

2023 Home Care & Hospice Association of NJ Annual Conference



Innovate!



Integrate!



Motivate!

Wednesday, June 7th – Friday, June 9th

**Harrah's Resort
Atlantic City
777 Harrah's Boulevard
Atlantic City, NJ 08401**

Day at a Glance Schedule

Date	Time	Topic	Speaker(s)	Room	Provider Type
Thursday, June 8th	8-9:45am	Breakfast & Plenary Speaker	Bill Dombi	Ballroom	ALL
	10-11am	Leverage PDGM in VBP environment	Arnie Cisernos	14/15	Home Health
	10-11am	Hospice Survey Readiness	Jennifer Kennedy	16	Hospice
	10-11am	RCM in Home Care	Michael Brown & Phil Feldman	17	HCSF
	10-11am	Unraveling PHE	Angelo Spinola	18/19	ALL
	11-12pm	Making impact no HHCAHPS	Brian Lebanon	14/15	Home Health
	11-12pm	Anticoagulant Use in Hospice	Caren McHenry Martin	16	Hospice
	11-12pm	Training Caregivers: Mentorship	James Cohen	17	HCSF
	11-12pm	VBP data to drive success	Chris Attaya & Nick Seabrook	18/19	ALL
	12-2pm	Lunch, Keynote Speaker, and HCHANJ Updates	Rob Osgood	Ballroom	ALL
	2:15-2:45pm	Sepsis in Home Care	Sepsis Alliance	14/15	ALL
	2:15-2:45pm	AGR-EOL planning discussion	Erin Silvers	16	Hospice
	2:15-2:45pm	Creating sustainable Home Care	Ed Carduner	17	HCSF
	2:15-2:45pm	HCP- DEI in Healthcare	Kristen Duell	18/19	ALL
	3-4pm	Value of Wound Ostomy program	Tifanie Sbrisca & Andrew Wheeler	14/15	Home Health
	3-4pm	Symptom Assessment & Triage at EOL	Brad Macy	16	Hospice
	3-4pm	Implementing Technology	Bill McDowell	17	HCSF
	3-4pm	Culture Club	Eric Scharber	18/19	ALL
	4-4:15pm	Coffee Break			
	4:15-4:45pm	Rise in MA Plans	Jordan Cichon	14/15	Home Health
	4:15-4:45pm	Artificial Hydration at EOL IDT approach	Brad Macy	16	Hospice
	4:15-4:45pm	Impact of EVV on Home Care	Brandon Quinn	17	HCSF
	4:15-4:45pm	Cybersecurity in Healthcare	Anthony Zissimos	18/19	ALL
	5-5:30pm	Utilizing Visiting Physician Models	Alex Binder	14/15	Home Health
	5-5:30pm	Medical Aid in Dying	Corrine Carey	16	Hospice
	5-5:30pm	Workplace Violence Awareness and Prevention	Robert Field	17	ALL
	5-5:30pm	Digital Marketing in Home Care	Nick Bonitatibus	18/19	ALL
	5:30-6:30pm	Cocktail Reception			

Date	Time	Topic	Speaker(s)	Room	Provider Type
Friday, June 9th	8-9AM	Breakfast			
	9-10:15am	Recruitment and Retention Panel Moderator: Nick Seabrook	Mike Johnson, Nate Jones, Bet Rosa, Eric Scharber	Ballroom	ALL
	10:30-12pm	MCO Panel	Aetna Amerigroup Horizon United Healthcare Wellcare HHAeXchange	Ballroom	ALL
	12pm	Raffle & Grab n' Go Lunch			

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Welcome to the HCHANJ Annual Conference

INNOVATE! INTEGRATE! MOTIVATE!

Keynote Speaker: Robert Osgood Thursday, June 8th 1:00PM



A seasoned healthcare executive and Boston Business Journal “40 Under 40” recipient, Rob brings a progressive background in administrative, crisis management and operational leadership. He employs a successful and consistent record of results-driven collaborative accomplishments in high-reliability

organizations through infusion of pride and positive culture, high-quality innovation, and operational excellence designed to maximize resources.

