

THE EIGHTH ANNUAL

NORTHEAST
HOME HEALTH
LEADERSHIP SUMMIT



ON THE ROAD TO REFORM

JANUARY 20 & 21, 2010, SHERATON BOSTON HOTEL, BOSTON, MA

Northeast Home Health Leadership Summit

January 20 & 21, 2010

Sheraton Boston Hotel, Boston, MA

The **2010 Northeast Home Health Leadership Summit**, on January 20 and 21 in Boston, is ready to help you navigate and explore new ideas *On the Road to Reform*, the 2010 conference theme.

This unique, cutting-edge leadership conference, which will take place at the elegant Sheraton Boston, focuses on future trends in health care and management while bringing you high-caliber thought leaders from both the business and policy sectors to help best position your home care organization within today's dynamic and ever-changing policy environment.

With the heightened focus on health reform at both the state and national levels, this year's program offers a full array of new and exciting perspectives, innovative care delivery templates and models, and various tools and resources to help you not only anticipate and prepare for imminent changes *On the Road to Reform* but also to steer those changes in a direction that is responsive to the needs of your patients and the strengths of our home care system.

Please join the hundreds of home care colleagues from throughout the northeast region who will be attending this thought-provoking and engaging program featuring nationally renowned experts in home health management, leadership, and innovation as we head down the road to health care reform together.

The **Northeast Home Health Leadership Summit** is sponsored by the Northeast Home Health Leadership Collaborative, a consortium of state home care trade associations representing provider and associate members in the northeast. The Home Care Association of New York State (HCA) Education and Research is the coordinator of this year's event. Collaborative members work closely with HCA Education and Research to bring you this insightful Summit. Collaborative members include:

Connecticut Association for Home Care & Hospice
Home Care & Hospice Alliance of Maine
Home Care Alliance of Massachusetts
Home Care Association of New Hampshire
Home Care Association of New York State
New York State Association of Health Care Providers
Rhode Island Partnership for Home Care
Vermont Assembly of Home Health Agencies

Check out the Summit website at www.hca-nys.org/NELS2010.htm. Here you will find updated conference information, speaker handout materials, driving directions, speaker profiles, sponsor information, as well as links to: online registration, upcoming events offered by the Collaborative associations, and information on exploring Boston.

NEW THIS YEAR! NEW THIS YEAR! NEW THIS YEAR!

New this year!

The Northeast Home Health Leadership Collaborative is excited to announce several new features of this year's Summit:

- This year we have eliminated the pre-conference session, saving attendees from having to spend an additional day out of the office. The conference is now two information-packed days, as requested by past attendees.
- Browse the new 2010 Northeast Home Health Leadership Summit website, which provides you with a one-stop location for finding all of the answers you need about this year's Summit, hotel information, and links for exploring Boston attractions! Visit the site at www.hca-nys.org/NELS2010.htm.
- Join us for a reception at The Top of the Hub, the rooftop of the Prudential Tower, on Wednesday, January 20. **This reception is included in your registration fee!** Following the reception, have dinner at your leisure with friends and peers at one of the many outstanding restaurants in Boston.
- This year, the Summit includes several new sponsors who will join our returning sponsors in support of learning opportunities at this year's Summit. You can learn more about our sponsors on the Summit website as well and find further information on how you or your organization can become a sponsor and benefit from special recognition at the Summit.



Sheraton Boston Information

The Summit will take place at the Sheraton Boston, 39 Dalton Street, Boston, MA 02199 on January 20 and 21. Room rates are \$169 single or double and \$219 for club floor. Suites start at \$209. An additional person in a room is \$40 extra. The deadline for this special room rate is December 20. Call 1-888-627-7054 and ask for the NE Home Health Leadership Summit rate. For more information and directions, visit the Summit website at www.hca-nys.org/NELS2010.htm.

Questions?

Contact the Home Care Association of New York State (HCA) at 518-426-8764 or e-mail info@hcanys.org. HCA is the Summit coordinator.

