

**Living a Good Life...
by Serving Others
2024 Annual Conference
March 19-20, 2024**

Presented by



&



2024 Conference Overview:

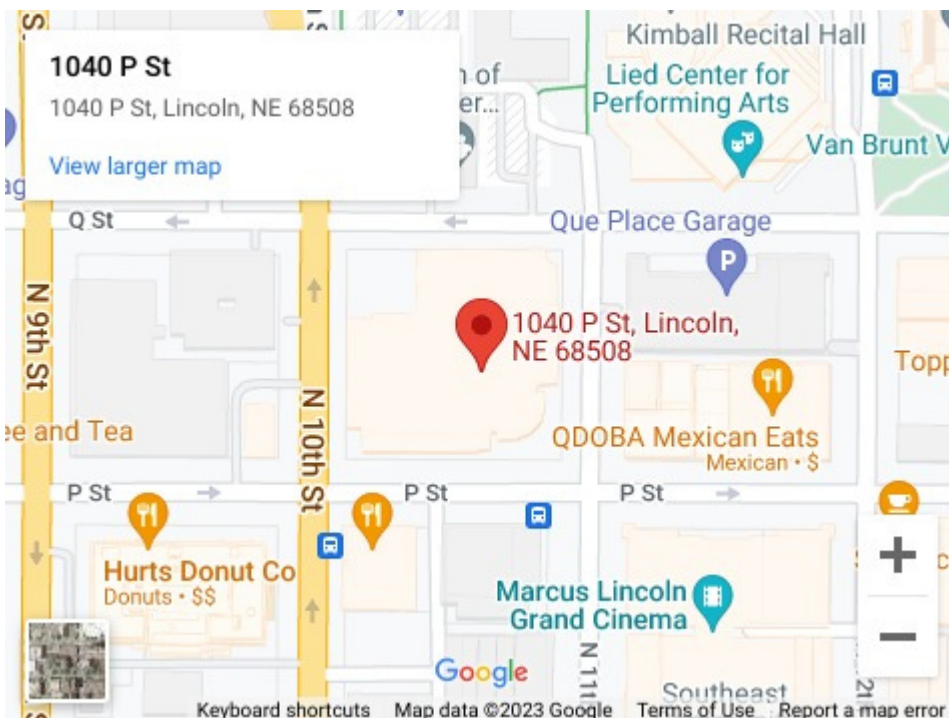
Nebraska Hospice and Palliative Care Association (NHPCA) is proud to host the “Living a Good Life...” conference each year. This regional event brings together more than 300 professionals who care for patients and families with chronic or terminal illnesses, including physicians, nurses, therapists, social workers, administrators, and counselors. The 2024 conference, presented by NHPCA and Nebraska Association for Home Care brings home health and hospice staff together to learn and network. It will feature nationally respected keynote speakers, Dr. Tim Ihrig, Cordt Kassner, and Judi Lund Person; trade show, raffle, silent auction, and breakout education sessions for home health and hospice on Tuesday and hospice only sessions along with the annual meeting and awards banquet on Wednesday, March 20. Please join us for “Living A Good Life...By Serving Others” sessions.

Lodging:

Location:

Embassy Suites
1040 P Street
Lincoln, Ne 68508
p) 402-474-1111

A room block has been set aside for exhibitors and attendees at the Embassy Suites.
Please book by 2/26/2024 to ensure block pricing. [Click here](#)



Parking:

Self-Parking: \$11.25 daily

Valet Parking: \$22.00

Que Place Parking Garage
Located at the Intersection of
11th St & Q St



Timothy Ihrig, M.D., M.A.-click for info

Dr. Ihrig is an internationally recognized expert in palliative and hospice medicine known for combining clinical and administrative experience to create health and social care systems that reliably deliver high-value outcomes in a financially sustainable manner for seriously ill populations. His innovative approach to communication is a recognized model for academic training and transforming the paradigm of care for the most vulnerable and ill individuals.

He is the CEO of Ihrig MD & Associates. He founded the Inflection Period Coalition – a consortium of providers, scientists, academics and scholars developing allied health / medical curriculum and working to identify biologic markers that correlate with physiologic capacity to better serve individuals in the last chapter of their lives based on need and what is sacred to each.

