An Invitation to Attend

Piecing It All Together

31st ANNUAL CONFERENCE AND TRADE SHOW

November 11-12, 2014

THE WESTIN • RICHMOND, VIRGINIA
<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monday, November 10</strong></td>
<td>7:00 pm - 7:30 pm</td>
<td>Registration opens</td>
<td>Foyer, Blue Ridge Salon AB</td>
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<tr>
<td><strong>Tuesday, November 11</strong></td>
<td>7:30 am – 8:00 am</td>
<td>Registration, Continental Breakfast</td>
<td>Foyer, Blue Ridge Salon AB</td>
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<td></td>
<td>8:00 am – 8:30 am</td>
<td>VAHC Annual Business Meeting</td>
<td>Blue Ridge Salon ABC</td>
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<td>8:30 am – 9:30 am</td>
<td>GENERAL SESSION&lt;br&gt;&lt;em&gt;Keynote Speaker: Jan McInnis&lt;br&gt;“Finding the Funny in Change”&lt;/em&gt;</td>
<td>Blue Ridge Salon ABC</td>
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<td></td>
<td>9:30 am – 9:45 am</td>
<td>Break</td>
<td>Foyer, Blue Ridge Salon AB</td>
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<tr>
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<td>9:45 am – 11:00 am</td>
<td>CONCURRENT EDUCATIONAL SESSIONS&lt;br&gt;&lt;strong&gt;1A&lt;/strong&gt; – Navigating the Hospice Cost Report&lt;br&gt;&lt;em&gt;Brian A. Martin&lt;/em&gt;, Simione Healthcare Consultants</td>
<td>Blue Ridge Salon DE</td>
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<td>&lt;strong&gt;1B&lt;/strong&gt; – Your Agency, Your Best Practices: Do They Measure Up to the Competition in Preventing Re-hospitalizations&lt;br&gt;&lt;em&gt;VAHC Quality Task Force&lt;/em&gt;</td>
<td>Shenandoah Salon BC</td>
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<td>11:00 am – 12:00 pm</td>
<td>Exhibit Hall Opens</td>
<td>Chesapeake Ballroom</td>
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<td>12:00 pm – 1:00 pm</td>
<td>Lunch with Exhibitors</td>
<td>Blue Ridge Salon ABC</td>
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<td>1:00 pm – 2:30 pm</td>
<td>CONCURRENT EDUCATIONAL SESSIONS&lt;br&gt;&lt;strong&gt;2A&lt;/strong&gt; – Hospice Quality Reporting and QAPI: Using Data to Evaluate Your Patient Care Delivery System&lt;br&gt;&lt;em&gt;Catherine Krause, RN, MSN&lt;/em&gt;, End of Life Consultant</td>
<td>Blue Ridge Salon DE</td>
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<td>&lt;strong&gt;2B&lt;/strong&gt; – Reduce Financial Liability by Complying with Wage-Hour Regulations&lt;br&gt;&lt;em&gt;Jamie Hasty&lt;/em&gt;, Vice President, SESCO Management Consultants</td>
<td>Shenandoah Salon BC</td>
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<td>2:30 pm – 2:45 pm</td>
<td>Break</td>
<td>Foyer, Blue Ridge Salon AB</td>
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<td>2:45 pm – 4:00 pm</td>
<td>GENERAL SESSION&lt;br&gt;Panel Discussion: Validation Therapy- We Can Help&lt;br&gt;&lt;em&gt;Marcia Tetterton&lt;/em&gt;, Executive Director, VAHC&lt;br&gt;&lt;em&gt;Kim Smith&lt;/em&gt;, Gentiva Home Health&lt;br&gt;&lt;em&gt;Vickie Morgan&lt;/em&gt;, Riverside Home Health and Hospice&lt;br&gt;&lt;em&gt;Matt Cobb&lt;/em&gt;, Cobb and Associates</td>
<td>Blue Ridge Salon ABC</td>
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<td>4:00 pm – 5:00 pm</td>
<td>Trade Show/ Exhibitor Reception&lt;br&gt;Grand Prize Cash Drawing (Must be present to win)</td>
<td>Chesapeake Ballroom</td>
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<td><strong>Wednesday, November 12</strong></td>
<td>8:00 am – 9:00 am</td>
<td>Hot Hearty Breakfast</td>
<td>Blue Ridge Salon AB</td>
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<td>9:00 am – 10:00 am</td>
<td>GENERAL SESSION&lt;br&gt;Our Aging Society: Concerns, Implications and Opportunities</td>
<td>Blue Ridge Salon AB</td>
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<td>10:00 am – 10:15 am</td>
<td>Break</td>
<td>Blue Ridge Salon AB</td>
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<td></td>
<td>10:15 am – 10:45 am</td>
<td>GENERAL SESSION&lt;br&gt;&lt;em&gt;Matt Cobb, Esq.&lt;/em&gt; and &lt;em&gt;The Honorable Chris Head&lt;/em&gt;, Delegate for the 17th District&lt;br&gt;A Conversation Regarding the Intersection of Politics and Home Care and Hospice</td>
<td>Blue Ridge Salon AB</td>
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<td>10:45 am – 11:00 am</td>
<td>Break</td>
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<td></td>
<td>11:00 am – 12:00 pm</td>
<td>GENERAL SESSION&lt;br&gt;&lt;em&gt;Rebecca Pace&lt;/em&gt;&lt;br&gt;The Cha Ching in Change</td>
<td>Blue Ridge Salon AB</td>
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KEYNOTE SPEAKER

