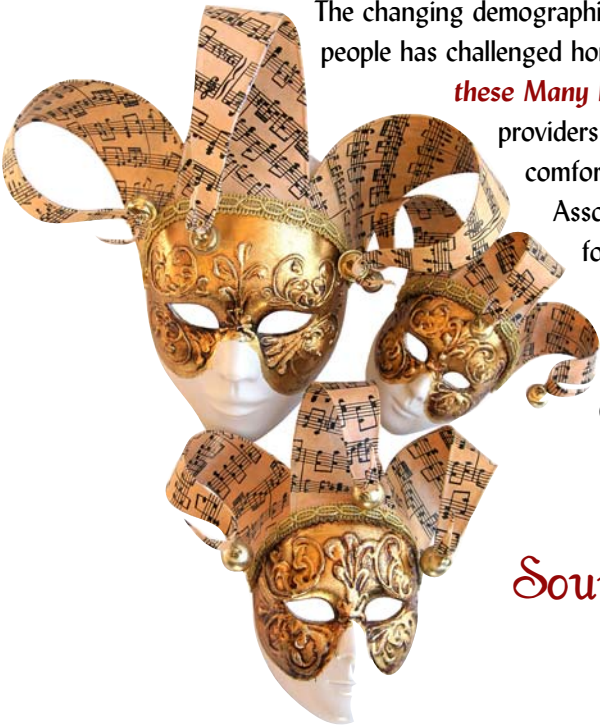




# The Many Faces of Home Care

Southwest/Gulf Coast  
Regional Home Care  
Conference & Exhibition  
May 5-7, 2009  
Sheraton New Orleans Hotel  
New Orleans, Louisiana

# The Many Faces of Home Care



The changing demographics and economics of our growing world, and the difference in the health status of people has challenged home care providers and organizations to consider a variety of services. *The mixture of these Many Faces is magic!* As technologies advance, so do the opportunities for home care providers to expand, diversify and put forward the best care available in a setting that is most comfortable and cost effective. Join the Home Care Association of Alabama, Home Care Association of Louisiana, Mississippi Association for Home Care, New Mexico Association for Home & Hospice Care, Oklahoma Association for Home Care, and the Texas Association for Home Care and plan to attend and refresh your spirits, renew your network and nurture your professional development at the Southwest/Gulf Coast Regional Home Care Conference & Exhibition in the *Crescent City - New Orleans!* Grow your agency and learn how to put a new face to a fantastic industry!

*Unmask the possibilities at the Southwest/Gulf Coast Regional Home Care Conference & Exhibition!*

*Pre-Conference - May 5, 2009, 8 a.m.-12 p.m.*

*Concurrent Sessions*

## *PCA. The Home Care Revenue Protection Tour: A Workshop for Maximizing Medicare Revenue*

Is your agency losing dollars through inefficient billing, lax coding & assessments, or other deficits in processes? Economic times are tough, and while home health care is Medicare reimbursed and likely a year or more away from reductions, your agency needs to be enhancing efficiencies in every area of operation. This power-packed half day pre-conference offering will feature one on one, agency specific, payment analysis and recommendations by experts. This unique workshop provides you with cutting edge education, on top of a one of a kind consulting encounter specific to your agency's data, as reported by your fiscal intermediary. Are there gaps in your billing and payment operations that remain hidden from you? The Home Care Revenue Protection Tour will make it clear where you can tighten up your operation in order to take advantage of the opportunities on the horizon. **Speakers:** Jeff Lewis, Lewis, Inc., Aaron Little, CPA, BKD, LLP (3.5 clock hours continuing education for Administrators/Alternates) **Please note:** It is highly recommended that you pre-register for this session prior to April 1st to ensure receipt of agency specific data.

## *PCB. Home Health and Hospice "Get Wise with Medicare"*

Palmetto GBA is pleased to announce the 2009 "Get Wise with Medicare" workshop series. This series is designed for advanced billers, administrative staff and clinicians to equip them with the tools they need to be successful with Medicare billing and documentation. Discussion topics will include:

- Updates and Reminders
- Home Health Benefit at a Glance
- Health Insurance Query Access System
- UBO4 Billing
- Top Five Return to Provider Reason Codes
- Understanding the Remittance Advice at a Glance
- Web Site Information
- Medical Review Process
- Medical Review Denials
- Clinical Documentation
- Going Beyond Diagnosis®
- LCD for Home Health Skilled Nursing Care- Teaching and Training: Alzheimer's
- Case Scenarios
- Comprehensive Error Rate Testing

Recommended for: Advanced Home Health and Hospice providers; administrators; billers; nurses, and other healthcare professionals that submit claims to Medicare. **Speakers:** Marilyn Jeske - RHHI, and Mary Lynn Stillinger, R.N., Palmetto Government Benefits Administration. (3.5 clock hours continuing education for Administrators/Alternates; 3.5 contact hours continuing education for nurses)

# Conference Highlights

Tuesday, May 5, 2009 - 1:00 p.m. - 2:30 p.m.

## A. Keynote Presentation: What's Over the Horizon? From Managed Care to Precision Care - The Info-Mation of American Medicine

What would you give to see the future of business and healthcare over the next ten years? **David Pierce Snyder** is the Strategic Forecaster of The Futurist. He's been forecasting business for over 30 years with a multi-million item data base of trends and projections. Some think tanks feel the Wall Street crash has moved up Medicare insolvency to 2016, just as record numbers of seniors hit 65. The Obama Administration and new HHS Secretary will have to move quickly if Washington is to transform health care in time. Ever declining numbers of health care professionals and the transient nature of American families mean informal caregivers will be in high demand. Detailing recent break-through applications of info-com technology by U.S. health care providers, futurist Snyder describes how the integration of these individual successes into a potential single provider-patient support system over the next decade would cause the quality of U.S. health care to soar and its costs to fall as the superior performance of "precision care" eliminates the need for managed care. (1.5 clock hours continuing education for Administrators/Alternates; 1.5 contact hours continuing education for nurses)



Tuesday, May 5, 2009 - 2:45 p.m. - 4:00 p.m.

## B. General Session - Finding Humor in Home Care for Health & Harmony

This fun-filled program will emphasize how therapeutic use of humor can be just what the doctor ordered for the client, caregiver and the whole agency. It is a **TREATment** you can't afford to miss. Learn how to find humor in home care and positive ways to deal with change to continue doing the important work we do. Participants will get valuable science out of the workshop as well as entertainment. **Speaker Larry Brennan, RN, MS** will address the significance of life change units and their intensity weights on illness according to the Holms-Rhae Social Readjustment Ratings Scale. Larry shares multiple physical and psychological benefits of therapeutic humor and ways to bring humor to your agency and into your life. (1.25 clock hours continuing education for Administrators/Alternates; 1.25 contact hours continuing education for nurses)



Wednesday, May 6, 2009, 8:30 a.m to 9:45 a.m.

