



# SCHCHA 2021

## Annual Conference

*Brighter Horizons Ahead*

**SONESTA RESORT**

*Hilton Head Island, SC*

October 25-26, 2021



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

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## *Message from Mary Peck and Tim Rogers*

*On behalf of the SCHCHA Board of Directors, we would like to welcome you to the 2021 SCHCHA Annual Conference and beautiful Hilton Head Island. Over the last year, home and hospice care providers have once again demonstrated the unique and lasting value we bring to patients, families, and our entire health care system. Now more than ever, there is a growing recognition that home and hospice care is central and paramount to creating a high quality system of care designed around the needs and expectations of those we serve. We are truly facing brighter horizons ahead - and we have an opportunity to chart our course, steer our ships, and shape our growing impact while also balancing the complexity of our future environment. We are excited to offer an array of top notch educational content, networking opportunities, and solution partners with our annual conference as home and hospice care organizations face brighter horizon, and all the vast opportunities, ahead.*



**Mary Peck**  
*Board Chair, SCHCHA  
Area VP of Sales  
Kindred at Home*



**Tim Rogers**  
*President and CEO  
SCHCHA*

# Schedule & Destination

## Sunday, October 24, 2021

- 3:00pm-7:00pm Conference Registration
- 4:00pm-6:00pm SCHCHA Board of Directors Meeting

## Monday, October 25, 2021

- 8:00am-9:00am Coffee & Continental Breakfast with Exhibitors
- 9:00am-10:15am Welcome & Opening General Session: Taking Your Team from Talking to Connecting and Collaborating
- 10:15am-10:45am Break with Exhibitors
- 10:45am-12:15pm Breakout Sessions
- 12:15pm-2:00pm Awards Lunch & Ceremony
- 2:00pm-3:30pm Breakout Sessions
- 3:30pm-4:00pm Break with Exhibitors
- 4:00pm-5:00pm General Session: SC State Leadership Updates for Home Care & Hospice
- 5:00-6:00pm Vendor Reception

## Tuesday, October 26, 2021

- 8:00am-9:00am Coffee & Breakfast with Exhibitors
- 9:00am-10:30am General Session: Federal and State Advocacy Updates
- 10:30-10:45am Break with Exhibitors
- 10:45am-11:45am Breakout Sessions
- 11:45am-12:15pm Happy Trails Snack Break with Exhibitors
- 12:15pm-1:15pm Breakout Sessions
- 1:15pm Door Prize Drawings



## *Sonesta Resort*

Hotel Information: The Association has secured a block of rooms at the Sonesta Resort for the nights of Saturday, October 23rd through Tuesday October 26th at a special rate of \$149.00/night. Room reservations may be made by calling the hotel directly at (843) 842-2400.

Please state that you are attending the South Carolina Home Care & Hospice Association (SCHCHA) Annual Conference when making your reservations to receive these special rates. Reservations must be made by September 30, 2021 to take advantage of the special rates.

Address: 130 Shipyard Drive, Hilton Head Island, SC 29928

[Click Here to Book Your Room at the SCHCHA Group Rate](#)

Or visit [www.schchaconferences.com](http://www.schchaconferences.com).

# Premium Sponsors of SCHCHA



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General Session: Monday, October 25 | 9:00am-10:15am  
**Chris Powell, BS, MA, DISC, E-8 (USN RET), MTS**  
Retired Navy Senior Chief

## **Taking Your Team From Talking to Connecting and Collaborating**

Join us Monday morning as we gather for the first time in almost two years! Chris Powell, retired Navy Senior Chief and collaboration expert, will show how collaborative teamwork and communication will bring success to any organization by focusing on the value of the employee. He will highlight the dynamics of leadership and group interaction. His use of interactive exercises and practical information will equip you with the tools to build a collaborative team.



