Executive Leadership Summit 2017

St. Thomas, U.S. Virgin Islands
August 2-4, 2017

Your compass to successfully navigate the ever-changing currents of home health and hospice.
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Your compass to successfully navigate the ever-changing currents of home health and hospice.

Healthcare is undergoing tremendous change.

Regulations are increasing, causing shrinking margins and industry consolidation. Join HealthCare ConsultLink in St. Thomas, USVI as we discuss how to successfully manage your business and compete in today’s highly challenging healthcare environment. You’ll have access to industry leaders from across the country as they discuss the current and future state of provider services and share their strategies for success.

Who will be attending:
- BUSINESS OWNERS
- SENIOR EXECUTIVES
- CLINICAL LEADERSHIP
- OPERATIONAL LEADERSHIP
- SALES AND MARKETING EXECUTIVES
- QUALITY IMPROVEMENT LEADERSHIP
- IT LEADERSHIP
- HEALTHCARE CONSULTANTS
- HEALTHCARE ATTORNEYS
- HEALTHCARE CPAS

The Executive Leadership Summit will cover topics crucial to your success:
- Evolving Healthcare Reform Environment
- Revenue Cycle Management
- Outcome Improvement
- Compliance Through Strategic Partnerships
- Using Technology to Increase Margins
- Sales Growth Strategies
- Update on Medical Review Activities for Home Health and Hospice

Registration & Hotel Reservations

LEADERSHIP SUMMIT REGISTRATION:
www.hc-link.com/events/executive-leadership-summit

HOTEL RESERVATIONS:
https://aws.passkey.com/event/49141301/owner/1495924/home
OR BY PHONE: (800) 524-2000

For information on event pricing, hotel rates and accommodations please see page 5
AGENDA

Day 1 Wednesday, August 2nd

5:30 PM - 6:30 PM / WELCOME
Meet & Greet with Cocktails & Hors d’Oeuvres

Day 2 Thursday, August 3rd

8:00 AM – 9:00 AM  Registration Open / Continental Breakfast
9:00 AM – 9:15 AM  Welcome: Opening Ceremonies
9:15 AM – 10:15 AM Guest Speaker: Tom Maxwell / Maxwell Healthcare Associates
  Topic: Adoption of Technology in the Post-Acute Space
10:15 AM – 10:30 AM Break
10:30 AM – 11:30 AM Guest Speaker: Mark Sharp / BKD, LLP
  Topic: Data Driven Strategy in the Evolving Health Care Reform Environment
  Topic: Update on Medical Review Activities for Home Health and Hospice
12:30 PM – 2:00 PM Sponsored Round Table Lunch
2:00 PM – 3:00 PM Guest Speaker: Richard Cheng / Munsch Hardt Kopf & Harr, P.C.
  Topic: Contracts with Medical Directors & Nursing Homes – How to Prevent Potential Risk
3:00 PM – 3:15 PM Break
3:15 PM – 4:15 PM Guest Speaker: Duane Neel / HealthCare ConsultLink
  Topic: Utilizing Effective Sales Management to Grow Revenue
4:15 PM – 5:00 PM KEYNOTE Speaker: Joe Theismann
  Topic: Challenge of Change
5:00 PM – 5:15 PM KEYNOTE: Q & A
5:15 PM – 6:00 PM KEYNOTE: Meet & Greet
6:30 PM Sponsored Round Table Dinner

