



Clinical and Technology Conference



**November 3 & 4, 2010
The Century House
Latham, NY**

THANKS TO OUR SPONSORS AND EXHIBITORS

SPONSORS



MONTEFIORE



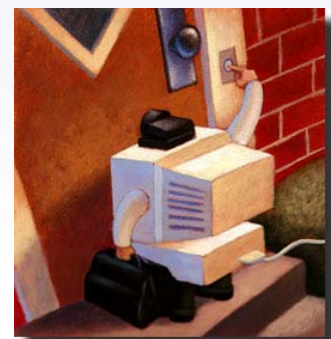
Visiting Nurse Association of Hudson Valley
Hospice Care in Westchester & Putnam
VNA Home Health Services
VNA & Hospice Care Foundation of Hudson Valley

PHILIPS

EXHIBITORS

- Abbott Nutrition
- Accreditation Commission for Health Care, Inc.
- AllscriptsMisys
- American Medical Alert Corp.
- Authentidate
- Cardiocom
- Cerner Beyond Now
- Delta Health Technologies
- Honeywell HomMed
- IntraMed
- Jewish Guild for the Blind
- McKesson Technology Solutions
- Meditech
- Philips Lifeline
- Sandata Technologies, Inc.
- The Joint Commission
- Thornberry, Ltd.
- Verizon Wireless

Ding-Dong!
Technology opportunities calling!



Clinical and Technology Conference

November 3 & 4, 2010
The Century House
Latham, NY

The goals of Federal Health Reform – formally known as the Patient Protection and Affordable Care Act (PPACA) – place considerable emphasis on enhanced quality of care, collaboration among health care providers, efficient delivery of services, and cost savings. Alongside these goals, such efforts as enhancing your agency's medication and disease management programs, developing effective partnerships with other health organizations, and preparing for Health Information Exchange (HIE) will all be vital to your organization's success under Health Reform.

Keeping all of these important factors in sight, HCA's annual **Clinical and Technology Conference** will provide clinicians, managers, and home care leaders with valuable knowledge and ideas to prepare you to better understand, navigate, and forge new pathways on the challenging road ahead as the health care landscape undergoes dramatic changes. At this conference, attendees are certain to gain new, creative, and practical knowledge and tools for immediate use in their efforts to become centers of home care excellence in their communities.

This conference is also a great opportunity to network with peers and learn about new products and services from the selected vendors who will be on hand throughout the event. We invite you to join us on **November 3 and 4**, at HCA's Clinical and Technology Conference 2010.

Here is what participants said about last year's conference...

"Well rounded and pertinent conference. Very informative! Very motivating!"

"Speakers were excellent – nice to have the opportunity to network with peers."

"I wish all my staff could attend – there's something for everyone."

Please take note of the NEW location this year!

Hotel Information

The Century House

(Clarion Hotel Group)

997 New Loudon Rd. (Route 9)

Latham, NY 12110 (near Albany)

www.thecenturyhouse.com

Until October 13, the room rate is \$99 per room for up to two people (\$10 per person per day for additional people, with a maximum of 4 persons per room). This rate includes complimentary hot breakfast the following morning. Call **(518) 785-0931** for reservations. Shuttle service from the train station or airport can be arranged with the hotel.



Wednesday – November 3

9:00am

Registration

Throughout the conference, a select number of vendors will be on hand to show you the latest in products and services relevant to the many clinical topics discussed at the conference. Visit with them over coffee during registration.

10:00am – 11:00am

Failing Small....Succeeding Large

Kathy Duckett, BSN, RN, Partners Home Care

Long before health reform was a “buzz word,” it has been the goal of home health organizations to provide quality and efficient care using health care technology. The federal government’s emphasis on innovation in health care may have you and your staff wondering about the risk of implementing new programs and ideas, especially in today’s tight economic environment. In this opening keynote session, learn from the experience of one your peers who is a pioneer in visioning and implementing project ideas that are appropriate for her organization.

