imperial Hotel & Convention Center
Durham, North Carolina (Research Triangle Park)



Home Care & Hospice...for All Seasons

On behalf of the Association for Home & Hospice Care of North Carolina's Board of Directors and its Professional Development Committee, we would like to invite you to our **38th Annual Convention & Exposition!** Since its inception in the early 1970's, through the vision of a small group of nursing supervisors, the Association and its Board of Directors have worked diligently over the years to bring together providers from all auspices into one large, effective, caring community. **Take a look - we have several new events and opportunities planned for you at the Convention this year!! You will not want to miss this year's educational opportunities on May 3rd and 4th** for home care, home health & hospice providers offering the practical, valuable, and timely information you need now; numerous **networking opportunities** with your peers; **new products and services highlighted at the largest tradeshow of its kind in the southeast, a seated Awards Luncheon, a New General Session and a President's Gala!** We are also pleased to welcome Dr. Steven Landers who was the 2009 recipient of the NAHC *Physician of the Year* Award. He recently presented at the 2010 CMS Home Health Quality Improvement Summit on the role of home health in improving health care quality where he was very well received.

And, new this year, is the *Home Health & Hospice Executive Summit* on May 4th and 5th featuring Bill Dombi from the National Association for Home Care & Hospice and Lisa Remington from the *Remington Report!*

AHHC's conference fees are among the lowest in the South East - **when you invest your educational dollars in this Convention, 100% of your investment is returned to you in your association services!** Take a look at the educational content. We think you will agree that this conference, in your backyard, is of national caliber!

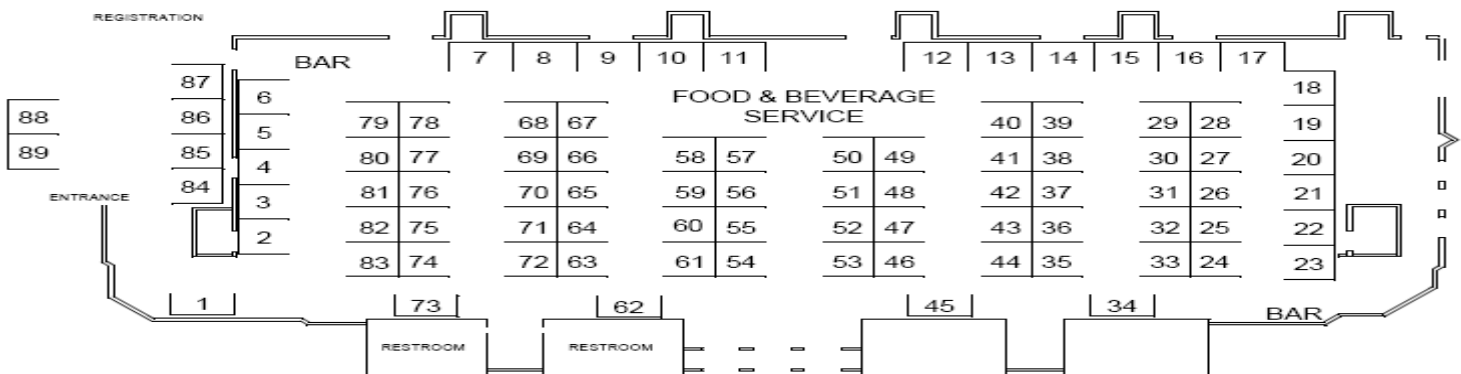
With best regards!

Jane Miles, MSN, President, AHHC & AHHC's Professional Development Committee

AHHC's 2010 Exposition

AHHC has brought together an impressive array of leading suppliers of home care and hospice goods, services, and technology companies to exhibit at this year's tradeshow. Numerous companies will display the latest developments in the various product and service categories. Find out what is new, and how these products and services can help your agency succeed while making your job easier! Plan to network with the representatives of the exhibitors while enjoying heavy hors d'oeuvres during the *Grand Opening Exhibit Hall Reception* on May 3rd and breakfast and lunch on May 4th! Be sure to bring your business cards to optimize your networking opportunities!

2010 EXPOSITION FLOOR PLAN



Convention Keynote & Seated Awards Luncheon

Join your colleagues and friends for this very special event in which AHHC celebrates and honors your continued efforts and dedication to providing compassionate, high quality care. Although every individual in home care and hospice is dedicated to this mission, there are often a few individuals who stand out as performing extra-ordinarily within their organization and community. And, we are very pleased to have **Liz Jawiec** a nationally known speaker and author with us to deliver the keynote. Liz received outstanding evaluations at AHHC's fall *Leadership Conference* with her keynote on *Liking Leadership*. **We warmly welcome her back to North Carolina to present our Conference keynote on *Promoting Pride in Healthcare!***



*An Invitation from
AHHC President
Jane Miles, MSN
and AHHC CEO
Tim Rogers*

Please join us at the Monday,
May 3, 2010
General Session & Award's
Luncheon!
11:30 a.m. to 3:00 p.m.



Promoting Pride in Healthcare

**Imagine a Workplace Where Almost Everyone
Felt Proud of the Work They Did!**

In this presentation Liz focuses on her passion, restoring pride in healthcare. **She believes that one of the biggest crises that we face is that people working in healthcare no longer feel heroic.** The discussion will begin with understanding that the first step we need to take is to make sure that people on our teams know how to embrace and receive compliments and recognition. Using real-life examples and anecdotes from her bestselling book, "*Eat THAT Cookie!*" she will provide insights about eliminating victim thinking at all levels of the organization including executives and leaders. Liz will describe the commitment necessary and some simple strategies to drive out negativity and make the work place better. She concludes with a straightforward approach to the connection between recognition, engagement and pride as she reminds us to focus on the strengths of individuals and our abilities of our teams to work together in order to make a difference in people's lives.

