



HECP

Hospice
Executive
Certificate
Program

Brought to you by

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



Sponsored by

Hospiscript Services, LLC
Care West Insurance Risk Management

New York, NY
November 2 – 4, 2010



Program Agenda

Tuesday, November 2

Module I: Advanced Hospice Strategic Positioning

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|-------|-------|---|
| 8:00 | 8:15 | Welcome/Overview |
| 8:15 | 9:30 | Health Care Trends: <i>Blue Ocean Strategy</i> |
| 9:30 | 10:00 | Break |
| 10:00 | 12:00 | Transforming Your Organization from <i>Good to Great: A New Context</i> |
| 12:00 | 1:00 | Lunch |
| 1:00 | 2:00 | Hospice Case Study: Now You Know What To Do; How Do You Do It? |
| 2:00 | 2:30 | Break |
| 2:30 | 4:00 | Case Study Presentations: Point/Counter-Point |
| 4:00 | 6:00 | Reception |

Wednesday, November 3

Module II: Advanced Legal Considerations

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|-------|-------|--|
| 8:00 | 8:05 | Welcome/Overview of Day |
| 8:05 | 10:00 | Understanding the Relevant Legal Issues |
| 10:00 | 10:30 | Break |
| 10:30 | 12:00 | Corporate Transactions |
| 12:00 | 1:00 | Lunch |
| 1:00 | 2:00 | Hospice Case Study: How To Examine If You Have a Legal Problem |
| 2:00 | 2:30 | Break |
| 2:30 | 4:00 | Case Study Presentations: Point/Counter-Point |

Thursday, November 4

Module III: Advanced Hospice Financial Management

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|-------|-------|---|
| 8:00 | 8:05 | Welcome/Overview of Day |
| 8:05 | 10:00 | Analyzing Financial Risks and Benefits of Select Strategies |
| 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 | Hospice 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 Thursday, November 4. 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 Hospice Executive Certificate Program (HECP) is to progress your ability to implement successful positioning strategies. The HECP provides specific and concrete examples to strategically position your organization for growth, including health care reform, financial risk analysis and legal impacts of specific strategies.

The HECP 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 Hospice Administrator Certificate Program. *Each day* offers you opportunities to listen to an expert in strategic, financial or legal 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 hospice colleagues.

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


The HECP is a three module curriculum:

- ❖ Module I focuses on Advanced Hospice Strategic Positioning: Now You Know Strategies; 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 Financial Management: Now You Have The Strategies and Legal Considerations; How Will You Finance Them?

General Learning Objectives and Expected Outcomes

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

1. Identify and implement specific strategies to position your organization for growth and development.
2. Identify key budget items and how to analyze the financial risks and benefits of specific hospice strategies.
3. Understand how to identify resources for financing growth strategies, and procure partners for developmental activities.
4. Understand the legal implications of selected strategies and how to assure your legal counsel has the right experience to help you achieve your goals.
5. Implement strategies to change directions if strategic, financial and/or legal problems arise.
6. Educate board and staff on the importance of selected strategies, financing and legal considerations for the future positioning and success of your hospice 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 more 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 Hospice Benefit Conditions of Participation, 42CFR418. (Available on http://www.cms.hhs.gov/CFCsAndCoPs/05_Hospice.asp or <http://edocket.access.gpo.gov/2008/pdf/08-1305.pdf>)

Medicare Hospice Cost Report. (Available on http://www.cms.gov/CostReports/05_Hospice.asp)

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.