

THE THIRD ANNUAL



NEW ENGLAND  
**HOME CARE  
CONFERENCE**  
& TRADE SHOW

[www.nehcc.com](http://www.nehcc.com)

*Six States,  
One Conference,  
Hundreds of Attendees*

June  
**5<sup>and</sup> 6**  
2013

MGM Grand  
at Foxwoods  
Mashantucket,  
Connecticut

EARLY BIRD RATES:  
Deadline April 19

**Registration  
& Program Guide**



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*The way is in sight™*

**MGM Grand  
at Foxwoods  
Mashantucket, CT**



**June 5 & 6, 2013**

Dear Home Care Leaders and Friends,

It's time to cultivate and grow your professional commitment to home care at this year's third annual New England Home Care Conference and Trade Show!

This collaborative regional event was a sell-out in its first two years. As a result, the home care associations throughout New England decided to once again offer you this exceptional opportunity. We invite you to join your peers in a two-day education and networking conference at the beautiful MGM Grand Hotel at Foxwoods on June 5 and 6.

The range of speakers that we're bringing together represent an understanding of the current home care environment and a collective vision for the future. Their knowledge will help you grow your business and nourish your passion for leadership. You can choose from more than 20 top-notch workshops in the following tracks:

- Health care reform
- Finance and Technology
- Clinical and Compliance
- Marketing and Management
- Hospice
- Private Duty Intensive

We're pleased to return to the MGM Grand Hotel at Foxwoods which has proven to be a fantastic venue for our conference and trade show. In addition to all of the quality programming, you can spend time networking with sponsors and exhibitors that are at the forefront of producing services and products for the home care industry.

This is an event that you won't want to miss! We look forward to welcoming you to the New England Home Care Conference and Trade Show in Connecticut on June 5 and 6.

Sincerely,

Deborah Hoyt, President and CEO  
Connecticut Association for Healthcare at Home

Vicki Purgavie, Executive Director  
Home Care & Hospice Alliance of Maine

Pat Kelleher, Executive Director  
Home Care Alliance of Massachusetts

Gina Balkus, CEO  
Home Care Association of NH

Nicholas Oliver, Executive Director  
Rhode Island Partnership for Home Care

Peter Cobb, Director  
Vermont Assembly of Home Health and  
Hospice Agencies

## **IMPORTANT DEADLINES**

**EARLY BIRD  
CONFERENCE  
REGISTRATION:**  
April 19

**HOTEL ROOM BLOCK:**  
May 14 (by 5:00 pm)

**EXHIBITOR  
REGISTRATION:**  
May 1

**CONFERENCE  
REGISTRATION  
DEADLINE:**  
May 22

A \$50 late fee will be charged per person for each registration received after the deadline.

REGISTRATIONS can be made by fax or mail and sent to Royce Tyree at the address below or by going to [www.nehcc.com](http://www.nehcc.com).

Home Care Alliance of  
Massachusetts  
31 St. James Avenue,  
Suite 780  
Boston, MA 02116  
Phone: 617-482-8830  
Fax: 617-426-0509

(See pg. 14 for more information)

**MGM Grand  
at Foxwoods  
Mashantucket, CT**



**June 5 & 6, 2013**

**WEDNESDAY, JUNE 5 | 10:30 am – 4:30 pm**

**SPECIAL FEATURE:  
A Full Day Private Duty Intensive**

**Super Sales Strategies: Creating a Powerful Sales  
and Marketing Program**

Louis Feuer, MA, MSW, President of Dynamic Seminars & Consulting, Inc.

This dynamic sales and marketing program is dedicated to helping you create a more efficient, productive and financially successful agency. In these competitive times, pressures are on referral sources, families and clients to use their time and money in the best possible way. This program addresses key referral source "Hot Button Issues":

- How to define your difference
- Strategies for making a powerful sales presentation
- Ways to cost-effectively manage your territory
- Key customer service issues
- How to thank people for their complaints
- And so much more....

