

2020 PRIVATE DUTY SYMPOSIUM

**DECEMBER
2-3, 2020**

VIRTUAL EVENT
Connect from Anywhere!



PRIVATE DUTY SYMPOSIUM

Thank You to Our Sponsors!

PLATINUM SPONSOR



REMOTE SPONSORS



honor
Care Network



PRIVATE DUTY SYMPOSIUM

Welcome

Welcome to the seventh annual **Private Duty Symposium**. We want to thank you for your attendance and continued support for this collaborative event. As a conference committee, we have listened to your needs and have worked hard to provide 2 days of learning, discovery and virtual networking. Our hope is that at the conclusion of the event, you will feel energized, you will have learned something new and you will have the knowledge you need to lead your organization into the future!

Our sponsors have helped make the Private Duty Symposium possible. Please take the time to chat with our sponsors, learn about what they can offer you and build partnerships.

We would like to thank all of our presenters. We appreciate their time, leadership and dedication to their work and advancing the private duty home care industry.

Sincerely,
Private Duty Symposium Committee



HCAOA

Katie Fielmann
Susan Scatchell
Aishling Dalton-Kelly
Vicki Hoak
Andrea Liford-Martinez

IHHC

Jack Kreger
Pat Pierro
Sara Ratcliffe
Courtney Helton

LeadingAge Illinois

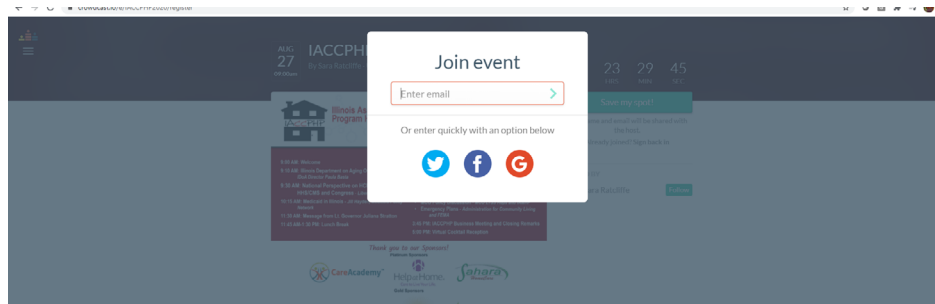
Stephanie Bryk
Ruta Prasauskas
Jason Speaks
Erin Wolkotte

PRIVATE DUTY SYMPOSIUM

How to Join the Meeting

Crowdcast is the Virtual Platform that we are using for the 2020 Private Duty Symposium.

- You are already registered in the platform – you should have gotten an email from Illinois HomeCare & Hospice Council (via Crowdcast) with a link to join the meeting It looks like this: [Visit Event →](#)
- ☐ You may be asked to enter your email. If so, another link will be sent to your email address.
- OR you can join the meeting by using this link: <https://www.crowdcast.io/e/2020VirtualPDS>



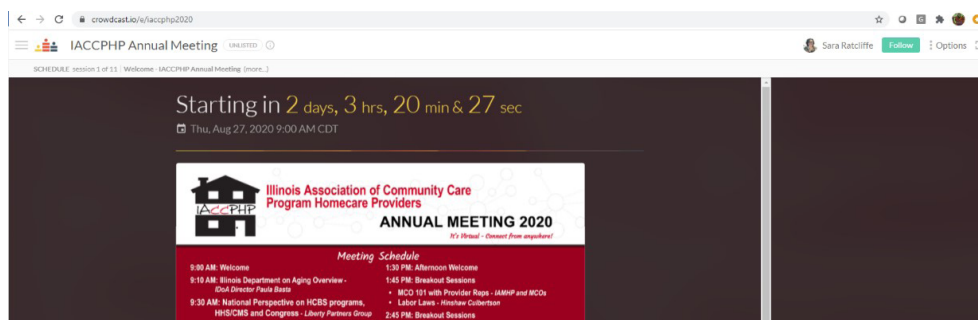
For the best experience:

- Use Chrome when participating in this event.
- Log into the event by 8:15 am to ensure connectivity.
- Email me (sararatcliffe@ilhomecare.org.org) or text me 217-741-7934 if you have any technical issues.

