HCA Annual Membership Conference
May 9 – 11, 2012
Saratoga Springs, NY

It’s Your Move!
It’s Your Move!

The home care system in New York State is undergoing massive change, with far-reaching and monumental impacts. This change presents new opportunities and challenges for providers who seek to position their organizations successfully by adapting in this new environment. As any health care leader will tell you, strategic positioning involves skill, creative thinking, and an ability to capitalize on what your organization does best – in your case, to provide top-quality home health care services to patients in your community.

Organizational positioning is not a game – far from it. However, game play involves some of the same characteristics used in successful business development, including strategy, planning, risk taking, and an understanding of the rules. Whether the game is Monopoly, Checkers, Poker, or any other, the best and most successful players depend on their knowledge, their ingenuity, their insight and their ability to take measured risk and adapt to a changing environment.

These same skills are critical for success in the evolving health care environment, especially for home health care agencies facing new policy and reimbursement changes. Fortunately, New York State’s home care leaders excel at strategizing, thinking creatively, and problem solving in the face of ever-increasing challenges and new twists and turns.

The 2012 HCA Annual Membership Conference, held on May 9 to 11 in Saratoga Springs, focuses on helping home care leaders position themselves and their organizations positively by enhancing your leadership skills, engaging you in new ways of thinking about your team and your organization, and improving your knowledge on important issues. We designed this program to help you develop new tools and resources, think creatively, and anticipate the best moves to positively position your organization.

HCA understands that you need the best information and insights possible to make you and your organization the winner. So, get in the game at the HCA Annual Conference because now It’s Your Move.

HOTEL INFORMATION

Saratoga Springs and the Saratoga Hilton
The Saratoga Hilton, Saratoga Springs, NY is the site of the HCA Annual Conference. Rooms at the Saratoga Hilton are $162 per night. The Hilton will also be happy to extend this rate should you wish to spend the weekend in this historic and charming town. To make a reservation, call 888-866-3596 or register online at www.hilton.com using the discount code: AIEZ

The hotel is making this special rate available until April 16. After this date, higher rates may apply. (Parking is $5 per night). Hotel check in is 4pm; check out is 11am. Since the conference program begins before check-in time, and rooms may not be available, arrangements have been made for luggage storage with the bell desk. New this year – exhibits will be housed in the new wing of the Saratoga City Center.
Conference Highlights Include…

**JEOPARDY!**

Jeopardy – HCA is offering a pre-conference program with important information, practical strategies, and other resources for home care providers aiming to improve and enhance their corporate compliance programs. Learn from two of the state’s most expert health care corporate compliance attorneys about information related to new corporate compliance risk areas, new requirements imposed by the State Office of the Medicaid Inspector General as well as the federal Office of the Inspector General. Hear about lessons learned in the compliance field, and learn tips and tools to make sure your compliance program is effective and how your organization can avoid being in JEOPARDY.

Wednesday – 10:30am to 12:30pm

**Go Fish**

Go Fish – While the game of Go Fish is simple and elementary, this presentation offers information that is anything but basic. FISH is an internationally popular leadership innovations program that is dynamic and ground-breaking. This must-attend session for all leaders will show how FISH offers proven strategies to increase morale, retention for your team and revenue for your operation. FISH will rekindle your passion for what you do and what your organization can become and show you how to begin a culture change at your workplace – join in the fun at this useful, exciting and somewhat lively workshop: GO FISH!

Thursday – 2:30pm to 5:00pm

**CLUE**

CLUE – Expect more than just circumstantial evidence from the clues offered by keynote speaker David Rendall, who will share what we can learn from the influential lives, and violent deaths, of the four greatest leaders of all time. This thought-provoking session about great leadership lessons will unlock creative ideas about how to effectively use your leadership skills in new ways.

Thursday – 11:00am to 12:30pm

**SCATTERGORIES**

Scattergories – Whether you are a home health leader, finance manager, marketing expert or clinical supervisor, you will find a workshop that meets your needs at the HCA Annual Conference. These workshops, scattered throughout the morning, will help your employees become better at what they do, enhance transitions in care for your patients, explore the latest in social marketing ideas and tools to improve financial outcomes, among many topics being offered in this series of breakout sessions.

