



homehealth

ADMINISTRATOR'S SUMMIT

MAY 8, 2023

CAESARS PALACE LAS VEGAS

Pre-Conference Program Guide

**Recruitment & Retention Playbook:
Best Practices to Hire, Engage,
and Keep the Best of the Best**

Simplify Compliance Event Policies

By registering for and attending a Simplify Compliance event, you are agreeing to the following terms:

Content & Promotional Rights: I agree not to copy or distribute or permit to be copied or distributed, in any form or format, any of the contents of the event materials or attendee profiles without the express written permission of Simplify Compliance. I also agree not to use the event contents for any commercial, marketing, promotional, or political purposes. Simplify Compliance does not permit solicitation by anyone except exhibitors within the area of their booth.

Recording: I understand that Simplify Compliance prohibits me from recording any educational session content, including via social media feeds, unless I have obtained written permission in advance.

Photography: I understand that Simplify Compliance and its contractors record, photograph, and/or stream the various aspects and activities related to its events for both archival and promotional purposes. By attending this event, I give Simplify Compliance and its contractors permission to use my voice and image in any such archival or promotional recording, photograph, or streaming activity without any compensation or credit.

Communications: I provide permission to receive emails, mailings, and faxes related to the Simplify Compliance event. I understand that by choosing to attend the event, I consent to share my business contact information with event sponsors. I understand that sponsors may choose to follow up with me after the event and that I may choose to opt out of communications from each party individually at any time. I understand that both the Simplify Compliance privacy policy, and the privacy policies of the event's sponsors, govern the use of my business contact information.

Respectful Conduct: We expect event participants to behave responsibly and to treat each other—and treat the community—with respect, kindness, and compassion. Simplify Compliance reserves the right, without refund, to revoke the credentials of participants whose conduct is deemed inappropriate, disorderly, or offensive by Simplify Compliance, affiliated third parties, or the local authorities.

Event Programming

Speakers: Views expressed by speakers are their own. Simplify Compliance cannot accept liability for advice given, or views expressed, by any speaker at the event or in any material provided to attendees.

Curriculum: Simplify Compliance aims to provide accurate and up-to-date information, but please be aware that the event's agenda is subject to change. We may not alert registrants to changes in the schedule unless a change has an impact on continuing education units or event start/end times.

Competitors: Simplify Compliance reserves the right to deny event access to registrants who are employed by or represent a company we deem as competitive. In the case of a paid event, we will refund registrants and notify them of the termination of their registration.

Health & Safety

Simplify Compliance and DecisionHealth place the highest priority on the safety of our guests. To safeguard all those in attendance at our events, we ask that you stay in your room if you are feeling sick, have tested positive for COVID-19, are awaiting the results of a COVID-19 test, or are showing COVID-19 symptoms. Please contact our Customer Service department to talk through options or to move your registration to a future date.

Simplify Compliance reserves the right, at its sole discretion, without refund, to expel and deactivate and/or revoke the attendance credentials of participants who violate safety provisions.

Badge Swapping: For security reasons, Simplify Compliance does not permit badge swapping. We will evict from the event, without a refund, anyone found wearing a badge that does not match their identification. In addition, we will cancel the badge/name.

Weapons: Simplify Compliance has a weapons-free policy. We prohibit attending participants from carrying weapons of any kind, including concealed or displayed firearms. We do not permit participants to bring weapons onto the premises of any Simplify Compliance events. Simplify Compliance reserves the right, at its sole discretion, without refund, to expel and deactivate and/or revoke the attendance credentials of participants who violate this weapons-free policy. Participants agree that this policy is in force, and agree to comply with the policy, regardless of whether the event they are attending has posted signs prohibiting weapons.

Agreement

I agree to all the terms and conditions set forth above. I understand that my attendance is voluntary and at my own risk, and I voluntarily accept any and all risks and hazards, including, without limitation, personal injury, illness, or other hazards. I hereby release Simplify Compliance and its officers, employees, partners, contractors, and vendors from any liability related to my attendance. I understand that noncompliance with these rules and policies may result in registration cancellation without refund. Simplify Compliance reserves the right to expel anyone in violation of these rules and policies from the event.

Customer Service Department

If you require additional assistance or have any questions, representatives are available Monday – Friday, 8:00 a.m. – 5:00 p.m. CT. Please call us at 855-CALL-DH1 (855-225-5341) or email customer@decisionhealth.com.

WiFi Information

Enjoy free WiFi throughout the conference space!

Network name: **Caesars_Resorts**

Password: **No password required.** Follow prompts for complimentary WiFi login. (Email address required.)

Resource Hub

The materials and resources can be found on the **2023 Home Health Administrator's Summit** Pre-Conference Resource Hub:

<https://events.simplifycompliance.com/hha05082023-resources/>

You can also access all of the materials on our interactive event app. Please see the “Event App Instructions” section of this program guide for more information.

