

Home Care Association of NJ



2010 ANNUAL CONFERENCE & EXHIBITION

June 10th & 11th , 2010

Bally's Hotel & Casino - Atlantic City, New Jersey

CONFERENCE CO-SPONSORS:



BrachEichler LLC.
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Program Descriptions

KEYNOTE SPEAKER

“Authoring One’s Life, Career & Success”



Beth Weissenberger
Co-Founder & CEO
Handel Group

Beth Weissenberger has led countless developmental Seminars, both leadership and personal, to over 50,000 people over the last 20 years. As the Co-founder and CEO of one of the most highly regarded Coaching firms in the world, Beth heads the executive coaching division and is responsible for it’s roster of coaches as well as the development and growth of the company. Beth also personally coaches top executives and management on enhancing their own, as well as their organization’s, performance. Beth’s ability to powerfully interact with people of all levels allows her to make significant contributions to her clients, as well as anyone who is interested in his/her own development. Additionally, Beth is a featured career/executive coach on businessweek.com, providing articles and videos to a readership of millions.

JUNE 10, 2010- KEYNOTE ADDRESS “Authoring One’s Life, Career & Success”

Beth Weissenberger, Handel Group

Most people do understand that they are the authors of their lives, meaning that each of us is writing the story of our life down to the judgments, opinions, feelings, and next actions. However, what many people have not yet understood is that they are also authors where their lives are *not* working. In the parts of their lives where they are not happy, one typically regards themselves as reporters of facts rather than the author. We generally relate to our lives and to our personality as a report on the facts of how it is, rather than something which we created. This allows us to avoid having to take real responsibility and control of our destiny. The way things are can be left up to luck and blamed away on circumstances or character flaws and, in turn, justify why our life is and isn’t working. If we understood we are the author, we would have to go back and fix the story, tell our side, tell the truth and, ultimately, build a better character. Looking at your life, both past and present, from the point of the view of the author is a key step to developing Personal Integrity.

Continuing Education: N/A

JUNE 10, 2010- 10:30AM-12:00PM “Becoming the Author”

Beth Weissenberger, Handel Group

In this session presented by our keynote speaker, participants will begin to identify areas where they are being chickens or brats and not authoring their lives. Participants will learn the art of “becoming the author” by making specific promises and understanding consequences. Participants will learn one method to identify their own negative traits and learn what they can do to not let these traits interfere with their personal and professional growth.

Continuing Education: N/A

“End-of-Life Doulas: A New Approach to Supporting People As They Are Dying”

Henry Fersko-Weiss, LCSW, Valley Home Care

End-of-life doulas sit vigil with dying patients and their families. They provide a continuous and compassionate presence through the final hours of life. This approach translates what birth doulas do during labor into what people do at the very end of life, filling a crucial missing link in the care of dying people. The program was started for the first time at a large hospice in New York City by Mr. Fersko-Weiss and has since been implemented at a New Jersey hospice. This session will discuss the principles behind the program, how it is organized and implemented, and the results it has produced.

Continuing Education: Nursing credit approved; Social Work credit submitted for approval



“Revenue Cycle Management Benchmarking-Going Beyond to Improve Revenue Cycle Outcomes”

Frank Giannantonio, FGA, Inc.

Participants will gain an understanding of some of the standard Revenue Cycle Management Key Performance Indicators (KPI) and will become familiar with the formulas used to calculate KPIs. Participants will understand the differences in the benefit of reporting these indicators internally versus the benefit of benchmarking their performance to other provider's performance. Participants will gain an understanding of what benchmarking reporting does and does not reveal and how organizations can utilize this information to begin improving revenue cycle outcomes.

Continuing Education: Accounting credit submitted for approval

JUNE 10, 2010- 2:00PM-3:30PM

It's A “HITECH” World: The New HIPAA Requirements

Todd C. Brower, Esq., Brach Eichler L.L.C.
Lani M. Dornfeld, Esq., Brach Eichler L.L.C.