Gain insight from a former case manager and social worker as you are educated and motivated in the most dynamic sales program you have ever attended! Louis brings his unique ability to educate, entertain and help you build revenues – **ALL IN ONE PROGRAM!**



LOUIS FEUER

*Louis Feuer, MA, MSW, president of Dynamic Seminars & Consulting, Inc., has offered sales, marketing and customer service expertise to the healthcare industry since 1977. He writes a column in HomeCare Magazine and serves on the Accreditation Review Committee for HQAA. He is the author of more than 300 articles on professional development issues and the Guide to Quality Service for the Home Care Industry. He continues to lecture extensively throughout the United States. Louis is the founder of MEDCOMMENT CENTER, the home care industry's*

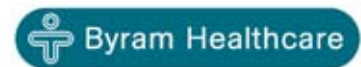
*leading program for gathering referral source and patient feedback – truly a dynamic way to learn from your customers. He has worked with many private duty agencies helping them build revenues and market share. Louis teaches successful money-making sales strategies that both motivate and educate.*

With thanks to these New England Home Care Conference & Trade Show Sponsors:

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KEYNOTE/GENERAL SESSION SPONSORS



**MGM Grand  
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Mashantucket, CT**



**June 5 & 6, 2013**

## **WEDNESDAY, JUNE 5**

**Opening Keynote 9:15 am – 10:15 am**

### **Panel: The Evolving Role of Home Care In An Accountable Care Organization**

Home health providers with robust programs that demonstrate positive outcomes can play an important role in assisting the region's new ACOs to meet their quality requirements in such areas as effective medical management of diabetes, heart failure, coronary artery disease and potentially avoidable hospital admissions. Four industry leaders who are working with these new entities will provide first-hand insight into what ACOs will be looking for in post-acute partners in terms of evidence-based practice, IT infrastructure and care transitions innovations.

*Susan Beausoliel, BSN, MS, DNP, Vice President, Operations, Partners HealthCare at Home*

*Mary DeVeau, RN, MSM, President and CEO, Concord Regional Visiting Nurse Association*

*Churchill Hindes, PhD, Vice President for Accountable Care, Fletcher Allen Health Care/Vermont Managed Care*

*Ellen Rothberg, RN, MPH, President & CEO, VNA Healthcare*

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**Closing General Session 3:30 pm – 4:30 pm**

### **Palliative Care 2020: Transforming the Care of Serious Illness in the Home**

Both palliative medicine and geriatrics focus on the human being and their experience of health and illness across many years and settings of care. Both fields have developed an evidence base that demonstrates improved value, better quality and, as an epiphenomenon of better quality, lower cost. The challenge facing our work is one of going to scale. How can we assure access to these proven models to all persons in need? We will accomplish this far more effectively by working together rather than separately.



DIANE E. MEIER

*Diane E. Meier, MD, FACP is Director of the Center to Advance Palliative Care (CAPC), at the Icahn School of Medicine at Mt. Sinai, a national organization devoted to increasing the number and quality of palliative care programs in the United States. She is also Vice-chair for Public Policy and Professor of Geriatrics and Palliative Medicine; and Gaisman Professor of Medical Ethics at the Mount Sinai School of Medicine in New York City. In 2012, she was awarded the American Cancer Society's Medal of Honor for Cancer Control in recognition of her pioneering leadership of the effort to bring non-hospice palliative care into mainstream medicine. In 2008, she was the recipient of a MacArthur Foundation 'genius award' Fellowship.*

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**June 5 & 6, 2013**

## **THURSDAY, JUNE 6**

**Opening Keynote 8:30 am – 9:15 am**

### **Home Care and Hospice 2013: National Update from Washington, DC**

Healthcare reform continues to have center stage with home care and hospice. This keynote session will bring you up-to-the-minute information on what Washington has in store for 2013 and beyond. The future of home care and hospice across the country will be affected by what's happening. This session will address general trends in clinical, reimbursement and corporate organization structures that have the potential to change how some agencies enter or grow in the market. Bill Dombi, with over 35 years of advocacy, brings information and insights from the front lines of our industry.



WILLIAM DOMBI

*William A. Dombi, Esq. is Vice President for Law at the National Association for Home Care and Hospice and Director of the Center for Health Care Law in Washington. He specializes in legal, legislative, and regulatory advocacy on behalf of patients and providers of home health and hospice care. With more than 30 years of experience in health care law and policy, he has been involved in virtually all legislative and regulatory efforts affecting home care and hospice since 1975, including the 1980 expansion of the Medicare home health benefits, the 1983 formation of the hospice benefit, the institution of Medicare PPS for home health in 2000, and the massive health care reform legislation in 2010. Bill was lead counsel on the landmark lawsuit that reformed the Medicare home health services benefit.*

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**Closing General Session 2:30 pm – 3:45 pm**

### **It's Not About the Hike**

Nancy Sporborg and Pat Piper believe we all have our own mountains to climb. They may be 4,000-footers in the White Mountains, bringing up children, or caring for aging parents. They may be going to school, tackling a difficult project, dealing with an illness, or searching for your passion in life. It's Not About the Hike is a humorous and touching presentation that will lift your spirits. It is an inspirational and motivational program about pushing ourselves outside of our comfort zones, overcoming our own fears, finding our passions, and living our lives to the fullest.