JAN McINNIS, The Work Lady

“Finding Funny In Change”

November 11, 2014 • 8:30 am – 9:30 am

For professional speaker and comedienne Jan McInnis, life is full of “finding the funny.” She – and the audiences who continually rate her programs “hilarious” – wouldn’t have it any other way.

Inspired by fifteen years as a marketing director in the 9 to 5 world, Jan has cornered the association and corporate convention market. And over the past 18+ years on the full-time speaking circuit, she has spoken at hundreds of conferences, employee retreats and banquets held by such groups as Anthem Blue-Cross, the American Heart Association, the Federal Reserve Banks, and the Mayo Clinic. Jan was featured in the “Wall Street Journal” as one of the top convention comedians whose material is clean and in the Washington Post for her clean comedy writing.

Learning doesn't have to be boring! Jan has a knack for humorous analysis, which enables her to keep her audiences laughing, not just with a comedy show, but also with some of her keynotes such as “Finding the Funny in Change.” In this keynote she shows people how to use humor to handle change.

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CLOSING SPEAKER

Rebecca Pace

“The Cha Ching in Change”

November 12, 2014 • 11:00 am – 12:00 pm

Change is a constant and it is swirling all around us. Change can be costly but, it does not have to be. We can make deposits and withdrawals from goodwill bank accounts and take specific actions that help ease the discomfort of change. Once you have mastered some easy to apply saving techniques, you will have a generous spending limit and can achieve fantastic wealth in a variety of currencies. Just imagine what it would be like to have credit with happiness, stress reduction, success, and goal achievement. Leave this conference knowing YOU can make “Cha Ching” happen!
Thanks to Our Sponsors

PLATINUM:
Humana
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GOLD:
Winters-Oliver Insurance Agency/ Selective Insurance

BRONZE:
McBee Associates, Inc.

Reserve your Hotel Room by October 20, 2014
to secure the discounted rate of $129.00 per night. Complimentary internet access in all
guestrooms and meeting space. Call 1-888-627-7786 and reference the Virginia Association for
Home Care and Hospice block to reserve your room today!

VAHC Program
Task Force

Edith Ragland, McBee Associates, Inc.
Marie Woodard, Thrive at Home
Nancy Rumbley, Sentara Home Care
Tonya Moore, Maxim Healthcare
Ike Relacion, CareGivers Health Services

2014 Annual Awards

Home Care or Hospice Employee of the Year
Home Care or Hospice Administrator of the Year
VAHC Public Policy Award

There is nothing like the honor of being recognized by your peers.
Nnominate that person in your organization who regularly goes
above and beyond!

The Annual Awards Applications are available at www.vahc.org or
contact the VAHC office for an electronic version to be emailed to you.

MARK YOUR CALENDAR
Next year’s Annual Conference and
Trade Show will be held at
THE DOUBLETREE BY HILTON
CHARLOTTESVILLE, VIRGINIA
NOVEMBER 17-18, 2015
November 11, 2014

9:45 am – 11:00 am (1A)

“Navigating the Hospice Cost Report”
Brian Martin, Esq., Senior Consultant, Simione Healthcare Consultants, LLC

This program will identify and summarize the key differences between the current and new hospice cost reports. Some of the changes will require additional tracking of information. This program will educate and navigate you through the changes in order for your hospice to accurately complete and file their new cost report.

