



# NEW ENGLAND HOME CARE CONFERENCE & TRADE SHOW

MGM GRAND AT FOXWOODS, MASHANTUCKET, CT

**May 31  
& June 1, 2012**

**FEATURING** TWO days of program tracks on Health Care Reform and Private Duty topics **PLUS**, the largest Home Care Trade Show in New England!

**EARLY BIRD RATES!**

Deadline: April 13th

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

Connecticut Association for Home Care and Hospice • 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 & Hospice Agencies

**Dear Home Care Leaders and Friends,**

**Ideas. Inspiration. Incredible networking opportunities.**

**That's what you'll find at the New England Home Care Conference and Trade Show!**

Last year's debut of this regional event was an overwhelming success, so the home care associations in the six New England states agreed to do it again. You're invited to join us on May 31st and June 1st at The MGM Grand Hotel at Foxwoods.

We've assembled a slate of speakers that will challenge and intrigue you. The general sessions will feature national experts who can help you navigate the present and envision the future. You can choose from among 23 compelling workshops in the following tracks:

- health care reform
- technology & finance
- clinical
- management
- private duty

The MGM Grand Hotel at Foxwoods is a fabulous venue for this conference and trade show. With larger space, we're able to host even more sponsors and exhibitors than last year's event so you can network with companies that offer cutting edge services and products to 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 May.

Sincerely



**Gina Balkus,**  
CEO – Home Care Association of NH



**Peter Cobb,**  
Director – Vermont Assembly of Home Health Agencies



**Cathy Cranston,**  
Executive Director, Rhode Island Partnership for Home Care



**Deborah Hoyt,**  
President and CEO – Connecticut Association for Home Care & Hospice



**Pat Kelleher,**  
Executive Director – Home Care Alliance of Massachusetts



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

**Important  
Deadlines**

**EARLY BIRD  
CONFERENCE  
REGISTRATION:**  
April 13

**HOTEL ROOM BLOCK:**  
May 9 (by 5:00 pm)

**SPONSOR  
REGISTRATION:**  
May 1

**CONFERENCE  
REGISTRATION  
DEADLINE:**  
May 17  
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



**THURSDAY, MAY 31 10:30 am to 4:30 pm**

**SPECIAL FEATURE - A Full Day Private Duty Intensive!**

**The Art and Science of Marketing Private Duty Services**

Sign up today for a powerful full day sales and marketing presentation on May 31st presented by Eric Crump of TAG Home Care Marketing. During this presentation, you'll discover how to:

- Recognize the differences between Empathy, Sympathy, and Benefit private duty sale closes.
- Create a unique private duty sales process for your agency.
- Create sales call productivity models that maximize your contacts with private duty referral sources and save thousands in unwarranted sales expenses.
- Crack the code of your local community hospitals and residential care facilities based on how you can affect their reimbursements.
- Unlock the secrets to converting telephone inquiries into clients on service.
- Create packaged service models and disease-specific private duty programs for your agency.

**Imagine** if your agency was able to double the conversion of telephone inquiries.

**Imagine** if your agency represented substantial cost savings to your area hospitals facing cutbacks and a new payment structure.

**Imagine** if you could discover how to increase clients referred by clinical service providers consistently month after month.

**Are you ready for your agency to hit a new plateau in census and revenue?** Then don't miss this powerful one day Private Duty sales and marketing program!

**Your Home Care Sales Coach**



**Eric Crump** has served as sales director and head sales coach for TAG Home Care Marketing since March of 2009. He is the author of the current HealthMatters Education Series. He is the contributing editor of the online coaching site [www.MyHomeCareSalesCoach.com](http://www.MyHomeCareSalesCoach.com). Eric's monthly "In the Trenches" columns and PowerPlays are widely received by the online home care community. He is the director of the marketing product development team and lends his insight as a consultant to numerous home care agencies.

