

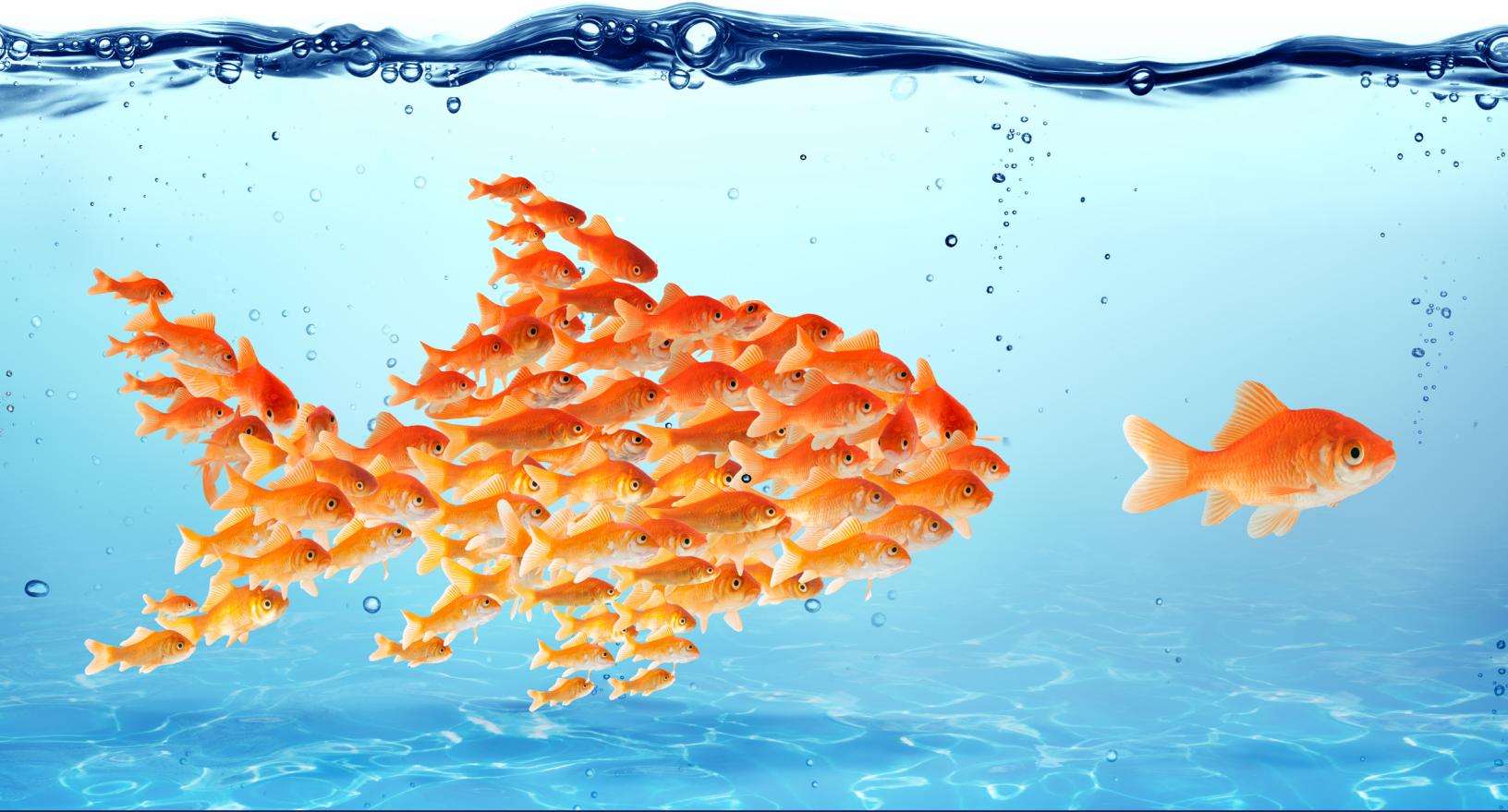
# SOUTH CAROLINA'S 2021 LEADERSHIP SUMMIT

Home Care, Home Health, Hospice, and Palliative Care are Leading the Way.

