

Profit Through HOME CARE INNOVATION TECHNOLOGY EXPO

November 17-19, 2008 | Omni Orlando Resort | ChampionsGate, FL

Reduce costs, improve care and build business
through innovative IT solutions

**Early-Bird Discount
extended to
October 3!**

Innovate for growth!

Whether you're looking to add functionality to existing systems, improve support and training, or make a new technology investment, you must be at this event!

The **2008 Technology Expo** is your opportunity to see all the exciting new technologies in one place, learn how to pick the right systems for your agency and determine how technology can help boost your business. Think of it as kicking the tires and test-driving new technology before you buy!

This is your Expo, where you can —

- **Evaluate** the latest technologies, vendors and applications
- **Select** the right Point-of-Care hardware and software
- **Learn** how to increase profits by using financial and performance benchmarks, dashboards and other tools
- **Discover** best practices and bolster referrals in the marketing and use of telehealth
- **Bolster** and accelerate clinical buy-in with proven techniques

HomeCare
Profitable breakthroughs in business
& clinical technology INNOVATIONS

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Home Health Line



Plus: Come early for a critical pre-conference on Nov 17:

- **Cutting-Edge Technologies for Home Health** — wireless, VoIP, portals and infrastructure



BONUS: EXCLUSIVE Home Health IT Buyer's Guide packed with detailed information on exhibitors' products, questions to ask them and other vendors, checklists, tips, tactics and much more!

www.homecaretechnologyconference.com | 866-620-5939

Pre-Conference

Cutting-Edge Technologies for Home Health

Monday, November 17, 2008 | 1 p.m.– 5 p.m.

Noon – 1:00 p.m.

Registration

1:00 p.m. – 2:10 p.m.

Wireless: The Benefits of & Obstacles to Clinical Connectivity



Rob Rossi, Healthcare Technologist, Phoenix

Wireless broadband connectivity has rolled out nationwide, giving home health agencies the ability to equip field clinicians with wireless cards for transmission of OASIS and other data directly to your remote server. Discover the best options among multiple wireless types, network providers and devices, and uncover the technical obstacles that you will face as you roll out wireless capability. (Hint: elevators)

2:10 p.m. – 3:10 p.m.

Voice-over Internet Protocol: Slash Costs, Raise Productivity & Boost Referrals Fast



Fran Lorion, CIO, VNA of Boston

What if your phone system could display the name of every caller – whether a referral source or patient – and attach dashboard-like information for a third less than what you're paying for your telecom service now? Learn what it takes to implement a system like the VNA of Boston's VoIP solution and how to avoid common obstacles (hint: CAT 5 cabling) and what new-fangled features you'll want to explore.

3:10 p.m. – 3:30 p.m.

Refreshment Break

3:30 p.m. – 4:30 p.m.

Infrastructure, Business Continuity & HHA Survival



Mark Anderson, CEO, AC Group, Houston

Updating or expanding your information system? Consider doing the same for your network. Consider the consequences of one stolen laptop; a hurricane, fire or mudslide; HIPAA disclosures; identity theft; loss of critical clinical, operational or billing records; or devastating legal or referral issues. Get the details on costs, options and benefits of new technologies such as high-speed VPNs...storage area networks (SANs)...secure messaging...mobile device security...and much more.

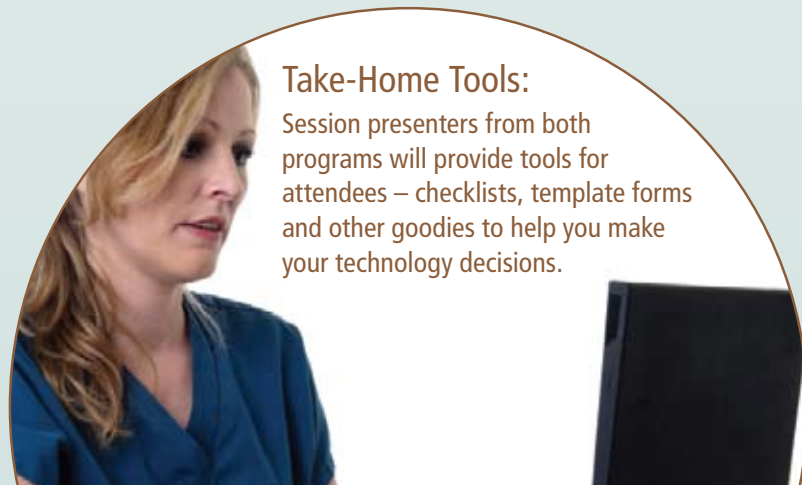
4:30 p.m. – 5:30 p.m.

