

HCAF HOMECARECON

32ND ANNUAL CONFERENCE & TRADE SHOW

THE FUTURE OF HOME CARE IN A
**BRAVE
NEW
WORLD**

500+

Home care professionals
in attendance

47

Education programs offering
professional development and
continuing education credits

60+

Expert speakers from all home care
sectors, the law, finance, HR,
sales and marketing, technology,
business intelligence, and more

90+

Leading vendors exhibiting
at the two-day Trade Show



Hilton Orlando Buena Vista Palace

PreCon Workshops: July 20, 2021
MainCon Sessions: July 21-23, 2021

Learn More and Register at HomeCareCon.com



THE FUTURE OF HOME CARE IN A

BRAVE NEW WORLD

Today, the home care industry is undergoing unprecedented challenges and changes. As we begin to emerge from the far-reaching effects of a global pandemic, providers in all segments of in-home care are grappling with multiple challenges.

Medicare providers are working through year two of the Patient-Driven Groupings Model (PDGM), no-pay Request for Anticipated Payment (RAP), as well as a phased-in approach to the Review Choice Demonstration (RCD).

On the private care side, providers face ever-increasing competition and innovations by new industry players, on top of labor laws and regulations, an increasing state minimum wage, and staffing challenges.

The Bottom Line...

Providers must be nimble and compliant to meet the growing needs of a continually aging population and thrive in the marketplace.

HomeCareCon is Florida's leading and largest home care event of the year. Hundreds of home care professionals, dynamic speakers, and industry leaders will converge at the Hilton Orlando Buena Vista Palace from Tuesday, July 20 through Friday, July 23 for four days of compelling content, robust solutions, networking, and more.

Home care providers will learn from industry experts and hear what it takes to maximize their business during our half-day educational workshops, open forums, general sessions, and breakout sessions, plus earn continuing education credits for their professional development!

Preview what's in store for attendees this summer, get the latest updates, and register online at **HomeCareCon.com**.



SCHEDULE AT-A-GLANCE



PreCon Workshops (Pre-Conference)

Tuesday, July 20, 8:00 AM-4:00 PM ET

MainCon Sessions (Main Conference)

Wednesday, July 21, 8:00 AM-4:30 PM ET

Thursday, July 22, 8:00 AM-5:00 PM ET

Friday, July 21, 8:00 AM-12:00 PM ET

Trade Show Marketplace

Wednesday, July 21, 11:45 AM-4:30 PM

Thursday, July 22, 8:00 AM-1:00 PM

Sponsored Networking Event

Thursday, July 22, 3:30-5:00 PM

ABOUT HCAF



The Home Care Association of Florida (HCAF) is the premier trade association for the Florida home care industry. Founded in 1989, HCAF exists to provide representation, communication, and advocacy for home care providers, and to give them the education and resources they need to deliver high-quality, cost-effective services to patients and clients at home.

HCAF represents both not-for-profit and for-profit providers, including Medicare- and Medicaid-certified home health agencies, and Private Duty (licensed-only) home care agencies. Associate members consist of organizations that provide products and services to in-home care providers.

For more information, including a directory of members and the benefits of membership, please visit HomeCareFLA.org.

CONTINUING EDUCATION



HCAF is an approved provider of continuing education for the following Florida licensing boards:

- Nursing
- Occupational Therapy
- Physical Therapy
- Speech-Language Pathology
- Accountancy

HCAF is pursuing credit hours for physical therapy on a program-specific basis. HCAF will notify CE Broker of attendee participation for the boards listed above, as well as to the Florida Department of Business and Professional Regulation for accountants. For updates on our progress in obtaining approval for credits by program, visit HomeCareCon.com/CEU.



2021 SPONSORS



REGISTRATION & VENUE

Register By June 23 for the Early Bird Discount!

Registration fees listed below apply to HCAF members only; prospective members pay double the listed fee. Find out more about the benefits of membership at HomeCareFLA.org/Benefits or call (850) 222-8967.

- **Full Conference** – \$865 (includes access to all workshops and sessions Tuesday, July 20 through Friday, July 23)
- **MainCon Only** – \$700 (includes access to all sessions Wednesday, July 21 through Friday, July 23)
- **PreCon Only** – \$250 (includes access to two half-day workshops on Tuesday, July 20)
- **MainCon Wednesday, July 21 Only** – \$330
- **MainCon Thursday, July 22 Only** – \$330
- **MainCon Friday, July 23 Only** – \$240

WEDNESDAY, JUNE 23
Early Bird Discount
Registration & Hotel
Block Deadline!

Stay in Style at the Host Hotel

An official Walt Disney World® Hotel, Hilton Orlando Buena Vista Palace is connected via a pedestrian sky bridge to Disney Springs® and includes more than 150 dining, shopping, and entertainment venues. The resort offers diverse options for dining throughout the day, from the convenient Citrus 28 grab-and-go marketplace and the Shades Pool Bar & Grille featuring casual fare and frost beverages, to Sunnies lobby bar featuring hand-crafted cocktails and light bites. The following rates are per night based on the number of adults staying in the room (taxes not included).

Single Rate: \$189 | **Double Rate:** \$189 | **Triple Rate:** \$209 | **Quad Rate:** \$229

Learn about the optional resort fee (no added charge if booking in the HCAF block), discounted theme park tickets, and more at HomeCareCon.com/venue. Book your stay online at <https://book.passkey.com/e/50146711>, or call (407) 827-2727 and reference the HCAF group code "HCA". *The deadline to book your stay at the group rate is Wednesday, June 23!*



Empowering Care Anytime, Anywhere

Axxess is the industry leading home healthcare technology company, providing software solutions that help improve care, increase revenue, streamline operations and address staffing needs for more than 7,000 home health, home care, and hospice organizations.

TUESDAY, JULY 20, 2021

PreCon Workshops

Meals | Meetings | Networking | Etc.