*Nancy Sporborg (left) and Pat Piper started walking the sidewalks of Keene, NH and ended up climbing the 100 highest mountains in New England. They thought they were just going out for a hike when they climbed their first mountain. They were wrong. They were beginning the journey of a lifetime. They have reached the summits of over 244 mountains since 2006, hiking through all four seasons. They have walked more than 1,600 miles and gained over 487,000 feet in elevation. But it's not about the numbers. It's about their discovery of themselves as strong, courageous, determined joyful women. Hiking has shown them the way to their hearts and healing, and given them a glimpse of who they really are – ordinary women on an extraordinary journey.*



NANCY SPORBORG  
& PAT PIPER

## WEDNESDAY, JUNE 5: DAY-AT-A-GLANCE SCHEDULE

8:00 am – 9:00 am

Registration and Continental Breakfast

9:00 am – 9:15 am

Welcome

9:15 am – 10:15 am

Opening Keynote: *The Evolving Role of Home Care in an Accountable Care Organization*

Panel: Susan Beausoliel, Mary DeVeau, Churchill Hindes, Ellen Rothberg

10:15 am – 10:30 am

Break

Breakout Tracks

REFORM

CLINICAL &  
COMPLIANCE

MARKETING &  
MANAGEMENT

FINANCE &  
TECHNOLOGY

HOSPICE

PRIVATE DUTY  
INTENSIVE

10:30 am – 11:45 am

**New Home Care Models that Support Emerging Referral Partner Needs**

Dana Sheer, MSN, ACNP, Director, Clinical Programs & Susan Beausoliel, BSN, MS, DNP, Vice President Operations  
*Partners HealthCare at Home*

**Understanding the Face-to-Face Encounter Rules for Home Care Agencies**

Connie A. Raffa, JD, LLM, Partner & Rachel Hold-Weiss, RPA-C, JD, Partner  
*Arent Fox LLP*

**Organizational Considerations for Introducing a Chronic Care Model**

Rita Grimes, Project Manager & Kathy Roby, Senior Project Manager, Home Health  
*Qualidigm*

**The Federal IMPACT Project and the Movement Towards Uniform Electronic Post-Acute Care Data Transfer**

Larry Garber, MD, Medical Director of Informatics  
*Reliant Medical Group*

George Richardson, CIO  
*VNA Care Network & Hospice*

**Using Metrics to Manage Your Hospice**

Rob Simone, CPA, Vice President  
*Simione Financial Monitor*

Kimberly Skehan, RN, MSN, Senior Manager  
*Simione Healthcare Consultants*

**Super Sales Strategies: Creating a Powerful Sales & Marketing Program (10:30 am – 4:30 pm)**

Louis Feuer, MA, MSW, President  
*Dynamic Seminars & Consulting, Inc.*

11:45 am – 1:00 pm

Lunch

1:00 pm – 2:15 pm

**Home Care Aides: Essential Partners in Chronic Disease Management and Transitional Care Coordination**

Wendy Drastal, Vice President  
*HomeCare, Inc.*

Robert Dean, RN, Vice President  
*All Care Resources*

**ICD-10 ... What Are You Waiting For?**

Jennifer Warfield, RN, BSN, HCS-D, COS-C, Education Director  
*PPS Plus Software*

**Performance Trends and Benchmarks: New England vs. the Nation**

Barbara Rosenblum, BSN, MAOM, Founder & CEO  
*Strategic Healthcare Programs*

**What Home Care Agencies Need to Know About Bundled Payments**

Gloria Kupferman, Vice President, National Information Products  
*DataGen*

**The Hospice/ Nursing Home Partnership**

Connie A. Raffa, JD, LLM, Partner & Rachel Hold-Weiss, RPA-C, JD, Partner  
*Arent Fox LLP*

**Super Sales Strategies: Creating a Powerful Sales & Marketing Program**

(Continued)

2:15 pm – 3:30 pm

Desserts in the Exhibit Hall / Exhibit Hall Opening

3:30 pm – 4:30 pm

Closing General Session: *Palliative Care 2020 – Transforming the Care of Serious Illness in the Home*

Diane E. Meier, MD, FACP

4:30 pm – 6:00 pm

Reception in Exhibit Hall

## THURSDAY, JUNE 6: DAY-AT-A-GLANCE SCHEDULE

8:00 am – 8:30 am

Registration and Continental Breakfast

8:30 am – 9:15 am

Opening Keynote: *Home Care and Hospice 2013 - National Update from Washington, DC*  
William A. Dombi, Esq.

