



NHPCO INVITES YOU TO OUR 2018

MANAGEMENT AND LEADERSHIP CONFERENCE & ADVOCACY INTENSIVE

PRECONFERENCE: APRIL 21-22 | MAIN CONFERENCE: APRIL 23-24 | ADVOCACY INTENSIVE: APRIL 25

WASHINGTON DC



National Hospice and Palliative Care
Organization





A MESSAGE FROM EDO BANACH

As palliative care and hospice leaders and managers, we recognize that 2018 will continue to be a pivotal time for the future of hospice and palliative care, as well as healthcare in general. Health policy will continue to dominate the Congressional calendar in 2018 as legislators grapple with health reform, regulators with mandates to innovate and to integrate quality metrics, and providers strive to maximize available resources – all with the goal of providing the highest quality care possible. This will present both opportunities and challenges for serious and advanced illness and end-of-life care. It is critical that NHPCO and our members and partners be active participants in charting our own course, and we've made a change to the structure of MLC to facilitate this goal.

This year, two premiere events are coming together. The Management and Leadership Conference will be held in conjunction with the Advocacy Intensive. During the first two days, hospice and palliative care leaders will take advantage of educational offerings that will focus on timely topics and new approaches to successfully leading and managing your program and staff. On Wednesday, the focus shifts to policy. In the morning, hear about the issues that could affect your organization and the people you serve before traveling to Capitol Hill to meet with your legislators. Our work together will be capped off with a Congressional Reception on the Hill.

On a more personal note, as we gather for the 2018 Management and Leadership Conference, I will have finished my first year as your President and CEO. Working collaboratively with the NHPCO board, we will have crafted the organization's strategic plan for 2018 and 2019, developed the staff work plan for the year, and added valuable team members at every level of the organization. We are moving into the future of our organization and the field with clearer vision and goals – and you are a part of this.

I want you to be a part of the vital work that will be done at MLC 2018. Review the information in this brochure and then visit nhpco.org/MLC2018 to register online. Please join us.

Edo Banach, JD
President and CEO

MLC PLENARY SPEAKERS

MONDAY, APRIL 23, 8:30 - 10:00 AM



David Brooks, Author and Op-Ed columnist for The New York Times

The US Healthcare Landscape: Challenges and Opportunities

A keen observer of the American way of life and a savvy analyst of the policy landscape, David Brooks will provide a thoughtful perspective on the state of healthcare, its challenges and opportunities. How can hospice and palliative care play a role in addressing healthcare's challenges? Mr. Brooks will suggest opportunities for the hospice and palliative care field to increase its value to the US healthcare system, identify ways providers can expand to deliver more effective end-of-life care and provide high value services that reduce the overall costs to our beleaguered healthcare system, as well as to discuss the importance of family caregivers' character on the end of life.

TUESDAY, APRIL 24, 8:30 - 10:00 AM



Michael Burcham, MBA, DHA

The Future of Healthcare

The healthcare system of our country is poised for significant change; its future will be built around the consumer and their experience, not a payer nor a provider. New models will fundamentally alter how healthcare organizations interact with patients and one another to deliver care, share information and manage costs. Innovative companies are creating new opportunities designed to disrupt and invade the healthcare venture space; they are nibbling at the edges of the traditional healthcare ecosystem, bringing new designs from technology, retail and hospitality business models that engage the consumer directly and leverage the workforce. Hospice and palliative care providers cannot operate on the periphery of this new momentum, but must be part of it.

FOR FULL PLENARY DESCRIPTIONS AND LEARNING OBJECTIVES VISIT www.nhpco.org/mlc2018



PRECONFERENCE OFFERINGS

SATURDAY AND SUNDAY, APRIL 21 – 22, 8:30 - 5:00 PM *(includes breakfast and lunch)*

Hospice Manager Development Program's Foundational Course

Kay Mueggenburg, PhD, MSN, RN, CHPN, Goldfarb School of Nursing; Jennifer Kennedy, MA, BSN, RN, CHC, NHPCO; Turner West, MPH, MTS, Bluegrass Navigators

The Hospice MDP Foundational Course is designed to develop competent and confident hospice managers that can effectively manage organizational complexities. Rooted in the values of hospice care, the course addresses regulations and standards, includes leadership assessment and models to determine employee's needs, develops critical thinking skills, and includes interviewing, coaching, feedback and evaluation strategies and resources.