- **Registration:** 8:00 AM-4:00 PM, Citron Registration
- **Breakfast:** 8:00-8:50 AM, Citron Foyer
- **Morning Break:** 10:30-10:45 AM, Citron Foyer
- **Lunch:** 12:00-12:50 PM, Citron Foyer
- **Afternoon Break:** 2:30-2:45 PM, Citron Foyer

9:00 AM

**PDGM Past,
Present & Future**
(Gaboury)

**The DNA of a
Self-Replicating
Business**
(Nobles)

**Emergency
Preparedness:
2020 Lessons Learned**
(Gates/Griffin/Osburn)

Palmetto GBA Workshop
(Brogdon/Canaan/
Pressley-Callahan/
Wilkins)

1:00 PM

HR: Leading In & Through the Pandemic Crisis
(Henderson)

**Review Choice Demonstration: Where We Are,
Where We Are Going** (Griffin/Harrison/Wilkerson)



PDGM Past, Present & Future

Melinda Gaboury, Healthcare Provider Solutions

Crazy to realize that the Patient-Driven Groupings Model (PDGM) has a past! What has been learned through the implementation of the PDGM? What are we currently dealing with as the payment model evolves? What do we have to look forward to? This workshop will provide pertinent and insightful statistics and data from years past; evaluate the implementation of the No-Pay Request for Anticipated Payment (RAP); review details of the 2022 Medicare proposed rule; discuss the new COVID-19 diagnoses; and review details of the Notice of Admission (NOA) coming soon.

🕒 9:00 AM-12:00 PM 📍 Citron North-Central



The DNA of a Self-Replicating Business

Clint Nobles, Home Care Ops

This workshop will teach you how to transform your agency's daily operations into a consistent experience that drives your bottom line and turns routine actions into moments of engagement that create self-replicating results.

🕒 9:00 AM-12:00 PM 📍 Meyer 2



Emergency Preparedness: 2020 Lessons Learned

Theresa Gates, Beyond Home Health Services; J'non Griffin, SimiTree Healthcare Consulting; Jennifer Osburn, SimiTree Healthcare Consulting

This workshop will address the impacts of COVID-19, the 2020 hurricane season, and the 2021 winter storms as they relate to emergency preparedness plans. Attendees will learn which regulations and plans worked and which didn't, and be able to put this information to use in order to enhance preparedness going forward.

🕒 9:00 AM-12:00 PM 📍 Citron East



Palmetto GBA Workshop

Elizabeth Brogdon, Charles Canaan, MaKisha Pressley-Callaham & Cara Mia Wilkins, Palmetto GBA

Palmetto GBA's objective is to have educated and astute providers who know how to accurately and skillfully apply the information they learn to their documentation and billing practices. This workshop is designed to equip home health providers and their staff with the tools to achieve this, with a focus on coverage, documentation requirements, the most common billing errors, and hints and tips to avoid them. Additionally, this workshop will focus on current hot topics, which include the Review Choice Demonstration (RCD), how to successfully navigate eServices, Request for Anticipated Payment (RAP) changes, final rule updates for 2021, and much more! This workshop will provide insight for home health agency staff at all levels so don't miss this opportunity to hear directly from your Medicare Administrative Contractor and get answers to your questions.

🕒 9:00 AM-12:00 PM 📍 Citron West



HR: Leading In & Through the Pandemic Crisis

Greg Henderson, Whirks

The COVID-19 pandemic has changed the way we do business, likely forever. More businesses than ever have grown comfortable with the idea of a remote workforce and have shifted office staff and others to permanent remote work. Furthermore, employees are looking to stay with or transfer to companies that will allow them the flexibility of working from home, having realized the value of remote work. A remote workforce has its own challenges, however — how do you know your remote workers are satisfied? Are you getting the feedback needed from your team to ensure the continued success of your agency? Join seasoned HR professional Greg Henderson as he shares his expertise in creating a company culture that will inspire feedback from staff, thereby increasing employee engagement and lowering turnover.

Attendees of this workshop will gain insight into best hiring practices; boost overall performance through Key Result Area (KRAs); improve morale and engagement with a well-designed feedback strategy; and learn how unconventional methods of attracting and retaining the next group of employees is needed.

🕒 1:00-4:00 PM 📍 Meyer 2



Review Choice Demonstration: Where We Are, Where We Are Going

J'non Griffin, SimiTree Healthcare Consulting; Kathy Harrison, Visiting Nurse Association of Florida; Kim Wilkerson, SimiTree Healthcare Consulting

Some agencies are in first-round selections, some are in second-round selections, and some agencies are unsure of where to go from here. This workshop features a panel discussion on what we have seen with pre-claim review (PCR) submissions and how to decide which is the best level to choose on your second choice. Bring your questions to this informative program!

🕒 1:00-4:00 PM 📍 Citron East

WEDNESDAY, JULY 21, 2021

MainCon Sessions

Meals | Meetings | Networking | Etc.

- **Registration:** 7:30 AM-3:00 PM, Citron Registration
- **Breakfast:** 8:00-8:50 AM, Citron Foyer
- **Welcome & Excellence in Home Care Awards:** 8:15-8:50 AM, Citron North-Central
- **Morning Break:** 10:00-10:15 AM, Citron Foyer
- **Lunch:** 11:45 AM-12:45 PM, Citron Foyer
- **Trade Show:** 11:45 AM-4:30 PM, Palm Event Center
- **Lounges & Charging Stations:** 11:45 AM-4:30 PM, Palm Event Center
- **Afternoon Break:** 2:05-2:20 PM, Citron Foyer
- **Prizes, Exhibits & Networking:** 3:10-4:30 PM, Palm Event Center

8:15 AM	Welcome & 9th Annual Excellence in Home Care Awards				
9:00 AM	Reclaiming Our Story, Transforming Our Lives: Rebuilding a Healthier Era of Health Care (Cheatham)		What's in Your Sales and Marketing Playbook? (Lee)		
10:15 AM	Home Care & Hospice: A National Update 2021 (Dombi)	Building a Data-Driven Culture (Lang/Simione)		Growing Your Business Through Collaborative Marketing and Streamlined Operations (Nobles)	
12:45 PM	ICD-10 Coding: Destination Success (Minton)	Lessons Learned in Pre-Claim Review (Selman-Holman/ Northcutt)	Managed Care Trends, Changes, and Challenges (Smith)	Servant Leadership: Learning to Lead from Behind (Dalton)	Wound Care Patient Outcomes Under the PDGM (Attaya/Payne)
2:20 PM	Proven Solutions for Caregiver Recruiting and Retention in Home Health, Hospice, and Private Duty (Allen/Tweed)	Best Practices in Getting Ready for a Transaction Today (Tinsley/Bogan/ McDevitt/Dornfeld)	Revenue Cycle Management: Don't Leave Money on the Table! (McKelvey-Pierre)	Review Choice Demonstration Non-Affirmations and Denials: Appeals and Options (Osentoski)	Closing the Knowledge Gaps on Palliative Care (Tolson)
3:10 PM	Prizes, Exhibits & Networking				