9:15 am – 10:15 am

Break with Exhibitors

Breakout Tracks

REFORM

CLINICAL &  
COMPLIANCE

MARKETING &  
MANAGEMENT

FINANCE &  
TECHNOLOGY

MANAGEMENT

PRIVATE DUTY

10:15 am – 11:15 am

**Post Hospital Syndrome: Does it Contribute to the Risk of Re-hospitalization and What Can Home Health Care Providers Do to Mitigate the Risk?**

Nancy Roberts, RN, MSN, President and CEO  
VNA of Care New England

**Wound Products That Work in Home Care**

Geoffrey Abraskin, PT, DPT, CWS, FAC-CWS, DAPWCA  
Amedysis  
Home Health Care

**Ten Things Every Agency Should Know About Workplace Law**

Michael Bertoncini, Esq. & Robert Morsilli, Esq.  
Jackson Lewis LLP

**Financial Managers Expert Panel: A View of 2013 and Beyond**

Moderator: William A. Dombi, JD, Vice President for Law  
National Association for Home Care and Hospice

**Integration: Not Just for Kids Anymore**

Jona Farwell, BSW, ICCE, Integrated Services  
Coordinator & Sara King, Chief Financial Officer  
Rutland Area VNA and Hospice

**The New Referral Source ... And It's Not Hospitals! Are You Ready for the Online Referral Wave?**

Ira W. Yellen, APR, Fellow PRSA, President  
[Homecare MatchKiosk.com](http://HomecareMatchKiosk.com)  
Kevin Smith, Vice President  
Best of Care, Inc.  
Deborah Hoyt, President/CEO  
Connecticut Association for Healthcare at Home

11:15 am – 12:00 pm

Break with Exhibitors

12:00 pm – 1:15 pm

Lunch

1:15 pm – 2:15 pm

**Care Coordination Model for Collaboration With Medical Homes**

Denise Martel, RN MSN & Pam Sampadian, RN BSN  
Concord Regional Visiting Nurse Association

**Managing Compliance Risks in Home Care and Hospice**

M. Aaron Little, CPA, Director & Karen Vance, OTR, Supervising Consultant  
BKD, LLP

**Positioning Your Agency For Success: Aligning Your Business Development Strategy With Your Brand Promise**

Andrew Eaves, Principal  
a.m.eavesConsulting, LLC

**Are Your Medical Records Compliant for Data Privacy & Security?**

Joan Usher, BS, RHIA, COS-C, ACE, President  
JLU Health Record Systems

**Combining Technology and Evidence-Based Practice to Improve Outcomes and Clinical Efficiency**

Carolyn J. Humphrey, RN, MS, FAAN  
CJ Humphrey Associates

**Working Together: Your Website, Social Media, Email Marketing and Your Goals**

Connie Parsons, IlluminAGE  
Communications Partners

2:15 pm – 2:30 pm

Break

2:30 pm – 3:45 pm

Closing General Session: *It's Not About the Hike*  
Nancy Sporborg and Pat Piper

4:00 pm

Adjourn and Contact Hours Distributed

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**June 5 & 6, 2013**

## **CONCURRENT BREAKOUT SESSIONS • WEDNESDAY, JUNE 5**

**10:30 AM – 11:45 AM**

### **New Home Care Models that Support Emerging Referral Partner Needs**

Dana Sheer, MSN, ACNP, Director, Clinical Programs, Partners HealthCare at Home  
Susan Beausoliel, BSN, MS, DNP, Vice President-Operations, Partners HealthCare at Home

How one leading edge agency is meeting the needs of referring partners through (1) redesign of a home telemonitoring program into a Supported Self Management and Rapid Response Program, and (2) using home care's experiences to educate referral sources on optimal care at home, especially for patients with complex chronic illness.

### **Understanding the Face-to-Face Encounter Rules for Home Care Agencies**

Connie A. Raffa, JD, LLM, Partner, Arent Fox LLP  
Rachel Hold-Weiss, RPA-C, JD, Partner, Arent Fox LLP

A Face-to-Face rule refresher covering the latest information on CMS rules regarding content requirements, timing, completion, and communication from hospital physician or NPP to certifying physicians. The session will also recommend compliance strategies.