Once you are in the event:

- There is no dial in number for this event.
- You will be in listen-only mode and will need to turn up your computer speakers to listen to the presenters.
- You will begin in the General Session “room”.
- Throughout each day, you can click the orange “more...” link at the top where it says SCHEDULE to choose your breakout sessions. These are listed in chronological order.
- There is a chat box to the right of your screen. This is where you may ask questions of the presenter. There is a different chat box for every session room.
- If you experience any glitches in connection at any time, try refreshing your browser by clicking the refresh symbol that looks like this at the top left of your browser:

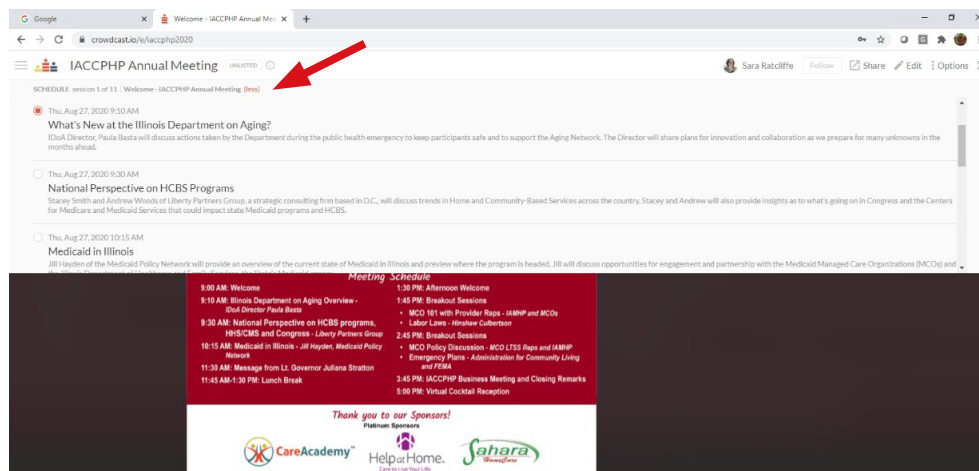
Click (more...) to expand the schedule:



PRIVATE DUTY SYMPOSIUM

How to Join the Meeting

Click (less...) to collapse the schedule:



LINK TO HANDOUTS

After the Meeting

- You may return to the same link of this event (<https://www.crowdcast.io/e/2020VirtualPDS>) to watch re-plays of all the sessions.
- These recordings will be available through January 31.

PRIVATE DUTY SYMPOSIUM

Agenda

Day 1 - December 2

Time	Session	Speakers
8:30 AM	Opening Keynote - National Perspectives - Hear from National Leaders about the Home Care Industry. Bill Dombi, National Association for Home Care & Hospice, Vicki Hoak, Home Care Association of America, and Brendan Flinn, LeadingAge will address the attendees and answer questions.	Vicki Hoak, HCAOA Bill Dombi, NAHC Brendan Flinn, LeadingAge
9:45 AM	Break	
10:00 AM	Concurrent Sessions	
	Update on the Status of COVID-Litigation in the Private Duty Space - Since the COVID-19 pandemic began it was only a matter of time until related litigation commenced. This session will explore the recent litigation trends related to COVID-19 and how they are impacting the home care setting, including real life examples of lawsuits that have been filed and best practices for both defending those claims as well as risk mitigation tools to best reduce further litigation.	Adam Guetzow, Aimee Delaney, David Alfini, Partners/Attorneys Hinshaw and Culbertson, LLP
	Building a Quality Improvement Program - This session will provide an overview of what QAPI entails as well as the purpose and importance of having a Quality Improvement Program for both Medicare and Private Duty providers. We will cover the five standards of effective quality management, discuss how to implement a Performance Improvement Project (PIP), and understand how to analyze a project's effectiveness. We will also look at what ongoing considerations your program should include.	Becky Tolson, Clinical Compliance Educator ACHC
11:00 AM	Break	
11:15 AM	Concurrent Sessions	
	The New Operations Toolkit - 2020 has profoundly changed how we operate to deliver home care responsibly. With the spread of COVID-19 and increasing risk of other natural disasters, home care agencies must think through new safety procedures and communication processes to prepare for emergencies and position themselves for long-term success. In this session, we'll share how to create and implement new operational safety protocols, develop communication plans, and support the safety of caregivers, clients, and their families in emergency situations.	Juliet Nyatta, COO Honor
	Growing Home Care revenue through Specialty Programs - Increasing private duty market share requires agencies to demonstrate value to multiple referral sources, including patients and families. By training caregivers on specialty programs, agencies are able to grow revenue streams while at the same time providing career ladders for caregivers - thus creating a win-win for private duty. This presentation will discuss seven private duty specialty programs with associated marketing plans. Attendees will walk away with actionable items to grow their private duty business.	Lisa Malone, Clinical Product Manager Axxess
12:15 PM	Break	
12:30 PM	General Session - The Secret Sauce in Workers Comp Rates What goes into your workers comp rates and how to keep them as low as possible.	Gary DiVito, Insurance Producer Wm Schwartz & Co
1:30 PM	Day 1 Closing	