Beginning his career as a first responder-turned emergency department administrator turned hospice leader, and a communicator/orator of the first order, Rob's leadership approach and management skills have been sought internationally. He provides consultation and insight for organizations ranging from municipalities to private industry, urban tertiary-care academic medical centers to rural critical-access hospitals. Rob's academic training includes life sciences and fine arts, as well as crisis management and business administration.

Currently, Rob is the CEO at Hospice of NY, as well as serves on a variety of local, state, and national committees. He is a board member of the Hospice and Palliative Care Federation of Massachusetts and holds faculty designations at Tufts University School of Medicine and his alma mater, Sawyer Business School at Suffolk University.

Plenary Speaker: Bill Dombi, Esq. Thursday, June 8th 8:00AM



Bill Dombi is the President of the National Association for Home Care & Hospice (NAHC). He also serves as the Executive Director for the Home Care & Hospice Financial Managers Association. As a key part of his responsibilities, Bill specializes in legal, legislative, and regulatory advocacy on behalf of patients and providers of home health and hospice care.

With nearly 40 years of experience in health care law and policy, Bill Dombi has been involved in virtually all legislative and regulatory efforts affecting home care and hospice since 1975.

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The Home Care & Hospice Association of NJ is the non-profit Association which represents and advocates for the full scope of home care and hospice agencies in our state.

Our Goals are to inform, educate, assist, and advocate for home care and hospice providers and the patients and families they serve throughout New Jersey.

Our members include licensed home health agencies, licensed health care service firms, licensed hospices and organizations that offer services and products that support home care and hospice.

We hope you enjoy the conference this year!

Thursday, June 8th

7:30am Registration

8-9:45am Welcome Breakfast and Bill Dombi, NAHC President & CEO

10-11am



Leverage PDGM in VBP Environment
Arnie Cisneros, Home Health Strategic Management
Room: 14/15
Home Health

As President of Home Health Strategic Management, Arnie has provided clinical services, program development, and management consultation in the areas of post-acute care, sports medicine, and episodic programming for more than 30 years. He is renowned for his adaptation of traditional care philosophies to address current and future healthcare reform initiatives. Having delivered care across an evolving care continuum during the PPS era, he is able to position HHSM as the leading post-acute consulting firm in terms of rewiring care for quality clinical outcomes.

Session Summary:

Home Health has been operating under the Value reform for over 2 years, yet many HH Providers have failed to make adequate operational adjustments to assure optimal quality care and outcomes. Pending HH reforms, including VBP Expansion, RCD, and PAC PPS, will require value-based care outcomes not often seen in today's agencies. Learn how HHCAPS is essential to success in the future, how your clinical scores need to be improved, and why you're not likely to qualify for the VBP Expansion Bonus without a wholesale conversion to the Value HH Model. Don't miss this interactive presentation and start your care transition today.

10-11am



Hospice Survey Readiness
Jennifer Kennedy, CHAP
Room 16
Hospice

Dr. Jennifer Kennedy is the Vice President of Quality and Standards. She spent many years as a leader and nurse in diverse healthcare settings with the past 20 years in hospice and palliative care. Dr. Kennedy came to CHAP in 2021 with a vision of moving the organization's quality forward as "the" accreditation partner of choice for the majority of community-based providers. She believes no matter what type of care a patient receives or how many times they receive care, every experience should be of the highest quality. Kennedy leads the CHAP quality team and interacts with CMS related to regulatory and quality issues. Dr. Kennedy has a doctoral degree in health care education and policy, a dual master's degree in health education and case management, a bachelor's degree in nursing, and is a certified healthcare compliance professional.

Session Summary:

CMS has revised the State Operations Manual Appendix M for hospice providers and surveyors. Updates to the content are based on hospice program integrity updates in the FY 2022 Home Health payment update rule and the 2019 Burden reduction rule. This session will review "must know highlights" of the Appendix M revision including the revised survey protocol for hospice compliance surveys and L-tag changes.