Excellence in Home Care Awards

WEDNESDAY, JULY 21, 2021 • 8:15 AM • CITRON NORTH-CENTRAL

Since 2013, HCAF's annual Excellence in Home Care Awards have recognized home care professionals for their dedication to the provision of quality home care and for their exemplary service to those they serve. These individuals don't just represent home care — they are the essence of home care. Professionals are recognized in the following categories:

- **Terri Santangelo Outstanding Leader Award** – This award is in honor of HCAF's beloved former president, Terri Santangelo, who was taken from her loving family, friends, and her colleagues too soon on May 16, 2013. The recipient of this award will exemplify all the qualities that Terri consistently displayed as a true leader in the home care industry and will honor a home care clinical or office supervisor who has made outstanding contributions in motivating staff to achieve excellence in home care service.
- **Outstanding Professional Caregiver Award** – This award honors a professional clinician who is directly involved in day-to-day home care services and who has consistently provided outstanding service to patients in their homes.
- **Outstanding Paraprofessional Caregiver Award** – This award honors a paraprofessional caregiver who is directly involved in day-to-day home care services and who has consistently provided outstanding service to patients in their homes.





Reclaiming Our Story, Transforming Our Lives: Rebuilding a Healthier Era of Health Care

Dr. Carla Cheatham, Carla Cheatham Consulting Group

Caring for others is already challenging. The recent experiences of our country and world have made doing so that much more difficult. As we seek to recover and rebuild our world, our industry, and ourselves, what lessons can we carry forward to create a new and healthier way of doing health care? This presentation will discuss the challenges we have faced within and without, the pain points made that much more clear by recent crises, and what post-traumatic growth and emotional intelligence can teach us about ways to not simply get through but thrive beyond to a healthier future.

🕒 9:00-10:00 AM 📍 Citron North-Central



What's in Your Sales and Marketing Playbook?

Melynda Lee, SimiTree Healthcare Consulting

Every successful team has a playbook. Your organization should, too! Hear from experts about how to create a playbook to ensure your sales and marketing team employs the best practices to compete in the marketplace to grow your business.

🕒 9:00-10:00 AM 📍 Citron East



Home Care & Hospice: A National Update 2021

William Dombi, Esq., National Association for Home Care & Hospice

It has been a tumultuous period for health care. It has also been a time when the awareness and respect for health care at home has grown significantly. This program provides a detailed overview of federal policy actions that affect home care and hospice with up to the minute information on what Congress and the Biden Administration may do throughout the rest of the year. The program will cover the wide world of health care at home, including home health, Private Duty, and hospice care.

🕒 10:15-11:45 AM 📍 Citron North-Central



Building a Data-Driven Culture

Christina Lang & Michael Simione, SimiTree Healthcare Consulting

Organizations have the greatest opportunity for success when various parts of the company are working cohesively towards a common goal — this is especially true for operations and finance within a home health agency or hospice. While individuals in these roles often approach their day-to-day work from a different perspective and background, there is a lot of room for communication, collaboration, and coordination to provide the highest level of care and optimal organizational results. Data can become the common language spoken across departments that allows your organization to reach its strategic goals. During this session, the presenters will provide recommendations for the most valuable and critical metrics, effective approaches to analyze the data, and strategies for communicating the role each department and individual plays in driving the data and the results. This session will allow agencies to build a data-driven culture that promotes accountability and teamwork that can help operational and finance leaders work together to drive organizational success.

🕒 10:15-11:45 AM 📍 Citron West



Growing Your Business Through Collaborative Marketing and Streamlined Operations

Jessica Nobles, Home Care Ops

Marketing, making connections, and building referral relationships can be expensive and time-consuming...but it doesn't have to be! During this session, you will learn how to market your brand and build authority through consistent, repeatable systems based on streamlined operations, touch-point connections, and collaborative engagements that produce results.

🕒 10:15-11:45 AM 📍 Citron East



WEDNESDAY, JULY 21, 2021

MainCon Sessions

continued



ICD-10 Coding: Destination Success

Nanette Minton, MAC Legacy

This educational presentation explores the respiratory anatomy, systems, diseases, and coding guidelines for each. In addition, the attendee will learn very detailed guidance from the *Complete Home Health ICD-10-CM Diagnosis Coding Manual* when coding COVID-19 and related illnesses. Teaching methods include practical case scenarios, group discussion, and questions and answers.

🕒 12:45-2:05 PM 📍 Meyer 2



Lessons Learned in Pre-Claim Review

Lisa Selman-Holman & Teresa Northcutt, Selman-Holman, A Briggs Healthcare Company

We've experienced the challenges and pitfalls of pre-claim review (PCR) firsthand as over 1,000 claims are processed each week in PCR. During this session, the presenters will discuss the common reasons to hold an episode prior to submission, what works and what doesn't, what you need to do to keep up with the workload of PCR, and what improvements need to be made in the documentation. The presenters will also share data and tools to make the process more streamlined.

🕒 12:45-2:05 PM 📍 Citron North-Central



Managed Care Trends, Changes, and Challenges

Nanette Smith, Managed Care Consultants of Florida

The continued momentum of Medicare Advantage and managed care plans creates a formidable financial challenge for post-acute care providers that can quickly disrupt the tempo of operations. This session will consider the integration of managed care payors into a provider's census mix and best practices for successful financial outcomes. The discussion will also delve into national- and state-level trends, emerging health plans and industry consolidation, and contracting challenges today and in the future.

🕒 12:45-2:05 PM 📍 Meyer 1



Servant Leadership: Learning to Lead from Behind

John Dalton, Optimum RTS

This session will define servant leadership, discuss techniques to implement servant leadership, and educate attendees about how to mentor future leaders.