General Session: Monday, October 25 | 4:00pm-5:00pm

## **SC State Leadership Updates for Home Care & Hospice**

**Moderator:** Shannon Pointer, MSN, RN, CHPN, VP of Hospice & Palliative Care, SCHCHA

**Panelists:** L. Brannon Traxler, MD, MPH, Public Health Director, S.C. DHEC  
Maya H. Pack, MS, MPA, Executive Director, SC Institute of Medicine and Public Health  
Michael Leach, State Director, SC Department of Social Services  
Connie D. Munn, Director, SC Department of Aging

Please join us for this important and informative session moderated by Shannon Pointer, MSN, RN, CHPN, SCHCHA, Vice President of Hospice & Palliative Care, where attendees will learn about the SC Institute of Medicine and Public Health (IMPH), including current project focus areas and information on resources available through SC IMPH. There will also be information shared to help provide education and improve awareness of resources available from the SC Department on Aging, SC Department of Social Services, and the SC Department of Public Health. This session will conclude with sharing information regarding the newly formed Carolinas Pandemic Preparedness Task Force.

General Session: Tuesday, October 26 | 9:00am-10:30am



Bill Dombi  
President, NAHC

## Federal Update for Home Care & Hospice and Panel Discussion on South Carolina-Specific Policy Updates



Billy Routh  
Lobbyist, SCHCHA  
Copper Dome Strategies



Julia Adams-Scheurich, MSL  
VP of Govt. Relations &  
Public Policy, SCHCHA



Tim Rogers  
President/CEO  
SCHCHA



Wanda Crotwell  
Lobbyist, SCHCHA  
The Southern Group

We have a great panel for you and important information to share on significant policy issues that are shaping home health, hospice, homecare and behavioral health in DC and in SC. On the federal side, there are multiple payment rules to review and some key bills moving, many of which our members have taken action on! For SC, we will have a legislative review and a look forward into the next legislative session. To get you up to date on all the changes, we have a stellar panel including William "Bill" Dombi, President of NAHC who will bring all of the DC highlights on policy and Congressional action to conference attendees. Julia Adams-Scheurich, Vice President of Government Relations & Public Policy and Tim Rogers, President and CEO for SCHCHA will be joined by SCHCHA lobbyists Wanda Crotwell with The Southern Group and Billy Routh with Copper Dome Strategies to share all the work the SCHCHA team has been doing in the SC Legislature and with our partners at DHHS.

## SCHCHA Vendor Reception

*Mix & Mingle with Peers & Friends!*

Open Bar & Appetizers

Monday, October 25 @ 5:00pm

# BREAKOUT SESSIONS - MONDAY, OCTOBER 25 2021 • 10:45AM-12:15PM

## A1 – The Hospice Drug Profile: Change is on the Horizon!

**Ellen Fulp, PharmD, MSPC, BCGP, Director of Pharmacy Education, AvaCare**

A hospice patient's drug profile changes quickly. CMS, staff, and patient understanding, and expectations may be different, and this can lead to difficult conversations. This session will review hot topics surrounding the hospice drug profile and how to set expectations. We will review the importance of cost containment, communication and optimizing individual drug regimens.

### Objectives

- Analyze key medication-related regulatory updates and what they mean for bedside clinicians
- Review medication appropriateness and rational prescribing and discuss how these concepts are best applied to hospice patients
- Provide examples of useful communication models for disseminating information as your agency works towards compliant, optimized medication profiles
- Discuss patient cases, highlighting regulatory compliance, rational prescribing, and effective communication techniques

For: Hospice

*\*Not offered for nurse contact hours.*



## A2 – Legal and Regulatory Update for Home Health, Hospice, Palliative Care & Home Care Providers

**Matthew W. Wolfe, JD/MPP  
Shareholder, Baker Donelson**

This timely and interactive session will review the hot-button legal and regulatory issues that are keeping owners leaders in the home health, hospice, palliative care, and home care industry up at night. Topics will reflect the issues most germane to executives and owners in the industry and will include reimbursement, licensure, risk management, and human resources issues.