## C. The Face of the Home Care Consumer: AARP Research and Advocacy

Successful business knows its customer. Healthcare should be no different. Do we really know those we care for in the home? Vice President of Policy and Research for AARP, **Susan Reinhard, PhD, RN**, started her career in home care and over the past decades has done research in aging care, the family caregiver, and consumer choice in redesigning long term care. Dr. Reinhard will speak on these issues and share her view of home care's role in light of AARP's Divided We Fail Campaign, the recent study AARP released on the Economic Impact of the Family Caregiver and new AARP research on chronic care. **Speaker: Susan Reinhard, PhD, RN.** (1.25 clock hours continuing education for Administrators/Alternates; 1.25 contact hours continuing education for nurses)



# Conference Highlights

Thursday, May 7, 2009, 8:30 a.m. - 10:00 a.m.

## T. General Session: A Union Friendly President and Congress - What to Expect for Home Care?

Unions have been gearing up. The Obama Administration has been supported heavily by the unions. Congress, with both Houses having significant Democratic majorities, is anxious to introduce Card Check, which would change business across the U.S. The Service Employers International Union, SEIU, has been particularly active in healthcare provided at home. Is your company ready for this challenge? This session will explore this issue in detail and inform you of steps you can take to prepare for the union challenges to your business. **Speaker: Oliver Bell**, Oliver J. Bell and Associates, Austin, Texas. (1.5 clock hours continuing education for Administrators/Alternates)



Thursday, May 7, 2009, 10:15 a.m. - 11:45 a.m.

## U. Closing General Session-Opportunity Knocks: A Call to Action



Economic challenges across all industries will impact President Obama's path to healthcare reform. This perfect storm of politics, economics and demographics provides unprecedented opportunity for home care providers. New chronic care models will emerge and center on the home. Winning providers will reinvent their role as the new chronic care solution. What attributes will allow the new industry leaders to set the brisk pace of innovation in healthcare? Who will be the leaders in care coordination and disease management, and how will their models be implemented nationally? What methods will leaders implement to enhance and balance the delicate relationship between cost and quality? What will leaders take from non home care entities to market creatively, develop businesses, and build strategic alliances? It has never been more important for home care to convey our value proposition with strength, conviction, and unity. Opportunity is knocking...will you be there to

answer? **Speaker: Heather Rooney**, Seattle, WA, H2 Marketing Solutions. (1.5 clock hours continuing education for Administrators/Alternates; 1.5 hours contact hours continuing education for nurses)

## Join Your State Association!

Membership has its benefits...if you are not a member of your state association, the time is right to join for additional savings. To become a member, use the numbers below to contact your state association:

Alabama (334) 395-9949

New Mexico (505) 889-4556

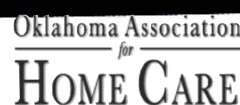
Louisiana (337) 231-0080

Oklahoma (405) 495-5995

Mississippi (601) 924-2275

Texas (800) 880-8893

Members receive major discounts on all promotional opportunities: exhibit space, sponsorship, and advertising! The biggest benefit...you will be able to stay abreast of what is happening in the home care industry in your state!



# Conference Highlights

## Exhibit Hall

Need to put a new face on products and services, or add new ones?  
Visit the Southwest/Gulf Coast Regional Home Care Conference  
Exhibit Hall! Exhibit hall days/hours:

May 5, 4:00 pm - 6:00 pm: *Exhibitor Opening Reception*

May 6, 8:00 am - 9:00 am: *Continental Breakfast in Exhibit Hall*

May 6, 11:30 am - 1:30 pm: *Exhibit Hall Luncheon*

Refreshment Breaks throughout the morning on May 6

*Thank you to our Platinum Sponsors!*



*Thank you to our Gold Sponsors!*

DataLogic Software, Inc.  
Foundation Management Services  
Juanda'sCONSULTINGCompany  
Reimbursement Solutions Plus



*Be sure to stop by each sponsor and exhibitor and thank them for their support!*



## *Krewe of Soins à Domicile*

*(Krewe of Home Care)*

*Tuesday, May 5, 6:30 p.m. - 9:30 pm*

Put on your happy face and join your peers for the **Krewe of Soins à Domicile** (Krewe of Home Care) A Krewe is an organization that puts on a parade or a ball for the Carnival season. The term is best known for its association with New Orleans Mardi Gras, but is also used in other Carnival celebrations around the Gulf of Mexico Coast. **We've arranged a Krewe celebration just for you...so come and join the festivities!**

This relaxed event will begin at the Sheraton, where a traditional 2nd line band will lead us to a historic museum in the French Quarter. There you will experience the heart of New Orleans - be entertained by local artisans and their many talents, see a classic Krewe Court up close, enjoy local music, and refresh yourself with French Quarter cuisine and drinks. A perfect way to unwind and have fun! This is an optional evening event...addition registration is required. See registration for price.

# Agenda At A Glance

Tuesday, May 5, 2009

7:15 a.m. – 5:00 p.m. Registration Opens

## PRE-CONFERENCE AGENDA

8:00 a.m. - 12:00 p.m. Pre-Conference Concurrent Educational Sessions (additional registration required)

PCA. The Home Care Revenue Protection Tour: A Workshop for Maximizing Medicare Revenue	PCB. Home Health and Hospice "Get Wise with Medicare"
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## SW/GCRHCC&E CONFERENCE AGENDA

1:00 p.m. - 2:30 p.m. A. Keynote Presentation: What's Over the Horizon? From Managed Care to Precision Care - The Info-Mation of American Medicine

2:45 p.m. - 4:00 p.m. B. General Session - Finding Humor in Home Care for Health & Harmony

4:00 p.m. - 6:00 p.m. Exhibit Hall Grand Opening Reception

6:30 p.m. - 9:30 p.m. Krewe of Soins à Domicile (optional offsite event)

Wednesday, May 6, 2009

7:30 a.m. - 3:00 p.m. Registration Opens

7:30 a.m. - 8:30 a.m. Continental Breakfast with Exhibitors

8:30 a.m. - 9:45 a.m. C. General Session: The Face of the Home Care Consumer: AARP Research and Advocacy

9:45 a.m. - 10:00 a.m. Refreshment with the Exhibitors

10:00 a.m. - 11:00 a.m. Concurrent Educational Sessions

D. Mergers, Acquisitions & Integration	E. OASIS- C, What Should Your Agency be Preparing Now?	F. Building Team Harmony in Home Care Teams	G. The Electronic Home Care Clinician- Guidelines for Driving Adoption
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11:00 a.m. - 11:30 a.m. Refreshment with the Exhibitors

11:30 a.m. - 12:30 p.m. Concurrent Educational Sessions

H. Staff Retention - It's All About Them!	I. Stop the Insanity: Common Sense and the ICD-9 Attachment D	J. The Invisible, But Indispensable Family Caregiver	K. EMR, EHR, PHR...What Does All This Mean to Home Care?
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12:30 p.m. - 2:15 p.m. Exhibit Hall Luncheon/Closing & Prize Drawings

2:15 p.m. - 3:30 p.m. Concurrent Educational Sessions

L. Elevate the 4 or 5 Equation Models	M. Magnetic Marketing for Home Care: Supercharge Referrals in Sixty Days or Less!	N. Optimizing the Home Care/Hospice Continuum Through Integrated Management	O. Documenting Standards of the Fiscal Intermediary and CMS ALJ Corps
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3:45 p.m. - 5:00 p.m. Concurrent Educational Sessions

P. Pressure Ulcer & Law Suit Prevention	Q. The 5 Rights of Patient Education	R. Surveyors and the New Hospice CoPs	S. Computerized Documentation: Get Your Clinicians "Dancing in the Aisles!"
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Thursday, May 7, 2009

8:00 a.m. - 8:30 a.m. Registration Open/Continental Breakfast

8:30 a.m. - 10:00 a.m. T. General Session: A Union Friendly President and Congress - What to Expect for Home Care?