**Virtual Conference • JUNE 8, 2021**



Presented by the Association for Home & Hospice Care of NC,  
jointly provided by the South Carolina Home Care & Hospice Association.



**This Program Offers 5.5 Nurse Contact Hours**

The Association for Home and Hospice Care of North Carolina is approved as a provider of nursing continuing professional development by the North Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

## General Sessions

### General Session | 9:00am-10:30am State and Federal Legislative & Policy Update



**Facilitated by:** Tim Rogers, President and CEO - SCHCHA

**SCHCHA's Board Chair:** Scott Levy, Senior Vice President of Government Affairs - Amedisys

**SCHCHA Board Member:** Darby Anderson, Executive VP/Chief Development Officer - Addus Home Care

**SCHCHA's Advocacy Team:** Julia Adams-Scheurich, MSL, VP of Government Relations & Public Policy - SCHCHA;

Billy Routh, Lobbyist and Consultant - Copper Dome Strategies; and Wanda Crotwell - The Southern Group

Politics and policy in the morning! What better time to join an outstanding panel discussion on what is happening on the hill and what is happening in South Carolina! In 2020, the SCHCHA Advocacy Team expanded to include Wanda Crotwell and the Columbia team at The Southern Group. The Advocacy Team, along with SCHCHA Board Chair, Scott Levy, and Board Member, Darby Anderson, will review their federal and state advocacy leadership efforts over the last year and since the beginning of the Public Health Emergency. The panel, facilitated by Tim Rogers, will share updates on the South Carolina legislative session as well as highlighting key changes coming to S.C. from the major federal policy initiatives including the American Rescue Plan and what SCHCHA members can do to take action.



### General Session | 3:30pm-4:30pm Home Risk Management: How to Prevent and Respond to Liabilities

Robert W. Markette, Attorney - Hall, Render, Killian, Heath & Lyman, P.C.

As an employer, you are obligated to provide a safe working environment for your employees. OSHA requires employers to provide employees a place of employment that is "free from recognized hazards" that are likely to cause death or serious physical harm to the employees. This session will cover risk management and the home including discrimination/sexual harassment, violence, firearms, illegal activity, and risks that must be addressed with COVID-19.





## **A1: The Direct Care Workforce Crisis: Old Challenges, New Opportunities**

Kezia Scales, PhD, Director of Policy Research - PHI National

Direct care workers play a critical role in supporting older adults and people with disabilities across a range of long-term care settings, increasingly in private homes and community settings. Their contribution has never been more evident than during the COVID-19 pandemic—nor have recruitment and retention concerns ever been so pressing for their employers. This presentation will describe the latest evidence on direct care workers, with a focus on South Carolina; describe immediate and longstanding challenges facing this workforce; and explore the opportunities we now face to recognize the value of these essential workers, elevate their role, and advocate for their jobs.

FOR: HOME CARE

## **A2: How to Get More Referrals Without Violating the Law**

Elizabeth Hogue, Esq. - Elizabeth E. Hogue, LLC

Marketers for home health agencies and hospices must understand what is allowed and what isn't. Enforcement actions against marketers and their employers continue to increase dramatically as marketers continue to compete to defend and increase market share. The stakes are high and providers must get it right! The purpose of this session is to provide education about requirements governing marketing activities for marketers and executives. What do marketers need to know about the federal anti-kickback statute and Stark? What can marketers give to referral sources? What can marketers give to discharge planners? How much is too much? What about taking lunches to referring physicians? How should items given to referral sources be documented? Learn about the "do's and don'ts" of marketing so that marketers don't compromise your business.

