Riding the Wave of the Future

Nov. 9-10, 2015
Hilton Long Beach
Long Beach, CA
The goal of CHAPCA’s 2015 Annual Conference is to provide an opportunity for health care professionals to receive the latest information on palliative, hospice, and end-of-life care in a casual, relaxed and rejuvenating setting.

**Who Should Attend?**
- Presidents & Chief Executive Officers
- Administrators & Executive Directors
- Physicians & Medical Directors
- Palliative Care Specialists
- Directors of Nursing & Clinical Staff
- Social Workers/MFTs/LCSWs
- Marketing & Public Relations Staff
- Volunteer Coordinators & Volunteers
- CNAs & HHAs
- Bereavement Coordinators & Chaplains
- RCFE/SNF Administrators
- Hospital Discharge Planners
- Board Members
- Students studying hospice-related disciplines

**About Long Beach**
Located in the heart of Southern California, Long Beach blends the urban sophistication of a big city with the relaxed atmosphere of a beach resort.

Discover world-class attractions, cutting-edge museums, award winning restaurants and a thriving, multi-faceted arts and culture scene. Voted one of America’s “Most Walkable Cities,” Long Beach is comprised of eight distinct neighborhoods and tucked in along the waterfront centrally located to Los Angeles and Orange County. Experience the big-city feel with small-town charm in a unique oceanfront setting—*Welcome to Long Beach.*
Hotel Information
Hilton Long Beach
701 West Ocean Blvd
Long Beach CA 90831-3102
562-983-3400

The Hilton Long Beach is located adjacent to the World Trade Center and one mile from the beach. Each spacious guest room includes complimentary high-speed internet access and two telephone lines. Draw the blackout curtains and sink into a luxuriously comfortable king or queen-sized bed. Unwind in the spacious pool, or join a sightseeing tour to explore the hidden treasures of Long Beach. Dine at Ascari Ristorante, where delicious buffets and a la carte menus are provided for breakfast, lunch, and dinner. Hilton Long Beach is a pet-friendly hotel. All rooms in the hotel are non-smoking. Smoking is allowed in designated areas only.

Special Conference Rate:
$159/night Single/Double occupancy, Sunday, November 8-Wednesday, November 10, 2015. Hotel room rates are subject to the Long Beach Transient Occupancy Tax, currently at 12%.

The CHAPCA room block will be held until Wednesday, October 16, 2015, or until the block sells out. After that date, rooms will be reserved on a space-available basis at the best rate available at the time of booking. Attendees are encouraged to reserve sleeping rooms early to guarantee the best rate. Check-in time is 3:00 p.m.; check-out time is 12:00 noon. Discounted self overnight parking is available for $12 night for CHAPCA conference attendees.

Transportation Information
It’s easy getting to and around Long Beach. From airports, travel by car, limo, shuttle or the efficient Long Beach Yellow Cab. From downtown Long Beach, LAX and Orange County’s John Wayne Airport (SNA) airports are less than 30 minutes away while the ultra-convenient, affordable Long Beach Airport is seven miles away. Long Beach Airport (LGB) provides commercial service to 12 nonstop destinations, with connections worldwide. The airport is served by Delta Air Lines, JetBlue Airways and US Airways. Explore Long Beach on foot, bike or onboard the free downtown Passport shuttle. Downtown’s First Street Station connects you to Los Angeles attractions and surrounding cities.


Registration Information
Online Registration: click here
Downloadable Registration form: click here
Conference registrations may not be shared. Each individual attendee must have his/her own registration. Please register online or use the form enclosed with this brochure to submit your conference registration. If you need additional forms, please make copies to share with fellow staff members, or invite them to download conference schedules and registration forms from our website.

Registration/Information Desk Hours
The Registration/Information Desk will be open during the following times:
Monday, November 9, 2015 .......................... 7:00 a.m.–7:00 p.m.
Tuesday, November 10, 2015 ....................... 7:00 a.m.–2:00 p.m.

Your Registration Fees Cover
Your conference registration fees cover expenses associated with registration materials, handouts, staff/faculty expenses, some conference food and beverage, audiovisual equipment/microphone rentals, and various marketing and printing costs. CHAPCA appreciates your support of its educational offerings and the need to offer high quality education to hospice professionals.

Name Badges and Tickets
Your name badge is your admission ticket to most sessions. Please wear your badge at all times during the conference. Registration material and badges will be distributed during registration hours. Attendees will be able to pick up their own packet only. A ticket, as well as your name badge, is required for admission to food and social functions.

Guest Passes
Is a spouse or companion traveling with you? You may purchase extra tickets to food and beverage functions. See the registration form for details. Purchase of a guest registration entitles the guest to attend any conference session or food function for the days registered.
Instant Conference Discount
CHAPCA members receive substantial discounts on
the cost of all CHAPCA-sponsored conferences. If you
would like to join CHAPCA to take advantage of these
discounts, please call (916) 925-3770, or download a
CHAPCA membership application from the CHAPCA
website.

Friends From Neighboring States
CHAPCA member rates will be extended to any hospice
provider that belongs to their state’s hospice organization.

