

The Fourteenth Annual

# NORTHEAST HOME HEALTH LEADERSHIP SUMMIT



# MISSION: POSSIBLE

Registration is Now Open

[www.nehomehealthsummit.com](http://www.nehomehealthsummit.com)



January 19 - 21, 2016  
The Colonnade Hotel  
Boston, MA

Password:

The Fourteenth Annual  
**NORTHEAST  
HOME HEALTH  
LEADERSHIP SUMMIT**

**JANUARY 19 – 21, 2016  
THE COLONNADE HOTEL  
BOSTON, MA**

**MISSION:  
POSSIBLE**

### **WEATHER**

In the event of inclement weather on January 19 or 20, it is our intent to hold the program as planned. However, if a state of emergency travel advisory is issued, we suggest you view the Summit website at [www.nhomehealthsummit.com](http://www.nhomehealthsummit.com) or call HCA at (518) 810-0666 for further details. The cancellation policy as outlined on the registration form will prevail.

### **HANDOUTS**

In an effort to be "green," all handout materials, where they are provided by speakers, will be available for downloading prior to the conference. A link will be provided prior to the Summit for you to download or print.

### **SUMMIT WEBSITE**

Check out the Summit website at [www.nhomehealthsummit.com](http://www.nhomehealthsummit.com) for:

- Updated conference information;
- Speaker handout materials;
- Driving directions;
- Sponsor information;
- Online registration; and
- Information on visiting Boston.

### **WHAT TO WEAR**

Business casual is suggested for all events. A jacket or sweater is recommended during the education sessions, as temperature comfort levels vary.

### **EARLY REGISTRATION DISCOUNT**

Register for the Summit by December 18 and save! Your registration fee includes access to expert speakers, group meal events and more. Register for the Summit simply and securely using your credit card online at [www.eventville.com/hcanys](http://www.eventville.com/hcanys). You can also fax or mail in your registration form accompanying this brochure. Be sure to indicate if you wish to participate in the pre-conference session and/or the group dinner for which there are additional fees. Registration fees may not be shared. Walk-in registrations will not be accommodated. Special fees apply to vendors who are not sponsors.

**THIS BROCHURE WILL HELP YOU:**

## **FIND**

session descriptions and speaker information.

## **PLAN**

Your travel and overnight accommodations.

## **REGISTER**

To attend the summit and gain an understanding of the future for leaders.

**Questions?** Contact the Home Care Association of New York State, the Summit Coordinator, at:

(518) 426-8764 or [info@hcanys.org](mailto:info@hcanys.org) \*\*\*\*\*

# MISSION: POSSIBLE

As a leader in home care, you are charged with piloting uncharted terrain in a rapidly unfolding health care delivery and payment environment. Value-based purchasing, federal star ratings, bundled payments and regulatory changes dot the landscape with potential pitfalls creating what seems like an *impossible* operation. The 14th Annual Northeast Home Health Leadership Summit has gathered intelligence from across the country to offer you the inspiration, strategies, tools and learning you need to make this mission... *POSSIBLE*.

The Northeast Home Health Leadership Summit is sponsored by the Northeast Home Health Leadership Collaborative, a consortium of state home care trade associations representing provider and associate members in the northeast. HCA Education and Research, the education arm of the Home Care Association of New York State, is once again the coordinator of this event. Members of the collaborative work closely together to bring you this insightful program.

## Northeast Home Health Leadership Collaborative

Connecticut Association for Healthcare at Home  
Home Care and Hospice Alliance of Maine  
Home Care Alliance of Massachusetts  
Home Care Association of New Hampshire  
Home Care and Hospice Association of New Jersey  
Home Care Association of New York State  
New York State Association of Health Care Providers  
Rhode Island Partnership for Home Care  
VNAs of Vermont



