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HCA EDUCATION AND RESEARCH

Virtual

SENIOR FINANCIAL MANAGERS RETREAT

September 15 & 16, 2020

Join us virtually!

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 –

Tuesday, September 15

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

○ **PDGM Revenue Cycle Management**
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
DOH's Office of Health Insurance Program (OHIP) MLTC Reimbursement and 2020-21 State Budget Action
Daniel Carmody, Director, OHIP, Bureau of Managed Long Term Care Rate Setting
Kevin Wright, OHIP, Bureau of Managed Long Term Care Rate Setting

During this session, representatives from DOH's OHIP will provide updates on the following: provisions in the 2020-21 Executive State Budget that impact Medicaid Long Term Care (MLTC) plans and other home care providers; premium rate adjustments and withholds and penalties to MLTC and other Medicaid managed care plans between 2020-2022 and other news and highlights from the Department.

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

continued...

Wednesday, September 16

11:45AM–1:00PM – **Two Breakout Sessions**

- **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.

- **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.

1:00PM Adjourn