Tax Deduction
All expenses for Continuing Education (including regis-
tration fees, travel, meals and lodging) taken to maintain
and improve professional skills are tax deductible to the
Commissioner, 203 F2d 307)

Cancellation Policy
Refunds, less a $75 administrative fee, will be made
upon written notice of cancellations emailed or post-
marked by October 1, 2015. No refunds will be given
for cancellations emailed or postmarked after October
1, 2015, or for “no shows.” Substitutions are permitted.
Please contact the CHAPCA office to make changes to
your registration.

Session Moderators
Would you like to be a session moderator for the 2015
CHAPCA Annual Conference? The duties are simple –
check the room beforehand to make sure everything is
ready; introduce the speaker/faculty for the session; and
alert conference staff if audio/visual assistance is needed.
Simple as that! We assign you to sessions you are already
signed up to attend so you won’t miss out on the program
you were particularly interested in. If you’d like to help us
out, please mark your registration form accordingly – this
is your chance to be part of the program!

Miscellaneous Information

Dress Recommendations—Your Comfort is
Our Concern
Hotel staff does their best to provide a comfortable climate
for our conference, however, sometimes it may be warmer
or cooler than you prefer. Please layer your clothing to give
you options. Also, we ask everyone to please turn off cel-

lular phones and beepers during sessions.

Access for Attendees with Disabilities
CHAPCA is committed to making the conference acces-
sible to our attendees. If you have a special need that
may impact your participation in the conference, please
check the appropriate box on the registration form and
briefly describe your need. A staff member will be in touch
prior to the conference to discuss accommodations.

Message Center
A Conference Message Center will be set up in the CHAPCA
Registration Area. Please check the message board peri-
odically for program changes and announcements.

Smoking Policy
For the comfort and health of all attendees, smoking
is not permitted in any CHAPCA function. This policy
includes general sessions, concurrent sessions, meals,
social functions and meetings. The hotel’s sleeping
rooms are 100% non-smoking.

Useful Telephone Numbers
CHAPCA office in Sacramento
(916) 925-3770

Hilton Long Beach Hotel
(562) 983-3400

Annual Membership Meeting
Annually, CHAPCA conducts a meeting of the member-
ship in conjunction with the conference. The 2015 Annual
Meeting will be held on Tuesday, November 10, 2015
during the luncheon. CHAPCA members are invited to
participate in this meeting. This is your opportunity to
hear from the leadership and to express your interests.

While everyone is urged to attend this meeting, only pro-
vider members are eligible to vote. Onsite, one represen-
tative from each provider member will be asked to sign
in at the registration desk in order to receive a voting
delegate ribbon.

Don’t miss this great conference! Registration, ex-
hibit, advertising and sponsorship opportunity materi-
als are available on-line at www.calhospice.org.
Monday, November 9, 2015

Exhibits
3:30 p.m. – 6:30 p.m.
You asked—we listened. Concentrated exhibit hours allow you to learn about the newest products and services available to the hospice community. Don’t miss the fun as we offer special surprise activities and special prizes in the exhibit hall. You MUST be present to win!

Dinner/Reception With the Exhibitors
5:30 p.m. – 6:30 p.m.
Enjoy appetizers, and a light walk around dinner with our exhibitors in the exhibit hall. Chat with exhibitors and fellow conference goers as you enjoy small plates.

Casino Night with Exhibitors
6:45 p.m. – 8:45 p.m.
Come enjoy an evening of your favorite casino games, in a relaxing and fun atmosphere. You’ll have a chance to mingle with conference goers and exhibitors as you try your hand at games like blackjack, poker, and craps. You will never guess who will be your table dealer! A cash bar will be available. This event is included in your registration but you must check on the registration form that you plan to attend.

Tuesday, November 10, 2015

Breakfast with Exhibitors and Poster Sessions
7:30 a.m. – 9:30 a.m.
A continental breakfast will be served in the exhibit hall from 7:30 – 8:30 a.m., and poster sessions will be available. A complete list of the poster sessions will be published in the final program. Be sure to visit the exhibitors and thank them for being at the conference. Their support allows us to keep registration rates affordable. There will be prize drawings throughout the exhibit hours. You must be present to win.

Awards Luncheon and CHAPCA Annual Meeting
11:30 a.m. – 1:00 p.m.
This event is included in your registration. We’ll close the 2015 conference with a great lunch and the presentation of CHAPCA’s Awards. Celebrate with the best of the hospice and palliative care community. Awards include the Pierre Salmon Award, Outstanding Program Achievement Award and Gift of the Heart Award. There will also be a CHAPCA annual membership meeting.
Everybody wants the best care possible for their loved ones and themselves through the very end of life. Of course, that phrase means different things to different people. Delivering the best care possible, therefore, requires access to a broad array of services and coordination among providers, patients and their families. This presentation will explore the elements that must be in place within and beyond health care and the stakeholders who must be in communication to reliably provide care that is consistent with best practice standards and with the personal preferences of patients and families.

About the Speaker
Ira Byock, MD is a leading palliative care physician, author, and public advocate for improving care through the end of life. He serves as Executive Director and Chief Medical Officer for the Institute for Human Caring of Providence Health and Services, a 35 hospital health system serving communities across 5 western states. Dr. Byock advances efforts to measure, monitor and improve person centered care system wide. He is based in Torrance, CA.

