



Mastering financial management in home health is all in the numbers. From the experienced professional to the novice manager, this series of webinars provides skills, resources, tools, and savvy advice about all aspects of financial management in home health. Several programs would benefit clinical managers responsible for financial benchmarks and outcomes. We are fortunate to have nationally recognized financial consultants from BKD and Boyd & Nicholas present these valuable webinars. There's something for everyone, so be sure to share this information with your agency colleagues. The more webinars you purchase, the more you save!

Register for any or all in the series!

Part 1: The Basics of Home Care Accounting

Presenter: Mark P. Sharp, CPA

September 20, 2011 • 1:00 pm – 2:30 pm EST

In order to effectively manage your business, you must have access to accurate financial reporting. This program provides the basics for establishing a home care accounting structure, including an overview of an appropriate chart of accounts, different accounting methods, basic financial statements, charge structure, revenue recognition, and more.

Target Audience: Beginners

Part 2: Acronyms of Health Care

Presenter: Thomas Boyd, MBA

October 13, 2011 • 1:00 pm – 2:30 pm EST

This program will give an overview of the government agencies, subcontractors, senior organizations, unions, trade associations, accreditation and credentialing organizations that are part of every home health organization. This webinar will define the acronyms: HHS, CMS, MAC, FI, OIG, GAO, MedPAC, RAC, RIC, ZPIC and HEAT. Home health personnel need to understand what these organizations do and their role in the Home Health industry. Attendees will gain a basic understanding of who's on first, what's on second and why do I feel like I'm in left field?

Target Audience: Beginners (Finance & Clinical)

Part 3: The Home Health Cost Report: It Still Matters

Presenter: Mark P. Sharp, CPA

November 1, 2011 • 1:00 pm – 2:30 pm EST

Analysis of existing filed Medicare home health cost reports indicates that their accuracy is in doubt. Nevertheless, federal and state agencies continue to make payment-rate judgments based upon cost report data. Additionally, providers of home health services utilize cost report-related benchmarks in making management and operations decisions. This program offers a high-level tutorial on proper preparation of a Medicare cost report for home health agencies.

Target Audience: Intermediate and Advanced

Part 4: The Medicare Cost Report for Novices
November 15, 2011 • 1:00 pm – 2:30 pm EST

Presenter: Thomas Boyd, MBA

The most vital and difficult document required to be filed by CMS is the Medicare HHA cost report. This webinar will define the purpose and uses of a HHA cost report. This program is designed for attendees who are new to home health; want to improve their knowledge of the cost reporting or who want to save time when preparing a cost report. It will address the basic structure, purpose and a cost report package of documents.

Target Audience: Beginners

Part 5: Budgeting in Home Care

Presenter: Mark P. Sharp, CPA

December 7, 2011 • 1:00 pm – 2:30 pm EST

Budgeting is a critical development tool for all organizations regardless of size, industry or life cycle stage. Budgeting helps management establish the financial road map for the next fiscal year and then identify when the agency goes off course. As home health and hospice agencies risk payment cuts, budgeting is one tool that can assist management in controlling costs and making appropriate adjustments to the bottom line. This webinar will identify different budgeting techniques and review how to implement a budget in home care.

Target Audience: Intermediate and Advanced (Finance & Clinical)

Part 6: How to Hire a Business Consultant

Presenter: Thomas Boyd, MBA

January 17, 2012 • 1:00 pm – 2:30 pm EST

This program will help participants identify all the aspects involved in hiring a consultant, and will also help participants to develop a priority matrix for selecting the right consultants.

Target Audience: Intermediate and Advanced

Part 7: Using Dashboards for Home Care Financial Management

Presenter: Mark P. Sharp, CPA

January 25, 2012 • 1:00 pm – 2:30 pm EST

This workshop will demonstrate how utilizing financial dashboards can help improve the management of your agency. Topics covered include dashboard basics, the purpose of financial management dashboards, financial performance measures, how to use key performance strategies to build a financial management dashboard.

Target Audience: Intermediate and Advanced

Part 8: The Tale of Two Cities

Presenter: Thomas Boyd, MBA

February 7, 2012 • 1:00 pm – 2:30 pm EST

Two Home Health Agencies, both started in the mid 1990's, have taken different paths; one to growth and success and the other to bankruptcy. Aspects affecting the home health agency, such as infrastructure, planning, compliance, marketing, consultants, employees, and work ethic, will be discussed.

Target Audience: Intermediate and Advanced (Finance & Clinical)

Part 9: Effective Billing Oversight Practices in Home Care

Presenter: M. Aaron Little, CPA

March 7, 2012 • 1:00 pm – 2:30 pm EST

This session will focus on the essentials of managing the billing operations using dashboard principles. Participants will be provided examples of practical dashboard management tools and benchmarking data by which to compare individual agency billing performances.

Target Audience: Intermediate and Advanced

SPEAKERS:

Thomas Boyd, MBA Principal

Boyd & Nicholas, Inc.

Thomas E. Boyd has over thirty years of Medicare reimbursement experience, including almost 12 years with one of the Medicare intermediaries for home health agencies. He is the chairperson of the NAHC/HHFMA task force committee on the HHA cost report. He has been a consultant to Medicare certified home health agencies and hospices since 1989 and has been a principal of Boyd and Nicholas, Inc. since 1993.

Mark P. Sharp, CPA Partner

BKD, LLP

Mark is a Partner with BKD's National Health Care Group and serves as the firm-wide leader of BKD's Center for Excellence for Home Care and Hospice Services. He has more than 15 years of experience assisting home care and hospice providers with strategic planning, financial management, audits, accounting, cost reports, operating budgets, agency start-up and mergers and acquisitions. As a nationally recognized home care consultant, Mark serves on the Home Care and Hospice Financial Managers Association's Workgroup, has authored many articles and is regularly quoted in industry periodicals such as Eli's Home Care Week, Hospital Home Health and Home Health Law.

M. Aaron Little, CPA Senior Managing Consultant

BKD, LLP

With over 10 years of experience with BKD, Aaron oversees the operations of BKD Health Care Billing Services, which manages more than \$500 million in revenues for home care, hospice, and senior living organizations. Nationally recognized for his expertise in home care billing and operations, Aaron frequently presents at national, regional and state home care events and is routinely published and quoted in national industry periodicals. Aaron's professional affiliations include the Home Care & Hospice Financial Managers Association, the American Institute of Certified Public Accountants and the Missouri Society of Certified Public Accountants.

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Please complete the registration form and send with payment to:

**Home Care Association of NJ
485D Route 1 South Suite 210
Iselin, NJ 08830**

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Financial Management Series

2011-2012 WEBINAR SERIES

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<input type="checkbox"/>	Beginners Level (Parts 1, 2, 4)	\$329	\$650	\$
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<input type="checkbox"/>	Entire Series (all 9 webinars)	\$929	\$1,800	\$
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Your email confirmation will include: Details of how to access the webinar through phone or web-based connection and electronic handouts. **An email address must be provided below in order to receive a confirmation and dial-in information. Fees will be refunded only if written cancellation is received by Home Care Association of NJ two weeks prior to the workshop. There will be no refunds after the dial-in number is sent to your agency.** In the event of a written cancellation, Home Care Association of NJ will retain \$30 of the initial fee for administrative overhead. **Registrations must be received in writing and will not be accepted without payment. ONE REGISTRATION FORM PER CONNECTION / DIAL-IN LINE IS REQUIRED**