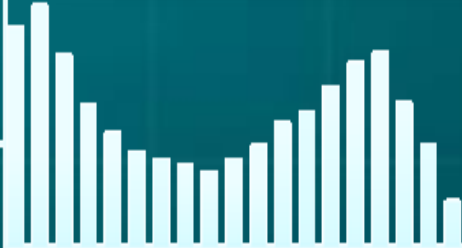
**ARE YOU READY TO JOIN OUR  
HOME HEALTH LEADERSHIP GO TEAM?**

**SIGN UP AT:  
[WWW.NEHOMEHEALTHSUMMIT.COM](http://WWW.NEHOMEHEALTHSUMMIT.COM)**

# MISSION AGENTS

Health is a valuable investment by itself. It's also the foundation of every other investment you make. To make the most of your health, you need to take control of your health. That's why we've created the Health & Wealth Summit. It's the only event of its kind that brings together the world's leading experts in health and wealth. It's the only event that can help you take control of your health and wealth. It's the only event that can help you take control of your health and wealth.

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## CODE BOOK

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Summit Website	<a href="http://www.nhomehealthsummit.com">www.nhomehealthsummit.com</a>
Online Registration	<a href="http://www.eventville.com/hcanys">www.eventville.com/hcanys</a>

**MISSION:  
POSSIBLE**



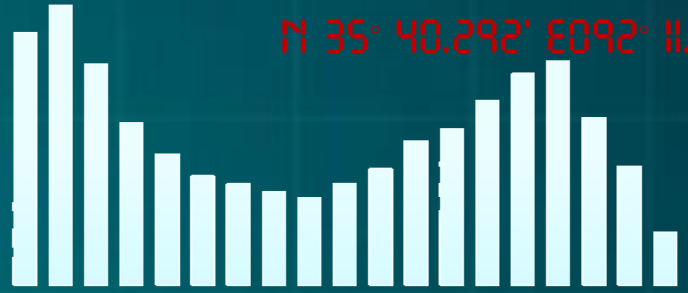


# RENDEZVOUS POINT:

## The Colonnade Hotel

120 Huntington Avenue  
Boston, MA 02116

N 35° 40.292' E 092° 11.886'



Contact Secret Agent "Reservation Desk" at (617) 424-7000.  
Ask for the Northeast Home Health Leadership Summit Group and provide the Secret Code "NEHH16."

Make your hotel reservations before December 28 to receive the discounted rate of \$185 per night. For further information about the hotel, visit their website at [www.colonnadehotel.com](http://www.colonnadehotel.com)

## Sponsorship of the Summit

Sponsorship is open to anyone who supports home care, including suppliers of home care products and services. Sponsors are featured on the summit website, in the conference program and in the sponsor directory provided to each attendee. Be recognized as a supporter of home health and become a Sponsor today!

Visit [www.nehomehealthsummit.com](http://www.nehomehealthsummit.com) to see who has sponsored already and to view the 2016 Sponsorship brochure outlining all the opportunities available. Please contact Ms. Billi Hoen at (518) 810-0666 for further information.

LAUNCH RETINAL SCAN



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# PRECON MISSION



*There is an additional fee to attend this Precon Mission. Please see the registration form for details.*

## Building High Performing Acute & Post-Acute Collaborations

**January 19, 2016**

11:00 a.m.

### **Mission Registration**

Register to receive your conference program and welcome bag.

1:00 – 2:30 p.m.

### **The Federal Value-Based Purchasing Agenda**

Sean Cavanaugh, Director, U.S. Centers for Medicare and Medicaid Services (invited)

As providers work through the vast uncertainties of an evolving health care market, one thing is clear: hospitals and post-acute providers need to collaborate more. Hospitals and home care have already begun exploring how they can better coordinate post-discharge management. This session will explore the policy and payment dynamics and marketplace forces which are challenging us to do more to establish sustainable, long-term relationships that go beyond patient referrals toward more cohesive and deliberate methods of population health management.

2:45 – 3:45 p.m.

### **A National Roadmap for Acute/Post-Acute Collaboration**

Rochelle M. Archuleta, MSHA, MBA, Director, Post-Acute Care Policy, American Hospital Association

Armed with findings of the American Hospital Association's soon-to-be-released report on the operational and policy changes facing the post-acute care marketplace, Ms. Archuleta will highlight issues at stake that are influencing health care's transformation from a volume-based to a value-driven model. She will cover policy decisions that impact decision-making, quality of care considerations, and next steps in acute/post-acute care advocacy. Some examples of innovative projects will be highlighted.