He is the former Chief Medical Officer for Crossroads Hospice and Palliative Care, the seventh largest community and home-based hospice organization in the U.S., and Medical Director of Palliative Medicine / Hospice and member of the Board of Managers at the Trinity Regional Medical Center (TRMC) and Iowa Methodist Medical System of the Unity Point Health System.

His featured TED talk has been viewed more than 1.5 million times and National Public Radio's, "All Things Considered" featured him in a story on the development and transformative nature of his philosophy of care. He is the co-author of Palliative Care and Symptom Management, and is featured in The Art of Healthcare Innovation: Interviews and Industry Insights from 35 Game-Changing Pioneers.

Judi Lund Person



Judi Lund Person is the principal of the newly established LundPerson & Associates, LLC, hospice consulting. For 21 years, she served as the Vice President, Regulatory and Compliance at the National Hospice and Palliative Care Organization, where she served as a key contact with the Centers for Medicare and Medicaid Services, other federal agencies, helping to ensure that NHPCO's voice was heard with policymakers. She also represented NHPCO with each of the Medicare Administrative Contractors and established a monthly NHPCO/MAC Collaborative meeting with all three MACs.

Over her 21-year tenure with NHPCO, Judi developed and updated countless tools and resources for hospice providers, including compliance guides for Medicare hospice Conditions of Participation, toolkits for traveling patients, survey preparedness, live discharges, and the admission process, as well as state/county rate charts for Medicare rates each year. She has spoken at state hospice meetings throughout the country and is known for turning regulations into "plain English" so that providers will understand how a change will impact their program.

Prior to joining NHPCO, Judi served for 22 years as the President and CEO of The Carolinas Center for Hospice and End of Life Care, where she provided support and resources for hospice providers and end of life care coalitions in the Carolinas. Early in her career, Judi was a part of a small group of advocates that worked for the passage of the Medicare Hospice Benefit in Congress. That advocacy work resulted in the addition of hospice to Medicare in 1982, with the original Medicare hospice conditions of participation published in 1983.

Cordt Kassner



Cordt Kassner is a hospice and end-of-life healthcare analyst. He incorporated Hospice Analytics in 2008 to work with Medicare and other national databases to increase access to and utilization of high quality end-of-life care.

Cordt earned degrees in Social Work (BS, Illinois State University), Counseling (MA, Denver Conservative Baptist Seminary), and Health & Behavioral Sciences (PhD, University of Colorado-Denver). He is currently enrolled in the Colorado School of Public Health's Graduate Certificate Program in Applied Biostatistics. His prior work experience includes serving as CEO of the Colorado Center for Hospice & Palliative

Care (now HHAC), and clinical and research responsibilities at the University of Colorado Anschutz Medical Campus.

While co-chairing the University of Colorado Hospital Ethics Committee, Cordt founded the Colorado Healthcare Ethics Forum (CHEE), serving as president for 5 years and a board member for 11 years.

He has served as a "translator" of information between administration/clinical healthcare professionals and researchers/statisticians for over 30 years. Cordt serves and has served on numerous local, state, and national boards and committees and has facilitated over 200 workshops and presentations. He serves as Data Analyst for the Louisiana~Mississippi Hospice & Palliative Care Organization. He served on three recent Medicare Technical Expert Panels for Hospice Quality, and is a Chair Emeritus of the Community Health Accreditation Partner (CHAP) Board of Directors. Cordt has served on the faculty of the University of Colorado since 1992, and in 2012 was also invited to serve on the faculty at Duke University. Cordt participates as a Scientist with the MJHS Institute in Palliative Care team.

In conjunction with MJHS, Cordt is working with colleagues at Columbia University and Rand Corporation on a NIH grant focused on hospice use in nursing homes. He has served as a hospice volunteer for several years. In 2022, Cordt founded the 501(c)3 nonprofit Center for Healthcare Analytics to support Colorado's response to COVID-19. Most recently, in 2023, he founded Hospice & Palliative Care Today to provide people working in end-of-life care a daily news brief to strengthen the field. Cordt can be reached directly by phone 719-209-1237 and email CKassner@HospiceAnalytics.com.