10-11am



RCM in Home Care
Mike Brown, MB Healthcare Consultants & Phil Feldman, CPA
Room 17
Health Care Service Firm

Mike received his Nursing degree from Northampton Community College in Bethlehem, PA. Since graduation, he has been working as an RN in many areas of healthcare delivery, progressing in responsibility to his most recent role as President of MB Healthcare Consultants, LLC. He continued his education, earning a B.A. in Psychology from DeSales University in Center Valley, PA and a M.S. in Health Care Administration. Transitioning from acute care, Mike's career direction changed, assuming a role in the home health care industry, specializing in home infusion therapy. Mike currently serves on the Home Care and Hospice Association of NJ Board of Directors, their Government Affairs committee, and the Pennsylvania Home Care Association Public Policy Committee.



Phil Feldman is a CPA with over 16 years in home healthcare in financial and operational roles. Phil spent seven years as Vice President of Operations and Vice President of Contracting and Legislative Affairs of a large health care service firm in New Jersey. Phil also spent seven years with a large national skilled home healthcare provider with roles in financial operations, revenue cycle management and payer receivable workout negotiations.

Session Summary:

Home Care Agencies have a three-pronged mission – maximizing client care quality, financial stability, and growth. The foundation of this is optimized client care, without which the mission is pointless. We will discuss how Revenue Cycle Management processes contribute to the client care objective. Up-front management of the Revenue Cycle can serve to minimize claims payment challenges. Interestingly, these same disciplines serve to support care quality, particularly driven by authorization compliance, care plan integrity, and timely visit verification. We'll discuss how this all weaves together, and the benefits derived in this regard by a robust, full-featured agency management system.

10-11am



Latest Legal Developments Impacting the Home Care Industry in NJ
Angelo Spinola, Polsinelli Law Firm
Room 18/19
All Providers

With two decades of legal experience, Angelo Spinola's practice focuses on employment litigation with a special interest in the home health, home care and hospice industry. Bringing a wide breadth of knowledge across the health care spectrum, he works with an array of home-based care clients, including Fortune 500 organizations and franchisors, small-owned businesses and franchisees across multiple industries. Additionally, Angelo works closely with private equity firms and investment groups with respect to labor and employment issues that may arise during acquisitions and activities in these sectors.

Session Summary: Join attorney Angelo Spinola for a summary of the most significant legal trends and updates impacting your agency in 2023 and strategies for complying with the same. Angelo will discuss hot button issues related to federal and state law, review recent changes at the DOL and New Jersey investigation and litigation activity, outline how best to prepare for and respond to an investigation along with other important topics. There will also be time for questions at the end of the session!

11-12pm



Making an Impact on HHCAHPS

Brian Lebanon, Wipfli

Room 14/15

Home Health

Brian Lebanon has more than 25 years of experience in the healthcare industry and provides consulting services for all aspects of home health care and hospice, including operations, reimbursement, and education. He specializes in comprehensive consulting services offering clients and providers survey/licensure coaching, clinical review and training, financial and revenue cycle management, third-party audit response, and quality assurance/performance improvement training. Brian has served various clients such as home health agencies, hospices, and adult day centers. He is an advocate of home health and other post-acute care providers, leveraging the financial and health outcome benefits they can provide, as well as their role in the continuum of care.

Session Summary:

This seminar will give you the tools and mindset needed to align your patient's perspective with the quality care services your agency provides. HHCAHPS is about the patient perspective and requires all agency staff to realize healthcare is a "service industry". This session will help your organization convey to patients how the value of the care they receive translate to quality of care.

11-12pm



Facing the Challenges of Anticoagulants in Hospice and Palliative Care

Caren McHenry Martin, Enclara

Room 16

Hospice

Dr. Martin earned her Doctor of Pharmacy degree from the University of Nebraska Medical Center and completed an executive residency with the American Society of Consultant Pharmacists. She has enjoyed working in a wide range of nonconventional clinical roles, including pharmacy association management, senior care, pharmacy benefits management, ambulatory care, value-based care, and hospice. She is a board-certified geriatric pharmacist, has worked as a North Carolina Clinical Pharmacist Practitioner, and has authored more than a hundred articles for national pharmacy publications. Dr. Martin is currently serving in the role of Senior Clinical Manager at Enclara Pharmacia.

Session Summary:

Hospices are often faced with the challenge of admitting patients who are on anticoagulants, often for diagnoses that are only indirectly related to the terminal diagnosis. Questions about medical necessity, risk/benefit, and inclusion in the hospice benefit are not directly addressed in medical literature. This session will review the outcomes data and risk/benefit profile of these medications to help hospice staff and clinicians make informed, data-driven decisions about continuing these medications for patients in hospice care.

11-12pm



The Implementation, Benefits, and Scale-up of a Caregiver Peer-to-Peer Mentorship Program

James Cohen, Nevvon

Room 17

Health Care Service Firm

James Cohen is the CEO and co-founder of Nevvon, an e-training platform trusted to help agencies achieve regulatory compliance while saving time and money, and empowering caregivers with the knowledge and confidence they need to make their patients' lives better. Nevvon provides hundreds of home care agencies across the U.S. with an entire library of e-training that meets federal and state compliance requirements. James understands the challenges facing home care agencies, and his passion drives him towards quality and excellence in health care

Session Summary:

A compelling and dynamic speaker, James Cohen is a health system leader dedicated to implementing simple, relevant, and progressive training solutions into the home care sector. This workshop details how mentorship leads to improved retention and caregiver satisfaction. Described are the program's aims, training content, implementation support, best practices, and its benefits for home care agencies, home care workers, and home care clients. Offered through an all-in-one e-training solution, home care provider agencies will learn how quick, easy, and beneficial it is to initiate this caregiver mentorship program.

11-12pm



VBP Data to Drive Success

Nick Seabrook, SimiTree & Chris Attaya, SHP Data

Room 18/19

Home Health

Nick Seabrook is a Managing Principal of SimiTree, which is the largest consulting company in home health and hospice with over 250 employees serving 500 active clients providing consulting, outsourcing and talent solutions. Nick is responsible for the oversight of the Consulting division at SimiTree. He is also a Member of Homecare & Hospice Association of NJ's Board of Directors where serves as the Treasurer. He has presented at numerous state and national conferences and his participation in these and many other industry forums and events over the past 20 plus years have garnered recognition as a leading authority on solutions to the latest operational, clinical, and regulatory challenges.



Chris Attaya joined SHP in 2014 after spending 28 years in executive and consulting positions within the Home Health and Hospice industry. In his role, he is responsible for product development and client relationships to help organizations achieve increased operational and financial performance through the use of SHP's industry leading analytics platform and benchmark data. Prior to SHP, Chris was the CFO at the VNA of Boston and had worked at Partners Health Care at Home as CFO and CEO. He received a B.A. in Public Health from Tufts University and an M.B.A. from the Graduate School of Management at Boston University concentrating in Health Care Finance.

Session Summary:

Measure how you stack up against agencies nationally when it comes to HHVBP Total Performance Scores (TPS), HHVBP measures, and Quality of Patient Care star ratings. Get a look at outcome trends for HHVBP measures, year over year. Gain insights on score distributions from SHP's HHVBP reports for CY2022. Bonus: Get a first look at how agencies are performing on new OASIS-E SDoH items and Transfer of Health (ToH) measures.

12 – 2pm

Lunch, Keynote Speaker, and HCHANJ Updates

Sepsis in Home Care

TBD

Room 14/15

All



Session Summary: Learn about the importance of detecting sepsis early and best practices to protect your patients

2:15- 2:45pm

2:15- 2:45pm



End-of-Life Planning and the Importance of Informed Decision Making

Erin Silvers, Anatomy Gifts Registry

Room 16

Hospice

Erin has been a donor services coordinator at Anatomy Gifts Registry for 2 years. Being a donor services coordinator entails assisting grieving families through the process of registering their loved one for whole body donation. We also work with healthy applicants that are interested in donation for the future instead of traditional arrangements such as burial or direct cremation. I truly enjoy being able to help others and being at AGR. Losing a loved one is never an easy thing to go through so being able to support families in such a difficult time in such an impactful way by donating to advance research and education makes my career so meaningful. The mission we have at AGR is "One Gift. Countless Opportunities" every donation is advancing medicine, research and education for the future.

