



“S.U.R.C.H.”ing for Success in 2012

*A Revolutionary Care Plan Method that Assures CMS
Compliance presented by Arnie Cisneros*



March 21

9:00am – 4:00pm

Registration opens at 8:00am

Fee includes lunch and handout materials

Comfort Inn & Suites

425 E. Route 59
Nanuet, NY 10954

The HCA room rate for March 20, is \$105. Please call 845-623-6000 for a reservation. For directions visit www.regencynanuet.com

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Arnie Cisneros, PT, President of Home Health Strategic Management will be the presenter. He has provided clinical services, program development and management consultation in the areas of geriatric rehab and home health since 1979. He is renowned for his adaptation of traditional care philosophies to address current and future healthcare initiatives.

Concerned that you might be producing deniable episodes while you manage care with traditional approaches? Worried that your clinical staff may be reproducing the same episodes that recently earned you denials? Wondering how therapy changes will affect your bottom line? Troubled that your Start of Care (SOC) programs might fail to measure up to current standards?

To respond to these challenges, especially in this era of cuts, program changes, and audit scrutiny, many homecare agencies have adopted and installed quality assurance (QA)-controlled, utilization review-based programming for all their care episodes offered through Home Health Strategic Management’s **Service Utilization Review for Care in the Home (S.U.R.C.H.)** program. **S.U.R.C.H.**, performable without point-of care software, is a futuristic methodology that will change your care programs, and you can use it immediately. In short, before your clinician leaves the home, you will have a SOC program in place, tailored by management to address Medicare requirements through efficient and focused care. This revolutionary home health programming method has providers across the country enjoying the same type of utilization review employed by hospitals and SNFs to assure Centers for Medicare & Medicaid Services (CMS) compliance. Through this approach, care is focused and controlled, clinical outcomes are improved, finances are stabilized, and audit worries disappear. This progressive protocol replicates the same QA-controlled care that will be required for Accountable Care Organizations (ACO) and Bundling models of the future.

The changes slated for home health will continue into the foreseeable future, and the need to re-invent care production and delivery is here now. Through interactive exercises designed for home health executives, finance managers, nursing and therapy supervisors as well as direct clinical staff, you will learn contemporary home health skills that will re-energize your team and position your organization a step ahead for the future. Register for **S.U.R.C.H.** today!



S.U.R.C.H.ing for Success

March 21 – Nanuet, NY

REGISTRATION FORM

Please register by March 12

Register online at
www.eventville.com/hcanys

Name: _____

Title: _____

Agency: _____

Address: _____

City/State/Zip: _____

Phone: _____ Ext. _____ Fax: _____

Email: _____

(Required)

REGISTRATION FEE

HCA Member \$249 per person \$ _____

Non-Member \$349 per person \$ _____

PAYMENT

Please print clearly.

Credit Card Number : _____ Exp. Date: _____ Security Code: _____

Name and/or Company Name on Card

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

Authorized Signature

Cancellations received by March 12, are refundable less a 25 percent administrative fee. Cancellations must be received in writing via e-mail to info@hcanys.org. No refunds after this date or for no shows. Substitutions are permitted.



Fax to (518) 426-8788