



PRIVATE DUTY HOMECARE ASSOCIATION
NATIONAL ASSOCIATION FOR HOME CARE & HOSPICE

PRIVATE DUTY HOME CARE LEADERSHIP SUMMIT & EXPOSITION

JANUARY 23-25, 2012 • BELLAGIO • LAS VEGAS, NEVADA



Dear Friends and Colleagues,

Welcome to the Private Duty Home Care Leadership Summit & Exposition. The National Association for Home Care & Hospice (NAHC) and the Private Duty Homecare Association (PDHCA) extend a hearty welcoming invitation to exciting Las Vegas and the Bellagio for what portends to be the best conference yet focused solely on the private pay in-home care industry.

With some new additions based on attendee feedback from prior years, this year's conference promises immediate returns to attendees, with both pre-conference and post-conference intensive workshops focused on operations and sales. "Operations Toolbox: Nuts & Bolts of Building Systems & Sustaining Profitability" is the pre-conference intensive workshop, taking place early Monday on January 23, 2012. "Focus on Sales: Using Individual Talents to Achieve Best Results" closes the conference on Wednesday, January 25, following Bill Dombi's lunchtime report on regulatory and legislative issues for our industry. Takeaways from both of those intensives will ensure attendees can implement new ideas and make suggested improvements immediately upon returning to the office. Also, this year we are giving CEUs for nurses, accountants and social workers, so you can accomplish two things by attending.

The most popular offering from past years, our Birds-of-a-Feather Roundtables, is moving inside the conference and expanding to accommodate more attendees. The roundtables cover 13 areas, such as adding private duty to an existing home health care agency, starting a private duty agency from scratch, the ethics of in-home care, using long-term care insurance as a payment option, using CRM as a marketing tool, and concrete ideas for grassroots legislative efforts, to name but a few. With such a wide range of topics, the roundtables once again promise to be an outstanding value for those who attend.

Marketing sessions include one-on-one networking (the #1 identified method to get new referral sources) and search engine optimization (the tool of the future today from an industry partner getting 2 million hits a day!). The legalities associated with social networking, private duty's role in accountable care organizations, customer service practices, and the latest on hiring and retaining are just some of the break-out sessions that you will not want to miss.

For the first time ever, an opening session includes a panel of actual referral sources who are willing to "tell all" regarding their criteria for making a referral to an agency. This is one insightful exercise that you simply have to hear. Also, software speed dating and user groups are only two of the exciting ways we are incorporating the exhibitors into the action so that attendees can experience new products and services offered to the industry. You saw and heard it first here!

Private duty services are poised to be the growth segment for the future of this industry. In the next few days, you, too, will grow in knowledge and know-how that will help you to keep up. What we learn here in Vegas DOES come back to the office with you, and you will be glad that you came.

Sincerely,



Val J. Halamandaris, JD
President, National
Association for Home Care
& Hospice

A handwritten signature in black ink that reads "Val J. Halamandaris".



Merrily Orsini, MSSW
Chief Strategic Officer,
Private Duty Homecare
Association

A handwritten signature in black ink that reads "Merrily Orsini".



Shelle Womble, BS, BA
Chair, Private Duty
Homecare Association and
NAHC Board Member

A handwritten signature in black ink that reads "Shelle Womble".

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Social Networking

Join PDHCA in the industry conversation on our social networking sites:



www.facebook.com/PDHCA



www.twitter.com/PDHCA

Join the conversation on Twitter at #PDHCASummit



www.linkedin.com/groups/Private-Duty-Homecare-Association-3885208

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Schedule at a Glance

Monday, January 23, 2012

7:00 a.m. - 7:00 p.m.

Registration Open
Bellagio Registration 2

8:30 a.m. - 11:45 a.m.

Pre-Conference Intensive Workshop
(additional fee required)
Bellagio 6

10:45 a.m. - 12:15 p.m.

Home Care Software Users' Group
Meetings - Part 1
Bellagio 5 & Renoir 1

12:00 p.m. - 1:15 p.m.

Workshop Lunch for Pre-Conference
Attendees
Bellagio 7

1:00 p.m. - 5:00 p.m.

Exposition Hall Open
Bellagio 1-4

1:30 p.m. - 2:45 p.m.

Home Care Software Users' Group
Meetings - Part 2
Bellagio 5, Renoir 1

1:30 p.m. - 2:45 p.m.

Board of Advisors Meeting for PDHCA
Monet 1

3:00 p.m. - 5:00 p.m.

Opening Reception with Private Duty
Exhibitors
Bellagio 1-4

5:00 p.m. - 7:00 p.m.

Opening General Session
Monet 2-4

Tuesday, January 24, 2012

7:00 a.m. - 5:00 p.m.

Registration Open
Bellagio Registration 2

7:00 a.m. - 5:00 p.m.

Exposition Hall Open
Bellagio 1-4

7:30 a.m. - 8:30 a.m.

Continental Breakfast in Exposition Hall
Bellagio 1-4

8:30 a.m. - 10:30 a.m.

