



Delegate Information
 July 13-14, 2015 | Eau Palm Beach Resort & Spa | Palm Beach, FL

wisdom is
 knowing what to do next,
skill is
 knowing how to do it,
 and **virtue** is doing it

David Starr Jordan

With the changing healthcare landscape and the aging population, home healthcare is booming. The increasing demand for home health is creating enormous challenges. At the forefront is staffing, finding and retaining capable and qualified individuals. Technology is advancing and outdated systems need to be replaced along with home health monitoring systems which integrate with hospital networks. Making sure your agency has the correct certifications and classifications is essential in order to compete and succeed in this growing industry.

awaken genius
 pioneer ideas – illuminating exchanges

Developed via a profound dialogue with key market players and our extensive proprietary research, the **Home Care Leadership Summit** program offers indispensable insights.

WORLD CLASS BRIEFINGS BY THE LIKES OF

Uwe E. Reinhardt, PhD, James Madison Professor of Political Economy and Professor of Economics, **Princeton University**

PRESENTATION SERIES

Kate Jones, Senior Vice President and Clinical Officer, **Amedisys**

Joel Mills, Chief Executive Officer, **Advanced Home Care**
Jon Wilder, Chief Operations Officer, **CareSouth Health System, Inc**

Ray Darcey, President, **Aurora at Home**

Kathleen Gilmartin, Chief Executive Officer, **Interim Healthcare**

Monique Reese, Senior Vice President and Chief Clinical Officer, **UnityPoint**

Anthony Spero, President, **Ascend Health**

James Deal, Chief Executive Officer, **Hospice Compassus**

William Deary, Chief Executive Officer, **Great Lakes Caring**

Donna Medina, Director, Hospice and Foundation, **OSF Homecare Services**

Sue Heitkamp, Executive Director, **CHI Health Connect at Home**

Deborah Rowe, MS, RN, PHR, CHCR, Vice President, **Genesis HealthCare**

Judy Amiano, President and Chief Executive Officer, **Franciscan Sisters of Chicago Service Corporation**

Josh Luke, PhD, FACHE, Chief Executive Officer, **Memorial Hospital Gardena** and Founder, **National Readmission Prevention Collaborative**

John Harrison, Chief Financial Officer, **Signature HealthCARE**

Tina Hecht, Corporate Director of Provider Network Integration, **Windsor Healthcare**

Nancy Schwalm, Chief Business Development Officer, **VIVAGE Quality Health Partners**

FRESH THINKING – STIMULATING INTERACTIONS – DYNAMIC PARTNERSHIPS

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summit program

Keynote Address

Uwe E. Reinhardt, PhD, James Madison Professor of Political Economy and Professor of Economics, **Princeton University**

Panel Discussion

Finding, Keeping and Nurturing Talent in the Home Health and Hospice World

James Deal, Chief Executive Officer, **Hospice Compassus**

Kate Jones, Senior Vice President and Chief Clinical Officer, **Amedisys**

Monique Reese, Senior Vice President and Chief Clinical Officer, **UnityPoint**

Deborah Rowe, MS, RN, PHR, CHCR, Vice President, **Genesis HealthCare**

As the Home Health and Hospice industry booms, finding the right staff is key for the success of your business and the patients' well being. Studies have shown that home care workers live at or below the poverty line however many agencies simply cannot afford to pay anymore. In order to meet the goals of the home healthcare agency, existing staff must have a supportive program in place and be trained effectively. This discussion will explore how other agencies are filling the gap and building their teams.

- Implementing a successful recruitment strategy to find key staff
- What should you be looking for in a new recruit and how to develop and deliver results
- Best practices on existing strategies used to engage employees and retention
- Capturing the value of your organization through an attractive campaign

Panel Discussion

Strategies for ACO Inclusion and Hospital Partnerships That will Build Census

Moderator: Josh Luke, PhD, FACHE, Chief Executive Officer, **Memorial Hospital Gardena** and Founder, **National Readmission Prevention Collaborative**

Judy Amiano, President and Chief Executive Officer, **Franciscan Sisters of Chicago Service Corporation**

John Harrison, Chief Financial Officer, **Signature HealthCARE**

Tina Hecht, Corporate Director of Provider Network Integration, **Windsor Healthcare**

Donna Medina, Regional Director, **OSF Hospice and Homecare Foundation**

Nancy Schwalm, Chief Business Development Officer, **VIVAGE Quality Health Partners**

There is no hiding from the paradigm shift that our healthcare industry is currently undertaking. Identifying good partnerships and then ensuring their success is quite an undertaking, but will be well worth it. This session will provide information on how to be profitable, successful and sustainable in the future healthcare environment. We will discuss:

- What criteria are hospitals looking for in a partner?
- Proving your worth with data and measurement tools
- Contract negotiation and referral process best practices
- Improving care transitions and core discharge planning
- Risk sharing and bundled payments
- Population health management programs
- Forecasting the long-term impacts of ACOs

Presentation

Seeing Care through the Eyes of the Person

Anthony Spero, President, **Ascend Health**

This session is dedicated to unlocking the power of innovation as the presenter asks participants to "see care through the eyes of the person." The session will examine and discuss with participants a holistic approach to transparent care that embraces the partnership between the person and their family, and the physician and the interdisciplinary team. This partnership team develops a comprehensive plan of care that anticipates and responds to the personal and family needs, including physical comfort and emotional, informational, cultural and spiritual learning.

