



HCECP

Home Care
Executive
Certificate
Program

Brought to you by

The Corridor Group, Inc.
California Association for Health Services at Home
National Association for Home Care & Hospice



Supported by

Home Care Association of New York State

Sponsored by

Care West Insurance Risk Management

New York, NY
November 3 – 5, 2010

Program Agenda

Wednesday, November 3

Module I: Advanced Home Care Strategic Positioning

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|-------|-------|--|
| 8:00 | 8:15 | Welcome/Overview of Day |
| 8:15 | 10:00 | Health Care Trends: <i>Blue Ocean Strategy</i> |
| 10:00 | 10:30 | Break |
| 10:30 | 12:00 | Transforming Your Organization from <i>Good to Great</i> |
| 12:00 | 1:00 | Lunch |
| 1:00 | 2:00 | Home Care Case Study Discussions |
| 2:00 | 2:30 | Break |
| 2:30 | 4:00 | Case Study Presentations: Point/Counter-Point |
| 4:00 | 6:00 | Reception |

Thursday, November 4

Module II: Advanced Legal Considerations

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|-------|-------|---|
| 8:00 | 8:05 | Welcome/Overview |
| 8:05 | 10:00 | Understanding the Relevant Legal Issues |
| 10:00 | 10:30 | Break |
| 10:30 | 12:00 | Compliance and Monitoring |
| 12:00 | 1:00 | Lunch |
| 1:00 | 2:00 | Home Care Case Study Discussions |
| 2:00 | 2:30 | Break |
| 2:30 | 4:00 | Case Study Presentations: Point/Counter-Point |

Friday, November 5

Module III: Advanced Home Care Financial Management

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|-------|-------|---|
| 8:00 | 8:05 | Welcome/Overview of Day |
| 8:05 | 10:00 | Operational Strategies for Success |
| 10:00 | 10:30 | Break |
| 10:30 | 12:00 | Building on Critical Financial Indicators for Growth |
| 12:00 | 1:00 | Lunch |
| 1:00 | 2:00 | Home Care Case Study: Developing Financial Strategies |
| 2:00 | 2:30 | Break |
| 2:30 | 3:30 | Case Study Presentations: Point/Counter-Point |
| 3:30 | 4:00 | Program Post Test/Final Evaluation |

Please note: Do not plan to leave the hotel before 4:15 p.m. Do not make flight arrangements before 7:15 p.m. on Friday, November 5. You will need time to collect your certificate and then travel to the airport, which will take approximately 60 – 75'.



Course Overview

Goal

The goal of the Home Care Executive Certificate Program (HCECP) is to progress your ability to implement successful positioning strategies. The HCECP provides specific and concrete examples to strategically position your organization for growth, including health care reform, financial risk analysis, budgeting and legal impacts of specific strategies.

The HCECP uses a case study approach, popular with business schools, to enhance the basic information you have learned in your current role, or perhaps while attending the introductory Home Care Administrator Certificate Program. *Each day* offers you opportunities to listen to an expert in legal, strategic, or financial issues, then move on to the actual implementation analysis of a particular topic. This exciting format is unique to this program and allows for point/counter-point discussions with the expert speakers throughout each day and with your home care colleagues.

The three day advanced curriculum is designed to move you upstream to a new level of understanding; to go beyond the basics.


The HCECP is a three module curriculum:

- ❖ Module I focuses on Advanced Home Care Strategic Positioning: Now You Know What To Do; Can You Still Be Creative and Expand?
- ❖ Module II focuses on Advanced Legal Considerations: Now You Know Strategies; What Are the Related Legal Issues?
- ❖ Module III focuses on Advanced Clinical and Financial Integration: Now You Know The Desired Outcomes; How Will You Finance Them?

General Learning Objectives and Expected Outcomes

Upon successful completion of the HCECP, participants will be able to:

1. Identify and implement specific strategies to position your organization for growth and development.
2. Understand the legal implications of selected strategies and how to assure your legal counsel has the right experience to help you achieve your goals.
3. Understand the financial implications of PPS refinement on your strategic planning activities.
4. Identify key budget items and how to analyze the financial risks and benefits of specific home care strategies.
5. Implement strategies to change directions if legal and/or financial problems arise.
6. Educate board and staff on the importance of selected strategies, legal and financing considerations for the future positioning and success of your home care organization.



Please Note

- ❖ Continuing education certificates for 18 CEUs will be distributed at the completion of Day 3. Full attendance is required to receive continuing education credits. Partial attendance certificates or partial continuing education credits will not be awarded.
- ❖ Full attendance is arrival no later than 15' after the start of the program each day, and departure no earlier than 15' prior to the close of each day. Certificates will not be awarded for partial attendance. Consideration is not given for traffic delays, airport or other transportation issues.

Visit www.cahsah.org or www.corridorgroup.com
for 2011 program information and to register.



Required Readings

Please read the following materials prior to coming to the conference. In the participant manual, which you will receive at the conference, we have included a more comprehensive reading list.

Thanks, and look forward to seeing you in New York!

Required Readings:

Collins, JC. *Good to Great and the Social Sectors, A Monograph to Accompany Good to Great*; Jim Collins, 2005.

Collins, JC. *How The Mighty Fall: And Why Some Companies Never Give In*, HarperCollins, 2009.

Kim, WC. and Mauborgne, R. *Blue Ocean Strategy, How to Create Uncontested Market Space and Make the Competition Irrelevant*; Boston: Harvard Business School Publishing Company, 2005.

Suggested Readings:

Medicare Home Health Conditions of Participation, 42CFR484. (Available on https://www.cms.gov/CFCsAndCoPs/12_homehealth.asp)

Medicare Claims Processing Manual Chapter 10 – Home Health Agency Billing (Available on <http://www.cms.gov/manuals/downloads/fin106c09.pdf> and <http://www.cms.gov/manuals/downloads/clm104c10.pdf>)

Please note:

Complete understanding of the Medicare Conditions of Participation is essential. You are encouraged to thoroughly review the Medicare CoPs prior to the program as this information is not covered during the program.