The Health Information and Technology for Economic and Clinical Health Act (“HITECH Act”), contained in last year's federal stimulus bill, introduced sweeping changes to HIPAA's security and privacy requirements. These changes include: increased criminal and civil penalties for noncompliance and new enforcement authority for state attorney general; extension of HIPAA's privacy and security requirements as well as penalties for violation of these requirements directly to business associates; new restrictions on the use and disclosure of protected health information and increased individual rights; and rigorous new standards for security breach notification for HIPAA-covered entities and their business associates. Most of these changes are effective as of February 2010. Home health agencies must, if they have not already, modify their policies and procedures and train their workforce members on these new requirements and enable them to, in turn, amend their HIPAA policies and procedures and educate their staff.

Continuing Education: Nursing credit approved; Accounting credit submitted for approval

“Patient Safety vs. Right to Self Determination: Ethical Dilemmas”

Kathleen Phillips, MSW, LCSW
Community Medical Center Home Health

Professionals often deal with unsafe patient situations including non-compliance, poor judgment and decision making ability, and lack of insight. There is an expectation that home care staff must fix these problems or at least make the situation better. But what if the patient doesn't see this or chooses not to address the problem? What if the patient doesn't want to change his behavior or the situation? Home health care is caught in the middle. This program will focus on assessing patient safety; assessing mental status; insight and decision making ability; and the role of the patient advocate. The program will also identify when to call APS and discuss other ethical issues related to patient safety.

Continuing Education: Nursing credit approved; Social Work and Physical Therapy credit submitted for approval

“Medicaid: The Link Between Policy & Billing”

Speakers: TBD

This panel presentation will discuss the link between Medicaid policy and billing requirements for home health agencies, hospices, and health care service firms. Agencies frequently encounter claims issues that stem from Medicaid policy rather than billing. This program will provide insight into Medicaid policy as it relates to processing claims with topics including Medicaid as a secondary payer.

Continuing Education: Accounting credit submitted for approval

JUNE 10, 2010- 4:00PM-5:30PM

“Be Prepared for RACs, ZPICs, and Fls: Claims Review Liability Risks for Home Care”

Kerry M. Parker, Esq., Epstein Becker & Green
Jeri Ann Cheswick, RN, BSN, MBA, McBee Associates

As a result of CMS' RAC demonstration project, RACs recouped overpayments from providers totaling \$980 million, 84% of which were from inpatient hospital claims. The RAC program is now operational nationwide, and ZPIC and RHHI audits are also underway and increasing in number. Knowledge gained from RAC and other audit experiences by other provider groups can give home care and hospice providers an indication of what's to come from these audit programs. This session will allow participants to gain a better understanding of Medicare audit programs, and understand the likely impact on home care and hospice agencies. Preparation has been proven useful in reducing audit liability risks for hospitals and will do the same for home health care and hospice.

Continuing Education: Nursing credit approved; Accounting credit submitted for approval

“Disciplinary Actions: The Dos and Don'ts”

Joseph Maddaloni, Jr., JD, MPA, Trenk, DiPasquale, Webster, Della Fera & Sodono

This presentation will provide supervisors and other individuals who manage employees with the principles of effective employee discipline and how to document management actions in an appropriate manner. The speaker will provide participants with details about what or what not to document, employer and employee rights, and how to develop an appropriate progressive discipline policy.

Continuing Education: N/A

“Evidence-Based Practices: Challenges and Successes”

Susan B. Fowler, PhD, RN, CNRN, Visiting Nurse Association of Central Jersey

Evidence-based practice (EBP) is the process in which professionals make clinical decisions using the best available research evidence, their clinical expertise, and patient preferences. A variety of models, such as the John Hopkins, Iowa, ACE STTAR, and ARCC models, have been advocated depicting a process for asking clinical questions, analyzing the evidence, and determining practice changes. Staff require knowledge, skill, support, experts/consultants, and commitment to effectively promote the art and science of practice. Participants will increase their understanding and awareness of the EBP process, its implementation, challenges, and successes.