Liz Jazwiec is a nationally renowned speaker, strategist and author who has shared her passion for leadership, engagement and service with audiences across the country. She's also been a longtime hospital officer who helped raise service scores at Chicago, Illinois' Holy Cross Hospital from the 5th to the 99th percentile in just a few years. Her work as vice president of patient care and as the director of emergency services was one of the key reasons Holy Cross won Fortune Magazine's Enterprise Award for Best Business Practices in 1996. **Today, she uses that expertise to inspire other organizations interested in building a culture where excellence is driven by strong leaders and engaged employees. You're sure to enjoy her creative and viable suggestions for addressing some of the difficult issues facing organizations today.**

PRESIDENT'S GALA * May 3rd

3rd Annual Hearts A Fire Casino Night

to support AHHC's *Foundation for Community Based Care*

For ticket information visit www.homeandhospicecare.org or call 919-848-3450



And...a New General Session on Tuesday, May 4th



Tuesday, May 4th – 8:00 a.m. to 9:30 a.m.

General Session

The Current State of the Home Care Industry

Dexter Braff, MBA, President, The Braff Group

Dexter Braff will examine the state of the home care industry from multiple perspectives – providers, patients, payors, policy, the investment community, and others by discussing:

1. The early impact of PPS reforms on the operating clinical and financial health of Medicare providers; and, 2. The growing Medicaid crisis and how these fiscal challenges may affect services in the future. He will look at the growing private duty sector and how this niche fits within the overall home care continuum. Mr. Braff will examine trends in Hospice services, and why a change in reimbursement methodology is not only necessary, but could be extremely beneficial to providers in the long term. And finally, he will analyze how the investment community views the sector, and why this is important to the industry as a whole. This promises to be a lively, informative, and interactive session that will set the stage for many of the sessions to follow.

Dexter has more than 18 years of experience in health care mergers and acquisitions.

Prior to forming The Braff Group, he was an associate and senior appraiser with Telesis Mergers & Acquisitions.

He also served as regional Director of Finance for Foster Medical Corporation.

Dexter has written numerous feature articles on merger and acquisitions and finance and has authored the chapter on Home Health Care Valuation in the Handbook of Business Valuation published by John Wiley & Sons. Additionally, Dexter is a frequent speaker at major industry conferences and state association meetings. Dexter holds an MBA from the University of Pittsburgh and received the Vincent W. Lanfear Award for academic achievement.

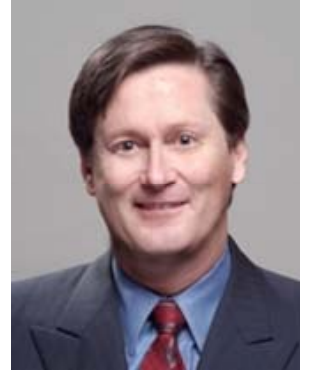
And...Leading National Speakers at AHHC's Home Health & Hospice Executive Summit May 4th and 5th!

Tuesday, May 4th – 5:30 p.m. Social Networking & Dinner

6:30 p.m. to 8:30 p.m. Keynote

**William A. Dombi, Vice President for Law,
Director of the Center for Health Care Law, NAHC**

Opening the Home Health & Hospice Executive Summit, Bill Dombi will provide essential information regarding legislative, regulatory, and legal issues in the home care and hospice industry. Attendees will learn the status of pending national legislation affecting Medicare, Medicaid, and other items of vital importance to the future of home health, home care & hospice.



.....Bill Dombi specializes in legal, legislative, and regulatory advocacy on behalf of patients and providers of home health and hospice care. With over 30 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, and the institution on Medicare PPS for home health in 2000. With litigation, Dombi was lead counsel in the landmark lawsuit that reformed the Medicare home health services benefit, challenges to HMO home care cutbacks for high-tech home care patients, lawsuits against Medicaid programs for inadequate payment rates, a nationwide class action against then-HCFA for its failure to enforce the federal HMO Act, and litigation directed against the "Interim Payment System" for the Medicare home health benefit. In addition to litigation, Bill offers extensive community and professional educational services through lectures, publications, teleconferences, and videos. He is the Editor and lead author of *Home Care & Hospice Law: A Handbook for Executives*, the only comprehensive legal treatise on the topic. His lectures include market trends in home care, compliance risk management, patient rights, fraud and abuse, health care reimbursement, legislative and regulatory reforms, and legal issues in telehealth services. Bill Dombi is admitted to practice in Connecticut and Washington, DC. He is also admitted to numerous federal courts, including the US Supreme Court and several Courts of Appeals. He serves on the Advisory Board for BNA's *Health Law Report* and *Medicare Report*. Bill also is a longstanding member of the American Health Lawyers Association and the American Bar Association.

Wednesday, May 5th - 9:00 a.m. to 11:15 a.m.



**Lisa Remington, President, Alliance for Integrated Value-Driven
Healthcare and Publisher, *The Remington Report***

Lisa Remington will provide the most in depth, up-to-date information on trends across the health care delivery system such as: factors impacting home health and hospice market share; new "untraditional" business partners; technology expansion across the health care delivery system; care transition opportunities for post-acute providers; value based purchasing; chronic care management; payment reforms in Medicare and Medicaid such as accountable care organizations and global payments; and, potential partnerships. This presentation will provide you with knowledge to develop your agency's strategy for 2010 and beyond!

