2nd Annual Private Duty Conference

COME ON A PRIVATE DUTY SAFARI

Presented by Missouri Alliance for Home Care

April 8 & 9, 2011
Tan-Tar-A Resort
Osage Beach

Experience an educational adventure in Private Duty

Workshops available for all levels of experience
ABOUT THIS CONFERENCE:

Robert Frost wrote, “The only way around is through.” Like explorers traveling through the jungle, we must move forward and face the challenges our business may bring. Tackling issues such as demanding clients, a mobile workforce and changes in healthcare can be intimidating, but we urge you to channel the explorer within and charge on! Be sure to join us for this day and a half conference to enjoy many fine speakers who will update you on what you can expect in the year to come.

CONFERENC E SCHEDULE

Thursday, April 7th
7:00 p.m. - Home Care Awards Banquet
Cash bar @ 6:30 p.m. ■ Banquet is NOT included in the conference fees; purchase for $40 per person

Friday, April 8th
7:00 a.m. - Registration
7:30 - 8:45 a.m. - Breakfast & Annual Business Meeting
9:00 - 10:30 a.m. - Concurrent Workshops
10:45 – 12:15 p.m. - Keynote Address
12:30 p.m. – Luncheon - Time for personal networking.
1:30 – 3:00 p.m. – Concurrent Sessions
3:15 - 4:45 p.m. - Concurrent Workshops
5:00 - 6:00 p.m. - Happy Hour/Safari Adventure
6:00 p.m. - Dinner on your own

Saturday, April 9th
8:00 - 9:15 a.m. - “Eggs and Issues”
Join us for breakfast and hear an industry update from MAHC Executive Director, Mary Schantz
9:30 - 11:30 a.m. - Roundtable Sessions
11:30 a.m. - Closing session
Time to take a few minutes to reflect and discuss issues that arose during the conference. Special (surprise) drawing - must be present to win.

WORKSHOP DESCRIPTIONS

Friday, April 8th
9:00 - 10:30 a.m. - Concurrent Workshops
The Impact of Health Care Reform
The healthcare reform acts of 2010 have been discussed, challenged, praised, cursed and re-analyzed over the past year. Even now there are areas that are changing and need clarification. Changes have and will continue to occur into the future. Based on what we have learned and areas that have been clarified or modified, we now need to re-assess the impact on ourselves, who we employ, our patients, community and staff.
Chad Kunze, Principal, LarsonAllen Health Care Group, St Louis, MO.

Reducing Liability by Hiring the "Right" Employee
Helps administrators and those in positions with the responsibility of hiring employees understand the importance of performing due diligence when they hire applicants; stresses the necessity of performing certain background checks, drug screenings, qualifications verification; examines the potential consequences for letting an “unqualified” applicant slip through the hiring process.
Scott Hutton, Ph.D, One Source Testing Solutions, Shawnee, KS.

Follow Your Guide On a VA Paperwork Safari
Covers the basics of VA Pension and Compensation benefits related to in-home care for veterans and their qualified dependents and the cost-free assistance that can be provided by Missouri employees who are highly skilled and accredited through the Dept. of Veterans Affairs. Stresses the importance of good working relationships among the care provider, the VSO and the client.
Bonnie McNeill-Boyt, MO Veterans Commission, Jefferson City, MO.

10:45 – 12:15 p.m. - Keynote Address
A View from the Treetops: How Agency Growth, Industry Trends & Social Media are Taking Home Care to the Next Level. Merrily Orsini, CoreCubed, Louisville, KY

1:30 – 3:00 p.m. – Concurrent Sessions
How to Make Social Networking the King of Your Marketing Jungle
Developing a successful marketing plan for 2011-2012 requires integrating traditional marketing and sales with new interactive networking tools, such as Facebook, LinkedIn and Twitter. Deciding which social media tools are best for home care, how to take advantage of them, setting up internal policies, and the potential dangers specific to using social media in home care will be addressed.
Merrily Orsini, CoreCubed, Louisville, KY

Financial Management 101
In today’s economy, understanding your financial status is more important than ever. This presentation will touch on the importance of using and understanding financial tools such as budgets and financial reports including the profit and loss statement, as well as information on analyzing these tools to assist in staffing and other operational decisions. Chad Kunze, Principal, LarsonAllen Health Care Group, St Louis, MO.