Program Overview

The 2023 Home Health Administrator's Summit pre-conference, **Recruitment & Retention Playbook: Best Practices to Hire, Engage, and Keep the Best of the Best**, will help you gain the skills and strategies you need to recruit and retain top talent in today's challenging market conditions.

Using anecdotes from hundreds of interviews, talent acquisition and retention coach Eric Scharber will reveal the best practices that have worked for those winning in this area; share how to source, vet, and identify top talent; and uncover ways to appeal to millennials, who will make up 75% of the workforce by 2025.

You'll also receive tips for adapting your operations to support retention, learn how to cut costs while improving R&R, and get a chance to ask legal questions of one of the industry's leading attorneys. Return to your agency with lots of fresh ideas for how to fully staff your agency with individuals who will succeed and stay in the job.

Learning Outcomes

Walk away from this pre-conference energized and ready to:

- Understand how to be a great leader in a people-centric agency
- Discover how to reduce burden on clinicians to keep them happy
- Learn how to change operations and cut visit costs to support R&R
- Explain how to source, vet, and qualify top talent
- Identify how to become an employer of choice
- Discuss how to avoid employee compensation red flags

Event App Instructions

Use Your Mobile Device

- 1. Download the app:** Access the “App Store” on iOS devices or the “Play Store” on Android.
- 2. Install the app:** Search for **Webex Events**. Once you’ve found the app, tap either “Get” or “Install.” After installing, a new icon will appear on the home screen.
- 3. Sign in:** Once downloaded, open the Webex Events app and enter the email address you used to register for the event.
- 4. Create a password:** Create your own password and tap “Sign Up.” Review your profile information and tap “Continue.”
- 5. Join the event:** On the next page, you will see a listing of the app events you have access to. Tap **2023 Home Health Administrator’s Summit** from the list to enter the app.



Use Your Computer

- 1. Go to the website:**
<https://app.socio.events/MjM4NTg%3D>.
- 2. Enter your information:** Enter the email address used to register for the event, then click “Continue.” Create your own password and click “Sign Up.”
- 3. Join the event:** Review your profile information and click “Continue” to enter the web version of the app.

If you are experiencing any technical difficulties with the app, please email virtualappsupport@blr.com with the subject line **HHA App Assistance** or contact customer service at **855-CALL-DH1 (855-225-5341)**.

If you are currently at the event, please visit the registration desk and ask a team member for assistance.



Continuing Education Information

Obtain your CEUs online

In order to receive your continuing education certificate for this program, you must complete the online evaluation below within two weeks of the event:

<https://events.simplifycompliance.com/hhafc2023>

Please note that the evaluation will not be activated and available to complete until the event concludes on **Monday, May 8 at 5:00 p.m. PT.**

Your certificate will be emailed to you upon successful completion and submission of the evaluation. Please check your junk or spam mail folder if you do not receive your certificate soon after submission.

Administrator/Alternate Administrator Continuing Education Hours

The 2023 Home Health Administrator's Summit has been approved for the following Administrator/Alternate Administrator Continuing Education Hours: 6.25 clock hours.

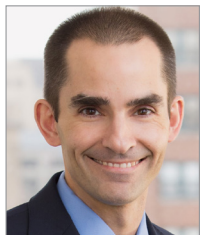
Administrator Continuing Education Hours provided by McBee, A Division of Netsmart Technologies.

BMSC

This program is preapproved by the Board of Medical Specialty Coding & Compliance (BMSC) for the following CEUs: Preconference: 6 HCS-C CEUs.

Speakers

Note: Speakers subject to change.



Robert W. Markette Jr., JD, CHC, HCS-C, is an attorney with Hall, Render, Killian, Heath & Lyman PC. For over 15 years, he has focused his practice on home health, hospice, private duty, and DME. His areas of specialty include Medicare/Medicaid compliance; payer issues; HIPAA compliance; and Medicare and Medicaid fraud and abuse. Markette also specializes in legal issues related to employment law, including wage and hour compliance, responding to Department of Labor investigations, and litigating wage and hour disputes. He serves on both the Board of Medical Specialty Coding and Compliance and the Board of the Association for Home Care Compliance.



Cheryl Peltekis, RN, is the co-owner and vice president of Home Care Sales, a home health, private duty, and hospice organization. At the age of 26, she opened her first business, a Medicare-certified home health agency. She is an international best-selling author and has appeared on TV shows and stages around the world. She enjoys the process of solving difficult business challenges, has a fine eye for detail, and understands all that it takes to merge home care operations and sales. Peltekis is a member of the International Women's Group and the International Nurses Association, and is working on obtaining her Certified Safety Professional (CSP) certification.