**Please Note:** Registrants will be receiving their manuals on the day of the workshop.

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

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**THURSDAY, MAY 31**

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

**The Freak Factory: Making Employees Better by Helping Them Get Worse**

Are you frustrated by disengaged and unproductive employees? Are you looking for better strategies for improving employee performance?

Research shows that most people are not committed to their jobs and the way we currently manage employees does even more to harm, instead of help, their performance. We think our employees are broken, treat them like they are broken, and then wonder why they don't work. Instead of attacking people's weaknesses, we need to find the strength that is hidden inside their apparently negative characteristics.

It's time to stop trying to create well-rounded and balanced employees. We need people that are unbalanced. We need Freaks. This session will explore eight strategies for improving employee engagement by turning our teams, departments and organizations into freak factories.



**David Rendell** is a speaker, leadership professor, stand-up comedian and endurance athlete and has more than 15 years of experience leading people and organizations. He has spoken to audiences all around the world including high powered corporations and universities such as AT&T, GlaxoSmithKline, Tyco International and Duke University. David has authored two books, the first was *The Four Factors of Effective Leadership* and his latest, *The Freak Factor: Discovering Uniqueness by Flaunting Weakness*.

**Lunch Keynote 11:45 am – 1:00 pm**

**A CMS Update of Federal Health Care Reform**

What has and hasn't yet been done to enact coverage and delivery system reform? What can home care agencies expect as providers, employers and citizens as reform continues to move forward? Dr. Kassler presents some of the major initiatives that CMS and the Innovation Center are implementing.



**Dr. William Kassler, MD, MPH**, joined the Centers for Medicare & Medicaid Services (CMS) as Chief Medical Officer for the New England Region, after serving 17 years at the Centers for Disease Control and Prevention (CDC). At CDC, he served as Senior Advisor for health policy in the CDC/Washington Office, working on Pandemic Influenza planning, medical informatics, and fostering collaboration between the public health and health care systems. Dr. Kassler served for seven years as State Medical Director for the New Hampshire Department of Health and Human Services and is the immediate Past-President of the New Hampshire Medical Society.

**Closing Keynote 3:30 pm – 4:30 pm**

**The Next Generation of Hospital and Home Care Partnerships**

What do hospitals need and expect from their home care partners? With new readmission reduction pressures on hospitals and the evolution of discharges into care transitions, roles and relationships are changing. Ms. Barr will share with you what hospitals and other parts of the continuum are thinking about and planning for as we move to ACO models and heightened awareness about the total cost of care. In addition she will discuss what you will need to do to partner with hospitals, health care systems and/or health plans. The focus of the session will not only be on partnering to reduce readmissions but also on reducing lengths of stay and ED visits.



**Catharine Barr, Chief Executive Officer, Bethesda Hospital**, has more than 30 years of health care leadership experience including hospital, clinic, home health care and community based health care services. At Bethesda Hospital, Ms. Barr is responsible for the clinical, operation and financial results of a 110-bed specialty hospital. She also oversees a home health agency serving the Twin Cities metro area, a medical alert monitoring company and a community case management division.

**FRIDAY, JUNE 1**

**Opening Keynote 8:45 am – 9:45 am**

**Home Care: Possible Risks and Rewards in the Affordable Care Act**

In this rapidly evolving environment, every agency needs to assess which emerging delivery system reforms offer the greatest opportunities for home care. Bringing the latest directly from Washington DC, Jim Pyles will review the major Affordable Care Act reforms likely to impact how home care is delivered and compensated.



**Jim Pyles, JD, Co-Founder, Principal of Powers, Pyle, Sutter and Verville, Washington, DC**, has more than thirty-five years of experience in litigation, counseling, and lobbying in the field of health law. He is nationally known for his expertise with respect to the legal issues related to health information technology and health information privacy, chronic care coordination, home health, hospice, and ambulatory care services. In addition, he is a registered lobbyist for several health care associations and participates intensively in health reform at the federal and state levels. He has crafted major pieces of health care legislation in many areas covered by the Medicare Act. Mr. Pyles was a principal designer and author of the Independence at Home program enacted with bipartisan support as part of the Patient Protection and Affordable Care Act of 2010.