### **Organizational Considerations for Introducing a Chronic Care Model**

Rita Grimes, Project Manager, Qualidigm  
Kathy Roby, Senior Project Manager, Home Health, Qualidigm

This presentation will explore the obstacles – as well as pathways – encountered by a home health agency during the process of introducing a person-centered approach to chronic care management.

### **The Federal IMPACT Project and the Movement towards Uniform Electronic Post-Acute Care Data Transfer**

Larry Garber, MD, Medical Director of Informatics, Reliant Medical Group  
George Richardson, CIO, VNA Care Network & Hospice

With a federal demonstration grant, the MA IMPACT project is charged with developing a national standard of data elements to support post-acute and long-term care transitions. The MA pilot currently underway may form the basis for the national universal transfer data set.

### **Using Metrics to Manage Your Hospice**

Rob Simione, CPA, Vice President, Simione Financial Monitor  
Kimberly Skehan, RN, MSN, Senior Manager, Simione Healthcare Consultants

An interactive session focusing on the use of data by hospice organizations to set clinical, operational and financial goals for both inpatient and community-based settings. Strategies to foster hospice organization management and staff engagement in successful implementation of these goals, and examples of how to integrate hospice clinical, operational and financial data into management reports will also be presented.



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HOME CARE  
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& TRADE SHOW**

**June 5 & 6, 2013**

## **CONCURRENT BREAKOUT SESSIONS • WEDNESDAY, JUNE 5**

**1:00 PM – 2:15 PM**

### **Home Care Aides: Essential Partners in Chronic Disease Management and Transitional Care Coordination**

Wendy Drastal, Vice President, HomeCare, Inc.  
Robert Dean, RN, Vice President, All Care Resources

A review of how agencies can train aides to play an active role in transitional care coordination that enhances care and reduces preventable hospitalizations. This session will include information based on work done with a CMS Innovation Center Community-Based Care Transitions Program (CCTP) grant and the Coleman Care Transitions model. Also covered: chronic disease training for aides that incorporates Adult Learner Centered training techniques.

### **ICD-10 ... What are You Waiting For?**

Jennifer Warfield, RN, BSN, HCS-D, COS-C, Education Director, PPS Plus Software

The transition to the ICD-10 CM coding system is scheduled for October 2014. A successful implementation means starting preparations now. Let's review what and where to start.

### **Performance Trends and Benchmarks: New England vs. the Nation**

Barbara Rosenblum, BSN, MAOM, Founder and CEO, Strategic Healthcare Programs (SHP)

Performance improvement is now essential for every home health and hospice agency. At the same time, transparency of outcomes data is creating a more competitive environment. This presentation will highlight necessary clinical and operation benchmarks, and compare New England data to national data.

### **What Home Care Agencies Need to Know About Bundled Payments**

Gloria Kupferman, Vice President, National Information Products, DataGen

All of the new delivery models envision payment that is bundled, episodic or capitated. Home health agencies need to learn to utilize data to establish a bargaining position in potential shared savings arrangements. This presentation will focus on utilizing Medicare claims data to evaluate different post acute care settings.

### **The Hospice/Nursing Home Partnership**

Connie A. Raffa, JD, LLM, Partner, Arent Fox LLP  
Rachel Hold-Weiss, RPA-C, JD, Partner, Arent Fox LLP

This session will cover the comparison of requirements under the hospice/SNF COPs, including contracting requirements, reimbursement pitfalls, the roles of medical directors, patient admission and goals, compliance issues and government investigations.

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**June 5 & 6, 2013**

## CONCURRENT BREAKOUT SESSIONS • THURSDAY, JUNE 6

### 10:15 AM – 11:15 AM

#### **Post-Hospital Syndrome: Does it Contribute to the Risk of Rehospitalization and What Can Home Health Care Providers Do to Mitigate the Risk?**

Nancy Roberts, RN, MSN, President and CEO, VNA of Care New England

Despite the efforts of readmission champions, there have been only modest improvements in hospital readmission rates. "Post-Hospital Syndrome," as described recently in the *New England Journal of Medicine*, describes patients recovering not only from their acute illness, but also from the physiological stress associated with a hospital stay. Let's discuss what can be done to mitigate the impact of "post-hospital discharge syndrome" and how local agencies are incorporating evidence-based protocols to reduce readmission risks of recently discharged patients.

#### **Wound Products That Work in Home Care**

Geoffrey Abraskin, PT, DPT, CWS, FACCWS, DAPWCA, Amedisys Home Health Care

This session addresses the challenges, costs and products associated with wound care. Topics will include advantages and disadvantages of each dressing category, including the "myth" of gauze; healing rates with some dressing choices; and how product choices can affect the bottom line.