10:15 a.m. - 11:45 a.m. U. Closing General Session: Opportunity Knocks: A Call to Action

# Wednesday Sessions

8:30 a.m. - 9:45 a.m. *C. General Session: The Face of the Home Care Consumer: AARP Research and Advocacy*

10:00 a.m. - 11:00 a.m. - Concurrent Sessions

## *D. Mergers, Acquisitions & Integration*

**Scott Herman**, President of Girling Home Care, knows from experience the dos and don'ts of mergers, acquisitions and - the most important part of the equation - integration. It's all about culture, building trust and articulating clear expectations for existing leaders and leaders who are part of any acquisition. It's not a technical issue - it's a people-oriented process toward immersion in cultural values of the acquiring entity. Learn how to earn the buy-in of leaders and other staff who may be new to your organization through the merger and acquisition cycle. (1 clock hour continuing education for Administrators/Alternates; 1 contact hour continuing education for nurses)

## *E. OASIS-C, What Should Your Agency be Preparing Now?*

The revamp of home health's outcome instrument, OASIS-C, will require providers to develop and implement documentation tools. While the OASIS -C rollout is slated for January, there are numerous projects and instruments prudent providers will be preparing long before 2010.

- M1050: Formal Pain Assessment using a standardized pain assessment tool;
- M1070: A Pressure Ulcer Assessment (beyond simply staging & healing status)
- M1090: Foot Care Education Tool and Foot Monitoring Tool
- M1102: M1110: Heart Failure Clinical assessment guidelines & interventions
- M1120: Standardized Depression screening tool

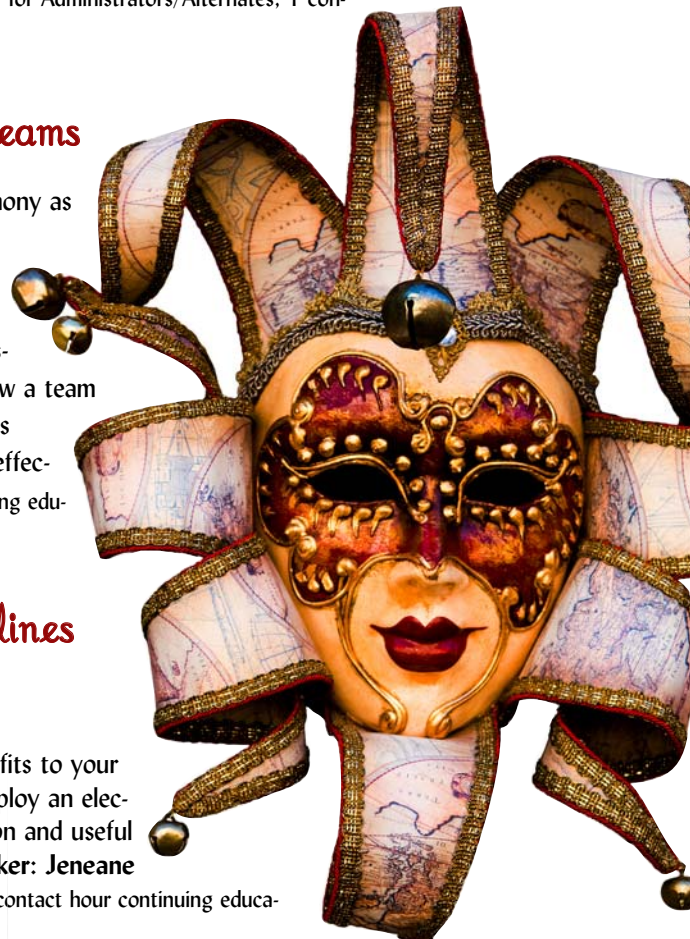
**Speaker: Pam Warmack, RN, BSN**, Monroe, LA. (1 clock hour continuing education for Administrators/Alternates; 1 contact hour continuing education for nurses)

## *F. Building Team Harmony in Home Care Teams*

This fun-filled program will stress the importance of humor, teamwork and harmony as a way to survive the high stress and burn-out that is being caused by our rapid changing healthcare environment in addition to many other factors. You will experience building team harmony like never before using Larry's "TeachSING" method. What you learn will be music to your ears! You'll hear about the Illness-Wellness continuum using Larry's conceptual model of NurSING. He'll share how a team can be greater than the sum it's parts. You'll hear about the five ships in Larry's RelationSHIP model. And participants will be able to name five (5) elements to effective conflict resolution. **Speaker Larry Brennan, RN, MS**. (1 clock hour continuing education for Administrators/Alternates; 1 contact hour continuing education for nurses)

## *G. The Electronic Home Care Clinician- Guidelines for Driving Adoption*

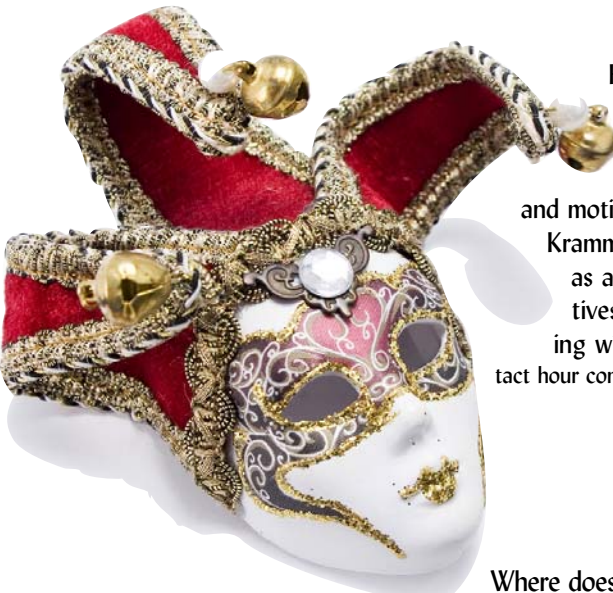
The question is no longer whether point-of-care documentation can deliver benefits to your organization (that's been established), or when you need it. It's how do you deploy an electronic clinical record and realize its benefits? This session will provide information and useful discussion for those deploying or about to deploy point-of-care software. **Speaker: Jeneane Brian, BSN, MBA**. (1 clock hour continuing education for Administrators/Alternates; 1 contact hour continuing education for nurses)



# Wednesday Sessions

11:30 a.m. - 12:30 p.m. - Concurrent Sessions

## H. Staff Retention - It's All About Them!



Has your organization dealt with the pain of constant turnover? Have you had to spend precious time, energy, and financial resources recruiting and training new staff, even in your most crucial roles? This is the session for you. **Mary Kay Kramme**, VP of Quality Outcomes at Girling Home Care, understands the financial and motivational value of retaining key staff. Working for the past 19 years in home health, Kramme will provide you with ready-to-implement retention strategies such as viewing work as a passion versus a job; identifying specific motivators for specific staff; use of incentives and acknowledgement of top performers, and understanding the power of connecting with staff at all levels. (1 clock hour continuing education for Administrators/Alternates; 1 contact hour continuing education for nurses)