Dr. Byock is Professor of Medicine and Community & Family Medicine at the Geisel School of Medicine at Dartmouth. He served as Director of Palliative Medicine at Dartmouth-Hitchcock Medical Center in Lebanon, New Hampshire from 2003 through July 2013.

Dr. Byock has been involved in hospice and palliative care since 1978, during his residency. At that time he helped found a hospice home care program for the indigent population served by the university hospital and county clinics of Fresno, California. He is a Past President (1997) of the American Academy of Hospice and Palliative Medicine. During the 1990s he was a co-founder and principal investigator for the Missoula Demonstration Project, a community-based organization in
Montana dedicated to the research and transformation of end-of-life experience locally, as a demonstration of what is possible nationally. From 1996 through 2006, he served as Director for Promoting Excellence in End-of-Life Care, a national grant program of the Robert Wood Johnson Foundation.

Dr. Byock has authored numerous articles on the ethics and practice of care. His research has led to conceptual frameworks for the *lived experience* of advanced illness, subjective quality of life measures, and simple, effective life-completion counseling. His leadership in development of groundbreaking prototypes for concurrent care of people through the end of life has been foundational to advancing patient-centered care. Byock’s first book, *Dying Well*, (1997) has become a standard in the field of hospice and palliative care. *The Four Things That Matter Most*, (2004) is used as a counseling tool widely by palliative care and hospice programs, as well as within pastoral care. His most recent book, *The Best Care Possible*, (March 2012) tackles the crisis that surrounds serious illness and dying in America and his quest to transform care through the end of life.

Dr. Byock has been the recipient of numerous awards for academic achievement and community services. In 2014 he was recognized as a Visionary by the Academy of Hospice and Palliative Medicine, as well as being given the Academy’s most prestigious honor, the Lifetime Achievement Award. He is a sought-after speaker and consultant to health care organizations. Byock has been a featured guest on national radio and television programs, including NPR’s All Things Considered, Talk of the Nation, On Being, CBS 60 Minutes, Fox and Friends, The Diane Rehm Show and PBS The News Hour.
### MONDAY, NOVEMBER 9, 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. - 7:00 p.m.</td>
<td>Registration</td>
</tr>
</tbody>
</table>
| 8:45 a.m. - 10:30 a.m. | Opening General Session: *The Best Care Possible: Clinical and Cultural Leadership for the 21st Century*  
*Dr. Ira Byock* |
| 10:45 a.m. - 12:15 p.m. | Concurrent Workshops  
- Wound Care at the End of Life  
- The View From Washington – Hospice and the Big Picture  
- Palliative & Concurrent Care Staffing and Reimbursement Models – Part I |
| 12:30 p.m. - 1:15 p.m. | Networking lunch. Pick up lunch and eat with others who share your interests. |
| 1:30 p.m. - 3:15 p.m. | Concurrent Workshops  
- Growing Revenue by Growing Family/Self Referrals  
- Hot Regulatory Topics  
- Imagining People Well: Human Development Through the End of Life |
| 3:30 p.m. - 6:30 p.m. | Exhibits                                                             |
| 5:30 p.m. - 6:30 p.m. | Dinner with Exhibitors                                               |
| 6:45 p.m. - 8:45 p.m. | Casino Night                                                         |

### TUESDAY, NOVEMBER 10, 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. - 2:00 p.m.</td>
<td>Registration</td>
</tr>
</tbody>
</table>
| 7:30 a.m. - 9:30 a.m. | Breakfast with Exhibitors  
Poster Sessions                                |
| 9:30 a.m. | Exhibit Hall Closes for 2015                                       |
| 9:45 a.m. - 11:15 a.m. | Concurrent Workshops  
- Death With Dignity Act Policy Considerations  
- Advanced Disease Management & Cost Containment  
- Creating a Successful Palliative Care Program |
| 11:30 a.m. - 1:00 p.m. | Awards Luncheon, CHAPCA Annual Meeting                              |
| 1:15 p.m. - 3:00 p.m. | Concurrent Workshops  
- Hope in Hospice: Riding the Waves  
- Financial Fitness: Exercise Your Options for Excellence in Hospice Operations  
- How to Identify Pre-terminal Patients and Prognosticate for Quality-of-Life |
| 3:15 p.m. - 4:45 p.m. | Concurrent Workshops  
- Quality and Compliance – Improving Patient Care Delivery While Ensuring Reimbursement  
- Caring Ethically for Spiritual and Existential Pain: Supporting Persons of All Faiths and No Faith  
- Innovative Models of Palliative Care – Part II |
| 4:45 p.m.   | Conference ends                                                      |
Monday, November 9, 2015

7:00 a.m. – 7:00 p.m.  Registration Open

8:45 a.m. – 10:30 a.m.
Opening General Session
The Best Care Possible: Clinical and Cultural Leadership for the 21st Century

Ira Byock, MD, Executive Director and Chief Medical Officer, Institute for Human Caring, Providence Health and Services, Torrance, CA.