- Learn how to define transparent care across the continuum as it relates to the emerging new values and expectations of the individual
- Learn how active listening will develop a trusting-caring-learning relationship with the person and their family, which is needed to develop a holistic, inclusive plan of care and healing
- Understand how innovative technology contributes to a transparent environment and encourages learning and independence
- Imagine and examine how the person sees their healthcare setting today and what they will see in the future, including innovative concepts and design that present a caring-healing environment

the summit program key topics

The primary objective of the **Home Care Leadership Summit** is to explore the key aspects and issues related to home care and hospice best practices and their application as business drivers for innovation and growth. The Summit's program topics have been pinpointed and validated by senior executives from the homecare community as the top critical issues they face.

Key issues for 2015 include:

- Finding, Keeping and Nurturing Talent in the Home Health and Hospice World
- Embracing the Rapid Increase of ACOs and Exploring the Opportunities it Could Bring into the Home Health Industry
- Strategies Used for Surviving the Reimbursement Costs
- Creating and Maintaining a Five-Star Rating for Your Agency
- Hospital to Home: Improving and Ensuring a Safe Patient Transition
- Overcoming EMR Implementation Challenges
- Advantages of Outsourcing in Your Agency

For first-hand delegate experiences, **click here to watch**



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Presentation

Strategies Used for Surviving the Reimbursement Cuts

Jon Wilder, Chief Operations Officer, **CareSouth Health System, Inc.**

Home health agencies are facing numerous challenges at the moment, and under the 2015 federal budget, the industry faces potential reimbursement cuts. Staggering figures show that over 40% of home health agencies will be operating at a loss by 2017 and until CMS revisit the proposed cuts, agency leaders must focus more on their efficiencies and costs and find ways to remain profitable. This session will:

- Discuss the overall impact and effect of the reimbursement costs
- Share collaborative ideas to ensure that your agency remains profitable
- Maximize on the successful strategies that have been enforced since the cuts started in 2014

Presentation

Asset Management in Healthcare: Culture Eats Strategy for Lunch Everyday

William Deary, Chief Executive Officer, **Great Lakes Caring**

- Proliferating a culture that employees understand, appreciate and engage
- Investment strategies and management practices to preserve, protect, reward and recognize our most important strategic asset, (albeit off balance sheet), our employees.
- How to provide care and caring to your employees, (just as you expect them to provide to our patients) which results in exceeding employee expectations, increasing employee longevity (or what most call reducing turnover) resulting in your employees becoming your company's biggest fans

Presentation

Perspectives from a Hospital-Owned, One-Stop Shop CEO

Joel Mills, Chief Executive Officer, **Advanced Home Care**

With all the challenges in the reimbursement and regulatory environment facing the Home Health, Home Infusion and Home Medical Equipment industries, there are different strategies that companies can pursue to diversify and partner for success. In this session, you will hear the long-time CEO of a multi-health system owned, one-stop shop company share:

- The pros and cons of health system partnership
- Diversification strategies to cope with industry challenges
- How focusing on the triple aim can lead to success

Presentation

Managing ACO Populations across the Continuum Financially and Clinically

Donna Medina, Director, Hospice and Foundation, OSF Homecare **Services**

Effective ACO management requires healthcare systems to focus beyond the walls of their hospitals and manage patients in all healthcare settings. Structuring a supportive care service line that includes care decisions, both inpatient and ambulatory palliative care services, hospice initiatives, SNF practice to manage discharged patients, medical home, care coordinators in physician practices and the ability to identify and transition patients efficiently from home health to hospice all work together to reduce costs, improve outcomes, and most importantly provide the appropriate level of care to our patients. Learning the components of each of these entities, how to structure them, how to identify what will be feasible within your organization, measurements of success and the barriers and challenges for each will equip participants to develop an organized, effective approach to managing an ACO population

- Identify the key components and structure of each of these tactics
- Identify the tactics feasible and appropriate for your organization
- Identify barriers to success and mitigation tactics for each
- Develop the framework for monitoring outcomes and success for each tactic

