

Putting the Pieces Together

**ALL NEW
TWO DAY
Schedule!**

HCP 2014 Annual Management
Conference & Exhibition
October 28 & 29
Long Island Marriott
Uniondale, NY

Attendee Brochure





**HCP 2014
Annual Management
Conference & Exhibition
October 28 & 29, 2014
Long Island Marriott
Uniondale, New York**

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Dear Colleague,

The HCP and CHC Boards of Directors invite you to join us on October 28 and 29 for the HCP 2014 Annual Management Conference & Exhibition, which is being held at the Long Island Marriott in Uniondale, NY. This year's Conference is a two-day program that will be jam-packed with outstanding educational programs and events!

With the transition to managed care well underway and an increased push toward an integrated health care delivery system in New York State, providers are sorting through the many pieces of the State's changing home care system—adjusting business models and strategies so that they can continue providing essential high quality care and services to clients. Our Conference theme, *Putting the Pieces Together*, speaks to the challenges providers face, and our program is designed to give attendees the information, tools and resources they need to be successful.

Come together with colleagues from across New York State to hear from renowned national speakers, government officials, industry experts and thought leaders who will share their insights and expertise on issues from national health care reform to the transition to managed care, to timely wage and hour, legal, marketing, clinical and business topics. HCP is proud to bring back the Private Pay Track for the eighth year for those looking to explore that rapidly expanding market.

An important—and fun—part of the Conference is meeting with friends and colleagues from all parts of the State during breaks, at lunch, in the Exhibit Hall or at special events. You'll be amazed at how much you have in common, and how beneficial it is to exchange ideas and compare notes on the many challenges you face. Remember to sign up to attend the CHC Fundraiser, "Monster Mash, Halloween Bash" on Tuesday night, and those that dress in costume may win a prize for Best Costume!

You will also want to make time to explore the many products and services from HCP Associate members and other vendors in the Exhibit Hall! Exhibitors will be eager to show you their latest offerings that have been designed specifically to meet your needs.

Get ready to put the pieces together when you join us in October! We look forward to seeing you there!

Sincerely,

Susan B. Bayerl
Chair
HCP Board of Directors

Sheila Rabideau
Chair
CHC Board of Directors

Christine L. Johnston
President
HCP & CHC



Conference Schedule

Monday, October 27

5:00 pm - 6:30 pm HCP PAC Fundraiser Cocktail Reception

Tuesday, October 28

7:00 am	Registration Opens
7:30 am - 9:00 am	Continental Breakfast
8:00 am - 9:30 am	HCP Annual Membership Meeting
9:30 am - 11:00 am	Public Policy Forum
11:00 am - 11:15 am	Coffee Break with Exhibitors
11:15 am - 12:15 pm	General Session
12:15 pm - 1:30 pm	Networking Lunch/Desserts in Exhibit Hall
1:30 pm - 2:30 pm	General Session
2:40 pm - 3:40 pm	Afternoon Concurrent Sessions
3:40 pm - 4:00 pm	Coffee Break with Exhibitors
4:00 pm - 5:30 pm	General Session
5:30 pm - 6:45 pm	Reception with Exhibitors
7:00 pm - 10:00 pm	CHC Fundraiser

**ALL NEW
TWO DAY
Schedule!**

Wednesday, October 29

8:00 am	Registration Opens
8:00 am - 9:00 am	Breakfast with Exhibitors
8:30 am - 9:30 am	General Session
9:40 am - 10:40 am	Early Morning Concurrent Sessions
10:40 am - 11:00 am	Coffee Break with Exhibitors
11:00 am - 12:00 pm	Late Morning Concurrent Sessions
12:05 pm - 1:15 pm	HCP Annual Awards Luncheon
1:15 pm - 1:50 pm	Dessert Reception & Exhibitor Raffle
2:00 pm - 3:00 pm	General Session
3:00 pm - 4:30 pm	Closing General Session



Conference Speakers

William Dombi, Esq.
Vice President for Law
National Association for 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 has been involved in virtually all legislative and regulatory efforts affecting home care and hospice since 1975, including the expansion of the Medicare home health benefit in 1980, the formation of the hospice benefit in 1983, the institution on Medicare PPS for home health in 2000, and the massive health care reform legislation in 2010.

With litigation, Bill 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, litigation directed against the "Interim Payment System" for the Medicare home health benefit, and a lawsuit addressing the so-called Medicare "case mix creep adjustments" in 2008-2010.