Everybody wants the best care possible for their loved ones and themselves through the very end of life. Of course, that phrase means different things to different people. Delivering the best care possible, therefore, requires access to a broad array of services and coordination among providers, patients and their families. This presentation will explore the elements that must be in place within and beyond health care and the stakeholders who must be in communication to reliably provide care that is consistent with best practice standards and with the personal preferences of patients and families.

10:45 a.m. – 12:15 p.m.
Concurrent Workshops

1A. Wound Care at the End of Life
Leila Malicoat, RN, CHA, CWOCN, CHPCA, LNHA, Regional Administrator/Wound Care Consultant, Optimal Health Services, Fresno, CA.

Wound management can be a challenging area of care given the continuing developments in our understanding of the process of wound healing and the bewildering array of dressings and devices for treatment of wounds. The presentation will discuss the special situation of wound care and the hospice patients, the different phases of wound healing, different kinds of wound healing, the goals of wound care in hospice and palliative care, and to learn new products in the care of wounds of hospice patients. The importance of having a standardized process and making sure that the clinicians are aware of the goals of care to ensure promotion of quality of life and balancing with the cost of wound products, will also be discussed. Coding for wounds using the new ICD-10 will be presented for discussion.

Learning Objectives:
• The participant will be able to describe the phases of wound healing
• The participant will be able to differentiate between acute, chronic and terminal wound healing
• The participant will learn to maximize the use of new products to meet the goals of care of the patient and family
• The participant will be able to apply new knowledge to case studies
**1B. The View From Washington—Hospice and the Big Picture**  
Judi Lund Person, MPH, National Hospice and Palliative Care Organization, Alexandria, VA.

Hospice providers are a part of the larger health care community. As the health care landscape changes, where will hospice end up? What kinds of changes are ahead? What does the claims data show us about the use of hospice services, the services provided by members of the interdisciplinary team and the utilization of the four levels of care? What kinds of innovations can hospices implement that will carry the hospice community into the future? How can hospice providers maximize the clinical skills and team-based care experiences to expand the care to patients after a diagnosis of a serious illness and before their election of hospice care? And finally, the vexing question of how will the new hospice payment reform system work and what does it do to the delivery of hospice care?

**Learning Objectives:**  
• Describe the current Washington policy environment, including data on the delivery of hospice care  
• Discuss Medicare/Medicaid innovations, hospice and palliative care  
• Describe the implementation of hospice payment reform and current activities and time frames  
• Discuss options for hospice and palliative care to be provided upstream

**1C. Palliative and Concurrent Care Staff and Reimbursement Models-Part 1**  
Ruth Dooley, MSW, LCSW, Executive Director, Hospice Care of California, Placentia, CA; Linda Gibson, RN, President & CEO, Napa Valley Hospice & Adult Day Services, Napa, CA; Jeff Hammond, Administrator, Sea Crest Home Health and Hospice, Costa Mesa, CA.

This presentation describes an essential framework of best practices and core components of community-based palliative care, including an advanced care delivery model, noteworthy outcomes, realistic financial impacts and lessons learned. The presentation will include:  
• Discussion of an Innovative Palliative Care pilot project under development with the Partnership Healthplan, in collaboration with Napa Valley Hospice & Adult Day Services, and three other Northern California providers;  
• Hospice Care of California will describe their palliative care contract and working relationship with Blue Cross of California;  
• Sea Crest Hospice will describe the model and operational requirements for phase 1 participants of the Care Choices Medicare Demonstration Project; and  
• A representative from the California Department of Health Services will provide an update to the progress of SB 1004, which passed the legislature in 2014, designed to expand access to palliative care services for beneficiaries of Medi-Cal managed care plans.

**Learning Objectives:**  
• Describe the key components of a community-based palliative care program  
• Describe the financial impact of a community-based palliative care program  
• Identify three alternative palliative models of care

**12:30 p.m. – 1:15 p.m.**  
**Networking Lunch**

Grab a lunch and sit with people you would like to network with. Tables will be arranged by topics and/or practice disciplines.

**1:30 p.m. – 3:15 p.m.**  
**Concurrent Workshops**

**2A. Growing Revenue by Growing Family/Self Referrals**  
Stan Massey, Partner/Chief Branding Officer, Transcend Hospice Marketing Group, Holland, OH.

Learn why growing admissions from family/self referrals is a huge and largely untapped opportunity to growing hospice revenue. Gain insights to what family healthcare decision makers know and think about hospice and its providers based on surveys of more than 10,000 families. See real-world results of marketing directly to consumers along with tips on reaching them to encourage family/self referrals.

**Learning Objectives:**  
• Identify the right mix of referral sources  
• Indicate how hospice organizations can grow family/self referrals  
• Understand how the increase from family/self referrals can help add revenue

**2B. Hot Regulatory Topics**  
Judi Lund Person, MPH, National Hospice and Palliative Care Organization, Alexandria, VA.

Want a “deep dive” into current hospice regulatory issues? This session will provide you with the details and reasons for many of the current and upcoming regulatory changes. Details on the OIG focus on hospice, changes in hospice payment with the release of the Hospice Wage Index final rule, CY 2016 Physician Fee Schedule issues and other regulatory changes in the planning or proposed stages for FY 2016. This session is also intended as a forum for conference participants to
ask questions and have dialogue about compliance and regulatory issues commonly faced by hospice professionals and organizations and how to plan for the future.