• Identify the differences between the old and new cost reports
• Describe the new statistics that will be needed for the new hospice cost report
• Review how to gather and report the new info that is required to file the report

9:45 am – 11:00 am (1B)

“Your Agency, Your Best Practices: Do They Measure Up to the Competition in Preventing Re-hospitalizations?”
VAHC Quality Task Force

To compete in today’s healthcare market, for increased referrals, providing the quality care necessary to avoid re-hospitalizations and the ability to market those achievements is imperative for the success of your business. This session will focus on helping you achieve these goals, offering insight into best practices and practical tips and resources.

• Overview of new CMS regulations and the impact on the health care system
• Best practices for reducing re-hospitalizations
• Members of the home health care team that impact re-hospitalizations
• Resources for providers

1:00 pm – 2:30 pm (2A)

“Hospice Quality Reporting and QAPI: Using Data to Evaluate Your Patient Care Delivery System”
Catherine Krause RN MSN, End of Life Care Consultant

As a condition of the Patient protection and Affordable Care Act we know that a value based purchasing model is on the horizon for Hospice providers. This performance based payment strategy will link reimbursement to a provider’s performance on a defined set of quality measures. Hospice Quality Reporting is the first step of this process. While the timeline for public reporting is unclear increased transparency of hospice data is coming. Are you ready? How is your organization using data to improve systems and outcomes? Learn how to use data you are already collecting to evaluate clinical delivery systems and the patient/family perception of care.

• State the requirements of the Hospice Quality Reporting Program (HQRP).
• Describe how HIS data can contribute to QAPI compliance
• Discuss the future of Hospice Quality Reporting

1:00 pm – 2:30 pm (2B)

“Reduce Financial Liability by Complying with Wage-Hour Regulations”
Jamie Hasty, Vice President, SESCO Management Consultants

As experts in federal and state Wage and Hour compliance, SESCO will explore the practical application of the regulations to include an open discussion of which positions are exempt from the regulations and which ones are not and how to ensure compliance moving forward. We will also cover the upcoming changes to the Fair Labor Standards Act and how that will ultimately affect your organization’s pay practices. Additionally, the more common Wage and Hour violations will be explored to include bonuses and overtime, rest and meal periods, what is compensable time and what is not, travel and training time, and other common violations. SESCO will also discuss the new wave of “class action” Wage and Hour law suits being filed through state courts.

• Understand the basic requirements of Wage and Hour regulations.
• Recognize which positions are exempt and non-exempt from the Act.
• Discuss upcoming changes to the Fair Labor Standards Act and how to comply.
• Explore the most common Wage and Hour violations and how to avoid them
• Analyze optional and affordable pay plans for the Home Health industry.

—continued
November 11, 2014
2:45 pm – 4:00 pm
General Session: “Panel Discussion: Validation Therapy- We Can Help”
Marcia Tetterton, Executive Director, Virginia Association for Home Care and Hospice, Matt Cobb, Cobb and Associates, Kim Smith, Executive Director, Gentiva Home Health, Vickie Morgan, Director of Clinical Operations, Riverside Home Health and Hospice
 Attend this interactive session that is an opportunity for Association representatives and its members to share experiences. Join us for a Q&A session with your Association leaders- learn what goes on behind the scenes of the association, the role of the association in assisting you increase profitability as well as mitigating risk along the way and learn how to get the most out of your membership.
• The Perils
• The Pitfalls
• The Possibilities

November 12, 2014
9:00 am – 10:00 am
“Our Aging Society: Concerns, Implications and Opportunities”
Dr. J. James Cotter, PhD, Associate Professor, Department of Gerontology, School of Allied Health Professions, Virginia Commonwealth University
Dr. Cotter has implemented, developed, managed and evaluated health and social services programs at the local and state levels for 30 years. In his recent book, 40 Issues for an Aging Society, Dr. Cotter examines key issues in the areas of finances, health, and social concerns. This session will explore these 40 key issues affecting older persons in an aging society and will also delineate some of the entrepreneurial opportunities and political implications of these issues.
• Describe the demographic and historical factors that underline an aging society
• Identify the major trends affecting older persons and an aging society
• Explore some of the special challenges affecting specific groups of older persons

