



# Financial Management 2012

## A Webinar Series



It's all in the numbers: mastering financial management in home health. From the experienced professional to the novice manager, this series of webinars provides skills, resources, reviews, new tools, and savvy advice about all aspects of financial management in Medicare home health today. We are fortunate to have nationally recognized financial consultants from BKD and Boyd & Nicholas prepared to provide the best education. Choose one or all four webinars in the series.

**Convenience:** Enjoy the convenience and cost efficiency of a webinar. There is no limit to the number of attendees from your agency who may participate at your site through one phone line. All you need is a speaker phone and a computer. You will receive a toll free number and access code prior to each webinar.

**[January 17, 2012: How to Hire a Business Consultant \(Presenter: Thomas Boyd, MBA\)](#)** –This program will help participants identify all the aspects involved in hiring a consultant, and will also help participants to develop a priority matrix for selecting the right consultants.

**[January 25, 2012: Using Dashboards for Home Care Financial Management \(Presenter: Mark Sharp, CPA\)](#)** –This workshop will demonstrate how utilizing dashboards can help improve the management of your agency. Topics covered include dashboard basics, purpose of financial management dashboards, financial performance measures, how to build a financial management dashboard and dashboard management strategies.

**[February 7, 2012: The Tale of Two Cities \(Presenter: Thomas Boyd, MBA\)](#)** –Two Home Health Agencies, both started in the mid 1990's, have taken different paths; one to growth and success and the other to bankruptcy. Aspects affecting the home health agency, such as infrastructure, planning, compliance, marketing, consultants, employees, and work ethic will be discussed.

**[March 7, 2012: Effective Billing Oversight Practices in Home Care \(Presenter: M. Aaron Little, CPA\)](#)** –This session will focus on the essentials of managing the billing operations using dashboard principles. Participants will be provided examples of practical dashboard management tools and benchmarking data by which to compare individual agency billing performances.

**January 17, 25  
February 7 and  
March 7**

**Each Webinar will be held  
from 1:00 to 2:30 PM (EST).**

### **About the Presenters:**

#### **Thomas Boyd, MBA, Boyd & Nicholas, Inc.**

Mr. Boyd has over 30 years of Medicare reimbursement experience including almost 12 years with one of Medicare intermediaries for home health agencies.

#### **Mark Sharp, CPA, BKD, LLP**

Mr. Sharp has more than 15 years of experience assisting home care and hospice providers with strategic planning, financial management, audits, operating budgets as well as agency mergers and acquisitions.

#### **M. Aaron Little, CPA, BKD, LLP**

Mr. Little has over 10 years experience as a Senior Managing Consultant. He is nationally recognized for his expertise in home care billing and operations.



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### REGISTRATION FORM

**Registration Deadline is one week prior to each webinar date.**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Agency: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Ext. \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_  
(Required – where webinar instructions will be sent)

**REGISTRATION FEE:** Per webinar and covers one phone line connection.

HCA Member \$115 each per line X number of Webinars = \$ \_\_\_\_\_

Non-Member \$180 each per line X number of Webinars = \$ \_\_\_\_\_

**Select date(s):** \_\_\_\_\_ **Jan. 17** \_\_\_\_\_ **Jan. 25** \_\_\_\_\_ **Feb. 7** \_\_\_\_\_ **March 7**

**PAYMENT** Check method of payment (if paying by check, check must be received 2 days prior to webinar date):

\_\_\_\_\_ Check\* \_\_\_\_\_ MasterCard \_\_\_\_\_ VISA \_\_\_\_\_ American Express

\*Make checks payable to: **HCA Education and Research.**  
Mail to: 194 Washington Ave. Suite 400, Albany, NY 12210

Credit Card Number : \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_  
(3-4 Digit Code)

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Name and/or Company Name on Card

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Billing Address (including City, State and Zip Code) for Card

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Authorized Signature

**Cancellation Policy:** Fees will be refunded only if written cancellation is received by HCA at [info@hcanys.org](mailto:info@hcanys.org) one week prior to the webinar. In the event you cancel, HCA will retain, or charge, \$40 of the initial fee per registrant, to cover administrative overhead. **No refunds after handouts are provided.** Please contact [info@hcanys.org](mailto:info@hcanys.org) if you need assistance, or call 518-426-8764.

View [www.hca-nys.org](http://www.hca-nys.org) often for more learning opportunities.

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