🕒 12:45-2:05 PM 📍 Citron East



Optimizing and Managing Wound Care Patient Outcomes Under the PDGM

Chris Attaya, Strategic Healthcare Programs & Sue Payne, Corridor

Wound care patients are the most expensive to care for in home health. Under the Patient Driven Groupings Model (PDGM) case-mix recalibration, agencies have a better chance to be successful. Understanding how wounds compare to other PDGM clinical groupings is a start. Managing utilization and supplies, and employing technology will help to improve outcomes and profitability. Join the presenters in a deep dive session with case studies to optimize and manage wound care patients under the PDGM.

🕒 12:45-2:05 PM 📍 Citron West



Conquering the Crisis: Proven Solutions for Caregiver Recruiting and Retention in Home Health, Hospice, and Private Duty Care

Nancy E. Allen, Solutions for Care & Stephen Tweed, Leading Home Care...A Tweed Jeffries Company

If you can't find and keep caregivers, you can't serve your clients and grow your agency. It's as simple as that. Today, there is a major crisis facing home health, hospices, and home care organizations. There are simply not enough front-line caregivers — nurses, therapists, home health aides, and personal caregivers — to meet the huge demands of our aging population and a highly competitive in-home care marketplace..

🕒 2:20-3:10 PM 📍 Citron North-Central



Best Practices in Getting Ready for a Transaction Today

Rich Tinsley, JD, Stoneridge Partners; Ben Bogan, JD, Stoneridge Partners; Coley McDevitt, Stoneridge Partners; Lani M. Dornfeld, Esq., Brach Eichler LLC

In today's environment, getting ready for and driving the best outcome in a transaction are not easy. During this session, industry leaders will address what can and should be done prior to listing a home care agency for sale, which will deliver high possible valuation and shorten the sales cycle. Planning for, reviewing, and assuring that clinical, operational, and financial records and processes truly show that the right data is readily available from the right sources. Specific steps that should be taken in preparation will be laid out, and the importance of each will be weighed.

🕒 2:20-3:10 PM 📍 Citron West



Revenue Cycle Management: Don't Leave Money on the Table!

Petria McKelvey-Pierre, Precision Medical Billing

In this day and age of high-deductible health plans and insurance companies pushing more and more of the financial responsibility to patients, health care providers need to know and understand the importance of making patients priority #1 when it comes to getting reimbursed. This session will equip providers with the guidelines and tools needed to be proactively pursuing payment before services are delivered or at the time of service, instead of — like in the olden days — providers having to send a statement a month or two after services and been performed.

🕒 2:20-3:10 PM 📍 Meyer 2

- Medicare Cost Reports
- Financial Schedules 1-7
- Health Care Accounting

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WEDNESDAY, JULY 21, 2021

MainCon Sessions

continued



Review Choice Demonstration Non-Affirmations and Denials: Appeals and Options

Joe Osentoski, Gateway Home Health Coding & Consulting

While the goal of submitting claims in the Review Choice Demonstration (RCD) project is to obtain provisional affirmation or payment, not all claims may end up achieving this status. At that time the home health agency is faced with a choice of what to do with the claim: write it off as non-billable or appeal and seek payment. Even with the unlimited ability for resubmission under Pre-Claim Review (Choice 1), some claims will not achieve a provisional affirmation status. If the home health agency feels strongly that their claim is valid and there was a demonstrated skilled need for the provision of home health services, submitting the claim for final billing will generate an automatic denial. And for the Additional Development Request (ADR) pre-payment (Choice 2 and Choice 5) and post-payment (Choice 4) options, an unfavorable decision only gives one option to obtain payment: appeal the denial.

This presentation provides an overview of the RCD choices, agency options for a non-affirmed or denied claim, and preventive measures that minimize the chances of an unfavorable RCD claim submission. This uses common denial reasons (applicable to the ADR choices) and non-affirmation reasons (for pre-claim reviews) and addresses how to prevent these for a smoother RCD experience. The process for filing appeals is also covered. Other areas covered include physician face-to-face (F2F) issues, certification deficiencies, and the most common medical necessity denials, including therapy documentation. A thorough walk-through of F2F encounter requirements and how the F2F content links with the Patient-Driven Groupings Model (PDGM) payment and possible denials or non-affirmations is covered. How these are applied to appeals for denied claims will also be reviewed..

🕒 2:20-3:10 PM 📍 Citron East



Closing the Knowledge Gaps on Palliative Care

Becky Tolson, Accreditation Commission for Health Care

During this session, we will cover the history, characteristics, and patient qualifications related to palliative care. We will also discuss palliative care in comparison to hospice and the benefits palliative care in a community setting can provide to patients, families, caregivers, and the health care system.

🕒 2:20-3:10 PM 📍 Meyer 1



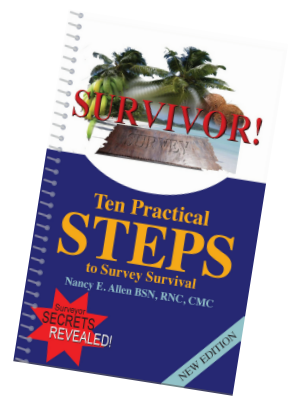
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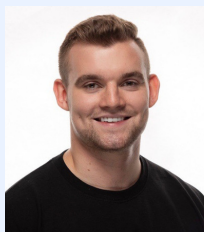
- RCD/Medical Review
- QAPI consulting
- ADRs
- And more

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Meet the Speakers

Nancy E. Allen
William Ashton
Chris Attaya
Ben Bogan, JD
Elizabeth Bogdon
Charles Canaan



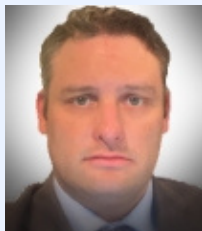
Amy Cassata
Dr. Carla Cheatham
Arnie Cisneros
James Cohen
Adam Corcoran
Christina Crumbley



John Dalton
Dave Davidson, Esq.
William Dombi, Esq.
Lani M. Dornfeld, Esq.
Patricia Drea
Kristen Duell



