2020 ANNUAL CONFERENCE
MAY 13-15 | LANCASTER, PA

CONTINUING EDUCATION CREDITS
Confirmed CEs: 15.25 Nursing, 9 OT
Pending CEs: 9 PT, 1.25 Ethics, 11.25 Social Work, CLE

PLATINUM SPONSOR

WebMD

JOHN WHYTE, MD, MPH

ALEX BANAYAN

there’s no place like home

CONFERENCE HIGHLIGHTS
PLATINUM

HHA eXchange

GOLD

AVI Risk Services

PSYCHIATRIC HOME CARE

Sandata Technologies

NEIGHBORHOOD BLOCK PARTY

SPEAKER: JOHN WHYTE, MD & WELLNESS BREAK

OPENING BREAKFAST

CLOSING BREAKFAST

UPMC Community HealthChoices

WATER BOTTLE

HOTEL ROOM KEY

TOTEBAG

LANYARD

FREE WIFI

MOBILE APP

CHARGING STATION
**WEDNESDAY, MAY 13**

**7:30 – 9:00 a.m.**
Registration

**9:00 – 11:00 a.m.**
**Opening Breakfast & Keynote Speaker**

*Alex Banayan, Author*

The day before his freshman-year final exams, Banayan hacked *The Price is Right*, won a sailboat, sold it, and used the money to fund his quest to learn from the world’s most innovative leaders. Over the course of his unprecedented seven-year journey, Banayan interviewed Bill Gates, Lady Gaga, Larry King, Maya Angelou, Steve Wozniak, Jane Goodall, Jessica Alba, Quincy Jones, and more.

Banayan went on to release *The Third Door: The Wild Quest to Uncover How the World’s Most Successful People Launched their Careers*, which has helped individuals discover unconventional routes to achieve their biggest dreams and has aided Fortune 500 companies to take new approaches to sales, marketing, and exponential growth.

**11:00 a.m. – 12:15 p.m.**
Concurrent Sessions ⬤ ⬤ ⬤ ⬤ (see pages 6-9 for details)

**12:15 – 1:30 p.m.**
Grand Opening of Exhibit Hall!

**1:45 – 3:00 p.m.**
Concurrent Sessions ⬤ ⬤ ⬤ ⬤

**3:15 – 4:30 p.m.**
Concurrent Sessions ⬤ ⬤ ⬤ ⬤

**4:30 – 7:00 p.m.**
**Neighborhood Block Party in Exhibit Hall & Cornhole Tournament**

It’s been called many things: corn toss, bean bag toss, soft horseshoes…but here in Pennsylvania we know it as CORNHOLE. And it wouldn’t be a neighborhood block party without backyard games! PHA is holding its first-ever Cornhole Tournament during the Neighborhood Block Party. Challenge your fellow attendees and earn some bragging rights! Space is limited and will be first come, first served, so sign up for your spot today.
<table>
<thead>
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<th>Time</th>
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<td>8:00 – 9:00 a.m.</td>
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| 9:00 – 10:30 a.m. | Keynote Speaker: **Decoding the Consumer: The Evolving Landscape of How Consumers Search for Health Information**  
|               | **John Whyte, MD, MPH**  
|               | Dr. Whyte is a board-certified practicing physician who has been communicating to the public as well as private sectors on health and health policy issues for nearly 25 years. He is currently the Chief Medical Officer of WebMD. In this role, Dr. Whyte leads efforts to develop and expand strategic partnerships that create meaningful change around important and timely health issues. Dr. Whyte is particularly interested in evaluating consumer trends in digital health, and how innovations, especially in technology, change the way health care is delivered.  
|               | Dr. Whyte is a frequent commenter on healthcare topics and has written two best-selling books, *Is This Normal: The Essential Guide to Middle Age and Beyond* and *AARP New American Diet: Lose Weight, Live Longer.* |
| 10:45 a.m. – 12:00 p.m. | Concurrent Sessions                                                    |
| 12:00 – 1:30 p.m. | Lunch with Exhibitors                                                  |
| 1:45 – 3:00 p.m.  | Concurrent Sessions                                                    |
| 3:15 - 4:45 p.m.  | General Session: **Regulator Roundtable with Department of Health**    |
| 5:30 – 8:30 p.m.  | **Lancaster Farm to Table Dinner & Entertainment**                     
|                 | Gather at our table for a family-style Farm to Table Dinner highlighting the cuisine and culture of Lancaster. Join us for a locally-sourced dinner, entertainment, and Lancaster surprises! |
FRIDAY, MAY 15

8:30 – 9:30 a.m. Buffet Breakfast/PHA Membership Meeting

9:30 – 10:30 a.m. Keynote Speaker: The Red Carpet Way: Every Interaction Matters

Donna Cutting, CEO, Red Carpet Learning Systems

Imagine a workplace with a strong service culture. A place where people work together, engaged and enthusiastic about creating an amazing experience for your customers! Where the entire team understands that the customer matters, their work matters, and they matter. A place where the red carpet is rolled out for every customer & guest, by every staff person, at every touch point, every single time. Learn how to roll out the red carpet to attract the best employees and tackle employee recruitment and retention.

Donna Cutting, CEO of Red-Carpet Learning Systems, leads a team of customer service experts that train organizational leaders to turn prospects into delighted customers; and delighted customers into raving fans.

10:30 a.m. - 12:30 p.m. Intensives

Deepen your understanding of some of the main issues impacting homecare, hospice and home health. These two-hour intensives offer expert advice and hands on learning.

Select one:

- Recruitment & Retention
- Labor Law Issues Q&A
- Home Health & Hospice (Topic TBA)
### GENERAL

**Decision Making and Potential Criminality: Conflicts of Interest? Deconstructing A Medical-Legal-Ethical Sticky-Wicket**

Most people cringe when they hear the word “ethics.” Put those preconceived notions aside! Dr. Campbell will present an actual case and walk attendees through the history, physical exam, and clinical course. Interwoven though the presentation, Marla Caplan, social worker and ethicist, will provide an incredible, comprehensive, up-to-date review of just about every ethical principle you can consider! We promise your eyes will not glaze over – you’ll be on the edge of your seat as we address medical decision making, advance directives, POLST, out-of-hospital DNRs, futility, social justice, scarce resources, and conflicts of interests.

Timothy Campbell, MD, Chief Medical Officer, Gallagher Home Health Services and Hospice  
Marla Caplan, LSW, MBA, CHCE, Director of Palliative Care, Gallagher Home Health Services and Hospice

**Innovative Use of Data: Visual Management Boards to Drive Operations**

This session will review innovative data applications utilizing LEAN methodologies, which is a way of optimizing the people, resources, effort, and energy of your organization toward creating value for the customer. It is based on two guiding tenets: continuous improvement and respect for people. Driving operations from the executive level down to the front-line staff can be difficult. Using LEAN methodologies, including Visual Management Boards, one organization has seen great success in moving operations forward and improving star ratings.

Nina DelGrande, BSN, MHA, NE-BC, Vice President, Community Health Services, SpiriTrust Lutheran Homecare & Hospice

**Serving Those Who Served: Arming Homecare, Home Health and Hospice to Support and Care for Veterans**

Homecare, home health and hospice professionals interact with veterans or their families every day. Those who served our country are often eligible for healthcare services and benefits through veteran-specific systems, but these systems can be confusing and overwhelming to understand and access. Additionally, veterans may require special considerations or specific kinds of support due to military experiences. Furthermore, all needs may not be solely addressed through veterans’ systems, therefore, cross-system referrals and collaboration greatly benefit veterans and their families. Learn how to care for veterans and connect them to needed resources.

Cory Bender, Outreach Supervisor and Veterans Service Officer, Pennsylvania Department of Military and Veterans Affairs  
Tracey Wheatley, RN, CHPN, Director Home Hospice, Hospice & Community Care

### HOSPICE

**Hospice Survey Performance: Concerns, Advocacy and Action**

In mid-2019, the Department of Health and Human Services’ Office of the Inspector General (OIG) issued reports that raised considerable concerns in Congress, at CMS, and among hospice stakeholders. While the OIG’s findings indicate that a relatively small percentage of hospice providers are found to have serious deficiencies and/or substantiated complaints, the reports have set off a firestorm of activity aimed at reforming the hospice survey process. Both houses of Congress have been engaged in developing legislation to address the OIG’s concerns, and CMS is in the process of making major revisions to its hospice survey guidance. Throughout, hospice stakeholders have been actively engaged in the process.

Theresa Forster, Vice President for Hospice Policy & Programs, National Association for Home Care & Hospice

**Dementia: An Appropriate Palliative Care Diagnosis**

The mission of palliative care programming is to provide support to patients, families and providers coping with serious illness. The goal is to support optimum communication, symptom management and care coordination consistent with the patient’s goals of care. Palliative care has been shown to decrease rehospitalizations, ER visits and improve quality of life. People living with advanced stages of Alzheimer’s and Related Dementias and their caregivers represent a patient population that needs the mission of palliative care. Learn how palliative care can improve quality outcomes for Dementia patients.

Katherine J. Vanderhorst, RN-BC, BSN, CCM, President, C&V Senior Care Specialists  
Amy Craven, RN-BC, BSN, CCM, Vice-President, C&V Senior Care Specialists

**Closing the Loop between Hospice Assessment and the Plan of Care**

This session will explore the art of creating and maintaining a plan of care that reflects the patient’s current physical, psychosocial, and spiritual needs as those needs change throughout hospice care. Compliance under “418.56 Interdisciplinary group, care planning and coordination of services” is commonly cited and is typically due to staff not comprehensively documenting. Review of the regulations around both comprehensive and updated assessments and care planning and coordination, will enable the clinician to better create a plan of care that reflects what is currently occurring with the hospice patient.

Barbara Provini, RN, BSN, Clinical Review Specialist, Accreditation Commission for Health Care
Optimizing Your Recruitment/Retention Strategy with Data: Lessons Learned from 2020 Home Care Benchmarking Study

The 2020 Home Care Benchmarking Study will be released in May 2020 and Home Care Pulse is sharing exclusive, Pennsylvania-specific data and insights with attendees. Learn how your agency compares to other agencies in the state, region and nation and how to tackle recruitment and retention from a local perspective. Good data leads to good decisions. The right metrics applied in the right context lead to powerful insights in the recruitment/retention process.

Todd Austin, COO, Home Care Pulse

Caregiver Trend Report 2020: Behind the Data

Dive deep inside the minds of caregivers. Top leaders from myCNAjobs led a series of focus groups to get under the hood of care workers to better understand their experiences, preferences, and stories behind recruitment and retention labor trends impacting the homecare market. Join us to experience the faces, voices, and stories of care workers across the nation. We’ll explore uncomfortable topics from pay to abuse to racism with one goal in mind: a deeper understanding of the workforce driving your revenue.

Maggie Keen, Vice President, Strategic Initiatives, myCNAjobs

Homecare’s Piece of the Medicare Advantage Puzzle

Ever since CMS first expanded the scope of Medicare Advantage (MA) supplemental benefits two years ago, homecare providers have been trying to figure out where they fit into a potentially new reimbursement puzzle. In 2020, nearly 12% of MA plans are offering expanded supplemental services, including homecare. Are you on their radar? Learn how one of the nation’s top Medicare Advantage plans sees a great opportunity for better care collaboration and has been first in line to partner with homecare agencies.

Ruth Farrago, Vice President, Operations, SeniorBridge/ Humana

Using QAPI Data to Improve Operations

QAPI is required under the CoPs as an organizational-wide data-driven program. But QAPI should be more than just a requirement. Agencies can use their QAPI program as a tool to operational excellence. By monitoring the right data points agencies can become more proactive versus reactive to changes in operations. This session will examine how agencies can develop a QAPI program that includes key operational data points across the organizations, identify how to organize and analyze the data and how to respond to changes within the organization using the QAPI program.

Diane Link, RN MHA, Owner Link Healthcare Advantage

Effective Therapy in a PDGM World

PDGM has brought revolutionary changes to the home health landscape. To be successful, home health therapists must integrate a holistic approach in achieving relevant and sustainable outcomes within a highly efficient care plan. Therapists—now is your time to shine!

Tim Dunn, PT, DPT, GCS, COS-C, CEEAA, Executive Director, VNA Alliance

Improving Patient Satisfaction: It’s a Marathon and Not a Sprint

This presentation provides an overview of HHCAHPS and the performance improvement efforts implemented by one organization. The presentation begins with a background on HHCAHPS and the Star Metrics used to calculate the Patient Satisfaction Star Rating. Beginning in Fiscal Year 2016, St. Luke’s focused on composite scores or universal scores on an annual basis driven by metrics that provided the greatest opportunity for improvement. The presentation includes education provided to staff based on patient feedback and scores. Attendees will be provided copies of “Kitchen Chatter” used to educate staff and celebrate successes.

Jaime Neiman, RN, MSN, Patient Care Manager, St. Luke’s Home Health
Melissa Weigand, RN, BSN, COS-C, HCS-D, Quality Resource Utilization Manager, St. Luke’s Home Health
CGS Hospice Update: HQRP, NOE, & Claim Submission Errors
This session will focus on all things Medicare-related impacting hospice agencies. Important topics for discussion include the hospice quality reporting program, changes to the notice of election (NOE), and common claim submission errors. Attendees will also have the opportunity to ask questions of their Medicare Administrative Contractor (MAC) and will leave with valuable resources to assist them with their roles and daily patient care.

Nykesha Scales, MBA, Senior Provider Relations Representative, CGS Administrators, LLC

Hospice Long Length of Stay (LLOS) Compliance
One Medicare Administrative Contractor (MAC) recently placed non-cancer diseases of the nervous system with LLOS >210 days on their active medical review list. As CMS and MACs improve their use of data to evaluate outliers in the hospice community, it’s crucial for providers to understand how data is used, where to find provider information, and how to evaluate documentation in cases >210 days on service. This session will cover the basic factors that contribute to LLOS and identify the proper tools providers can utilize for tracking decline. The session will also cover the process of completing documentation reviews, factors in determining ongoing decline and terminality, and how to properly respond to a request for additional review.

Dee Geray, RN, BSN, Clinical Consulting Senior Manager, McBee Associates, Inc.
Lessons Learned and Still Learning: Community HealthChoices and EVV
Now that Community Health Choices (CHC) has been implemented statewide, and with the Electronic Visit Verification (EVV) deadline looming, hear from regulators, MCOs and the technology companies about how implementation is going, the latest updates, and future plans. Come with your own questions and issues for this interactive session with stakeholders.

Office of Long-Term Living
Community HealthChoices MCOs
HHAeXchange
Sandata Technologies

How Value Based Payments Will Rock Your World
This session will provide a high-level overview and definition of value-based payments and will examine the path VBP have taken in the delivery of Long-Term Services and Supports. Pennsylvania providers are at a critical junction as network rationalization and performance-based contracting become a way of doing business. This session will consider the role home health and homecare can play in delivering health plan objectives, and how best to prepare to interact with health plans in these discussions. As attendees walk away from this session, they will have tools and a path forward to help them prepare to discuss, track progress, and contract with plans and gain a competitive advantage.

Fady Sahhar, President, XtraGlobex, Inc.
Keeping all staff members updated on issues affecting home health, homecare and hospice is a top priority at PHA. That’s why we offer significant discounts to organizations that send more than one staff member to the conference!

**EARLY BIRD – BEFORE MARCH 27**

Receive discounts by registering before March 27!
*(Includes full conference, educational sessions, breakfast and lunch)*

All early bird registrations must include payment in full.

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<th>Non-Member*</th>
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<td>Fee for first attendee</td>
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**FULL CONFERENCE REGISTRATION AFTER MARCH 27**

*(Includes full conference, educational sessions, breakfast and lunch)*

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<td>Fee for all additional attendees from same agency</td>
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**PER DAY REGISTRATION**

*(Includes educational sessions, breakfast and lunch, and any special events for that day)*

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<tr>
<td>Wednesday, May 13</td>
<td>$385</td>
<td>$495</td>
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<tr>
<td>Thursday, May 14</td>
<td>$385</td>
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<tr>
<td>Friday, May 15</td>
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* Registration from non-members must be accompanied by FULL payment.