Presentation

How to Start a Telehealth Program

Ray Darcey, President, **Aurora at Home**

The number of telehealth programs continues to grow, providing improved clinical oversight for patients discharged from the hospital and those with chronic conditions such as congestive heart failure (CHF) and chronic obstructive pulmonary disease (COPD). With this enhanced care, agencies can remotely monitor a patient's health by tracking vital signs and intervening more timely with clinical attention, successfully reducing costly hospital readmissions. During this session, you will learn how to:

- Implement a successful telehealth program
- Get a return on investment
- Supplement staffing
- Reduce hospital readmissions

Panel Discussion

Creating a Strong Team Culture That is Built to Last

America is home to an aging population and in times of great change in the healthcare delivery system, the agencies that will survive will invariably have key leaders who consistently encourage and inspire them. They will build strong teams who work together and maximize in their job performance. Home Health and Hospice leaders must create a vision within their teams to help guide and motivate staff to ensure the overall success of the company. This session will explore:

- Acting as a role model to your employees and leading them in the right direction
- Providing encouragement and inspiration when things get tough
- Involving everyone in the culture changes that take place
- Ensuring communication is key within your company

Presentation

Advantages of Outsourcing in Your Agency

Recently there has been a growing trend of home health agencies and hospices beginning to outsource portions of their daily operations. Using this method has been proven to lower overall costs, improve health program outcomes and increase possible new revenue streams. This session will give leaders an insight into this process and idea sharing on how to outsource within your agency.

- The overall environment and what are the benefits?
- Which functions should be retained and which should be outsourced?
- Best practices used and how to overcome the challenges

Presentation

Embracing the Rapid Increase of ACOs and Exploring the Opportunities It Could Bring into the Home Health Industry

New research estimates that there are a total of 522 accountable care organizations in the US and many home health industries and hospices are finding ways to be included. As more mergers and consolidations take place across the country existing home health agencies fear that ACOs will bypass the existing businesses and create their own. Therefore, home health and hospices must position themselves to prepare for this opportunity and be part of this partnership. This session will discuss:

- The current ACO and home health landscape
- Weighing the pros and cons of being part of the partnership
- Negotiation strategies and creating buy-in
- How much control will you have over care coordination?

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the executive delegation

The **Home Care Leadership Summit** delegates will include Presidents, CEOs, COOs and CFOs are carefully screened and selected according to the following criteria:

- **Company Revenue**
- **Scope of Responsibility**
- **Sign-off Authority**
- **Interest in Purchasing Products and Services**

Home Care Leadership Summit solution provider companies

To ensure the success of the **Home Care Leadership Summit**, **marcus evans** is pleased to partner with an exclusive number of leading companies that can provide valuable solutions and expertise to the attending senior-level decision-makers. Our summit model is strongly based on our ability to acquire the most innovative and cutting edge industry suppliers of key solutions and services for direct delivery to the delegation and their forward thinking corporations interested in staying ahead of the market.

The number of companies in each product or service category is strictly limited to ensure an appropriate overall balance. These meetings provide a forum for dialogue and information sharing, on organizational concerns and appropriate, corresponding solutions.

Home Care Leadership Summit solution provider product and service categorie

Accounting & Payroll	Marketing, Design & Communications
Background/ Criminal Record Screening	Medical Supplies & Equipment
Billing & Coding	Mergers and Acquisitions/ Financial
Compliance	Mobile Device
Consulting Services	Pharmacy
DME/HME	Platform Solutions
Emergency Call Systems	Private Equity
Fall and Wander management	Sleep Management
Home Care Consulting & Training	Recruitment & Staffing
Information Systems, Software & Support	Staff Development & Training
Insurance & Employee Benefits	Telehealth
Legal Services and Human Resources	Wireless Nurse Call
Location Services	

sample delegate schedule

Each attendee at the **Home Care Leadership Summit** receives a personalized itinerary based on their priority selections of conference sessions, business meetings and special networking events. Below is a sample of a personalized attendee schedule.

day 1

08:00 – 10:00 am	Event Registration
10:00 – 10:15 am	Chairperson Opening Remarks
10:15 – 11:00 am	Opening Keynote Presentation
11:00 – 11:30 am	Networking Coffee Break
11:30 – 01:00 pm	One-on-One Meetings
01:00 – 02:00 pm	Networking Luncheon
02:00 – 02:45 pm	Presentation
02:45 – 03:30 pm	Presentation
03:30 – 03:45 pm	Networking Coffee Break
03:45 – 05:15 pm	One-on-One Meetings
05:15 – 06:00 pm	Presentation
06:00 – 06:45 pm	Presentation
06:45 – 08:45 pm	Networking Reception

day 2

07:00 – 08:00 am	Networking Breakfast
08:00 – 08:45 am	Presentation
08:45 – 09:30 am	Presentation
09:30 – 09:45 am	Networking Coffee Break
09:45 – 11:15 am	One-on-One Meetings
11:15 – 12:00 pm	Panel Discussion
12:00 – 01:00 pm	Networking Luncheon
01:00 – 01:45 pm	Presentation
01:45 – 02:30 pm	Presentation
02:30 – 02:45 pm	Networking Coffee Break
02:45 – 04:15 pm	One-on-One Meetings
04:15 – 05:00 pm	Closing Presentation
05:00 – 05:15 pm	Chairperson's Closing Remarks

