

AGENDA AT-A-GLANCE



May 5, 2021

9:00AM - 10:20AM

HCA's Annual Meeting of the Corporation & Board of Directors *(members only)*

Marketing Your Home Health Organization: The Why and the How
Amy Bloom, MPH

10:30AM - 11:00AM

President's Address

Home Care First: Meeting the Moment

Al Cardillo, President/CEO, Home Care Association of New York State

How Nascentia Health Home Care is Maximizing Telehealth and Remote Patient Monitoring Beyond COVID-19: A Case Study
Rich Curry, PT, MBA, Vice President of Business Development, Health Recovery Solutions

11:05AM - 12:05PM

Opening Keynote

The Health System of the Future: Adhering to a Home-Based Acute Care Model

Josh Luke, Ph.D., FACHE, Founder & CEO, National Readmission Prevention Collaborative



2:35PM - 3:35PM

Closing the Generational Gap

Raven Solomon, Keynote Speaker, Author, Strategist



12:05PM - 12:35PM

Home Care's New Moment in Washington

Colin Roskey, Principal and Partner, Lincoln Policy Group

3:35PM - 3:45PM

Coffee Break

12:35PM - 1:30PM

Lunch Break - Explore the Expo

3:45PM - 4:30PM

HCA Awards Celebration

Join HCA as we celebrate recipients of our Caring, Advocacy, Ruth F. Wilson, Quality, Physician Champion, and "Shining Light" Patient awards in a moving HCA Annual Conference tradition.

1:30PM - 2:30PM

CONCURRENT SESSIONS

Home Care's Role in Avoiding Hospital Readmissions

Josh Luke, Ph.D., FACHE

Building a Data-Driven Culture within Your Organization

Christine Lang, Director, Data Analytics, Simione Healthcare Consultants; Anne-Marie Fontenot, Compliance Filing Strategist, LHC Group; and, Michael Simione, MBA, Director, Simione Healthcare Consultants

4:30PM - 5:30PM - ZOOM

Cinco de Mayo Libations & Laughter

Mutual of America will provide all pre-registered event attendees with our featured CraftHouse Cocktails shipped directly to your home. Enjoy a libation as CraftHouse Cocktail Founder, Charles Joly, reveals what goes into the making of an ultimate prepared cocktail. We'll also share many laughs with guest comedians from the New York Comedy Club.



HOME CARE, **FIRST**
Meeting the Moment

AGENDA AT-A-GLANCE



May 6, 2021

8:30AM - 9:00AM

Rise and Shine, it's Coffee Time with Viventium: Payroll and HR for Home Care



9:00AM - 10:00AM

Home Care First: Taking our Moonshot

Danielle Pierotti, RN, PhD, CENP, Vice President, Patient Care Services, Visiting Nurse and Hospice for Vermont and New Hampshire



10:05AM - 11:05AM

CONCURRENT SESSIONS

Power Positioning: Personal Care and Population Health

Cindy Campbell, MHA-Healthcare informatics, BSN, RN, COQS, CHHCM, Director of Operational Consulting, WellSky

Clinical and Financial Lessons Learned for a Stronger Revenue Cycle

Kim Chapman, Senior Manager, Finance & Revenue Cycle, Simone Healthcare Consultants, LLC

J'non Griffin RN, MHA, HCS-D, HCS-C, HCS-H, COS-C, President, Home Health Solutions-A Simone Coding Company

The Federal EVV Mandate: Value Beyond Compliance for Providers

Phil Feldman, Vice President, Revenue Cycle Management, Sandata Technologies and Steve Pellito, Senior Vice President, Provider Sales, Sandata Technologies

Selling or Merging Your Home Health Agency

Glenn Prives, Esq., Partner, Greenbaum, Rowe, Smith & Davis, LLP

11:05AM - 11:35AM

Learning Lounges

11:35AM - 12:35PM

Leadership Redefined: A Critical Shift for the Modern Workforce

Lisa Walden, Speaker, Strategist, Consultant



12:35PM

Closing Remarks and Adjourn

REGISTRATION RATES

HCA Member Rates:

Individual Registration - \$259

Full Agency Pass - \$1,199

Non-Member Rates:

Individual Registration - \$359

Full Agency Pass - \$1,599

Take Advantage of the Full Agency Pass!

Full agency pass registration is unlimited for staff within the same agency. To take advantage of this offer, select the agency pass at checkout and register a main attendee ONLY. You can then e-mail your full list of attendees to HCA at: HCA.Events@hcanys.org

Please be sure to include the following information for each registrant: Name, Title, Email Address, Swag Selections (see options below) and Mailing Address (if different than agency address).

- Complimentary Book by Keynote Dr. Josh Luke
- Cinco de Mayo Happy Hour Cocktails Sponsored by Mutual of America*
- Rise & Shine Coffee Break Sponsored by Viventium*

If you are registering under an agency pass, receipt of these conference swag items is limited to the first 5 registrants per agency pass.

*Supplies are limited, please register early.

REGISTER

https://hcanys.memberclicks.net/2021hca_annualconference