Eric Scharber is a managing principal at SimiTree Healthcare Consulting, leading all talent acquisition and employee retention efforts. He oversees executive search, management recruiting, and interim management, as well as advisory services related to talent acquisition and retention. After founding Exact Recruiting in 2005, Scharber led the firm to become the top recruiting and executive search entity in this industry, serving clients across the U.S. and placing more than 3,500 professionals since inception. Scharber is a well-known speaker nationally on the topics of employee retention and recruitment, building culture, and leadership development. He is also a board member at the Home Care Association of Florida.

Agenda and speakers subject to change. All times listed per event location.

Agenda I Monday, May 8, 2023

7:00 a.m.–
8:00 a.m.

REGISTRATION (*Milano Ballroom Foyer*) &
CONTINENTAL BREAKFAST (*Neopolitan Ballroom*)

8:00 a.m.–
9:15 a.m.

BE A GREAT LEADER IN A PEOPLE-FOCUSED AGENCY (*Milano Ballroom I, V*)
Eric Scharber

More than 50% of people have left a job due to poor leadership, and great leadership can improve employee retention by 67%. In this dynamic and inspirational session, attendees will rethink the true leadership skills necessary to thrive in the race to acquire and retain talent. Walk away energized and ready to grow your own leadership skills and those of your teams; get easy-to-implement strategies to be more employee-centric, foster engagement, and outperform your competition by more than 20%.

9:15 a.m.– 9:35 a.m.	NETWORKING & REFRESHMENTS BREAK (<i>Neopolitan Ballroom</i>)
9:35 a.m.– 10:50 a.m.	<p>ADAPT YOUR OPERATIONS TO REDUCE COSTS, SUCCEED IN RECRUITMENT & RETENTION (<i>Milano Ballroom I, V</i>)</p> <p><i>Cheryl Peltekis, RN</i></p> <p>Save on costs and keep clinicians happy with these ideas for recruitment and retention success. Discover how to effectively turn down or delay SOCs to avoid lost referrals, use LPNs to succeed with the lower reimbursement rates from other payers, regain control of patient schedules, and use marketing and sales to help with recruitment. Plus, learn how to cut visit costs and increase the number of patients clinicians see through scribe services that use templates to record visit notes and allow staff to dictate notes while driving.</p>
11:00 a.m.– 12:15 p.m.	<p>BECOME AN EMPLOYER OF CHOICE NOW AND IN THE FUTURE (<i>Milano Ballroom I, V</i>)</p> <p><i>Eric Scharber</i></p> <p>Look to the future of home care and get set to become an employer of choice. By 2025, 75% of the workforce is expected to be millennials. Be ready to adapt your culture to align with what appeals to this group. This session will help get you there by sharing insights from thousands of interviews detailing what employees are looking for in employers and what makes them leave a company.</p> <p>Tool: White paper on company culture</p>
12:15 p.m.– 1:15 p.m.	NETWORKING LUNCH—PROVIDED (<i>Neopolitan Ballroom</i>)
1:15 p.m.– 2:30 p.m.	<p>LEGAL Q&A: AVOID EMPLOYEE COMPENSATION RED FLAGS (<i>Milano Ballroom I, V</i>)</p> <p><i>Robert W. Markette Jr., JD, CHC, HCS-C</i></p> <p>The U.S. Department of Labor (DOL) is actively targeting home care right now. This session will review compliant practices for reimbursing employees' mileage in light of rising gas prices. Receive highlights from recent DOL rules governing salary regulation and independent contractor classification, and tips to avoid FLSA violations triggered by flags in your compensation model. Bring your questions and get expert answers on these topics and more as they pertain to home care labor laws and compliance.</p>
2:30 p.m.– 2:45 p.m.	NETWORKING & REFRESHMENTS BREAK (<i>Neopolitan Ballroom</i>)
2:45 p.m.– 4:00 p.m.	<p>HOW TO SOURCE, VET, AND QUALIFY TOP TALENT (<i>Milano Ballroom I, V</i>)</p> <p><i>Eric Scharber</i></p> <p>Retention starts by hiring right. Get the tools you need to identify the finest talent in the market and the interviewing and screening skills needed to make quality hires. Get clues for where to look for top candidates, especially those who are “passive” and not actively looking for work. You’ll leave with new ideas to entice top candidates, understand how to vet qualities that do not stand out on a resume, and avoid common missteps in the interview process that can lead to lost talent.</p> <p>Tool: Interview guide for successful hiring</p>
4:00 p.m.– 5:00 p.m.	<p>EXHIBIT HALL GRAND OPENING AND WELCOME RECEPTION (<i>Milano Ballroom III, IV</i>)</p> <p>All conference attendees welcome! Connect with other home health administrators like yourself and shop the exhibit hall for the latest solutions.</p>

Putting **knowledge** to work



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