

homehealth
ADMINISTRATOR'S SUMMIT

Main Conference Program Guide

May 7-8, 2024 | Horseshoe Casino | Las Vegas, NV



WiFi Information

Enjoy free WiFi throughout the conference space!

Network name: **Caesars_Resorts**

Password: **No password required. Follow prompts for complimentary WiFi login. (Email address required.)**

Resource Hub

All materials and conference resources can be found on the 2024 Home Health Administrator's Summit Main Conference Resource Hub at the link below:

events.hcpro.com/hhamc05072024-resources/

When prompted, enter the password **HHAMC2024** (case-sensitive) to view the page content. You can also access all of the materials on our interactive event app. Please see the "Event App Instructions" section of this program guide for more information.

Program Overview

During the **2024 Home Health Administrator's Summit**, you will develop strategies for recruiting and retaining staff and leave with proven tactics on how to partner with new payers and other referral sources to meet the rising demand for home care. Top industry experts will share sales and marketing best practices, strategies, and take-home tools to help you cut costs at your home health agency and ultimately improve your bottom line.

Learning Outcomes

At the completion of this educational activity, the learner will be able to:

- Gain a complete picture of the current and future regulatory environment from NAHC President Bill Dombi
- Get ahead of AI and other technology trends reshaping home health
- Win Medicare Advantage business and grow the bottom line
- Secure bonuses in HHVBP with strategic use of metrics, OASIS, and QAPI
- Successfully manage sales and marketing teams for continuous return on referrals
- Avoid top medical review denials and take action to secure payments
- Navigate the home health employment legal and regulatory landscape

Event App Instructions

Use Your Mobile Device

1. **Access the App Store or Play Store:** Access the “App Store” on iOS devices or the “Play Store” on Android
2. **Download the app:** Search for Webex Events. Once you’ve found the app, tap either “Get” or “Install.” After installing, a new icon will appear on the home screen.
3. **Sign in:** Once downloaded, open the Webex Events app and enter the email address you used to register for the event.
4. **Create a password:** Create your own password and tap “Sign Up.” Review your profile information and tap “Continue.”
5. **Join the event:** On the next page, you will see a listing of the app events you have access to. Tap 2024 Home Health Administrator’s Summit from the list to enter the app.



Use Your Computer

1. **Go to the website:**
app.socio.events/MzlyOTM%3D
2. **Enter your information:** Enter the email address used to register for the event, then click “Continue.” Create your own password and click “Sign Up.”
3. **Join the event:** Review your profile information and click “Continue” to enter the web version of the app.

Troubleshooting Tips & Tech Support

- Make sure to sign in using the same email you used to register for the event. If you cannot remember which email address to use, reference the “Know Before You Go” email or visit the registration desk for assistance.
- Already signed in using the wrong email? Tap “Me” in the bottom right corner of the app screen and click on the “Settings” cog icon. Tap “Delete Account”. Repeat the process of signing into the app using the correct email address.
- Choose a password you will easily remember. If you forgot your password, tap “Forgot Your Password?” button on the log-in page and a reset link will be sent to your registered email address.
- App not working on your mobile device? Try logging in using the web version!

Edit Your Profile

After logging in, tap the “Me” button at the bottom of the screen. From there, you can update your profile details, add a description, and add social media accounts to your profile!

Enable Push Notifications

Don't miss important event announcements in the app! Ensure your device is set to allow push notifications from the Webex Events app.

iOS: On your device's home screen, tap **Settings**, then **Notifications**. Find the Webex Events app on the list and enable notifications.

Android: Open the **Settings** app on your device and tap **Apps & Notifications**. Select **See all Apps**. Find the Webex Events app on the list and Notifications, then enable notifications.

Connect With Attendees

Use the app to network and forge connections with fellow attendees!

Add a Connection

1. On the home screen, tap **Attendees**.
2. Find the person you wish to connect with and tap on their profile. To send a connection request, tap **Add**.
3. If the person accepts the connection request, you will see their profile added to your **Connections** button at the bottom of the home screen and you will have full access to the other person's profile details (name, company/title, city/state, contact info, description, connected social media accounts, etc).