Lisa Remington is President of The Alliance For Integrated Value-Driven Healthcare and Publisher of The Remington Report. With over 20 years of healthcare expertise, Ms. Remington has become nationally known for a 100% accuracy rate for forecasting healthcare's emerging trends. This unique knowledge base allows her to provide integrated, value-driven solutions across the healthcare delivery system from hospital to post-acute services.

Ms. Remington facilitates Board and management retreats on strategy, transformational leadership, emerging trends, and value-driven integrated delivery models. Her national education programs, conferences, webcasts and peer networking work groups provide proactive solutions for organizations to attain best performance and optimal growth for a sustainable future. www.remingtonreport.com

Educational Activities

Monday, May 3, 2010- Educational Activities 9:00 a.m. – 11:15 a.m.

A-1 Improving Home Health & Hospice Using Lean Principles

For: Home Care, Home Health & Hospice Administrators, Directors, Supervisors and QI Staff

Speakers: Susannah P Godwin, Lean Healthcare Specialist, North Carolina State University & Gene Smith, Lean Healthcare Product Leader, North Carolina State University

Description: Lean is relatively new to healthcare! Come learn what the entire buzz is around this new, innovative approach to process improvement in healthcare organizations. This exciting, interactive course will discuss the quality improvement system known as Lean Healthcare. You will learn the key principles and tools to lean healthcare, from Value Stream Maps to 5S. Also learn how these tools are implemented in healthcare organizations and what the expected benefit to your organization can be when they are used correctly. A hands-on activity will help introduce Lean principles and tools. This course requires no prior experience or knowledge of Lean, just a willingness to look at what you do in a little different light. Home Health & Hospice Administrators & Directors will share in the discussion regarding Lean implementation in their agencies. **Any agency, no matter the type of services provided, can benefit from understanding Lean Principles.**

A-2 Hospice - Palmetto GBA 2010 Medicare Hospice Workshop Sessions

Investigating the Basics of Medicare - Morning Session

For: Hospice Providers, Administrators, Billers, Nurses & other Professionals

Speakers: Representatives from Palmetto GBA

Description: Palmetto GBA is pleased to announce the 2010 “Investigating the Basics of Medicare” workshop sessions. These sessions are designed for both new to Medicare and intermediate billers, administrative staff and clinicians to equip them with the tools they need to be successful with Medicare billing, Medical Review and documentation. **The presenter in the morning session will focus on the following for Hospice providers: Medicare Updates; Key Coverage and Billing Issues; Departmental Processes at Palmetto GBA – “How does Palmetto GBA Work?” ; Recovery Audit Contractor (RAC); Identifying and Utilizing Important Resources; and, Tools Available for Providers**

A-3 Achieving Efficiencies in Back Office Staffing & Structure

For: Home Health CFOs, Financial/Billing Supervisors, and Billing Staff

Speaker: Melinda A. Gaboury, CEO, Healthcare Provider Solutions, Inc.

Description: Join us for a presentation by one of AHHC’s very popular home health speakers, Melinda Gaboury. Ms. Gaboury will assist home health management and financial staff in: identifying the cost indicators that must be understood in making operational decisions regarding back office staff; developing billing department performance measures; and, identifying statistical data that is key in establishing cost per visit/episode information for the agency from the annual Medicare cost report.

A-4 How to Integrate Social Media into Your Marketing Strategy - Facebook, Twitter, LinkedIn, Oh My!

For: All Attendees – IT Staff; Development Staff, Marketing Staff & Clinicians

Speakers: Kara Osborne BS, MIS, MBA and Mike Ferris, Director, Simone Consultants

Description: Is Social Media part of your marketing strategy? It should be! Find out how hospice and home care agencies are using social media as part of their marketing strategy and how to create an effective presence in the already crowded social media marketplace. Participants will leave armed with the tools and resources they need to establish a presence in the social media marketplace; able to discern effective methods for creating a powerful social media presence; and, strategies for driving increased agency exposure, including search engine optimization.

A-5 Risk Management Initiatives That Every Home Care Organization Should Have In Place

For: Administrators, CFOs, Directors, Supervisors, Compliance and Human Resources

Speakers: Richard Todd, CRM, CIC & Sonya Conner, RN BSN, BB&T Insurance Services – Healthcare Services Group

Description: Whether we are concerned about our human, physical, electronic or intellectual assets or the liability exposures that we create as we daily open our doors for business, every organization should have plans in place to eliminate or minimize the risks that are created as we daily take care of our clients. Risk Management is much broader than just “purchasing insurance.” It involves choosing when (and if) to enter a business segment, identifying exposures that could devastate your organization, appropriately managing the risks that you choose to take and transferring the risks that are simply too great. Risks can be managed! In this session, we will look at how the risk management process applies to a handful of the major risks that we face as home care organizations. We will focus on how to apply the principles of Risk Management to your individual settings and challenges. We hope you will join us!

A-6 Update on Health Care Fraud and Abuse

For: All Attendees

Speakers: Ken Burgess, JD, Poyner Spruill, Moderator; Christopher P. Brewer, JD, Poyner Spruill; Assistant US Attorney (TBA); and NC Medicaid Investigations Unit Attorney (TBA)



Description: Panelists at this session will provide essential information regarding recent statutory and regulatory changes, and significant legal decisions, in the area of health care fraud and abuse. The panel will discuss current federal and state legal issues and enforcement trends affecting home care, home health and hospice providers. Discussion topics will include effective compliance practices and guidance on how to prepare for and respond to investigations and audits by enforcement authorities.