General Session Keynote Speakers
Monet 2-4

10:30 a.m. - 10:45 a.m.

Coffee Break in Exposition Hall
Bellagio 1-4

10:45 a.m. - 12:15 p.m.

Education Sessions — 100 Series
Bellagio 5,6,7

12:15 p.m. - 2:00 p.m.

Lunch in Exposition Hall
Bellagio 1-4

2:00 p.m. - 3:30 p.m.

Education Sessions — 200 Series
Bellagio 5,6,7

3:30 p.m. - 3:45 p.m.

Coffee Break in Exposition Hall
Bellagio 1-4

3:45 p.m. - 5:00 p.m.

Education Sessions — 300 Series
Bellagio 5,6,7

Wednesday, January 25, 2012

7:00 a.m. - 10:30 a.m.

Registration Open
Bellagio Registration 2

7:00 a.m. - 10:30 a.m.

Exposition Hall Open
Bellagio 1-4

7:30 a.m. - 8:45 a.m.

Continental Breakfast in Exposition Hall
Bellagio 1-4

8:45 a.m. - 10:00 a.m.

Birds-of-a-Feather Roundtable
Discussions - Part 1
Bellagio 7, Monet 1, Renoir 1

8:45 a.m. - 10:00 a.m.

Vendor Users' Group
Bellagio 6

10:00 a.m. - 10:30 a.m.

Coffee Break in Exposition Hall
Bellagio 1-4

10:30 a.m. - 11:45 a.m.

Birds-of-a-Feather Roundtable
Discussions - Part 2
Bellagio 7, Renoir 1, Monet 1

10:30 a.m. - 11:45 a.m.

Advanced Business Dialogue
Bellagio 5

10:30 a.m. - 11:45 a.m.

Software Speed Dating
Bellagio 6

11:45 a.m. - 1:15 p.m.

Closing General Session and Lunch
Monet 2-4

1:30 p.m. - 4:00 p.m.

Post-Conference Intensive Workshop
Cezanne 2

Pre-Conference Intensive Workshop (additional fee required)

Monday, January 23, 2012 • 8:30 a.m. - 11:45 a.m. • Bellagio 6

Operations Toolbox: Nuts & Bolts of Building Systems & Sustaining Profitability

First time ever pre-conference intensive workshop with a focus on operations: how to run a profitable agency from experts who either are doing it or have done it.

Topics covered:

- The service offerings that make the most money; how to measure and manage each
- Admissions by source: understanding where referrals come from that are turning into real clients
- How to get more high-net-worth clients
- How to go for volume if there are less high net worth clients available
- Close ratios for sales and marketing (not how to get them, but what to track)
- Cost of sales/marketing
- Cases/admits/discharges and average reimbursement
- In-office expenses (internal fixed costs), internal operations
- Conversion rate from inquiry to start of care
- Gross margin (general and drilled down per case/per service)
- Ratio of office staff cost to general revenue
- Looking for unstaffed hours
- A profile of the ideal caregiver
- Chart of accounts
- Cash flow and the benefits of looking at cash flow as one component of management

Important Takeaway: Operational Toolbox Workbook Covering Items in the Session

Interactive Panel of Experts

Moderator:



Merrily Orsini, MSSW, Chief Strategic Officer, PDHCA, President/CEO, corecubed, Louisville, KY

Panelists:



Scott Spangler, BFA, COO, Cypress HomeCare Solutions, Phoenix, AZ



Ginny Kenyon, RN, MN, Principal, Kenyon HomeCare Consulting, LLC, Seattle, WA



Patricia Drea, MPA, BSN, COO, Visiting Angels–Living Assistance, Tega Cay, SC

Home Care Software Users' Groups - Parts 1 & 2

Monday, January 23, 2012 • 10:45 a.m. - 12:15 p.m. • Bellagio 5

Shoshana Technologies, Rosemark

Monday, January 23, 2012 • 10:45 a.m. - 12:15 p.m. • Renoir 1

VisitCall/Ampersand International

Monday, January 23, 2012 • 1:30 p.m. - 2:45 p.m. • Bellagio 5

Generations

Monday, January 23, 2012 • 1:30 p.m. - 2:45 p.m. • Renoir 1

ClearCare

Opening General Session

Monday, January 23, 2012 • 5:00 p.m. - 7:00 p.m. • Monet 2-4

Welcoming and Opening Remarks



Merrily Orsini, MSSW, Chief Strategic Officer, PDHCA, President/CEO, corecubed, Louisville, KY



Val J. Halamandaris, JD, President, National Association for Home Care & Hospice, Washington, DC



Shelle Womble, BS, BA, Senior Director, Home Care Sales and Service, ResCare, Dayton, OH; Chair, Private Duty Homecare Association

Inside the Referral's Mind: What Does it Take to Start a Relationship?

This is a first ever panel of actual referral sources who will let us inside their busy professional lives, and also give us insights into what it would take for them to refer to an agency.