Learning Objectives:
- Describe the current regulatory environment and the issues driving change
- Discuss the concept of prognosis, determination of relatedness and diagnoses on the claim form
- Describe FY2016 Hospice Wage Index final rule and the changes in reimbursement
- Discuss OIG activity for hospice

2C. Imagining People Well: Human Development Through the End of Life
Ira Byock, MD, Executive Director and Chief Medical Officer, Institute for Human Caring, Providence Health and Services, Torrance, CA.

Illness and dying cannot be fully encompassed by the problem-based model of medicine. Beyond symptoms and suffering, dying is a profound personal experience for the individual as well as for his or her family. The concept of “personhood” and the conceptual framework of human development will be presented as tools for understanding the nature of suffering and the opportunity associated with the time of human life we call “dying.” Developmental landmarks and taskwork suggested by this framework are presented and illustrated by stories. A therapeutic approach to fostering human development through the end of life can empower clinicians to alleviate suffering and improve quality of life, and guide the people we serve to a satisfying sense of life completion and life closure.

Learning Objectives:
- Understand the concept of “personhood” and recognize that the nature of suffering involves a felt loss of meaning and purpose and a sense of impending personal disintegration
- Identify a conceptual model and terminology of human development, applied to the evaluation, care planning and therapeutic intervention pertinent to psycho-social and spiritual suffering and resolution related to dying
- Envision aspects of the personal experience of dying that are not captured by the problem-based model of medicine
- Describe the phenomenology of wellbeing
- Recognize an approach to outcome measurements that reflect these comprehensive goals of palliative aspects of care

3:30 p.m. – 5:00 p.m.
Grand Opening of the Exhibits

5:30 p.m. – 6:30 p.m.
Reception/Light Dinner in the Exhibit Hall

6:45 p.m. – 8:45 p.m.
Casino Night with Exhibitors
Come enjoy an evening of your favorite casino games, in a relaxing and fun atmosphere. You’ll have a chance to mingle with conference goers and exhibitors as you try your hand at games like blackjack, poker, and craps. You will never guess who will be your table dealer! A cash bar will be available. This event is included in your registration but you must check on the registration form that you plan to attend.

TUESDAY, NOVEMBER 10, 2015

7:00 a.m. – 2:00 p.m.
Registration

7:30 a.m. – 9:30 a.m.
Breakfast with Exhibitors
As the conference kicks off for the second day, come have breakfast with the exhibitors and visit their booths for one last time in 2015. There will be prize drawings, but you must be present to win.

7:30 a.m. – 9:30 a.m.
Poster Sessions in the Exhibit Hall
A full list of poster sessions will be available in early August and will be included in the final program.
3A. Death With Dignity Act Policy Considerations
Anne Koepsell, RN, Kennewick, WA.

Death with Dignity, or physician aid-in-dying, is legal in five states and has pending legislation in 16 other states including California. This session will discuss the policy and procedure considerations needed to be prepared for its passage. It will also include a review of the eligibility criteria for Death with Dignity and the characteristics of those individuals who access this option, including their utilization of hospice.

Learning Objectives:
- Identify the eligibility criteria for Death with Dignity as defined in the proposed law
- Restate the key characteristics of individuals who utilized Death with Dignity to end their lives based upon Oregon data
- Describe key policies and procedures to develop in preparation for this legal option

3B. Advanced Disease Management & Cost Containment
Terri Maxwell, PhD, APRN, Chief Operating Officer, Turn-Key Health, Philadelphia, PA; Timothy Dauwalder, DO, Executive Medical Director, VNA Hospice & Palliative Care of Southern California, Claremont, CA.

The comprehensive obligation of hospice care requires an efficiency of services unique to the Part A benefit. At a limited per diem rate and shrinking revenue, efficient management of advanced disease is required to insure a solvent hospice provider. Advanced medical management often comes burdened with complex and multiple medication and treatment costs. Thoughtful analysis of the treatment plan and pharmaceutical costs can save thousands of dollars and provide better patient outcomes. Knowing which medication and treatment options yield the greatest benefit at the least expense to time and finance is imperative. We will focus on disease specific management and outline efficient treatment options while exposing excessive expenditures and waste often seen with the management of advanced disease.

Learning Objectives:
- Identify at least one alternative (less expensive and equally effective) medication in the management of CHF and COPD
- Identify the three most expensive frequently utilized medications for your hospice
- Find the motivation to develop a routine analysis of your pharmacy formulary considering both cost and effectiveness

3C. Creating a Successful Palliative Care Program
Sandhya Bhalla-Regev, MD, Hospice Physician and Palliative Care Medical Director, and Patricia Murphy, RN, BSN, MA, Palliative Care Program Manager, The Elizabeth Hospice, Escondido, CA.

Critical ingredients for success when considering the creation of a palliative care program are organizational commitment, ample financial resources, effective program design, appropriate staffing, excellent relationships within the health care community and laser like skill in negotiating contracts with payors. The presentation will focus on applying these factors in the program design phase so as to position your program to focus on quality outcomes, sustainability and ongoing strategic positioning. There will be ample time for discussion of practical realities during the planning process and beyond.