Friday – 8:30am to 10:00am and 10:15am to 11:45am

**MAD GAB**

Mad Gab – From the moment you arrive, the HCA Annual Conference offers fun and games, too. Built-in opportunities for networking … access to vendors who are really “getting in the game” with their displays … and of course, the HCA Awards dinner, where we recognize the best in home care … these are just a few of the group events that are sure to create a gab fest among you and your peers.
AGENDA-AT-A-GLANCE

Wednesday – May 9
9:30am  Registration Opens
10:30am to 12:30pm  Pre-Conference Session
Jeopardy: Avoiding Compliance Pitfalls and Enhancing Your Organization’s Compliance Program
1:30pm to 4:30pm  HCA Annual Board Meeting – A Members Only Event
5:30pm to 6:30pm  Welcome Reception
6:30pm to 8:30pm  HCA Annual Awards Dinner

Thursday - May 10
7:00am to 8:00am  Breakfast Buffet
8:00am to 9:00am  President’s Address – Joanne Cunningham, President
9:00am to 10:00am  Healthcare Beyond Reform: Doing it Right for Half the Cost – Joe Flower
10:15am to 11:00am  Rules of the Game – The Important Role of Home Care in Federal Reform Plans – Colin Roskey
11:00am to 12:30pm  Dead Leaders: Lessons from the Violent Deaths of Great People – David Rendall
12:30pm to 2:30pm  Get in The Game with the Vendors and Lunch
2:30pm to 5:00pm  FISH – Create a Culture Change at Your Workplace – Kim Houck
5:00pm to 6:30pm  More Fun and Games – Reception in Exhibit Hall
Dinner is on your own this evening

Friday – May 11
7:00am to 8:30am  Breakfast Buffet and Last Chance to Get in the Game
7:00am to 11:00am  Exhibit Area Open
8:30am to 10:00am  Scattergories – A Variety of Workshops
10:15am to 11:45am  Scattergories – Workshops Repeated
Annual Membership Conference – May 9 – 11, 2012

- Workshops Designed Expressly for YOU!

Leadership:
Freak Factory – Making Employees Better by Helping Them Get Worse
David Rendall

Clinical:
IPRO’s Transitions in Care
Sara Butterfield

Marketing:
Exploring Opportunities with Social Media for Your Agency
Wendi Leggitt, DKC Connect

Finance:
Using Data to Manage Clinical and Financial Outcomes Improvement
Diane Johnson, Sandata Technologies

Business:
Position Your Organization for Success in Your Contracts with Managed Care
Greenberg Traurig

Regulatory:
Regulatory Changes in a Managed Care Environment
Rebecca Fuller Gray, NYS DOH

Community Chest
Throughout the conference, attendees will have the opportunity to earn HCA Bucks by visiting with vendors. Then use your bucks to purchase a key that just might be the right fit for unlocking our prize-filled Community Chest. You will need $5.00 in HCA Bucks OR you can use $5.00 in real cash, which will be donated to the HCA PAC. Everyone wins – vendors will meet new and veteran clients; the PAC will receive contributions; and you can win a treasure.

The Community Chest and vendor area will be open May 10 and 11 only.
Description of Annual Conference Sessions

Wednesday, May 9

10:30am to 12:30pm
Pre-Conference Session (Registration in advance is required to accommodate for seating and handouts.)

**Avoiding Compliance Pitfalls**

Jeopardy is defined as danger, difficulty, trouble or risk – all which can be avoided or mitigated with stepped up, state of the art compliance programs. This two-hour pre-conference session will highlight the latest regulatory updates, review new risk areas for home health and provide vital information and resources to ensure that your organization’s compliance program is effective. Information on RACS, MICS, ZPICS, self-disclosure and sanctions will also be provided.

Connie Raffa, Partner, Arent Fox, LLP
Connie Raffa is a partner with Arent Fox and founder of its Health Group in NYC, with 36 years of experience in government and private practice, focusing on regulatory issues, fraud and abuse, investigations, audits, compliance, and litigation. She served 15 years with HHS/CMS and OIG, and is a former prosecutor. A frequent lecturer and author, her work has been profiled in the Wall Street Journal, and her publications include contributions to Caring, Newsline, Journal of Health Care Compliance, and the NYS Bar Association Health Law Journal. She is recognized in Chambers and Legal 500 USA as a national expert in home care, hospice and palliative care.