Bill has also been instrumental in national efforts by the Council for Medicaid Home Care and their initiatives to protect the stability of providers delivering services and access to care for Medicaid beneficiaries.

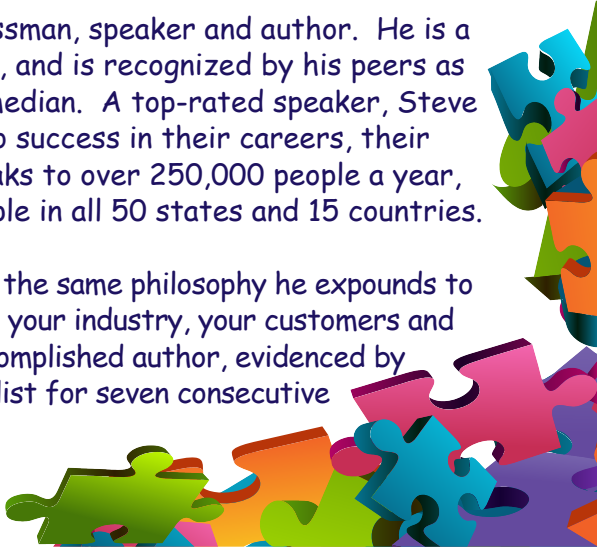
In 2010, HCP presented Bill with the prestigious Richard Z. Steinhaus Award for his outstanding contributions and years of service on behalf of the home care industry.



Steve Gilliland, CSP, CPAE

Steve Gilliland is a successful businessman, speaker and author. He is a member of the Speaker Hall of Fame, and is recognized by his peers as a master storyteller and brilliant comedian. A top-rated speaker, Steve shows audiences how to open doors to success in their careers, their relationships and their lives. He speaks to over 250,000 people a year, and has reached over two million people in all 50 states and 15 countries.

Steve built a multi-million dollar company from the ground up on the same philosophy he expounds to his audiences: if you continually learn more about your company, your industry, your customers and yourself, you will always be a leader. Steve is also a prolific, accomplished author, evidenced by his book, "Enjoy the Ride"™ being on the publisher's best seller list for seven consecutive years and being named Author of the Year.





Conference Speakers

Barbara Citarella, BSN, MS, CHCE, CHS-V
President & CEO, RBC Limited



Barbara Citarella is recognized for her expertise in the areas of leadership, strategic planning, infection control, and disaster preparedness. She is an internationally known speaker and has her certification in homeland security.

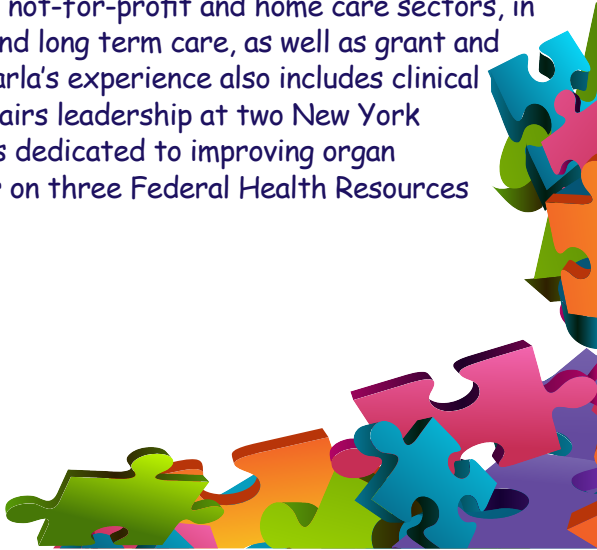
Barbara is a member of the Association for Professionals in Infection Control and Epidemiology, Inc. (APIC), and she is the 2013 Home Care Section Committee Chairperson. Most recently, Barbara has been assisting health care organizations with disaster preparedness in the wake of Hurricane Sandy, and visionary planning sessions on health care and managed care reform.

Carla R. Williams, MPA
O'Connell and Aronowitz, Healthcare Consulting Group



Carla Williams is an Albany-based consultant directing the Healthcare Consulting Group for O'Connell and Aronowitz, Attorneys at Law. Carla has 30 years of experience in health care, with an in-depth understanding of the complex health care regulatory and economic environment. Before joining the Group, Carla was a Deputy Director at the New York State Department of Health in the long term care arena.