For: Home Care, Home Health, Hospice, Palliative Care, I/DD



## A3 – Value-Based Purchasing: Nationwide Rollout - Part One

**Melinda Gaboury, Co-Founder and CEO  
Healthcare Provider Solutions**

A Value-Based Purchasing (VBP) Demonstration for home health was conducted in nine states and ended December 31, 2020. This session will review the impact of VBP on agencies in these nine states. In addition, there was an announcement by the Centers for Medicare & Medicaid Services (CMS) that a nationwide rollout of VBP is likely. We will look at what a nationwide rollout would look like and how the states that have been through the demonstration might fare as compared to states that were not in the demonstration.

### Part One:

- Details the aspects of the Value-Based Purchasing system - what was used in Demo and what will be used nationwide
- Reviews statistics from the Demonstration and evaluates this demonstration's impact on the Star Ratings.

For: Home Health



## A4 – Beyond Wages: Ways to Enhance the Retention of Staff

**Kathie Smith, BSN, RN - Vice President of Home Care and State Relations, SCHCHA**

Beyond Wages: Ways to Enhance the Retention of Staff through supportive workplaces, balanced workloads, training, and career development. This presentation is geared towards managers and supervisors to examine important elements in workplace processes and culture for agencies to put in place for staff retention. This workshop will be focused on retaining Home Care Aide staff but will be useful for retention of all staff.

For: Home Care, Home Health, Hospice, Palliative Care, I/DD



# BREAKOUT SESSIONS - MONDAY, OCTOBER 25, 2021 • 2:00PM-3:30PM

## B1 – Closing the Loop Between the Hospice Assessment and the Plan of Care

**Lisa Meadows, Manager Clinical Compliance Education Accreditation Commission for Health Care (ACHC)**

The most frequently cited top survey deficiencies that are cited time and time again tend to center around two Medicare Conditions of Participation, 418.54, the Initial and Comprehensive Assessment requirements and 418.56 the Interdisciplinary Group, Care Planning, and Coordination of Service. Not only are these a common survey deficiency but these two CoPs represent the documentation needed to support the care and services were provided. Participants that attend this presentation will be able to identify top deficiencies related to care planning, be able to describe the process for creating a plan of care that includes establishing goals and interventions and learn how to audit medical records to ensure the agency is compliant with care planning.

For: Hospice



## B2 – Payer Diversification and How to Build an Infrastructure to Support Multiple Players

**Kristen Duell, EVP of Business Development, Marketing, KanTime**  
**Dr. Romin Shah, Chief Medical Officer, Providence Care**

This session will discuss the importance of payer diversification, methods of diversification, how to get started, new avenues to consider and lastly the various solutions that will help support you. Dr. Shah will be discussing how payer diversification has been an overall strategy for his organizations and how they made the move into Physician House Calls.

- Payer Diversification: Why you shouldn't put all your eggs in one basket!
- Payer Diversification is Risk Mitigation
- Payer Diversification is like life insurance for your agency
- Not everyone will win...payer diversification gives you a shot at succeeding!

During this session, we will be talking about the various paths that agencies can take, what we have seen work, where the industry is trending, and what to consider when building out your infrastructure.

For: Home Care, Home Health, Hospice, Palliative Care, I/DD

*\*Not offered for nurse contact hours.*



## B3 – Value-Based Purchasing: Nationwide Rollout - Part Two

**Melinda Gaboury, Co-Founder and CEO Healthcare Provider Solutions**

A Value-Based Purchasing (VBP) Demonstration for home health was conducted in nine states and ended December 31, 2020. This session will review the impact of VBP on agencies in these nine states. In addition, there was an announcement by the Centers for Medicare & Medicaid Services (CMS) that a nationwide rollout of VBP is likely. We will look at what a nationwide rollout would look like and how the states that have been through the demonstration might fare as compared to states that were not in the demonstration.