Mark Thomas, Partner, Wilson Elser, LLP, and Corporate Counsel, Home Care Association of NYS
Mark Thomas practices exclusively in the health care area and has extensive experience in all aspects of hospital and health provider law and regulation. Mr. Thomas counsels associations and individual providers on corporate compliance, fraud and abuse, and other health care regulations. He regularly provides representation in audits and investigations by the Office of the Medicaid Inspector General and other regulatory agencies. He also handles general corporate legal work for the firm’s health care clients and regularly works with the lawyers in the Government Relations practice on issues before the Executive branch and the New York State Legislature.

1:30pm to 4:30pm
HCA Annual Meeting of the Board and Corporation
All HCA Members are invited and encouraged to attend the HCA Board of Directors Meeting and Annual Meeting of the Corporation to learn more about the governing bodies that shape the direction of HCA policy, education, advocacy and operational priorities.

5:30pm to 6:30pm
A Reception
Join your peers for cocktails to kick off the 2012 Annual Membership Conference and salute our Conference Sponsors whose support makes the Annual Conference possible.

6:30pm to 8:30pm
HCA Annual Awards Dinner
While dining with old friends and new, join us as we pay tribute to recipients of the Ruth F. Wilson Award, the Caring Award, the Advocacy “Giraffe” Award and the HCA Education and Research Scholarship Award.

*Look for the Award Nomination and the HCA Education and Research Scholarship Forms at www.hca-nys.org or call Laura Constable at (518) 810-0660.*
Thursday, May 10

7:00am to 8:00am  
**Breakfast Buffet**  
Start this activity-filled day off right with a hearty breakfast buffet in the company of your peers.

8:00am to 9:00am  
**It’s Your Move – An Address by HCA President, Joanne Cunningham**  
Change brings about a flurry of questions, concerns and even fears. But the changes ahead in home care bring plenty of opportunity as well. HCA is in your corner when it comes to learning, strategizing and playing out the moves that will continue to make your operation viable and successful in the sport ahead. Learn about what HCA has in store in the advocacy, policy and education arenas.

9:00am to 10:00am  
**Health Care Beyond Reform: Doing it Right for Half the Cost**  
We all understand that “better, faster, cheaper” is the new mantra for health care. As we all explore new opportunities, rethink and refit plans and processes within our organizations and enhance our approaches of care, this mantra remains in the forefront of our minds. According to health care futurist Joe Flower, there is only one way to do health care for far less money and that is to do it far better, for everyone. He believes the answer to health care reform is not political, but detailed within five specific strategies that will provide a hopeful vision, a practical roadmap, a challenge and inspiration to all involved.

Joe Flower brings over 30 years of experience as a premier observer and thought leader on the deep forces changing healthcare in the United States and around the world. As a health care speaker, writer and consultant, he has explored the future of health care with clients ranging from the World Health Organization, the Global Business Network as well as the majority of state hospital association, health plans, physician groups and other health care professional organizations.

10:15am to 11:00am  
**Rules of the Game – The Important Role of Home Care in Federal Reform Plans**  
*Colin Roskey, Partner, Alston & Byrd, LLP*  
Serves as a partner in the firm’s Washington-based health law and legislative practice. On a bipartisan basis, he provides broad political strategy and operational policy guidance to health care providers and product manufacturers with concerns before the major House and Senate authorizing committees, the Centers for Medicare and Medicaid Services and other executive agencies, including the Medicare Payment Advisory Commission and the Government Accountability Office. Mr. Roskey has extensive experience in Medicare payment system design and operation, with particular emphasis on ambulatory services. He also is a regular speaker and writer on timely topics in health policy for professional associations and the investment community.

11:00am  
**HCA Exhibit Hall Opens**  
Visit with each of the vendors over the next two days and earn HCA Bucks to buy chances to win great prizes at the Community Chest. You will also win big when you learn about the latest products and services that the exhibitors are offering to support you, your agency’s operation and the patients you serve. Exhibitors will be located on two floors in the new wing of the Saratoga City Center!

11:00am to 12:30pm  
**Dead Leaders: Lessons from the Violent Deaths of Great People**

When David Rendall asks audiences to identify the greatest leaders of all time, individuals like Abraham Lincoln, Martin Luther King, Jr. and Gandhi always make the list. These leaders were indeed great and they’ve had a lasting, powerful and dominant influence. However, they are all similar in one other way: they were all killed. They were loved and admired by millions but also despised by millions more. This segment will explore leadership lessons common to these great leaders, providing insights about their lasting legacy – an interesting, though-provoking session for home care leaders in a changing and challenging environment.

