

HCMCP Program Goals

The goal of the Home Care Manager Certificate Program (HCMCP) is to provide attendees with the core management business operating principles and competencies to successfully and effectively operate a home care organization.

Leadership & Organizational Management Skills:

- Create strategies for working with different personalities
- Identify which leadership styles work best in various situations
- Discover your management style and recognize its role in day-to-day operations and how it can enhance or impair staff productivity and interaction
- Gain techniques for proactive communication and how to adapt these techniques to challenging situations
- Explore the leadership role in the changing home care field
- Understand the impact of personality types and temperaments in interpersonal Communication

Home Care Marketing Demystified:

- Latest critical emerging market trends
- The fundamentals of Vision-Driven Marketing
- Key tips/tricks for effective sales/marketing

Regulatory Guidelines & Business Practices:

Regulatory Overview for All Home Care Agencies:

- Review of federal, state & local regulations
- CNA, CHHA scope of practice
- Quality, competence & Compliance

Regulatory Guidelines & Business Practices, Medicare Agencies:

- Review of licensure, certification & survey survival including survey "enhancements"
- Contrast Title 22 & Medicare CoPs
- Quality acronym soup: OASIS, OBQI, etc.

Regulations Overview for Licensed/Home Care Aide Organizations:

- Identify two regulations/ordinances that apply to their individual Home Care Organization
- Define which providers, according to California Regulation, must become licensed as a Health Agency
- Identify two options to locate resources (websites, organizations, & associations) to get additional information or review regulations

Financial Management & Budgeting: (All business types)

- Master the components of an operating budget, income statement and balance sheet
- Understand the financial approach to the budget process as well as cash flow
- Learn how to spot potential problems in your budget

Financial Management Under PPS will cover:

- Understand PPS full episode payments and episode exceptions
- Appreciate the relationship between accurate OASIS coding and PPS payment
- Realize the importance of accounting and management reporting to PPS success

Financial Management & Marketing for Home Care Aide and Licensed Agencies will focus on:

- Understanding the home care business cycle
- Marketing: What's it all about?
- Critical Elements to your agencies' financial success!

Human Resource Practices and Employment Law

Overview for Home Care:

- 2008 legal update
- Apply framework for understanding the daily operations, policies and procedures relating to human resources in home care organizations
- Identify key regulatory and legal requirements of interviewing, hiring, performance appraisals, counseling, termination, wage and hour, and independent contractor status
- Learn what current human resource laws pertain to home care
- Find out proper techniques for interviewing and appropriate questions to ask applicants



Come & graduate with the Home Care Manager class today!

PRESORTED FIRST
CLASS MAIL
U.S. POSTAGE PAID
SACRAMENTO, CA
PERMIT NO. 1971

CAHSAH
3780 Rosin Court, Suite 190
Sacramento, CA 95834
Phone: (916) 641-5795
Fax: (916) 641-5881
www.cahsah.org



Did you know that the HCMCP currently boasts over 1,825 graduates!

November 2006 HCMCP Graduate

"Thoughtful, direct, concise, foundation to assist all aspects of management! GREAT introduction course, GREAT refresher course!"

April 2007 HCMCP Graduate

"The program was very informative, I received a lot of information that I can use in my agency"

Home Care Manager Certificate Programs

March 12-14, 2008 - Anaheim, CA



**Graduating more effective, efficient,
and energized home care leaders.**



The California Association for Health Services
At Home is pleased to present the:

HOME CARE MANAGER CERTIFICATE PROGRAM

March 12-14, 2008

Doubletree Hotel Anaheim/Orange County
100 The City Drive
Orange, CA 92868
Phone: (714) 634-4500

What is the Home Care Manager Certificate Program?

The Home Care Manager Certificate Program (HCMCP) is a three-day, interactive and intensive educational program, providing leading edge management concepts and skills that are critical for home care managers to know and understand. If you are determined to be a first-rate type of manager that really contributes to the success of your organization then consider spending three days with eight top professionals from the home care industry that will educate you on how to do just that! This program was designed to accommodate all sections of home care, from private pay to large home care agencies. The program has been a part of CAHSAH's educational offerings for over 12 years and is consistently well received by attendees. The program features industry experts who offer a combination of dynamic teaching techniques and interactive work groups to illustrate and affirm key concepts. The core components to be addressed are:

- *Leadership & Organizational Management Skills*
- *Home Care Marketing Demystified*
- *Regulatory Guidelines & Business Practices*
- *Financial Management & Budgeting*
- *Regulations Overview for Licensed/Home Care Aide Organizations*
- *Financial Management Under PPS*
- *Financial Management & Marketing for Home Care Aide & Lic. Agencies*
- *Human Resource Issues & Employment Laws*

Who should attend?

Front-line supervisors, middle managers, business owners or any mid-management personnel of Medicare-certified home health, Licensed and home care aide organizations.

Benefits of attending

Having a clear and focused understanding of home care operations is critical for success. Participants will gain that management "edge," be given timely and usable operations reference material, 21 contact hours, and invaluable networking opportunities.



Faculty

Roz Teller, Principal, Teller Associates

Ms. Teller has been a part of the HCMCP faculty since it began in 1992, and works extensively with homecare agencies on human resources and organizational development.

Connie Little, RN, MS, Consultant, CFL Consulting

Ms. Little's home health care career has included extensive direct provider, policy, regulatory & training experience. She has served as Senior VP for CAHSAH in Sacramento.