AGENDA

Wednesday, January 20

9:00am Coffee is on, as registration opens for the eighth annual Northeast Home Health Leadership Summit at the Sheraton Boston.

10:00am **A welcome from Northeast Home Health Leadership Collaborative**

10:15am **Accountable Care Organizations: Forging Stakeholder Partnerships for Health Care Performance and Efficiency**

In this session kicking off the Summit, learn about new research at Dartmouth that has influenced the current health care reform debate as well as current trends and themes of delivery-system reform in Washington. Hear about specific reform proposals, such as Accountable Care Organizations, and their impact on the home health care industry.

Julie L. Lewis, Director of Health Policy, the Dartmouth Institute for Health Policy and Clinical Practice (TDI)

Julie Lewis manages the health policy team at TDI, which focuses on payment reform, quality improvement in the delivery system, and population health measurement. She serves as lead staff for the collaboration between TDI and the Brookings Institution, is the project director for the Accountable Care Organizations project, and teaches health policy curriculum at Dartmouth. Ms. Lewis has also held various positions in the office of U.S. House Speaker Nancy Pelosi where she worked on many domestic issues for the Speaker, including health care.

11:15am **You're In or You're Out: Determining Winners and Losers Under a Global Payment System**

Bundled payments, either in a demonstration form or more broadly applied, are being strongly considered at all levels in the health care reform debate. But so many questions remain: who gets paid, how much, and by whom? And what factors will determine a "bundle"? One thing is for sure: payment bundling, if enacted, will significantly impact home care, making it very important for providers today to get a handle on opportunities for best positioning their organization within an environment of bundled payments.

Allen Dobson, Ph.D., President of Dobson | DaVanzo

Allen Dobson, Ph.D., is a health economist and President of Dobson | DaVanzo. Before he co-founded the firm, Dr. Dobson spent eighteen years with The Lewin Group where he directed the Health Care Finance Group. Dr. Dobson has also served as Director in the Office of Research at the Centers for Medicare and Medicaid Services (CMS) when the Medicare Prospective Payment (PPS) was being developed and implemented, and is a nationally renowned expert on PPS. A widely published author, Dr. Dobson was selected as one of the nation's most influential health care policy leaders by Faulkner and Gray who included him in their first edition of "The Health Care 500."

AGENDA

Wednesday, January 20 – Continued

12:30pm Lunch and Learn

Take the hour to visit with your peers and Verizon Wireless.



1:30pm Get in the Driver's Seat for Challenges and Opportunities Ahead

On the journey to health care reform, are you wondering what's around the bend in terms of patient care and efficiency standards? Listen to this panel of thought-provoking leaders who will discuss innovative health delivery models developed or examined by their organizations for chartering new paths towards national reform, including the nationally renowned Medical Home Model, Home Based Chronic Disease Management™, and Electronic Health Records Across the Continuum.

Beth Hennessey, RN, MSN, Administrator, BAPTIST HEALTH Home Health Network, Little Rock, Arkansas

At BAPTIST HEALTH Home Health Network, Ms. Hennessey is responsible for strategic planning and direction for three home health agencies, two hospice agencies and 2020 Health Solutions, a new company offering chronic care management services to a diverse range of clients. Ms. Hennessey speaks frequently on home care's role in chronic care management and health care reform, is active in legislative efforts to support chronic care management, serves on the Board of Directors for the National Association of Home Care and Hospice (NAHC), and is President of the Homecare Association of Arkansas. Under her leadership, staff at BAPTIST developed the Home-Based Chronic Care Model™, which has been recognized with national awards for excellence from NAHC and *Modern Healthcare*.