*David Rendall* is a speaker, leadership professor, stand-up comedian and endurance athlete. During the last ten years he has spoken to audiences throughout the United States, South America, Africa and Australia. His clients include AT&T, GlaxoSmithKline, Tyco International, the Australian Government, Potash Corp and Duke University. Prior to becoming a professor and speaker, he managed nonprofit enterprises that provided employment for people with disabilities. He has more than fifteen years of experience leading people and organizations. David has a doctor of management degree as well as a graduate degree in psychology. His first book was The Four Factors of Effective Leadership. His newest book is The Freak Factor: Discovering Uniqueness by Flaunting Weakness.
Thursday, May 10  - continued

12:30 to 2:30pm

A Monopoly on Lunch

Stroll down Baltic Avenue or the Boardwalk and pick up your HCA Bucks from the vendors you meet with during this two-hour game period that will lead you to great prizes at the Community Chest. Many vendors are offering great prize opportunities as well – but you have to visit them to win. Lunch will be served in the vendor areas on two floors in the new wing of the Saratoga City Center.

2:30pm to 5:00pm

The FISH Philosophy is a set of simple, practical tools to help you create the work culture you’ve been looking for within your agency. Through usable ideas, storytelling, networking and humor, the FISH Philosophy will highlight proven strategies to increase morale, retention and revenue as well as rekindle the passion for what you do and what your organization can become.

Kim Hoch, Vice President of Operations, Novus Clinic, has spent the last 19 years in the health care field. In 2001, after recognizing the need to improve staff morale and customer service, she implemented the FISH Philosophy in her own practice. Not only will Ms. Hoch present the FISH Philosophy, but she will also share her experiences building more connected teams, enhancing communication, promoting extraordinary service, and, as she states, fostering “an epidemic of respect, compassion and trust.”

Winners of the Game

In the Hall of Winners, on the way to cocktails in the new exhibit areas, see if your name is posted as a recipient of one of the fabulous gifts offered by the vendors. Also, be sure to bring your HCA Bucks to purchase more chances to win great treasures from the Community Chest.

Dinner is on your own this evening at one of the many fine restaurants Saratoga has to offer! Stop by the HCA registration desk for a listing of establishments or ask the HCA staff about their favorites.
Friday, May 11

7:00am to 8:30am
This is the last chance to visit with the vendors. There are still treasures in the Community Chest, but you have to visit the vendors or make a PAC contribution. The exhibit hall will be open until 11:00am.

Breakout Sessions
8:30am to 10:00am  (All Breakout Sessions will be repeated from 10:15am to 11:45am)

**The Freak Factory: Making Employees Better by Helping Them Get Worse**

Are you frustrated by disengaged and unproductive employees? Are you looking for better strategies for improving employee performance? Research shows that most people are not committed to their jobs, and the way we currently manage employees does even more to harm, instead of help, their performance. We think our employees are broken, treat them like they are broken, and then wonder why they don't work. This session explores new approaches to engaging employees by finding the strength that is hidden inside their apparently negative characteristics. Learn how you can engage the “Freak” part of your employees and help them contribute to your organization’s success.

David Rendall is a speaker, leadership professor, stand-up comedian and endurance athlete. During the last ten years he has spoken to audiences throughout the United States, South America, Africa and Australia. His clients include AT&T, GlaxoSmithKline, Tyco International, the Australian Government, Potash Corp and Duke University. Prior to becoming a professor and speaker, he managed nonprofit enterprises that provided employment for people with disabilities. He has more than fifteen years of experience leading people and organizations. David has a doctor of management degree as well as a graduate degree in psychology. His first book was The Four Factors of Effective Leadership. His newest book is The Freak Factor: Discovering Uniqueness by Flaunting Weakness.

**Integrating Health Care Across the Continuum: Strategies to Support the Move From Silos to Partnerships**

This presentation will provide an overview of the U.S. Centers for Medicare and Medicaid Services’ (CMS) 10th Scope of Work Care Transitions and Partnership for Patients initiatives, highlighting the cross-setting health care partnerships and best practices that are in place in New York State targeting improved communication and care coordination to reduce avoidable readmissions and improve transitional care management. Presenters will include representatives from high performing New York State home health agencies who will share their approach to cross-setting collaboration and the outcomes achieved from implementation of evidence-based strategies to support patient/caregiver self-management in transitioning through the health care continuum.