**Lunch Presentation 12:15 pm – 1:00 pm**

**Riding Out the Storm: Home Care During and After a Natural Disaster**

This moderated discussion will share several panelists' experiences with last summer's flooding disaster and the role played by home health agencies as emergency responders and care givers in post-flooded Vermont towns.

**Peter Cobb, Executive Director, Vermont Assembly of Homecare and Hospice, Moderator**

**Panel: Darcy Brown, PTA, VNA & Hospice of Vermont and New Hampshire, White River Junction, VT; Jamie Belchak, Rehabilitation Manager, Rutland Area Visiting Nurse and Hospice, Rutland, VT**

**Closing Session 2:40 pm – 3:25 pm**

**Home Care 2012 – Beyond Business As Usual**

Based on workshops over the course of the conference, home care is left to wonder: is this the best of times, or the worst? In this closing presentation, Arnie Cisneros will pull the pieces together for agencies struggling to withstand the regulatory onslaught while meeting challenges across the continuum to serve a growing demand with new and different service models.



**Arnie Cisneros, PT, President Home Health Strategic Management**, is the most progressive speaker in Home Health today. His legacy as a rehab provider across the care continuum allows for insight into contemporary healthcare delivery, and he is renowned for his adaptation of traditional care philosophies to address current and future healthcare initiatives. His refinement of clinical delivery mechanisms, integration of new protocols at the staff level, and adaptation of traditional care philosophies has helped providers of all sizes rewire care to achieve Medicare compliance.

**Program-at-a-Glance Thursday, May 31**

Health Care Reform	Technology & Finance	Clinical	Management	Private Duty
8:00 – 9:00 am	Registration/Continental Breakfast			
9:00 am	Welcome			
9:15 - 10:15 am	Opening Keynote <i>The Freak Factory: Making Employees Better by Helping Them Get Worse</i>			
10:30 – 11:45 am	Sessions <ul style="list-style-type: none"> <li>■ The Art and Science of Marketing Private Duty Services</li> <li>■ Medical Home and Home Care... It Can Work</li> <li>■ Electronic Health Information Exchange with Other Providers and National Implications of the MA IMPACT project</li> <li>■ Transforming Clinical Practice to Anticipate and Meet the Future</li> <li>■ Is There Life After Home Care &amp; Hospice?</li> <li>■ The Role of Home Care in a Pioneer Accountable Care Organization: The Eastern Maine Experience</li> </ul>			
11:45 am – 1:00 pm	Lunch Presentation <i>A CMS Update of Federal Health Care Reform</i>			
1:00 – 2:15 pm	Sessions <ul style="list-style-type: none"> <li>■ The Art and Science of Marketing Private Duty Services (ends at 4:30)</li> <li>■ Addressing Medication Management to Reduce Acute Care Hospitalization</li> <li>■ Technologies to Put Your Agency in the Driver's Seat as the U.S. Healthcare World Changes</li> <li>■ Refine to Reform: Adapting Clinical Process and Competencies to New Payment Reform Models</li> <li>■ Targeted Risk Areas for Home Health Agencies and Compliance</li> <li>■ Implementing Care Transition Strategies to Improve Medication Management and Reduce Acute Care Hospitalizations</li> </ul>			
2:15 – 3:30 pm	Exhibit Hall Officially Opens			
3:30 – 4:30 pm	General Session <i>The Next Generation of Hospital and Home Care Partnerships</i>			
4:30 – 6:00 pm	Evening Reception in Exhibit Hall			

**Program-at-a-Glance Friday, June 1**

Health Care Reform	Technology & Finance	Clinical	Management	Private Duty
7:30 – 8:45 am	Registration/ Exhibit Hall Opens/Continental Breakfast			
8:45 – 9:45 am	Opening Keynote <i>Home Care: Possible Risks and Rewards in the Affordable Care Act</i>			
9:45 – 10:45 am	Exhibit Hall/Refreshments			
10:45 am	Exhibit Hall Officially Closes			
10:45 – 12:00 pm	Sessions <ul style="list-style-type: none"> <li>■ 2012 Therapy Payment Reforms: Hope Beyond the Hype</li> <li>■ Integrating Clinical and Financial Management</li> <li>■ Surviving a Medical Review</li> <li>■ Beyond the 7 Elements: How to Create a Culture of Compliance in Your Agency</li> <li>■ Home Care Can Thrive Under Healthcare Reform, ACOs and Shared Savings Payment Plans. What Operational and Policy Changes Will Be Required?</li> <li>■ The VA's Pension + Aid and Attendance Benefit and How It Helps Seniors Stay at Home</li> </ul>			
12:00 – 1:15 pm	Lunch Presentation <i>Riding Out the Storm: Home Care During and After a Natural Disaster</i>			
1:15 – 2:30 pm	Sessions <ul style="list-style-type: none"> <li>■ M.O.D.E.L. Care – How to Truly Embrace a Patient Centered Approach</li> <li>■ Leveraging Mobile Technologies to Achieve Better Patient Outcomes</li> <li>■ Understanding the Medicare Appeals Process</li> <li>■ Labor &amp; Employment Law: Significant Trends in the Home Care Industry</li> <li>■ The Three Part AIM: Where Does Home Health Fit in the Puzzle?</li> <li>■ Risk Management for the Home Care Provider</li> </ul>			
2:40 – 3:25 pm	Closing Session <i>Home Care 2012 – Beyond Business As Usual</i>			
3:30 pm	Adjournment			



**FEATURED PROGRAMMING**

- Health Care Reform
- Technology & Finance
- Clinical
- Management
- Private Duty

**Health Care Reform**

**Medical Home and Home Care . . . It Can Work**

**Kathryn M. Maguire, BS, MSM, Director**, South Shore Visiting Nurse Association, Braintree, MA;  
**Judy Welsh, BS, MSM, Project/Operations Manager**, South Shore Medical Center, Weymouth, MA

The rapid conversion of primary care practices to “patient centered medical homes” presents opportunities for those home health agencies who are ready. This presentation will focus on how the South Shore Medical Center at Home and the South Shore VNA have redefined roles to adapt patient care to this newest paradigm shift.

**Addressing Medication Management to Reduce Acute Care Hospitalization**

**Celeste Dalton, RN, BSN, MBA, Branch Manager**, Home Health VNA, Newburyport, MA;  
**Heidi Landers, RN, BSN, MHA, Director of Clinical Quality & Branch Operations**, Home Health VNA, Lawrence, MA

One agency will share their results from an ambitious project that combined two Continuous Quality Improvement (CQI) projects – in an effort to improve Acute Care Hospitalization (ACH) rates and Medication Management Quality Outcomes. These projects were initiated in 2010 after realizing that the ACH rate was higher than the state and national levels and the medication outcomes compared somewhat lower. The presentation includes: record audit discoveries; analysis of findings; and identification of key factors which affected both medication management and re-hospitalization rates. New best practices that resulted in improvement in these key measures will be shared.

**The Role of Home Care in a Pioneer Accountable Care Organization: The Eastern Maine Experience**

**Lisa Harvey-McPherson, RN, MBA, MPPM, EMHS Vice-President, Continuum of Care & CEO**, Eastern Maine HomeCare, Caribou, ME

Eastern Maine Healthcare System Accountable Care Organization has been awarded Pioneer ACO status and Eastern Maine HomeCare is an essential service provider in the ACO. This presentation will provide a roadmap of the transition from patient centered medical home to ACOs and home care’s role in the transition, including the use of homecare telehealth technology as a chronic disease management tool.