Joel S. Weissman, Ph.D., Senior Health Policy Advisor to the Secretary of the Executive Office of Health and Human Services, Commonwealth of Massachusetts

As Senior Health Policy Advisor, Dr. Weissman plays a major role in multi-payer, multi-stakeholder health reform initiatives in primary care, and provides strategic thinking on avoidable readmissions, comparative effectiveness research, and disparities for vulnerable populations. He is also the Professor of Family and Community Medicine at the UMASS Medical School. Dr. Weissman has published peer-reviewed articles on the topics of quality and patient safety, the uninsured, uncompensated care, and drug policy, and is coauthor of the book *Falling Through the Safety Net: Insurance Status and Access to Care*.

Musood Pirzada, Director of Information Technology, Center for Rehab and Post Acute Care, Cleveland Clinic

Musood Pirzada is a seasoned professional with a proven record in information systems management, growth, and development of health care systems. He has implemented many innovative IT projects that have automated and integrated home care services, case management, skilled nursing and rehab facilities for hospitals in the Cleveland Clinic, a progressive, patient-centered organization that employs a forward-looking technology-based strategy to enhance patient care. Under his leadership, over three hundred tablets with wireless technology were deployed to implement a state-of-the-art point of care system for home care clinicians. He also implemented a discharge planning and utilization management system for case management across Cleveland Clinic hospitals.

AGENDA

Wednesday, January 20 – Continued

3:15pm **Leaders, Man Your Engines – Prepare for the Trip On the Road to Reform**

Change on the health care front is ever evolving, but never has it reached the pace, intensity and breadth we are witnessing today under the national health care reform initiative. As a leader, are you prepared to take charge and lead the way within this dynamic environment? Hear from one of the health care industry's most respected leaders as he shares strategies to put you in the driver's seat.

Michael Dowling, President and CEO, North Shore-LIJ Health System, New York

Michael J. Dowling is President and CEO of the North Shore-LIJ Health System, New York State's largest integrated health care system with total revenue in excess of \$4.5 billion. As the nation's third-largest non-profit secular health system, North Shore-LIJ has a total workforce of about 38,000 employees. Prior to becoming President and CEO in 2002, Mr. Dowling was the health system's Executive Vice President and COO. Before joining North Shore-LIJ in 1995, he was a senior vice president at Empire Blue Cross/Blue Shield. Mr. Dowling served in New York State government for 12 years, including seven years as State Director of Health, Education and Human Services and Deputy Secretary to the Governor.

5:00pm **Reception – Top of the Hub**

After a full day's tour, navigate your way to the Top of the Hub on the rooftop of the Prudential Building! Enjoy the stellar views and take time to relax with your colleagues, sponsors, and new friends.

Dinner will be on your own this evening. Check out the Summit website and click on the "Explore Boston" link for dining and entertainment ideas.

AGENDA

Thursday, January 21

7:30am Breakfast Buffet

Start your day with a hearty breakfast and conversation with your colleagues. The Barnes and Noble mini-store will be open for browsing and buying. The Registration Desk will open at 7:00am.

8:30am It's All About Relationships

A key characteristic of successful leaders is mastering the skill of building and nurturing positive partnerships and relationships that maximize your ability to cultivate support for your agenda and deliver results. This truism is especially relevant as the stakes increase when complex policy issues come before the health care community that command your ability to partner and collaborate to reach success. With the implementation of far reaching health reforms and the realignment of incentives for providers in front of us, the home care community is poised to not only showcase and quantify the value proposition of home care as an efficient and critical part of the health care continuum, but to successfully position itself as an industry. Positive partnerships and relationships can help the home care community to win success as vital providers of care in this environment, but can also help improve patient care, outcomes and quality of service. Hear from one of the nation's most dynamic and seasoned health care and association leaders as he shares his vision about the power of relationship building and the numerous benefits of forging relationships to maximize your success.

Daniel Sisto, President, Healthcare Association of New York State (HANYS)

Mr. Sisto was appointed President of the Healthcare Association of New York State (HANYS) in 1986. He joined the association staff in 1984 as Senior Vice President and COO of its consulting arm. Previously, Mr. Sisto held positions at two health care organizations in the Nassau-Suffolk region of New York State. He is the former Executive Vice President of the Nassau-Suffolk Hospital Council and former Deputy Director of the Nassau-Suffolk Health Systems Agency. Under his leadership, HANYS has developed a national reputation for its expertise in data management, effective state and federal advocacy, and coalition building with diverse national interests.