Monday, May 3, 2010 - Educational Activities 3:00 p.m. – 5:00 p.m.

C-1 A Home Care Operations Analysis – Mileage/Leasing/Purchasing Options

For: Administrators, CFOs and HR staff

Speaker: Keith Arbuckle, President/CEO, Home Care of the Carolinas

Description: Administrators and CFOs are always interested in analyzing current operations and policies to determine if the current way we are doing business is the most cost efficient/effective way of doing business. Faculty for this session will provide an analysis conducted in their own agency related to transportation expense and provide comparisons of mileage reimbursement (IRS rate); mileage reimbursement (floating scale), company owned vehicles; leased vehicles and combinations thereof.

C-2 Hospice - Palmetto GBA 2010 Medicare Hospice Workshop Sessions

Investigating the Basics of Medicare - Afternoon Session

For: Hospice Providers, QI & Compliance Staff and Clinicians

Speaker: Charles Canaan, MPH, RN, Provider Educational Consultant, Palmetto GBA

Description: As part of Palmetto GBA's 2010 "Investigating the Basics of Medicare", Mr. Canaan in the afternoon session will focus on: the Hospice Election and Screening Process; the Changes in the Physician Certification Requirements; an Update of Covered Services; the Going Beyond Diagnosis® Concept; the Hospice Adult Failure to Thrive LCD and How To Document To Support the Terminal Prognosis; the Palmetto GBA Medical Review Process and the Process of Requesting Medical Records; and, the Top Medical Review Denials and How To Avoid Them.

C-3 The Home Health Quality Improvement National Campaign: An Evolution of Care

For: Home Health Leadership, QI personnel, Home Health Staff

Speaker: Cindy Sun, MSN, ANP, HHQI RN, Project Coordinator, HHQI National Campaign, WVMi & Quality Insights

Description: As a home health provider, have you wondered if there are any fresher insights to Best Practices that would help your agency decrease Acute Care Hospitalization rates and Oral Medication Management? Have you wondered how other agencies around the country are addressing these issues? The HHQI national campaign is a CMS funded project with the overall theme of *Evolution of Care*. This discussion will review how the campaign can impact the quality of care home health patients receive. Examples of the Best Practice Intervention Package resources and tools will be reviewed. The session will allow for individual agency self-assessment and sharing of best practices and will include strategies in making data more meaningful.

C-4 Creating Strategic Partnerships with Referral Sources

For: Development Staff and Marketing Staff

Speaker: Nikki Knotts, MA, Director of Business Development, WellCare Health

Description: Doctors and patients prefer to work with those whom they know. They might know you from a previous work place, church, or recreational activities and this gives you the edge when it comes to getting future referrals. But the key to a successful marketing program recognizes the difference between strategic partnerships and personal relationships. Faculty will discuss: identifying your brand; your plan for a successful marketing campaign; creating differentiation and problem solving opportunities with your referral base; managing the sales call process; and, mentoring your marketers to establish long term relationships with your brand.

C-5 The Freak Factory: Making Employees Better By Helping Them Get Worse

For: Administrators, Directors, Supervisors, HR staff

Speaker: David Rendall, Ph. D, The Freak Factory, Rendall & Associates

Description: Most current management practices—trying to improve employees' work habits, weaknesses, and attitudes—actually have a counter-productive effect. So how do you get more out of your employees? You start with their flaws—but don't try to improve them. Instead, use them as clues for what they'd be best-suited for doing. David's provocative and counter-intuitive talk will show you how to achieve peak performance—and create a positive, engaged workforce.

C-6 New State Initiatives on the Home Care Horizon

For: Home Care Directors, Supervisors, QI & Compliance Staff

Speakers: Robb A. Leandro, JD, Parker Poe

**Tracy Colvard, Director of Government Relations & Public Policy
& Kathie Smith, RN, Director of Quality Initiatives & State Liaison, AHHC**

Description: What State initiatives are likely to impact your home care operations and patient care? Attend this session and hear highlights including NC's plans for NC Community Care; Consolidated Case Management; the latest Medicaid PCS initiatives; upcoming aide initiatives; NC NOVA enhanced payments; Medicaid enrollment changes; surety bonds and NC's initiatives on Aging & Disability Resource Centers (ADRCs).



Tuesday, May 4, 2010 – General Session

Tuesday, May 4th, 8:00 a.m. to 9:30 a.m. * D: General Session – All Attendees

The Current State of the Home Care Industry - Dexter Braff, MBA, President, The Braff Group

Tuesday, May 4, 2010 - Educational Activities 9:45 a.m. – 11:45 a.m.

E-1 Home Health - Palmetto GBA 2010 Medicare Home Health Workshop Sessions

Investigating the Basics of Medicare - Morning Session

For: HH Providers, Administrators, Billers, Clinicians and other healthcare professionals that submit claims to Medicare

Speakers: Representatives from Palmetto GBA.

Description: Palmetto GBA is pleased to announce the 2010 “Investigating the Basics of Medicare” workshop sessions. These sessions are designed for both new to Medicare and intermediate billers, administrative staff and clinicians to equip them with the tools they need to be successful with Medicare billing, Medical Review and documentation. **The presenter in the morning session** will focus on the following for Home Health providers: Medicare Updates; Key Coverage and Billing Issues; Departmental Processes at Palmetto GBA – “How does Palmetto GBA Work?”; Recovery Audit Contractor (RAC); Identifying and Utilizing Important Resources and Tools Available for Providers.