Part Two:

- Reviews the details of the specific elements to be used in calculating the outcomes in the VBP Nationwide rollout
- Outlines a game plan for agencies to prepare for the coming Nationwide Rollout

For: Home Health



## B4 – In-Home Care, Home Health, and Hospice: Top Deficiencies and Strategies for Success

**Kristen Juarez Kollu, Director, Division of Provider Services, Bureau of Healthcare Systems & Services, DHEC**  
**Margaret Alewine, Program Manager II, SC DHHS**  
**Lakeisha N. Wright, MS, CT (ASCP), Medical Services Division, Healthcare Quality, SC DHEC**

Please join us for a session with SC DHEC and SC DHHS staff as they discuss some of the top deficiencies noted for in-home care, home health and hospice and some strategies organizations can implement for success in complying with in-home, home health and hospice state regulations.

For: Home Health, Home Care, Hospice, Palliative Care



# BREAKOUT SESSIONS - TUESDAY, OCTOBER 26, 2021 • 10:45AM-11:45AM

## C1 – Naloxone and the Hospice Setting: Lessons Learned from Implementing Organizational Strategies to Comply with Senate Bill 571

**Krisdee Clark, Director of Corporate Affairs and John C. Ropp III, MD, Hospice Physician, Medical Director Agapé Care Group**  
**Julia Adams-Scheurich, MSL, VP of Government Relations and Public Policy, SCHCHA**

This session will include an overview of Senate Bill 571 and a review from Krisdee Clark, Director of Corporate Affairs, Agape Care Group and John C. Ropp III, MD, Hospice Physician, Medical Director, Agape Care Group on both clinical and organizational strategies implemented within their organization to comply with Senate Bill 571. This session will also include discussion of lessons learned through implementation, including challenges and successes in ensuring compliance with Senate Bill 571. In addition, there will also be a SCHCHA Governmental Affairs update on Senate Bill 571 during this session.

For: Hospice



## C2 – Communicating with Influence to Grow Your Business

**Laura Barnett, Senior Director, Product Marketing Axxess**

Setting the bar for your communications strategy begins with leadership and, when done strategically, spreads throughout the organization. With improved communication, you can benefit sales, patient relationships and team dynamics. Learn how to structure what you say to influence others.

- Participants will be able to share three keys to effective communication.
- Participants will understand how effective in-person communication can enhance the efforts of your marketing team.
- Participants will be able to explain how social media “floats” and can supplement your digital marketing strategy.

For: Home Care, Home Health, Hospice, Palliative Care

*\*Not offered for nurse contact hours.*



## C3 – Documentation in a PDGM World - Putting it all Together

**J’non Griffin, RN, MHA, HCS-D, HCS-C, HCS-H, COS-C Director, SimiTree Healthcare Consulting**

Documentation in a certified home health agency has always been a struggle. Now add on top of that face to face documentation needed from the physician, submitting pre-claim reviews, and getting paid timely with the no-pay RAP rule in place, and it seems like a never ending battle. Stop trying to fit a square peg in a round hole. In this interactive presentation we will discuss how face to face, coding, and continuing documentation, along with physician queries need to be implemented to get ALL these pieces right, AND make sure that your agency is receiving maximum reimbursement under PDGM. We will talk about the critical thinking needed to make sure that it happens, when to make sure a patient has a new FTF because the focus of care has changed, and how to communicate all that in the documentation.

For: Home Health



## C4 – A HIPAA Update and Refresher - What’s New for 2021

**Susan Fradenburg, Partner, Fox Rothschild**

First, this presentation will address changes to HIPAA that are expected to be implemented in 2021 in response to the Office for Civil Rights (OCR) Notice of Proposed Rulemaking issued in December 2020. Such proposed changes include: (i) strengthening individuals’ rights to access their own health information; (ii) improving information sharing for care coordination and case management for individuals; (iii) facilitating greater family and caregiver involvement in the care of individuals experiencing emergencies or health crises; and, (iv) reducing administrative burdens on HIPAA covered health care providers, while continuing to protect individuals’ health information privacy interests. Second, by using recent settlement agreements between providers and OCR as teaching tools, the presentation will provide a refresher on specific HIPAA requirements. Some items that will be addressed include: (i) a patient’s right to access information, (ii) breach identification and reporting; and, (iii) entering into business associate agreements. Finally, it will address the impact of the Cybersecurity Safe Harbor Provision that was signed into law on January 5, 2021. It will discuss how the law impacts security best practices for providers.