10:00am Where Do We Go From Here: The Transformative Power of Data

No matter where we ultimately arrive as a result of the debate, health care reform is driven by one consistent expectation – that providers must deliver improved outcomes at a lower cost to a broader population. Within this context, what are the trends, the challenges and the pathways that we as a provider community must follow in order to get on board? In this session, learn how to redefine the value of home care in ways that call for new thinking in the development of business plans, payment systems and care delivery.

Randall S. Moore, MD, MBA, Chief Executive Officer, American TeleCare, Inc.

Randall S. Moore, MD, MBA, CEO, of American TeleCare, Inc. is a highly regarded visionary and leader in the world of business, medicine and healthcare. His experience includes more than 25 years working as both a physician and an executive in the medical industry, with a focus on system level change, integrating advanced business and clinical models. His responsibilities included clinical research, medical informatics, disease management, clinical reengineering, and new business development. Dr. Moore graduated with AOA honors from Johns Hopkins School of Medicine and earned his MBA from the Kellogg Graduate School of Management at Northwestern University.

AGENDA

Thursday, January 21 – Continued

11:00am **The National Quality Forum – Quality Priorities and Home Care**

With all the focus on payments, innovation and change under health care reform, quality of care still remains paramount. The National Quality Forum will share with you their mission and initiatives including the National Priorities Partnership, and the role of quality measures, public reporting and accountability. NQF will share information on the activities they have endorsed in the areas of home health care, palliative and end-of-life care and care coordination.

Lisa Hines, BSN, MS, Senior Director of Education, Performance Measurement, National Quality Forum (NQF)

Before joining NQF, Ms. Hines served as Deputy Director of the Quality Measurement and Health Assessment Group within the Office of Clinical Standards and Quality for the Centers for Medicare and Medicaid Services (CMS) where she developed and implemented quality measurement efforts, including the Nursing Home Quality Initiative, Home Health Quality Initiative, and the endorsement of a standard core set of physician quality measures. Prior to joining CMS, Ms. Hines was the Director of Quality Improvement at the Delmarva Foundation, the Quality Improvement Organization (QIO), where she led quality improvement activities required by CMS for Medicare recipients in Maryland.

12:15pm **Lunch – Sponsored by**



During lunch, stop by the American Telecare exhibit table to learn how the combination of technology and clinical expertise can improve your quality of care and convenience.

1:30pm **Bedside Trust – The “Root” to Reform**



As CEO of the Bedside Trust, Dr. Brian Wong's personal mission is to solve the health care crisis by building trust across all stakeholders. He believes that at the root of every problem in health care is mistrust and at the root of every solution is trust. In this session, Dr. Wong will explore the fundamentals that allow everyone to control their collective destiny and solve problems in their organization to the point of total mastery and self-sufficiency.

Brian Wong, MD, CEO, The Bedside Trust

Dr. Wong, CEO of The Bedside Trust, is a board-certified family physician with a thirty-year career in health care. He practiced for ten years and also served in a variety of medical leadership roles, including on the Board of Directors for Providence Health System in Seattle, WA. He has been a consultant for the last 17 years.

3:30pm **Adjourn**

THANK YOU! THANK YOU! THANK YOU!

THANK YOU! THANK YOU!

A SPECIAL THANKS TO OUR SPONSORS TO DATE



- Simione Consultants
- Byram Healthcare, LLC
- Delta Health Technologies
- Healthcare Market Resources
- Fazzi Associates
- Home Healthcare Solutions

Also, **it's not too late to become a sponsor** – as a sponsor, you too will be featured on the Summit website, in the conference program and in the vendor directory given to each attendee! Sponsorship is open to anyone who supports home care, not just suppliers of home care products and services.