E-2 Hospice Regulatory Update and the Comprehensive Interdisciplinary Assessment

For: Hospice Administrators, Directors, CFO's, Supervisors, Compliance Officers, QI and Clinical Staff.

Speakers: Michael C. Hale, BSN, JD, Attorney of Counsel, Poyner Spruill, LLP and Susan M. Bruno, MSW, ACSW, LCSW, Director Institute Outreach, Suncoast Institute

Description: The hospice industry began to experience significant regulatory changes in 2008 with the revised Hospice Conditions of Participation as well as increased scrutiny from the Centers for Medicare & Medicaid Services and Office of Inspector General. In addition, the Medicare Payment Advisory Commission (“MedPAC”) issued a detailed report in early 2009 recommending a number of changes designed to increase hospice accountability and payment reform. In the Hospice Regulatory Update, we will examine the on-going impact of the Hospice Conditions of Participation, including any amendments to the Conditions of Participation, along with other new or revised statutes or regulations that impact hospices directly and indirectly. We will also review pertinent reports, recommendations and case law impacting hospice providers in 2010 and discuss future industry trends..... **The comprehensive assessment, a provision of the Hospice Medicare Conditions of Participation (CoPs), focuses a laser beam on the interdisciplinary team.** The intent of the new regulations is to encourage and support interdisciplinary practice while providing optimal care and services. This workshop will focus on the value and importance of the *interdisciplinary comprehensive assessment* and provide practical guidelines to meet the requirements of the new CoPs and the provision of quality hospice care. Comprehensive, quality hospice care is not a “form” or “recipe,” but rather a collaborative practice that values and integrates the expertise of many disciplines throughout the provision of care. The session will identify practice guidelines, highlight team collaboration process and documentation of the specialty practice of hospice care, reflecting the value to patients and families.



E-3 Identifying Benchmarks & Strategic Data from the Medicare Cost Report

For: Home Health Directors, CFOs, Supervisors, Development Staff, and QI Staff

Speakers: Gary Massey, CPA, Good Health Services and Ron Clitherow, MPH, Senior Health Care Consultant, LarsonAllen LLP

Description: Home Health Agencies have a golden opportunity to identify data within the Medicare home health cost reports that can be used as benchmarks and key performance indicators. This session will discuss various interpretations of benchmarks; describe potential best practices that can stem from benchmarks and other performance indicators and describe how benchmarks can be utilized in agency strategic planning.

E-4 Developing Best Practices for OASIS-C Process Measure Items

For: Directors, Supervisors, QI staff and Clinicians

Speaker: April Perry, BSN, APN, M.Ed, Clinical Educator, Duke Homecare & Hospice

Description: One of the biggest changes in OASIS-C is the inclusion of process of care measures. Process measures are the use of assessment tools and the care and delivery of specific clinical interventions. In other words, CMS wants to know how you are assessing patients and what you are doing with the information that you gather in the comprehensive assessment. CMS goes further to state that while the inclusion of specific interventions and assessments are not mandatory, they are expected to affect your future outcomes. From a national policy perspective, CMS anticipates that these process measures will promote the use of best practices across the home health industry. This talk will review the requirements for the development of best practices for Oasis-C process measures and give example components of three of these best practices-diabetic foot care, flu/pneumovax, and depression. Home health agencies can gain a solid understanding of how to quickly put into place components of the best practices which will be relevant to them and meet the OASIS-C requirements.

E-5 Be Prepared for the RAC Attack

For: Administrators, Directors, Supervisors and Compliance Staff

Speaker: Jeri Ann Cheswick, BSN, MBA, McBee Associates

Description: In Section 306 of the Medicare Modernization Act of 2003, Congress directed CMS to investigate Medicare claims payments using Revenue Audit Contractors (RAC) to identify overpayments and underpayments. All overpayments are to be returned to the Medicare Trust Fund. In 2005, CMS launched a demonstration program reviewing payments made to certain provider types in three states: New York, Florida and California. In July 2007, RAC expanded to Massachusetts, South Carolina and Arizona. During the three-year demonstration period, RAC identified and withdrew payments from providers totaling \$980 million. Of this total, 84% of the take-back determinations were from inpatient hospital claims. This demonstration project was deemed successful by Congress and resulted in Section 302 in the Tax Relief and Health Care Act of 2006. This act required CMS to make the RAC program permanent and operational nationwide by January 1, 2010. Though no home health or hospice agencies were included in the demonstration project, the knowledge gained from the hospital experience provides home health and hospices with an indication of what's to come now that the RAC program has expanded to include home health and hospice providers.

E-6 “Points of No Return: Convincing Benefits of Medical Acupuncture”

For: All Attendees

Speaker: Carlos “Charlie” A. Vargas, MD, Medical Director, CarePartners Hospice & Palliative Care

Description: Come watch a live demonstration—maybe get a treatment! Little is known about the use and benefits of medical acupuncture in hospice and palliative care. Charlie Vargas, MD, experienced medical acupuncturist and CarePartners Hospice medical director, will cover the foundational concepts of how it works as well as the evidence that demonstrates its usefulness in various symptoms. Audience volunteers will have the chance to experience treatments so that others can witness the power of this ancient healing tradition first-hand. (Once the convincing benefits are seen and felt, the audience will experience the “Points of No Return!”) Consent and conditions apply for volunteer patients.