Each panelist refers to private duty and will answer these questions:

- “What would it take to gain you as a referral source?”
- “What is it you like to see, hear or find when you deal with home care agencies?”
- “What do you want to see or hear that would make you make a referral?”

Moderator:



Val J. Halamandaris, JD, President, National Association for Home Care & Hospice, Washington, DC

Panelists:



Harriet H. Roland, Esq., Attorney at Law, Roland & Kaplan, Prof., LLC, Henderson, NV



Richard Hoover, Registered Investment Advisor, Financial Planner, SagePoint Financial, Las Vegas, NV, NAIFA (National Association for Insurance and Financial Advisors)



Steven Landers, MD, MPH, Director, Cleveland Clinic, Center for Home Care and Community Rehabilitation, Independence, OH



Alan Kessinger, MSG, MSW, LSW, Director of Social Services, Royal Springs Health Care & Rehab., formerly known as Manor Health Care Center, Las Vegas, NV

Course Level: Intermediate; Nursing 1.5 CEs; Accounting 1.5 CPEs (NASBA/SKA); Social Workers 1.5 CEs

General Session Keynote Speakers

Tuesday, January 24, 2012 • 8:30 a.m. - 10:30 a.m. • Monet 2-4

General Session



Lance Secretan, PhD

Lance Secretan has a dream — “to change the world by creating inspiring organizations.” He has dedicated his life to transforming companies by spearheading the integration of spiritual integrity and corporate life. As an advisor to leaders, a speaker, retreat leader, teacher, and coach, Lance inspires executive teams with new ways of thinking, which one *Fortune 100* leader described as “enabling us to move from the profane to the sacred.” He is a former CEO of a Fortune 100 company, university professor, award-winning columnist, and author of 15 books about leadership, the latest of which is *The Spark, the Flame, and the Torch*. His teachings and writings on conscious leadership have been hailed as being among the most effective available contributions to leadership thinking. Individuals, entire organizations, cities, and states have experienced remarkable transformations through his unique mentoring, wisdom, and approach. Thirty of Fortune’s Most Admired Companies, and 15 of Fortune’s *Best Companies to Work for in America* are his clients. Leadership Excellence ranked him among the top *100 Most Influential Thinkers on Leadership in the World* and *Speakers in America* ranks him among the Top Five Leadership speakers for the provoking thoughts and enormous flair that lead to standing ovations around the world.



Paul Kusserow

Paul Kusserow leads the charge for change in health care as senior vice president and chief strategy and corporate development officer at Humana. Before joining Humana, he served as managing director of private equity at the investment firm B.C. Ziegler and Company and as managing director and CIO of the Ziegler HealthVest Fund. From 2004 to 2007, he was managing director of San Ysidro Capital Partners LLC, a health care services consulting and investment advisory firm. This broad base of experience has made him an expert on how health care can deal with an aging country and the crisis in chronic disease. Currently, Kusserow’s greatest interest is in data standardization and analytics. Under his leadership, Humana has advanced its clinical analytics capabilities by acquiring Anvita Health, a health care analytics firm based in San Diego. This is a move that will enable Humana to provide health care organizations with actionable data as a way to improve patient outcomes and reduce costs. The goal is to “build a full view” of patients, Kusserow says. “Once we achieve that, we need to figure out how to use that to optimize behavioral change. The health crisis is really occurring because of people’s choices: a lack of exercise, obesity, and smoking. That’s driving this fight.”

Education Sessions - 100 Series

Tuesday, January 24, 2012 • 10:45 a.m. - 12:15 p.m. • Bellagio 5, 6, 7

101. Get More Web Visibility, Traffic and Leads: Online Marketing Best Practices for Home Care Agencies

Bellagio 7

Get a clear, “Geek-Free,” non-technical roadmap that includes virtually all current best practices for online success. Convert your website from an online brochure to a lead generation engine.

Objectives:

- Demonstrate how to overhaul marketing of a home care agency.
- Explain how to make a home care agency website search engine- and people-friendly.
- Describe effective strategies for increasing a home care agency’s visibility on the social web.

Focus: Internet Marketing

Target: Intermediate/growing agencies

Faculty:



Katie Roper, MBA, Vice President of Advertising Sales, Caring.com, San Mateo, CA



Bob Roth, BS, Managing Partner, Cypress HomeCare Solutions, LLC, Phoenix, AZ

Course Level: Intermediate: Nursing CEs 1.5; Accounting CPEs 1.5 (NASBA/SKA); Social Workers 1.5 CEs

102. New Rules of Home Care Growth in the Post-Recession Age

Bellagio 6

What has home care learned in post-recession America? The questions regarding home care growth are the same now as a decade ago BUT the answers have changed. How must we change our delivery system, our branding, our services, and our communication with our many customers to survive and grow?

Objectives:

- Identify the eight strategies you must master to be successful in the post-recession age in home care.
- Manage how to handle leads and keep the funnel full.
- Identify how best to apply technology to grow in this economic climate.