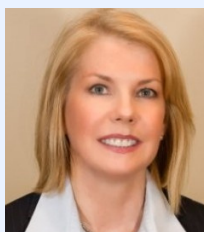
Michael Ferris
Melinda Gaboury
Theresa Gates
Justin Gold
Siobhan Gibney Gomis
Irina Gorovaya



J'non Griffin
Katherine Harrison
Greg Henderson
Grant Kindrick, Esq.
Bob King, Esq.
Brandi Kurtyka



Christina Lang
Melynda Lee
Meg Mairn-Craig
Kimberly McCormick
Coley McDevitt
Sherry McGowan





Petria McKelvey-Pierre
 Carissa McKenna
 Chris Mercer
 Holly Miller
 Nanette Minton
 Clint Nobles

Jessica Nobles
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 Jennifer Osburn
 Joe Osentoski
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 MaKisha Pressley-
 Callahan
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 Lisa Selman-Holman
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 Nanette Smith
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 Kim Spence
 Apryl Swafford
 Rich Tinsley, JD

Becky Tolson
 Malka Trump
 Stephen Tweed
 Jeanne E. Tyre
 Terra Vicario
 Linda Ward

Kimberly Wilkerson
 Cara Mia Wilkins

THURSDAY, JULY 22, 2021

MainCon Sessions

Meals | Meetings | Networking | Etc.

- **Registration:** 7:30 AM-3:30 PM, Citron Registration
- **Breakfast:** 8:00-8:50 AM, Citron Foyer
- **Prizes, Exhibits & Networking:** 8:50-9:50 AM, Palm Event Center
- **Trade Show:** 8:00 AM-1:00 PM, Palm Event Center
- **Lounges & Charging Stations:** 8:00 AM-1:00 PM, Palm Event Center
- **Private Duty Task Force Meeting:** 9:00-10:00 AM, Tangerine 4
- **Morning Break:** 9:45-10:15 AM, Citron Foyer
- **Lunch:** 12:00-12:50 PM, Citron Foyer
- **Afternoon Break:** 1:50-2:10 PM, Citron Foyer
- **Puppy Love, Prizes, Sponsors & Networking:** 3:30-5:00 PM, Veranda & Patio

8:50 AM	Prizes, Exhibits & Networking				
10:00 AM	Advancing SNF-at-Home for Wound Care Patients (Cassata/Gibney Gomis)	Practical Guide to Home Health Competency (Gorovaya)	How Operational Metrics Guide Marketing Strategy (Gold)	Identifying, Vetting, and Hiring Top Talent (Scharber)	Working Out the Kinks of NOMNCs and QIO Appeals (Smith)
11:00 AM	Future Forward: Navigating the New Sales Mindset (Ferris/Miller)	Your 2021 Employment Law Update (King)	Survey Readiness is NOT Optional! What Can Providers Do... (Skehan)	Women Working for Retirement (Tyre/Ward)	IMPACT Act Changes Part 1 of 2 (Cisneros/McCormick)
1:00 PM	Startup Success (Crumbley)	Unharnessing the Power of Culture to Recruit, Inspire, and Retain Caregivers (Kurtyka)	Anti-Kickback Issues Provider Contracts to Marketing Arrangements (Davidson)	IMPACT Act Changes Part 2 of 2 (Cisneros/McCormick)	
2:10 PM	How to Dominate Long-Term Care Insurance Referrals (Corcoran)	No-Pay RAP & Notice of Admission: Guidance for Success (Gaboury)	PDGM, Documentation, and Utilization (Griffin)	Fine Tune the Start of Care Visit (Selman-Holman/Northcutt)	Dipping Our Toes Into OASIS-E (Swafford)
3:30 PM	Puppy Love, Prizes, Sponsors & Networking				



Advancing SNF-at-Home for Wound Care Patients

Amy Cassata & Siobhan Gibney Gomis, Swift Medical

Overwhelmingly, patients want to receive care in their homes. This reality has been accelerated with the COVID-19 pandemic, as many patients opt for care in the home rather than care in a skilled nursing facility (SNF). As a result, more and more health care organizations are adopting "SNF-at-Home" models of care, where home health agencies seek to provide care for higher acuity patients in their home — patients that would have formerly gone to SNF. It is estimated that 25% of short-stay SNF patients could be cared for with this model — one that has the power to increase patient convenience, reduce costs, and improve quality of care. This new model is especially relevant for wound care patients, who often require complex, chronic care for extended periods of time — with a wound taking 311 days to heal on average. It is believed that approximately 40% of SNF-at-Home patients will require wound expertise, either because of a past wound, a present wound, or because they are at a high risk of developing a wound. Home health agencies that develop a SNF-at-Home program that focuses on wound care will have a unique opportunity to expand their business, develop trusted partnerships with referral partners, and, most importantly, help more patients receive care in the setting they prefer the most — their own home. This presentation will provide best practices, techniques, and case studies to help home health agencies evaluate and implement wound care-focused, SNF-at-Home programs.

🕒 10:00-10:50 AM 📍 Citron West



A Practical Guide to Home Health Competency Program

Irina Gorovaya, Amity Healthcare Group, LLC

The Centers for Medicare & Medicaid Services (CMS) requires home health agencies and their staff to comply with accepted professional standards and principles that apply to professionals furnishing services in a home health agency. One of the methods to achieve compliance with this requirement is an effective and robust home health competency program.

The complexity and acuity level of patients in home health necessitates that staff participates in ongoing training, skills development, and competency evaluation to ensure they have the knowledge, skills, and abilities to provide individualized patient care in an effective and safe way.

A successful competency program has proven to increase clinicians' confidence and professional advancement, as well as improve patient outcomes.

🕒 10:00-10:50 AM 📍 Meyer 2



How Operational Metrics Guide Marketing Strategy

Justin Gold, Helping Hand Nursing Services

Current calculations for the average client lifetime value and the average client acquisition costs can be improved by using a weighted average based on referral source type. Calculating the average client lifetime value and the average cost of acquisition as a function of referral source type using billable hours and length of service provides a more accurate way to make strategic marketing decisions, refine existing marketing budgets, develop marketing budgets for specific referral source types, and increase return on investment. This data can be further used to ensure that there is a correct proportion between the percentage of referrals from a referral source type and the percentage of revenue from that referral source type.