E-7 Writing a Corrective Action Plan for Home Care Licensure Survey

For: Home Care Licensed Agency Administrators, Directors, Supervisors, QI & Compliance Staff

Speakers: Dionne Manning, RN and Anita Gogola, RN, Surveyors, NC Division of Health Service Regulation

Description: The Acute and Home Care Licensure and Certification Section conducts surveys and complaint investigations in order to assure state licensed and federally certified providers remain compliant with state and federal laws governing the quality of health care provided. Agencies found with deficiencies must submit a corrective action plan to DHSR. This session will review the survey process and licensed home care agency responsibilities to correct cited deficiencies with an approved plan.

E-8 NC Board of Nursing Update: New Guidance Regarding the LPN Scope of Practice & Overview on Reporting Events

For: All Attendees

Speaker: Linda Burhans, RN, PhD, NEA-BC, CPHQ Director of Education and Practice, NC Board of Nursing

Description: As a home care, home health, or hospice care provider, have you ever been confused about the role of the LPN in comparison to that of the RN? Have you ever questioned whether you were required to report a nursing practice event to the Board of Nursing? The NC Board of Nursing has recently completed a two-year initiative designed to clarify the LPN Scope of Practice for LPNs, RNs, and their employers. This discussion will compare and contrast LPN and RN roles to enhance clarity and understanding. Examples and the availability of useful tools will be reviewed. **Additionally, the session will provide information on the reporting of events, errors, and misconduct to the Board of Nursing. The Board's Just Culture Pilot Project and examples of reportable events from a variety of home care settings will be discussed.**

Tuesday, May 4, 2010 - Educational Activities 1:45 p.m. - 3:45 p.m.

F-1 Home Health - Palmetto GBA 2010 Medicare Home Health Workshop Sessions

Investigating the Basics of Medicare - Afternoon Session

For: Home Health Providers, QI, Compliance Staff and Clinicians

Speaker: Charles Canaan, MPH, RN, Provider Educational Consultant, Palmetto GBA

Description: As part of Palmetto GBA's 2010 "Investigating the Basics of Medicare", Mr. Canann in the afternoon session will focus on: Documentation of Homebound Status; Physician Documentation Requirements; Nursing Documentation Requirements; Therapy Documentation Requirements; Coverage Issues; the Palmetto GBA Medical Review Process and the Process of Requesting Medical Records; and, the Top Medical Review Denials and How to Avoid Them.

F-2 Business and Collections Issues - Preventing What You Can and Preparing for the Rest

For: Home Care, Home Health, Hospice Administrators, Directors, Supervisors, CFOs

Speakers: Ken Burgess, JD, Jessica Lewis, RN, JD and Kristen Price, JD, Poyner Spruill LLP

Description: What do you do when you deliver care but don't get paid? This session will provide a framework for answering this question, including evaluating your up front practices to help minimize nonpayment situations where you can, contract provisions that help expedite collection when nonpayment occurs, a review of various non-payment situations, and an overview of the collections process.



F-3 The Art of Negotiation

For: All Attendees

Speaker: Dexter Braff, MBA, President, The Braff Group

Description: Companies are being bought and sold. Managed care organizations are demanding preferred pricing. Companies are aggressively seeking better prices and terms from suppliers to protect margins that are under siege. As success in health care becomes more a function of business rather than clinical expertise, business owners cannot afford to view negotiation as simply splitting the difference between opposing views. The margin for error is narrowing, and the consequences of poorly negotiated agreements can mean the difference between success and a slow, painful decline. In this session we discuss negotiating tactics and responses in an interactive, case-study format.



F-4 Fundamentals in Wound Healing and Hyperbaric Medicine

For: Supervisors and Clinicians

Speaker: D. Scott Covington, MD, FACS, Medical Director, Duke Raleigh Wound Center

Description: Faculty will provide an overview of the fundamental concepts of chronic wound care management, describing the role of nutrition, and the need for comprehensive patient/wound assessment with the development of an appropriate plan of care. The Hyperbaric Oxygen Therapy section of the session describes HBOT, chambers available, appropriate indications for use, functions and benefits of its use to optimize the wound environment to promote wound healing and the effects of HBOT.



F-5 Using Home Health CAHPS to Improve Your Agency

For: Home Health Administrators, Directors, Supervisors and QI Staff

Speakers: Alan Jackson, President & Janette Jones, The Jackson Group

Description: The Home Health – CAHPS (Home Health Consumer Assessment of Healthcare Providers and Systems) survey of patient experiences is becoming a requirement for many agencies in 2010. How can your organization use this survey as an improvement tool to affect your overall quality and level of service? This session will help participants understand how the HH-CAHPS process will impact their own agency, discuss how the results can be incorporated into current performance improvement efforts, and describe some strategies for sharing and using the results effectively.

F-6 In-Home Aide Special Session

For: Home Care, Home Health & Hospice In-home aides

Speakers: Kim Roberts, Carolyn Cusic, LPT and Leslie Carswell, RN, BSN, Director, Maria Parham Home Health

Description: This session is a highlight of the *Convention* and is utilized by agencies to recognize and reward their aide staff as well as to provide aides with the latest information impacting aides and their work environment. In this session, aides will receive information on **patient centered care** with valuable input from a prior patient (also a former home care clinician), a family caregiver and a current home care manager. Attendees will find this session interactive and meaningful as well as educational!