Focus: Operations

Target: All agencies

Faculty:



Patricia Drea, MPA, BSN, COO, Visiting Angels - Living Assistance, Tega Cay, SC

Course Level: Intermediate: Nursing CEs 1.5; Accounting CPEs 1.5 (NASBA/SKA); Social Workers 1.5 CEs

103. Negotiating the Sale of a Home Care Agency: The Battle Begins

Bellagio 5

An entertaining review of an actual transaction, a “no-holds barred” negotiation between an owner and buyer. Fun & you will leave with an understanding of the issues that make up a win-win transaction.

Objectives:

- Describe the entire process of buying or selling an agency.
- Identify the commonly encountered problems that arise in the buying or selling process, along with possible solutions.
- Explain the numerous documents involved in the buying or selling process including the Letter of Intent, and the Purchase Agreements.

Focus: Exit Strategy

Target: Buyers and Sellers of Agencies

Faculty:



Donald Cummins, BP, President/Owner -Self Employed, Stoneridge Partners, Fort Myers, FL



Brian Bruenderman, JD, Director of Development, Almost Family, Inc., Louisville, KY



Susan Moyer, BA, Intermediary, Stoneridge Partners, Fort Myers, FL

Course Level: Advanced: Nursing CEs 1.5; Accounting CPEs 1.5 (NASBA/SKA); Social Workers 1.5 CEs

Education Sessions - 200 Series

Tuesday, January 24, 2012 • 2:00 p.m. - 3:30 p.m. • Bellagio 5, 6, 7

201. It's An Online World: Legal Issues Concerning Websites, Blogs, Social Media, and More

Bellagio 7

In this world of social media marketing, the smart agency owner will participate, but in this session will learn best how to guard against disclosure of confidential information, and a host of other items from defamation, disclaimers to privacy policies that will work for your agency.

Objectives:

- Identify a response to negative postings.
- Recognize how to guard against disclosing confidential information online.
- Become familiar with copyright and servicemark issues, and how to defend intellectual property online.

Focus: Legal

Target: Intermediate/growing agencies

Faculty:



Bob King, Esq., Attorney and Founder, Legally Nanny®, Irvine, CA

Course Level: Intermediate; 1.5 Nursing CEs; 1.5; Accounting CPEs 1.5 (NASBA/RE); Social Workers 1.5 CEs

202. Attracting and Retaining The A+ Caregiver

Bellagio 6

Who better to tell you how to attract and retain the best caregivers than the caregivers themselves! Recruitment and retention methods gathered from thousands of employee satisfaction interviews/surveys over the past few years on behalf of hundreds of private duty home care agencies nationwide will be shared.

Objectives:

- Identify where to find the best caregivers.
- Examine what it takes to retain the best caregivers.
- Distinguish why attracting and hiring the best caregivers will help agencies grow to the next level.

Focus: Recruitment

Target: All agencies, all sizes

Faculty:



Aaron Marcum, BS, CEO, Home Care Pulse, LLC, Rexburg, ID

Course Level: Intermediate; Nursing CEs 1.5; Accounting CPEs 1.5; (NASBA/PHR); Social Workers 1.5 CEs

203. Making Sense out of Private Duty's Role in Transitional Care and Accountable Care Organizations

Bellagio 5

The Affordable Care Act (2010) creates new and exciting opportunities for private duty. In this presentation, attendees will learn about two health care reform initiatives, care transitions and accountable care organizations (ACOs). Tools, tips, and marketing strategies will be presented to help agencies realize their potential in this new market.

Objectives:

- Compare the description and components of transitional care and accountable care organizations.
- Identify the chronic diseases that are targeted in health care reform: CHF, diabetes, stroke, COPD, cancer.
- Identify best practices and collaborative partnership.

Focus: Industry Trends

Target: All agencies/all sizes

Faculty:



Joan Haizlip, MSN, RN, Director of Education and Programs, Innovative Healthcare Solutions, Naperville, IL

Course Level: Intermediate; Nursing CEs 1.5; Accounting CPEs 1.5 (NASBA/MAS); Social Workers 1.5 CEs

Education Sessions - 300 Series

Tuesday, January 24, 2012 • 3:45 p.m. - 5:00 p.m. • Bellagio 5, 6, 7

301. Association and Events-Focused Networking as an Art Form that Drives Sales

Bellagio 7

Networking remains one of the best ways to generate new referral sources. However, networking is not just meeting and greeting. Instead, it can be best utilized when it is strategic and targeted, along with thorough follow-up after the event. Networking really is a marketing art form that is most effective when approached with a goal in mind.

Objectives:

- Identify three different types of networking and different approaches to each type.
- Develop the skills to effectively network and the ability to assess the value of the networking.
- Define who to target for best results.

Focus: Marketing/Sales

Target: All agencies

Faculty:



Barbara Akst, BA, MA, President, CEO, Training Unlimited VA, LLC., Annandale, VA

Course Level: Intermediate; Nursing 1.5 CE; Accounting 1.5 CPEs (NASBA/MRK); Social Workers 1.5 CE

302. Obtaining Insurance Benefits for Your Clients' Care

Bellagio 5

This presentation is designed to educate private duty professionals about claims requirements and the claims practices of long-term care insurers, in order to facilitate the claims process.