🕒 10:00-10:50 AM 📍 Citron East



Destination Talent: Steps for Identifying, Vetting, and Hiring Top Talent for Home- and Community-Based Care

Eric Scharber, SimiTree Healthcare Consulting

The hiring process can be a heavy lift if you are not taking key steps to ensure an effective search. From cultivating and vetting candidates through interviews, evaluation, and selection, Eric Scharber will help make your next organizational hire a more timely and successful effort, paving the way for the successful onboarding of a new team member for maximum impact. Explore timing, approaches, and lessons learned from over 20 years of experience in the staffing/recruiting and executive search industry.

🕒 10:00-10:50 AM 📍 Citron North Central



Working Out the Kinks of NOMNCs and QIO Appeals

Nanette Smith, Managed Care Consultants of Florida

The Quality Improvement Organization (QIO) reviews thousands of appeals annually. In 2019, approximately 50% of Florida appeals submitted were terminated due to technical failures which were often the fault of the submitting provider. These failures can result in substantial revenue loss to the provider. Multi-faceted, these failures include issues with the Notice of Medicare Non-Coverage (NOMNC), records submission, and meeting deadlines. This session reviews the basics of NOMNCs, how to respond to a QIO appeal request, and how to avoid common mistakes.

🕒 10:00-10:50 AM 📍 Meyer 1

THURSDAY, JULY 22, 2021

MainCon Sessions

continued



Future Forward: Navigating the New Sales Mindset

Michael Ferris, Healthcare Strategica, LLC & Holly Miller, PlayMaker Health

2020 brought a complete restructuring of sales to adjust to the new pandemic realities. We can never go back to the old way of selling. With that in mind, home health and hospice agencies need to create a new sales mindset, one that uses what we've learned and prepares them for 2021 and beyond. Join Mike Ferris, home health and hospice sales expert, and Holly Miller, Chief Revenue Officer of PlayMaker Health, for an interactive, fast-paced session on creating a high-performing sales team from the inside out.

🕒 11:00-11:50 AM 📍 Meyer 2



Your 2021 Employment Law Update

Bob King, Esq., Legally Nanny®

This informative and comprehensive presentation will cover the most pressing COVID-related questions. Topics will include requiring or "encouraging" caregiver COVID-19 vaccinations and the wage and hour and employment law issues involved, client requests for vaccinated caregivers, dealing with patients/clients infected with COVID, and COVID-related leaves of absence. We also will engage the audience by soliciting questions before the presentation to answer during our talk.

🕒 11:00-11:50 AM 📍 Citron East



Survey Readiness is NOT Optional! What Can Providers Do in 2021 and Beyond?

Kimberly Skehan, SimiTree Healthcare Consulting

With the home health industry under increased regulatory scrutiny, there has been a significant increase in survey deficiencies and focused survey challenges for both sectors. This program will provide an overview of the most problematic survey issues impacting home health providers in 2020 and 2021, and identify strategies and resources that providers can use to establish an ongoing survey-readiness culture and process within their organizations.

🕒 11:00-11:50 AM 📍 Citron West



Women Working for Retirement

Jeanne E. Tyre, Mutual of America & Linda Ward, Gulfside Healthcare Services

Let's discuss women and retirement. During this session, the presenters will talk about the challenges women face, how to plan for a more financially secure retirement, and what you should do right now. A case study will also be assessed, which demonstrates why having a good retirement plan helps attract, retain, and educate employees about saving for their retirement.

🕒 11:00-11:50 AM 📍 Meyer 1



Managing Home Health for Ongoing Success with IMPACT Act Changes: Targets to Address for Performance in the Value Era (2-Part Series)

Arnie Cisneros & Kimberly McCormick, Home Health Strategic Management

IMPACT Act reforms have altered the home health industry under the Medicare Patient-Driven Groupings Model (PDGM), and the changes will continue over the next few years. Providers have modified care processes in response to these Value Reforms, but most agencies struggle in terms of clinical outcomes and financial margins. Clinical staff hasn't internalized the volume to value shift, and what that means operationally in terms of care delivery. Competition for patients will continue to increase, and what we do with patients in terms of outcomes is more important than ever. Medicare Payment Advisory Commission (MedPAC) recommendations for IMPACT Act implementation outline goals for the home health of tomorrow, but most providers are still on the path to rewiring for PDGM success. Many front-line clinicians haven't internalized the changes, and historical home health behaviors compromise value outcomes and fiscal margins. Considering that future IMPACT Act reforms build on PDGM processes for increasingly efficient episodes, it is essential to hard-wire value protocols today.

Where are the opportunities to drill down PDGM processes for immediate improvements that deliver improved clinical and financial outcomes? How are your outcomes compromised at different points in the intake to discharge phase? What areas of your agency will you find are working in opposition to PDGM goals and processes based on legacy home health behaviors? How do your veteran clinicians perform under the new value models? Have you established value-based metrics to assure your PDGM processes continue to evolve? This two-part progressive presentation addresses these questions that will define home health success today and tomorrow. Case studies, PDGM outcome data, clinical staff immersion, back office, and in-episode care management are just a few of the areas we will examine for value era opportunities. Under the PDGM, efficient clinical management produces improved clinical and financial results, and this session will start you and your agency on that path today!

🕒 Part 1: 11:00-11:50 AM • Part 2: 1:00-1:50 PM 📍 Citron North-Central

Startup Success

Christina Crumbley, Tidal Healthcare Consulting, LLC

Since the lifting of the Centers for Medicare & Medicaid Services (CMS) enrollment moratorium, more and more providers are entering the home health arena. Licensure and certification are just the beginning of the myriad of complicated demands of home health. A clear understanding of regulations and requirements is needed to reach and maintain success in the home health sector. This session is for startup agencies to learn the operational, clinical, and marketing requirements necessary to run a compliant and prosperous agency.