## I. Stop the Insanity: Common Sense and the ICD-9 Attachment D

Where does the hype end and the concrete begin with CMS coding updates? Practical, rubber meets the road, advice regarding CMS coding updates is important in these times of tight staffing and rapid change. The newest CMS guidelines regarding coding (attachment D) must interface with the plan of care and be supported within the clinical record. Solid practical information and tools for staff implementation are always valuable. **Speaker: Pam Warmack, RN, BSN, Monroe, LA.** (1 clock hour continuing education for Administrators/Alternates; 1 contact hour continuing education for nurses)

## J. The Invisible, But Indispensable Family Caregiver Interview

AARP released a study in November of 2008 on the economic impact of the family caregiver. Conservative estimates indicate over 50 million family caregivers provide care valued at \$375 billion per year, equivalent to the annual revenue of Walmart or Exxon Mobil. What is your home care agency doing to maximize the relationship you have with in-home family caregivers? What steps would family caregivers have you to take to make them a more formal part of the team? Can you reduce costs and improve your outcomes through stronger partnerships with family caregivers? This session will explore those issues and more. **Speaker: Wanda Bledsoe, Family Caregiver.** (1 clock hour continuing education for Administrators/Alternates; 1 contact hour continuing education for nurses)

## K. EMR, EHR, PHR...What Does All This Mean to Home Care?

More acronym alphabet soup in healthcare's already confusing world? In April 2004, President Bush signed an Executive Order forming the Office of Health Information Technology under the Department of Health and Human Services and mapped out a vision that most Americans would have an Electronic Health Record by 2014. He reinforced this effort in August of 2006 by setting new requirements for federally administered or sponsored health plans to use technology to support quality and efficiency. President Obama immediately mapped out his expectations for the continuation of this journey, signing an Executive Order requiring an Electronic Health Record for ALL Americans by 2014, and funding it with the Economic Recovery Act, containing over \$19 Billion to stimulate the adoption of technology by health care providers.

Home care is already ahead of the curve, and can boast an Electronic Medical Record adoption rate of over 60%, the highest among health care providers today! But we can't sit on our laurels; there is much work to be done to insure the continued improvements in quality and efficiency and more importantly, to enable the interoperability that will be necessary to re-vamp our health care delivery system. **Speaker: Karen Utterback, RN, MSN, McKesson, Hattiesburg, MS.** (1 clock hour continuing education for Administrators/ Alternates; 1 contact hour continuing education for nurses)



# Wednesday Sessions

2:15 p.m.- 3:30 p.m. - Concurrent Sessions

## L. Elevate the 4 or 5 Equation Models

In 2008, CMS ushered in a new type of billing with the PPS refinement. With it came a new treatment authorization code format. We will illustrate the new components of the treatment authorization code. It is your new SCIC. We will also show you how to transform an HHRG to a HIPPS code and see what makes up the new HIPPS code format. In order to identify how much you'll be paid for a claim you must first know the HHRG and then the components that make up the HIPPS code. We will identify in DDE what HIPPS code you were paid. **Speaker: Petria McKelvey, PMB, Precision Medical Billing, Houston, Texas** (1.25 clock hours continuing education for Administrators/Alternates; 1.25 contact hours continuing education for nurses)

## M. Magnetic Marketing for Home Care: Supercharge Referrals in Sixty Days or Less!

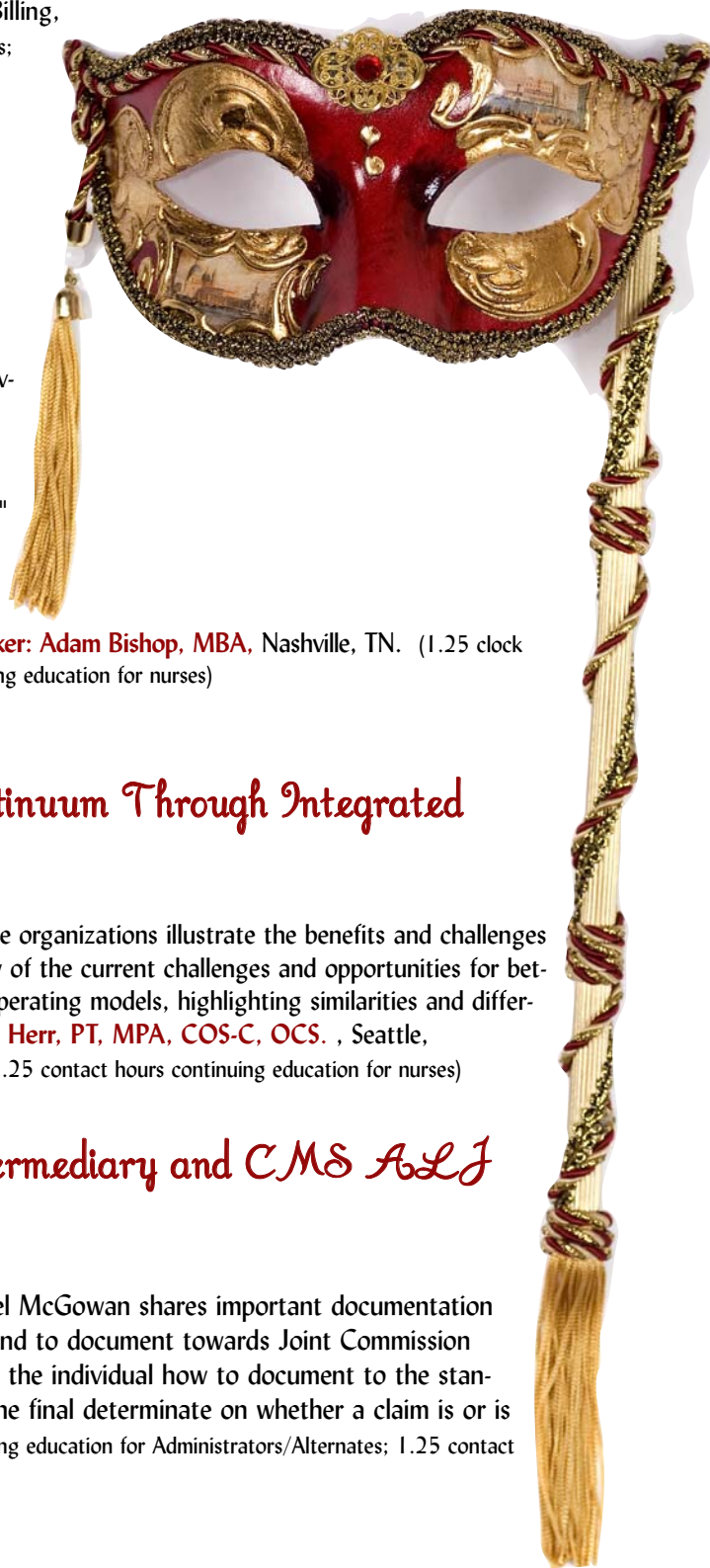
Are you ready to ignite your referrals? In this explosive session you will discover the secrets to instantly turn your agency into a referral-producing machine. Breakthrough strategies that have helped thousands of home care agencies across the country will be revealed. You will learn how to maximize your marketing program, how to differentiate from competitors, how to tap into "niche" strategies to sell more services to more people more frequently and much more. You'll walk away from this session with an "insider" shortcut guide to creating a marketing program that will supercharge your agency, your referrals and your profits! Don't miss this powerful, results-oriented session! **Speaker: Adam Bishop, MBA, Nashville, TN.** (1.25 clock hours continuing education for Administrators/Alternates; 1.25 contact hours continuing education for nurses)