Session Summary: Discussing end of life arrangements/plans is beneficial for the home care professionals/hospice and the family eliminating the stress of needing to make decisions at time of death when the families are already grieving the loss of a loved one. Discussing the benefits of pre-planning and the options available to families/patients and the estimated costs for the arrangements allows them to make an informed decision for patients/families to ensure they are making the right choice for themselves/a loved one. Discussing the difference between organ donation and body donation with the understanding organ donation does not automatically enroll someone for body donation and that whole body donation is still an option when organ/eye/tissue donation has occurred.

2:15-2:45pm



Creating Sustainable Home Care

Ed Carduner, Wyse Advisors

Room 17

Health Care Service Firm

Ed brings 35 years of experience as a legal professional, business owner and executive and corporate consultant, throughout multiple industries including home health care. Through a hands-on approach he has brought dozens of companies from the brink of bankruptcy to sustainable financial and operational viability. Ed has had articles published in various industry periodicals and has appeared as a guest on Bloomberg TV and CNN. Ed holds a B.A from Lehigh University, a J.D from the University of Bridgeport School of Law and several other graduate designations.

Session Summary:

Its exponential growth has shown the fragility of the Home Care industry. From reduction in patient census, resulting in loss of large chunks of revenue, to challenges in recruiting and keeping employees, the industry is approaching a saturation point, unlike ever seen before. This conversation will provide survival tools for the Home Care business owner and increase the chances of building and maintaining sustainable growth and viability.

2:15-2:45pm



Diversity, Equity & Inclusion in the Post-Acute Industry

Kristen Duell, Home Care Pulse

Room 18/19

All Providers

Kristen Duell has over 20 years of experience in the healthcare and post-acute care industry, where she's held positions from non-clinical caretaker to CEO. She brings her dedication to mobilizing all factors of the pre- and post-acute care space to HCP in her role as Chief Marketing Officer. Before joining HCP, her wide range of leadership experience includes her position as the Executive Vice President of KanTime, and many more marketing, operational, and sales management roles. Kristen's passion is shaping healthcare by providing upward mobility and visibility to women in the industry, which led her to found the Inclusion Diversity and Equity Alliance in Leadership (IDEAL) for Healthcare.

Session Summary:

Join Kristen, as she discusses how to implement a successful Diversity, Equity, Inclusion & Belonging (DEIB) program, and why every agency needs to focus on their efforts to stay compliant. She'll break down the key components of a DEIB program, what agencies should be measuring, and how to stay on track.

3-4pm



Value of a Wound Ostomy Program in your Agency

Tifanie Sbrisca & Andrew Wheeler, VNA Health Group

Room 14/15

Home Health

Tifanie is a Certified Wound, Ostomy and Continence nurse with experience in acute care, outpatient, home care and hospice. She is currently building a telehealth wound and ostomy management program in the home care setting to provide patients with quicker access to specialized wound and ostomy treatment to reduce hospital readmissions and increase wound healing rates.



Andrew Wheeler (PT, DPT, CWS) has been in home health for 14 years and has been treating wounds for 18 years. Andrew has focused his career on advanced wound care technologies and home health economics. Andrew lives in Western New York and currently works for VNA Health Group of New Jersey.

Session Summary:

This presentation will highlight the needed base resources and structure – along with benefits and challenges – for creating a virtual Subject Matter Expert (SME) wound & ostomy service for home health and hospice agencies.

3-4pm



Symptom Assessment & Triage at EOL

Brad Macy, Hospi

Room 16

Hospice

Bradford Macy, RN, BA, BSN, is a 25-year veteran hospice nurse, inventor of the Macy Catheter and Founder of Hospi Corporation. Brad was awarded the 2013 National Award for Hospice and Palliative Care Nurse of the Year through the National Board for Certification of Hospice and Palliative Care Nurses for his contributions to the field of hospice. He has presented and educated on issues related to the end of life and symptom management throughout the country and internationally for more than a decade. He has contributed to research in the field including publications in the Journal of Pain and Symptom Management and the Journal of Hospice and Palliative Nursing. He received a special major B.A. in psycho-physiology from California State University, Long Beach in 1987, and a B.S. in Nursing from the University of San Francisco in 1989.