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what makes the Home Care Leadership Summit different

- A strictly invitation-only event; selection of delegates according to criteria such as scope of responsibility and size of company
- Restricted number of delegates in order to facilitate successful networking opportunities
- Personalized summit and meeting schedule to suit individual requirements and provide an efficient use of time
- Keynote presentations, case studies and interactive sessions by world-class industry experts and pioneers
- A relaxed but professional business environment, in which to explore new ideas, strategies and technical developments with industry colleagues, experts and peers
- Access to the secured summit website, providing information on other delegates and each solution provider prior to the event
- Individual pre-arranged one-on-one business meetings with senior representatives from key industry solution providers
- An invitation which covers one night accommodation, all Summit materials, meals and leisure activities during the Summit
- An opportunity to relax and enjoy the superb facilities at the prestigious Eau Palm Beach Resort and Spa

secured summit website

- Summit session overviews allow delegates to choose from a selection of summit and interactive sessions to best suit their business needs
- Presenter biographies determine which presenters are most likely to assist in benchmarking and improving initiatives
- Profiles of attending solution providers, offer relevant information to enable delegates to plan their personal event schedule
- Inform delegates of social activities taking place at the event
- Post-event summit documentation provides complete documentation of all executive presentations immediately after the Summit

the venue

Experience genuine renewal at Eau Palm Beach Resort & Spa. Situated oceanfront along the fabled treasure coast of South Florida, this Five-Star, Five Diamond beachfront resort is an exquisite welcome to Palm Beach with refined beauty, a graceful atmosphere, and impeccable service. The Eau Palm Beach has catered to the world's most discerning guests for almost 20 years. Embrace the casual, sophistication of Palm Beach – blend unexpected luxuries with the timeless elegance of the sea.

<http://eupalmbeach.com>

the organizers

The **marcus evans** group has over 30 years experience in the production of premium business events. Known globally for our unwavering dedication to quality and excellence, we aid our clients in achieving their strategic goals by providing market leading business intelligence otherwise inaccessible to them.

At **marcus evans**, we craft products that empower our clients to drive organizational growth and achieve effective decision-making. Our clients' focus on continuous improvement creates a strong basis for an ongoing dialogue, allowing us to evolve our abilities to address their needs successfully.

Developing major sector-focused business events, **marcus evans** provides unique networking opportunities across diverse industries and professions. We aim to meet all of your strategic information requirements through premium products delivered through a variety of media. We consider innovation to be vital. Our extensive proprietary analysis of our clients' business needs enables us to equip you with the tools you need for future success.

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target delegate companies at the Home Care Leadership Summit

Accentcare	Hospice of the Valley
Almost Family	Hospice Compassus
Amedisys	Interim
American Hospice	LHC Group, Inc
Aseracare Hospice	Nurse on Call
Bayada	Providence
Compassionate Care Hospice	Southern Care
Encompass	Seasons Hospice
Gentiva	Visiting Nurse Service of New York
Harden Healthcare	Vitas
HCR-Manor Care	

Very beneficial to meet directly with other healthcare leaders who are facing the same business challenges and opportunities. Also, the one-on-one meetings with solution providers allow for more focus on business solutions in an efficient manner.

Vice President, Operations AFFIRMA Rehabilitation,
Covenant Care

testimonials

This is an extremely professional and well run event. Fantastic opportunity to network, learn new ideas and collaborate – would highly recommend!

Vice President, Clinical Services
Five Star Senior Living

The event presentations were extremely informative providing current industry trends and issues needed to be addressed. The event also provided an opportunity to network with industry peers.

Chief Financial Officer
Smith Senior Living

As a first time **marcusevans** attendee, I had no idea what great networking opportunities would be available to me! It's also very nice to hear the thought-provoking, forward-thinking speakers.

Vice President, Clinical Services
Bethany Life

This Summit was of tremendous value to me by giving me the opportunity to hear pertinent strategies and options for today's changing healthcare environment. Pertinent and excellent information.

Senior Director of Reimbursement and Rehabilitation
Cantex Continuing Care Network

The best experience I have had with potential partners I have ever experienced.

Regional Vice President
Lutheran Senior Services