As New York State’s long term home care patients transition into Medicaid Managed Long Term Care (MLTC), home care programs and MLTC plans continue to explore opportunities and face new challenges as they prepare for and adapt to this changing environment of care delivery.

This education program – the second in a series offered by HCA – aims to support home health leaders as they collaborate with MLTCs, fine-tune their transition plans, and determine what measures are important for the success of home care-MLTC partnerships.

Building on a highly rated first installment, this Part II education session on MLTC partnerships will bring you practical and useful expert advice from a great lineup of presenters who will walk you through the next level of this journey.

**Positioning For Success in a Managed Long Term Care Arena : Part 2**

**Practical Tools, Tips, and Insights to Further Support Your Agency’s Success**

October 16, 2013
Hilton Albany (formerly Hotel Albany) State and Lodge Streets, Albany, NY

**A Workshop for Home Care and Managed Long Term Care Leaders**
The Second in a Series in 2013

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This program sponsored by:

**AGENDA**

**October 16**

9:00am to 9:15am

**HCA Update: The Journey Continues**
HCA will offer an update on the regulatory structure governing MLTC and home care agencies as patients are enrolled into MLTC plans in New York.

*HCA Policy Staff*

9:15am to 10:00am

**Collaborative Leadership: Pathways to Success in this New Era of Care**
This new era of health care requires leaders who can clearly define the value and function of their organizations within larger operating units and bring about rapid internal transformation to reflect the goals and prerogatives of these emerging partnership structures. Collaborative leadership is central to the success of these transitions. This program will focus on the new skills necessary for meeting these changes, helping you to develop a leadership strategy that clearly defines value proposition as you face the complex challenges ahead. As the roles of home care providers and managed care continue to merge, this session will specifically discuss leadership skills that help you transcend organizational boundaries in ways that provide strength to home care organizations in their partnerships with managed care.

*Barbara Citarella, President, RBC Limited*

*Agenda continued on next page...*
October 16 Agenda - continued

10:15am to 11:30am
The Road Ahead for CHHAs and LHCSAs
In this session, representatives from Hinman Straub P.C. will discuss the role of today's CHHA in the managed care world and also what the future holds for LHCSAs. Hinman Straub has a long history representing health plans and, more recently, advising providers across the entire long term care continuum as they navigate New York's Medicaid Redesign changes, including the recently opened CHHA licensure process. Attendees will gain a unique and experienced perspective on the opportunities ahead for New York's home care providers as they begin to contract with managed care plans. In addition, the presenters will explore the future of the constantly evolving long term care landscape.

Stephanie Piel, Esquire, Partner, Hinman Straub P.C.
Nancy Sever, Esquire, Partner, Hinman Straub P.C.
Meghan McNamara, Esquire, Partner, Hinman Straub P.C.

11:30am to 12:15pm
MLTC Reimbursement: Understanding the Mechanics and Working Cohesively with the Plans
This session will focus on the process for reimbursement, including accountability, between home care providers and Managed Long Term Care plans. Learn how to address and resolve claim differences constructively to assure the smooth workings of a solid partnership.

Harold Iselin, Albany Managing Shareholder, Greenberg Traurig LLP

12:45pm to 1:30pm – Networking Lunch

1:30pm to 2:30pm
Achieving Better Care and Greater Efficiencies in Partnership with Managed Care Plans
Better care at reduced costs is the overarching goal of health care reform. To arrive at this outcome, however, it's important to understand all the avenues of the health care delivery environment as partners in Managed Long Term Care. Those avenues include understanding and capitalizing on data sets, striving for and implementing enhancements in quality and care management, taking advantage of technologies, and mapping out clear team goals. Hear from a veteran health plan leader as she discusses thought-provoking and feasible strategies to achieve success in your partnerships.

Joan Russo, CEO, SinglePoint Care Network, LLC

About our Presenters

Barbara Citarella, RN, BSN, MS, CHCE, CHS-V, President, RBC Limited
RBC Limited consults in the home care and hospice industry in the areas of leadership, regulatory requirements, infection control and disaster preparedness.

Koy Dever, Principal, Loeb & Troper, LLP
Koy is the firm’s lead strategist and financial consultant in helping health care organizations and industry professionals manage the transition from a fee-for-service to managed care environment. She has extensive experience working with clients and their attorneys in the planning, development, submission and follow-up activities associated with MLTCP and FIDA applications.