**ACCOMMODATIONS**

**lancaster marriott at penn square**

25 South Queen Street | Lancaster, PA  17603

PHA has secured a block of rooms at the Lancaster Marriott at Penn Square at a special rate of $159 + tax. To receive the discounted rate, be sure to make your reservation by April 21, 2020. The room block for the conference usually sells out! [Click here](#) or call 1-888-850-6146 to book and ask for the Pennsylvania Homecare Association 2020 Conference room block.
I have enclosed a check in the amount of $__________  
Check #__________

☐ Please charge $__________ to my credit card

#: ___________ - ___________ - ___________ - ___________  Exp. Date: ___________  Security Code: _______

Visa  ☐ Master Card  Name (as it appears on card): ________________________________

Billing Address: ________________________________

Signature (required): ________________________________

If you must cancel your reservation for any reason, please notify PHA in writing via email to cwiercinski@pahomecare.org. If the notice of cancellation is received PRIOR to the day of the event/workshop, PHA will provide a credit, minus a 30% administrative fee. This credit must be used within one year of the date of issue on educational programming. Credit will not be accepted for membership dues or PHA’s Annual Conference. No credit will be given for no-shows or cancellations on the DAY OF or following the event/workshop. Substitutions are permitted up to the day of the event.
WEDNESDAY, MAY 13
9:00 – 11:00 a.m.
☐ Opening Breakfast & Keynote: Wild Quest to Uncover how the World’s Most Successful People Launched their Careers, Alex Banayan

11:00 a.m. – 12:15 p.m.
☐ Concurrent Sessions (choose one)
☐ Decision Making and Potential Criminality: Conflicts of Interest? Deconstructing A Medical-Legal-Ethical Sticky-Wicket
☐ Hospice Survey Performance: Concerns, Advocacy and Action
☐ Using QAPI Data to Improve Operations
☐ Optimizing Your Recruitment/Retention Strategy with Data: Lessons Learned from 2020 Home Care Benchmarking Study

12:15 – 1:30 p.m.
☐ Lunch with Exhibitors

1:45 – 3:00 p.m.
☐ Concurrent Sessions (choose one)
☐ Innovative Use of Data: Visual Management Boards to Drive Operations
☐ Dementia: An Appropriate Palliative Care Diagnosis
☐ Effective Therapy in a PDGM World
☐ Caregiver Trend Report 2020: Behind the Data

3:15 – 4:30 p.m.
☐ Concurrent Sessions (choose one)
☐ Serving Those Who Served: Arming Homecare, Home Health and Hospice to Support and Care for Veterans
☐ Closing the Loop between Hospice Assessment and the Plan of Care
☐ Improving Patient Satisfaction: It’s a Marathon and Not a Sprint
☐ Homecare’s Piece of the Medicare Advantage Puzzle

4:30 – 7:00 p.m.
☐ Neighborhood Block Party in the Exhibit Hall
☐ Cornhole Tournament
☐ Yes! I want to play, but I don’t have a partner
☐ Yes! I want to play and my partner will be at the Conference.
☐ Maybe. I don’t know if this if for me at this time.
☐ No, I do not wish to play cornhole.

THURSDAY, MAY 14
8:00 – 9:30 a.m.
☐ Breakfast with Exhibitors

9:30 – 10:30 a.m.
☐ Keynote Speaker: Decoding the Consumer: The Evolving Landscape of How Consumers Search for Health Information, John Whyte, MD, MPH

10:45 a.m. – 12:00 p.m.
☐ Concurrent Sessions (choose one)
☐ Staying Focused: Strategies for Leading Complex Change
☐ CGS Hospice Update: HQRP, NOE, & Claim Submission Errors
☐ Case Management and Operations Best Practices under PDGM
☐ Lessons Learned and Still Learning: Community HealthChoices and EVV

12:30 – 1:30 p.m.
☐ Lunch with Exhibitors

1:45 – 3:00 p.m.
☐ Concurrent Sessions (choose one)
☐ Using HR Analytics in the Workplace
☐ Hospice Long Length of Stay (LLOS) Compliance
☐ CGS Home Health Update: PDGM, TPE, Denials & Claim Submission Errors
☐ How Value Based Payments Will Rock Your World

3:30 – 4:30 p.m.
☐ General Session: Regulator Roundtable with Department of Health

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Intensives (choose one)
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☐ Labor Law Issues Q&A
☐ Home Health & Hospice (Topic TBA)