FOR: HOSPICE, HOME HEALTH



## **A3: From Survival Mode to Thriving Mode**

Bonnie C. Mello, RN, BSN, MSML, Director of Home Care Services  
Roper St. Francis Healthcare

The pandemic changed the flow of operations for home health agencies. While most healthcare operations saw dramatic declines, the home health industry thrived with increases in referrals as more individuals chose to be treated in the home setting. As recent surveys show, this trend is likely going to continue. While this is good news for the home health industry, in turn it has created challenges with staffing, supplies, and quality of care. The key for continued success is developing sustainable actions to continue to thrive.

FOR: HOME HEALTH





## **B1: How to Promote a Culture of Innovation**

Patricia Drea, Senior Vice President - Axxess

Sherry McGowan, co-owner - Visiting Angels of Crystal Lake and Barrington, Illinois, and Madison, Wisconsin

Innovation often starts with industry leaders, but several best practices can be identified from within your organization and implemented in order to foster growth and creativity. Empowering employees to bring forth their ideas creates a culture that encourages an innovative environment. In this session, we will discuss how to provide a platform to recognize innovative and exceptional programs in your organization. Learning Objectives: participants will learn....

- The steps necessary to create a best practices awards program to engage staff and draw innovative ideas.
- How to encourage staff to examine their successes and formalize ideas to present.
- How to measure program results to ensure a positive ROI

FOR: HOME CARE



## **B2: Hospice and Home Health Payment Policy Updates from CMS**

Brian Slater, Director and Kelly Vontran, Deputy Director; Amanda Barnes, Health Insurance Specialist, Chronic Care Policy Group; Susan Bauhaus, Nurse Consultant, Chronic Care Policy Group  
Division of Home Health and Hospice, Center for Medicare, CMS



Please join us as Brian Slater and Kelly Vontran with Centers for Medicare & Medicaid Services (CMS) provide pertinent home health and hospice updates.

FOR: HOME HEALTH, HOSPICE



## **B3: "We've Always Done it This Way" Just Doesn't Work Anymore**

Dorothy Wilson, Quality Director - St. Francis Hospital Home Care/Open Arms Hospice

Change is constant in the healthcare environment, but some days it seems the necessity for change comes at us in an overwhelming rush. How can we look at what's going on around us and make the appropriate adjustments to our day-to-day work flow? What has worked well and what has, perhaps, not been quite so impressive? Please join us to see what is happening to increase the quality of patient care, and allow the days to flow better for your valuable employees.

FOR: HOME CARE, HOME HEALTH, HOSPICE





## **C1: This is Us: At-Home Today and Tomorrow**

Vicki Hoak, Executive Director - Home Care Association of America

Just like the Pearson family, home is the center of our lives, where we live, laugh, cry, love and recover! Hear about how home care has changed and will never be the same and what the future of bringing personal care into the homes of millions of Americans will look like from our providers perspective, frontline caregivers and our clients.

FOR: HOME CARE



## **C2: Emergency Preparedness: S.C. DHEC Panel Discussion**

Panelists: Representatives from the S.C. Department of Health and Environmental Control

Facilitator: Shannon Pointer, MSN, RN, CHPN, Vice President of Hospice & Palliative Care - SCHCHA



A panel of representatives from S.C. DHEC, facilitated by SCHCHA's Shannon Pointer, will lead a discussion about basic steps agencies can take to prepare and plan. This session will help agencies in regards to emergency preparedness efforts through a discussion of information and resources available from S.C. DHEC, and the S.C. Health Care Coalitions. We will conclude with a discussion surrounding Medical Needs Shelters, the work that has happened across the state in this regard and what agencies need to know.

FOR: HOME CARE, HOME HEALTH, HOSPICE



## **C3: Hospice Medical Director: Insights and Strategies for Success**

Khai Nguyen, MD, MHS, HMDC, Medical Director - CHAP

The session will focus on discussion related to the role of the hospice medical director. This session is designed for those serving as hospice medical directors, as well as others within hospice organizational leadership. As a former hospice medical director, Dr. Khai Nguyen will provide an overview and insight into the important role of the hospice medical director as well as some strategies to improve medical director engagement and interdisciplinary team collaboration for future success.