Continuing Education: Nursing credit approved



JUNE 11, 2010- 8:30AM-10:00AM

**“What Happens When Your Phone Rings?
Don't Let It Be a Mystery”**

Katherine Northcutt, RN, Simone Consultants

It is no surprise that in the current climate, more admissions are needed to make census growth goals. Increasing admissions is by far the fastest way to turn around a declining census. Unfortunately, while agencies throw a lot of marketing dollars at trying to increase phone calls, they don't work on or pay attention to what happens once the phone does ring. This program describes using the mystery shopper call process to assess and improve customer service at your agency. Agencies will learn practical tips and review specific examples designed to improve customer service and grow census.

Continuing Education: N/A

“ABCs of Medicare Advantage Contracting”

William A. Dombi, Esq., National Association for Home Care and Hospice (NAHC)

Understanding Medicare Advantage plans' responsibilities to patients and providers is critical to maximizing your ability to secure coverage for necessary home care services provided to patients enrolled in these plans. This session offers home care leaders important information on the essential basics of Medicare Advantage Plans, requirements for coverage of home health services, plan responsibilities and payment rates, and the decision-making process on care authorizations.

Continuing Education: Nursing credit approved; Accounting credit submitted for approval

“Continuity of Operations Planning”

Barbara B. Citarella, RN, BSN, MS, CHCE, CHS-V, DABCHS, RBC Limited

This educational program will provide an overview of the importance of continuity planning. A COOP template will be reviewed with attendees and the key components to that template will be discussed. Agencies will have an opportunity to ask specific questions about COOP planning and will understand the importance of having a business COOP plan to keep their agency viable during a disaster or emergency.

Continuing Education: Nursing credit approved; Accounting credit submitted for approval

JUNE 11, 2010- 10:15AM-11:45AM

“Reports from the Home Health Front Line”

Arnie Cisneros, PT, Home Health Strategic Management

As the industry has entered the year 2010, we examine the effects of recent changes home health providers have encountered. Are Recovery Audit Contractors changing the nature of our day to day care delivery? What progressive measures can we adopt in order to continue our care mission? How has OASIS-C impacted the services we deliver? Have funding reductions resulted in decreased utilization? What have agencies done to integrate staff into contemporary care delivery? This presentation provides reports from the speaker's engagements with various providers to create a portrait of the latest on the home health landscape.

Continuing Education: Nursing credit approved, Physical Therapy and Accounting credit submitted for approval

“Your Brand. What Brand? Easy Ways to Build Identity in a Crowded Marketplace”

Polly Rehnwall, Simone Consultants

As the competition heats up, it becomes increasingly important that your agency is differentiated from your competitors. Just talking about your programs and services simply doesn't cut it anymore. This program provides practical tips on how to enhance your visibility in the communities you serve so that referral sources and consumers won't just choose any home care or hospice agency...they will choose YOUR home care and/or hospice agency.

Continuing Education: N/A

“Pandemic-Related Ability and Willingness in Home Health Care Workers”

Robyn RM Gershon, MHS, DrPH, Mailman School for Public Health, Columbia University

To assess pandemic-related attitudes and behavior intentions of home health care workers (HHCWs) a sample of 384 HHCWs were recently surveyed. A large population would be either unable or unwilling (or both) to provide care during a pandemic to their current (83%) or new (91%) patients. Ability was significantly associated with: child care planning, mass transit ridership, spouse/partner employment (i.e., first responder or health care workers), and tenure in home care. Potential shortfalls in this workforce during a severe pandemic may occur, and the likelihood of this sector meeting surge capacity demands of other sectors is questionable. To counter this, intervention strategies that address barriers to both ability and willingness need to be developed, implemented, and evaluated.