Steven Herbst, Director of Managed Care, Loeb & Troper, LLP
Steven is responsible for a full spectrum of business issues for managed care clients, including: health plan operations, mergers and acquisitions, strategic planning, contracts, and state and federal plan expansion efforts. He is widely acknowledged as an expert in the managed care arena and is currently playing an instrumental role in assisting clients address all implications of FIDA.

Harold Iselin, Albany Managing Shareholder, Greenberg Traurig LLP, focuses his practice on governmental affairs and health care matters and represents diverse clients before the executive branch and state legislature. Additionally, he handles complex civil litigation matters. Prior to joining Greenberg Traurig, he was a trial attorney in the U.S. Department of Justice.

Meghan McNamara, Esquire, Partner, Hinman Straub P.C. is a member of the firm’s Health Law department. Her practice concentrates on representing health care providers, including home care agencies, in all facets of regulatory representation including certificate of need applications, licensure applications, responses to solicitations of interest and other regulatory compliance issues.

Stephanie Piel, Esquire, Partner, Hinman Straub P.C. is a member of the firm’s Health Law department. Her practice is particularly focused on Medicaid Managed Care and compliance with existing programmatic requirements and implementation of new initiatives under recent state and federal statutory and regulatory changes.

Joan Russo, CEO, SinglePoint Care Network, LLC. At SinglePoint since September 2012, Ms. Russo provides health care solutions to managed care organizations, home care and other integrated delivery system organizations in the emerging managed long term care and dually eligible arena. Prior to joining SinglePoint, she was the Senior Vice President of Care Delivery at Affinity Health Plan, a New York Medicaid and Medicare Managed Care Plan where she was responsible for medical management and provider contracting operations.

Nancy Sever, Esquire, Partner, Hinman Straub P.C. is a member of the firm’s Health Law department. She represents a broad range of health care clients including health maintenance organizations, insurers, third party administrators, physicians and facilities. Her background includes serving as Assistant General Counsel at a Pennsylvania Medicaid/Medicare managed care plan.

Lessons Learned as Managed Long Term Care Continues to Roll Out
Experts from Loeb and Troper, LLP, who have assisted in the transition for many clients as they partner with plans, will share examples of lessons learned and useful strategies in relation to fiscal, operational and contracting issues to support your organization’s efforts in preparing for this changeover.

Koy Dever, Principal, Loeb & Troper, LLP
Steven Herbst, Director of Managed Care, Loeb & Troper, LLP
Hotel Information
Hilton Albany (formerly Hotel Albany)
Lodge and State Street, Albany, NY
The Hilton Albany will provide rooms at the rate of $149 per night until Sept. 13 or until the block is sold out. Please request the HCA rate code: 1Home when calling (866) 691-1183. Complimentary parking available on site.
Register by October 1. Walk-in registrations cannot be accommodated.

Registration fee includes presentations, lunch, breaks and handout materials.

Program Registration

Agency Name

Agency Address

Individual Attending

E-mail Address (Required)

Phone                                    Fax

Additional Individual Attending (from same organization)

E-mail Address (Required)

Phone                                    Fax

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

Program Fees

HCA Member                          $229 per person
Additional HCA Member from the same organization may attend at a discounted rate $199 per person
Non-Member                                $369 per person

Total                                      $__________

Payment

___ Check      Please make check payable to: HCA Education and Research and mail to 388 Broadway, 4th Floor, Albany, NY 12207

___ VISA  ____ MasterCard ___ AmExp

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Name on Card

Billing Address

City, State and Zip

Expiration Date       Security Code

Signature

Cancellation Policy
Refunds will be issued for those that cancel in writing to info@hcanys.org by October 1, 2013, less a 25% administrative fee. Substitutions are permitted. Cancelling after this date or no shows will forfeit the registration fee.

FAX THIS FORM TO: 518-426-8788
Join us for this informative session!

Positioning for Success in a Managed Long Term Care Arena:

Part 2

October 16, 2013

Hilton Albany
State and Lodge Streets
Albany, NY

Register Online using your QR Code Scanner

This program sponsored by: