The Fifteenth Annual
Northeast Home Health Leadership Summit

EXTREME MAKEOVER
HOME CARE EDITION

OPPORTUNITY
TRANSFORMATION
VISION
CLARITY
TEAM WORK
GROWTH
EXPANDING THE LANDSCAPE

JANUARY 17 – 19, 2017 • THE COLONNADE HOTEL • BOSTON, MA
Home health leaders know first-hand that the federal and state reforms that are prompting new payment and service delivery models offer agencies the chance to highlight our best assets. With new opportunities comes the chance for leaders to step back and assess their agency’s best features as well as our weaknesses, and redesign and reformulate home care’s potential role in new models that focus on outcomes, efficiency, and quality health care. These features make any new model look good!

This year’s Northeast Home Health Leadership Summit has been specifically designed to offer leaders the opportunity to dig deep, reexamine what is the power and presence of home health, and learn new ideas about how to makeover what doesn’t work. The program is created to challenge you, inspire you, and offer you insights about how home health’s role can be redesigned and reimagined. Don’t miss it.

The Summit is sponsored by the Northeast Home Health Leadership Collaborative, a consortium of state home care trade associations representing provider and associate members in the Northeast. The Home Care Association of New York State (HCANYS) and Homecare Alliance of Massachusetts are the engineers of this event. Members of the collaborative work closely together to bring you this insightful program. They include:

### Northeast Home Health Leadership Collaborative
- Connecticut Association for Healthcare at Home
- Home Care and Hospice Alliance of Maine
- Home Care Alliance of Massachusetts
- Home Care Association of New Hampshire
- Home Care and Hospice Association of New Jersey
- Home Care Association of New York State
- New York State Association of Health Care Providers
- Rhode Island Partnership for Home Care
- VNAs of Vermont

**To Apply for Your Residence Permit**

**Contact the Colonnade Hotel**

120 Huntington Avenue
Boston, MA 02116
(617) 424-7000
Ask for the Northeast Home Health Leadership Summit Group and provide the Code “NEH14K.”

Discounted occupancy rate of $189 per night is available if you reserve before December 17. For further information about the hotel, visit their website at [www.colonnadehotel.com](http://www.colonnadehotel.com)

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- Online Registration [www.eventville.com/hcanys](http://www.eventville.com/hcanys)
EARLY REGISTRATION DISCOUNT
Register for the Summit by December 16 and save! Your registration fee includes access to expert speakers, group meal events and more. Register for the Summit simply and securely using your credit card online at www.eventville.com/hcanys. You can also fax or mail in your registration form accompanying this brochure. Be sure to indicate if you wish to participate in the pre-conference session and/or the group dinner for which there are additional fees. Registration fees may not be shared. Walk-in registrations will not be accommodated. Special fees apply to vendors who are not sponsors.

SUMMIT WEBSITE
Check out the Summit website at www.nehomehealthsummit.com for:
- Updated conference information;
- Speaker handout materials;
- Driving directions;
- Sponsor information;
- Online registration; and
- Information on visiting Boston.

WEATHER
In the event of inclement weather on January 17 or 18, it is our intent to hold the program as planned. However, if a state of emergency travel advisory is issued, we suggest you view the Summit website at www.nehomehealthsummit.com or call HCA at (518) 810-0666 for further details. The cancellation policy as outlined on the registration form will prevail.

HANDOUTS
In an effort to be “green,” all handout materials, where they are provided by speakers, will be available for downloading prior to the conference. A link will be provided prior to the Summit for you to download or print.

WHAT TO WEAR
Business casual is suggested for all events. A jacket or sweater is recommended during the education sessions, as temperature comfort levels vary.

SPONSORSHIP OF THE SUMMIT
Sponsorship is open to anyone who supports home care, including suppliers of home care products and services. Sponsors are featured on the summit website, in the conference program and in the sponsor directory provided to each attendee. Be recognized as a supporter of home health and become a Sponsor today!

Visit www.nehomehealthsummit.com to see who has sponsored already and to view the 2017 Sponsorship brochure outlining all the opportunities available. Please contact Ms. Celisia Street at cstreet@hcanys.org for further information.
Northeast Home Health Leadership Summit
January 17-19, 2017

PRE-CONference
BUILDING THE POST-ACUTE CARE FOUNDATION
There is an additional fee to attend this dynamic pre-conference program. Please see the registration form for details.

BLUEPRINT

Tuesday, January 17, 2017

11:00 AM Conference Registration Opens

1:00 – 2:00 PM
Foundational Work – The Federal Focus to Reform Post-Acute Care Delivery
Erin Smith, JD, Executive Director, Post-Acute Care Center for Research

Federal policymakers continue to focus on policy proposals that would reform Medicare post-acute care (PAC) delivery. Congress passed the Medicare Post-Acute Care Transformation Act of 2014, which instructed the Medicare Payment Advisory Commission (MedPAC) to design and recommend a unified payment system that would replace the four individual payment systems that Medicare currently uses. The Affordable Care Act (ACA) prompted the development of host of new payment models that focus on high quality and patient-centered care, including the Bundled Payment Care Initiative (BPCI), the Comprehensive Care for Joint Replacement (CJR) Model and other pilots that are being closely watched for results that may be scalable across Medicare and other payors. This session offers the perspective and insights from a respected Washington policy insider about the politics and possibilities in post-acute care payment and service delivery changes that offer new opportunities for home health providers.

2:00 – 2:15 PM Break

2:15 – 3:15 PM
Using Your Assets in Care Redesign: Key Elements in Building Successful Bundling Relationships
Cindy Krafft, PT, MS, HCS-O
Kornetti & Krafft Health Care Solutions

In 2016, providers faced the realities of Comprehensive Care for Joint Replacement (CJR), Pre Claim Reviews (PCR) and progression of value based purchasing models. Even if not directly impacted, the entire industry must pay close attention and begin preparations for the impact of programs such as these on the care delivery model. This session will provide a solid foundation, real life examples and practical strategies for leaders to position their agencies for success both now and in the future.

3:15-4:15 PM
Transitioning from Volume to Value to Meet Population Health Goals
Bethany Gilboard, CEO, Innovative Health Alliance of New York and Alliance for Better Healthcare, experienced in leading a successful Medicare Shared Savings ACO

New York State is home to many new redesign innovations that focus on integrated models that reward efficiency, lowering costs and improving quality benchmarks for community members. This session will focus on a major payment makeover driven by the hospital sector that focuses on bringing community partners and all sectors of the health care system together to achieve mutual goals of lowering costs, improving quality and integrating care. Learn what is important to health systems as they redesign their own organizations to meet new payment and design goals and what community based partners like home care can bring to the table to add value.

4:15 PM – Adjourn

Boston is home to exceptional dining – enjoy dinner on your own.
SUMMIT
Day 1: ESTABLISHING THE FRAME FOR HOME HEALTH TO SUCCEED

BLUEPRINT

Wednesday, January 18, 2017

8:00 AM – Registration Opens

9:00 AM
Welcome to the 15th Annual Northeast Home Health Leadership Summit

9:15 – 10:30 AM
You Can’t Change the Wind but You Can Adjust the Sails
Donna Cardillo, RN, CSP, The Inspirational Nurse

A transformational leader examines the changes and opportunities ahead, confronts the inevitability of change in our lives and careers, understands the forces of resistance to change, and employs strategies to embrace change and stay relevant. Learn from this inspirational professional how to flourish in a dynamic and changing environment to maximize success personally and at the helm of your organization. Participants will learn how to: overcome the fear of change, build ‘change stamina’, and maintain inner calm in the midst of outer chaos. These strategies enable you to makeover your life and transform your career.

11:30 – 11:45 AM – Break

11:45 AM – 1:00 PM
Showcasing Home-Based Care Solutions in Care Management
John Driscoll, CEO, CareCentrix

New models of care delivery that focus on value and providing high quality care for the most complex, chronically ill patients are evolving, with new partners offering home health providers innovative opportunities and business relationships. Hear from one of the nation’s most progressive care management organizations about its model, how it relies on home-based solutions and a network of home health providers to delivery care and where the challenges and opportunities are for the nation’s home health community.