SATURDAY AND SUNDAY, APRIL 21 - 22; SAT, 1:00 - 5:00 PM AND SUN, 8:30 AM - 5:00 PM

(includes breakfast and lunch on Sunday)

Community-Based Palliative Care: Getting Started and Making it Work

Jean Acevedo, LHRM, CPC, CHC, Acevedo Consulting Inc; Kathleen Kerr, BA, Kerr Healthcare Analytics; Judith Skretny, NHPCO; Terri Warren, MSW, Hospice and Palliative Care Providence Senior and Community Services

Whether you are just getting started or already have a community-based palliative care program in place, this interactive seminar will provide tools and insights you need to ensure programmatic success. Palliative care billing, coding and other revenue generating opportunities, new and innovative models of care, and critical issues like staffing and partnerships for financial sustainability will be addressed.

SUNDAY, APRIL 22, 9:00 AM – 12:00 PM *(includes breakfast)*

Right-Sizing Your Hospice Facility: Enlarge, Shrink or Close?

Sue Lyn Schramm, MA, Schramm Consulting LLC

In today's climate of intense regulatory scrutiny and even hotter competition among hospices, how should organizations plan for the future of hospice facilities? This seminar will look at current best practices in assessing the feasibility of hospice facilities, with special focus on inpatient hospice. Evaluate options to determine if closure or a reduction in bed size is your best choice.

HQRP Primer: Essential Elements of Quality Reporting

Jennifer Kennedy, MA, BSN, RN, CHC, NHPCO; Carol Spence, PhD, RN, NHPCO

CMS continues to raise the bar on quality reporting requirements and new measures and data collection initiatives are on the way. With the advent of Hospice Compare, hospices have entered the age of accountability for performance on quality measures. It is critical for hospices to have an accurate and comprehensive mastery of compliance with quality reporting requirements. This seminar will provide an overview of the latest information on the HQRP and what lies ahead for quality reporting.

What If? Leading in the Midst of Ambiguity

Kathy Brandt, MS, the kb group

The future is unpredictable. Scenario planning can be described as the process of continually asking "what if?" Based on uncertainty, scenarios are imagined futures that allow the organization to plan for multiple possibilities. They highlight drivers of change, allowing the organization to prepare for those potential futures in a strategic manner. This seminar will provide a detailed explanation of scenario planning and ways to leverage it for long-term planning and ongoing organizational leadership.



MANAGEMENT AND LEADERSHIP CONFERENCE & ADVOCACY INTENSIVE

Compliance Deep Dive

Roseanne Berry, MSN, RN, R&C Healthcare Solutions; Kerri A. Ervin, RN, MS, Avow Hospice, Inc;

Jennifer Kennedy, MA, BSN, RN, CHC, NHPCO; Kimberly Skehan, RN, Simione Healthcare Consultants

Today's healthcare landscape contains many compliance landmines which can cause operational and financial woes for the unprepared provider. It is critical to self-assess compliance health to understand program data and what it means as well as to proactively prepare for potential audits and upcoming Medicare surveys. Participants will learn the importance of self-auditing as a compliance survival tool and its application to the current regulatory issues that face providers in today's Medicare survey world.

SUNDAY, APRIL 22, 1:30 – 4:30 PM

Audit Trends and Things that Keep You Up at Night

Mark Cameli, JD, Reinhart Boerner Van Deuren s.c.; Bryan Nowicki, JD, Reinhart Boerner Van Deuren s.c.;

Meg S.L. Pekarske, JD, Reinhart Boerner Van Deuren s.c.