#### **Ten Things Every Agency Should Know About Workplace Law**

Michael Bertoncini, Esq., Jackson Lewis LLP  
Robert Morsilli, Esq., Jackson Lewis LLP

Which workplace regulations are the most challenging for home care agencies? This presentation will cover the full range, from hiring and disciplinary practices, to pay policies. Get practical tips for immediate agency use.

#### **Financial Managers Expert Panel: A View of 2013 and Beyond**

Moderator: William A. Dombi, JD, Vice President for Law, National Association for Home Care and Hospice; Executive Director, Home Care & Hospice Financial Managers Association

A panel of the best financial minds in the industry shares their vision for home care, and the operational and financial strategies agencies will need to survive and thrive in the coming year.

#### **Integration: It's Not Just for Kids Anymore**

Jona Farwell, BSW, ICCE, Integrated Services Coordinator, Rutland Area VNA and Hospice  
Sara King, Chief Financial Officer, Rutland Area VNA and Hospice

The challenges of creating an integrated care model for pregnant and post partum women, as well as children up to age six, and the lessons it holds for creating a similar care model for dual-eligible adults. This presentation will cover both the clinical and financial perspectives of such a model.

#### **The New Referral Source ... And It's Not Hospitals! Are You Ready for the Online Referral Wave?**

Ira W. Yellen, APR, Fellow PRSA, President, HomecareMatchKiosk.com  
Kevin Smith, Vice President, Best of Care, Inc.  
Deborah Hoyt, President and CEO, Connecticut Association for Healthcare at Home

With 20 million searches done yearly in the United States for healthcare information and support, it is estimated that 90% of agency referrals will come from online searches by 2020. Learn where to focus your marketing and outreach resources to maintain a healthy referral pipeline, and how to optimize your online presence to match research on how consumers search for services.

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**June 5 & 6, 2013**

## CONCURRENT BREAKOUT SESSIONS • THURSDAY, JUNE 6

**1:15 PM – 2:15 PM**

### **Care Coordination Model for Collaboration with Medical Homes**

Denise Martel, RN MSN, Concord Regional Visiting Nurse Association  
Pam Sampadian, RN BSN, Concord Regional Visiting Nurse Association

The Medical Home model of care is a way to provide comprehensive care that is designed and centered on the patient's needs. Concord Regional Visiting Nurse Association has joined with Dartmouth-Hitchcock Concord Medical Group as part of a pilot project to reduce re-hospitalizations for at-risk home care patients and/or those with complex care needs. This presentation will describe our agency's experiences with developing this pilot program and lessons learned along the way.

### **Managing Compliance Risks in Home Care and Hospice**

M. Aaron Little, CPA, Director, BKD, LLP  
Karen Vance, OTR, Supervising Consultant, BKD, LLP

To work in Medicare is to be subject to increased program integrity activity from the Office of Inspector General (OIG), Medicare Administrative Contractors (MACs), Recovery Audit Contractors (RACs), Specialty Medical Review Contractors (SMRCs), and Zone Program Integrity Contractors (ZPICs). This session will enhance agency understanding of these various contractors, highlight where an agency might be at risk, and how the agency might proactively manage risk areas through an internal compliance assessment.

### **Positioning Your Agency For Success: Aligning Your Business Development Strategy with Your Brand Promise**

Andrew Eaves, Principal, a.m.eavesConsulting, LLC

It's no longer just sales alone that will help an agency grow. Successful agencies need a powerful brand

presence that aligns vision and values with business development. Learn how to integrate and align all facets of an organization into a culture of growth.

### **Are Your Medical Records Compliant for Data Privacy & Security?**

Joan Usher, BS, RHIA, COS-C, ACE, President, JLU Health Record Systems

2013 will be a monumental year for increased HIPAA standards and compliance auditing. Even with electronic health records, are you sure your records are complete, secure and protected? This session will review areas of compliance and drill down to practical policies and daily practices that are needed to protect medical record and financial information. Don't let a data breach be your wake-up call.

### **Combining Technology and Evidence-Based Practice to Improve Outcomes and Clinical Efficiency**

Carolyn J. Humphrey, RN, MS FAAN, CJ Humphrey Associates

Agencies seeking new partnerships in emerging care models will need to demonstrate their use of evidence-based practice (EBP) to support clinical assessment and decision-making. Attend this session to learn how merging EBP and IT streamlines workflow, retains staff and improves clinical accuracy and efficiency.