1:00 – 2:15 PM – Lunch & Afternoon Energizer

2:15 – 3:15 PM
MACRA and the Physician Advocacy Agenda: How Home Health Providers Can Align with Physicians
Alex Calcagno, Director of Advocacy, Government and Community Relations, Massachusetts Medical Society

The Medicare Access and CHIP Reauthorization Act of 2015 (MACRA) brings a new quality scoring and merit based incentive payments to Medicare physician reimbursement. How are physicians responding to these changes and how do these policy changes impact physician relationships with referral partners, and how can home health providers align and work more proactively with their physicians?

3:15 – 3:30 PM – Break

3:30 – 4:45 PM
Washington Landscape – How to Maximize Home Health’s Footprint
Colin Roskey, Executive Vice President, Partnership for Quality Home Healthcare, a well-respected and widely renown health care attorney with decades of experience on Capitol Hill and in one of the nation’s top law practices: Alston and Bird.

2017 will bring massive change to Washington, DC with ample opportunities for home health to position itself for attention, focus and success. Hear from one of the most knowledgeable health care insiders in Washington, DC about the issues on the horizon for home health and how agency leaders can advance an agenda that will capture the interest and advocacy of Washington lawmakers. This health care attorney will examine the issues, and the outlook for the year ahead and provide guidance and strategy for leaders to utilize in their messaging in our nation’s Capital.

EXTREME MAKEOVER
HOME CARE EDITION

Day 1 – continued on next
SUMMIT
Day I – Continued:
ESTABLISHING THE FRAME FOR HOME HEALTH TO SUCCEED

BLUEPRINT

Wednesday, January 18, 2017

3:30 – 4:30 PM
The Totally Mental Makeover
Michael C. Anthony, Body Language Expert

Maximizing your skills and talents by improving your mental toughness gives leaders the edge they need to reach the highest levels of personal and organizational success. This nationally known mentalist uses a 3-pronged approach of Belief, Tenacity and Expectation to motivate you to overcome obstacles, accept no limitations and to continuously reach higher. You won’t want to miss this entertaining, invigorating and lively presentation that will leave you feeling charged and ready to tap into your strengths to reach your goals, lead and persuade.

5:00 – 6:00 PM
Open House Reception – The Colonnade

6:30 – 8:30 PM
Home Care Community Fun Night
“Kings” Boston,
50 Dalton Street
Boston, MA

Join us at Kings Bowl, located in the heart of Boston’s Back Bay, for a fun evening of dinner, cocktails and bowling with your home care ‘neighbors’ after a full day with our Extreme Home Care Makeover experts.

*There is an additional fee to attend this dinner. Please see attendance permit form for details.

Dinner is Sponsored by:

SUMMIT
DAY 2: THE FINISHING TOUCHES

BLUEPRINT
Thursday, January 19, 2017

7:30 – 8:30 AM
Breakfast Power Hour
Pick a table of your choice to enjoy your breakfast and a lively discussion on current home care & hospice hot topics!

8:30 – 9:30 AM
Building and Enhancing Your Knowledge of Crucial Labor Laws
Robert C. Brooks, Partner, Verrill Dana LLP

This session will provide attendees with an overview of the recent developments in labor law, including new election rules and likely changes impacting labor unions and employers. Participants will expand their understanding of employee rights under these labor laws and learn what employers can and cannot say to employees about unions. Attendees will also learn strategies to develop an effective labor strategy for their organization.

9:30 – 10:30 AM
Best Practices for Designing Continuity of Care in the Community
Danielle Pierotti, RN, PhD, CENP, Vice President, Quality and Performance Improvement, Visiting Nurse Associations of America

This latest installment of the VNAA’s Blueprint for Excellence focuses specifically on what home-based care organizations can do to advance quality care, educate and engage people, promote development of quality and performance improvement programs, and align services to offer a continuum of care for patients across the continuum of care through to hospice. This blueprint module advances best practices by gathering into one virtual location curriculum the training tools, as well as the relevant research supporting those tools, for improving the continuum of care at the end of life. The VNAA Blueprint for Excellence is a quality improvement and workforce training resource available for all home health, hospice and palliative care providers.