## N. Optimizing the Home Care/Hospice Continuum Through Integrated Management

Case studies of three providers who have blended their home care & hospice organizations illustrate the benefits and challenges of moving to an integrated approach. This session will include an overview of the current challenges and opportunities for better integrating home care and hospice, and exploration of three different operating models, highlighting similarities and differences. There will be an opportunity for attendees to share. **Speaker: Roger Herr, PT, MPA, COS-C, OCS., Seattle, Washington.** (1.25 clock hours continuing education for Administrators/Alternates; 1.25 contact hours continuing education for nurses)

## O. Documenting Standards of the Fiscal Intermediary and CMS ALJ Corps

Based upon over 1000 case appeals before the CMS ALJ corps, Michael McGowan shares important documentation information that makes a difference in your reimbursement. Agencies tend to document towards Joint Commission standards and Department of Health standards. This session is to teach the individual how to document to the standards of the payer and the Judge who could at some point in time be the final determinate on whether a claim is or is not paid. **Speaker: Michael McGowan, Delta.** (1.25 clock hours continuing education for Administrators/Alternates; 1.25 contact hours continuing education for nurses)



# Wednesday Sessions

3:45 p.m. - 5:00 p.m. - Concurrent Sessions

## P. Pressure Ulcer & Law Suit Prevention

Have you heard of the recent increase in lawsuits related to pressure ulcer prevention and treatment? Are you aware of new aspects of pressure ulcer and wound care requirements that will be part of the new OASIS - C? Evidence based information on the prevention and treatment of pressure ulcers is crucial to good wound care and to avoid lawsuits. Protocols and outcomes tracking are the key. Agencies must be doing a risk assessment, then follow up with appropriate interventions including documentation of instruction to the caregiver. Attendees will leave with tools to implement better wound care practices in their agency. **Speaker: Patty Johnston, RN, BSN, CWOCN**, Houston, TX. (1.25 clock hours continuing education for Administrators/Alternates; 1.25 contact hours continuing education for nurses)

## Q. The 5 Rights of Patient Education

For your patients to receive all that your services and healthcare at large has to offer, health literacy skills are vital. According to the United States Department of Labor, 47% of the United States adult population has deficient literacy, 10 to 14% of adults in the workforce have a learning disability and 1 out of 5 patients have low literacy. Low health literacy is a growing problem gaining much attention but few solutions have been found. The 5 Rights of Patient Education is a method that offers simple, ready to implement educational solutions. The course recommends strategy that can improve your education efforts. Invest wisely in your patient's learning and make your bull's eye by including the 5 Rights to patient education! **Speaker: Melissa Stewart, MSN, RN**, Baton Rouge, LA. (1.25 clock hours continuing education for Administrators/Alternates; 1.25 contact hours continuing education for nurses)

## R. Surveyors and the New Hospice CoPs

The course will examine the details of the new Quality Assessment and Performance Improvement (QAPI) Conditions of Participation (CoP) and define the steps hospice needs to take to embrace the data-driven management requirements. The focus will be on doing QAPI right. We will clarify the minimum program standards you need for compliance. The session will include a discussion of data elements needed to monitor effectiveness, safety of service and quality of care allowing hospice to track adverse events, analyze their causes and help implement preventative actions. **Speaker: Roger Herr, PT, MPA, COS-C, OCS**. (1.25 clock hour continuing education for Administrators/Alternates; 1.25 hour contact hours continuing education for nurses)

## S. Computerized Documentation: Get Your Clinicians "Dancing in the Aisles!"

Efficiency and productivity in home care is both blessed, and cursed, by technology. This fact is evidenced by the numerous software companies promoting tools to assist agencies with the management, coordination and accountability of their staff. The acclimation of clinical staff to a computerized documentation system can be a struggle if not approached correctly. In this presentation, hear from an owner/therapist who will reveal the "secrets" to her agency's very successful transition to automated documentation and point-of-care. After the presentation you will be able to follow A roadmap for a successful transition from paper to computerization while you also get your clinical team on board . . . and happy about the change! **Speaker: Diana L. Kornetti, MA, PT, HCS-D, COS-C**, Owner/Administrator, Integrity Home Health Care, Inc., Care Anywhere. (1.25 clock hours continuing education for Administrators/Alternates; 1.25 contact hours continuing education for nurses)



# Speakers

**Oliver Bell** is the CEO of Oliver J. Bell and Associates, an Austin, Texas based, labor relations consulting firm. Bell founded this consulting firm that values direct relationships between employees and employers, recognizes the dynamics of change in business and helps clients align employee and management goals for the greater good of all stakeholders. Mr. Bell has been involved in over 700 successful client scenarios. He regularly speaks on labor & employment, entrepreneurship, leadership and diversity issues for clients and professional conferences. He is a member of the Society for Human Resources Management (SHRM), the Wharton Research Advisory Group, and has served as a labor relations subject matter expert for *HR (Human Resources) Executive Magazine*. A former army officer and graduate of the U.S. Military Academy at West Point, Mr. Bell successfully completed Airborne and Ranger training and was assigned to Germany to patrol the then East-West German border. Mr. Bell was selected to attend graduate school and return to West Point to teach, but declined to pursue a non-military career.

**Adam Bishop, MBA, Nashville, TN**, is recognized as one of the influential superheroes of home care sales & marketing. He has come to the aid of thousands of small and large agencies, helping them achieve extraordinary sales growth and profitability through his innovative and proven power marketing & sales strategies. During the last ten years Adam has lent his professional expertise as a guest speaker at many national, state, regional, and private home care events. He is the co-founder of TAG Marketing and Recruiting™, a leading producer of marketing products for the home care industry and an Inc. 5000 Company (One of America's Fastest Growing Companies). Adam is also the author of "48 Proven Steps to Successfully Market Your Home Care Services," a 2002 NAHC-Selected Publication, and "Magnetic Marketing for Home Care," as well as founder of MyHomeCareSalesCoach.com, a leading online marketing and sales resource for home care sales and marketing professionals.

**Wanda Bledsoe, Family Caregiver, San Diego, CA** holds a degree in Nursing Administration from Kansas University. She has practiced public health nursing for many years and taught therapeutic communications at Wright State University. Wanda authored three books, the latest is *Walking Together Through Illness*, co-authored with her husband of 42 years, who has MS. Wanda spent five years as a career consultant for senior executives.

**Larry Brennan, MS, RN** spreads Health & Humor through Harmony. Charlie & Larry lectures on Health & Humor throughout the USA. He holds the esteemed position of "Health and Humor Ambassador" (HaHA). A nurse for over 35 years, he is a former Director of Nursing at Community-General Hospital, Syracuse N.Y. and a Lt.Colonel USAR (Retired). He is the founder of the "NurSING Notes" an all RN Barbershop Quartet who has spread "Health & Humor through Harmony" across the USA for 20 years.