November 12, 2014
10:15 am – 10:45 am
“A Conversation Regarding the Intersection of Politics and Home Care and Hospice”
The Honorable Chris Head, Delegate for the 17th District
Matthew M. Cobb, Esq., Cobb and Associates, VAHC General Counsel
The intersection between government and business has dramatically narrowed over the past decade. Decisions made by government leaders are profoundly impacting the ability for businesses to succeed. Actions taken by government leaders, whether legislative, budget, regulatory or procurement often determines success or failure for home care and hospice organizations. This program will focus on how the political process can influence government interaction with the home care and hospice industry. Discussion will include:
• Recent legislative actions impacting home care and hospice
• How to best influence the legislative and regulatory processes
• Importance of having a seat at the political table

November 12, 2014
11:00 am – 12:00 pm
“The Cha Ching in Change”
Rebecca Pace, Speaker/Trainer, Pace Communication, LLC
Change is a constant and it is swirling all around us. Change can be costly but it does not have to be! Rebecca will offer specific actions you can take that will help ease the discomfort of change. Mastering these techniques will afford you wealth in happiness, stress reduction, success and goal achievement. Make “Cha Ching” happen in your organization by making sure you get a great rate of return on your energy investment.
• Prioritization techniques
• Combine your emotional intelligence, IQ and skill set
The premium financial package comes in communication and learning to speak the language of your listener’s language currency. Communication is a key component of saving and making good will deposits in workplace relationships. The Cha Ching of Change will guide you through a painless investment plan.
Complete one form per registrant and attach to first registrant’s form.

Fax: Send completed registration forms and Visa/MasterCard number to 804.288.3303
Mail: Send completed registration forms and payment to:
VAHC, 3761 Westerre Pkwy, Suite B, Henrico, VA 23233.

Hotel Reservations must be made by calling The Westin, 888-627-7786 and reference the Virginia Association for Home Care and Hospice room block. To receive the group rate of $129.00, king or double queen rooms, reservations need to be made no later than October 20, 2014.

Conference Registration: (attach additional forms for each registrant.)

1ST TIME ATTENDEE? Y N

Name ______________________________________ Agency __________________________________
Street Address: __________________________________ City __________________________________
State __________ Zip __________ Telephone __________________________
Fax Number _________________________ Email ___________________________________________

Please circle all that apply:

Early Bird Rates (Members only) (Postmarked by Oct.1, 2014)

<table>
<thead>
<tr>
<th>Super-Saver Rate</th>
<th>VAHC Member</th>
<th>Additional staff</th>
<th>Non-member</th>
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<tbody>
<tr>
<td>Conference Registration</td>
<td>(4 registrations)</td>
<td>$775</td>
<td>n/a</td>
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<tr>
<td>(6 registrations)</td>
<td>$999</td>
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<tr>
<td>(single registration)</td>
<td>$299</td>
<td>$274 (x___)</td>
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Regular Rate (Postmarked by October 24, 2014)

Conference Registration $329 $274 (x___) $429

Late Rate (Postmarked after October 24, 2014)

Conference Registration $429 $274 (x___) $529

TOTAL DUE:_____________________

☐ check enclosed ☐ Visa/MasterCard Security Code __ __ ___

Credit Card #________________________________________ Expiration Date_____________________
Signature ______________________________________________________________________________

No refunds, but substitutions from the same agency may be made.
Conference registrations cannot be split.

Circle breakout sessions you plan to attend (see agenda for titles of sessions)

Tuesday, November 11, 2014 9:45am – 11:00pm 1A 1B

Tuesday, November 11, 2014 1:00pm – 2:30pm 2A 2B

The following meals are included with your conference registration. (✓) each meal you will attend.

Tuesday Continental Breakfast
Tuesday Luncheon
Tuesday Reception with Exhibitors
Wednesday Hearty Hot Breakfast
31st ANNUAL CONFERENCE AND TRADE SHOW

November 11-12, 2014
The Westin • Richmond, VA

Join us this year for:
The Largest Trade Show in Virginia for Home Care and Hospice Professionals including 35+ vendors showcasing their products and services
Industry specific educational programs you can’t afford to miss
Great networking opportunities

MARK YOUR CALENDARS NOW!
2015 Annual Conference and Trade Show
The Doubletree by Hilton • Charlottesville, Virginia
November 17-18, 2015