🕒 1:00-1:50 PM 📍 Meyer 2

Unharnessing the Power of Culture to Recruit, Inspire, and Retain Caregivers

Brandi Kurtyka, myCNAjobs

Over the past year (and then some...), the world has experienced a global pandemic, an increasing demand for care, a fear of vaccination, and record-high unemployment rates. Caregivers, like all of us, had their world flipped upside down. Join us for a session on trends and culture. Together, we will explore how creating a culture of care internally can be your biggest weapon to recruit, retain, and engage caregivers.

🕒 1:00-1:50 PM 📍 Citron West



THURSDAY, JULY 22, 2021

MainCon Sessions

continued



Anti-Kickback Issues in Health Care: From Provider Contracts to Marketing Arrangements

Dave Davidson, Esq., Florida Healthcare Law Firm

Health care is among the most regulated industries in America. Providers must understand and comply with both federal and state laws or be subject to investigations, legal proceedings, or worse. One of the most important federal laws in healthcare is the Anti-Kickback Statute, which covers any arrangement where even one purpose of payment is to induce referrals for items or services reimbursable by Medicare. While exceptions do apply, violations of the statute are punishable by fines and/or imprisonment. Florida Board-certified attorney Dave Davidson will present the far-reaching implications of this complicated federal law and educate providers with proactive compliance guidance.

🕒 1:00-1:50 PM 📍 Citron East



How to Dominate Long-Term Care Insurance Referrals

Adam Corcoran, Golden Care

10,000 people per day turn 65, and 70% of individuals over the age of 65 are expected to require three or more years' worth of long-term care. In this session, you will learn how to master the art of building incredible revenue through long-term care (LTC) insurance clients. Certified LTC Expert Adam Corcoran has generated multi-million dollar revenues by marketing exclusively to LTC clients. Now, he takes you step-by-step through how he does it. From sitting at the kitchen table to standing before a crowd of prospective referral partners, you will learn from one of the industry's top minds on long-term care.

🕒 2:10-3:30 PM 📍 Citron East



No-Pay RAP & Notice of Admission: Guidance for Success

Melinda Gaboury, Healthcare Provider Solutions

Medicare home health reimbursement has been impacted greatly by the implementation of a no-pay Request for Anticipated Payment (RAP) and a penalty if it is filed untimely. This session will review the most recent status of edits that are causing issues and how to request an exception to the penalty. In addition, the no-pay RAP will be replaced completely in 2022 with the Notice of Admission (NOA). The NOA will bring its own challenges and stands to impact home health dramatically. This session will help smooth the wrinkles.

🕒 2:10-3:30 PM 📍 Citron North-Central



PDGM, Documentation, and Utilization

J'hon Griffin, SimiTree Healthcare Consulting

The lessons we have learned over the last year have taught us that we can provide positive patient outcomes and decrease utilization. Does your documentation support your utilization? We know the Centers for Medicare & Medicaid Services (CMS) will be looking at agencies that drastically reduced utilization under the Patient-Driven Groupings Model (PDGM). Be prepared to have your records scrutinized! In this interactive session, we will discuss utilization patterns in Florida and how you compare to the national average.

🕒 2:10-3:30 PM 📍 Citron West



Fine Tune the Start of Care Visit

Lisa Selman-Holman & Teresa Northcutt, Selman-Holman, A Briggs Healthcare Company

The start of care visit presents challenges: establish rapport with patient/family; assess all aspects of the patient; provide essential education; meet the Medicare Conditions of Participation; answer Outcome and Assessment Information Set (OASIS) items accurately; document completely; contact the physician for approval; coordinate care with others...the expectations seem endless! During this session, the presenters will walk you through the process and share tips to successfully navigate the start of care visit.

🕒 2:10-3:30 PM 📍 Meyer 1



Dipping Our Toes Into OASIS-E

Apryl Swafford, SimiTree Healthcare Consulting

During this session, participants will explore the new Outcome and Assessment Information Set (OASIS) version, OASIS-E. This session will cover the proposed modifications, changes, deletions, and qualify measure changes from OASIS-D1 to OASIS-E. These changes were proposed by the Centers for Medicare & Medicaid Services (CMS) in March 2020 and, if implemented, would be the most sweeping changes since the inception of OASIS in 2000. Join a home health veteran to get a head start on learning and mastering the new OASIS-E.

🕒 2:10-3:30 PM 📍 Meyer 2

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FRIDAY, JULY 23, 2021

MainCon Sessions

Meals | Meetings | Networking | Etc.

- **Registration:** 8:00-10:45 AM, Citron Registration
- **Breakfast:** 8:00-8:50 AM, Citron Foyer
- **Morning Break:** 10:30-10:45 AM, Citron Foyer

9:00 AM

**Agency for Health Care Administration
Regulatory Update** (Smook)

COVID-19 Liability for Health Care Providers
(Kindrick)

10:45 AM

**How to Promote a
Culture of
Innovation**
(Drea/McGowan)

**Value-Based
Purchasing:
Potential
Nationwide Rollout
Impact Analysis**
(Gaboury)

**Using Data to
Optimize Emergency
Management
Planning**
(Mairn-Craig)

**Forward Thinking:
The Critical Role
of Discharge
Planning in LUPA
Management**
(McKenna)

**Medicare
Advantage:
Creating Success
in the Future of
Health Care**
(Puskarich)



Agency for Health Care Administration Regulatory Update

Kimberly R. Smook, Agency for Health Care Administration

The latest statutory and regulatory updates from the Florida Agency for Health Care Administration, including changes related to licensure, emergency preparedness, surveys, and more, plus learn about the new Excellence in Home Health Award program and get your questions answered!

🕒 9:00-10:30 AM 📍 Citron North-Central



COVID-19 Liability for Health Care Providers

Grant Kindrick, Esq., BBDG Law

Governor Ron DeSantis signed vital legislation into law this spring which provides civil liability protections for individuals, businesses, governmental entities, and other organizations against COVID-19-related claims. As it relates to health care providers, a claim by a person other than a patient or resident alleging that the health care provider caused the person to contract COVID-19 may be pursued under the provisions of the bill that primarily relate to claims against persons other than a health care provider. This session will analyze Senate Bill 72 to help protect your agency from liability claims lawsuits.