Learning Objectives:
- Apply knowledge of resources necessary for palliative care program development
- Apply best practices in the delivery of quality palliative care
- Negotiate successful third party contracts
- Articulate differences between palliative care and hospice care
1:15 p.m. – 3:00 p.m.
Concurrent Workshops

4A. **Hope in Hospice: Riding the Waves**
David Feldman, PhD, Associate Professor of Counseling Psychology, Santa Clara University, Daly City, CA; Penny Phillips, MDiv, Hospice and Palliative Care Chaplain, VA Palo Alto Health Care System, Palo Alto, CA.

Hope is an integral ingredient in providing hospice and palliative care, and all disciplines deal with it in some way. Hope is certainly important at life’s end. However, many health care professionals and laypeople equate hope at the end of life with hope for a cure, which can lead to unfortunate consequences. What can hospice and palliative care providers do to help guide patients and their families to redefine what hope means? This presentation will address this question through a discussion of empirical research and case material. We will discuss how the meaning of hope shifts for patients from cure to quality of life as they confront the end of life. We also will describe practical ways that health care professionals can aid patients and families in making this important shift. In addition, participants from all disciplines will be engaged to re-examine and redefine hope for themselves and in their own work.

**Learning Objectives:**
- Be familiar with the general definition of hope and its positive effects on psychosocial-spiritual health
- Understand how hope changes and is redefined as patients face the end of life
- Identify at least one way that you can address issues of hope with your patients or families
- Identify one way that hope can be nurtured in your own life

4B. **Financial Fitness: Exercise Your Options for Excellence in Hospice Operations**
Robert Simione, Managing Principal, Simione Health-care Consultants, Hamden, CT.

What kind of financial condition is your hospice organization in? With increasing competition and regulatory requirements, chances are that every hospice in the nation would benefit from a business checkup to improve efficiency and fiscal health. Learn about key indicators you should be monitoring, how to identify cost reduction opportunities and ways to maximize your budget preparation, cost reporting, revenue cycle, payment models and reach other financial operations. This comprehensive overview is designed to help you outrun the competition and reach the finish line in a much better position for strategic growth.

**Learning Objectives:**
- Develop strategies for optimizing the new hospice payment rates and address issues regarding the two-tiered Routine Home Care rate and Service Intensity Add-on, CBSA designations and changes to the CAP calculation and CAP Year realignment
- Assess the need for changes within hospice organizations regarding data collection, quality reporting, comprehensive assessment, diagnosis on claims and non-hospice spending to maximize reimbursement
- Evaluate finances for opportunities to improve revenue cycle, benchmarking and administrative/clinical operations

4C. **How to Identify Pre-terminal Patients and Prognosticate for Quality-of-Life**
Daniel Hoefer, MD, Associate Medical Director, Sharp HealthCare, El Cajon, CA.

This presentation will teach you how to identify pre-terminal patients using evidence based medicine. You will understand why it is important to know which type of geriatric patient you are caring for. With this knowledge you will learn how to change your treatment strategies and evaluate risk for (prognosticate) quality of life endpoints such as cognitive decline, functional decline, institutionalization and being an emotional and financial burden to the patient. Most palliative and hospice prognostication is for death. This session will show you how to help your patients make choices understanding their prognostic risk decline in patient centered outcomes. It will furthermore provide you with the medical evidence to properly stop or change medications. You will be up-to-date on standards of care and why we do not achieve them in today’s healthcare.

**Learning Objectives:**
- Attendee will begin to develop the skills to identify a pre-terminal patient
- Attendee will develop skills in prognosticating for cognitive decline, functional decline and institutionalization
- Providers will understand the harms of polypharmacy and ACB-anticholinergic burden
Program by Day—Tuesday, November 10, 2015

3:15 p.m. – 4:45 p.m.
Concurrent Workshops

5A. Quality and Compliance – Improving Patient Care Delivery While Ensuring Reimbursement
Sarah McSpadden, RN, MSN, CHC, Vice President Clinical Services, Quality and Compliance, HealthEssentials, Escondido, CA.

Hospices today are facing increased scrutiny due to new compliance requirements related to reimbursement as well as quality reporting requirements with HIS submissions and CAHPS surveys. This presentation will focus on ways to improve compliance with regulations while delivering quality patient care. We will review the OIG risk areas, COP requirements, Quality Care initiatives and how to put together a 360 degree quality/compliance plan to ensure successful hospice care delivery.

Learning Objectives:
• Identify compliance and quality risks in hospice care delivery
• Describe the process of implementing compliance and quality measurements to improve care
• Describe how compliance and quality measures improve patient care

5B. Caring Ethically for Spiritual and Existential Pain: Supporting Persons of All Faiths and No Faith
Carla Cheatham, PhD, Principal and Lead Trainer, Carla Cheatham Consulting Group, LLC, Austin, TX.

Religious and spiritual (R/S) diversity is at an all-time high. Patients indicate they wish to discuss R/S issues with their healthcare providers, yet also report this often does not happen. Many professionals neglect these conversations out of discomfort, while others are way too comfortable discussing their own beliefs and breach ethical boundaries. Either extreme is spiritual malpractice. No one person can be expected to know everything about all belief systems. All that is needed is the skill to know the right questions to ask, the resources to turn to for support, and a personal ability to move past one’s own beliefs in order to provide culturally competent care for another.