Shake & Connect

Connect with nearby app users with Shake & Connect!

1. On the home screen, tap **Shake**.
2. When you are next to your intended connection, tap your screen or shake your phone within 5 minutes of each other (you may need to confirm that your device's location services are turned on).
3. Your screen will populate with other app users who are using Shake & Connect at the same time as you. Find your intended connection in the list and click **Add**.
4. Once you successfully connect with the other person, you will see their profile added to your **Connections** button at the bottom of the home screen and you will have full access to the other person's profile details (name, company/title, city/state, contact info, description, connected social media accounts, etc).

Note: Shake & Connect may show results for Webex Events users within 25 miles of your location and may show users who are not attending your event. Use discretion when accepting or sending connection requests.

Managing Connections

- **To message a connection:** Tap **Connections** at the bottom of the screen and find the connection you want to message. Tap on their profile and select Message. You can send a chat message, share a photo, or request a virtual meeting!
- **To remove/block a connection:** Tap **Connections** at the bottom of the screen and navigate to the person's profile. Scroll to the bottom of their profile page and click “Block Connection.” This will remove them as a connection and will prevent you from being able to message each other moving forward.

Explore the App Features

- **Agenda:** View the complete event schedule and access presentation materials! When you find a session of particular interest, tap + next to the session name to add it to your personal event agenda.
- **Activity Wall:** Use this feature to network with other attendees, share best practices and key session takeaways, and post photos and event highlights!
- **Speakers:** Learn more about our session speakers and check out when they will be presenting!
- **Exhibitors/Sponsors:** View the list of exhibitors and sponsors that help make the event possible!
- **CEU Info:** Your one-stop shop for all things CEU! Access the CEU evaluation, learn how to obtain your certificate for the program, and find out which CEUs are offered.
- **Hotel Info:** Visit this feature to learn more about hotel and parking details

Terms of Use

As part of the event experience, some activities are sponsored by DecisionHealth partners and exhibitors. As an attendee, I understand that while attending an educational event if I attend a sponsored activity, engage with an exhibitor's booth staff, schedule an exhibitor appointment, or allow an exhibitor to scan my badge at the in-person event, I am giving DecisionHealth permission to collect, manage and share my contact information that was used to register for the event or modified within my profile in the conference app with the exhibitors and/or sponsors. Additionally, I understand that if I connect with users within the conference app, I am also sharing my contact information with that individual.

Agenda

Agenda and speakers subject to change. All times listed per event location. For full speaker bios, please reference our conference app. For additional information on our conference app, please reference page 3-4 of this guide.

Welcome Reception — Monday, May 6, 2024

4:00–5:00 p.m

Exhibit Hall Grand Opening and Welcome Reception

Location: Silver Ballroom

All conference attendees welcome! Connect with other home health administrators like yourself and shop the exhibit hall for the latest solutions.

Main Conference Day 1 — Tuesday, May 7, 2024

7:00–8:00 a.m

Registration, Breakfast, & Exhibits

Location: Silver Ballroom

8:00–9:15 a.m

Regulatory Roundup & Look into the Future of Home Health

Location: Bronze Meeting Rooms

Presented by: William Dombi, President and CEO, National Association for Home Care & Hospice

Get the latest movements in Washington, D.C., around future home health payment cuts. One of the industry's top advocates will share the latest legislative and regulatory trends ahead of the 2025 home health and hospice proposed rules, including CMS' ongoing medical reviews. Plus, this session will look at ways agencies are addressing staffing shortages and taking advantage of new opportunities in palliative care and Hospital at Home partnerships.

9:15–9:35 a.m.

Networking, Refreshments, & Exhibits

Location: Silver Ballroom

9:35–10:50 a.m.