Patricia Gartmann, President, Healthcare Consulting Associates

Ms. Gartmann is considered an expert in the field of home care finance. She has more than twenty five years of experience in the home care industry.

Joseph Hafkenschiel, President, California Association for Health Services at Home (CAHSAH)

Mr. Hafkenschiel has served as CAHSAH's President since 1986. He is CAHSAH's principal staff person on federal legislative and regulatory issues. He served on the PPS Work Group and has done research on case mix adjustment.

Jane Gorwin, RN, BSN, LNC, MAOM, CEO, JG Solutions Inc.

Ms. Gorwin has over 21 years of health care experience and currently consults full time, speaking to groups and working with various health care organizations.

Summary of Curriculum and Schedule

March 12, 2008

7:30 am - 8:00 am
8:00 am - 12:00 pm
12:00 pm - 1:00 pm
1:00 pm - 3:00 pm
3:00 pm - 5:00 pm
5:00 pm - 6:00 pm

Registration, Check-in & Continental Breakfast
Leadership & Organizational Management Skills*
LUNCH
Home Care Marketing Demystified*
Regulatory Overview for All Home Care Agencies*
Networking Reception

March 13, 2008

7:30 am - 8:00 am
8:00 am - 12:00 pm

Continental Breakfast, Sign-in
Regulatory Guidelines & Business Practices, Medicare Agencies*
Regulations Overview for Licensed/Home Care Aide Organizations**

12:00 pm - 1:00 pm
1:00 pm - 5:00 pm

LUNCH
Financial Management & Budgeting*

March 14, 2008

7:30 am - 8:00 am
8:00 am - 12:00 pm

Continental Breakfast, Sign-in
Financial Management Under PPS*
Financial Management & Marketing for Home Care Aide and Licensed Agencies**

12:00 pm - 1:00 pm
1:00 pm - 5:00 pm

LUNCH
Human Resource Practices and Employment Law Overview for Home Care*

*General Session

****Separate breakout sessions for Medicare-certified and non Medicare-certified**

Full attendance is required to obtain a certificate of completion. Exceptions cannot be made.

Upon completion of this program take your education to the next level by attending the next two home care certificate programs.

Home Care Administrator Certificate Program (HCACP)

July 23-25, 2008 - Honolulu, HI

Advanced Home Care Administrator Certificate Program (AHCACP)

October 9-11, 2008 - Fort Lauderdale, FL

Register for the whole series and save up to \$100. Call CAHSAH to find out how. For more details or to register for these events go to www.cahsah.org or contact Richard Starks at 916-641-5795 ext. 117

Hotel Information

The hotels are offering HCMCP attendees a special discounted rate of \$129 per night if reservations are made by the specified cut-off date. After this date rooms are on a space available basis only. Mention CAHSAH to receive this special rate.

March 12-14, 2008

Doubletree Hotel Anaheim/Orange County

100 The City Drive

Orange, CA 92868

Phone/Reservations: (714) 634-4500

Registration Form

March 12-14, 2008 — Anaheim, CA

*Fee Schedule *All fees are per person	CAHSAH Members	Non Members	# of Attendees	Total Fees
Early Bird Registration Received on or before: February 15, 2008	\$700	\$1,050	_____	_____
Advanced Registration Received on or before: February 29, 2008	\$750	\$1,125	_____	_____
On site Registration Received After: February 29, 2008	\$800	\$1,200	_____	_____
<input type="checkbox"/> Check here if you are registering 2 or more people for \$25.00 off each registration (Registrations must be received at the same time)				Total Amount Due \$ _____

Program fee includes: program materials, three continental breakfasts, three lunches, afternoon refreshments, a wine and cheese reception and a certificate of completion. Note: A confirmation packet will be sent to all paid participants prior to the program.

Company: _____

Attendee Name & Title: _____ RN#: _____

Attendee Name & Title: _____ RN#: _____

Company: Mailing Address: _____

City: _____ State: _____ Zip: _____

Work Phone #: _____ Fax #: _____

Email Address: _____

Dietary Restrictions: _____

Emergency Contact: _____ Phone #: _____

If you require special physical accommodations or adaptive equipment, contact Richard Starks at (916) 641-5795, ext. 117.

Method of Payment:

Check #: _____ Visa Mastercard American Express

Credit Card Number: _____ Exp: _____

Signature: _____

Register four easy ways:

Online at www.cahsah.org

Mail registration with payment to:

CAHSAH, 3780 Rosin Court, Suite 190, Sacramento, CA 95834

Fax registration with credit card payment to: (916) 641-5881

Phone-in registration with credit card payment to: (916) 641-5795 ext. 117

Earn valuable continuing education credits! Provider approved by the California Board of Registered Nursing (Provider #CEP 2463) for seven (7.0) contact hours per day and by the California Board of Behavioral Sciences (Provider #PCE 588) for seven (7.0) contact hours per day - 21 (twenty-one) contact hours for full conference. To receive your certificate you must complete all 21 (twenty-one) contact hours.

Cancellation policy: A refund minus a 20% administration fee will be issued if cancellation is received in writing more than 10 business days prior to the event. No refund will be issued if cancellation is received within 10 business days of the event or if the attendee is a no show. All cancellations must be submitted in writing. There are no exceptions to any of these policies, however, substitute attendees may be made from within your organization. Should CAHSAH cancel the event, a full refund of the registration fee will be issued.