10:30 – 10:45 AM
Break

10:45 AM – 12:15 PM
Killer Apps for Home Care Leadership Professionals
Beth Z, Your Nerdy Best Friend

Take a deep-dive into the free and bargain apps that will help you advance your career, increase your efficiency and become more tech savvy and organized. Learn the tools you need for personal organization as well as game-changing tech tools to help your organization function more efficiently and support team collaboration. Showcase your leadership ability by capitalizing on the technology tools that will keep you organized, productive, informed, innovative, and ahead of the crowd.

12:15 PM
Closing Lunch & Adjourn

Dinner is Sponsored by:
Meet Our Makeover Experts!

Michael C. Anthony is a best-selling author, body language expert and corporate speaker. He has been seen on CBS, ABC, NBC & Fox. Michael’s YouTube channel featuring his character Dr. Body Language and his Body Language Minute continue to educate and entertain subscribers. Michael attended Canada’s Niagara College and then went on to study Neuro Linguistic Programming and Ericksonian suggestion. As an author, Michael wrote the best-selling book Body Language Secrets, How to Read Minds by Reading Bodies. Many have called this book “the only body language book you’ll ever need to read.”

Robert C. Brooks, Partner, Verrill Dana LLP, provides advice and representation to management on all aspects of the employment relationship. He works with clients engaged in health care, manufacturing, transportation, utilities and other industries throughout the country. Rob has successfully handled matters related to union organizing campaigns, collective bargaining, unfair labor practice charges, strikes and arbitration. Rob also regularly provides advice and assistance to clients on Family Medical Leave Act issues, labor relations, disability issues, and other matters.

Alex Calcagno is Director of Advocacy, Government and Community Relations for the Massachusetts Medical Society. She is responsible for advocating the Medical Society’s position before the United States Congress, White House and Executive Agencies. Prior to coming to the Medical Society, Alex was Assistant Director of the American Academy of Pediatrics Office of Government Liaison in Washington, D.C., where she lobbied for pediatricians & children’s health care at the national level for 10 years. Her first entry into the political arena was as Assistant Press Secretary for United States Representative M. Caldwell Butler.

Donna Cardillo, RN, CSP (Certified Speaking Professional) is The Inspiration Nurse. She travels the world helping women and healthcare professionals to be happy in their lives and careers and to reach their full potential. She does that as a keynote speaker, columnist, author, and cut-up. Her accomplished career combines over 25 years of clinical, managerial and business experience, not to mention her stint as a professional singer. Donna’s clinical experience includes emergency and psychiatric nursing. Donna holds a diploma in nursing, a BS in Health Care Management and an MA in Corporate and Public Communication. She is an Expert Blogger at DoctorOz.com, the original ‘Dear Donna’ columnist at Nurse.com, and former “Healthcare Careers Expert” at Monster.com.

Bethany Gilboard is a senior executive with over 25 years of experience in the healthcare industry, including leadership, strategic planning, project management, information technology initiatives, managed care negotiation, population health management, physician finances, operations and business development. Ms. Gilboard is presently Chief Executive Officer of the Innovative Health Alliance of New York LLC, a Medicare Shared Savings Program ACO and a Clinically Integrated Network in Albany, NY and the Alliance for Better Health Care, LLC a performing provider system participating in the New York State DSRII program. Ms. Gilboard has successfully fostered a culture of organizational excellence while building statewide and local collaborative relationships with physicians, hospitals, health plans and key constituents and led a Medicare Shared Savings ACO to earn shared savings in the first year of operation.

Cindy Kraftt, PT, MS, HCS-O of Kornetti & Kraftt Health Care Solutions brings more than 20 years of home health expertise that ranges from direct patient care to operational/manage issues as well as a passion for understanding regulations. Years spent in the direct patient environment solidified that this was the optimal setting for the provision of effective and efficient interdisciplinary care as it focuses on functionality and patient centered care delivery. Recognition that the providing care in the home environment presents both unique opportunities and challenges is clearly evident in both her training and consultation activities.