This seminar will provide insights regarding current activity for Unified Program Integrity Contractors (UPICs), Zone Program Integrity Contractors (ZPICs) and Medicaid Integrity Contractors (MICs). Trends include "2 in 1" audits initiated by UPICs, the newest arsenal of tactics by ZPICs – ranging from serial record requests and probe audits to "secret" patient interviews and auto-denied claims. Receive practical guidance from a former federal prosecutor and seasoned hospice attorneys and learn how to respond to these new audit methods, along with ways to mitigate risks.

HQRP Practicum: Improving Scores and Ensuring Compliance

Jennifer Kennedy, MA, BSN, RN, CHC, NHPCO; Kimberly Skehan, RN, Simione Healthcare Consultants;

Carol Spence, PhD, RN, NHPCO

Mastery of HQRP requirements is essential but not sufficient to ensure excellent performance on Hospice Compare and to ensure avoiding the 2% payment penalty for non-compliance with HIS submission requirements. Knowing how to improve performance on the measures and how to evaluate HIS submission processes is also vital. In this highly interactive seminar, participants will engage in a variety of exercises for improving HIS quality measure scores, CAHPS quality measure scores, and processes for HIS data collection and submission.

The Mindful Leader: Thrive in Just Minutes a Day

Heather Stang, MA, Frederick Meditation Center

Hospice and palliative care professionals face challenges in the workplace that range from emotionally draining to incredibly enriching. Learn how subtle adjustments to your mind, body, and actions can help you thrive. During this participatory seminar, leaders, executives and manager will learn how to harness the power of mindfulness in just minutes a day – building resilience, leadership excellence, and equanimity in the face of adversity.

Aligning Strong Sales and Marketing to Sustain Census Growth

Stan Massey, BA, Transcend Hospice Marketing Group; Carl Erickson, PhD, Beacon Worldwide

This highly interactive seminar will focus on proven and emerging best practices to improve hospice census. Taking a holistic approach, encompassing a strong alignment of marketing and sales, learn how multiple factors and data sources are being combined to help guide both individual and organizational sales behaviors in the hospice and palliative care arena. Case studies will illustrate how focused marketing can substantially increase admissions.

FOR FULL DESCRIPTIONS AND LEARNING OBJECTIVES VISIT www.nhpco.org/mlc2018



HOSPICE ACTION NETWORK: ADVOCACY INTENSIVE

In recent years, the Advocacy Intensive has been held in the summer months to coordinate with the Congressional calendar. This year, HAN is making a strategic change and joining the Advocacy Intensive with the Management and Leadership Conference when important representatives from our field will be in Washington, DC. With the given challenges, having leaders and senior managers join frontline staff to carry our voice to the halls of Congress is critical.

With mid-term elections taking place in November, health policy will continue to dominate the political agenda in 2018. Republicans will want to fulfill their promises to repeal and replace the Affordable Care Act, and will likely push additional reforms to reign in spending and reduce regulatory burdens.

These policy debates present both opportunities and challenges for serious, advanced and end-of-life care, and it is imperative that the hospice and palliative care communities advocate in Washington to protect access to these important services.

The Advocacy Intensive, which will be held on Wednesday, April 25 in conjunction with NHPCO's Management and Leadership Conference, will allow hospice and palliative care leaders and supporters to learn first-hand about the political and policy issues affecting their organizations and the people they serve. Armed with that information, attendees will head to Capitol Hill to advocate in support of NHPCO's legislative agenda. The day will end with a Congressional Reception featuring some of hospice and palliative care's most ardent Congressional champions.

ADVOCACY INTENSIVE PLENARY

WEDNESDAY, APRIL 25, 8:30 – 10:00 AM

Policy Changes in 2018: What they Might Mean for Hospice and Palliative Care

While the healthcare landscape has shifted considerably in recent years, both Congress and CMS have remained focused on efforts to achieve a high quality healthcare system that provides better care and better health for all Americans. During this session, attendees will hear from a health policy leader who will outline major policy items on the horizon in 2018, and discuss how they might affect hospice and palliative care providers.