### **Working Together: Your Website, Social Media Email Marketing & Your Goals**

Connie Parsons, IlluminAGE Communications Partners

Are your investments in online marketing communications delivering the expected return? What needs to be done to create effective website content, optimize search engine value, and integrate an online and offline communication strategy.

**Be sure to visit  
our EXHIBITORS and learn about  
products and services that are  
at the forefront of our industry.**

***Enjoy great refreshments, too!***

### **Exhibit Hall Hours**

#### **Wednesday, June 5**

2:15 pm – 3:30 pm: Exhibit Hall Opening; Dessert in  
the Exhibit Hall

4:30 pm – 6:00 pm: Evening Reception

#### **Thursday, June 6**

9:15 am – 10:15 am: Mid-Morning Break with Exhibitors

11:15 am – 12:00 pm: Late Morning Break with Exhibitors

## **At the End of the Day at the MGM Grand at Foxwoods...**

Following a day of workshops, keynote presentations and visits with exhibitors, your evening activities at Foxwoods are just getting started. Make your first stop at our Exhibitor Reception from 4:30 pm to 6:00 pm. Listed below are a few suggestions for your enjoyment. For additional information go to [www.nehcc.com](http://www.nehcc.com) and click on the direct link to the MGM Grand. It is recommended that any reservations you would like to make should be made well in advance of the conference.

To make reservations, click on the direct links provided below or call (800) 369-9663 for General Information & Reservations or (800) 200-2882 for the Box Office.

## **Foxwoods Resort & Casino**

### **Dining**

With 38 unique dining experiences, there is something for everyone at Foxwoods. Whether you are looking for gourmet fine dining at Tom Colicchio's [Craftsteak](#), a casual meal at [Junior's](#), or a quick bite at the [Gelato Café](#), you definitely won't go hungry!

### **Entertainment**

Your nights will be filled with world class entertainment as you enjoy 2 [concert venues](#) hosting some of music's biggest artists, [Comix](#) comedy club where Jokers rule, and the [Tree House Arcade](#), which is home to over 100 of the top video and skill redemption games.

### **Nightlife**

If you're looking to get your groove on, there are eight nightlife venues to enjoy at Foxwoods. [Shrine Nightclub](#) has been named one of the top 100 nightclubs for three years in a row.

### **Bowling**

[High Rollers](#) is a 35,000 square foot venue with 20 bowling lanes, a full service restaurant, 2 bars, 4 billiards tables, a piano lounge, and over 60 HD televisions.

### **Museum**

The [Mashantucket Pequot Museum and Research Center](#) offers an amazing look at over 18,000 years of Native and natural history. Life-sized walk-through dioramas will transport you into history and to the culture that founded this area of Connecticut.

## **Branching Out...**

### **Mystic, CT**

Known for its quaint New England charm, Mystic offers a wide variety of sites and activities ranging from the famous [Mystic Aquarium](#) to [Mystic Seaport](#) featuring a maritime museum, historic ships and a recreated 19th century shipping village. Go to the unique shoppes at [Olde Mystic Village](#) or dine at [Mystic Pizza](#) made famous by the classic '80s movie of the same title. Visit [www.mystic.org](http://www.mystic.org) for more information.

### **Submarine Force Museum**

Located on the Thames River in Groton, CT, the [Submarine Force Museum](#) has the world's finest collection of submarine artifacts. Here you will get the rare opportunity to step aboard a US Navy submarine, the Nautilus.



## **Important Deadlines**

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<b>Early Bird Conference Registration .....</b>	<b>April 19</b>
<b>Conference Registration .....</b>	<b>May 22</b>
<b>Hotel Room Block .....</b>	<b>May 14 (by 5:00 pm)</b>
<b>Exhibitor Registration .....</b>	<b>May 1</b>

### **Conference Registration**

The registration deadline is May 22, 2013. A \$50 late fee will be charged per person for each registration received after the deadline.

**Registrations** can be made by fax or mail and sent to Royce Tyree at the address below or by going to the Conference website: [www.nehcc.com](http://www.nehcc.com).

Home Care Alliance of Massachusetts  
31 St. James Avenue, Suite 780  
Boston, MA 02116  
Phone: 617-482-8830 | Fax: 617-426-0509

### **Payment/Cancellation Policy**

Payment must be made in advance of this conference and can be made by cash, check, VISA, MasterCard or American Express. Cancellations received in writing via email by May 22, 2013, will be refunded minus a \$50 cancellation fee. Cancellations made after May 22 will forfeit the registration fee. Substitutions are allowed and are not subject to cancellation fees.