Look at what some of last year's attendees said about the program:

"A great variety of speakers that really got you thinking."

"As a first time attendee, the Summit was more than I expected – dynamic speakers."

"Excellent networking conference, and I just love Boston."

EARLY BIRD DISCOUNT!

Save by taking advantage of the Early Bird discount that ends December 9!

Register for the Summit online at www.eventville.com/hcanys using your credit card. It's easy, secure and you will receive an instant confirmation notice. Register yourself and your co-workers all at the same time. Your registration fee includes expert speakers and all group meal events.

SAVE TREES!

All speaker handouts, if provided, will be available for downloading prior to the conference on the Summit website at www.hca-nys.org/NELS2010.htm. Print only the handouts that you need or load them onto your laptop or PDA in advance of the conference. Handouts will be available on the site after January 10. Our thanks to Simione Consultants who will be furnishing notebooks for note taking during the program.

WHAT TO WEAR

Business casual is suggested for all events. A blazer or sweater is recommended when attending the education sessions, as temperature comforts vary.

WEATHER

Even in the event of inclement weather on January 20 and 21, it is our intent to hold the program as planned. However, if a state of emergency travel advisory is issued for January 19 or 20, when you would be traveling to the program, we suggest you view the Summit website at www.hca-nys.org/NELS2010.htm or call HCA at 518-810-0656 for a recording for further details. The cancellation policy as outlined will prevail.

JOIN US!

Sign up today for the Northeast Home Health Leadership Summit. **Early bird discount ends on December 9.**

Northeast Home Health Leadership Summit

January 20 & 21, 2010
Sheraton Boston Hotel
Boston, Massachusetts

Registration Form

Name

Title

Agency

Address

City State Zip

Email

Phone Fax

State Association

Member Affiliation (Select One)

- _____ Connecticut Association for Home Care & Hospice
- _____ Home Care & Hospice Alliance of Maine
- _____ Home Care Alliance of Massachusetts
- _____ Home Care Association of New Hampshire
- _____ Home Care Association of New York State*
- _____ New York State Association of Health Care Providers*
- _____ Rhode Island Partnership for Home Care
- _____ Vermont Assembly of Home Health Agencies
- _____ Member of both HCA and HCP-NY

Registration Deadline and Cancellation Policy

Registration must be postmarked by January 6, 2010. Registration postmarked after that date will be charged a \$35 late fee per registrant. Changes or substitutes within the same agency are acceptable by notifying HCA Education and Research by January 15th. Cancellations up to January 6 will receive a full refund less 25% administrative fee by emailing info@hcanys.org. No refunds will be given after January 6. Questions? Contact Teresa Brown at (518) 426-8764 or info@hcanys.org.

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

Three Ways to Register

- By mail: Send your payment and registration form to
HCA Education and Research
194 Washington Avenue, Suite 400
Albany, NY 12210
- By Fax: Send your registration form with credit card
payment to (518) 426-8788
- Online: www.eventville.com/hcanys

Registration Fee

The Registration Fee for the two-day conference includes education programs, as well as food and beverage events where noted.

Member of a Sponsoring State Association

Early Bird Two-Day Fee (until 12/9/09)	\$450 _____
Two Day Fee (after 12/9/09)	\$495 _____
Late Fee (postmarked after 1/6/10)	\$ 35 _____

Non-Member

Early Bird Two Day Fee (until 12/9/09)	\$550 _____
Two Day Fee (after 12/9/09)	\$595 _____
Late Fee (postmarked after 1/6/10)	\$ 35 _____

- Yes, I will attend the reception at the Top of the Hub which is included in the two-day fee.
- No, I will not attend the reception.

Total Registration Fee \$ _____

Method of Payment

_____ Check made check payable to: HCA Education and Research

_____ American Express _____ MasterCard _____ VISA

(3 digit code on reverse) _____ Exp. Date ____/____/____

Card Number _____

Cardholder's Name _____

Signature _____