Carla's background includes operational, governmental and management issues impacting the entire health delivery system with special expertise in long term care. Prior to her role with the Department of Health, Carla worked at startups in both the not-for-profit and home care sectors, in policy development and governmental affairs related to health and long term care, as well as grant and project implementations associated with health care delivery. Carla's experience also includes clinical network development at Albany Medical Center; government affairs leadership at two New York health care trade associations; leadership of two not-for-profits dedicated to improving organ transplantation and donation; and acting as principal investigator on three Federal Health Resources and Services Administration (HRSA) health related grants.



Special Event: Monday, October 27

HCP PAC Fundraiser Cocktail Reception, **HOME CARE CHAMPIONS**

5:00 pm - 6:30 pm

Champions Restaurant, Uniondale, NY



Session Descriptions: Tuesday, October 28

HCP Annual Membership Meeting, 8:00 am - 9:30 am

Open to all HCP members in good standing.

Public Policy Forum, 9:30 am - 11:00 am

NEW!

The Rapidly Shifting Managed Long Term Care Environment

Rebecca Corso, Deputy Director, and Michelle DiBacco, Communications

Manager, Division of Long Term Care, Office of Health Insurance Programs, NYS Department of Health

Attend this timely session to learn about the many changes happening at the New York State Department of Health's Division of Long Term Care (DLTC), and get an update on the implementation of Medicaid Redesign Team initiatives (MRT), including the Fully Integrated Duals Advantage (FIDA) Demonstration and the transition to mandatory Managed Long Term Care (MLTC).

General Session, 11:15 am - 12:15 pm

Home Care: An Industry in Transition

Bill Dombi, Vice President for Law, National Association for Home Care & Hospice (NAHC); Executive Director, National Council on Medicaid Home Care

Bill Dombi, a renowned expert on home care issues, will share his perspective on how home care is perceived at the Federal policy level, the evolving challenges for home care in Medicaid as states transition to managed care, unfunded labor mandate changes, and the variety of approaches being employed through advocacy efforts at the Federal and state levels to protect home care for the future.

General Session, 1:30 pm - 2:30 pm

Preparing for DSRIP: Legal and Strategic Issues Facing Home Care Providers

NEW!

Tracy Miller, Esq., Health Care Group, Bond, Schoeneck & King

While home care providers are not the lead organizations in DSRIP in their regions, they have a key role to play in Performing Provider Systems (PPSs) to assure coordination across the continuum of care. Just as important, DSRIP has significant financial, legal, and clinical implications for all providers in the health care delivery system in New York State. Tracy Miller will provide an overview of DSRIP, focusing on the operational, regulatory, and strategic challenges and decisions facing home care providers as they seek to prepare for DSRIP participation. Among other topics, the session will cover DSRIP objectives and key deadlines, allocation of DSRIP funds, governance and representation in Performing Provider Systems, DSRIP projects and implementation standards, legal and regulatory issues, quality mandates and reporting, and data sharing.

Afternoon Concurrent Sessions, 2:40 pm - 3:40 pm

1. ***Ebola!!***

Barbara B. Citarella RN, MS, CHCE, President & CEO, RBC Limited

NEW!

Cases of Ebola are beginning to reach the United States, which will have an impact across the health care continuum. Attend this timely session to get the latest information about this deadly virus and what it means for your agency.



Session Descriptions: Tuesday, October 28

2. *Mitigating Risk Before It Happens: The Shift to Proactive Enterprise Risk Management*

Amy Snetsky, RN, BSN, RAC-CT, CCA, CHC, Risk Management Consultant, The Hanover Insurance Company

In today's rapidly changing home care environment, providers must shift from the traditional mindset of an after-the-fact risk management approach to an enterprise risk management framework, which will help prepare them for what lies ahead. In this informative session, learn why it is vital for your agency and your customers to change from a reactive approach focused on individual risk areas to a proactive model focused on overall agency operations. Review major risks in home care and get tips on how you can apply an enterprise risk management approach to your agency.

3. *Remote Care Management: Patient vs. Caregiver Centric Models*

Tom Underwood, CEO, and David Birnbaum, Executive Vice President, Sandata Technologies

As technology plays an ever greater role in the provision and management of care in the home, two approaches have taken hold. The patient-centric model leverages technologies at the member level, monitoring their health status and often even including them in their own care delivery. The caregiver-centric platform emphasizes health care professional and paraprofessional tasks and performance. Both models are designed to improve outcomes, yet each entails its own advantages, deficiencies, and cost-benefit impacts. Join us as we explore how both models are employing today's technologies, and how you can achieve greater results with the model best suited to your own methods.