**Questions?** Contact Royce Tyree at [registration@nehcc.com](mailto:registration@nehcc.com).

### **Hotel Information**

MGM Grand at Foxwoods, Mashantucket, CT 06338

General Information and Reservations: 1-800-369-9663 [www.mgmatfoxwoods.com](http://www.mgmatfoxwoods.com)

A room block with discounted room rates has been established for attendees of the New England Home Care Conference & Trade Show. Rooms are available for June 4-6, 2013 for the rate of \$109 per night plus a \$12.95 resort fee, which includes access to the Fitness Center, 2 bottles of water, in-room coffee and tea, and high-speed wireless internet access. The deadline to take advantage of these discounted rates is May 14, 2013 by 5:00 pm.

**Please note:** These rooms will go fast and the room block may sell out prior to the cutoff date. Make your reservation today! Go to the NEHCC website [www.nehcc.com](http://www.nehcc.com) and click on the customized MGM Grand Hotel registration link. The resort can be reached directly through its General Information and Reservations phone number, 1-800-369-9663, and ask for the "New England Home Care Conference Room Block" to receive the discounted rates.

### **Directions**

To obtain directions, go to the New England Home Care Conference website at [www.nehcc.com](http://www.nehcc.com).

**This will be a "Paper Light" Conference.** A link to handouts will be emailed to all registrants prior to the conference. \*Registrants participating in the full-day Private Duty Intensive on June 5 will be receiving their manuals on the day of the workshop.

You may also Register Online at [www.nehcc.com](http://www.nehcc.com)

## Registration Form *Complete one Registration Form for each registrant*

Please select which state association(s) you are a member of:

- Connecticut  
 Maine  
 Massachusetts  
 New Hampshire  
 Rhode Island  
 Vermont

Attendee Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Phone: \_\_\_\_\_

## Registration Fees

Early bird rate is only available for association members purchasing the 2-day package. The early bird deadline is April 19th. Regular rates go into effect on April 20th, and a late fee will be applied after May 22nd.

### Multi-Day Conference Options

	Member	Non-Member
Private Duty Intensive plus Day 2 – Early Bird (by 4/19)	<input type="checkbox"/> \$345.00	<input type="checkbox"/> \$595.00
Private Duty Intensive plus Day 2 - Regular (after 4/19)	<input type="checkbox"/> \$395.00	<input type="checkbox"/> \$645.00
Full 2-Day Conference (without Private Duty Intensive) – Early Bird	<input type="checkbox"/> \$345.00	<input type="checkbox"/> \$595.00
Full 2-Day Conference (without Private Duty Intensive) – Regular	<input type="checkbox"/> \$395.00	<input type="checkbox"/> \$645.00

### One-Day Conference Options

	Member	Non-Member
Wednesday, June 5th Only (Private Duty Intensive)	<input type="checkbox"/> \$225.00	<input type="checkbox"/> \$399.00
Wednesday, June 5th Only (without Private Duty Intensive)	<input type="checkbox"/> \$225.00	<input type="checkbox"/> \$325.00
Thursday, June 6th Only	<input type="checkbox"/> \$225.00	<input type="checkbox"/> \$325.00

## Payment Method

- Check (Please make payable to **Foundation for Home Health**)  
 VISA       MasterCard       American Express

Cardholder's name (print): \_\_\_\_\_  
 Card Number: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
 Exp. Date: \_\_\_\_\_ CVV/Security Code: \_\_\_\_\_  
 Cardholder's Address: \_\_\_\_\_  
 Telephone: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Signature: \_\_\_\_\_

**Include  
\$50 late fee after  
May 22, 2013.**

**Amount Enclosed:**  
 \$ \_\_\_\_\_

**Please send completed forms to:**  
 Home Care Alliance of MA  
 31 St. James Ave.  
 Suite 780  
 Boston MA, 02116  
**FAX: (617) 426-0509**  
[registration@nehcc.com](mailto:registration@nehcc.com)

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[www.nehcc.com](http://www.nehcc.com)

**Meet you at the  
New England Home Care Conference  
& Trade Show  
at the MGM Grand at Foxwoods**

**Wednesday & Thursday,  
June 5 & 6, 2013**

*A collaborative effort of the following New England State Home Care Associations:*

**Connecticut Association for Healthcare at Home • Home Care & Hospice Alliance of Maine  
Home Care Alliance of Massachusetts • Home Care Association of New Hampshire  
Rhode Island Partnership for Home Care • Vermont Assembly of Home Health and Hospice Agencies**