Day 3 Friday, August 4th

7:45 AM – 8:45 AM  Registration Open / Continental Breakfast
8:45 AM – 9:00 AM  Welcome: Opening Ceremonies
9:00 AM – 10:00 AM Guest Speaker: Mark Kulik / The Braff Group
  Topic: Mergers and Acquisitions
10:00 AM – 10:15 AM Break
10:15 AM – 11:15 AM Guest Speaker: Diane Link / BlackTree Healthcare Consulting
  Topic: Implementing a Culture of Outcome Improvement in a Value Based Environment
11:15 AM – 12:15 PM Guest Speaker: M. Aaron Little / BKD, LLP
  Topic: Emerging Compliance Issues in Home Health & Hospice
12:15 PM – 1:45 PM Sponsored Round Table Lunch
1:45 PM – 2:45 PM Guest Speaker: Fran Smith / BlackTree Healthcare Consulting
  Topic: Improving Revenue Cycle Performance in an Environment of Increasing Financial Pressure
2:45 PM – 3:00 PM Break
3:00 PM – 4:00 PM KEYNOTE Speaker: Tracey Moorhead / Visiting Nurse Associations of America (VNAA)
  Topic: New Directions for Home-Based Care
4:00 PM – 4:15 PM KEYNOTE: Q & A
4:15 PM – 4:30 PM Closing Comments
5:30 PM Sponsored Round Table Dinner
JOE THEISMANN  
*Speaking on the “Challenge Of Change”*

Joe Theismann is an entrepreneur and the former star quarterback for the Washington Redskins. Most recently, he spent the last decades working for ESPN on their NFL broadcast.

Joe graduated in 1971 from the University of Notre Dame where he received All-American honors and led the Fighting Irish to consecutive Cotton Bowls and was runner-up to Jim Plunkett in the Heisman Trophy balloting. In 2003, Joe was inducted into the College Football Hall of Fame. After being drafted by the Miami Dolphins and Major League Baseball’s Minnesota Twins, Joe chose to play in the Canadian Football League for the Toronto Argonauts from 1971-1973. In 1974, he joined the Washington Redskins.

A 12-year NFL veteran, Joe played in 163 consecutive games from 1974-1985 and holds Redskins’ records for passing yardage (25,206), completions (2,044) and attempts (3,602). A two-time Pro Bowl selection and Pro Bowl MVP, Joe led Washington to a 27-17 victory over the Miami Dolphins in Super Bowl XVII.

Joe was selected the NFL’s Man of the Year in 1982 for his community service and dedication to the health and welfare of children. He won the league’s 1983 Most Valuable Player Award for leading the Redskins to an NFL-recorded 541 points and a second consecutive Super Bowl appearance. His career ended abruptly in 1985 after sustaining a badly broken leg during a Monday Night Football game against the New York Giants on national television.

Joe, a much sought after motivational speaker, also oversees a popular Washington DC restaurant called “Joe Theismann’s”.

TRACEY MOORHEAD  
*Speaking on “New Directions for Home-Based Care”*

Tracey Moorhead is President and Chief Executive Officer of the Visiting Nurse Associations of America (VNAA). VNAA advances quality, value and innovation in home-based care. Tracey spearheads VNAA’s strategic vision and growth, develops transformational care delivery and payment models and leads policy formulation before the media, allied organizations and constituents, and Federal policy makers.

Tracey brings a population health management approach to home-based care having previously served as CEO of the Care Continuum Alliance/Population Health Alliance. CCA/PHA advances wellness, disease management and care coordination models for payers and purchasers through population health management frameworks, best practices, measure sets and methodologies.

Prior roles also include Executive Director of the Alliance to Improve Medicare (AIM), a bipartisan coalition advocating comprehensive Medicare improvements through the Medicare Modernization Act of 2003 and Vice President, Government Relations for the Healthcare Leadership Council (HLC).
RICHARD CHENG  Munsch Hardt Kopf & Harr, P.C.

Richard’s practice focuses on corporate transactions, health care operations, regulatory, compliance matters, and administrative appeals. He has a particular concentration representing skilled nursing facilities, assisted living facilities, home health agencies, rehab providers and hospices. Richard regularly advises clients on matters involving healthcare fraud, privacy & security issues, Medicare-related transactions (e.g. CHOWs), license surveys and appeals before administrative law judges with the Office of Medicare Hearings and Appeals.

LISA SELMAN-HOLMAN  Selman-Holman & Associates, Inc.