Physician Portals: Proven Ways to Achieve Buy-In



Troy Dye, Sales Director, Encompass Home Health, Dallas

Even a slick-looking physician portal won't boost referrals without an accompanying physician practice buy-in strategy. Discover how Encompass Home Health revved up its physician portal to capture 3-5 new physician users each week by making sweeping changes – including a new “GUI front-end,” updated graphics and better use of HTML – to turn a standard product into a superstar referrals machine that includes physician e-mail alerts and user access levels.



Take-Home Tools:

Session presenters from both programs will provide tools for attendees – checklists, template forms and other goodies to help you make your technology decisions.

TECHNOLOGY EXPO

Main Conference Agenda

Tuesday, November 18, 2008

7:30 a.m. – 8:30 a.m.

Expo Hall Grand Opening
Registration & Continental Breakfast

8:30 a.m. – 10:30 a.m.

Product Drill Down: Features,
Functions & Evaluations of All the
Key Vendors and Systems



Mark Anderson, CEO/CIO, AC Group, Houston

Fasten your seat belt for the most comprehensive IT system review in home health, from one of the nation's premier IT researchers and longtime healthcare

CIO, Mark Anderson. Mark regularly assists home health administrators and vendors with business strategy, competitive analysis and product profiling – and he's here to do it for you too. Hear what specific products are hot in home care technology, from point-of-care and telehealth to financial and clinical systems. Drill down into the features/functions of these systems as he evaluates and, in some cases, shows off the hardware on stage.

10:30 a.m. – 10:50 a.m.

Networking & Refreshments in Expo Hall

10:50 a.m. – Noon

How to Select the Right Information
System for Your Needs



Rob Rossi, Healthcare Technologist, Phoenix

You'll dive right into how you can pinpoint the right technologies and systems for your HHA. Rob Rossi, a real IT guru, will fill you in on how to create a weighted Request for

Proposal, select the right system and negotiate a deal that could save your agency tens of thousands of dollars.

Bonus: You'll get a checklist of tips, tactics and questions to ask our exhibitors, as well as full descriptions of their products. It's all part of your Home Care Technology Buyer's Guide – an exclusive benefit for attendees.

Noon – 1:00 p.m.

Lunch with Vendors in Expo Hall

1:00 – 1:30

Dessert served in the Expo Hall



Case Studies from Home Health All-Stars

1:30 p.m. – 2:30 p.m.

Point-of-Care: Streamline Data Collection
with the Right Tools for Your Shop



Fran Lorion, CIO, VNA of Boston

Tablet PCs? Laptops? PDAs? The right solution depends on your environment and services.

The VNA of Boston gained national attention for its use of Fujitsu LifeBook Tablet PC convertible

notebooks 3 years ago. This allowed mobile nurses to create and update records on the fly, vastly improving outcomes, billing accuracy, cash flow and even clerical productivity. But 3 years is a lifetime in technology, so VNA Boston is on to the next big thing: wireless broadband capability at the point-of-care. Discover what it selected and how it balanced cost, usability, network performance and key innovations.

2:30 p.m. – 2:50 p.m.

Networking & Refreshments in Expo Hall

2:50 p.m. – 4:00 p.m.