Kathy Duckett, BSN, RN is the Director of Clinical Programs for Partners Home Care, a large non-profit home care company and member of Partners HealthCare of MA. With more than 25 years of clinical and management experience in home care, Ms. Duckett manages the organization’s Specialty Programs such as telehealth, cardiac and wound care (the innovative Wound Care Program won the third place award in the 2008 NAHC Excellence in Innovation Awards) and the development of technology in home care practice. Her overall goal is to develop resources that strengthen the clinician’s ability to care for the complex patient. In her role, she is active in the development of system-wide initiatives that seek to enhance patients’ health and quality of life.

11:15am – 12:15pm

Partners in Reducing Re-Hospitalization

Lisa Greisler, Visiting Nurse Association (VNA) of Western NY, Inc.

One of the goals under the Federal Health Care Reform law is to reduce re-hospitalization. Learn how one home health agency has partnered with its local hospital and others in the health care community to jointly address the top risks for patients and cut down on re-hospitalizations.

Lisa C. Greisler is Director of Clinical Services for the VNA of Western New York. She has more than 20 years senior leadership experience in home health care and has played a key role in the development of partnerships with other health care providers to reduce hospitalizations. The VNA of Western New York, located in Buffalo, is a large integrated home health agency serving all eight counties of Western New York.

12:15pm – 1:30pm

Lunch and One-Stop Shopping

During lunch, network with your peers and visit with vendors to gain a better understanding of how these companies can satisfy your needs in the ever-changing home care industry.

1:30pm

Guest Excellence

Gina Mazza, Fazzi Associates

As organizations prepare for the Home Health Consumer Assessment of Healthcare Providers and Systems (HCAHPS), the patient’s perception of care will be a big focus of the survey’s measures. Using the concept of “Guest Excellence,” this session will show you how to be a leader in customer care and service for the patients you serve in your community, resulting in enhanced quality of care and greater referrals for your agency.

Gina Mazza RN, BSN, is National Director of Fazzi Associates’ National Patient Satisfaction Benchmark Service and BestWorks®, a national operations, financial and quality best practice service. She has previously served in a number of senior level positions ranging from Clinical Director to QI/PI Director and Program Manager in two of the largest hospital-based home care agencies in Massachusetts.

Wednesday, November 3 - *continued*

2:30pm – 3:30pm **Strengths-Based Leadership**

Dr. Francis Battisti, LCSW, Battisti Networks

Home health leaders today often attempt to transform their working relationships with their staff and co-workers by focusing on what is wrong within the organization, fixing it and moving on to the next item that needs to be corrected. Learn how to avoid reactive thinking, fearful staff and rigid behaviors by exploring the concept of “Strengths-Based Leadership,” which enables others to leverage their talents, thus maximizing performance and establishing positive change in team relationships.

Dr. Francis L. Battisti, LCSW, BCD is CEO of Battisti Networks, a multi-discipline consulting firm specializing in individual and organizational transformation and life enhancement. Dr. Battisti is also Professor of Psychology and Human Services at the State University of New York.

3:30pm – 4:30pm **Telehealth Task Force**

Alexis Silver, HCA's Vice President for Policy and Clinical Affairs – Session Moderator

The HCA Telehealth Task Force has long served as the industry's epicenter for home telehealth and technology development and collaboration. This session will feature a presentation on new opportunities for telehealth and telemonitoring made possible by many of the pilots and demonstration programs that will be emerging from PPACA. In addition, attendees will hear a presentation by the “HealthBleep” workgroup, which is comprised of HCA members from the Capital Region who have partnered with physicians to create an educational resource of online video programs. The meeting will conclude with an open session of discussion, offering participants the opportunity to share best practices and ask questions of their colleagues.

4:30pm – 5:30pm **Reception – Hosted by HCA's PAC**

Join us at a reception sponsored by HCA's Political Action Committee (PAC). There is no obligation to join the PAC; we ask that attendees simply pick up a flyer and consider making a contribution that goes toward supporting worthy candidates who appreciate the need to preserve and protect home care services and the patients we serve.

