



Missouri Alliance for Home Care
2420 Hyde Park, Suite A
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Missouri Alliance for Home Care presents

Business Strategies for Challenging Times

a three-part teleconference series for
Medicare Home Health Administrators

featuring

Pat Laff, Laff Associates

and

Mark Sharp, BKD

**Want to Improve Your Financial
Outcomes? Compensate Smarter!**
November 15, 2011 • Noon - 1:30 pm CT

**Cost Cutting Strategies to Improve
Financial Performance**
December 15, 2011 • 9 am - 10:30 am CT

Growth - Is It Right for My Business?
January 17, 2012 • 9 am - 10:30 am CT

About this series: The financial challenges facing Medicare Home Health providers are increasing, requiring much more of your attention. These three teleconferences will address strategies for dealing with cost centers that may cause concern for you now or in the future.

Want to Improve Your Financial Outcome? Compensate Smarter!

November 15, 2011 ■ 12:00 to 1:30 p.m. CT

PPS 2008, OASIS C and the anticipated Valued Based Purchasing (P4P) has and will create greater demands upon Home Health agencies to become more sophisticated, anticipate increased patient census, achieve better clinical outcomes and take patient care management to new levels. All incentives throughout the agency should align with these goals, including compensation, care management and the measures of both clinical and financial outcomes. This program provides a discussion and analysis of creative solutions that address these issues and addresses the advantages for recruitment and retention. An agency's aligned incentives should include compensation, care management and the measures of both clinical and financial outcomes. This program discusses creative solutions to these issues. **Speaker: Pat Laff**

Cost Cutting Strategies to Improve Financial Performance

December 15, 2011 ■ 9:00 to 10:30 a.m. CT

In 2012, home health agencies will be facing their second straight year of Medicare payment rate cuts with potentially more cuts to come. Along with the rate cuts, CMS and other government agencies continue to increase regulatory requirements to curb perceived abuse. It is critical that agencies continue to look for ways to cut costs to remain financially stable. This teleconference will walk through key home health expense areas and help identify potential opportunities for reducing costs. Key drivers for reducing expenses will be discussed and participants will be surveyed on cost reduction strategies being utilized. Trends for the key drivers to reducing costs will be shared from best practice peer groups to help identify evidence-based obtainable targets. **Speaker: Mark Sharp**

Growth - Is it Right for My Business?

January 17, 2012 ■ 9:00 to 10:30 a.m. CT

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 teleconference 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. **Speaker: Mark Sharp**

About our Speakers:

Pat Laff, CPA has 31 years of experience in home care as a consultant and as a provider - a former owner, administrator/C.F.O. of a certified home health agency. He is nationally recognized as an expert in the field of home care finance and operations.

Mark Sharp, CPA is a Partner with BKD's National Health Care Group and serves as the firm-wide leader of BKD's Center of Excellence for Home Care and Hospice Services. He has more than 20 years of experience assisting home care & hospice providers with strategic planning, financial management, audits, accounting, cost reports, operating budgets, agency start-up and mergers and acquisitions.

Registration Form

Company Name _____

Participant Name _____

E-Mail _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Laff & Sharp Business Strategies

Registration Fees: \$149 per conference

Check each teleconference for which you are registering:

___ Nov. 15, 2011... Want to Improve Your Financial Outcomes

___ Dec. 15, 2011... Cost Cutting Strategies

___ Jan. 17, 2012... Growth-Is It Right for My Business?

_____ X \$149.00 = \$_____ Grand Total \$ _____
of conferences cost per conference Total

Check box for free CD with each paid registration.

Mail Registration & Payment to:

Missouri Alliance for HOME CARE

2420 Hyde Park, Suite A

Jefferson City, MO 65109

Phone: (573) 634-7772 Fax: (573) 634-4374



Cancellations: Registrations canceled by 5 p.m. the day prior to a conference will be issued a 90% refund. No refunds will be given for cancellations on or after the conference date.

Continuing Education: MO Alliance for Home Care is an approved provider of continuing nursing education by the MO Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Participants will earn a maximum of 1.5 nursing contact hours for each teleconference.