**Implementing Care Transition Strategies to Improve Medication Management and Reduce Acute Care Hospitalizations**

**Colleen Bayard, PT, MPA, Director of Regulatory & Clinical Affairs**, Home Care Alliance of MA, Boston, MA;  
**Jeanne Ryan, OTR, MA, CHCE, COS-C, Executive Director**, VNA & Hospice of Cooley Dickinson, Northampton, MA

Improve your communication with hospitals and physicians and learn how to change the “discharge” process to a “transfer” process. Hear the details of the care-transition program that helped one agency move its acute care hospitalization score below the national average, as well as improve its oral medication outcomes by 40% in one year.

**2012 Therapy Payment Reforms: Hope Beyond the Hype**

**Arnie Cisneros, PT, President**, Home Health Strategic Management, Lansing, MI

The 2012 Medicare Proposed Rule that re-weights payment based on visit volumes will challenge all providers. This session will break down the new payment system and provide attendees with techniques to manage clinical care concerns, and to reassess their rehabilitation team staffing.



**FEATURED PROGRAMMING**

- Health Care Reform
- Technology & Finance
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**M.O.D.E.L. Care – How to Truly Embrace a Patient Centered Approach**

**Brenda Czado, RN, BSN, Director of Home Care** and  
**Andrea E. LeBlanc, RN, BSN, Chief Operating Officer**, Androskoggin Home Care and Hospice, Lewiston, ME

M.O.D.E.L. Care is a patient centered initiative developed in collaboration with patients, clinicians, and referral sources. M.O.D.E.L. adjusts agency systems, policies, and processes to empower clinicians to put the patient first and deliver high quality care every visit. Join this session for both the tools and inspiration to take one giant step forward!

**Home Care Can Thrive Under Healthcare Reform, ACOs and Shared Savings Payment Plans. What Operational and Policy Changes Will Be Required?**

**Timothy J. Rowan, MA, Editor**, Home Care Technology Report, Colorado Springs, CO

Focusing on a description of various proposed Medicare payment changes as well as the growing private duty segment, this session will help your agency survive stepped-up audits and payment denials and to thrive as reform measures gradually kick in.

**The Three Part AIM: Where Does Home Health Fit in the Puzzle?**

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

CMS under Dr. Don Berwick’s leadership identified the 3 Part Aim: Better Care, Better Health and Lower Costs with improvements as the framework for successful health reform. The goal of this patient centric framework is to improve individual care, improve the health of populations and reduce the cost of care. Where does Home Health fit in this paradigm? As a member of CMS’ inaugural class of Innovation Advisors, the speaker is field testing a collaborative model between Primary Care Providers (PCPs) and Home Health that includes redesign of clinical practice, physician communication, and renewed focus on patient engagement and activation.

**Technology and Finance**

**Electronic Health Information Exchange with Other Providers and National Implications of the MA IMPACT Project**

**Thomas F. Check, Chief Information Officer**, Visiting Nurse Services of New York, NY;  
**Larry Garber, MD, Medical Director of Informatics**, Reliant Medical Group, Worcester, MA

Health care is evolving into a connected world of portals and integrated electronic health records. Using the experience of the Visiting Nurse Service of New York (VNSNY), this presentation will describe how home care and hospice can use HIT and HiEs to connect to and collaborate with other healthcare entities. Also included in the presentation will be a review of work that is being done as part of a national demonstration to develop technical standards to exchange the Homecare Plan of Care with physician EMR vendors and to a map of acute and post acute data.

**Technologies to Put Your Agency in the Driver’s Seat as the U.S. Healthcare World Changes**

**Timothy J. Rowan, MA, Editor**, Home Care Technology Report, Colorado Springs, CO

Beginning with a high-level look at technologies you will need to improve efficiency and outcomes and to help hospitals reduce avoidable admissions, this interactive presentation will then zero in on home telehealth, detailing new companies offering ways to provide remote patient monitoring services without the initial investment cost barrier.





