

A photograph of three business professionals in a meeting. A man with a beard and a woman with short white hair and glasses are smiling and looking towards a woman whose back is to the camera. The image has a purple overlay.

homehealth

ADMINISTRATOR'S SUMMIT

MAY 8–10, 2023
CAESARS PALACE LAS VEGAS

Program Guide

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** main conference Resource Hub:

<https://events.simplifycompliance.com/hha05092023-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

During the **2023 Home Health Administrator's Summit**, you will develop strategies for making your agency more profitable and leave with proven tactics on how to partner with new payers and other referral sources to meet the rising demand for home care.

Top industry experts will share sales and marketing best practices, strategies, and take-home tools to help you cut costs and ultimately improve your bottom line. You'll receive lessons learned from agencies that have achieved lower than average turnover rates, successfully improved outcome scores to secure HHVBP bonuses, and recognized results with telehealth that more than pay for the technology.

Learning Outcomes

At the completion of this educational activity, the learner will be able to:

- Explain how the current regulatory environment is impacting home health agencies
- Explain how to use technology to effectively manage costs and reduce overhead
- Implement a practical process for measuring HHVBP success and securing bonuses
- Describe how to partner with Medicare Advantage and grow your bottom line

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/hha2023>

Please note that the evaluation will not be activated and available to complete until the event concludes on **Wednesday, May 10 at 11:00 a.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: 9 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: Main Conference: 9 HCS-C CEUs.

Speakers

Note: Speakers subject to change.



Chris Attaya, MBA, is the vice president of product strategy at Strategic Healthcare Programs (SHP). He brings more than 28 years of experience in the home health and hospice industry, achieved through a series of executive and consulting positions. Attaya joined SHP in 2014 and is responsible for product development and client relationships, helping agencies achieve increased operational and financial performance through the use of SHP's industry-leading analytics platform and benchmark data. Prior to SHP, he was the CFO at the Visiting Nurse Association of Boston and worked at Partners Health Care at Home as CFO and CEO.



William "Bill" Dombi is the president of the National Association for Home Care & Hospice (NAHC). He previously served as the vice president for law at NAHC. As a key part of his responsibilities, Dombi specializes in legal, legislative, and regulatory advocacy on behalf of patients and providers of home health and hospice care. With nearly 40 years of experience in healthcare law and policy, Dombi has been involved in virtually all legislative and regulatory efforts affecting home care and hospice since 1975, including the expansion of the Medicare home health benefit in 1980, the formation of the hospice benefit in 1983, the institution of Medicare PPS for home health in 2000, and the national healthcare reform legislation in 2010.



J'non Griffin, RN, MHA, HCS-D, HCS-H, COS-C, is senior vice president and principal of the coding and OASIS department at SimiTree Healthcare Consultants. Griffin brings over 32 years of experience as an RN in home healthcare. She has served as a field nurse, director of staff development and appeals, and executive with multiple home health and hospice agencies. She has also worked as the regional director of operations and served as the acting compliance officer. Griffin is a seasoned educator, published author, and national speaker. She has been a frequent contributor to industry publications, including DecisionHealth's *Diagnosis Coding Pro*. She has published several manuals and assisted with the composition of several online modules for coding and OASIS instruction.



Joe Osentoski, BAS, RN, GERO-BC, is a home health compliance and appeals expert for Gateway Home Health Coding and Consulting. As a registered nurse with more than 30 years of experience in home health and hospice, Osentoski specializes in clinical quality assurance and regulatory compliance, including ADR responses and appeals. He has extensive experience with audits, probes, and reviews from all Medicare contractors and insurance payers. Osentoski has completed well over 5,000 ADRs in home health and hospice, filed thousands of appeals, and represented clients at hundreds of Administrative Law Judge hearings.



Sherri Parson, RN, HCS-D, HCS-O, HCS-H, COS-C, is the chief compliance officer/director of operations with Infusion Health in Ypsilanti, Michigan. In her 27 years of experience, she has been an in-home provider of skilled nursing services and specializes in quality assurance, diagnosis coding, OASIS review, and regulatory compliance. Parson further developed her home health expertise as a therapy manager, staff educator, and quality metric analysis and development expert. She currently serves on the AHCC's Board of Medical Specialty Coding and Compliance Certification (HCS-H/HCS-O) committees.



Beau Sorensen is the director of finance and operations at First Choice Home Health and Hospice in Orem, Utah. He has over 25 years of experience in home health and hospice and has extensive knowledge of healthcare systems and processes. Sorensen has worked with organizations across the U.S. to help them better use their EMRs and the data that is in their systems. As part of his work with Allscripts, he has tested and developed major new features in their home care application, including integrations that allow for a fully electronic medical record. These efforts led to his agency being one of the first in the nation to have a fully electronic medical record. Sorensen is actively involved in the home care and hospice community and has served in a number of roles on the state and national association boards.

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

Agenda | Monday, May 8, 2023

4:00 p.m.–
5:00 p.m.

EXHIBIT HALL GRAND OPENING AND WELCOME RECEPTION *(Milano Ballroom III, IV)*

All conference attendees are welcome! Connect with other home health administrators and shop the exhibit hall for the latest solutions.

Agenda | Main Conference Day 1 Tuesday, May 9, 2023

7:00 a.m.–
8:00 a.m.