Objectives:

- Analyze long-term care insurance.
- Discuss how to properly submit a claim to an insurance property.
- Identify and avoid pitfalls.

Focus: Operations

Target: All agencies

Faculty:



Glenn Kantor, Esq., Attorney, Kantor & Kantor, Northridge, CA



Corinne Chandler, Esq., Attorney, Kantor & Kantor, Northridge, CA

Course Level: Intermediate; Nursing 1.5 CE; Accounting 1.5 CPEs (NASBA/SKA); Social Workers 1.5 CE

303. Quality & Customer Service: Two Sides of the Same Coin

Bellagio 6

Participants attending this session will be provided tools and knowledge to help identify the elements of a quality assurance plan that is supported by a strong customer service orientation. The successful agencies of the future must be able to excel in both the quality of care their staff provides and their customer service. This presentation will help participants build a plan with the elements and measurements required to guide their agency to excellence in quality and customer service.

Objectives:

- Identify the elements of quality and customer service and how they are one and the same.
- Demonstrate quality of care and customer service in action.
- Identify the issues and barriers to developing excellence in customer service and quality of care.

Focus: Customer Service

Target: All agencies

Faculty:



Ginny Kenyon, RN, MN, Principal, Kenyon HomeCare Consulting, Seattle, WA

Course Level: Intermediate; Nursing 1.5 CE; Accounting 1.5 CPEs (NASBA/BMO); Social Workers 1.5 CE

Birds-of-a-Feather Roundtable Discussions - Parts 1 & 2

Wednesday, January 25, 2012 • 8:45 a.m. - 10:00 a.m. & 10:30 a.m. - 11:45 a.m. • Bellagio 7, Monet 1, Renoir 1

Spend Time Learning from Peers

One of the most important functions of an annual conference is the time spent learning from peers, say past PDHCA conference attendees. Based on their input, the popular Birds-of-a-Feather Roundtable Sessions are being offered twice on Wednesday morning.

This face-to-face roundtable format is a fabulous opportunity to get expert input, meet with peers, and discuss ways to grow and improve private duty agencies. Participants actively set the pace and pose the questions. They're guided by carefully selected experts who share their knowledge in an hour of in-depth information exchange on some of the most pertinent issues for private duty/private pay businesses.

PDHCA Legislative Chairs Lead Grassroots Session

One of the benefits of belonging to PDHCA is the strength of our parent organization, the National Association for Home Care & Hospice (NAHC) in influencing the outcomes of issues important to the industry. Equally important is the activity and support of members. For the first time ever, a roundtable will allow participants to have a seat at the table to discuss current issues and how to become active and involved.

Bellagio 7



Alternative Service Offerings:
In-Home Monitoring Devices, Medication Dispensers, Adult Day Care, Retirement Home Partnerships
Barth Holohan, MSW, MBA, Founder & President, Continuum, Saint Louis, MO



Basics for Start-Ups: Adding Private Duty to Another Model
Elaine Stephens, RN, MPA, FHHC, CEO, Overlook VNA, Inc., Charlton, MA



Modeling Private Home Care Services Based on a Concierge Model
Georjean Sweis, BS, MBA, National Director of Private Duty, Addus HealthCare, Inc., Palatine, IL



Basics for Start-Ups: Starting a Private Duty Agency from Scratch
Karon Austin, MPA, RN, CHCE, Vice President of Operations, Visiting Angels, Havertown, PA

Monet 1



Social Media as a Marketing Tool
Randy Walden, BA, President and CEO, Heartwarming Care, Tacoma, WA



Health Care Reform
Joan Haizlip, MSN, RN, Director of Education and Programs, Innovative Healthcare Solutions, Naperville, IL



Google & Grandma; SEO Tips
Amy Chilla, BA Marketing & Public Relations Strageist, corecubed, Mission Viejo, CA



Grass Roots Lobbying Efforts for Home Care Issues
Lucy Andrews, RN, MS, CEO, At Your Service Home Care, Santa Rosa, CA; Vice President, NAHC Board of Directors



Ethics and the New Age of Private Duty Home Care
Laurie Edwards-Tate, MS, President and CEO, At Your Home Familycare, San Diego, CA



Brittnei Salerno, BS, Administrator and President, La Jolla Nurses Home Care, La Jolla, CA; Immediate Past-Chair, CAHSAH

Renoir 1



Disaster Preparedness
Barbara B. Citarella, RN, BSN, MS, CHCE, Certified in Homeland Security-CHS V, President & CEO, RBC Limited, Staatsburg, NY



Long-Term Care Insurance Ins and Outs
Maryglenn Boals, CLTC, Founder and President, MgBoals & Associates LLC, Phoenix, AZ



CRM and Workflow Processes
Shelle Womble, BS, BA, Senior Director, Home Care Sales and Service, ResCare, Dayton, OH; Chair, Private Duty Homecare Association



Wage and Hour Issues
Bob King, Esq. Attorney and Founder, Legally Nanny®, Irvine, CA

Wednesday, January 25, 2012 • 8:45 a.m. – 10:00 a.m. • Bellagio 6
Vendor Users' Group

Home Care Pulse

Wednesday, January 25, 2012 • 10:30 a.m. – 11:45 a.m.