Apryl Swafford-Home Health Track-Tuesday March 19 Only



Apryl Swafford, who currently serves as QA manager for SimiTree, has more than 25+ years of experience in home health. She began her nursing career in 1994 with a BSN from Jacksonville State University in Alabama and has worked in roles as a case manager, clinical manager, and leader of a cardiopulmonary specialty program. Apryl is a certified OASIS specialist (COS-C & HCS-O) as well as having coding certifications in both home health and hospice (HCS-D, HCS-H). She has led multiple coding and OASIS classes for agencies, as well as speaking on topics of interest to home care and hospices agencies, such as OASIS E, home health regulations, PDGM, HH VBP, outcomes management and others, at many state associations.

Apryl Swafford, who currently serves as QA manager for SimiTree, has more than 25+ years of exp, HH VBP, outcomes management and others, at many state associations. As QA manager for SimiTree, Apryl monitors the overall quality of coding, OASIS, and plan of care reviews completed by both full-time and contract auditors. Apryl works in conjunction with the QA specialists and education department to identify topics of education to address any trending issues noted in QA reviews. Apryl also assists with onboarding new auditors as needed and assists team managers with completing coding and OASIS reviews when volumes increase. Apryl has provided multiple articles for home care publications, written scenarios for auditor training as well as OASIS classes, serves on several AHCC/BMSC committees, and been a subject matter expert for numerous home care articles.

Nebraska Hospice & Palliative Care Association

Invitation to Partner With Us

The Nebraska Hospice and Palliative Care Association (NHPCA) is a collaborative effort of approximately 70 organizations with an interest in good care for terminally and chronically ill Nebraskans. Established as a 501(c)3 community betterment non-profit in 1983, NHPCA includes Nebraska's hospices, community end-of-life coalition, and statewide health and elder care organizations.

Nebraska Hospice and Palliative Care Association is pleased to invite you to participate in our Strategic Partner Program.

Being a strategic partner of NHPCA offers the opportunity to leverage each other's strengths, share resources and achieve greater success together. The strategic partnership fosters innovation, enhances problem solving and builds long-term relationships with our members.

We offer a selection of ways to place your services and products in front of our hospice providers with four partnership levels available: Platinum, Gold, Silver and Bronze.

As a Nebraska Hospice and Palliative Care Association Strategic Partner, we offer you the unique opportunity to participate in our events. The *Platinum Partner level includes a display booth at the annual conference in Lincoln, March 19-20, 2024.*

By investing in NHPCA, you will have a targeted method for reaching hospice professionals in Nebraska.