**FEATURED PROGRAMMING**

- Health Care Reform
- Technology & Finance**
- Clinical
- Management
- Private Duty

**Integrating Clinical and Financial Management**

**Robert V. Simone, CPA, Senior Consultant, Simone Healthcare Consultants, Hamden, CT;**  
**Diane M. Poole, Reporting Consultant, Suncoast Solutions, Clearwater, FL**

With constant changes to clinical outcome standards, regulations and payment, management teams and Boards of Directors have an urgent need for relevant, up-to-date and easy to interpret data. Come learn how to integrate both clinical and financial data in a clear and concise report to direct timely and appropriate actions, as needed.

**Leveraging Mobile Technologies to Achieve Better Patient Outcomes**

**Lee Johnson, Marketing Manager, NetMotion Wireless, Seattle, WA**

Wireless healthcare has the potential for significant improvements in home care productivity and patient care. But, it can also cause unique challenges for staff. This presentation describes how leading hospitals, clinics, and home care providers use best practices to optimize the effectiveness of mobile healthcare technologies. Attendees will learn the pitfalls to avoid and how a wireless deployment in their organization could improve care delivery and enhance the patient experience.

**Clinical**

**Transforming Clinical Practice to Anticipate and Meet the Future**

**Patricia W. Tulloch, RN, BSN, MSN, HCS-D, Senior Consultant, RBC Limited, Staatsburg, NY;**  
**Jackie Crossen-Sills, PT, PhD, Director of Performance Improvement, Norwell VNA and Hospice, Norwell, MA**

Innovation and creativity in home care too often take a back seat to struggles to meet new regulatory mandates. Yet across the industry, peer agencies are refining new skills, evolving new roles, and participating in new joint ventures and community partnerships. Join this session to hear about, and explore, agency transformational practices that are driven by emerging critical quality outcome priorities.

**Refine to Reform: Adapting Clinical Process and Competencies to New Payment Reform Models**

**Ann-Marie Peckham, RN, MSN, MBA, Chief Clinical Officer and**  
**Jeanne Hupprich, RN, MSN, Clinical Services Manager, VNA of Cape Cod, Hyannis, MA**

Payment reform is accelerating and home care is being challenged to develop competencies and efficiencies to accommodate it. What does the shift from episodic payment to bundled and 'value-based' payment mean for home care? What does being a component of the post-acute continuum mean? What are the implications for risk management and care management? This presentation will share an agency's reform-minded "Paradigm Shift" inclusive of successful efforts to help clinicians make the transitions in clinical process and competencies required to be a preferred partner in the future of the patient-centered continuum.

**Surviving a Medical Review**

**Sally Rosiello, RN, BSN, CPC; Provider Outreach and Education Consultant, National Government Services**

Ms. Rosiello will discuss how providers are selected for medical review as well as how to respond to an Additional Documentation Request (ADR). Recent findings from reviews, including the HHABN and face-to-face encounter will be shared.

**Understanding the Medicare Appeals Process**

**Sally Rosiello, RN, BSN, CPC; Provider Outreach and Education Consultant, National Government Services**

Ms. Rosiello will lead a discussion of the Appeals process, including the levels of appeal and the requirements for each. Data on results of appeals will also be shared.



**FEATURED PROGRAMMING**

- Health Care Reform
- Technology & Finance
- Clinical
- Management**
- Private Duty

**Management**

**Is There Life after Home Care & Hospice?**

**Susan Young, M.Ed, MBA, Consultant, Barrington, NH (Moderator);**  
**Margaret Gilmour, RN, MS, Consultant, Hollis, NH;**  
**Joan Hull, RN, MBA, Consultant, Joan Hull Consultants, Arundel, ME;**  
**Hugh Kenneth (Ken) McNulty, Consultant, Leominster, MA**

While most people attend to the financial aspects of planning for retirement, few consider life after they announce their departure date, make it through the farewell party, and return home from an extended trip to an exotic locale. Is there life after a career in home care and hospice? You bet! But will you be ready for the surprises that await? A panel of recently retired (and very active) executives will share what they learned during their final months on the job, what they've experienced since retirement, and what they would do differently. Sure to be a lively, entertaining, and informative discussion.

