

Staying Ahead of the Curve: Managing the Home Care Business During Changing Times

June 9-10, 2009
The Meadows Events & Conference Center

Conference Overview

This day-and-a-half conference for Iowa home health agency managers, clinicians, and other professionals features presentations by national consultants and speakers including Mary St. Pierre (National Association for Home Care & Hospice), Arnie Cisneros (Home Health Strategic Management), and Mark Sharp and Karen Vance (BKD, LLC). A variety of topics will be covered by concurrent educational session. However, the focus of the general sessions is to identify strategies for managing the home care business in a dynamic environment. In addition, the expo will showcase the latest products and services from many leading companies.

CEU Credit

This program has been approved for [CEUs pending] by Iowa Health Home Care IBON approved provider #308. Participants must attend the entire program each day to receive CEU Credit.

Conference Location

The Meadows Events and Conference Center
19 Prairie Meadows Drive
Altoona, IA 50009-0901
www.prairiemeadows.com



Smoking

In accordance with the Iowa Smoke Free Air Act, smoking will only be allowed in the designated gaming area of the Casino's second floor. Smoking will not be allowed in the following areas: outdoor public space; The Meadows Events & Conference Center; the fourth floor Clubhouse including the Prairie Rose Room, North Turfside Dining, Party Boxes, and the Terrace Seating area; the Pavilion; Track Apron and Hospitality Tent.

Internet Access

Wireless Internet access is available free of charge throughout The Meadows Events and Conference Center.

Lodging

The host hotel for the 2009 Annual Conference is the Holiday Inn Express. They are offering a special rate of \$89 a night for conference exhibitors. For reservations, call 515.967.1855 and be sure to reference Iowa Alliance in Home Care.

Holiday Inn Express
165 Adventureland Drive, NW
Altoona, IA 50009
Tel: 515-967-1855
Fax: 515-957-43299
www.hiexpress.com/altoonaia

Expo Hall

As you know, support from our exhibitors and sponsors is crucial to the success of our Annual Conference and Expo each year. The exhibit hall offers not only an exciting networking and purchasing resource platform; it also helps to keep your conference education prices low. Excitement is growing and exhibitors are eager to commit to the event. The opening reception, recognition luncheon and all breaks will all be held in the exhibit hall to give you the opportunity to:

- See and experience new, cutting-edge products and services
- Keep current on industry trends and issues
- Meet with specific companies and build buying power relationships
- Network with colleagues and business partners

Tuesday, June 9

7:00 a.m. – 7:45 a.m. Registration Sign-in, Expo Hall Grand Opening, & Opening Welcome Reception

The opening event will allow you to network with your colleagues as well the exhibitors. A hot breakfast buffet is featured. In addition, there will be numerous opportunities to win prizes beginning at 7:00 a.m. Prizes in the morning, as well as throughout the day, will include free registrations for upcoming educational sessions offered by IAHC, gift cards, and much more. Chair massages, sponsored by Personal Care Products, are available again this year. Can you think of a better way to start your day than with a hot breakfast, a chair massage, and lively networking with exhibitors and colleagues?

9:30 a.m. – 10:15 a.m. Break in Exhibit Hall

Continuation of the opening welcome reception will include more prize drawings, as well as networking.

12:30 p.m. – 1:15 p.m. Recognition Luncheon and IAHC Business Meeting

Enjoy a sit-down, plated lunch (choice of Asiago chicken or vegetable lasagna) sponsored by ActivStyle. The recognition luncheon and business meeting will be conducted. Notable activities of agencies, exhibitors, sponsors, and others will be recognized.

1:15 p.m. – 2:00 p.m. Break in Exhibit Hall

Increase your exposure to exhibitors and sponsors, as well as network with your colleagues in the exhibit hall. There will be more prize drawings.

3:00 p.m. – 3:30 p.m. Break in Exhibit Hall

Your final opportunity to visit exhibit booths. Exhibitor drawings as well as more IAHC workshop registration prizes will be featured.

Education Agenda

Tuesday, June 9th, 2009

8:00 a.m. – 9:30 a.m.

Staying Ahead of the Curve: Managing the Home Care Business During Changing Times

Mary St. Pierre, RN, BSN, MGA

Vice President for Regulatory Affairs, National Association for Home Care and Hospice

10:15 a.m. – 11:15 a.m.

Concurrent Sessions 1

1A HHABN Compliance: Separating Fact from Fiction

Mary St. Pierre, RN, BSN, MGA

Vice President for Regulatory Affairs, National Association for Home Care and Hospice

1B It Takes a Detective: Drive Better Outcomes & P4P Success with Data Analysis & Clinical Sleuthing

Melissa Thompson RN, Patient Care Coordinator

Mercy Home Care – Dubuque

Larry Peregrine, MBA, VP, Performance Advisors

Health Systems Solutions

11:30 a.m. – 12:30 p.m.