Telephony: The Quick ROI Path to
Process Improvement Under PPS & P4P



*John Mancusso, Chief Technology Officer,
Valley Home Care, Paramus, N.J.*

The new PPS rules include many complex layers that require predictive modeling and clinical data collection that heavily impact not just payment, but outcomes under Pay-for-Performance. But gaining that data doesn't have to be complex. Discover how telephony – the use of software to record visit times, actions on the plan of care and an audit trail – have eased the PPS burden and led to critical process improvements for a fraction of the cost of leading-edge solutions. **Bonus:** Discover how Valley developed an extract file using CareWatch to seamlessly upload data to payroll system.

4:00 p.m. – 5:00 p.m.

Dashboards, Indicators & Technology ROI: A Better Approach to Monitor Success



Ed Molare, System VP for Corporate Services, Provena Health, Mokena, Ill.

Strong financial and operational dashboards can give agency leaders reliable data to monitor business performance and extract gold nuggets of actionable intelligence. But what's the best way to develop and use them? Ed Molare shares a successful approach to reports that help him justify IT and other spending, work smartly with clinicians, identify problematic OASIS input and laser in on operational uniformity. **Take-Home Tool:** Screen shots and spreadsheets you can model for your own agency.

5:00 p.m. – 6:30 p.m.

Cocktail Reception in the Expo Hall – sponsored by NDSI

Relax, unwind and revisit some of the day's sessions. Swap success stories and nagging problems with colleagues and presenters. Visit exhibiting vendors and find out what solutions they offer your agency.

Plus, we'll set aside some space for select vendors to do a brief presentation and/or demonstration of their home care IT solutions for you if you choose.



Wednesday, November 19, 2008

8:00 a.m. – 9:15 a.m.

Continental Breakfast in Expo Hall

9:15 a.m. – 10:15 a.m.

Telehealth: Achieve Results that Supercharge Outcomes & Referrals



Donna DeBlois, Executive Director, Kno-Wal-Lin Homecare and Hospice, Rockland, Maine

Many HHAs remain skeptical of telehealth – and for good reason. The promise is not always matched by results, and ROI can be slow. But success has as much to do with agency planning as with the technology. One HHA has turned heads in the physician community by slashing hospitalization days, visits per episode and more, using telehealth. Plus: 80% of the cost was absorbed through grants, and 98% of its 75 units are fully utilized! Now, the HHA has expanded the program to pediatric care. You can do it, too. Get the blueprint for best practices in implementation, clinical use, physician communication, patient education and more.

10:15 a.m. – 11:00 a.m.

Networking & Refreshments in Expo Hall

(Exhibits close at 11:00 a.m.)

11:00 a.m. – 12:30 p.m.

Hands-On Workshop on Clinician Buy-In

Suzanne B. Sblendorio, Director of the Simone Consultants IT division

The savviest home health agencies have turned to in-the-field technology – laptops, PDAs, tablets, telehealth, electronic pens – to quickly advance their clinical operations, achieving lightning-quick ROI *once they achieve significant clinical buy-in*. But such buy-in is not easy.

In this hands-on workshop, Suzanne Sblendorio, who has helped dozens of agencies successfully and quickly adapt to new technologies, will share strategies that are working right now at agencies across the country. Then, you'll break down the challenges to IT adoption in small working groups to arrive at training tips that will speed adoption and ensure a fast ROI.

12:30 p.m. Conference Adjourns

Hands-on
Workshop

Hotel & Travel Discounts

Omni Orlando Resort at ChampionsGate

1500 Masters Blvd.

ChampionsGate, FL 33896

Reservations: (800) THE OMNI or direct: (407) 390-6664

www.omnihotels.com/FindAHotel/OrlandoChampionsGate.aspx

Call the hotel directly to make your reservations. Note: Only a limited block of rooms has been reserved at the discounted rate of \$189 single/double. To receive the discount you must confirm your reservation by **October 17, 2008**, or before the block is full. Thereafter, reservations will be taken on a space- and rate-available basis only. Rooms at the conference hotel are expected to fill quickly, so be sure to confirm your reservation soon.