General Session, 4:00 pm - 5:30 pm

The Changing Business Environment: What Can a Home Care Agency Do to Improve Operations and Succeed?

Carla R. Williams, MPA, O'Connell and Aronowitz, Healthcare Consulting Group

With so much changing in the home care field, how can you evaluate where your agency is now and what it needs to succeed? This session will review the necessary steps and key questions you must ask to assess your agency's readiness to operate in today's fluid environment. Review specific actions you must take to understand current operations, review critical data sources to use for measuring the market and tracking trends, and learn how to identify revenue cycle improvements and what contracting strategies are most effective!

Reception with Exhibitors, 5:30 pm - 6:45 pm

CHC Fundraiser, **MONSTER MASH HALLOWEEN BASH**
7:00 pm - 10:00 pm

The Chardonnay Room, Long Island Marriott

Conference Handouts

HCP Conference session handouts will be available for attendees prior to the event and will NOT be distributed on site. Seven (7) to ten (10) days prior to the Conference, each registered attendee will receive an email with a link to a special Conference website page to print or download Conference handouts. Attendees that save all the handouts electronically can transfer them to their laptop or tablet to access during Conference sessions.

SAVE THE DATES!

HCP 2015 Advocacy Day

Tuesday, March 3
Empire State Plaza
Meeting Room 5
Albany, NY

HCP 2015
Annual Management
Conference & Exhibition

October 20 & 21, 2015
The Desmond Hotel &
Conference Center
Albany, NY

Session Descriptions: Wednesday, October 29

General Session, 8:30 am - 9:30 am

Making a Difference™

Steve Gilliland, CSP, CPAE



Focusing on the conscious choices we make every day that impact the lives of others, this eye-opening session details how to positively influence people in every imaginable way, regardless of position or status. Steve Gilliland will explore the three empowering dynamics of Purpose, Passion and Pride and show us how we all have the potential to transform the culture of our organizations through our actions and attitude.

Early Morning Concurrent Sessions

9:40 am - 10:40 am

1. Leveraging the Challenges of Change

Steve Gilliland, CSP, CPAE



Many times the psychological transitions that accompany change are the most difficult. In this session, Steve Gilliland will show you how to boost morale in your agency and create a purposeful mental outlook in the midst of far-reaching change. Learn strategies and tactics to minimize workplace disruptions and how to harness the power of emotions to leverage the challenges of change.

2. Moving to Crisis Standards of Care: Disaster Preparedness for the Home Care Industry

Barbara B. Citarella RN, MS, CHCE, President & CEO,
RBC Limited

In December 2013, the Centers for Medicare and Medicaid (CMS) proposed new regulations for disaster preparedness as a condition of participation for 17 Medicare providers including home care and hospice. The trickle down effect means that **all** home care providers will need to comply with these eventual regulations. The real underlying framework of these regulations, however, is the movement towards crisis care standards. How will agencies provide services when there is no infrastructure? This session will focus on defining crisis standards of care and alternate standards of care, as well as triggers and indicators.

3. Tips and Best Practices for Securing Data in an Unsecure World

Michael J. Weiner, Esq., Glaser & Weiner



With the growth of new technologies used by agencies and their employees, protection of patient information is essential. This session will focus on important policies and procedures to consider in the BYOD (bring-your-own-device) boom; tips for addressing HIPAA issues in vendor contracts, "cloud computing" contracts and Business Associate agreements; understanding the Office of Civil Rights' Security Self Assessment Tool and whether your agency should use it; and other HIPAA Omnibus Rule policy and procedure requirements.

The Private Pay Track is Back!

For the eighth year, HCP is pleased to offer a Private Pay track for those looking to maximize opportunities in the growing Private Pay market.

HCP's Private Pay track is designed to give you the knowledge, tools and resources you need to turn these opportunities into new business growth. Hear from nationally known speakers and industry experts on sales and marketing, legal, business strategies and more!

Whether you are already in Private Pay or you are just testing the waters, be sure to attend one or more of these informative sessions during the Conference!

Look for this icon that identifies Private Pay track sessions.