**Targeted Risk Areas for Home Health Agencies and Compliance**

**Connie A Raffa, JD, LLM, Partner, and Rachel Hold-Weiss, RPA-C, JD, Partner, Arent Fox LLP, New York, NY**

Home Health Agencies are the target of audits and investigations by many government entities including CMS, OIG, DOJ, MFCU, ZPIC, Recovery Audit Contractors, and Medicare Reviews. Home health care rules are constantly changing and new requirements have been added to the 31 OIG risk areas. Learn about the risk areas and new regulatory requirements (such as face to face; therapy rules); which practices the government is scrutinizing more closely; and how to identify areas of improvement and new compliance strategies for your agency.

**Beyond the 7 Elements: How to Create a Culture of Compliance in Your Agency**

**Dolly M. Curley, RN, BSHCA, BSN, DABFE, LNCC, Manager, Compliance Team,**  
**Simione Healthcare Consultants, Hamden, CT**

The Office of the Inspector General (OIG) uses the terms "effective" or "effectively" 42 times in the "Program Guidance for Home Health Agencies". The OIG stresses that the culture of the organization should promote "prevention, detection, and resolution" with respect to compliance. This session demonstrates how a successful program integrates all departments or divisions of the agency. It will cover such topics as the "just culture approach," enterprise risk management (ERM), integrating compliance into the HR process, engaging your staff and board of directors, and effective tools for auditing and monitoring. Organizations both large and small will benefit.

**Labor & Employment Law: Significant Trends in the Home Care Industry**

**David Rosenthal, JD, Partner, Nixon Peabody, LLP, Boston, MA**

Home care employers face special wage-hour legal issues. In the smart-phone era, when are employees not working? Does checking email during off-hours trigger entitlement to travel time payment? This session will cover these questions as well as new DOL regulations, issues and exposure in the area of independent contractor misclassification, and the collision of state and federal laws that make leaves of absences a potential legal minefield.

**FEATURED PROGRAMMING**

- Health Care Reform
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- Private Duty

**Private Duty**

**Full-Day Private Duty Intensive**

**The Art and Science of Marketing Private Duty Services**

*Eric Crump, Director of Sales, Head Sales Coach for TAG Home Care Marketing*

See page 3 for details.

**The VA's Pension + Aid and Attendance Benefit and How It Helps Seniors Stay at Home**

*Kyle Laramie, Co-Founder, Owner, Veterans Care Coordination, Lake St. Louis, MI*

The Veterans Administration's little known Pension + Aid and Attendance benefit provides funding of up to \$24,000 per year to qualifying veterans, their spouses and couples to pay for non-medical home care, assisted living and nursing home care. This presentation will cover the qualifications for this benefit, the application process and the myths vs. the realities of the program, with a focus on what the program can potentially mean for private duty home care providers

**Risk Management for the Home Care Provider**

*Marie F. Gaudette, CIC, AINS, Vice-President, Smith, Bell & Thompson, Inc., Burlington, VT*

This presentation will focus on the unique risks of home care providers and how to tailor a Risk Management program to address them. Topics will include: hiring, screening and supervision of workers, non-owned and hired auto policy exposure, product liability vs. professional liability, abuse and molestation issues and prevention, "additional insureds," and contractual liability issues. Information will be shared on claims trends specific to the home care profit and loss and workers compensation trends.

Be sure to visit Exhibitors to learn about cutting edge products and services! Enjoy great refreshments too!