Tuesday, March 19th 2024

Time	Session Title	Speaker	Track and Location
7:30-8:30 AM	Registration/Trade Show Open		Preconference Area
8:30 am - 10:00 am	A1: KEYNOTE Deconstructing Rembrandt: The Fulcrum of Healthcare Reform is Reforming How We Care <i>Sponsored by MUMMS Software</i>	Tim Ihrig, M.D.	KEYNOTE: All Tracks, Regent C
10:00 am - 10:15 am Break/Trade Show			
10:15 am - 12:00 pm	B1: Home Health Session 1 - Is Your Puzzle Missing Some Pieces? Coding: Impact on Your Home Health Agency	Apryl Swafford, QA Manager Simitree	Home Health Session, Chancellor 2-3
10:15 am - 11:15 am	B2: Is Incorrect Inhaler Use Putting Your Pulmonary Patient In Jeopardy? <i>Sponsored by Optum Hospice Pharmacy Services</i>	Angel House, Rph, MS. BPS	Clinical/Palliative, Regent D
	B3: Still Serving: Vet to Vet Programs <i>Sponsored by Endless Journey Hospice</i>	Kelly Keller, CSW	Clinical/Palliative/Volunteer/ Admin./Marketing, Regent E
	B4: Raising Transformational Funds for Hospices with Small Staff <i>Sponsored by OnCare Hospice</i>	Jake Lyons, CFRE, CNP, Pride Philanthropy	Admin/Marketing, Regent F
11:15 am - 11:45 am	C: NHPCA Annual Meeting	Beth Nelsen, NHPCA Chair	All Regent CC
11:45 am - 1:00 pm Lunch Regent A CMS Regulstory Updates: Judi Lund Person, Lund Person Hospice Consultants			
1:00 pm - 2:30 pm	D1: Home health Session 2- Is Your Puzzle Missing Some Pieces? Coding: Impact on Your Home Health Agency	Apryl Swafford, QA Manager Simitree	Home Health Session Chancellor 2-3
	D2: Pediatric Hospice: Navigating the Concurrent Care Requirement for Children: <i>Sponsored by St. Joseph Villa Hospice</i>	Patrick Lloyd, D.O. Miranda Zimmer, RN	Clinical/Palliative/Psychosocial/ Admin, Regent E
	D3: Legacy Workshop: Making Memory Projects That Last <i>Sponsored by Endless Journey Hospice</i>	Katie Ransdell	Palliative/Psychosocial/Volunteer Regent C *see Note at bottom*
	D4: How Do We Keep Those Lousy Legs Healthier: Preventing and Treating Diabetic Ulcers and Venous Leg Ulcers	Joan Junkin, RN	Clinical, Regent D
	D5: Living While Dying: The Patient Experience	Pam Arnold, SN, RN, CHPN	Clinical/Palliative/Psychosocial Regent F
2:30 pm - 2:45 pm Break <i>Sponsored by Community Healthcare and Hospice of McCook</i>			
2:45 pm - 3:45 pm	E1: Home Health Session 3 - Is Your Puzzle Missing Some Pieces? Coding: Impact on Your Home Health Agency	Apryl Swafford, QA Manager Simitree	Home Health Track Chancellor 2-3
	E2: Medicare Advantage Carve In: Lessons Learned in Puerto Rico: <i>Sponsored by Mumms Software</i>	Kevin Leon, President miEMR	Clinical, Regent F
	E3: Managing Less Common but Troublesome Symptoms at End of Life	Caren Martin, PharmD	Clinical/Palliative/Psychosocial Regent E
	E4: How to Respond to Target Probe and Educate TPE	Kim Olson, RN, CHPN, CHC	Clinical/Palliative/Psychosocial Regent C
	E5: Skin Integrity: The Role It Plays at End of Life	Jennifer Fjell, MSN, RN, CWOC, CLT	Clinical/Palliative Regent D
3:45 pm - 4:00 pm Break <i>Sponsored by OnCare Hospice of Omaha</i>			
4:00 pm - 5:30 pm	F1: Home Health Session 4 - Is Your Puzzle Missing Some Pieces? Coding: Impact on Your Home Health Agency	Apryl Swafford, QA Manager Simitree	Home Health Track Chancellor 2-3
	F2: Thoughts and Discussion with Dr. Timothy Ihrig, MD <i>Sponsored by Mumms Software</i>	Timothy Ihrig, M.D.	Regent C

Join us for networking and great conversation at this complementary cocktail hour at the end of a fabulous day!
Vendors and attendees will meet together, share a beverage and celebrate our collaboration. Meet new friends and connect with old!

Provided anonymously by a friend of NHPCA

Session D3: requires pre-registration by emailing kransdell@endlessjourneyhospice.com

