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Subject: HCAC: PPS Educational Opportunities Abound
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September 4, 2007

Home Care Association of Colorado Management Report

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New updates added weekly to www.hcaconline.org! Check it out!

Home Care Association of Colorado Partners with Experts to Provide PPS Education

The Home Care Association of Colorado has partnered with industry experts and organizations to provide members with the latest and most accurate information needed to prepare for changes in both PPS and OASIS in the coming year.

Educational opportunities listed below by date are offered as another benefit of membership in HCAC:

Thursday, September 6, 2007 FREE National Teletraining: "Best Practice Answers to the PPS Changes"

New Session Added: 1 to 2:30 p.m. Mountain Time

Presented by Fazzi Associates and Strategic Healthcare Programs (SHP), featuring national experts! Co-sponsored by Home Care Association of Colorado.

Learn the three most important things that every agency must know about the new PPS changes: what happened, what it means to your agency and what specific practice and operational changes you should consider making. This is a training with answers.

[Click here to register today!](#)

Saturday, October 6, 2007 Regional Seminar in Denver: "OASIS



Quick Links...

- [Deciphering the Code: Competency in Home Care Coding, One and a Half Day Workshop](#)
- [Free National Teletraining, September 6th](#)
- [Strategic Marketing: Two-Session Lunch & Learn Audio-Conference Series](#)
- [Click Here to Access the](#)

[24/7 Virtual Trade Show](#)

- [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!

NP: The Focus is on Home Care"

1 to 5 p.m. Mountain Time

Presented by the National Association for Home Care and Hospice and offered in cooperation with the Home Care Association of Colorado as a membership benefit. Colorado Convention Center, Denver, Colo. (other dates and sites offered)

A computerized, non-perishable train-the-trainer tool on the use and immediate implementation of the OASIS NP product so agencies can ensure clinicians are proficient in performing the OASIS assessment. This tool provides training and testing at the clinician level and competency feedback at the executive level. The program will stay current by adjusting to changes in the marketplace.

HCAC members may register at NAHC's member discounted price of \$475 by providing HCAC's unique member number of CO549. (non-members will pay \$675)
[Click here to register](#) on-line only with credit card.

Anytime / Anywhere -- PPS Success Strategies: "Home Telehealth and Its Role in the New PPS Era"

Online seminar presented by the Home Care Information Network in partnership with HCAC. Sponsored by Honeywell HomMed, this seminar is available at no charge to individuals and organizations that register at HCIN's web site, www.homecareinformation.net.

This talkshow-style seminar features nurse and telehealth expert, Cindy Campbell and HCIN CEO Tom Williams. *Home Care Automation Report* editor Tim Rowan serves as seminar moderator.

This is the third seminar that HCIN has released since mid-May addressing proposed PPS changes. To date, nearly 20 percent of Medicare-certified agencies have registered to view one or more of these courses.

[Click here for more information on HCIN's upcoming "PPS Success Strategies" seminar series or to register.](#)

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

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!**

Register Today for Sept. 6-7 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.

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

With reduced payments for Medicare services on the horizon, home care agencies that succeed will have an excellent marketing strategy. Register Today!

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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