Advanced Business Dialogue

Bellagio 5

This session is open to agencies that are mature and want to explore moving to another business plateau. It will be an open dialogue format.

Objectives:

- Explore barriers to growth (Sales, Marketing, Operations, Recruiting).
- Dialogue with other large or multi site agencies on growth plateaus.
- Share industry insights that lead to managed but rapid growth.

Focus: Strategy

Target: Mature agencies

Faculty:



Jake Fackrell, BA, Co-founder and Managing Partner of Alta Home Care, Corona, CA

No CEs offered for this session.

Software Speed Dating

Bellagio 6

Join four of the home care software vendors for a quick 15 minute overview of their product. Geared towards agencies that need to either purchase software for the first time, or who are interested in switching vendors for some reason, this Speed Dating Session will share what differentiates the software from others as well as highlights the items that current customers find the most beneficial.

Participating Vendors:

- eSolutions
- Generations
- Shoshana Technologies, Rosemark
- Health Trust Software

No CEs offered for this session.

Post-Conference Intensive Workshop

Wednesday, January 25, 2012 • 1:30 p.m. – 4:00 p.m. • Cezanne 2

Focus on Sales: Using Individual Talents to Achieve Best Results

For experienced sales and marketing personnel only. Bring your plan. Bring your targeted list. Come prepared to learn how to do what you do better and get more referrals. Guaranteed.

Interactive and intense is the mood for this working session for the experienced salesperson. Attendees work at tables together and use group sharing techniques, all under the watchful eye of a seasoned leader.

Interactive Sales Training:



Barbara Akst, BA, MA, President/CEO, Training Unlimited of Virginia, LLC, Alexandria, VA

No CEs offered for this session.

Closing General Session

Wednesday, January 25, 2012 • 11:45 a.m. - 1:15 p.m. • Monet 2-4

Private Duty Home Care: What to Expect From Washington in 2012

One of the many challenges facing private duty home care comes from an unexpected source—Washington, DC, with the Congress, the White House, and the broad series of federal agencies all taking on actions that will impact home care. In 2012, several issues will be in the forefront, including the fate of the health care reform law at the US Supreme Court, a possible new rule changing the overtime exemption for companionship services, and the federal long term care insurance program under the CLASS Act. At the same time, Medicare and Medicaid changes that will spur care delivery system reforms promise to indirectly affect private pay home care, mostly in a very positive way. All of this happening in a very significant election year. The up-to-the-minute from Washington is the focus of this “must see” closing General Session.

Objectives:

- Identify how federal legislative and regulatory action can impact private pay home care.
- Understand the status of health care reform and the potential impact on home care employers.
- Recognize the actions underway and in planning that affect the employment and compensation of personal care workers in home care.
- Understand the potential impact of a major election year on home care and its issues of concern.

Speaker:



William A. Dombi, Esq., Vice President for Law, NAHC; Director, Center for Health Care Law; Executive Director, Home Care & Hospice Financial Managers Association

Course Level: Intermediate; Nursing 1.5 CE; Accounting 1.5 CPEs (NASBA/SKA); Social Workers 1.5 CE

Faculty Listing

Akst, Barbara, BA, MA.....	301, Post-Conference	Kessinger, Alan, MSG, MSW, LSW	Opening General Session
Andrews, Lucy, RN, MS	Roundtable	King, Bob, Esq.....	201, Roundtable
Austin, Karon, MPA, RN, CHCE.....	Roundtable	Kusserow, Paul.....	General Session
Boals, Maryglenn, CLTC.....	Roundtable	Landers, Steven, MD, MPH	Opening General Session
Bruenderman, Brian, JD.....	103	Marcum, Aaron, BS	202
Chandler, Corinne, Esq.	302	Moyer, Susan, BA	103
Chilla, Amy, BA	Roundtable	Orsini, Merrily, MSSW	Pre-Conference
Citarella, Barbara, RN, BSN, MS, CHCE	Roundtable	Roland, Harriet, Esq.	Opening General Session
Cummins, Donald, BP	103	Roper, Katie, MBA	101
Drea, Patricia, MPA, BSN.....	Pre-Conference, 102	Roth, Bob, BS	101
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Important Meeting Information

Continuing Education for Nurses, Social Workers and Accountants

This activity has been submitted to the Maryland Nurses Association for approval to award contact hours. The Maryland Nurses Association is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation. The Maryland Nurses Association has approved 7.5 CNE credits. The approval code number is N11-52-123-1108. CE credits for nurses are based on a 60-minute hour. The Maryland Nurses Association and the American Nurses Credentialing Center's Commission on Accreditation does not endorse, sponsor services or products. For questions, please contact the Maryland Nurses Association at (410) 944-5800 or www.marylandnurses.org. NAHC is also approved by the California Board of Registered Nursing, Provider number 10810. Many states have reciprocity agreements and will accept the contact hours for education programs.