F-7 Crossing The Line: Real Life Stories Of Boundary Violations And How Managers Can Effectively Deal With Them

For: All Attendees

Speaker: April Perry, APN, M.Ed, Clinical Educator, Duke Homecare & Hospice

Description: Providing care in patient’s homes has the potential to foster a decreasing awareness of the professional boundaries which are so essential to safe and effective patient care. Regulations and oversight that exist in acute care settings which assist in promoting the maintenance of professional boundaries are not as evident in the home setting. While their intentions may be honorable, home care clinicians who “cross the line” may not fully understand the serious implications and the risk of exposure to liability of not maintaining professional boundaries for the agency. This lecture will use 5 real life situations to illustrate principles of maintaining professional boundaries and the potential problems that can exist when they are crossed. The audience will participate in analyzing each situation for boundary violations and discuss how managers can effectively deal with staff members who have been involved in these boundary crossings. Participants will be introduced to the Just Culture algorithm as a means of determining a fair and well thought out response to boundary violations which will promote staff accountability while minimizing an adversarial response.



F-8 The Future of Home Care and the “Medical Home”

Speaker: Steven Landers, MD, MPH, Director, Center for Home Care and Community Rehabilitation, Cleveland Clinic

For: Home Health and Hospice

Description: The aging demographics, chronic care imperative, and consumer demands for in-home care is combining with new policies from government and private payers to potentially move more care into the home environment. The miniaturization and portability of diagnostic and monitoring technology, and the advances in information technology will facilitate this transition. This talk explores these changes and how they may impact the role of home health and hospice providers.



Dr. Landers is the 2009 recipient of the NAHC Physician of the Year Award. He recently presented at the 2010 CMS Home Health Quality Improvement Summit on the role of home health in improving health care quality where he was very well received. He received his BA in Political Science from Indiana University, a Master of Public Health from the Johns Hopkins University School of Hygiene and Public Health and his MD from CASE School of Medicine. He completed his residency in Family Medicine at the CASE/University Hospitals of Cleveland Accelerated Family Medicine Residency Program. **He is the Director, Center for Home Care and Community Rehabilitation, at the Cleveland Clinic as well as a national speaker and author of numerous publications on the role of home care in achieving health care quality.**



AHHC Home Health & Hospice

Executive Summit

May 4-5, 2010

Tuesday, May 4th – 5:30 p.m. * Social Networking & Dinner

G-1: Keynote 6:30 p.m. to 8:30 p.m.

**William A. Dombi, Vice President for Law,
Director of the Center for Health Care Law
National Association for Home Care & Hospice**

Opening the Home Health & Hospice Executive Summit, Bill Dombi will provide essential information regarding legislative, regulatory, and legal issues in the home care and hospice industry. Attendees will learn the status of pending national legislation affecting Medicare, Medicaid, and other items of vital importance to the future of home health, home care & hospice.

Wednesday, May 5th - 9:00 a.m. to 11:30 a.m.

**H-1: Lisa Remington, President, Alliance for Integrated Value-Driven Healthcare
and Publisher, *The Remington Report***

Continuing the Summit, Lisa Remington will provide the most in depth, up-to-date information on trends across the health care delivery system such as: factors impacting home health and hospice market share; new "untraditional" business partners; technology expansion across the health care delivery system; care transition opportunities for post-acute providers; value based purchasing; chronic care management; payment reforms in Medicare and Medicaid such as accountable care organizations and global payments; and, potential partnerships. This presentation will provide you with knowledge to develop your agency's strategy for 2010 and beyond!

H-2: The New Face of Home Health OBQI – 2010!

For: Home Health QI & Compliance Staff; HH Supervisors

Heather Jones MPH, CHES, CPHQ, Director of Quality Initiatives & State Liaison, SCHCA

The Home Health QI staff have asked for a class covering all the expected changes for 2010. New Home Health Measures! New Risk Adjustment! New Outcome Reports! New Home Health Compare Timeline! New National HHQI Campaign! **This is an intermediate to advanced class on HH OBQI** that will address changes stemming from the implementation of OASIS C that will impact both agency internal monitoring and survey.

**AHHC would like to thank Poyner Spruill ^{LLP}, publishers of
Hospice EndNotes and the attorneys who serve as faculty for
AHHC's *Hospice Briefings*, for their generous sponsorship
of the Home Health & Hospice Executive Summit!**

REGISTRATION AND GENERAL INFORMATION

The Association for Home and Hospice Care of North Carolina is an Approved Provider of continuing nursing education by the North Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation

Two Easy Ways to Register!

By Fax: Fax a copy of the registration form with the appropriate credit card information and signature to (919) 848-2355. Our fax line is open 24 hours a day. Faxed registrations will not be processed without credit card information.

By Mail: Mail registration form with payment to: AHHC, 3101 Industrial Drive, Suite 204, Raleigh, North Carolina, 27609. Registration forms will not be processed without payment. (Be sure and include the Suite number!)

Confirmation: A confirmation notice, with directions to the Sheraton Imperial Hotel & Convention Center and information on nurse contact hour requirements, will be sent via email prior to the convention. Should you have any questions or need additional information about registration, please don't hesitate to contact Richard Fowlkes at (919) 848-3450 or (800) 999-2357 [NC] or via email at richardfowlkes@homeandhospicecare.org

Auxiliary Aids, Services, & Special Diet Requests: AHHC is committed to ensuring that no individual with a disability is excluded, denied service, segregated or otherwise treated differently than other individuals because of the absence of auxiliary aids and services identified in the Americans with Disabilities Act. If you need any auxiliary aids or services or have a special diet request, please indicate that on your registration form or call us. We will do our best to accommodate your needs.