REGISTRATION *(Milano Ballroom Foyer)* and **CONTINENTAL BREAKFAST IN EXHIBIT HALL** *(Milano Ballroom III, IV)*

8:00 a.m.–
9:15 a.m.

2023 NATIONAL UPDATE: THE STATE OF HOME CARE & HOSPICE

(Milano Ballroom I, V)

William Dombi

Home health leaders have been campaigning hard for fair payments from CMS as agencies grapple with the pressures of the pandemic, crippling inflation, and new requirements such as OASIS-E and HHVBP. One of the industry's top advocates will update you on the state of the home health regulatory environment and provide insights into how agencies need to shift in response—for instance, to take advantage of emerging care delivery models.

9:15 a.m.–
9:35 a.m.

NETWORKING, REFRESHMENTS, & EXHIBITS BREAK *(Milano Ballroom III, IV)*

9:35 a.m.–
10:50 a.m.

MANAGE COSTS THROUGH LATEST TECHNOLOGY ADVANCEMENTS

(Milano Ballroom I, V)

Beau Sorensen

Leverage technology to effectively manage costs and reduce your overhead. See more patients and incur fewer costs with technological and logistical innovations from other industries that can be applied to home health. Explore how leading technologies like robotic process automation (RPA) and AI can reduce data entry and improve KPI visibility; how clinicians can use software to see patients in the most effective way possible; and how back-end OASIS review dollars can be cut through front-end training. Leave with the knowledge you need to implement new systems.

Tool: RPA readiness checklist

11:00 a.m.–
12:15 p.m.

HHVBP SUCCESS STARTS WITH OASIS-E ACCURACY AND OUTCOMES

(Milano Ballroom I, V)

Sherri Parson, RN, HCS-D, HCS-O, HCS-H, COS-C

Propel your agency's scores to meet or exceed the HHVBP threshold mark so you are positioned to be a clear winner and receive a bonus. Learn how to work smarter, not harder: Take small, intentional steps to improve key OASIS-E items that drive Total Performance Scores (TPS), enhance patient satisfaction, lower acute care hospitalization rates, and leverage performance data tracking to direct areas of focus.

Tools: Key OASIS VBP item checklist and HHVBP scorecard

12:15 p.m.–
1:15 p.m.

NETWORKING & EXHIBITS LUNCH—PROVIDED *(Milano Ballroom III, IV)*

1:15 p.m.–
2:30 p.m.

MANAGE VISITS & DOCUMENTATION TO REDUCE COSTS (Milano Ballroom I, V)

Joe Osentoski, BAS, RN, GERO-BC

Reimagine ways to reduce costs through more efficient care delivery, strategic visit utilization, and solid documentation strategies. This session will challenge you to look for ways to reduce costs through your EMR system, patient population management, referral source choices, utilization review processes, and care management oversight, including the use of visiting physicians. Plus, prevent lost money during medical reviews with quarterly record reviews and spot checks of high-volume/problem areas, with special attention to face-to-face encounter compliance and training and actual payer requirements.

Tool: Visits checklist

2:30 p.m.–
2:50 p.m.

NETWORKING & REFRESHMENTS BREAK (Milano Ballroom III, IV)

2:50 p.m.–
4:00 p.m.

PASS YOUR NEXT SURVEY WITH NO CITATIONS (Milano Ballroom I, V)

J'non Griffin, RN, MHA, HCS-D, HCS-H, COS-C

Walk through the key issues that surveyors are focused on now that survey activity has ramped back up. You'll get details about how to avoid the top survey citations around plan of care issues, current medications, infection prevention, and discharge/transfer summaries, to name a few. Plus, find out what surveyors are looking for related to COVID-19 vaccination logs and the latest on PHE waivers and compliance concerns.

4:00 p.m.

DAY 1 CONCLUDES

Agenda | Main Conference Day 2 Wednesday, May 10, 2023

7:00 a.m.–
8:00 a.m.

CONTINENTAL BREAKFAST IN EXHIBIT HALL (Milano Ballroom III, IV)

8:00 a.m.–
9:15 a.m.

**FOLLOW THE DATA TO ACHIEVE BETTER OUTCOMES, HHVBP BONUSES,
AND FIVE-STAR RATINGS** (Milano Ballroom I, V)

Chris Attaya, MBA

Measure how you stack up against agencies nationally when it comes to HHVBP Total Performance Scores (TPS), HHVBP measures, and Quality of Patient Care star ratings. Get a look at outcome trends for HHVBP measures year over year. Gain insights on score distributions from SHP's HHVBP reports for CY2022. Bonus: Get a first look at how agencies are performing on new OASIS-E SDoH items and Transfer of Health (ToH) measures.

Tool: National benchmarks for new OASIS-E items and ToH process measures

9:15 a.m.–
9:35 a.m.

NETWORKING & REFRESHMENTS BREAK—EXHIBIT HALL FINALE (Milano Ballroom III, IV)

9:35 a.m.–
10:50 a.m.

HOW TO MAKE MEDICARE ADVANTAGE BENEFIT YOUR AGENCY (Milano Ballroom I, V)

Beau Sorensen

Medicare Advantage is becoming a more important payer for home health services. Learn how to set your operations up for success. Go over key considerations when weighing increased participation in Medicare Advantage and learn how to navigate common challenges that agencies face, including prior authorizations and payment delays. When it comes to contract negotiations (and renegotiations), you'll come away with top tips on building a value proposition as you argue for better payment rates.

10:50 a.m.

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