Wednesday, March 19th 2024

Time	Session Title	Speaker	Track and Location
7:30-8:30 AM	Registration/Trade Show Open		Preconference Area
8:30 am - 10:00 am	G: Nebraska State Hospice Report	Cordt Kassner, Hospice Analytics	KEYNOTE: All Tracks, Regent C
10:00 am - 10:30 am Break/Trade Show			
10:30 am - 11:30 am	H1: Pain: Not a One Size Fits All Algorithm	Rebecca Jones, PA-C CAQ-PMHC,PC Physician	Clinical/Palliative, Regent F
	H2: Building Bereavement Better: A Conversation on How Programming Can Improve in Hospice <i>Sponsored by Endless Journey Hospice</i>	Katie Ransdell, Child Life Specialist	Psychosocial/Volunteer/ Admin./Marketing, Regent E
	H3: Age-Friendly Health Systems: An Opportunity for Hospices and Hospitals	Matt Lentz, Nebraska Hospital Association	Admin/Marketing, Regent C
	H4: National Hospice Locator: How Does Your Agency Measure Up	Cordt Kassner	Admin/Marketing/Clinical Regent D
11:30am - 1:00 pm Awards Banquet Regent A <i>Sponsored by Hospice House-The Josie Harper Residence</i>			
1:15 pm - 2:15 pm	J1: View From Washington and Things That Keep Us Up at Night	Judi Lund Person, LundPerson Consulting	All, Regent C
2:15 pm - 2:30 pm Break/Trade Show <i>Sponsored by The Monarch by Eastment</i>			
2:30 pm - 3:30 pm	K1: The Role of Allied Health Professionals in a Palliative Care Program	Caleb Hastings,MT-BC LMT Beverly Riley, PTA,LMT Laura Wood, MA MS PLMHP	Psychosocial/Palliative/Admin, Regent E
	K2: Ostomy Care: Where Do We Begin <i>Sponsored by Hospice of Columbus Community Hospital</i>	Jennifer Fjell, MSN, RN, CWOCN	Clinical/Palliative Regent D
	K3: Uncommon Medications for Common End of Life Sytoms	Michelle Huber, RPh, PharmD	Clinical/Palliative Regent F
	K4: Pediatric Hospice: Managing End Of Life Symptoms	Alex Huey, M.D.	Clinical/Palliative Regent C
3:30 pm - 3:45 pm Break <i>Sponsored by</i>			
3:45-4:45 pm	L1: Buprenorphine for Pain Management: No More Excuses	Caren Martin, Pharm D	Clinical/Palliative Regent F
	L2: From ER Nurse to Death Advocate	Amy Hensely, MSN, RN	Psychosocial/Admin Marketing Clinical Regent C
	L3: Honoring Our Own: The Heroes Among Us	Deb Zobel, RN	Psychosocial/Admin Marketing Clinical Regent E
	L4: Still Serving: Vet to Vet Programs	Kelly Keller, CS	Psychosocial/Admin Marketing Clinical Regent D
Thank you for attending this event!			

Strategic Partnership Levels



Platinum
Partnership
\$6500
(1 Available)

SOLD OUT
Banner Ad on NHPCA Website Home Page - Large
\$600 Toward 2024 NHPCA Membership
Logo on Printed and Web Based Conference Materials

Logo & Hyperlink on NHPCA Website for 2024

Banner Ad in Hospice News Nebraska, NHPCA's Newsletter Distributed to Over 400 Hospice Providers for 2024

Opportunity to Add One Brochure in the 2024 Conference Attendee Packets

Opportunity for up to 4 approved speaker presentations at annual conference or educational event

Complimentary Vendor Booth for 2024 Vendor Expo with First Choice of Booth Placement

2 Complimentary Registrations to Attend at the 2024 Conference

Verbal Recognition During All Conference Sessions, Lunch Banquet & Awards Ceremony

Opportunity to Speak to Membership for 3-5 Minutes at the Annual Meeting during the 2024 Conference

Social Media Shout Outs

Gold
Partnership
\$4300
(3 Available)

Banner Ad on NHPCA Website Home Page - Large

\$600 Toward 2024 NHPCA Membership

Logo on Printed and Web Based Conference Materials

Logo & Hyperlink on NHPCA Website for 2024

Banner Ad in Hospice News Nebraska, NHPCA's Newsletter Distributed to Over 400 Hospice Providers for 2024

Opportunity to Add One Brochure in the 2024 Conference Attendee Packets

Opportunity for 1 speaker approved speaker presentation at annual conference or educational event

1 Registration to Attend at the 2024 Conference

Social Media Shout Outs

Silver
Partnership
\$2900
(6 Available)

Banner Ad on NHPCA Website Home Page - Small

Logo on Printed and Web Based Conference Materials

Logo on NHPCA Website for 2023

Banner Ad in Hospice News Nebraska, NHPCA's Newsletter Distributed to Over 400 Hospice Providers for 2024

Opportunity to Add One Brochure in the 2024 Conference Attendee Packets

Social Media Shout Out

Bronze
Partnership
\$1500
(Unlimited)