Prepare for AI, Other Tech Trends Reshaping Home Health

Location: Bronze Meeting Rooms

Presented by: Beau Sorensen, Director of Finance and Operations, First Choice Home Health and Hospice

Artificial intelligence (AI) and other innovative technology advancements are prepared to transform companies around the world with the promise of intelligent software doing tasks that, until now, have always required a human hand. This session will inform agencies about the different kinds of AI, what tools are available to use NOW, and what to expect in the future. Learn what you need to do to fully unleash AI capabilities in your organization over the next several years.

Tool: RPM Process Readiness Tool

Agenda *(Day 1 cont.)*

11:00 a.m.–12:15 p.m.

HHVBP Success Starts with Strategic Use of Metrics, OASIS Accuracy, and QAPI

Location: Bronze Meeting Rooms

Presented by J'non Griffin, Senior Vice President/Principal—Coding and OASIS Department, SimiTree

Home Health Value-Based Purchasing (HHVBP) is poised for significant change in 2025, and you can make a few key changes to set up for positive clinical and financial outcomes. Get an update on how HHVBP bonuses will be determined in the future, including changes to how the Total Normalized Composite (TNC) score is determined. Then explore ways to create a positive impact on HHVBP scores through innovative QAPI programs and better visit utilization involving RPM, for instance.

Tool: Hospital Admission Audit Form

12:15–1:15 p.m.

Networking Lunch & Exhibits

Location: Silver Ballroom

1:15–2:30 p.m.

Developing and Executing on Medicare Advantage Strategies

Location: Bronze Meeting Rooms

Presented by: Brian Harris, Consulting Director, SimiTree

Find new approaches to building and strengthening relationships with Medicare Advantage (MA) partners as the industry continues the shift to managed care. Understand the current MA environment and how to identify the MA plans that are a good fit for your agency. Get the data and tools you need to build the value proposition for your agency as a partner. You'll learn from real examples of how agencies are overcoming MA challenges around reimbursement rates, authorizations, claim denials, and billing, and what you can do to get ahead of these issues. Understand how to measure the impact on your operations and your bottom line, when to negotiate with a partner, and when to walk away.

2:30–2:50 p.m.

Networking, Refreshments, & Exhibits

Location: Silver Ballroom

2:50 p.m.–4:00 p.m.

How to Motivate Sales and Marketing Teams for Continuous Return on Referrals

Location: Bronze Meeting Rooms

Presented by: Melanie Stover, Co-Owner, Home Care Sales

Unlock the art of successfully managing your sales and marketing teams to keep them consistently motivated, aligned with objectives, and adaptable to evolving market dynamics. Discover ways to support your sales and marketing efforts so they not only gain you referrals but also power effective recruitment and retention strategies—a workforce asset! This transformative session will provide a framework designed to streamline meetings and check-ins, ensuring your representatives remain accountable for securing high-value referrals from strategic accounts.

Tool: RepMastery Weekly Meeting Framework

Main Conference Day 2 — Wednesday, May 8, 2024

7:00–8:00 a.m.

Breakfast & Exhibits

Location: Silver Ballroom

8:00 - 9:15 a.m.

Master Clinician Communication: Bridging Gaps for Improved Outcomes

Location: Bronze Meeting Rooms

Presented by: Alicia Weisenberg, Regional Clinical Manager, Optimal Health Care

Bridge the language barrier between administrators and clinicians so your agency can create meaningful change. This session will provide tools so that you can translate agency priorities around PDGM, HHVBP, HHCAHPS, and quality improvement in a way that clinicians can understand and apply to their assessments and documentation. You'll be able to show clinicians the importance of answering the OASIS accurately, making every visit, and getting noncompliant patients on track by demonstrating how individual actions directly impact overall agencywide success.

Tools: *PDGM as a Monthly Subscription and M1800s Simplified*

9:15–9:35 a.m.

Networking, Refreshment, & Exhibit Hall Finale

Location: Silver Ballroom

9:35–10:50 a.m.