Continuing Education: Nursing credit approved

JUNE 11, 2010- CLOSING SESSION

“Industry Updates from the Federal Perspective”

William A. Dombi, Esq., National Association for Home Care and Hospice (NAHC)

Over the past year the changes in our economy, a new administration, the health care reform initiative, and legislation and regulation have and/or will have a tremendous impact on home care and hospice agencies. This program will provide inside information and highlight issues of vital interest to our industry, discuss how the industry responded to each of the changes, and highlight what agencies can do to prepare for changes and/or respond to a call for action.

Continuing Education: N/A



Schedule at a Glance

Please check off the sessions that you plan to attend. Thanks!

THURSDAY JUNE 10, 2010			
TIME	ACTIVITY		
7:30 am	Registration and Continental Breakfast with Exhibitors		
9:00 am	Welcome: Sherl Brand, RN, BSN, President & CEO, Home Care Association of NJ JoAnne Ruden, RN, BSN, MPA, Chair, Home Care Association of NJ Board of Directors		
9:15 am	Keynote Address: Beth Weissenberger, Co-Founder/CEO, HandelGroup		
10:30 am	<input type="checkbox"/> Becoming The Author- Beth Weissenberger Handel Group	<input type="checkbox"/> Revenue Cycle Management Benchmarking: Going Beyond to Improve Revenue Cycle Outcomes - Frank Giannantonio FGA, Inc.	<input type="checkbox"/> End-of-Life Doulas: A New Approach to Supporting People As They Are Dying- Henry Fersko-Weiss, LCSW Valley Home Care
12:00 pm	Break with Exhibitors		
12:30 pm	Lunch and State of the Association		
2:00 pm	<input type="checkbox"/> It's A "HITECH" World: The New HIPAA Requirements- Todd Brower, Esq. Lani Dornfeld, Esq. Brach Eichler LLC	<input type="checkbox"/> Medicaid: The Link Between Policy and Billing- Speakers: TBD	<input type="checkbox"/> Patient Safety vs. Right to Self Determination: Ethical Dilemmas- Kathleen Phillips, MSW, LCSW Community Medical Center Home Health
3:30 pm	Break with Exhibitors		
4:00 pm	<input type="checkbox"/> Be Prepared for RACs, ZPICs, and Fls: Claims Review Liability Risks for Home Care- Kerry M. Parker, Esq. Epstein Becker & Green Jeri Ann Cheswick, RN, BSN, MBA McBee Associates	<input type="checkbox"/> Disciplinary Actions: The Dos and Don'ts- Joseph Maddaloni, Jr., Esq. Trenk, DiPasquale, Webster, Della Fera & Sodono	<input type="checkbox"/> Evidence-Based Practices: Challenges and Successes- Susan Fowler, PhD, RN, CNRN Visiting Nurse Association of Central Jersey
5:30 pm	Cocktail Reception- Will you attend the cocktail reception <input type="checkbox"/> Yes <input type="checkbox"/> No		

FRIDAY JUNE 11, 2010			
TIME	ACTIVITY		
7:30 am	Registration and Continental Breakfast with Exhibitors		
8:15 am	Welcome: Sherl Brand, RN, BSN, President & CEO, Home Care Association of NJ Sandra Bennis, RN, Chair, Home Care Association of NJ Education Committee		
8:30 am	<input type="checkbox"/> ABCs of Medicare Advantage Contracting- William A. Dombi, Esq. National Association for Home Care and Hospice (NAHC)	<input type="checkbox"/> What Happens When Your Phone Rings? Don't Let It Be A Mystery- Katherine Northcutt, RN Simione Consultants	<input type="checkbox"/> Continuity of Operations Planning- Barbara Citarella, RN, BSN, MS, CHCE, CHS-V, DABCHS RBC Limited
10:15 am	<input type="checkbox"/> Reports From The Home Health Front Line- Arnie Cisneros, PT Home Health Strategic Management	<input type="checkbox"/> Your Brand. What Brand? Easy Ways to Build Identity in a Crowded Marketplace- Polly Rehnwall Simione Consultants	<input type="checkbox"/> Pandemic Related Ability and Willingness in Home Health Care Workers- Robyn R.M. Gershon, MHS, DrPH Columbia University
11:45 pm	Break with Exhibitors		
12:15 pm	Awards Luncheon and Home Health Aide Scholarship Presentation		
2:00 pm	<input type="checkbox"/> Closing Session "Industry Updates from the Federal Perspective" William A. Dombi, Esq., Vice President for Law, National Association for Home Care and Hospice (NAHC)		