For: Home Care, Home Health, Hospice, Palliative Care, I/DD



# BREAKOUT SESSIONS - TUESDAY, OCTOBER 26, 2021 • 12:15PM-1:15PM

## D1 – Hospice Medical Review in a Medicare-Certified World

**Melinda Gaboury, Co-Founder and CEO  
Healthcare Provider Solutions**

This session will take agencies through the winding road of Medicare scrutiny. While billing the Medicare benefit and getting paid relatively easy, there is always a risk of things being reviewed at some point and what can you do to avoid denials. This session will also discuss PEPPER reports and other data analysis that agencies will need to review to ensure that their risk from medical review is limited. Don't be caught in the comfortable position of believing that everything is okay. Attendees will take away information that will assist in assuring that your hospice truly is accurately documenting.

For: Hospice



## D2 – Building a Committed Team That Stays

**Zaundra Ellis, Director of Hospice Solutions, Axxess**

With an aging population that will require more home & hospice care, it is imperative that leaders be proactive in identifying, recruiting and retaining hospice professionals that will be committed to the organization's mission and vision, their teammates and the home care & hospice industry. Understanding the necessity of a strategic plan to develop and engaged and committed team that stays, with a focus on the development of a strategic recruitment and retention plan, we will review and discuss strategies used to identify, empower and retain the very best home care & hospice professionals.

For: Home Care, Home Health, Hospice, Palliative Care, I/DD



## D3 – OASIS E - OASIS for the Future

**J'non Griffin, RN, MHA, HCS-D, HCS-C, HCS-H, COS-C  
Director, SimiTree Healthcare Consulting**

OASIS E will bring the industry the most sweeping change to OASIS in years. Agencies will be required to collect data on the standardized patient assessment data elements (SPADEs) beginning with the start of care, resumption of care, and discharges (except for the hearing, vision, race, and ethnicity SPADEs, which would be collected at the start of care only). Agencies will be required to use OASIS-E beginning with discharges and transfers on January 1, 2023. While that seems very far away, it will be here before you know it!. Learn what items will be removed and what will be added to the new OASIS E data set. Understand how this may affect your productivity, and while training your clinicians now maybe beneficial. In this interactive session we will discuss the items removed from OASIS, the items added, and the time difference that may affect productivity.

For: Home Health



## D4 – Why Virtual Care is Here to Stay: Embracing a Hybrid Model of Care Post-Pandemic

**Mark Knudsen, Chief Experience Officer, Synzi**

Telehealth adoption accelerated due to the pandemic. At this juncture, many organizations recognize that telehealth is "here to stay" and are further embedding additional features of virtual care into their care model. This session will highlight the role of Telehealth vs. Remote Patient Monitoring (RPM) along with the key benefits and differences for these two features. Guidance will be provided on example use-cases, how to measure impact, and where virtual care "fits" despite reimbursement challenges. Learn how agencies position virtual care as "VIP Care" for patients and a competitive differentiator with outcomes-focused referral partners. Home health and hospice organizations need to balance in-person care with virtual care as post-acute care moves towards a hybrid model. Smart agencies are making hybrid care a natural part of the process – and bringing it forth to interested patients, caregivers, and physicians before the start of care.

For: Home Health, Home Care, Hospice, Palliative Care

*\*Not offered for nurse contact hours.*



# Nominate your Home Care & Hospice Heroes for one of the 2021 SCHCHA HOME Awards!

Just visit [www.schchaconferences.com/awards](http://www.schchaconferences.com/awards)  
to fill out the online form.  
The deadline to submit nominations is October 1st!