Session Descriptions: Wednesday, October 29

Late Morning Concurrent Sessions

11:00 am - 12:00 pm

1. *Unemployment Claims: Guard Your Agency!*

Tim Rooney, President, Corporate Cost Control



What steps can home care providers take to deter unfavorable rulings in unemployment claims? How will the new unemployment legislation affect employers in New York? Will claims be on the rise if employers reduce workers' hours to counteract the business effects of the Affordable Care Act? Get answers to these questions and more in this timely session! Discover what New York home care providers can do to reduce unemployment taxes and administrative costs. From voluntary "quits" to "discharges," you will get essential tips for navigating New York State's unemployment system.

2. *Advance Care Planning: An Important Strategy for Your Agency*

Danielle Holley, Esq., O'Connell & Aronowitz

Federal and State laws require home care agencies to give patients and families information to make appropriate end-of-life decisions. In this session, learn about practical ways to assist clients with advanced directives options, ensure compliance, avoid stiff penalties, and increase revenues related to your legal obligations under the Palliative Care Information Act (PICA) and the Palliative Care Access Act (PCAA).

3. *Building Relationships, Messaging and Channels: Essential Pieces of the Puzzle*

Matt Kroll, Practice Leader for Assistive Care and Division Director of Marketing and Development, BAYADA Home Health Care



In this session, review the five basic steps necessary to build an effective marketing plan that will help you develop strong relationships with key influencers and grow your agency's business. Learn how to combine messaging and marketing channels for maximum effectiveness and how referral tracking can be the secret weapon in your success! Whether your agency is big or small, this session will help you put all the right marketing pieces together.

General Session, 2:00 pm - 3:00 pm

OMIG Audits in a Managed Care World

Mark Hennessey, Deputy Medicaid Inspector General, New York State Office of the Medicaid Inspector General (OMIG)

Don't miss this important session that will provide a general overview of OMIG audits, details on what home care providers can expect from OMIG audits in the Managed Care environment and a review of the recently approved Personal Care audit protocols. Bring your questions and get answers at this must-attend session!

HCP Members Enjoy Significant Discounts on Conference Registrations and all CHC Programs!

HCP members receive significant discounts on HCP Annual Management Conference & Exhibition registrations, discounts on HCP/CHC educational programs, and many other cost-saving benefits that help their bottom line.

For over 40 years, HCP has built an outstanding reputation as the leader in the home care industry. A member-centric organization, HCP is committed to serving members through advocacy, information, education and a benefit program designed to deliver tangible value for every dues dollar.

Join HCP today and become part of one of the most respected, active and influential home care association in the country! You will also receive HCP's preferred member rate for your Conference registration. For more information or to join now, contact Claudia Hammar at hammar@nyshcp.org or 518.463.1118, ext. 809.



Session Descriptions: Wednesday, October 29

Closing General Session, 3:00 pm - 4:30 pm



The Wage and Hour Puzzle: Putting the Pieces Together

Emina Poricanin, Esq., John Godwin, Esq., and Peter Godfrey, Esq., Hodgson Russ, LLP

There have been many changes recently to wage and hour laws that impact home care agencies. Providers now have much more to consider, including the elimination of the Federal Companionship Exemption, the increase to the minimum wage rate, the anticipated narrowing of the Federal overtime exemptions, and the continued complexities of the Wage Parity requirements. There has also been a dramatic increase in class action lawsuits asserting wage and hour violations and aggressive enforcement actions undertaken by workforce agencies. Attend this important presentation to review current and anticipated changes to wage and hour laws, common compliance issues, and practical ways agencies can mitigate their exposure to such claims.

CHC SUPER RAFFLE!
Name: _____
Address: _____
Tel: _____
**Your name
HERE!**
Ticket # _____

CHC SUPER RAFFLE!
Donation: \$100
Drawing will be held Wednesday, Oct. 29, 2014
Winners need not be present to win!
GRAND PRIZE*: \$5,000
2ND PRIZE*: \$2,000
3RD PRIZE*: \$ 500
Only 150 tickets!
Ticket # _____
* If 150 tickets are sold, there will be a total prize of \$15,000. If fewer tickets are sold, the total proceeds will be less and prize monies awarded will be based on the total money collected and will be distributed as follows: 50% to CHC to support educational programs and 50% distributed to 3 winners (Grand Prize 66.6%; 2nd Prize 26.6%; 3rd Prize 6.6%)

\$100 per ticket

WILL YOU BE THIS YEAR'S BIG WINNER?

Use your prize winnings to take a **FREE** exotic vacation or weekend getaway!

Drawing is Wednesday at the Dessert Reception & Exhibitor Raffle!
You need not be present to WIN!!!