This program is approved by the National Association of Social Workers (Provider #886588910-9771) for social work continuing education contact hours. You must be present for the entire program to earn continuing education hours. No partial credit can be given. NASW has approved 7.5 credits.

NAHC is registered with the National Association of State Boards of Accountancy as a sponsor of continuing professional education on the National Registry of CPE sponsors (Sponsor ID # 104616). In accordance with the Standards of the National Registry, state boards of accountancy have final authority in awarding CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN 37219-2417 or by visiting www.nasba.org. Total CPE credits for this group live program is 7.5 CPEs.

Fields of Study

Fields of Study are indicated following the CPE information for all accounting accredited sessions. The CPE Fields of Study curriculum is divided into 23 subject matter areas. They are: Accounting, Accounting Auditing (Governmental), Auditing (Governmental), Administrative Practice, Social Environment of Business, Regulatory Ethics, Business Law, Business Management and Organization; Finance, Management Advisory Services, Marketing, Behavioral Ethics, Communications, Personal Development, Personnel/HR, Computer Science, Economics, Mathematics, Production, Specialized Knowledge and Applications, Statistics and Taxes. These fields represent the primary knowledge and skill areas needed by accounting licensees to perform professional services in all fields of employment.

Prerequisite or advance preparation is not required for education sessions at the Private Duty Home Care Leadership Summit & Exposition.

CE Scan Cards and Certificate Procedures

Your registration materials will include a RFID Scan magnetic card that is scanned as you enter your desired sessions to obtain CE credits. Certificates will be available to participants following the conference at www.pdhca.org. Please note the following CE policies:

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- Accountants must scan AND sign the sign-in sheet at each session to receive proper credit.
- To be eligible for CE credit, you must attend the entire session and submit an evaluation.
- You will not be eligible for CE credit if you arrive for the session more than 15 minutes after the scheduled start time, or if you exit the session prior to its conclusion.
- CEs will be available online shortly after the completion of the conference.