Concurrent Sessions

Participants will have several concurrent session offerings to choose from, including sessions on:

- Key hospice policies in 2018
- Strategies for building relationships with policymakers
- Affirming the value of hospice

Congressional Meetings on Capitol Hill

NHPCO will arrange meetings for all attendees registered to participate in the Advocacy Intensive. Attendees will visit with their home state Senators, their home district Representative, or their staff. NHPCO will coordinate state delegations to ensure that all attendees have a “partner” in their advocacy. Additional preconference trainings and webinars will be available for attendees.

Congressional Reception on Capitol Hill

NHPCO will host a reception in the Capitol Building for Advocacy Intensive participants, Congressional guests, and their staff. The event will honor our Congressional champions, and celebrate our successful day of advocating for patients and families at the end of life.

To learn more about the NHPCO’s Legislative Agenda, visit hospiceactionnetwork.org.

CE/CME credit is not available for the Advocacy Intensive.



ADDITIONAL INFORMATION

Concurrent Sessions: Monday - Tuesday participants will have a range of educational sessions to choose from. Wednesday the focus is health policy. For information visit nhpco.org/mlc2018.

MLC Concurrent Session Tracks

- Clinical and Operations Management
- Engagement
- Executive Leadership
- Healthcare Systems
- Palliative Care
- Quality
- Regulatory
- Staff Development/Excellence

Continuing Education: The 2018 Management and Leadership Conference provides continuing education credit for compliance officers, counselors, nurses, physicians, quality professionals, and social workers from Saturday - Tuesday. CE/CME credit is not available for the Advocacy Intensive. More information is available online at nhpco.org/mlc2018.

Exhibit Hall: Visit with leading vendors and service providers from the field, enjoy refreshments, and network with colleagues. The Exhibit Hall provides an opportunity for you to learn about the latest trends in products and services for hospice and palliative care providers.

Support and Advertising Opportunities: To become a supporter or to advertise during the conference, contact exhibit@nhpco.org.

Mobile App: The MLC18 Mobile App, accessible via all digital devices, will be available prior to the conference and provides all conference details, resources, handouts, and more.

NCHPP: Join the National Council of Hospice and Palliative Professionals (NCHPP) for discipline-specific section meetings and networking lunches on April 23. This is your opportunity to connect with like-minded colleagues from across the country who are facing the same challenges and successes you are. NCHPP is a collaborative of 15 discipline-specific sections working together in the spirit of the interdisciplinary team to advance the art and science of end-of-life care. All staff and volunteers of NHPCO member organizations are eligible to participate in NCHPP. To learn more visit nhpco.org/nchpp.

Hotel and Travel Information: Our conference venue for 2018 will be the historic Washington Hilton. You'll enjoy easy access to the city's most popular attractions while staying in the midst of two of DC's coolest neighborhoods, Dupont Circle and Adams Morgan. Just outside the hotel are numerous world-class restaurants and entertainment venues – or stay and unwind by the hotel's outdoor fire pits with plenty of options to grab a bite to eat. Rate: \$289/night+tax. The special rate cut-off date is April 2, 2018. For more information, visit nhpco.org/mlc2018hotel.

