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**From:** Home Care Association of Colorado <hcac@assnoffice.com>  
**Subject:** HCAC: Joint Forum Audio Conference on September 7th  
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August 23, 2007

# Home Care Association of Colorado Management Report

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**New updates added weekly to [www.hcaonline.org](http://www.hcaonline.org)! Check it out!**

## HCAC Joint Forum Audio-Conference

PLAN TO DIAL IN...

Invite your key staffers to participate...

## STATEWIDE HCAC MEMBER-ONLY JOINT FORUM AUDIO-CONFERENCE

**Friday, September 7, 2007  
 11:00 a.m. to 12:00 noon**

**Dial-In Number: (719) 785-9450  
 Passcode: 1145629**

## Quick Links...

- [The "Honeymoon" is Over! How to Avoid the Next Wave of Fraud and Abuse Enforcement Audio-Conference](#)
- [Deciphering the Code: Competency in Home Care Coding, One and a Half Day Workshop](#)
- [Strategic Marketing: Two-Session Lunch & Learn Audio-Conference Series](#)
- [Click Here to Access the 24/7 Virtual Trade Show](#)

Agenda Topics:  
 Medicaid and the Department of Health Care Policy and Financing

Presenters:  
 Ellen Caruso, Executive Director and Invited Guests

**DON'T MISS THIS TIMELY INFORMATION-PACKED, MEMBER ONLY SESSION!**

## Last Chance to Register for Continuing Education Workshop and HCS-D Certification Exam

Join HCAC for a continuing education workshop and HCS-D certification exam.

**Thursday, September 6, 2007  
 8:00 a.m. to 4:30 p.m.**



- [Click Here to Mark Your Calendar for Upcoming Education Events](#)
- [Order a Cassette or CD From a Past Event](#)
- [Check Out HCAC's Jobs and Services Store](#)

**Join our mailing list!**

 

and  
**Friday, September 7, 2007**  
 8:00 to 11:30 a.m.

Presenter:  
**Lisa Selman-Holman, JD, BSN, RN, HCS -D, COS- C**  
 Selman-Holman & Associates, LLC, Denton, Texas

Location:  
**PPA Event Center**, 2105 Decatur Street, Denver, Colorado, (303) 433-8247.

PLUS Home Care Coding Specialist - Diagnosis (HCS-D) certification examination on Friday, September 7, 2007 from 1:00 to 4:00 p.m.

We'll start with the basics of home care coding and advance to more complex home care scenarios. Coding compliance, the right mix for your outcomes and optimized dollars is the name of the game under PPS and becomes even more advanced under the new PPS effective January 1. Find out how your coding could be impacting your outcomes. Are you getting the payments you are legally entitled to? A little known legal method of using M0245 could mean more to your bottom line. You a little confused about the use of M0245? Then M0246 is six times more confusing than M0245. Learn what it means now and how being "V code crazy" may sabotage your success in the proposed PPS. Sequencing is what trips you up? Learn tried and true methods for figuring out who's on first. The codes pertinent to home care that were effective October 1 and any new official coding guidelines will be incorporated so you will get the skinny on their use.

Think you are ready to be certified? The HCS-D exam will be offered on the second day! *Separate registration is required.*

[Click Here for Details and to Register](#)

## **Strategic Marketing Seminar Series**

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A Two-Session Lunch and Learn Audio-Conference Series

**Presented by Heather Rooney**  
**President of H2 Marketing, Seattle, Wash.**

**Thursday, Sept. 13, 2007:**

**PART I: "BAM! Brand Active Marketing"**  
(register by 9/6/07)

**PART I: Your brand is the cornerstone of your business.** Extending beyond logos, colors and giveaways, a brand is the very identity of an agency. In this session, Heather Rooney unveils her ground-breaking new branding technique - BAM! Short for Brand Active Marketing, this simple yet essential method will enhance persuasive value, increase the effectiveness of marketing programs and maximize return on investment. Immediately apply BAM to your business and you will be amazed at the results!

**Thursday, Sept. 27, 2007:**

**PART II: "Surfing the Sales Pipeline"**  
(register by 9/20/07)

**PART II: Beyond tri-fold brochures and cold calls lay the sales and marketing methods that define successful businesses.** From prospecting to pipelines, quotas to comp plans, learn how to find your sales wave, control your ride, and take it all the way to success! In this entirely new seminar, Heather Rooney provides detailed insight into never before seen sales concepts, including prospecting fundamentals and techniques for proactive selling. She will teach you how to design sales and marketing pipelines to maximize company performance. Finally, you will learn how to motivate your marketers through strategic use of quotas and compensation plans.

[Click Here for Details and to Register](#)

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