Contact Claudia Hammar,
518.463.1118, ext. 809 or
hammar@nyshcp.org for tickets!
(cash, checks & credit cards accepted)

Proceeds benefit Community Health Care Services
Foundation, Inc. (CHC)

Join Us in the Exhibit Hall!



The Exhibit Hall will be the place to be during the Conference! Stop by to see the latest products and services from HCP Associate members and other vendors that have been developed specifically for home care providers! Meet one-on-one with Exhibitors and learn how their offerings can help streamline your operations and benefit your bottom line!



Exhibit Hall events provide great networking opportunities with exhibitors, colleagues and HCP staff! From coffee breaks throughout the Conference to the Exhibitor Reception and the Dessert Reception & Raffle, there will be fun for all! Participate in this year's Traffic Building Contest and be entered to win a fabulous prize! During the Dessert Reception & Raffle on Wednesday, exhibitors will be raffling off great prizes and the CHC Super Raffle drawing will be held!



Thank You to Our Exhibitors & Sponsors!

(as of October 14, 2014)

Exhibitors



AVZ, AccuPoint, Advanced Data Source (ADS), Arrow Solutions, BDB Payroll, Brinster & Bergman, Crescent Computer Health Services, FBA of Syosset, First National Administrators (FNA), Friedlander Group, Grassi & Co., HHA eXchange, Hagedorn and Company, Health Care Answering Services (HCAS), LCG, Leading Edge Administrators, MetLife, Mobile Health Management Services, National Allotment Insurance, Quality in Real Time, RBC Limited, S C Health Care Consulting, Sandata Technologies, Stay at Home Solutions, Sterling National Bank, TC Services USA, TSG Financial, Total Program Management, Union Community Health Center

Sponsors

Arthur J. Gallagher & Co., Brinster & Bergman, Glaser & Weiner, Hagedorn and Company, HCP Long Island Chapter, HCP New York City Chapter, *New York Post*, Reid, McNally & Savage, S C Health Care Consulting, Sandata Technologies, TSG Financial



**All NEW
Exhibit Hall
Schedule!**

Exhibit Hall Events

Tuesday, October 28

11:00 am	–	11:15 am	Coffee Break with Exhibitors
12:15 pm	–	1:30 pm	Network Lunch/Desserts in Exhibit Hall
3:40 pm	–	4:00 pm	Coffee Break with Exhibitors
5:30 pm	–	6:45 pm	Reception with Exhibitors

Wednesday, October 29

8:00 am	–	9:00 am	Breakfast with Exhibitors
10:40 am	–	11:00 am	Coffee Break with Exhibitors
12:05 pm	–	1:15 pm	Annual Awards Luncheon <i>Exhibitors must purchase tickets to attend</i>
1:15 pm	–	1:50 pm	Dessert Reception & Raffle with Exhibitors



Conference Special Events!

Monday, October 27

HCP PAC Fundraiser Cocktail Reception

HOME CARE CHAMPIONS!

Join us for a sporting good time at Champions® Restaurant, which is conveniently located at the Long Island Marriott, and support the essential work of the HCP PAC at **HOME CARE CHAMPIONS**, this year's HCP PAC Fundraiser Cocktail Reception! The event is the Monday night prior to the Conference, so you can relax and catch up with friends, or keep up with the World Series, Monday Night Football or other sporting events on thirty 32" flat-panel HDTVs, four 46" flat-panel HDTVs, and three 52" plasma TVs! Enjoy light appetizers and beverages, and show your support for home care and the critically important work of the HCP PAC!



Tuesday, October 28

CHC Fundraiser

MONSTER MASH HALLOWEEN BASH



PLAN FOR A GREAT NIGHT OF SPOOOOOKY HALLOWEEN FUN AT THE **MONSTER MASH, HALLOWEEN BASH**, THIS YEAR'S CHC FUNDRAISER!

NOW IN ITS SIXTH YEAR, THIS HIGHLY ANTICIPATED SPECIAL EVENT WILL BE HELD IN THE CHARDONNAY ROOM AT THE LONG ISLAND MARRIOTT, WHICH WILL BE TRANSFORMED INTO HALLOWEEN HALL! ENJOY A BUFFET DINNER AND AN EVENING OF DANCING!