5:30pm **Awards Dinner and Vendor Forum**

A highlight of the Clinical and Technology Conference each year is our annual awards dinner in which we pay tribute to our National Home Care Month awardees – the direct care professionals whose compassion and exceptional dedication warrant special recognition. In addition to this inspirational awards presentation, HCA will add a bit of revelry to the evening by offering a prize to the vendor who tells the best joke – after, of course, briefing the audience about their company's valuable product or service. This fun-filled tradition helps acquaint attendees with the excellent vendors whose participation in this conference helps support HCA's educational efforts and your efforts in the field.



November is
Home Care
Month!

**Nominate Your Outstanding Home Health Care Aide or Nurse
for an HCA Recognition Award! To do this, please contact
Laura Constable at (518) 810-0660 or by email at lconstable@hcanys.org.**

Thursday, November 4

7:00am (For those staying at the Century House, a full breakfast is included with your room rate).

8:15am Registration and Coffee

9:00am – 9:45am **Health Information Exchange – What’s on the Horizon**

Roberto Martinez, M.D., Medical Director, the New York State

Department of Health’s Office of Health Information Transformation

The New York State Department of Health’s Office of Health Information Technology Transformation (OHITT) will provide an overview of New York’s plans to align statewide efforts for health information exchange with the current federal stimulus funding and health reform initiatives.

Dr Martinez is the quality Medical Director of the Office of Health Information Technology Transformation (OHITT). In his role, Dr. Martinez is responsible for coordinating health iT programs and policies across public and private healthcare sectors. Dr Martinez brings clinical and health plan management experience to health information exchange initiatives. He is a board-certified family practitioner and a fellow of the American Academy of Family Practice.

9:45am – 10:30am **Home Care’s Role in Health Information Exchange**

Dominick A. Bizzarro, CEO of the Healthcare Information Xchange of New York (HIXNY)

Learn about the role that HIXNY, a not-for-profit regional health information organization (RHIO), plays in promoting collaboration among all health care stakeholders, including home care agencies, in demonstrating the potential value of home care’s participation in health information exchange (HIE).

Dominick A. Bizzarro was appointed CEO of HIXNY in December 2007. He has held several leadership positions in technology and health care, including vice president of business and product development at PharMerica, president of Integrail Health Information Management, and vice president of sales and marketing at nrastructure Technologies. He holds an MBA in Health Systems from Union Graduate College and a BS in Pharmacy from Albany College of Pharmacy.

10:30am – 11:00am **Take a Break with Our Exhibitors**

11:00am – 12:00noon **Seeing the Whole Picture**

Roy Cole, OD, Jewish Guild for the Blind

Low vision assessment and intervention can be critical for improving outcomes when treating home care patients, especially in the case of glaucoma, cataracts, or even Type 2 diabetes diagnoses. In this session, participants will learn what educational tools are available to support your staff in addressing the needs of patients with vision loss. Such tools can be used as in-service training or simply as valuable reference material for ongoing consultation. Participants will also learn about tools that are available to the low-vision patient, from devices that cost less than a dollar to new technologies that may ease the patient’s ability to cope with vision loss and reduce despair.

Roy Gordon Cole, OD, is the Director of Vision Program Development at The Jewish Guild for the Blind. His areas of interest include models of care for low-vision rehabilitation and distance learning. He is also an Adjunct Professor in the Department of Ophthalmology at Columbia University College of Physicians and Surgeons. Prior to his work at The Guild, Dr. Cole was Professor at the SUNY College of Optometry, where he specialized in Low Vision Rehabilitation. He also had a private practice limited to low-vision care in Brooklyn, New York.