**Jeneane Brian, BSN, MBA, Raleigh, NC, Allscripts, Inc.** For 18 years, Jeneane has moved from clinical staff nursing to the executive ranks of both hospital and post acute care. She has owned and operated her own home care organization and has held both local and national positions as a healthcare expert in maintaining profitability and compliance within the skilled nursing, assisted living, certified home health, certified hospice, and private duty home care environments. As CEO of a VNA in California, Jeneane was the architect of an internationally recognized clinical documentation system for home health and hospice clinicians. She has conducted numerous seminars on implementation techniques to convert healthcare organizations from paper to electronic health record based operations.




## 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 Louisiana State Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission of Accreditation.


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

# Speakers




**Scott Herman, BSN** joined Harden Healthcare in 2007, as president of Auxil Health, Harden's home health subsidiary which now operates under the Girling Health Care umbrella. Herman is responsible for management of all Girling Home Health operations and has a 12-year history in the home health field. Prior to joining Harden, he was president and chief executive officer of Via Christi Home Care in Wichita, Kansas. He also previously served as president and COO of SCCS Health & Hospice, and chief operating officer of VNA

Vermont/New Hampshire, among several other home health leadership positions. Via Christi Home Care was named to the Home Care Elite in 2006. In addition, the company was named Wichita's "Best Place to Work" in 2007. Herman earned his bachelor of science degree in nursing from Kansas Newman College. Prior to transitioning to the home health industry, Herman worked as a paramedic and EMS Lieutenant for several years.



**Roger Herr, PT, MPA, COS-C,** Senior Product Manager - Hospice, OCS, Inc., Seattle, WA comes to OCS with over twenty years experience in community health services. Herr's has worked with diverse urban and rural agencies, some providing comprehensive services and other niche patient populations. Roger's clinical background as a physical therapist brings a functional outcomes perspective to the quality of life of those providing and receiving services. He is knowledgeable in payment systems, patient data sets, and the regulatory environment. He brings expertise in the area of functional measures and outcomes and patient data sets.

Roger received his Master's Degree in Public Administration with a focus on Health Care Management from NYU. He has extensive knowledge in health policy, specifically community care and the multiple PPS systems affecting the continuum of care, as well as experience working as a site visitor for a voluntary accrediting agency. He is excited to be working with hospice in the evolution of patient care, increased regulatory changes and how providers adapt their organizations.



**Mary Kaye Kramme** of Rolla, MO, is the Vice President of Quality Outcomes, Girling Home Health and has worked in various roles in home health since 1990, including: human resources, staff recruitment and retention, orientation and training of clinicians toward OASIS and PPS reimbursement, staff development, regulatory compliance, referral development and financial management. A high school mathematics teacher by training, Mary Kaye also holds a Masters Degree in Management from Webster University in St. Louis, Missouri.

**Michael McGowan, MBA, HCA** served as an OASIS Coordinator for the State of California, monitoring and interacting with most of the 700 HHA's and 450 state surveyors spread through the 24 district offices on a daily basis. He is also a nurse with over twenty years of hands on patient care in a wide variety of settings. McGowan focuses on improving patient care and the outcomes statistics generated from patient related data. He is also actively involved in assisting agencies with governmental advocacy, survey and certification related activities. Mr. McGowan has lectured, presented teleconferences and been published in home care industry magazines.

**Petria McKelvey** of Houston, Texas is a highly sought after billing specialist and national speaker with over 20 years of experience in medical billing for home health agencies. She founded PMB Precision Medical Billing 14 years ago and has performed over 300 audits/revenue recoveries nationwide. Petria is known as the lady who always finds lost money. She has collected over \$300,000 in a single audit for numerous clients.

**Susan Reinhard, PhD, RN,** is a Senior VP at AARP, directing its Public Policy Institute, the focal point for public policy research and analysis at the federal, state and international levels. She also serves as the Chief Strategist for the Center to Champion Nursing in America at AARP, a national resource and technical assistance center created to ensure that America has the nurses it needs to care for all of us now and in the future. Dr. Reinhard is a nationally recognized expert in nursing and health policy, with extensive experience in translating research and developing coalitions to promote policy change. Before coming to AARP in 2007, Dr. Reinhard served as a Professor and Co-Director of Rutgers Center for State Health Policy. She also directed a national technical assistance center to assist 53 states and territories funded by CMS to re-design their long-term care systems. Dr. Reinhard has served three governors as Deputy Commissioner of the New Jersey Department of Health and Senior Services. Her research and policy expertise includes nursing and health care workforce development and regulation, family caregiving, consumer choice and control in health and supportive care, development of assisted living and other community-based care options, quality improvement in long-term care, state pharmaceutical policy, and medication safety.

**Heather Rooney** is the President of H2 Marketing (H2), a national marketing and strategic planning firm with headquarters in Seattle, Washington. An expert growth strategist, Rooney empowers businesses to define and achieve their unique objectives through innovative approaches to sales, marketing and business development. Having been a member of the home care community for 10 years, and with 15+ years of sales and marketing experience, Her industry colleagues describe her as a "passionate, energetic and multi-faceted marketing guru."

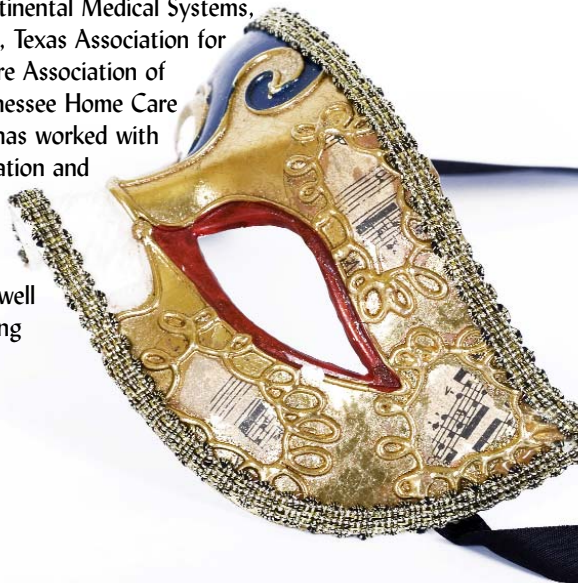
**David Pearce Snyder** is a data-based forecaster whose thousands of seminars and workshops on strategic thinking have been attended by representatives from most of the Fortune 500 companies, as well as hundreds of local/federal government agencies, educational institutions and associations. Before entering private practice as a consulting futurist in 1981, he was Chief of Information Systems, and later, Sr. Planning Officer for the IRS, where he designed and managed the IRS Strategic Planning System. He has also served as an instructor for the Federal Executive Institute, and for Congressional and White House staff development programs. David has been contributing editor of *The Futurist* magazine for over 25 years. In addition, he has authored hundreds of studies, articles and reports on the specific future of a wide range of institutions, industries and professions, and on the socio-economic impacts of new technologies. He is the editor/co-author of five books, including *Future Forces* and a sequel, *America in the 1990s*. He also serves on the Editorial Boards of the *Trend Letter*, *On the Horizon* and *Innovate*, and has appeared on Nightline, the Today Show, CNN, MSNBC, and the BBC.