COME WITH OR WITHOUT A COSTUME! YOU CAN GET INTO THE HALLOWEEN SPIRIT BY DRESSING IN COSTUME - OR JUST COME AND HAVE FUN DINING AND DANCING! THE GRAND PRIZE FOR BEST COSTUME WILL BE A ONE WEEK STAY FROM DEC. 6 - 12 AT A BEAUTIFUL THREE BEDROOM, SLOPE-SIDE TOWN HOUSE AT OKEMO MOUNTAIN IN LUDLOW, VT, COURTESY OF HAGEDORN & COMPANY!

PROCEEDS FROM THIS EVENT SUPPORT HOME CARE EDUCATIONAL PROGRAMS OF HCP'S EDUCATIONAL AFFILIATE, COMMUNITY HEALTH CARE SERVICES FOUNDATION, INC. (CHC).



Hotel Information



Long Island Marriott Hotel

101 James Doolittle Boulevard
Uniondale, NY 11553
1.800.228.9290

HCP's Annual Conference & Exhibition will be held at the Long Island Marriott in Uniondale, NY. Adjacent to the Nassau Coliseum, the Long Island Marriott is a full service hotel that is centrally located in Nassau County, NY near Hofstra University and Roosevelt Field Mall. The hotel offers high-speed Internet access, and a state-of-the-art business center.

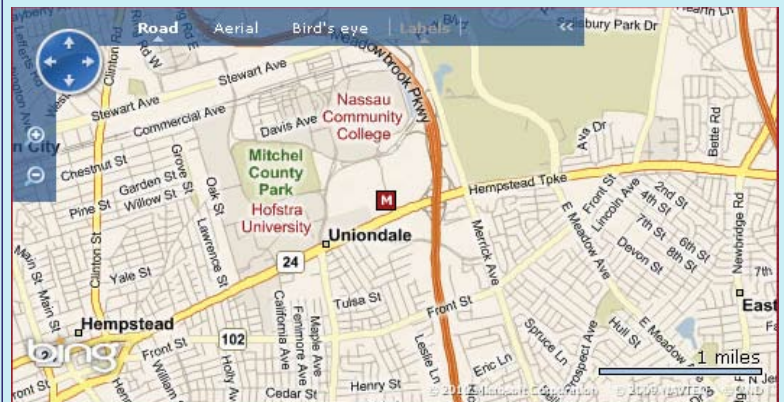
The hotel's dynamic meeting space is easily accessible from JFK and LaGuardia Airports, the Westbury train station and major highways.

Conference Discount Rates

A discounted rate of \$199 per night has been secured for HCP Conference attendees. **NO LONGER AVAILABLE** Cut-off date for discounted room rates is 01/15/2014.

To reserve your room in the HCP room block, please [click here](#). Or, you can call the Long Island Marriott at 1.800.228.9290 to make room reservations.

When you call, you **MUST** let them know that you will be attending the "NYS Association of Health Care Providers" Conference with the room block from 10/27-29 to receive the discounted rate.



Conference Cancellation Policy & General Policies & Procedures

Payment must accompany all registrations.

Early-bird registrations must be received by CHC with payment on or before **September 19, 2014** to receive discounted rate.

EARLY BIRD RATES NO LONGER AVAILABLE

Full Conference registration includes tuition, Conference materials, refreshment breaks, breakfast on Tuesday and Wednesday, Tuesday's Networking lunch, and Wednesday's Awards Luncheon & Dessert Reception.

Cancellation Policy

Conference cancellations received by September 26, 2014 will be issued a refund, less a \$50 administrative fee. **Cancellations made after September 26, 2014 are liable for the entire fee without exception.** Substitutions may be made within the same organization upon notifying CHC.

Conference photos may be used in future marketing and promotional materials.

Conference attendees must abide by all HCP policies relating to event procedures and payment of monies due.

Your completed registration form indicates your consent to abide by Conference Policies and Procedures.

Register online at www.hcpconference.org; or complete your Conference registration and send payment in one of the following three ways:

1. Mail

Community Health Care
Services Foundation, Inc.
20 Corporate Woods Blvd., 2nd Floor
Albany, NY 12211
(P) 518.463.1167

2. Fax

(credit card payments only)
518.463.1606

3. Scan & Email

(credit card payments only)
hammar@nyshcp.org

2014 Conference Registration

EARLY BIRD REGISTRATION (ends Sept. 19)

	Chapter Member	HCP Member	Non Member
FULL CONF Primary Reg	\$499	\$510	\$610
FULL CONF Additional Reg	\$410	\$420	\$520
ONE DAY (Tues. or Wed. only)	\$375	\$385	\$485