Top Medical Review Denials Exposed & How to Avoid Them

Location: Bronze Meeting Rooms

Presented by: Joe Osentoski, Senior Consultant, Gateway Home Health Coding & Consulting

Take preemptive action to secure payments by auditing your claims up front for common risk factors often flagged in medical reviews. Look at national benchmark data for some of the key indicators that could pose a red flag for reviewers and explore various actions to correct the problem, from discharge processes to training for patients, staff, and/or referral sources. Both Medicare and Medicare Advantage contractors are waiting and ready to review and deny claims, and no agency is exempt from this scrutiny.

Tool: *Claim Submission Checklist*

10:50 a.m.

Conference Adjourns

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Content & Promotional Rights: I agree not to copy or distribute or permit to be copied or distributed, in any form or format, any of the contents of the event materials or attendee profiles without the express written permission of HCPPro. I also agree not to use the event contents for any commercial, marketing, promotional, or political purposes. HCPPro does not permit solicitation by anyone except exhibitors within the area of their booth.

Recording: I understand that HCPPro prohibits me from recording any educational session content, including via social media feeds, unless I have obtained written permission in advance.

Photography: I understand that HCPPro and its contractors record, photograph, and/or stream the various aspects and activities related to its events for both archival and promotional purposes. By attending this event, I give HCPPro and its contractors permission to use my voice and image in any such archival or promotional recording, photograph, or streaming activity without any compensation or credit.

Communications: I provide permission to receive emails, mailings, and faxes related to the HCPPro event. I understand that by choosing to attend the event, I consent to share my business contact information with event sponsors. I understand that sponsors may choose to follow up with me after the event and that I may choose to opt out of communications from each party individually at any time. I understand that both the HCPPro privacy policy, and the privacy policies of the event's sponsors, govern the use of my business contact information.

Respectful Conduct: We expect event participants to behave responsibly and to treat each other—and treat the community—with respect, kindness, and compassion. HCPPro reserves the right, without refund, to revoke the credentials of participants whose conduct is deemed inappropriate, disorderly, or offensive by HCPPro, affiliated third parties, or the local authorities.

Event Programming

Speakers: Views expressed by speakers are their own. HCPPro cannot accept liability for advice given, or views expressed, by any speaker at the event or in any material provided to attendees.

Curriculum: HCPPro aims to provide accurate and up-to-date information, but please be aware that the event's agenda is subject to change. We may not alert registrants to changes in the schedule unless a change has an impact on continuing education units or event start/end times.

Competitors: HCPPro reserves the right to deny event access to registrants who are employed by or represent a company we deem as competitive. In the case of a paid event, we will refund registrants and notify them of the termination of their registration.

Health & Safety

HCPPro places the highest priority on the safety of our guests. To safeguard all those in attendance at our events, we ask that you stay in your room if you are feeling unwell. Please contact our Customer Service department to talk through options or to move your registration to a future date.

Badge Swapping: For security reasons, HCPPro does not permit badge swapping. We will evict from the event, without a refund, anyone found wearing a badge that does not match their identification. In addition, we will cancel the badge/name.

Weapons: HCPPro has a weapons-free policy. We prohibit attending participants from carrying weapons of any kind, including concealed or displayed firearms. We do not permit participants to bring weapons onto the premises of any HCPPro events. HCPPro reserves the right, at its sole discretion, without refund, to expel and deactivate and/or revoke the attendance credentials of participants who violate this weapons-free policy. Participants agree that this policy is in force, and agree to comply with the policy, regardless of whether the event they are attending has posted signs prohibiting weapons.

Agreement

I agree to all the terms and conditions set forth above. I understand that my attendance is voluntary and at my own risk, and I voluntarily accept any and all risks and hazards, including, without limitation, personal injury, illness, or other hazards. I hereby release HCPPro and its officers, employees, partners, contractors, and vendors from any liability related to my attendance. I understand that noncompliance with these rules and policies may result in registration cancellation without refund. HCPPro reserves the right, at its sole discretion, without refund, to expel and deactivate and/or revoke the attendance credentials of participants who violate these provisions.

Customer Service Department

If you require additional assistance or have any questions, representatives are available Monday – Friday, 8:00 a.m. – 5:00 p.m. CT. Please call us at 800-650-6787 or email customerservice@hcpro.com.

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