Cancellation and Substitution Policy: Fees will be refunded only if written notice of cancellation is received by AHHC on or before March 15, 2010 that follows AHHC's cancellation policy. In the event of cancellation, AHHC will retain \$65 of the initial fee, per registrant, to cover administrative overhead. While it is not permissible for several individuals to share a registration, AHHC will be happy to accept substitutions if notified of the change in writing. To receive a copy of AHHC's cancellation policy, contact Richard Fowlkes at 919-848-3450.

Hotel Information: The Sheraton Imperial Hotel & Convention Center in Durham, North Carolina (located just off I-40 in the Research Triangle Park between Raleigh and Durham) will serve as the host hotel and headquarters of AHHC's 38th Annual Convention & Exposition. The Association has secured a block of rooms at the Sheraton Imperial Hotel & Convention Center for the nights of Sunday, May 2, 2010; Monday, May 3, 2010; and, Tuesday, May 4, 2010 at a **special rate of \$106 per night**, single or double occupancy. Club level rooms are available at \$160 single, \$170 double. Suites are available for \$200. The hotel offers free parking to hotel guests. Room reservations may be made by calling the hotel directly at (919) 941-5050, or their national toll free number at 800-325-3535. Please state that you are with the Association for Home & Hospice Care (AHHC) when making your reservations to receive these special rates. **Reservations must be made by April 9, 2010 to take advantage of the special rates.**

Schedule of Fees *	Before March 21st	After March 21st	On Site
MAY 3-5 Convention & Tradeshow <u>with</u> Home Health & Hospice Executive Summit (a great value for only \$130 over the Convention pricing) AHHC or SCHCA Member (includes 7 meals)	\$419	\$449	\$449
MAY 3-4 Convention & Tradeshow Only AHHC or SCHCA Member (includes 4 meals)	\$289	\$319	\$319
Monday Only (includes 2 meals)	\$219	\$219	\$219
Tuesday Only (includes 2 meals)	\$219	\$219	\$219
Home Health & Hospice Executive Summit Only Begins May 4th at 5:30 p.m. (includes 3 meals – does not include trade show)	\$319	\$349	\$349
IN-HOME AIDE MINI-TRACK ONLY Session F-6 (Available to AHHC or SCHCA Members only)	\$25	\$25*	\$25*
Non Member Rate Convention & Trade Show Only	\$549	\$549	\$549

*When your agency registers for at least one full conference registration, then one in-home aide from your agency will be given a **FREE** registration to the special In-Home Aide Program, Educational Session F-6. Please include the aide's name on the registration form.

AHHC's 38th Annual Convention & Exposition

Please duplicate this form for multiple registrations! Please print!!!!!!!

Agency Name: _____

Agency Address: _____

E Mail Address: _____

City: _____ State: _____ Zip Code: _____ Phone: _____

Fax: _____ Point of Contact: _____

(This email address will be used to send the confirmation notice so please print clearly)

It is important that you pre-register your workshop selections. Please take a moment to review the program descriptions and then mark your sessions in the spaces provided below. Each registrant should choose only one workshop per session (for example, choose either A-1 or A-2, etc.) **Without your information, we will not have a correct count for seating or handouts and will have to call you! Please do not leave sessions blank and please print clearly! Thanks!**

Attendee Name: _____ Title: _____

Session A Mon. a.m. Choose one	Session B Keynote & Award's Lunch Monday	Session C Mon. p.m. Choose one	Session D Tues. 8:00 a.m. to 9:30 a.m. o General Session	Session F Tues p.m. Choose one	Home Health & Hospice Executive Summit	
<input type="radio"/> A1	o - yes o - no	<input type="radio"/> C1	Session E Tues. a.m. Choose one	<input type="radio"/> F1	Tuesday evening o G1 Bill Dombi	
<input type="radio"/> A2		<input type="radio"/> C2	<input type="radio"/> E1	<input type="radio"/> F2		
<input type="radio"/> A3		<input type="radio"/> C3	<input type="radio"/> E2	<input type="radio"/> F3	Wednesday morning Choose one	
<input type="radio"/> A4		<input type="radio"/> C4	<input type="radio"/> E3	<input type="radio"/> F4	o H1 Lisa Remington	
<input type="radio"/> A5		<input type="radio"/> C5	<input type="radio"/> E4	<input type="radio"/> F5	o H2 Heather Jones	
<input type="radio"/> A6		<input type="radio"/> C6	<input type="radio"/> E5	<input type="radio"/> F6 aide session		
				<input type="radio"/> E6	<input type="radio"/> F7	
				<input type="radio"/> E7	<input type="radio"/> F8	
			<input type="radio"/> E8			

In-Home Aide Special Session # F 6/Aide Name: _____

Additional in-home aide registrations for F-6 cost **only \$25 per person**. If you have other in-home aides that will be attending at that rate, please print their names: _____

Payment Information - Enclosed is a check for the total amount of the registration(s) in the amount of \$ _____

Please charge my credit card for the total amount of the registration (s) in the amount of \$ _____

MasterCard Visa American Express Discover

Account Number _____ Security Code: _____ Exp. date _____

Name (as it appears on card) _____

Address of Cardholder _____ City _____ State _____ Zip _____

Signature (required) _____ Date _____

Please call Richard Fowlkes at 919-848-3450 if you have questions. **You may fax this form to AHHC at 919-848-2355 or mail it to AHHC, 3101 Industrial Drive, Suite 204, Raleigh, NC 27609. (Don't forget the Suite Number!)**