# Speakers

**Melissa Stewart MN, RN, CPE** has a Bachelor's of Science degree from Southeastern University, a Masters of Nursing from Louisiana State University and is presently pursuing a Doctorate of Nursing Practice from Case Western University. Melissa has worked as a floor nurse, home health nurse, long term care Director, Nursing Instructor, Administrator, Consultant and CEO of a Hospital. Melissa is the founder of The Organization of Patient Educators and presently serves as Executive Director. She is a Registered Nurse and also a Certified Patient Educator through the Organization of Patient Educators. Melissa is dedicated to improving communication between health care providers and their consumers. She teaches health care professionals how to improve their educational efforts through knowing their patient's learning needs from the patient's perspective. She also trains how to capture the healthcare student through the utilization of learning theory and principles while adjusting material to meet the individual learning challenges/disabilities.

**Karen Utterback, MSN, RN** is responsible for establishing McKesson's Extended Care Solution Group's (Home Health, Hospice, and Remote Patient Monitoring Solutions) strategic direction for clinical products and services and for the group's marketing strategy. Karen joined the McKesson team in 2004, and brings over 28 years of home care experience to the role, including patient care, clinical supervision, project management, and operations. She has served as President of the Board of Directors for the Mississippi Nurses Association, as a member of the Department of Health & Human Services Secretary's Advisory Committee on Regulatory Reform and a member of the Board of Directors for the Mississippi Association for Home Care.

**Pam Warmack, RN, BSN** has worked as an RN in home health care since 1986 performing a variety of roles from field visiting staff to an administrator/owner of an agency. She entered consulting in 1994 and has been a full time consultant since that time. The owner of Clinic Connections, Inc. since 1996, Pam serves as a consultant to providers in corporate compliance, regulatory compliance and training, survey preparation and development of corrective action plans, OASIS training/education, accreditation survey preparation, and coding training/education. She currently works with 13 agencies on a full time, rotational basis, accepting additional consulting projects as time permits. Pam has presented at workshops and seminars over the past 14 years for Continental Medical Systems, Decision Home Health, Texas Association for Home Care, Home Care Association of Louisiana and the Tennessee Home Care Association. She also has worked with OIG on fraud investigation and clinical compliance in home care. Pam is a CHCE, COS-C, and certified in Coding as well as Home Health Nursing through ANCC.



## Pre-Conference Speakers

**Marilyn Jeske - RHHI Ombudsmen.** For over 20 years, Marilyn Jeske has worked for Palmetto GBA in various departments. She currently serves in the role of a Medicare Ombudsman in Palmetto GBA's Provider Outreach and Education department. She works as a liaison between the provider community and CMS. Jeske provides coverage and billing guidelines to Home Health and Hospice providers and writes and publishes articles for Palmetto GBA. Marilyn has vast knowledge in RHHI coverage and billing and Medicare law.

**Jeff Lewis** is President and founder of Lewis, Inc., one of the largest home health software corporations in the nation. As one of home care's premiere data analysts, Mr. Lewis examines thousands of cycles of care each year, probing for emerging trends in home care. He publishes his results in a variety of venues, making many reports accessible to home care agencies at no charge. He has a gift for conveying the statistical results of his research in a way that is uncomplicated and easily understood by his audience. Mr. Lewis is in high demand as a public speaker and is a perennial attraction at the annual NAHC conference, where his speeches routinely rank among the best liked and highest attended.

**Aaron Little, CPA** has over 10 years of experience with BKD, LLP and oversees the operations of its BKD Health Care Billing Services, which is a special team that processes more than \$40 million in health care revenues annually for its clients through billing outsourcing and recovery services provided to home health, hospice and senior living organizations. As a leading national billing consultant, he routinely performs revenue recovery services, billing efficiency and compliance assessments, Office of Inspector General mandated independent review organization billing audits, client training and other special billing services. Though primarily focused on billing operations, Little also performs general financial and operational consulting services for home care organizations, including operations reviews, productivity assessments, benchmarking, budgeting and Medicare cost report preparation. Aaron is a contributing author to BKD's Health Care News, *HHFMA's Update*, *Home Health Line's home care Innovations* (formerly called *Success In Home Care*) and other national and state publications.

**Mary Lynn Stillinger, R.N.,** is a Senior Ombudsman for Palmetto GBA. She graduated from Ohio Dominican College and St. Anthony Hospital School of Nursing in Columbus, Ohio. The first 19 years of her nursing career were spent in critical care - ICU, CCU, and cardiovascular surgery. From there she spent the next five years as the Director of Medicare services in a Home Health Agency. For the past 15 years she has been an education consultant associated with two Regional Home Health and Hospice Intermediaries: Illinois based Health Care Service Corporation, and currently Palmetto GBA. Experience is extensive in both clinical and billing issues. She also has experience in program integrity issues and law enforcement investigations.

# Registration Information

## Pre-Conference Registration Includes...

- Educational workshops at pre-conference
- Refreshment breaks at pre-conference

## SW/GCRHCC&E Conference Registration Includes...

- Keynote Presentations
- Educational Workshops at SW/GCRHCC&E
- All Meal Functions (excluding offsite event)
- Entrance to Exhibit Hall\*
- Conference Bag with a CD of all Session Handouts
- Refreshment Breaks

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

## How To Register

**By Mail:** Complete the registration form, including workshop choices, and mail registration form and payment to:

**Texas Association for Home Care**  
3737 Executive Center Drive, Ste. 268  
Austin, Texas 78731

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

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

**Online:** Go to the TAHC website at [www.tahc.org](http://www.tahc.org). You can register with your credit card fast and easy!

**At the Door:** You may register for the conference and events onsite, based on available room capacity. We encourage you to register in advance to save time and money.

**Early Bird Discount Rate:** Available for conference registrations received online, by fax, or postmarked by 4/6/2009.

**Regular Rate:** The Regular Rate applies to all registrations received via online, by fax, or post-marked after 4/7/2009 and by 4/29/2009.

**On-Site Registration Fees:** All Registrations received after 4/30/2009 will include a \$20 on-site registration fee. On-site registration will be held at the Sheraton New Orleans Hotel. On-site registration takes time... please be prepared for delays.

## Cancellation Policy

A 90% refund will be given if written request is received in the TAHC office on or before 4/30/2009. A 50% refund will be given if written request is received after 4/30/2009. No refunds will be given for cancellations received the day the conference begins or after. To cancel your registration contact Katie Westmoreland via email at [katie@tahc.org](mailto:katie@tahc.org). Registrants who do not cancel and do not attend are liable for the full registration fee and will not receive a refund. Phone cancellations are not accepted.

## Transfer Policy

Registrations may be transferred to other individuals only through written request. Please note: Registrations may not be split among 2 or more persons. To transfer a registration contact Katie Westmoreland via email at [katie@tahc.org](mailto:katie@tahc.org).

## Conference Meeting & Registration Location

Education sessions and exhibit hall will be held at the Sheraton New Orleans Hotel, 500 Canal Street, New Orleans, Louisiana 70130.