Lisa Selman-Holman, JD, BSN, RN, HCS-D, COS-C, HCS-O, is a home care veteran with 30 years spent in home health & hospice, both as an RN and as an attorney practicing exclusively in home care. She is the owner of Selman-Holman & Associates, LLC, a full-service home care consulting firm; CoDR-Coding Done Right, a coding outsource and audit company; and CodePro University, on-line coding and OASIS education. Lisa is the chair of the Homecare Coding Specialist-Diagnosis (HCS-D), Homecare Clinical Specialist-OASIS (HCS-O) and the new Homecare Coding Specialist-Hospice (HCS-H) national advisory boards for the Board of Medical Specialty Coding and Compliance (BMSCC), and is a BMSCC-approved educator. She is an AHIMA Approved ICD-10-CM Trainer.

MARK KULIK  The Braff Group

Mark Kulik is the Managing Director for The Braff Group. His experience spans over 30 years in the health care and home health care industries. He ranks among less than 100 U.S. professionals certified as a Merger & Acquisition Master Intermediary. Mark has national responsibility for home health care, home care, hospice, and private duty markets. He and his team are responsible for the comprehensive representation of each client throughout the transaction process including pre-market due diligence, buyer development, marketplace presentation, deal negotiation, contract finalization, and closing.

DIANE LINK  BlackTree Healthcare Consulting

Diane Link is a RN with over 25 years of home health and hospice experience. She is currently the Director of Clinical Services with BlackTree Healthcare Consultants specializing in all aspects of clinical management including outcome improvement programs, regulatory and compliance programs, episodic management, OASIS and Coding and survey readiness and remediation.

AARON LITTLE  BKD, LLP

Aaron has 20 years of experience with BKD and oversees the operations of BKD Health Care Revenue Cycle Services, a special team that manages the billing and revenue cycle operations for more than 100 home care, hospice and senior living organizations throughout the nation. A CPA and leading national home care and hospice consultant, he is frequently sought for his expertise on revenue cycle operations, compliance, and reimbursement matters. He is a frequent speaker at national, regional and state industry events and is often quoted in national industry periodicals. He is a leader in national industry associations serving on multiple committees for the Home Care & Hospice Financial Managers Association and Visiting Nurse Associations of America.

THOMAS MAXWELL  Maxwell Healthcare Associates

Thomas Maxwell offers 28 years of experience, knowledge, compassion and commitment to the health care community. Thomas currently serves as Chief Executive Officer of Maxwell Healthcare Associates, an elite business consulting firm specializing in the home health and hospice industry. Tom serves as a Senior Advisor and Board Member for Enclara Pharmacia, Your Therapy Source and Excel Health Group. Tom has also served in senior leadership roles with Homecare Homebase and GE Healthcare. This technical dedication combined with 10 years serving the country in the military field as a Navy Hospital Corpsman (Fleet Marine Force) allows for a detailed understanding of industry, caregivers, veterans and patients.

DUANE NEEL  HealthCare ConsultLink

Duane Neel is currently the Chief Sales Officer for Traditions Health Care Holding Company and the Executive Vice President of Business Development for HealthCare ConsultLink. He has worked in the healthcare industry for over 25 years, specializing in the areas of durable medical equipment, manufacturing, home health and hospice. Duane has successfully built and managed many highly successful sales teams throughout the United States and Puerto Rico and he is an expert at helping companies dramatically increase their revenue and profitability.

MARK SHARP  BKD, LLP

Mark is BKD’s Home Care & Hospice Center of Excellence Coordinator and has more than 20 years of experience assisting home care and hospice providers with audits, strategic planning, accounting, cost reports, projections, operating budgets, corporate integrity, agency start-up and mergers and acquisitions. Mark frequently presents workshops at national, regional and state home care and hospice conferences throughout the United States. He is a member of the board of directors for the National Association for Home Care & Hospice (NAHC) and chairs the advisory board for NAHC’s Home Care & Hospice Financial Managers Association.