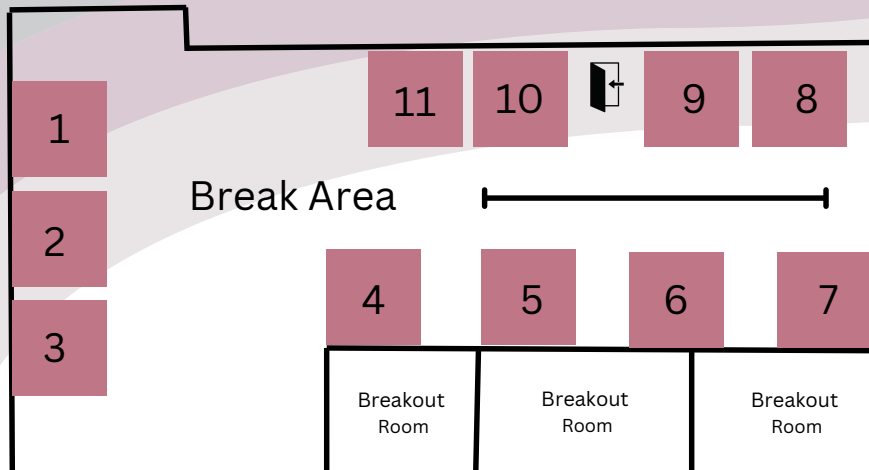
Banner Ad on NHPCA Website Home Page - Small

Logo on Printed and Web Based Conference Materials

Banner Ad in Hospice News Nebraska, NHPCA's Newsletter Distributed to Over 400 Hospice Providers for 2024

Social Media Shout Out

Trade Show Exhibitor Opportunities:



Exhibitor Schedule:

Booth Set Up Available Monday
March 18th from 3:00p - 10:00p

*Area is not locked

Tuesday March 19, 2024

7:30-5:30 Trade Show

5:30-7:00 Vendor Cocktail
Hour

Wednesday March 20, 2024

7:30-4:00 Trade Show

Drawings at 3:45 Break
Teardown following break

Member Booth: \$550

*register for booth and renew membership before 1/10/24 and save \$150

Non-Member Booth: \$1100

Exhibitor Opportunities

<https://www.nehospice.org/events/register.aspx?id=1800735>

Trade show exhibitors will have multiple opportunities to meet and engage with conference attendees. All exhibitors receive a preconference attendee mailing list sent via email prior to the show, a post-conference attendee mailing list sent via email following the show, and two complimentary lunch tickets.

Shipping & Storage:

Inbound shipments must be scheduled to arrive no more than three days prior to the conferences.

Clearly label all boxes with your name, company name, and "Nebraska End-Of-Life Conference" and send to Embassy Suites, 1040 P Street, Lincoln, NE 68508.

Other Sponsorship Opportunities:



Awards Luncheon Sponsor- 1 Available

\$2000 -SOLD Hospice-The House Josie Harper Residence includes marketing materials to all guests, signage with logo and 2 complimentary luncheon tickets



Tote Bag Sponsor- 1 Available

\$1800

Company logo printed on conference attendees tote bags



Shared Tuesday Lunch Sponsor- 2 Available

\$1250

includes marketing materials to all guests, signage with logo



WIFI Sponsor- 1 Available

\$1000

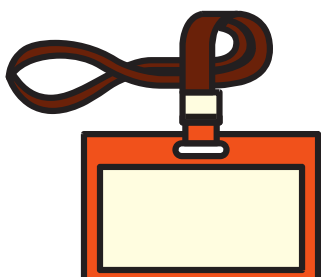
Company name as the Wifi password & logo printed on all wifi info given to guests



Break Sponsor- 6 Available

\$500

Company name and logo recognition during one of the breaks.



Lanyard Sponsor- 1 Available

\$1250

Company name printed on attendee's name badges

Sponsor/Expo Registration

Use this form OR register online:

<https://www.nehospice.org/events/register.aspx?id=1800735>

Other Sponsorship Opportunities:

Strategic Partnerships:

Bronze: \$1500 _____

Silver: \$2900 _____

Gold: \$4300 _____

Platinum: \$6500 **SOLD OUT**

Session and Keynote Sponsorship available for

\$250-\$3000 (check here - we will call with info) _____

Please create a gift basket for me

valued at \$ _____

Awards Lunch: \$2000

SOLD OUT

Tote Bags: \$1800

SOLD OUT

Lunch x2: \$1250 _____

Wifi: \$1000 **SOLD**

Break: \$500 _____

Lanyard: \$1250 _____

Vendor Booth:

Member rate: \$550 _____ Membership Renewal: \$600 _____

***membership renewal/booth package \$1000 if booked by 01/15/24 -**

Non-member rate: \$1100 _____

Contact Information - as appears on promotional materials

Company Name: _____

Contact Name: _____

Address: _____

Phone: _____

Email: _____

Website: _____

Payment Information: _____ Check payable to NHPCA _____ Credit Card _____ Invoice me

Cardholder Name: _____

Credit Card # _____

Expiration Date: _____

CVC Code _____

Billing Address: _____

Phone: _____

Email: _____

Signature: _____

Gift Basket Donations Please!!

Marilee Malcom

@Marilee-Malcom-1



venmo



Your home health or hospice company has the opportunity to donate a gift basket to be raffled off at the 2024 NHPCA Conference or venmo us or have us invoice you the amount you want to contribute and we will create a basket from you!

All proceeds go toward scholarships for individuals seeking to further their education in the hospice field!

Contact

Marilee Malcom

mmmalcom@nehospice.org

Don't forget to submit your nominees for this year's awards!

<https://www.nehospice.org/page/NHPCAwards>

Nominations are open now! Due February 17, 2024.



Shining Star Award

The Shining Star Award recognizes an individual, group, or organization that has illustrated outstanding leadership in the promotion of end-of-life services, raised awareness on end-of-life issues, developed a new program, or developed or completed outstanding work in an end-of-life coalition.

Spirit of Hospice Award

The Spirit of Hospice Award recognizes true commitment and outstanding dedication to the hospice philosophy of care. Nominees should have promoted quality hospice care over the last year. They should display openness to the needs of all they have cared for, reverencing the dignity of diversity.

All member categories are eligible!

Outstanding Hospice Volunteer Recognition

The volunteer recognition program honors exemplary volunteers from Nebraska's hospice programs. Each agency should submit the hospice volunteer of the year for their team.

Volunteers will be honored at the 2024 Awards Luncheon March 20, 2024.



The 2024 "Living A Good Life...by Serving Others" conference is offering more than ever! Nebraska Hospice and Palliative Care Association and Nebraska Home Care Association are working collaboratively to offer both home health and hospice education this year!

Tuesday will offer both home health and hospice tracks and keynote speakers!

Wednesday all sessions will have multiple tracks of hospice sessions. This conference will provide opportunities for all disciplines to grow in your role!

Conference Fees:

	Before March 1	After March 1
Full Conference	Member: \$349 Non Member: \$699	Member: \$399 Non Member: \$749
One Day Only	Member: \$199 Non Member: \$398	Member: \$229 Non Member: \$458

Register Here: **HOSPICE SESSIONS Tuesday, Wednesday or Both**

Register Here: **Home Health Sessions Only Tuesday March 19**

Group Registration Special:

6 or more full conference registrations from any one agency will be at \$300 per person for early bird registration and \$349 for after March 1 for NHPCA or NHCA members only

6 or more one-day registrations from any one agency will be \$175 per person for early bird registration, and \$199 after March 1 for either NHCA or NHPCA members only. Contact Marilee for group registration.

mmmalcom@nehospice.org 402-477-0204

Conference Committee Members

Nicole Donnellon
Heather Elton
Marcia Cederdahl
Sara Ruda
Nicole Beck
Diane Randolph
Bob Bleicher

2024 NHPCA Board Members

Executive Board

Beth Nelsen, RN-Chair
Bob Bleicher, MD-Vice Chair
Sue Kufeldt-Treasurer
Secretary is open

Work Committee Chairs

Brooke Borer-Chair of Community Engagement
Diana Lecher-Chair of Advocacy
Laura Peitzmeyer-Chair of Quality and
Nicole Donnellon-Chair of Development
Chair of Professional Education is open

Endless Journey

2023 and 2024 Platinum Level Strategic Partner of NHPCA



Imagine better health.®

2023 Gold Level Strategic Partner of NHPCA



2023 Bronze Level Strategic Partner of NHPCA



**combined health
agencies drive**
MEMBER CHARITY

www.nehospice.org

Nebraska Hospice and Palliative Care Association

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402-477-0204

info@nehospice.org