Sara Butterfield, RN, BSN, CPHQ, CCM is IPRO’s Senior Director of Health Care Quality Improvement where she is responsible for facilitating and managing quality improvement initiatives addressing the National Quality Improvement Priorities for Medicare beneficiaries, as identified by CMS. Since joining IPRO in 1998, she has coordinated collaborative partnerships with acute care hospitals, private physician practices and health care providers on a cross-setting, multidisciplinary level to facilitate performance improvement in support of CMS’ project objectives.

**Exploring Social Media Opportunities for Your Agency**

With everyone on smartphones, I-pads and computers these days, why not capitalize on the latest trends in social marketing and technology to create awareness branding for your agency? With family members searching for care and requiring care updates, coupled with your agency’s own desire to expand its referral sources, this session may be just the spark for you to become the provider of choice in your community.

Wendi Leggitt leads DKC Connect, the digital division of DKC, and her experience includes a background in digital media and public relations. Previously, Ms. Leggitt led the digital communications practice of Mercury LLC out of Washington, DC, serving 10 office locations across the U.S. and an international client base. In this capacity, she developed and executed social media marketing and awareness campaigns for clients across a variety of industries including health care, consumer goods, building and construction, defense and aerospace, politics and technology. Prior to this role, Ms. Leggitt headed the media relations efforts in Mercury’s New York City office where she also served as Treasurer of Mercury’s political action committee and coordinated political events for some of the State’s top elected officials including Governor Andrew M. Cuomo. Ms. Leggitt is a graduate of Southern Methodist University in Dallas, Texas, where she received a degree in Advertising with an emphasis on copywriting and graphic design.
Using Your Data to Manage Clinical and Financial Outcomes

The effective implementation of best practices and the management of data elements necessary for evaluation of patient outcomes will help agencies to improve and excel within the 2012 Prospective Payment System (PPS) clinically, financially and operationally. In this session, participants will learn to identify and prioritize key target areas for change through data analysis review. Join your peers in learning how to lead and engage clinical staff in effective episode management and clinical disease management practices that can help your agency in its efforts to achieve appropriate LUPA reduction, therapy management and discipline utilization.

Diane Johnson is an accomplished executive with extensive experience in marketing, communications, training, product management and business development across the health care continuum. Her entire career has been based within the extended care market where Diane successfully worked to develop strategic business plans, resulting in increased sales, market share and brand recognition. She has worked exclusively within the home health industry for the past six years as Senior Vice President with the Performance Consultant Group at Sandata Technologies. Santrax® Performance Consulting is Sandata’s proprietary consulting service focused on driving clinical, financial and operational improvement for home care agencies.

Position Your Organization for Success in Your Contracts with Managed Care

Don't leave your contract negotiations up to chance! This session brings the state’s most knowledgeable insurance lawyers to teach providers about the essentials regarding contracting with managed care plans. This session will offer practical information on the terms and criteria that are requisite to managed care contracting. Every home care leader will need the essential knowledge provided in this session that will assist them as they embark on successful contract negotiations with plans. Don't miss it.

Harold N. Iselin is managing shareholder of Greenberg Traurig's Albany office. He focuses his practice on governmental affairs and health care matters, representing diverse clients before the executive branch and state legislature. Additionally, he handles complex civil litigation matters, litigating a broad range of civil cases. Previously, Mr. Iselin was a trial attorney in the U.S. Department of Justice from 1984 to 1986, following which he became Assistant Counsel to the Governor of New York with responsibility for transportation, education, veterans’ affairs and freedom of information matters.

Tricia A. Asaro concentrates her practice in the areas of health care and governmental affairs. She has broad experience representing health plans in business negotiations, regulatory compliance matters and corporate governance issues. She also has wide-ranging experience handling health care transactions, particularly regulatory approval of changes in control of health care entities.