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CONFERENCE PRICING

	EARLY BIRD Now - 12/15/17	ADVANCED 12/16/17 - 4/2/18	ONSITE After 4/2/18
Main Conference and Advocacy Intensive	\$900 / \$1,250	\$950 / \$1,300	\$1,000 / \$1,350
SATURDAY AND SUNDAY, APRIL 21-22			
Hospice Manager Development Program's Foundational Course	\$650 / \$1,300	\$650 / \$1,300	\$650 / \$1,300
Community-Based Palliative Care: Getting Started and Making it Work	\$725 / \$875	\$775 / \$975	\$825 / \$1,025
SUNDAY, APRIL 22, 9:00 AM – 12:00 PM			
Right-Sizing Your Hospice Facility: Enlarge, Shrink or Close?	\$175 / \$300	\$200 / \$325	\$250 / \$375
HQRP Primer: Essential Elements of Quality Reporting	\$175 / \$300	\$200 / \$325	\$250 / \$375
What If? Leading in the Midst of Ambiguity	\$175 / \$300	\$200 / \$325	\$250 / \$375
Compliance Deep Dive	\$175 / \$300	\$200 / \$325	\$250 / \$375
SUNDAY, APRIL 22, 1:30 PM – 4:30 PM			
Audit Trends and Things that Keep You Up at Night	\$175 / \$300	\$200 / \$325	\$250 / \$375
HQRP Practicum: Improving Scores and Ensuring Compliance	\$175 / \$300	\$200 / \$325	\$250 / \$375
The Mindful Leader: Thrive in Just Minutes a Day	\$175 / \$300	\$200 / \$325	\$250 / \$375
Aligning Strong Sales and Marketing to Sustain Census Growth	\$175 / \$300	\$200 / \$325	\$250 / \$375
CONFERENCE DAY PASS			
Day 1 (Monday, April 23)	\$400 / \$600	\$425 / \$625	\$500 / \$700
Day 2 (Tuesday, April 24)	\$400 / \$600	\$425 / \$625	\$500 / \$700
Advocacy Intensive (Wednesday, April 25)	\$100 / \$150	\$100 / \$150	\$100 / \$150

NOTE: Prices listed as Member/Non-Member

S A V E T H E D A T E



2018 NATIONAL HOSPICE

HONORING THE INNOVATORS OF HOSPICE

TUESDAY, APRIL 24, 2018

WASHINGTON HILTON - WASHINGTON, DC

6:30PM - 11:00PM

COCKTAIL RECEPTION, AUCTION, ENTERTAINMENT AND DANCING

To be an event sponsor, purchase tickets or donate auction items, please
call (703) 647-5167, email jnguyen@nationalhospicefoundation.org
or visit www.nationalhospicefoundation.org/gala.

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AGENDA OVERVIEW

SATURDAY, APRIL 21	
8:30 AM - 5:00 PM	Preconference Offerings
SUNDAY, APRIL 22	
8:30 AM - 5:00 PM	Preconference Offerings
MONDAY, APRIL 23	
7:00 - 9:00 AM	Breakfast
8:30 - 10:00 AM	Opening Plenary, David Brooks
10:15 - 11:45 AM	MLC Concurrent Sessions
12:00 - 1:15 PM	NCHPP Section Meetings and Lunch
1:30 - 5:00 PM	MLC Concurrent Sessions
5:15 - 7:30 PM	Welcome Reception with Exhibitors
TUESDAY, APRIL 24	
7:00 - 9:00 AM	Breakfast with Exhibitors
8:30 - 10:00 AM	Tuesday Plenary, Michael Burcham
10:15 - 11:15 AM	MLC Concurrent Sessions
10:15 - 11:15 AM	Coffee Break with Exhibitors
11:30 AM - 1:15 PM	Lunch with Exhibitors
1:30 - 5:00 PM	MLC Concurrent Sessions
6:30 - 11:00 PM	National Hospice Foundation Gala/Auction
WEDNESDAY, APRIL 25	
7:00 - 9:00 AM	Breakfast
8:30 - 10:00 AM	Advocacy Intensive Plenary
10:30 AM - 12:00 PM	Advocacy Intensive Concurrent Sessions
12:30 - 5:00 PM	Congressional Meetings on Capitol Hill
5:30 - 7:00 PM	Congressional Reception on Capitol Hill

National Hospice and Palliative Care
Organization



1731 King Street, Alexandria, VA 22314
www.nhpco.org

REGISTER NOW!

EARLY BIRD RATES AVAILABLE
THROUGH 12/15/2017

NHPCO.ORG/MLC2018