12:00noon **Lunch**

Thursday, November 4 - *continued*

1:30pm – 2:30pm **Medication Management: Tips and Technologies for Patients on Anticoagulant Regimens**

Anne Myrka, BS Pharm, MAT, CGP, BCPS, Pharmacist, IPRO

When it comes to anticoagulant drug treatments, clinicians must monitor the effect of the patient's overall medication regimen while juggling vital education and communication efforts with the patient to ensure compliance. During this session, attendees will learn the latest recommendations in managing this medication along with the newest technologies that are available to support this effort.

Anne Myrka is a Pharmacist with the Healthcare Quality Improvement Program of IPRO. Prior to joining IPRO, Ms. Myrka taught at the Albany College of Pharmacy and Health Sciences and at Southern Vermont College. She is a practicing licensed pharmacist in both New York and Vermont. Her professional experience also includes long term care consulting and home care. She is also a certified geriatric pharmacist (CGP).

2:30pm – 4:30pm **SPECIAL BONUS SESSION!**

This session is included with the full conference fee or Thursday's one-day fee. A special registration for this session only is also available.

OASIS-C – Addressing Hot Topics

Trish Tulloch RN, BSN, MSN, HCS-D, RBC Limited Healthcare & Management Consultants

This session will address the latest OASIS-C Hot Topics and items that continue to challenge clinicians, including physician referrals, therapy medication reconciliation, and industry best practices. Attendees will also gain insights from learning about some of the most frequently asked questions and concerns that clinicians confront when treating the complex home health population. Join us to hear how your peers are addressing many of these challenges with the new and revised OASIS-C items.

Trish Tulloch is a seasoned clinician with more than 30 years in health care practice. Her diverse experience includes leadership roles in both home health and hospice. A Registered Nurse with code credentials from the Board of Advanced Medical Coding, she is a nationally recognized speaker who provides both clinical and administrative expertise to providers across the country. As a Senior Consultant with RBC Limited, Ms. Tulloch collaborates with industry experts and attorneys on corporate compliance, fact finding, fraud and abuse and regulatory standards.



Home



Clinical and Technology Conference

November 3 & 4, 2010
The Century House
Latham, NY

REGISTRATION FORM

Registration by October 23 is encouraged in order to prepare for adequate seating and handout materials. Walk-in registrations may be turned away.

Three ways to register:

- 1) Register online at www.eventville.com/hcanys (credit card only)
- 2) Fax form to: (518) 426-8788
- 3) Mail form to: HCANYS, 194 Washington Avenue, Suite 400, Albany, NY 12210

| | |
|--------------|----------------|
| Name | Title |
| Organization | |
| Address | City/State/Zip |
| Phone | Fax |
| E-mail | |

Same Rates
Since 2009!

Conference Participation

Two Day Conference Fee *(OASIS-C Bonus Session included in Two Day fee.)*

\$329 HCA Member \$ _____

\$439 Non-Member \$ _____

Yes, I will attend the Awards Dinner
(Cost is included with registration fee.)

One Day Only Fee *(OASIS-C Bonus Session included in Thursday's one day fee.)*

Please circle which day
you will participate: Wed Thur
 Nov 3 Nov 4

\$199 HCA Member \$ _____

\$299 Non-Member \$ _____

OASIS-C Bonus Session Only

\$ 99 Member Fee \$ _____

\$149 Non-Member \$ _____

Method of Payment

Please select one:

MasterCard VISA American Express

Credit Card No. _____

Expiration Date _____

Name on Card _____

Authorized Signature _____



Payment by Check

Make check payable to: **HCA Education and Research**

Mail to: 194 Washington Avenue, Suite 400, Albany, NY 12210

Fees include speaker presentations, handout materials, exhibitors, and all group meals. No credits can be given for meals not taken.

Cancellation Policy: Cancellations received by October 21 will receive a full refund, less 25% of total due as an administrative fee. Cancellations received on October 22 or later will forfeit their registration fee, along with those who register and do not attend. Substitutions are permitted. Those who fail to comply with the cancellation policy will be invoiced.

In accordance with the Americans with Disabilities Act or special meal needs, please let us know how we can accommodate you.