Whitney Magee Phelps is of counsel in the Health & FDA Business Group in Greenberg Traurig's Albany office. Her practice focuses on advising health care clients on state and federal regulatory issues with an emphasis on managed care contracting; antitrust, fraud and abuse issues; health and medical homes; and joint venture arrangements. Her managed care negotiations between and among managed care organizations, federally qualified health centers, IPAs, providers, pharmacy benefit managers and other management vendors includes reviewing, drafting and handling all aspects of the negotiation process for both fee-for-service and full risk sharing arrangements. In addition, she has negotiated and drafted highly innovative and complex joint venture arrangements between managed long term care providers and managed care organizations. Ms. Magee Phelps also has wide-ranging experience representing health care entities before the Executive Branch to shape health care policy, laws and regulations and to seek regulatory guidance for various joint provider and payor arrangements, such as for pay-for-performance and medical home demonstrations.

Rock, Paper, Scissors: Regulatory Changes in a Managed Care Environment

In a new state policy environment in which managed care providers will contract with providers to deliver care to chronically ill patients, regulatory expectations and compliance must also be synchronized and modified as necessary in light of a new system. Hear from one of the state’s principal home care officials with responsibility for the development and oversight of regulatory compliance about how providers’ and plans’ new responsibilities and roles in a new system will be transformed and fulfilled in this new system.

Rebecca Fuller Gray, Director, Division of Home and Community Based Services, NYS Department of Health, Office of Health Systems Management

All Breakout Sessions will be repeated from 10:15am to 11:45am
Our Thanks to Those Sponsors Who Have Already Committed to Support You and This Signature HCA Event

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2012 Annual Conference Registration

It’s Your Move!

Deadline for conference registration is May 2nd
(Early Bird ends April 20)

Mail to: HCA Education and Research, 194 Washington Avenue, Suite 400, Albany, NY 12210
Fax to: (518) 426-8788 or Register Online at: www.eventville.com/hcanys

PLEASE RETURN THIS COMPLETED REGISTRATION FORM WITH YOUR PAYMENT. YOU MAY DUPLICATE THIS FORM FOR ADDITIONAL ATTENDEES. PLEASE SAVE A COPY FOR YOUR RECORDS.

CONFERENCE PARTICIPANT REGISTRATION

NAME ______________________________________________________________ TITLE ______________________________

AFFILIATION __________________________________________________________________________________________________________________

ADDRESS ______________________________________________________________________________________________________________________

CITY/STATE/ZIP ______________________________________________________________

PHONE ________________________ FAX ________________________

E-MAIL ______________________________________________________________

This is my first time attending the HCA Annual Membership Conference: _______ Yes _______ No

METHOD OF PAYMENT:

Please check one:

_____Check* Make payable to: HCA Education and Research and mail to: 194 Washington Avenue, Suite 400, Albany, NY 12210

Checks must be received by May 2.

_____MasterCard      _____Visa     _____American Express

Credit Card No. _____________________________

Name on Card ______________________________________________________________

Expiration Date __________ Security Code ________________

Billing Address for Card __________________________________________________________

City, State, Zip ______________________________________________________________

Authorized Signature ________________________________

Cancellation Policy: Cancellations received by May 2 will receive a full refund, less 25% of total due as an administrative fee. Cancellations received on May 2 or later will forfeit their registration fee, along with those who register and do not attend. Substitutions are permitted.

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

__________________________________________________________________________

__________________________________________________________________________

Please be sure to make your hotel reservation by April 16.

REGISTRATION FEE:

We encourage you to attend the full three day conference for the best value. No credits can be given for meals not taken or unattended education programs.

Early Bird Discount Ends April 20

*Wednesday Awards Reception and Dinner:
Please note that the Awards Reception and Dinner is included in the “Full Registration Fee” and the “Wednesday Only Fee.” For those who wish to attend the Awards Reception and Dinner ONLY, the fee is $85 per person.

REGISTRATION FEE:

Please indicate your registration choice(s):

Full Conference Registration Options

| HCA Member (Early-bird rate until April 20) | $599 |
| HCA Member (After April 20) | $675 |
| Non-Member Fee (Early-bird rate until April 20) | $749 |
| Non-Member Fee (After April 20) | $799 |

One Day Only Conference Registration Options

| Wednesday Only – HCA Member | $275 |
| Wednesday Only – Non-Member | $375 |
| Thursday Only – HCA Member | $375 |
| Thursday Only – Non-Member | $475 |
| Friday Only – HCA member | $275 |
| Friday Only – Non-Member | $375 |

Pre-Conference Session

I will attend this session (included in my registration fee above) $0

Wednesday Awards Dinner

*I will attend the Awards Dinner on Wednesday $0

# of Additional Guests:_________ at $85 per person $________

TOTAL DUE: $________