Session Summary:

The last days of life bring changes that make assessment and treatment of symptoms more challenging. As level of consciousness decreases patients become unable to self-report symptoms. Multiple organ shutdown including brain, kidney, liver, and bowels make medication management more challenging. Being able to quickly identify symptoms and effectively treating them is of utmost importance in providing a good death outcome for the patient and family. This course reviews these challenges and discusses physiologic changes that must be considered when assessing patients, choosing medication, teaching caregivers, and deciding on effective routes of medication delivery in the last days of life.

3-4pm



Technology is an Agency’s Best Friend

Bill McDowell, Viventium

Room 17

Health Care Service Firm

Bill is a Senior HCM Advisor for Viventium Health, a leading provider of cloud-based human capital management software solutions designed for the healthcare industry. He has a wealth of knowledge in the field of Home Care Agencies and the challenges that they face. He has a passion for leveraging industry-specific technology to optimize workflow and increase efficiency within agencies. Bill is here to share his insights on why this technology is so important and how it can help drive agencies towards growth and profitability.

Session Summary:

In this presentation, we will discuss the importance of technology for optimizing employee management in home care agencies. Attendees will learn different ways to impact day to day operations, improve profitability, and retain your best caregivers. This session will provide home care professionals with valuable insights and practical strategies for leveraging technology to manage their workforce effectively and efficiently.

3-4pm



Culture Club

Eric Scharber, SimiTree

Room 18/19

All Providers

Eric leads all talent acquisition and employee retention efforts at SimiTree for the home care and hospice industry. He oversees executive search and non-executive recruiting services, as well as recruitment process outsourcing, compensation analysis and employee satisfaction survey services. Eric has spent his entire professional career in the healthcare recruiting, staffing and executive search industry — with the bulk of that time solely on home care and hospice. Eric is passionate in his goal of surpassing his client’s expectations and assisting them with talent acquisition and employee retention strategies. Eric earned a B.S. in Business Administration with specialization in Marketing and Public Relations from the University of Florida.

Session Summary:

Our workforce challenges aren’t going anywhere, anytime soon. According to the Bureau of Labor Statistics, the shortage for RN’s will increase by over 6% annually through 2031. This session will help leaders understand what role “company culture” plays in attracting and retaining staff. Learn tips and strategies that some of our industries top executives shared with Eric, that they have implemented to make a positive impact on their culture, thereby improving their turnover numbers. Attendees will come away inspired to improve their own company culture and will have many new tools to execute on that vision.

4-4:15pm

Coffee Break

4:15-4:45pm



Rise in Medicare Advantage Plans: What does that mean?

Jordan Cichon, SimiTree

Room 14/15

Home Health

Jordan is a healthcare Consulting Director with over a decade of experience helping healthcare systems improve processes, streamline operations, and increase revenue. He has a strong focus on revenue cycle and operational engagements, with expertise in project management and leadership. Jordan has held various interim management roles with multiple healthcare systems. He has also completed operational and revenue cycle assessments for various healthcare systems, analyzing current operations and providing recommendations to improve processes. As a results-oriented leader, his success has been based on a track record of building and maintaining strong client relationships while leveraging best practices that enhance productivity and reduce operational cost. Jordan holds a Master of Business Administration in Healthcare Management and a Bachelor of Science in Health Policy and Administration.

Session Summary:

Medicare Advantage (MA) enrollment is increasing, and as enrollment increases, so do expenditures. Now, MA plans are looking for ways to reduce costs without impacting member outcomes. One way to do this is through home health. Join this session to learn how to manage your resources, expenses and revenue in this new age of reimbursement.

4:15-4:45pm



Artificial Hydration at EOL IDT Approach (Mini)

Brad Macy, Hospi

**Room 16
Hospice**

Bradford “Brad” Macy, RN, BA, BSN, is a 25-year veteran hospice nurse, inventor of the Macy Catheter and Founder of Hospi Corporation. Brad was awarded the 2013 National Award for Hospice and Palliative Care Nurse of the Year through the National Board for Certification of Hospice and Palliative Care Nurses for his contributions to the field of hospice. He has presented and educated on issues related to the end of life and symptom management throughout the country and internationally for more than a decade. He has contributed to research in the field including publications in the Journal of Pain and Symptom Management and the Journal of Hospice and Palliative Nursing. He received a special major B.A. in psycho-physiology from California State University, Long Beach in 1987, and a B.S. in Nursing from the University of San Francisco in 1989.