Learning Objectives:
• The attendee will be able to assess their own ability to be with persons of another or no religion
• The attendee will be able to name multiple resources to support them in the provision of culturally competent spiritual care
• The attendee will be able to describe a plan for developing relationships to increase their comfort with and knowledge of other R/S belief systems

5C. Innovative Models of Palliative Care – Part II
Terri Maxwell, PhD, APRN, Chief Operating Officer, Turn-Key Health, Philadelphia, PA; Sue Fairley, MHSA, CNHA, CALA, Vice President Health Services, Pilgrim Place, Claremont, CA; Timothy Dauwalder, DO, Executive Medical Director, VNA Hospice & Palliative Care of Southern California, Claremont, CA; Dennis Cox, LCSW, Educator, Sutter Advanced Illness Management Program, Sutter Care at Home, Roseville, CA; Betsy Gornet, MS, Chief Advanced Illness Management Executive, Sutter Care at Home, Fairfield, CA.

Over-medicalized care of persons during the last year of life is a billion dollar problem that continues to grow as our population ages. Expenditures during the last year of life represents approximately 30% of the total Medicare FFS spending. These expenditures don’t take into account the burden experienced by patients and families when patients receive care that cannot achieve their goals. As risk shifts to providers and provider/payer partnerships are developing, there are opportunities to develop new community-based models to address the needs of those with advanced illness. Three models that address advanced illness management will be presented including: Turn-Key Health as a model to support community-based organizations and payers improve the outcomes of care to persons with advanced illness, while providing data to ensure return on investment; Sutter Advanced Illness Management (AIM) program as a home-based palliative care model which provides improved quality of care with substantial cost savings; and, Pilgrim Place as a continuum of care at the residential care, community and skilled level that utilizes resources thoughtfully while providing appropriate attention to those with advanced disease.

Learning Objectives:
• Describe the components of a community-based advanced illness management population health program
• Demonstrate the value of palliative care to payers and ACOs from a quality of care and financial perspective
• Establish an evidence based alternative model of care to traditional community clinic and hospital models

4:45 p.m.
Conference Ends

Have a safe trip home.
Sandhya Bhalla-Regev, MD, Hospice Physician and Palliative Care Medical Director, The Elizabeth Hospice, Escondido, CA. Session 3C

Ira Byock, MD, Executive Director and Chief Medical Officer, Institute for Human Caring, Providence Health and Services, Torrance, CA. Keynote and Session 2C

Carla Cheatham, PhD, Principal and Lead Trainer, Carla Cheatham Consulting Group, LLC, Austin, TX. Session 5B

Dennis Cox, LCSW, Advanced Illness Management Educator, Sutter Care at Home, Roseville, CA. Session 5C

Timothy Dauwalder, DO, Executive Medical Director, VNA Hospice & Palliative Care of Southern California, Claremont, CA. Sessions 3B, 5C

Ruth Dooley, MSW, LCSW, Executive Director, Hospice Care of California, Placentia, CA. Session 1C

Sue Fairley, MHSA, CNHA, CALA, Vice President Health Services, Pilgrim Place, Claremont, CA. Session 5C

David Feldman, PhD, Associate Professor of Counseling Psychology, Santa Clara University, Daly City, CA. Session 4A

Linda Gibson, RN, President & CEO, Napa Valley Hospice & Adult Day Services, Napa, CA. Session 1C

Betsy Gorner, RN, Chief Advanced Illness Management Executive, Sutter Care At Home, Fairfield, CA. Session 5C

Jeff Hammond, Administrator, Sea Crest Home Health and Hospice, Costa Mesa, CA. Session 1C

Daniel Hoefer, MD, Associate Medical Director, Sharp HealthCare, El Cajon, CA. Session 4C

Anne Koepsell, RN, Kennewick, WA. Session 3A

Judi Lund Person, MPH, Vice President, Regulatory and Compliance, NHPCO, Alexandria, VA. Sessions 1B, 2B

Leila Malicoat, RN, CHA, CWOCN, CHPCA, LNHA, Regional Administrator/ Wound Care Consultant, Optimal Health Services, Fresno, CA. Session 1A

Stan Massey, Partner/Chief Branding Officer, Transcend Hospice Marketing Group, Holland, OH. Session 2A

Terri Maxwell, PhD, APRN, Chief Operating Officer, Turn-Key Health, Philadelphia, PA. Sessions 3B, 5C

Sarah McSpadden, RN, MSN, MHA, CHC, VP Clinical Services, Quality and Compliance, Health Essentials, LLC, Escondido, CA. Session 5A

Patricia Murphy, RN, BSN, MA, Palliative Care Manager, The Elizabeth Hospice, Escondido, CA. Session 3C

Penny Phillips, MDIV, Hospice and Palliative Care Chaplain, VA Palo Alto Health Care System, Palo Alto, CA. Session 4A

Robert Simione, Managing Principal, Simione Healthcare Consultants, Hamden, CT. Session 4B

CONTINUING EDUCATION CREDITS

This activity is offered by the California Hospice Foundation, an accredited provider. In order to receive continuing education credits, the applicant must be registered for the conference AND complete a conference evaluation form for each session attended. Attendees may complete the evaluation forms for the sessions they attended online. CEU certificates will be e-mailed no later than six weeks after the conference is completed and forms are received. Please note a separate fee of $20 is required for each individual wishing to obtain CEU credits.