🕒 9:00-10:30 AM 📍 Citron East



How to Promote a Culture of Innovation

Patricia Drea, Axxess & Sherry McGowan, Visiting Angels of Crystal Lake & Barrington

Innovation often starts with industry leaders, but several best practices can be identified from within your organization and implemented to foster growth and creativity. Empowering employees to bring forth their ideas creates a culture that encourages an innovative environment. We will discuss how to develop a platform to recognize innovative and exceptional programs in your organization during this session.

🕒 10:45-11:45 AM 📍 Meyer 1



Value-Based Purchasing: Potential Nationwide Rollout Impact Analysis

Melinda Gaboury, Healthcare Provider Solutions

A Value-Based Purchasing (VBP) Demonstration for home health was conducted in nine states, including Florida, and ended December 31, 2020. This session will review the impact of VBP on agencies in the state of Florida. In addition, there was an announcement by the Centers for Medicare & Medicaid Services (CMS) that a nationwide rollout of VBP is likely. We will look at what a nationwide rollout would look like and how the states that have been through the demonstration might fare as compared to states that were not in the demonstration.

🕒 10:45-11:45 AM 📍 Citron North-Central



Are You Ready? Using Data to Optimize Emergency Management Planning

Meg Mairn-Craig, AssuriCare

From hurricanes to pandemics, Florida is no stranger to emergencies that can wreak havoc on a home care business. The Florida Department of Health (DOH) is requiring businesses to get more specific with emergency management plans, creating a unique challenge for our industry. With nearly 20 years in the Florida home health care industry, Meg Mairn-Craig will discuss how good data can help you prepare for and respond to emergencies of all types. Using guidance from the DOH, Meg will advise attendees on best practices for creating and executing an emergency management plan, and show how actionable data can help you prioritize which clients need help in an emergency based on multiple factors, including their specific conditions, geography, and proximity to family.

🕒 10:45-11:45 AM 📍 Citron East



Forward Thinking: The Critical Role of Discharge Planning in LUPA Management

Carissa McKenna, McBee

2020 was one of the most challenging years in history for home health providers, from learning to navigate the Patient-Driven Groupings Model (PDGM) to managing patient care through a worldwide pandemic. Subsequent 30-day period Low Utilization Payment Adjustments (LUPAs) were anticipated to be the most challenging to manage, and 2020 data reflect this to be true. This presentation will focus on plan of care development using appropriate discharge planning through the 60-day episode of care to improve outcomes and mitigate subsequent 30-day period LUPA.

🕒 10:45-11:45 AM 📍 Meyer 2



Medicare Advantage: Creating Success in the Future of Health Care

Michael Puskarich, McBee

Payors continue to take a larger part of the overall Medicare dollars spent moving into 2021. Organizations must face the reality that Medicare Advantage is set to become the largest payer. For an organization to best prepare for the strategic implications of managed care relationships, it must understand innovative strategies it can leverage to meet the health needs of beneficiaries.

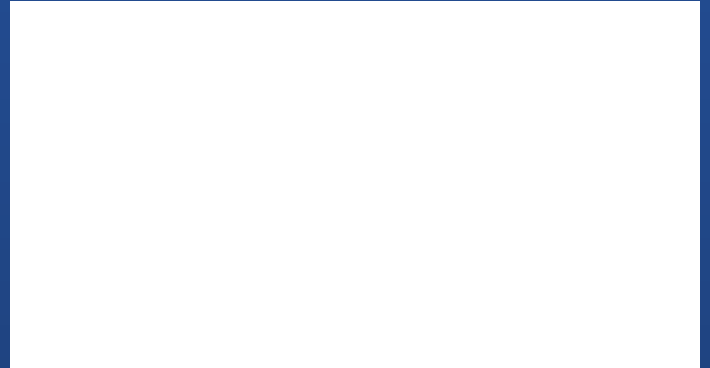
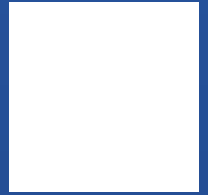
This session will examine how to effectively face the future of Medicare Advantage by discussing how innovation, culture, strategy, and aligning every corner of the organization can lead to success. Attendees will gain an understanding of Medicare Advantage plans, how to build relationships, and the importance of these plans to your organization's future financial health and overall success.

🕒 10:45-11:45 AM 📍 Citron West



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1. Complete this form and mail to: HCAF, 2236 Capital Cir NE Ste 206, Tallahassee, FL 32308
2. Complete this form and fax to (850) 222-9251
3. Register online at HomeCareCon.com
4. Register by phone by calling (850) 222-8967 between the hours of 8:00 AM and 5:00 PM ET Monday through Friday

ATTENDANCE SELECTION

The following early bird registration rates valid through June 23, 2021. Rates increase \$50 on June 24.

REGISTRATION TYPE	HCAF Members	Prospective Members
<input type="radio"/> Full Conference (includes access to all programs Tuesday, July 20 through Friday, July 23)	\$865	\$1,730
<input type="radio"/> MainCon Only (includes access to all sessions Wednesday, July 21 through Friday, July 23)	\$700	\$1,400
<input type="radio"/> PreCon Only (includes access to half-day workshops on Tuesday, July 20)	\$250	\$500
Morning (9:00 AM-12:00 PM) CHOOSE ONE ONLY: <input type="radio"/> PDGM Past, Present & Future (Gaboury) <input type="radio"/> The DNA of a Self-Replicating Business (C. Nobles) <input type="radio"/> Emergency Preparedness: 2020 Lessons Learned (Gates/Griffin/Osburn) <input type="radio"/> Palmetto GBA Workshop (Brogdon/Canaan/Pressley-Callahan/Wilkins)	Afternoon (1:00-4:00 PM) CHOOSE ONE ONLY: <input type="radio"/> HR: Leading In & Through the Pandemic Crisis (Henderson) <input type="radio"/> Review Choice Demonstration: Where We Are, Where We're Going (Griffin/Harrison/Wilkerson)	
<input type="radio"/> MainCon Wednesday Only (includes access to all sessions on Wednesday, July 21)	\$330	\$660
<input type="radio"/> MainCon Thursday Only (includes access to all sessions on Thursday, July 22)	\$330	\$660
<input type="radio"/> MainCon Friday Only (includes access to all sessions on Friday, July 23)	\$240	\$480

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