REGULAR REGISTRATION (Sept. 27 - Oct. 10)

	Chapter Member	HCP Member	Non Member
FULL CONF Primary Reg	\$559	\$569	\$669
FULL CONF Additional Reg	\$485	\$495	\$595
ONE DAY (Tues. or Wed. only)	\$440	\$450	\$550

WALK-IN REGISTRATION (Oct. 11 and after)

	Chapter Member	HCP Member	Non Member
FULL CONF Primary Reg	\$620	\$630	\$730
FULL CONF Additional Reg	\$510	\$520	\$620
ONE DAY (Tues. or Wed. only)	\$475	\$485	\$585

SPECIAL EVENT REGISTRATION

Tuesday "Monster Mash, Halloween Bash" CHC Fundraiser
\$115 per person, \$125 per person (walk-ins)

To register for the HCP PAC Event, complete separate registration on page 16.

Cancellations made after September 26, 2014 are liable for the entire fee without exception.
Please see page 14 for complete information on HCP Policies & Procedures.

Attendee Registration

Organization Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Web site: _____

Primary Reg Name: _____ Title: _____

Email (required): _____

Primary Reg Amount: \$ _____

☐ Full Conference ☐ Tues. Only ☐ Wed. Only ☐ CHC Fundraiser

Dietary needs*: ☐ Kosher
☐ Vegetarian
☐ Other _____

Please indicate any accessibility considerations: _____

Additional Reg Name: _____ Title: _____

Email (required): _____

Additional Reg Amount: \$ _____

☐ Full Conference ☐ Tues. Only ☐ Wed. Only ☐ CHC Fundraiser

Dietary needs*: ☐ Kosher
☐ Vegetarian
☐ Other _____

Please indicate any accessibility considerations: _____

☐ I have read and agree to all HCP Policies & Procedures, including cancellation policy.

Conference Payment *Payment in full at the time of registration is required.*

Payment Method

☐ Check
(payable to "CHC")

☐ Credit Card:
☐ Visa ☐ MasterCard ☐ Discover

Conference Registration Total: \$ _____

CHC "Monster" Event (\$115 pp) Total: \$ _____

TOTAL AMOUNT: \$ _____

Card#: _____

Exp. Date: _____ Security Code: _____
3-4 digit code (on back of card)

Cardholder Name (print): _____

Cardholder Signature: _____

Fax or mail registration to:

CHC

**20 Corporate Woods Blvd., 2nd Floor
Albany, NY 12211**

Fax: 518.463.1606 Phone: 518.463.1167

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HCP PAC Fundraiser **HOME CARE CHAMPIONS** Registration

Monday, October 27, 5:00 pm - 6:30 pm, Champions Restaurant, Uniondale, NY

YOUR HCP PAC REGISTRATION AND PAYMENT MUST BE MADE SEPARATELY FROM YOUR CONFERENCE REGISTRATION AND PAYMENT.

Show your continued support for the HCP PAC by attending the HCP PAC Fundraiser Reception, "Home Care Champions" at Champions Restaurant at the Long Island Marriott in Uniondale. Your \$125 contribution includes light appetizers, beers, wine and soda and a PAC donation to support essential home care advocacy. Please complete **ALL** of the information below and submit with your payment. Only **FULLY COMPLETED** registrations received with payment will be binding.

Organization Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Attendee Name: _____

Email: _____

Attendee Name: _____

Email: _____

Attendee Name: _____

Email: _____

☐ I have read and agree to all HCP Policies & Procedures, including cancellation policy. (see page 14)

Number _____ of Attendees x \$125 each = \$ _____

Please note: Kosher foods and special dietary requests will not be available at this Event.

Payment Information

☐ Personal Credit Card Payment:
(Corporate credit cards are not accepted by the HCP PAC)

OR ☐ Check
(payable to "HCP PAC")

☐ Visa ☐ MasterCard ☐ Discover

Please complete information below for personal credit card payments. PLEASE PRINT.

Card #: _____ Security Code: _____ Exp. Date: _____
(3-4 digits on back of card)

Personal Credit Cardholder Name: _____

Home Address (required): _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

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Mail HCP PAC Event registration form and payment to: HCP PAC, 20 Corporate Woods Blvd., 2nd Floor, Albany, NY 12211; or fax your HCP PAC Event registration and credit card information to 518.463.1606.

Questions? Call 518.463.1118 for assistance.