Concurrent Sessions 2

2A OASIS-C: What to Expect from the B-1 Transition

Mary St. Pierre, RN, BSN, MGA, Vice President for Regulatory Affairs,

National Association for Home Care and Hospice

2B Improving Wound Care Patient and Financial Outcomes (Part 1)

Corrine Mclsaac, RN, BSN

ConvaTec Wound Therapeutics

2:00 p.m. – 3:00 p.m.

Concurrent Sessions 3

3A Improving Wound Care Patient and Financial Outcomes (Part 2)

Corrine Mclsaac, RN, BSN

ConvaTec Wound Therapeutics

3B Mercy Home Care and Hospice of Mercy Response to the Flood of 2008

Margie Pence, Director, Home Care Services

Mercy Home Care

3:30 p.m. – 4:30 p.m.

The Iowa Home Care Patient: A Change in Perspective

Mark Sharp, CPA, Partner

BKD Health Care Group

Karen Vance, OTR, Supervising Consultant

BKD Health Care Group

Wednesday, June 10th, 2009

8:00 a.m. – 9:30 a.m.

The Future of Medicare Home Health – Where are we going and how do we get there?

Arnie Cisneros, Owner
Home Health Strategic Management

10:00 a.m. – 11:00 a.m.

Concurrent Sessions 4

4A Functional Pre-Work Screenings: Hire and Retain Safer, More Productive Employees

Eric West, CEO/Lead Therapist, President
Employment Cost Solutions

4B Protecting Little Lungs: comparing home care vs. office-based administration of palivizumab (Synagis®) for prevention of respiratory syncytial virus (RSV)

Peter MacDonald, MD, Director, Medical Sciences
MedImmune, LLC

11:15 a.m. – 12:30 p.m.

Iowa Home Health Medicare Strategies Panel

Arnie Cisneros, Owner
Home Health Strategic Management
Mark Sharp, CPA, Partner
BKD Health Care Group
Karen Vance, OTR, Supervising Consultant
BKD Health Care Group
Kim Weber, Administrator
Iowa Home Care, LLC
Harley Carter, Owner
SunnyBrook Home Care

General Session Faculty

Arnie Cisneros, P.T., President of Home Health Strategic Management, has provided clinical services, program development, and management consultation in geriatric rehab and Home Health since 1979. He is known for his refinement of clinical delivery mechanisms, the integration of new protocols at the staff level and the adaptation of traditional care philosophies to address current health care initiatives. Arnie presents nationally on utilization review for homecare, best practice adaptation and clinical management for quality outcomes. He authors “Home Health Forum”, a bi-weekly column addressing contemporary homecare issues. He is a graduate of The Ohio State University School of Physical Therapy.

Mark Sharp has been assisting home care providers with strategic planning, financial management, accounting, cost reports, operating budgets, agency start-up and mergers and acquisitions since 1992. As a nationally recognized home care consultant, Mark frequently presents workshops at national, regional and state home care and hospital conferences. He has authored many industry articles and is regularly quoted in industry periodicals, such as Eli’s Home Care Week, Hospital Home Health and Home Health Line.

Mary St. Pierre, Vice President for Regulatory Affairs for the National Association for Home Care & Hospice worked for a large metropolitan home health agency for 24 years before joining NAHC 15 years ago. Mary received a Bachelors of Science in nursing from Villanova University and a Master’s in General Administration from the University of Maryland. In her current position she represents home care providers before government agencies and other national organizations that impact home care. She gives regulatory and operational guidance to home care providers on a daily basis, writes for NAHC publications, and presents educational seminars to home care providers across the country.

Karen Vance delivers clinical and operations consulting services to home care providers. She also provides reimbursement and compliance consulting services and helps home care providers establish and maintain quality management practices. Karen has home care experience as a provider, clinical and regulatory manager since 1981, and has presented home care seminars since 1988 for national, state and regional health care associations and industry media organizations.

Social Networking Event

Tuesday, June 9th, 2009

4:30 p.m. – 6:00 p.m.

Social Hour, Exhibitor Drawings & Cash Prize Drawings

The theme for our social hour reception this year is “Home Care in the Winner’s Circle”. The reception will be in the Pavilion located south of the entrance to the horse track. Enjoy good food (hors d’oeuvres) while relaxing and socializing with colleagues and exhibitors in an informal atmosphere. Exhibitor drawings will be held. You will have the opportunity to **win one of four \$100 cash prize drawings**. Come to watch the horse racing or take part in a free seminar “How to wager on horse racing”. The view is captivating and the horse racing is captivating. There is so much going on at the social hour, so you won’t want to miss out! A cash bar will be available.