**Exhibit Hall Hours**

**May 31st**

2:15 – 3:30 pm – Dessert  
4:30 – 6:00 pm – Evening Reception

**June 1st**

7:30 – 8:45 am – Continental Breakfast  
9:45 – 10:45 am – Mid-morning Refreshments

**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 to 6:30 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 8 nightlife venues to enjoy at Foxwoods. [Shrine Nightclub](#) has been named one of the top 100 nightclubs for 3 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-size walk-through dioramas will transport you into history and to the culture that founded this area of Connecticut.

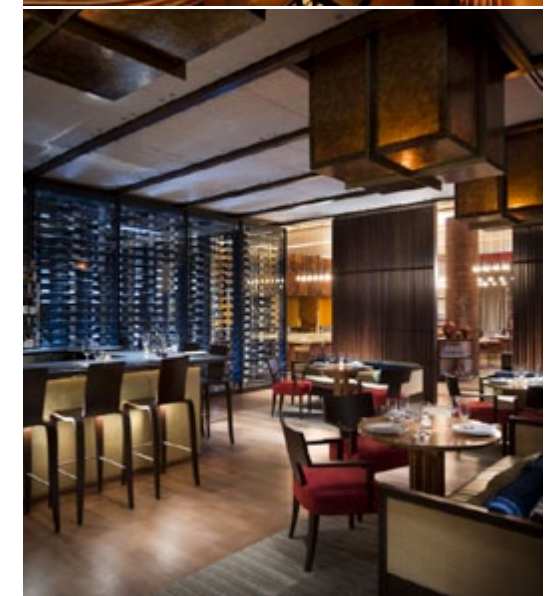
**Branching Out...**

**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 19<sup>th</sup> century shipping village. Go to the unique shoppes at [Olde Mystic Village](#) or dine at [Mystic Pizza](#) made famous by the classic 80's 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.







May 31 & June 1, 2012

MGM Grand at Foxwoods, Mashantucket, CT

Important Deadlines

- Early Bird Conference Registration .....April 13
Conference Registration .....May 17
Hotel Room Block.....May 9 (by 5:00 pm)
Sponsor Registration.....May 1

Conference Registration

The registration deadline is May 17, 2012.
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:

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 17, 2012, will be refunded minus a \$50 cancellation fee.

Questions? Contact Royce Tyree at registration@nehcc.com

Hotel Information

MGM Grand at Foxwoods, Mashantucket, CT 06338
General Information and Reservations: 1-800-369-9663 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 Wednesday, May 30 and Thursday, May 31, 2012 for the rate of \$145 per night plus a \$9.95 resort fee.

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 & TS website www.nehcc.com and click on the customized MGM Grand Hotel registration link.

Directions

To obtain directions, go to the New England Home Care Conference website at 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 May 31 will be receiving their manuals on the day of the workshop.

MGM GRAND
AT FOXWOODS,
MASHANTUCKET, CT



MAY 31 & JUNE 1, 2012

You may also Register Online at 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 13th. Regular rates go into effect on April 14th, and a late fee will be applied after May 17th.

Multi-Day Conference Options

Table with 2 columns: Option, Member, Non-Member. Rows include Private Duty Intensive plus Day 2 - Early Bird, Private Duty Intensive plus Day 2 - Regular, Full 2-Day Conference (without Private Duty Intensive) - Early Bird, Full 2-Day Conference (without Private Duty Intensive) - Regular.

One-Day Conference Options

Table with 2 columns: Option, Member, Non-Member. Rows include Thursday, May 31st Only (Private Duty Intensive), Thursday, May 31st Only (without Private Duty Intensive), Friday, June 1st Only.

Payment Method

- Check (Please make payable to Home Care Alliance of MA)
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 17, 2012.

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





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MGM GRAND AT FOXWOODS, MASHANTUCKET, CT

Meet you at the  
New England  
Home Care Conference &  
Trade Show  
at the  
MGM Grand  
at Foxwoods!  
May 31 & June 1, 2012

CORPORATE SPONSOR



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**A collaborative effort of the following New England State Home Care Associations:**  
Connecticut Association for Home Care and Hospice • 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 & Hospice Agencies