Attendee Registration Form

Name: _____

Title _____ Organization _____

Address _____ City _____

State _____ Zip Code _____ Email Address _____

Phone _____ Fax _____

Conference Fees:

	2 DAY REGISTRATION		SINGLE DAY REGISTRATION
	1 st and 2 nd Attendees	Additional Attendees	All Attendees
Early Registration: On or before May 21, 2010	<input type="checkbox"/> Member \$375 <input type="checkbox"/> Non-Member \$575	<input type="checkbox"/> Member \$195 <input type="checkbox"/> Non-Member \$575	<input type="checkbox"/> Member \$275 <input type="checkbox"/> Non-Member \$375
Regular Registration: Between May 22, 2010 and June 4, 2010	<input type="checkbox"/> Member \$450 <input type="checkbox"/> Non-Member \$650	<input type="checkbox"/> Member \$250 <input type="checkbox"/> Non-Member \$650	<input type="checkbox"/> Member \$325 <input type="checkbox"/> Non-Member \$425
Late Registration: After June 4, 2010 or onsite registration	<input type="checkbox"/> Member \$500 <input type="checkbox"/> Non-Member \$700	<input type="checkbox"/> Member \$300 <input type="checkbox"/> Non-Member \$700	<input type="checkbox"/> Member \$375 <input type="checkbox"/> Non-Member \$475

*** Registration for non-members must be accompanied by FULL payment**

PAYMENT INFORMATION
<p>PLEASE MAKE CHECKS PAYABLE TO: HOME CARE ASSOCIATION OF NJ AND RETURN TO: Home Care Association of NJ, 485D Route 1 South, Suite 210, Iselin, NJ 08830 or fax registration form with credit card payment to (732) 877-1101.</p> <p>CANCELLATION POLICY: There are no refunds for registrants who do not cancel by May 21, 2010. If cancellation is received before May 21, 2010, a refund will be given less a 30% administrative fee. Registrants who have not prepaid and do not cancel will be responsible for the total fee. Email refund requests to jennifer@homecarenj.org. <u>One registration per person. Registration may not be shared.</u></p>

Payment by: **Check #** _____ for a total of \$ _____
Check payable to Home Care Association of NJ, Inc.

Credit Card Please charge my account for a total of \$ _____

Visa MasterCard American Express

Expiration Date _____ CVV Code _____ Credit Card # _____

Name as it appears on the credit card: _____

Billing Address: Person/Company _____

Street _____ City/ State/ Zip _____

Signature _____ Date _____



Additional Information

FOR HOTEL ACCOMMODATIONS AND INFORMATION

Contact: Bally's Hotel & Casino- Atlantic City, NJ
Phone (800) 345-7253

For reservations please call Monday thru Friday 9:00am – 5:00pm

When you call to make reservations please identify yourself as a
**Home Care Association of NJ Conference attendee and
receive the special room rate of \$117 per night in the main building.**

The deadline for this special room rate is May 26, 2010

FOR QUESTIONS PLEASE CONTACT:

Jennifer Montross
Events & Communications Associate
jennifer@homecarenj.org

Home Care Association of NJ
485D Route 1 South, Suite 210, Iselin, NJ 08830
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www.homecarenj.org

DID YOU REMEMBER TO:

- Complete your registration form with all requested information?
- Include your email address for registration confirmation?
- Complete *Schedule at a Glance* indicating the programs you plan to attend?
- Return your form and payment to Home Care Association of NJ?