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## Travel Information

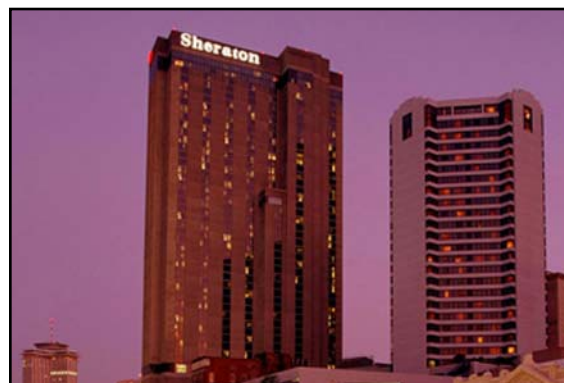
### Hotel Information:

The French capital of the New World, New Orleans exhibits the special charm of a unique, world class destination. Inspired by the vitality and elegance of this historic city, the Sheraton New Orleans Hotel, 500 Canal Street, New Orleans, Louisiana 70130, puts you in the heart of the Crescent City's business, entertainment, dining, and nightlife. The Southwest/Gulf Coast Regional Home Care Conference room rates are \$139 single/double. The cut off date for this rate is April 20, 2009, based on availability. To make reservations call (504) 525-2500, or make your reservations online.

### Transportation to Hotel:

Louis Armstrong New Orleans International Airport is located approximately 16 miles from the host hotel. Ground transportation is available from the airport via taxis. The estimated fare is \$30 for up to 2 passengers.

**Hotel Parking:** Valet parking at the Sheraton is available at a rate of \$30/night. Public self parking is also available in the area.



# Registration

Southwest/Gulf Coast Regional Home Care Conference & Exhibition - *The Many Faces of Home Care*  
 May 5 - 7, 2009 • Sheraton New Orleans Hotel • New Orleans, Louisiana

Feel free to make additional copies of registration for additional attendees

Name & Credentials (please print clearly)  RN  LVN

Title Email

Agency

Address

City, State, Zip

Phone Fax

Please check here if you require special assistance or dietary needs. Attach a written description of your needs.

What business solutions are you most interested in seeing at the exhibition?

- Agency Management Software
- Consulting
- Financial Services & Software
- Insurance/Employee Benefits
- Mergers & Acquisitions
- Medical Supply
- Recruiting
- Telehealth/Telephony
- Wound Care
- Other: \_\_\_\_\_

What is your role in decision making?

- Purchase
- Specify
- Recommend
- None

**Pre-Conference Rates (optional)** Member Non-Member

**SW/GCRHCC&E Conference Rates**  \$ 95  \$ 145 \$ \_\_\_\_\_

Early Bird (rcvd. by 4/6/2009)  \$ 375  \$ 475 \$ \_\_\_\_\_

Regular Rate (rcvd. by 4/29/2009)  \$ 395  \$ 495 \$ \_\_\_\_\_

On-Site Rate (rcvd. on or after 4/30/2009)  \$ 415  \$ 515 \$ \_\_\_\_\_

**Check Concurrent Workshop Preferences:** \$ \_\_\_\_\_

Tuesday, May 5, 8 am - 12 pm  PCA  PCB (Pre-conference sessions)

Wed., May 6, 10 - 11 am  D or  E or  F or  G

Wed., May 6, 11:30 am- 12:30 pm  H or  I or  J or  K

Wed., May 6, 2:15 - 3:30 pm  L or  M or  N or  O

Wed., May 6, 3:45 - 5:00 pm  P or  Q or  R or  S

**Krewe of Soins à Domicile (Krewe of Home Care)** \$ \_\_\_\_\_

Optional Offsite Event Tickets: \_\_\_ @ \$25 each

**Total Due:** \$ \_\_\_\_\_

### Method of Payment

- Check enclosed payable to TAHC
- Amex  Discover  MC  Visa

card # expiration date

name on card signature

### 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 for EACH days' participation, only ONE per time slot please. Failure to check workshop choices will delay registration.
- Registrations may not be split among 2 or more persons.

To receive the member rate, circle the association(s) of which you are member. Each state association will receive a percent of the proceeds based on attendance from their state.

HCAA	HCLA	MAHC
NMAHHC	OAHC	TAHC

**Cancellation Policy:** A 90% refund will be given if written request is received in the TAHC office on or before 4/30/2009. A 50% refund will be given if written request is received after 4/30/2009. No refunds will be given for cancellations received the day the conference begins or after. To cancel your registration contact Katie Westmoreland via email at [katie@tahc.org](mailto:katie@tahc.org). Registrants who do not cancel and do not attend are liable for the full registration fee and will not receive a refund. Phone cancellations are not accepted.

Register by: Mail Fax or Online

**Texas Association for Home Care**  
 3737 Executive Center Drive, Ste. 268, Austin, Texas 78731  
 (800) 880-8893 • fax (512) 338-9496 • [www.tahc.org](http://www.tahc.org)



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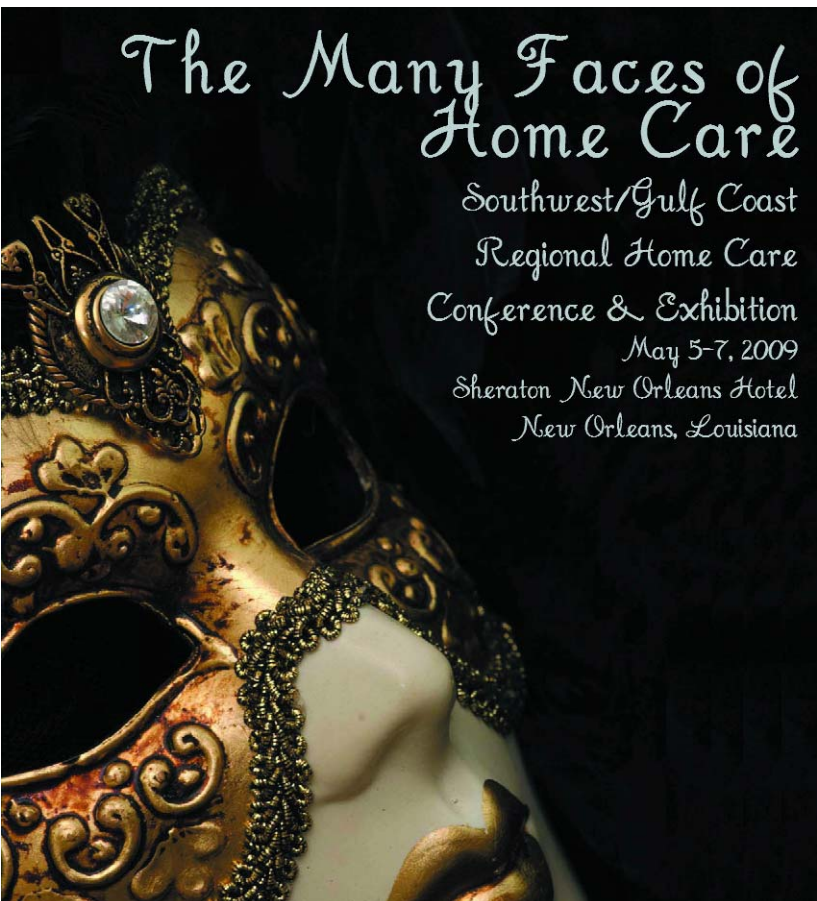
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HCA

HOME CARE ASSOCIATION OF  
ALABAMA



# The Many Faces of Home Care

Texas Association for Home Care, Inc.  
3737 Executive Center Drive, Ste. 268  
Austin, Texas 78731



## The Many Faces of Home Care

Southwest/Gulf Coast  
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Conference & Exhibition  
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