## Registration Information

**Register!** Online Registration: Visit [www.schcha.org/SCHCHA2021](http://www.schcha.org/SCHCHA2021). You must log in to your user account before registering. By Fax: Fax a copy of the registration form with the appropriate credit card information and signature to (919) 848-2355. By Mail: Mail registration form with payment to: SCHCHA, 3101 Industrial Drive, Suite 204, Raleigh, North Carolina, 27609. (Be sure and include the suite number!) Mailed and faxed registration forms will not be processed without payment.

**Cancellation Policy:** Please note that fees will be refunded, or invoices will be adjusted, only if written notice of cancellation is received by October 8, 2021. In the event of cancellation, SCHCHA will retain, or charge, \$100 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.

**Mobile Event App Access:** Registrants will be provided with instructions on how to access and use the mobile event app in advance of the conference. Access is granted to approved email addresses. Registrations may not be shared between agencies – the agency's registration covers the access of only one email address (except when the agency rate has been selected). Materials, including handouts, will be made available in the conference app.

**Auxiliary Aids, Services, & Special Diet Requests:** SCHCHA is committed to ensuring that no individual with a disability is excluded, denied service, segregated or otherwise treated differently than other individuals because of the absence of auxiliary aids and services identified in the Americans with Disabilities Act. If you need any auxiliary aids or services or have a special diet request, please contact Adrian Dipple at [adrian@ahhcnc.org](mailto:adrian@ahhcnc.org).

**Continuing Education:** This activity is eligible for 8.75 nurse contact hours. The Association for Home and Hospice Care of North Carolina is an approved provider of continuing nursing education by the North Carolina Nurses Association, an accredited approver by the American Nurses Association Credentialing Center's Commission on Accreditation.

**COVID-19 Safety:** SCHCHA is dedicated to the safety of all conference attendees and vendors. We are continuing to monitor the changing COVID-19 situation and will inform attendees of our safety policies in advance of the event. SCHCHA is partnering with the Sonesta Resort to take every precaution to ensure our event is safe and successful. Please click [here](#) to learn more about the Sonesta Resort's safety standards in preparation for our upcoming conference.

## Registration Fees

### MEMBERS

	Full Conference	Agency Rate*	Day Rate (Mon OR Tues)
Members (Before 10/1/21)	\$409	\$3,500	\$319
Members (After 10/1/21)	\$459	\$3,800	\$369
Non-Members	\$719	N/A	\$519

**AGENCY RATE:** \*To register 10 attendees using the agency rate, you must be a member of SCHCHA. Please fill out the next page and fax, mail, or email it to [info@ahhcnc.org](mailto:info@ahhcnc.org) along with the names and emails of the 10 attendees from your organization. To register more than 10 individuals, a rate of \$350 (before Oct. 1) or \$380 (after Oct. 1) will be applied to each additional attendee.

# SCHCHA Annual Conference Early Registration Deadline:

October 1, 2021

## Attendee/Payment Information

**PLEASE SELECT ONE REGISTRATION OPTION:**

- Full Conference
- Monday Only
- Tuesday Only
- Agency Rate (Members Only)

**AMOUNT DUE:** \$ \_\_\_\_\_

(See previous page for rates)

**BILLING INFORMATION:**

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

\_\_\_\_\_  
FULL NAME

\_\_\_\_\_  
ORGANIZATION NAME

\_\_\_\_\_  
STREET ADDRESS

\_\_\_\_\_  
CITY, STATE, ZIP

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EMAIL

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PHONE NUMBER

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JOB TITLE

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NAME ON CREDIT CARD (PLEASE PRINT) | EMAIL ADDRESS (FOR RECEIPT)

\_\_\_\_\_  
CREDIT CARD NUMBER | EXPIRATION DATE | SEC. CODE

\_\_\_\_\_  
BILLING ADDRESS | CITY STATE ZIP CODE

\_\_\_\_\_  
SIGNATURE OF CREDIT CARD HOLDER (REQUIRED)

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**Use this section to register multiple attendees from your agency.**

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_