Registered Nurses
Provider approved by the California Board of Registered Nursing, Provider #CEP 11389. RNs may report up to 9 hours of continuing education credit for this conference.

Social Workers
California Hospice Foundation has been approved as a provider of continuing education through the Board of Behavioral Science Examiners, PCE 370. LCSWs, MSWs and MFTs may report up to 9 hours of continuing education credit for this conference.

Licensed Vocational Nurses
The Board of Vocational Nurses and Psychiatric Techni cal Examiners (BVPTE) will accept courses offered by approved BRN providers for LVN license renewals. LVNs may report up to 9 hours of continuing education credit for this conference.

CNA/HHA
The Aide and Technician Certification Unit, Licensing and Certification Program in the California Department of Health Services (DHS) has established that BRN approved providers meet DHS’s criteria to offer continuing educational courses to CNA’s. CNAs and HHAs may report up to 9 hours of continuing education credit for this conference.
# 2015 CHAPCA Conference Registration

<table>
<thead>
<tr>
<th>Name</th>
<th>Hospice/Company</th>
<th>Title:</th>
<th>Credentials</th>
<th>Address</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>City</th>
<th>ST</th>
<th>Zip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>PH</td>
<td></td>
</tr>
<tr>
<td>Emergency Contact</td>
<td>PH</td>
<td></td>
</tr>
</tbody>
</table>

Are you willing to be a session volunteer?  □ Yes  □ No

## Registration Fees

<table>
<thead>
<tr>
<th>Full Conference</th>
<th>EARLY BIRD DISCOUNT (Ends Sept. 15)</th>
<th>REGULAR RATE (September 16 to November 10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHAPCA Member</td>
<td>$395</td>
<td>$495</td>
</tr>
<tr>
<td>Non-Member</td>
<td>$495</td>
<td>$595</td>
</tr>
<tr>
<td>Student, Volunteer, Retired</td>
<td>$250</td>
<td>$350</td>
</tr>
<tr>
<td>Speaker/Exhibit Booth Rep</td>
<td>$295</td>
<td>$295</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>One Day (select day)</th>
<th>Monday</th>
<th>Tuesday</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHAPCA Member</td>
<td>$240</td>
<td>$340</td>
</tr>
<tr>
<td>Non-Member</td>
<td>$340</td>
<td>$440</td>
</tr>
<tr>
<td>Student, Volunteer, Retired</td>
<td>$120</td>
<td>$220</td>
</tr>
<tr>
<td>Speaker/Exhibit Booth Rep</td>
<td>$190</td>
<td>$190</td>
</tr>
</tbody>
</table>

Continuing Education Fee:  □ $20

□ RN  □ LVN  □ HHA  □ CNA

□ LSW  □ MSW  □ MFT

## Events (Single ticket included if registered on day of event)

- Dinner/Reception With the Exhibitors (Monday)
- Casino Night with Exhibitors (Monday)
- Breakfast with Exhibitors and Poster Sessions (Tuesday)
- Awards Luncheon and CHAPCA Annual Meeting (Tuesday)

I DO plan to attend  I DO NOT plan to attend

## Conference Workshops

Please select workshop sessions you wish to attend. Choose one workshop per session. NOTE: Poster sessions are not listed.

**Monday, November 9, 2015**
- Concurrent Workshops  □ 1A □ 1B □ 1C
- Concurrent Workshops  □ 2A □ 2B □ 2C

**Tuesday, November 10, 2015**
- Concurrent Workshops  □ 3A □ 3B □ 3C
- Concurrent Workshops  □ 4A □ 4B □ 4C
- Concurrent Workshops  □ 5A □ 5B □ 5C

## Please check all that apply

- Exhibitor
- Hospital Volunteer
- Student
- Retired
- Vegetarian Meals
- Vegan Meals
- Special Needs
- Other

## Payment Enclosed

- Check payable to: CHAPCA
- Credit Card
  - American Express
  - Mastercard
  - Visa

Card Number:

Security Code:

Exp. Date:

Cardholder Name:

Signature:

Data is not secure. Do not email.

---

**Send Completed Form with Payment To:**

CHAPCA, 3841 North Freeway Blvd., Ste. 100, Sacramento, CA 95834; FAX 916-925-3780

Registration with payment must be postmarked by September 15, 2015 to be eligible for the Early Bird registration discount. All registrations after September 15 will be at the Regular rate. Confirmation will be sent upon receipt of form and payment. Refunds, less $75 administrative fee, will be made upon written requests submitted by October 1, 2015. No refunds will be given for cancellations received after October 1, 2015. No refunds will be given for “no shows.” However, substitutions are welcome. If you have questions about your membership status or wish to make changes to your registration, contact the CHAPCA office at 916-925-3770 or info@calhospice.org.