Session Summary:

The decision to provide artificial hydration for a hospice patient is a multifaceted interdisciplinary decision involving all members of the team. This presentation reviews artificial hydration at the end of life, including potential clinical, spiritual, and psychological reasons behind a request for hydration. Different modalities for artificial hydration, associated risks and burdens and ethical principles guiding the team will be explored. The lecture will briefly review the current viewpoints of major religions around hydration at end of life. The session reviews along with the importance of good communication and trust building early in care and how this affects outcomes.

4:15-4:45pm



Impact of EVV on Home Care

Brandon Quinn

**Room 17
Health Care Service Firm**

Brandon is an experienced leader with a demonstrated history of proven success in the healthcare staffing and recruiting industry. He has 13 years’ experience in operations management, sales, Medicaid services, healthcare staffing, talent development and strategic business planning. Recent concentrated focus on electronic visit verification and providing guidance to home care providers trying to navigate the state markets.

Session Summary:

EVV regulations impact Home Health & Hospice providers who deliver Medicaid services in the home. Join us for an EVV implementation discussion that will cover best practices for implementation, opportunities for process improvement, and guidance to navigate billing models. You will leave the session with an understanding of the regulations and tips on how to comply. Learn how EVV done right can benefit your agency, your staff, and most of all your patients.

4:15-4:15pm



Cybersecurity in Home care

Anthony Zissimos, CISA

**Room 18/19
All Providers**

Anthony Zissimos serves as a Cybersecurity Advisor in the Department of Homeland Security’s Cybersecurity and Infrastructure Security Agency (CISA). Mr. Zissimos is a part of the Cybersecurity Advisor (CSA) Program, which directly supports CISA’s mission and vision to strengthen the security, reliability, and resilience of the nation’s critical infrastructure. As a CSA, Mr. Zissimos conducts various cyber preparedness, risk mitigation and incident response coordination activities through public and private partnerships and outreach efforts. Mr. Zissimos retired as a Lieutenant Colonel after 34 years of service with the United States Air Force and Air National Guard. Overall, Mr. Zissimos has over 20 years of experience in cybersecurity spanning the DoD, federal, and state governments.

Session Summary:

While cybersecurity may seem like a complex subject, ultimately, it’s really all about people. The CISA presentation will focus on the “people” part of cybersecurity, providing information to help you make smart decisions on the job, at home, at school, and in the future.

4:15-4:45pm



Utilizing Visiting Physician Models

Alex Binder, VNAHG

**Room 16
Hospice**

Alex Binder, MBA is the Vice President of the Advanced Care Institute at the VNA Health Group. In this role, he helps to lead and direct two physician-based medical practices: Visiting Physician Services (home-based primary care) and VNA Palliative Medicine Group. Binder serves on the Board of the American Academy of Home Care Medicine, and is a former adjunct professor at the Leon Hess Business School at Monmouth University.

Session Summary:

As the shift to value-based medicine accelerates, physician practices are needing to manage patients differently than in the past. Additionally, these practices need to leverage similarly aligned resources (such as home health and hospice), but with new goals and objectives. Learn what providers are facing and what they need to succeed. In addition, find out the benefits of using in-home, value-based medical care for older adult and homebound patients which have a positive impact on patients, families, agencies and the overall healthcare system.

5-5:30pm



Medical Aid in Dying in NJ

Corinne Carey

**Room 16
Hospice**

Corinne Carey, Esq. is the Senior Campaign Director for Compassion and Choices overseeing the organization’s efforts in New York and New Jersey. Compassion and Choices is the nation’s leading advocacy organization working to improve patient autonomy and individual choice at the end of life. Corinne received her Juris Doctor from the University of Buffalo School of Law and thereafter served various public interest organizations. Corinne has spent nearly ten years advocating for patients, families and caregivers in her current role and was significantly involved in the passage of New Jersey’s MAID law and subsequent implementation and education involving the law.