PRIVATE DUTY SYMPOSIUM

Agenda

Day 2 - December 3

Time	Session	Speakers
8:30 AM	Welcome Day 2	
8:45 AM	Opening Keynote - My Home Care Story	Lt. Governor Juliana Stratton
9:15 AM	Break	
9:30 AM	Concurrent Sessions	
	The LGBTQ Senior - It is estimated that between 2.5 and 3 million individuals in the United States over 50 identify as LGBTQ. Studies have shown that this population feels increasing vulnerable and insecure in the nursing home setting. Their collective group history has made them more likely to opt to age in place. This interest has presented an opportunity and challenge for the private duty industry. Part of the challenge centers on ensuring that the provider is culturally and medically competent to provide service to this community. This program will give a brief overview of the history of the community including the socioeconomic and health conditions that the LGBTQ community has experienced during the lifetime of client. c the legal and operational considerations for the provider of services to the LGBTQ community, including employee training, policies and procedures and marketing materials. Real world experiences will be shared by the panel consisting of attorneys representing private duty companies and the administrator of home health company in Chicago.	Adam Guetzow, Aimee Delaney, David Alfini, Partners/Attorneys Hinshaw and Culbertson, LLP Vincent Sanchez, Partner and Administrator, Angel Care Home Health
	Post COVID-19 - What Did We Learn/What Will We Do Differently Moving Forward - Dealing with an unexpected pandemic revealed the importance of having strong processes in place to implement an emergency preparedness plan, evaluate infection control practices and be able to embrace flexibility in our provision of care as never before. The foundational element needed in all of these areas is communication and coordination. During this presentation we will reflect on the importance of established communication channels and coordination of the entire organization as a key factor to being able to implement an emergency plan, be flexible in our responses in light of an emergency, and quickly evaluate the effectiveness of actions taken.	Bobbie Warner, Director of Education CHAP
10:30 AM	Break	
10:45 AM	Concurrent Sessions	
	Dementia Friendly Network - Have you considered becoming part of the dementia friendly America? Learn how home care providers, memory care and assisted living communities and other stakeholders can collaborate to be the catalysts for change in supporting those with dementia and their care partners. The goal is to reduce the stigma in addition to educating community partners on how to interact with persons with dementia who are frequently, and often misunderstood in the community. The presenters will discuss the steps involved and the commitment required in obtaining a Dementia Friendly status. Added benefit includes creating an awareness in your community as a Dementia Friendly Business and resource for families and care partners.	Aishling Dalton Kelly, CADDCT, CFRDT, CMDCP, CECM, CDP, COTP CEO, Aishling Companion Home Care Susan Scatchell, MS, CDP Director Business Development, Gentle Home Care

Agenda

Day 2 - December 3

Time	Session	Speakers
10:45 AM	The Art and Science of Caregiver Recruiting - If you're not up to date on the art and science of recruiting caregivers, growing your business is going to get even harder. In this session, learn how to take advantage of underutilized online channels your competitors aren't using to find great caregivers. Once they're hired, understand key drivers of satisfaction that influence caregiver retention—and scale your operation for long-term success.	Rebekah Stevens, Senior Vice President of Regional Operations Honor
11:45 AM	Break	
12:00 PM	IDPH Update - Karen Senger will provide a department update including common home services and home nursing survey findings and new initiatives.	Karen Senger, Division Chief Division of Health Care Facilities and Programs Illinois Department of Public Health
1:00 PM	Break	
1:15 PM	Post-Election Projections - Join Littler Shareholder Angelo Spinola as he discusses what to expect after the Presidential election, the industry specific employment practices most likely to result in new lawsuits, and what actions owners can take to avoid them.	Angelo Spinola, Littler
2:00 PM	Day 2 Closing	