Airline Discount: United Airlines is offering conference attendees a special discounted rate. To take advantage of savings up to 10% off published domestic fares, call **World Travel at 888-602-6534** or call United Airlines directly at **800-521-4041** and refer to **File #582PV**.

Rental Car Discount: Avis Car Rental is offering conference attendees discounted rates. To take advantage of these rates, please call **800-331-1600** and mention **AWD # T706699**.



100% Money-Back Guarantee

If you don't leave this conference better armed to plan for and execute your next IT purchase or upgrade, we'll refund your entire registration fee. You keep all of the conference materials to use.

Presented by **HomeCare** INNOVATIONS
Home Care Innovations is a business & clinical technology

Home Care Innovations magazine focuses on the strategic challenges and opportunities of technological innovation for home health agency CEOs and owners. Turn to it for the latest business-building lessons to make technology work for your agency.

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Cancellation/Substitution Policy

Transfers/substitutions are permitted at any time. However, for administrative purposes, please notify the conference registrar at 866-620-5939 as soon as changes are made. **Cancellations must be received in writing by Oct. 27, 2008**, in order to receive a full refund. Email registrar@decisionhealth.com. Cancellations made after this time are subject to a \$150 administrative charge. Registrants who do not cancel and do not attend are liable for the full registration fee. Phone cancellations are not accepted.

REGISTRATION FORM

visit www.homecaretechnologyconference.com

Choose your program...	Regular Price	Early-Bird* Discount Price	Amount
Profit Through Home Care Innovation & the Pre-conference Cutting-edge technologies for home health Workshop (Nov. 17-19)	\$1345	\$1245	
Profit Through Home Care Technology only (Nov. 18-19)	\$895	\$795	
Cutting-edge technologies for home health only (Nov. 17)	\$545	\$495	
		TOTAL	

Additional attendees, please use a separate sheet.

***Registration must be received by Oct. 3 for Early-Bird Discount.**

Payment Information

Name: _____

Email: _____

Company: _____




Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____

AHCC Member Number (if applicable): _____

Check enclosed for \$_____. Make payable to Decisionhealth – C1071 (TIN: 52-2205881)

Charge \$_____ to my:   

Card #: _____ *Charges appear as UCG conference

Exp. Date: _____ Signature: _____

Bill my organization. (Fees must be paid prior to the conference.)

4 Easy Ways to Register

1. Register **ONLINE** at www.homecaretechnologyconference.com
2. **CALL** our conference coordinators toll-free at 866-620-5939
3. Complete this form and **FAX** it to 301-287-2535
4. **MAIL** to: Conference Dept. ATTN: C1071
Two Washingtonian Center
9737 Washingtonian Blvd., Ste. 100
Gaithersburg, MD 20878-7364

Questions? Call 866-620-5939, email: registrar@decisionhealth.com

Profit Through
HOME CARE INNOVATION
TECHNOLOGY EXPO

Two Washingtonian Center
9737 Washingtonian Blvd., Ste. 100
Gaithersburg MD 20878-7364

Early-Bird Discount extended

– register by October 3 and save!

See registration page for details.

Come and check out the latest technologies, vendors and applications before you make your 2009 IT investments!

November 17-19, 2008 – your one-stop solutions center.

www.homecaretechnologyconference.com

The ONLY conference focused solely on home health automation & IT!

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TECHNOLOGY EXPO

November 17-19, 2008
Omni Orlando Resort | ChampionsGate, FL

All the technology solutions you need in one place! You'll leave this conference with your final shopping list and RFPs for your 2009 IT purchases and upgrades.

Brand-New This Year

- Comprehensive Drill Down on All Vendors, Features & Functions
- Vendor Showcase for Comprehensive Evaluation of Systems
- Case Studies from Home Health All-Stars
- Special Hands-On Clinician Buy-In Workshop

The Technology Expo Hall & Exclusive Home Care Tech Buyer's Guide give you a blueprint for your technology requirements. Don't wait until you're ready to buy to see what's out there and what's best for your agency – come to the Technology Expo!



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