FRAN SMITH  BlackTree Healthcare Consulting

Fran Smith is one of the founders of BlackTree Healthcare Consulting. He is a highly skilled homecare executive with diverse experience in the homecare arena. Mr. Smith has assisted agencies ranging from small not-for-profit community providers to large publicly traded chains. Clients benefit from Mr. Smith’s ability to seamlessly integrate agencies’ clinical and financial operations. Mr. Smith has led several home health agency turnarounds normalizing operations while returning the organizations to profitability, restructured business office operations and managed the billing/financial modules of system conversion.
Frenchman’s Reef and Morning Star
Marriott Beach Resort
St. Thomas, U.S. Virgin Islands

This luxurious oceanfront hotel is perfectly placed in St. Thomas, US Virgin Islands, home to some of the Caribbean’s most beautiful natural attractions.

PRICING & REGISTRATION

EARLY PRICE:
$1,499.00 through 6/2/2017 at 11:59 PM

STANDARD PRICE:
$1,549.00 from 6/3/2017 at 12:00 AM through 6/27/2017 at 11:59 PM

LATE/ON-SITE PRICE:
$1,599.00 beginning 6/28/2017 at 12:00 AM

www.hc-link.com/events/executive-leadership-summit

ACCOMMODATIONS

Frenchman’s Reef and Morning Star Marriott Beach Resort

Rates starting at $159/Night
Special Rate Extended from July 30th - Aug 6th

ONLINE RESERVATIONS:
https://aws.passkey.com/event/49141301/owner/1495924/home

RESERVATIONS BY PHONE:
(800) 524-2000

WIN A $1,500 RESORT CREDIT

THE FIRST 100 ATTENDEES TO RESERVE THEIR ROOM WILL BE ENTERED IN A DRAWING FOR A $1,500 RESORT CREDIT.
The Adventure Center is your source for St. Thomas tours!

We are located in the Marriott Frenchman’s Reef lobby and the Frenchman’s Cove Pool deck. We have everything you need to enjoy the most exciting tours and excursions under the sun! Count on our experience to help you make arrangements for the best recreational opportunities on land, in the air, on the water and under the water!

Shopping Ferry Tickets for Shopping and Sightseeing in Historic Charlotte Amalie

A unique service offered is tickets for the Frenchman’s Reef Shopping Ferry, a hassle-free and scenic ride that travels back and forth from the Frenchman’s Reef to the heart of the downtown shopping district on a regular schedule every day.

Catamaran Buffet Dinner Sail

This two-hour early evening sail highlights the Caribbean sunset. Once aboard the 56-foot Catamaran, guests will enjoy spacious decks and cabin areas as well as the comfort and stability that our catamaran offers. Drinks will be served by our friendly crew members from the fully stocked open bar throughout the cruise.

Catamaran Half-Day Sail & Snorkel Excursion to Turtle Cove

One of our most popular activities by far, this excursion gives participants a true taste of the Caribbean taking advantage of our great sailing and snorkeling conditions. Vessels depart from the Frenchman’s Reef Dock. On board, participants will enjoy the company of the crew and experience a relaxing sail along the coast of St. Thomas and out to Buck Island Wildlife Refuge.

Night Kayaking

Enjoy kayaking at night in clear bottom kayaks retrofitted with powerful LED lights. Look below your kayak and view rays, tarpon, and other marine life swimming by... Your tour guides will not only be pointing out exciting marine life below but sites of interests on land too...

Coral World Ocean Park with Underwater Observatory

**Voted top attraction in the Virgin Islands!** Get up close and personal with the beauty and magic of Caribbean marine life in a stunning setting.

The Shark Encounter at Coral World Marine Park

No cages, no barriers, just you, a guide, and a dozen of the most awesome sharks found anywhere in the Caribbean! Our Shark Encounter program takes you on a spine-tingling, pulse pounding adventure into the world of the shark

Turtle Encounter at Coral World Marine Park

Rescued as hatchlings, our green sea turtles were first introduced to water at Coral World. Watch in awe at these magnificent creatures and find out interesting facts about their eating and nesting habits during this encounter.