2013 Mastering Financial Management in Home Care

Series Overview: It’s all in the numbers: mastering financial management in home health. This series of webinars provides skills, resources, reviews, new tools and savvy advice about all aspects of financial management in Medicare home health today. Find out how to operate your home health operations more efficiently, grow your business the right way, utilize dashboard reports, and maximize the value of your agency. Sign up for one webinar or save money by purchasing the entire series!

Join us—involve your administrators, financial managers and clinical supervisors—they can all listen in together for one low cost!

Complete the attached registration form and return to HCA. Registered locations will be sent an e-mail prior to each webinar which will include log-in information and handout materials. SAVE money by ordering the entire series!

Webinar 1: Successful Business Strategies for Efficient Home Health Operations
Wednesday, January 9  1:00 pm—2:30 pm
Presenter: Mark P. Sharp

It is critical that home health agencies continue to look for ways to operate more efficiently in today’s environment of reducing payment rates. This webinar will provide business strategies to consider adopting in your agency for improved operational performance. Topics will include establishing optimal staffing levels, using efficient transportation alternatives and more.

Webinar 2: Growth: Is it Right for My Business?
Tuesday, January 29  1:00 pm—2:30 pm
Presenter: Mark P. Sharp

As a leader in your organization, it is your fiduciary responsibility to evaluate whether certain growth opportunities are right for your business. These opportunities could include new payer sources, expanded markets, or even additional service lines. Proper due diligence should be performed on each opportunity to minimize the risk of introducing a financial burden on your existing operations. This webinar will walk through the due diligence process for evaluating potential growth opportunities. The process should include an assessment of your organization’s current financial circumstances in addition to a detailed market and financial assessment of the growth opportunity. Tools and resources will be discussed to assist you with your due diligence efforts.

Additional presenters continued on next page.
A Five Part Webinar Series
January 9 to April 4
1:00pm to 2:30pm

Participate in one Webinar or the entire series!

About the Presenters (continued)

Karen Vance, OTR, Supervising Consultant, BKD Health Care Group
Karen has been with BKD Health Care Group since 2003, delivering clinical and operations consulting services to home care providers. She also provides reimbursement and compliance consulting services and helps home care providers establish and maintain quality management practices. With home care experience since 1981 as a provider, clinical and regulatory manager, Karen has presented home care seminars since 1988 for national, state and regional health care associations and industry media organizations.

M. Aaron Little, CPA, Senior Managing Consultant, BKD, LLP
Aaron has over 15 years of experience with BKD and oversees the operations of BKD Health Care Billing Services, which manages more than $60 million in revenues for home care, hospice, and senior living organizations. Nationally recognized for his expertise in home care billing and operations, Aaron frequently presents at national, regional and state home care industry events and is routinely published and quoted in national industry periodicals.

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Webinar 3: Ten by Ten: Maximizing the Sale Value of Your Agency
Tuesday, February 19 1:00 pm—2:30 pm
Presenter: Steve Braff

This presentation will identify critical strategies used for maximizing value in the sale of a home health, hospice, or private duty home care agency, and how to avoid the most common and costly mistakes sellers make when selling their agencies. We will focus on determining the best time to bring your agency to market, how to recast your own financials for presentation to prospective buyers, deploy negotiation strategies for maximizing transaction value, and avoid the pitfalls in getting the best deal done on optimal time, price and terms. This session will include discussion of real world scenarios and solutions to some of the most vexing potential agency sale pitfalls.

Webinar 4: Using Dashboards for Home Health Operations Management
Tuesday, March 12 1:00 pm—2:30 pm
Presenter: Karen Vance

This webinar will demonstrate how utilizing dashboards can help improve the management of your agency. Topics covered include dashboard basics, the purpose of dashboards, quality and financial performance measures to consider, how to build a balanced management dashboard, and dashboard management strategies.

Webinar 5: Home Health and Hospice Billing Update
Thursday, April 4 1:00 pm—2:30 pm
Presenter: M. Aaron Little

In the past two years the Centers for Medicare and Medicaid Services has continued to change Medicare billing requirements for both home health and hospice, and that trend is expected to continue. This session will also focus on new industry tools available to home care and hospice agencies that can help identify potential billing and cash flow problems and help better manage the overall billing process.
REGISTRATION FORM – Fax or Mail

Agency Name: ___________________________________________________________________________________________

Agency Address: _______________________________________________________________________________________

(including City, State and Zip Code)

Contact Name: ________________________________________________________________________________________

Contact Title: _________________________________________________________________________________________

Phone: __________________________________ Fax: __________________________________________

Email: _______________________________________________________________________________________________

(required)

PAYMENT TOTAL: $ ___________________

Check method of payment (if paying by check, check must be received 2 days prior to program date):

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Credit Card #: ____________________________ Exp. Date: ________ Security Code: _____________

Name and/or Company Name on Card

Billing Address (including City, State and Zip Code) for Card

Authorized Signature

Cancellation Policy: Fees will be refunded only if written cancellation is received by HCA at info@hcanys.org one two weeks prior to the program. In the event you cancel, HCA will retain, or charge, $40 of the initial fee per phone line connection, to cover administrative overhead. No refunds after handouts are provided. Please contact info@hcanys.org if you need assistance, or call 518-426-8764.

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