Session Summary:

This program will educate attendees on the legal and policy justifications for Medical Aid in Dying, its development in New Jersey from the implementation of the law in 2019 to the present as well as the legal and lawful development of Medical Aid in Dying nationally. With an emphasis on New Jersey, the program will review the requirements under the law for both patients and medical providers as well as the rights and responsibilities of each. Time will be allotted for discussion, interaction and questions.

5-5:30pm



Recognizing and Mitigating Workplace Violence in Home Care

Robert Field

Room 17

All Providers

Robert “Bob” Field is a respected security professional with over 33 years of military, federal law enforcement, and private security experience. He has extensive knowledge and practical experience regarding emergency response, emergency management, private and hospital security, and law enforcement defensive tactics instructor training. Bob is Certified as a Healthcare Emergency Professional from the International Board for Certification of Safety Managers and holds an AS degree in Environmental Safety and Security Technologies and a BS degree in Homeland Security and Emergency Preparedness from Thomas Edison State University. He has been recognized as the CS 2017 Director of the Year Award Winner which is an exclusive award for professionals that go above and beyond their line of duty.

Session Summary: Given the rise in healthcare workplace violence (WPV) and its clear impact on an already worn-down workforce, health system leaders are more committed than ever to take action to increase caregiver safety. The challenge: it’s hard to know what to prioritize. In this session understand your agency’s current state of readiness and chart a path forward. In this session learn practical methods for preventing and responding to violence and best practices on steps to make progress on caregiver safety within your organization

5-5:30pm



Digital Marketing in Home Care

Nick Bonitatibus

Room 18/19

All Providers

On a mission as the founder of Digital Champions, Nick Bonitatibus is dedicated to helping home care organizations implement social media and video marketing strategies to generate consistent leads and brand awareness. Over the last 7 plus years, Nick has helped thousands of companies all over the country about improving online presence with his digital marketing techniques. With the ever-changing digital world, Nick strives to deliver the newest and most up to date trends to his audience and clients.

Session Summary:

Marketing is constantly changing and if you want to stay ahead of the curve you must be able to adapt and change with the newest trends. Many of the digital marketing fundamentals remain constant while other pieces evolve and transform. When you build a strong online strategy, it works cohesively with all areas of your business including sales, marketing, recruiting, and employee retention. In this training you will learn how to start leveraging the power of the digital world without adding tons of tasks to your already busy plate. Prepare to learn the techniques and strategies that GET RESULTS!

5:30-6:30pm **Cocktail Reception**

9-10:15AM

Recruitment and Retention Panel

Moderator: Nick Seabrook

Panel: Mike Johnson, BAYADA

Nathaniel W. Jones, LHC Group

Bet Rosa, VNAHG

Eric Scharber, SimiTree

Session Summary:

If you can't find and keep caregivers, you cannot serve your clients and grow your agency.

The COVID-19 pandemic has radically changed how providers must recruit and retain workers. Enticing unemployment benefits are tempting some caregivers to stay home, rather than on the front lines with patients.

However, a record number of jobless claims in other industries has created new recruitment opportunities for agencies.

Today, there is a major crisis facing Home Health agencies, Hospices, and Home Care companies. There are simply not enough front-line caregivers – nurses, therapists, home health aides, and personal caregivers – to meet the huge demands of our aging population and a highly competitive in-home care marketplace.

Join our expert panel and moderator Nick Seabrook, SimiTree Managing Principal, as they discuss strategies and best practices for recruiting and retaining your workforce. Learn about some of the ways agencies have adapted by engaging their existing staff and the use of technology while continuing operations. Find out how leading companies are changing their talent attraction process to stay ahead of the curve!

10:30-12pm

Medicaid Managed Care Panel

Aetna, AmeriGroup, Horizon BCBS, United HealthCare, Wellcare

Session Summary:

Do you have questions on EVV, authorization process, billing questions and more? Representatives from the five managed care companies in New Jersey will be in attendance to impart valuable information and answer your questions.

12PM

Grab n' Go Lunch

