Virtual
SENIOR FINANCIAL MANAGERS RETREAT
September 15 & 16, 2020
HCA’s Senior Financial Managers Retreat is our signature finance program for CHHAs, LHCSAs, hospice and MLTC. While the retreat was originally planned for the Mohonk Mountain Resort in New Paltz, New York, we have transitioned to a virtual live event this year that will be broadcast through Crowdcast to any location using your computer, tablet or smart phone.

HCA times this program to best prepare you for 2021 budgeting and forecasting. You’ll learn what’s to come in an anticipated next federal stimulus package, including the prospect of financial assistance for providers and plans with lost revenues due to the COVID-19 pandemic. You’ll also learn what the latest 2020 PDGM data is showing for CHHAs and gain best-practice tips to succeed under PDGM.

For providers overseeing consumer directed services, we’ll also cover the latest updates on the CDPAP Fiscal Intermediary (FI) Requests for Offers (RFO) and transition rules coming from the Department of Health (DOH). A special breakout session for LHCSAs will also cover the new Authorization and public need processes.

Our hospice track will delve into the exciting world of predictive analytics and how data can be used to appropriately maximize hospice for those who would best benefit from these services. We’ll also offer you insights to navigate the Medicare Advantage landscape.
DAY ONE

Tuesday, September 15

9:00-10:00AM
HCA Overview of Policy Priorities that Impact Your Bottom Line

Hear from HCA’s Policy and Executive Team on the latest state and federal legislative and regulatory updates affecting providers’ and plans’ reimbursement, setting the stage for a deeper discussion throughout the retreat on home health, hospice and MLTC payment rates, the underlying methodologies for Medicare payment in 2021, PDGM, and more. HCA staff will also provide updates on the latest initiatives from National Government Services (NGS), New York’s Medicare Administrative Contractor (MAC), as well as our latest postings to the HCA Data Webpage.

10:00-10:15AM – Break

10:15-11:15AM
From Wage Parity to PPP and the Cares Act Funds: How to Maximize and Comply with Government Spending Requirements
Emina Poricanin, Esq., Poricanin Law, P.C.

The last several months have brought new funding opportunities for providers and payors in home care. From federal coronavirus relief funding (e.g., the Paycheck Protection Program and HHS funding) to the new Wage Parity spending requirements passed in the state budget, businesses in the home care space are juggling several, sometimes conflicting, expenditure standards. This session will review those requirements. Home care legal and regulatory expert Emina Poricanin will also highlight tips and tools to maximize business use and expenditure of funds in order to comply with government requirements and conditions on the use of those funds.

11:15-11:30AM – Break

Continued....
DAY ONE continued –

11:30AM-12:45PM – Two Breakout Sessions

- **PDGM Revenue Cycle Management**
  
  Michael Freytag, Managing Principal, BlackTree Healthcare Consultants
  Erin Masterson, Consulting Manager, BlackTree Healthcare Consultants
  
  PDGM represented a quantum leap for Medicare-certified home health agencies in 2020. In order to secure a sustainable future for the delivery of quality care, agencies should have a successful PDGM revenue cycle management system in place. Industry experts from BlackTree Healthcare Consulting will assist you in implementing such a program by offering valuable insights and planning guidance for keeping your budget above the fray in a PDGM environment.

- **Hospice Predictive Analytics**
  
  Christine Lang, MBA, Director, Data Consulting, Simione Healthcare Consultants
  Michael Simione, MBA, Senior Manager, Simione Healthcare Consultants
  
  Predictive analytics systems are gaining ground in the hospice and palliative care fields as a means to identify patients in need of service earlier in the course of their illness. Providers and payers are increasingly using these systems to build their census and ensure that patients and families receive the right care at the right time. During this session, experts from Simione Healthcare Consultants will discuss not only the importance of having good hospice benchmarks and data but they’ll also provide key tips on developing your analytics to maximize financial success at your organizations.

12:45-1:15PM

Lunch Break

1:15-2:30PM

**LHCSA/FI Update: Transitions and Strategic Opportunities for Home Care Providers in New York State**

Meghan McNamara, Esq. Partner, Manatt

This session will offer the latest information available on the evolving home care landscape in New York State. Meghan McNamara, a regulatory law expert at Manatt, will discuss the status of the Consumer Directed Personal Assistance Program (CDPAP) Fiscal Intermediary (FI) Request for Offers (RFO) and requirements related to the CDPAP/FI transition, as well as the new LHCSA Medicaid contracting requirements and Request for Proposals included in New York’s enacted 2020-21 State Budget. In addition, McNamara will review details and provide information about the April 1, 2020 expiration of the LHCSA licensing moratorium, the new LHCSA public need methodology and corresponding LHCSA certificate of need application process and the Private Pay Home Care Services Pilot Program available to agencies serving Long Island and Westchester County. She’ll close with an opportunity for participants to ask questions and offer strategic insights.
Wednesday, September 16

9:00-10:15AM
Federal Home Health & Hospice Policy Update
Katie Wehri, Director of Home Care & Hospice Regulatory Affairs

The COVID-19 pandemic has impacted the bottom lines of home health and hospice providers differently here in New York and across the country. Throughout the year, NAHC and state associations like HCA have consistently advocated for home health and hospice providers to be included in any federal relief legislative packages and will continue to do so. In this session, national home care and hospice expert Katie Wehri will provide an overview of the wide-ranging federal landscape where these advocacy efforts are concentrated. She’ll not only discuss federal home care and hospice developments in response to COVID-19 but also CMS’s CY 2021 Home Health proposed rule that sustains the PDGM model but with significant changes to the Request for Anticipated Payment (RAP) process and Infusion Therapy benefit. Ms. Wehri will also provide a review of the final FY 2021 hospice payment rule that includes major changes to the Notice of Election (NOE). Participants will also gain a broader overview of other Congressional actions on Medicare and Medicaid policy that affect federal payments, the New York State health care budget, and more.

10:15-10:30AM – Break

10:30-11:30AM
Medicare Advantage: Adapting to the Expanding Marketplace
Brian Harris, Consulting Director, BlackTree Healthcare Consultants

One-third of Medicare beneficiaries receiving home health are in Medicare Advantage (MA) plans. CMS’s objective is to increase that number to 47% by 2025 and 70% by 2040. During this session, Brian Harris of BlackTree Healthcare Consultants will discuss how to best position your agency for the future of Medicare and how you must act now to build relationships with MA plans, identify ways you can improve reimbursement for the services you already provide, and how best to demonstrate your value to MA plans.

11:30–11:45AM
Break

11:45AM–1:00PM
PDGM Benchmarks and Trends
Chris Attaya, Vice President, Product Strategy, Strategic Healthcare Programs

CMS is leaving much of the PDGM in place for CY 2021. But with the implementation of a no-pay RAP in CY 2021, agencies must operate on all cylinders. During this session, national expert Chris Attaya will describe the importance of tracking PDGM benchmarks and other key performance indicators. Attaya will also assess trends so far observed in the first six months of data under PDGM and identify the new benchmarks and performance indicators that successful agencies are using to track performance.

1:00PM Adjourn