



2019 Spring Conference Breakout Sessions

❖ MORNING BREAKOUT SESSIONS

- **Update on Labor Laws Impacting the Home Care Industry**

Presented by Michael Bertoncini, Attorney at Law at Jackson Lewis P.C.

Middlesex East West Room

Employment Law Update: Michael Bertoncini, a principal with national workplace law firm Jackson Lewis, will review recent legal developments affecting employers in the home health care industry. He will share best practices and field questions from attendees.

- **How to Market and Grow your Private Pay Business – Strategies. Tactics. Profits.**

Presented by Ira Yellen, Founder & CEO of Aging in Place Essential Toolkit.

Ashland Room

This workshop will address: insights and ideas for creating a robust social media plan that is sustainable, using Google's PPC and Facebook ads effectively, ideas that competitors can teach you about promoting your agency, customer service approaches that set you apart, instituting a response system leads to private pay clients, becoming an expert for solving family care giving situations.

- **An Update from the Executive Office of Elder Affairs**

Presented by Lynn Vidler, Director of Home and Community Based Programs at the Executive Office of Elder Affairs (EOEA).

Grand Ballroom South

This presentation will include an overview of the 6 Home Care programs available throughout the Commonwealth including who benefits based on age and functional eligibility requirements, trends and historical perspectives which led to enhancing the Home Care Programs from 5 to 6 in 2017, expanding eligibility. Discussion will also include the 49 available services throughout the 6 Home Care programs, with attention focused on overarching behavioral health reinforcements, falls prevention, and fire prevention. Recap of the Frail Elder Waiver renewal process combined with the current and upcoming implementation of adaptations and new services. Perspectives for aging and the in-home focus for the upcoming year.

❖ AFTERNOON BREAKOUT SESSIONS

● **What's New in State and Federal Regulation of Home Care Providers?**

Presented by Jeremy W. Meisinger and Ross Margulies, Associates at the Law Firm of Foley Hoag, LLC.
Middlesex East and West Room

This session will provide an overview of regulations by Massachusetts and the federal government that affect home care aides and their agency employers. The Discussion will include implementation of the home care worker registry regulations by EOEA, implementation of the electronic visit verification requirement (EVV) in Medicaid, the 2020 Medicare home health payment rule, the Massachusetts EMAC assessment, and the current status of the “public charge” immigration rule.

● **Health Care Reform: The train has left the station, are you on it?**

Presented by Christine Tardiff, COO of Elder Services of Mystic Valley and Mary De Roo, Director of Health Care Operations at the Lowell Hospital.
Ashland Room

In this presentation, Christine and Mary will discuss the current health care environment, the impact of change on health systems, providers, community based organizations, and the consumer.

● **Homecare is Healthcare: Filling the Pipeline and Educating the Caregiving Workforce**

Presented by Helen Adeosun, EdM, Co-Founder and CEO of CareAcademy.
Grand Ballroom South

In this presentation, Helen Adeosun will challenge the audience to consider the argument and evidence around caregiver education as the number one health intervention for today's home care agency. Adeosun will present evidence from academic research as well as studies conducted with customers using CareAcademy. She will also discuss learning and staffing best practices to help find new caregivers and educate existing caregivers to meet the growing needs of clients in their care. The presentation will conclude with several actionable steps that agency owners and management can take today to ensure that their caregivers have the knowledge they need to act as health interventions, and the positive impact for home care ROI and business.