Danielle Pierotti, RN, PhD, CENP is the Vice President of Quality and Performance Improvement with the Visiting Nurse Associations of America. In partnership with member home health and hospice organizations across the country, she brings innovation to care practices, seeking to continuously improve practice and meet evolving patient needs through the application of evidence. Danielle has been a nurse for more than 20 years, practicing in hospitals, ambulatory and home-based care and serving in medical-surgical, oncology, quality and leadership roles.

Colin Roskey is the Executive Vice President of Partnership for Quality Home Healthcare. He focuses on federal health care program payment and operational issues affecting stakeholders with concerns ranging from licensure and survey and certification issues to complex prospective payment system methodologies and coverage, coding and reimbursement strategies for new services and technologies. He advises stakeholder sectors on novel and evolutionary payment systems changes affecting diverse sectors, including insurers, manufacturers, providers and suppliers at the Centers for Medicare and Medicaid Services (CMS). He also represents health care entities under investigation by congressional committees and other law enforcement agencies.

Erin Smith, JD currently serves as Executive Director for the Post-Acute Care Center for Research. Previously, Ms. Smith led implementation of the Center for Medicare and Medicaid Innovation (CMMI) Bundled Payments for Care Improvement (BPCI) initiative, as the Director of the Division of Technical Model Support. In this role, Ms. Smith managed the team that designed and operationalized Medicare’s bundled payments.

Beth Ziesenis is your own personal Nerdy Best Friend. Beth Z keeps up with all the new online applications and downloads that can help you look like you’re working with a team of marketing, computer and productivity experts, even if you suffer from a shrinking staff and a disappearing budget. Named an editor’s pick for best speaker of 2013 by MeetingsNet and a Favorite Speaker by Meetings & Conventions magazine in 2014, Beth Ziesenis is an author, speaker, technology consultant and self-proclaimed nerd.
Northeast Home Health Leadership Summit
Extreme Makeover — Home Care Edition
January 17 – 19, 2017 – The Colonnade Hotel - Boston, Massachusetts

Two-Day Registration Fee Includes:
Education programs, handouts and food and beverage events where noted. The Pre-Conference session on January 17th is additional.

Please Note:
Members of the same agency may not share the two day registration fee. Each individual must be pre-registered to attend.

Provider Member of a Sponsoring State Association
- Early Bird Two-Day Fee (until 12/16/16) $569
- Two-Day Fee (after 12/16/16) $599

Vendor Member of a Sponsoring State Association $749

Prospective-Member Providers
- Early Bird Two-Day Fee (until 12/16/16)) $769
- Two-Day Fee (after 12/16/16) $799

Non-Member Vendors $1,000

Pre-Conference Session
- Pre-Conference Session (In addition to above Registration) $139
- Pre-Conference Session ONLY Member $249
- Pre-Conference Session ONLY Prospective-Member $359

“Home Care Community Fun Night”
- Yes, I will attend dinner on January 18 $85

Total Registration Fee $________

Method of Payment
- American Express
- MasterCard
- VISA

(3 digit security code) ____________ Exp. Date _____ / _____ / ________

Card Number ________________
Cardholder’s Name ________________
Billing Address ________________

City __________________________ State _______ Zip __________

Signature ________________

Three Ways to Register
Online: www.eventville.com/hcanys
By Fax: Fax your registration form with credit card payment to (518) 426-8788
By mail: Send your payment and registration form to HCA Education and Research
388 Broadway, 4th Floor
Albany, NY 12207

Pre-Conference Deadline and Cancellation Policy
Cancellations up to January 3 will receive a full refund less 25% administrative fee by emailing info@hcanys.org. No refunds will be given after January 3.
Changes or substitutes within the same agency are acceptable by notifying HCA Education and Research by January 10th.
Questions? Contact HCA at (518) 426-8764 or info@hcanys.org.

In accordance with the Americans with Disabilities Act or special meal needs, please let us know how we can accommodate you:

Please indicate your state association membership affiliation:

- Member of both HCA and HCP-NY
- Connecticut Association for Healthcare at Home
- Home Care & Hospice Alliance of Maine
- Home Care Alliance of Massachusetts
- Home Care Association of New Hampshire
- Home Care and Hospice Association of New Jersey
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