Employees on the Go - A Challenge for Private Duty Home Care
Managing a mobile workforce provides daily challenges. Setting boundaries and ground rules, clarifying objectives, holding staff accountable while supporting the morale of staff members who predominantly work alone, while managing day-to-day business operations may seem insurmountable at times. This session will provide some tips and guidance that may make the “people” part of the equation more manageable.
Sharon Litwin, RN, BSHS, MHA, 5 Star Consultants. Camdenton, MO

A SCAVENGER SAFARI
Friday 5:30 p.m.
Strike out on a whimsical safari capturing a list of in-house items. You can win “fabulous” prizes.

ANNUAL BUSINESS MEETING
Friday - Breakfast
Join your colleagues from all aspects of the industry in this informative update of MAHC’s accomplishments and goals: legislative update, scholarship awardees, new board members, and more.
Friday, April 8th - continued
3:15 - 4:45 p.m. - Concurrent Workshops

Looking for Growth Opportunities for Your Business
Knowing when and how to take your business to the next step is a valuable skill. All businesses have growth cycles. This interactive session will help you learn how to identify the signs that growth is imminent. Providers from all types of companies will share their successes and help you avoid some snares along the trails to success. Barth Holohan, Continuum, St. Louis, MO

Legal Issues in Wage and Hour Law
The U.S. Department of Labor (DoL) has stepped up enforcement actions regarding federal minimum wage and overtime compensation laws as well as standards defining the proper classification of workers as employees or independent contractors. In addition, the DoL has announced its intention to consider modifications to the “companionship services” exemption under the Fair Labor Standards Act. The workshop will focus on current state of the law in these and other areas for all types of home care providers. Bill Ford, President CEO, SESCO Management Consultants, Bristol, TN

Keeping Your Clients in Their Homes Through the Use of Technology
Tarzan and Jane have entered their golden years and want to remain in their jungle hut in the trees. The kids have taken the vine away from Tarzan and Jane is a fall risk. By adding the use of technology to your private duty service line you can keep your clients safe, and be able to adjust and react faster to their changing needs. Technology changes are advancing at a rapid rate so come learn about the latest tools and trends that address social, safety, health and wellness needs. Cathy Barton, Living Safe Technologies, St. Louis, MO

Saturday, April 9th
9:30 - 11:30 a.m. - Facilitated Roundtable Sessions
Back by popular demand! Join small groups in discussing industry topics of interest such as financial management, human resources, managing mobile workforce, care management and more. Time will allow each participant to attend two sessions of roundtables.

REGISTRATION FORM

Company ____________________________
Address ____________________________________________
City, State, Zip ________________________________
Phone ______________________________ Fax ______________________
Attendee ___________________________________ Email ________________________
Attendee ___________________________________ Email ________________________
Attendee ___________________________________ Email ________________________

Use additional registration form as needed

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conferences # people x cost = total

_____ x $40.00 = $____

Banquet # people x total

Total Enclosed $____

*Banquet tickets are NOT included in registration cost

Conference Cancellation Policy: Cancellations received by March 29, 2011 are eligible for a 90% refund. Cancellations received on or after March 30, 2011 are eligible for a 50% refund. No refunds granted for cancellations received after April 6. We will bill for unfulfilled reservations at the full rate.

Send Registration and Payment to:
Missouri Alliance for Home Care
2420 Hyde Park, Suite A
Jefferson City, MO 65109
Phone: 573-634-7772
Fax: 573-634-4374
**Come Early - ATTEND the MAHC Annual conference**


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**LOOKING FOR A HANDOUT?**

This year all handouts will be posted on the MAHC website prior to the conference. Registered participants will receive the link to the handouts prior to the conference.

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**ADMINISTRATIVE DETAILS:**

**Room Reservations:** The special conference room rate of $109.00 is guaranteed ONLY through March 26, 2011. Call today 800-826-8272 and use the group code ALHC. The hotel is located on State Road KK off of Highway 54 in Osage Beach.

**Special Needs:** If you are disabled and require assistance, please submit your requirements to MAHC three weeks in advance of this event.

**Considerations:** Many people suffer with allergies, sensitivity to fragrances & asthma. Please limit fragrances.

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**KEYNOTE SPEAKER:**

Merrily Orsini, CoreCubed, Louisville, KY

A View from the Treetops: Industry Trends & Social Media in Home Care

Changes in the economy, the availability of qualified workers, technology advancements and attitudes make working in the home care and private duty industry a treacherous environment.

By incorporating trends and projections in home care with trends and projections in marketing, Merrily Orsini delivers a keynote address that combines her deep knowledge of the history of home care with her technological savvy as an internet and social media marketer.