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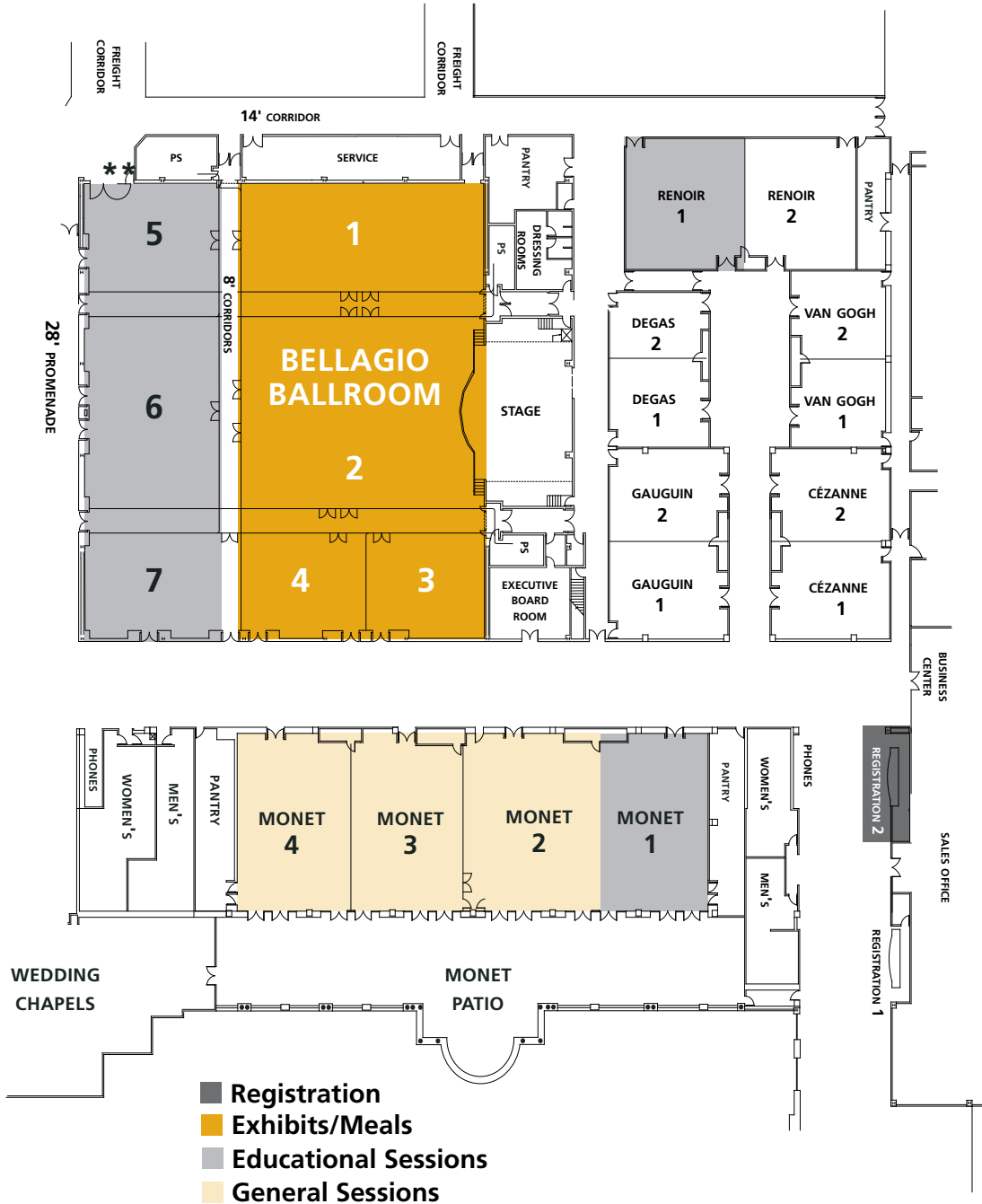
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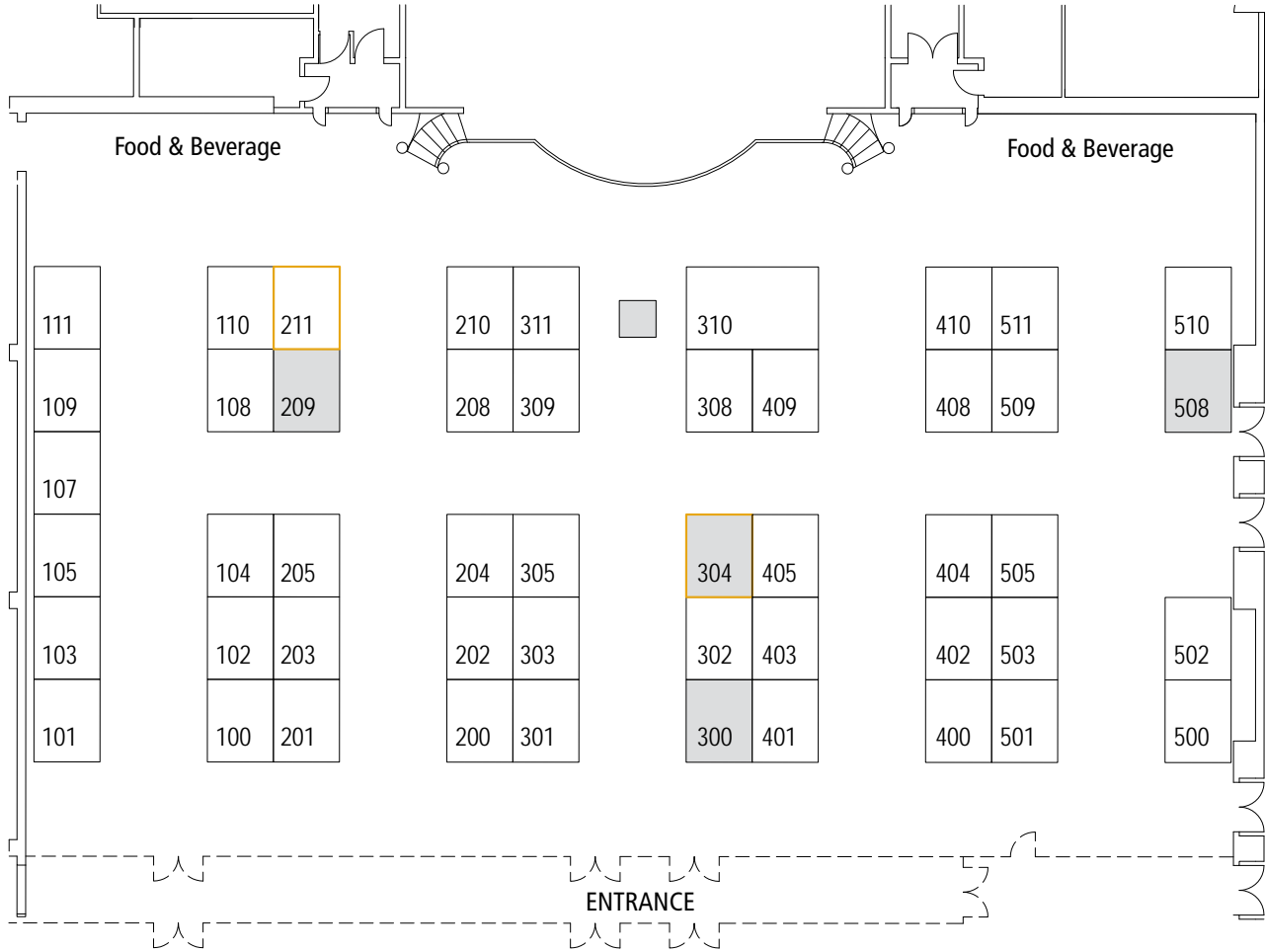
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Bellagio Floor Plan



2012 Private Duty Exposition

Bellagio Ballroom 1, 2, 3, 4





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