FOR: HOSPICE

# Registration Info

**Ways to Register!** By Fax: Fax a copy of the registration form with the appropriate credit card information and signature to (919) 848-2355. Faxed registrations will not be processed without credit card information. By Mail: Mail registration form with payment to: SCHCHA, 3101 Industrial Drive, Suite 204, Raleigh, North Carolina, 27609. Registration forms will not be processed without payment. (Be sure and include the suite number!) ONLINE REGISTRATION AVAILABLE AT [WWW.SCHCHA.ORG/2021LEADERSHIP](http://WWW.SCHCHA.ORG/2021LEADERSHIP).

**Registration and Access:** Registrants will be provided with instructions on how to access and use the platform in advance of the conference. The registration fee covers one individual and one continuing education (CE) certificate. Unless you select the agency rate, multiple site participation from individuals within your agency will require separate registration. For example: if your agency has paid for 1 participating registration but 3 people from your agency would like to attend (and receive CE credit), your agency will need to pay a separate registration fee for all 3 participants. In addition, if your agency has sent in 1 registration but 3 people from your agency register through the Crowdcast link, your agency will be invoiced the registration fee for the additional 2 registrations. The handouts will be emailed to you to the email address you provide. Please feel free to provide an additional email address as a backup. Sessions will be accessible on demand until August 8, 2021.

**Cancellation Policy:** Please note that fees will be refunded, or invoices will be adjusted, only if written notice of cancellation is received by May 28, 2021. In the event of cancellation, SCHCHA will retain, or charge, 50% of the initial registration fee, per registrant, to cover administrative overhead. Once written cancellation is received, a SCHCHA staff member will review for approval. If your cancellation is approved, we will email back a signed and dated copy of the cancellation that your agency should retain on file in case of questions. While it is not permissible for several individuals to share a registration, SCHCHA will be happy to accept substitutions if notified of the change in writing.

| <u>Early Registration (by May 7)</u>          | SCHCHA Member                    | Non-Member                     |
|---|----------------------------------|--------------------------------|
| Individual Rate                               | \$179 <input type="checkbox"/>   | \$379 <input type="checkbox"/> |
| *Agency Rate (10 attendees from same agency.) | \$1,400 <input type="checkbox"/> | N/A                            |
| <u>Regular Registration (Beginning May 8)</u> | SCHCHA Member                    | Non-Member                     |
| Individual Rate                               | \$199 <input type="checkbox"/>   | \$399 <input type="checkbox"/> |
| *Agency Rate (10 attendees from same agency.) | \$1,600 <input type="checkbox"/> | N/A                            |

## Registration Fees

Total Registration Fee Due: \$\_\_\_\_\_

### BILLING INFORMATION:

I agree to the Payment & Cancellation Policy  
Check (payable to AHHC) OR  
American Express      Discover      MasterCard      VISA

*\*To register 10 attendees using the agency rate, please fill out this form and fax, mail, or email it to [richard@ahhcnc.org](mailto:richard@ahhcnc.org) along with the names and emails of the 10 attendees from your organization. To register more than 10 individuals, a rate of \$140 (by May 7) or \$160 (beginning May 8) will be applied to each additional attendee.*

## Attendee/Payment Information

|  |                   |                     |  |           |
|--|-------------------|---------------------|--|-----------|
| ATTENDEE NAME                              | JOB TITLE         | PHONE NUMBER        |  |           |
| EMAIL ADDRESS                              | ORGANIZATION NAME |                     |  |           |
| STREET ADDRESS                             | CITY, STATE, ZIP  |                     |  |           |
| NAME ON CREDIT CARD (PLEASE PRINT)         |                   | CREDIT CARD NUMBER  |  | EXP. DATE |
| BILLING ADDRESS                            |                   | CITY STATE ZIP CODE |  |           |
| EMAIL ADDRESS FOR RECEIPT                  | PHONE NUMBER      |                     |  |           |
| SIGNATURE OF CREDIT CARD HOLDER (REQUIRED) |                   |                     |  |           |