4:00 – 5:00 p.m.

### **Reactor Panel: The View from the Front Line**

John Getts, CEO of Home Health & Hospice Care, Merrimack, NH

Maura McQueeney, MPH DNP, President, Baystate VNA & Hospice/Post-Acute Executive, Springfield, MA

Rhonda Selvin, NP, Medical Director, Adult Programs, Maine Quality Counts, Manchester, ME

Rey Spadoni, President, Partners HealthCare At Home, Boston, MA

Panelists will examine why and how post-acute providers are moving past the referral relationship to be discharge strategic partners with hospitals. They will review different models of acute/post-acute care integration, how post-acute providers are successfully optimizing outcomes, and what the short and long term vision is for post-acute care.

**Dinner is on your own this evening.**



**MISSION:  
POSSIBLE**

# MAIN MISSION



**January 20, 2016**

8:00 a.m.

**Registration**

9:30 a.m.

**Welcome to the 14th Annual Northeast Home Health Leadership Summit**

10:00 – 11:00 a.m.

## **MISSION 1**

**Bottom Line or Punch Line? Is Your Customer Service Making You Money or A Laughing Stock?**

Kent Rader, Former CPA and Hospital CFO

While front-line employees are the face of customer service, the customer experience doesn't begin with front-line employees, but, rather in the highest levels of an organization. This presentation focuses on the revenue side of the net-income equation and offers owners and managers the basics for world-class customer service. Kent's unique experience as a hospital CFO, CPA and, now, a professional speaker affords an entertaining and informative program filled with practical suggestions that can help organizations increase profits by truly serving their customers.

Participants will learn the importance of educating and empowering employees, developing happier employees (because employer-employee relations ultimately mirror customer relations), listening and responding to customers' complaints (as a means of continuously improving our products and services), and, as always, stories revealing what *not* to do when it comes to customer-relations mistakes – so that you can learn from these mistakes, and make sure your customer-service ethic is no laughing matter.

11:00 a.m. – 1:00 p.m.

## **MISSION 2**

**Successfully Navigating the Inevitable Changes in Health Care and What these Changes Mean to Every Agency in the Country**

Robert Fazzi, PhD and

Tim Ashe, MS, MBA, Fazzi Associates

A worldwide change in health care delivery is affecting every continent and every country, all driven by the same factors and leading to the same structural conclusions. It is inevitable. So, too, are the growing changes and shifts to services in the home setting as the first choice and default place of care in newly emerging health systems. For home care and hospice providers, change creates opportunities for those who aggressively move in the right strategic directions but it also threatens those who want to retain the status quo. This session will help you learn why change is inevitable, the four factors you have to control, what changes you need to make now and within the next eighteen months, and how to make these changes successfully. Expect to be confronted by one additional critical question: How do the new realities of health care call for a dramatically expanded definition for home care, hospice and the full range of care at home?

1:00 – 2:00 p.m.

**Lunch**



**MISSION:  
POSSIBLE**



# MAIN MISSION

**January 20<sup>th</sup> – continued**

2:00 – 3:00 p.m.

## **MISSION 3**

### **Become Your Own Best Coach**

Margaret Moore, MBA, Founder, Chairman, & CEO, Wellcoaches Corp; Co-Director, Institute of Coaching

Coaching psychology (sometimes called coaching science) has emerged in the past 20 years as an integrated, evidence-based system of theories translated into a set of practical competencies for serving your patients, through self-determination theory, social cognitive theory, motivational interviewing, behavior change theories, adult development, mindfulness, emotional intelligence, self-compassion, and self-regulation. This presentation will provide an overview of coaching tools and processes which foster brain performance, including mindfulness, focused attention, collaboration, creativity, agility, and improved brain health via improved brain function and healthy lifestyles.

3:15 – 4:15 p.m.

## **MISSION 4**

### **Running Towards Chaos**

Dr. Natalie Stavas, Physician at Boston Children's Hospital & Instructor at Harvard Medical School

Real life chaos – both our internal and external – can paralyze us from achieving our full potential. This session will explore the seemingly counterintuitive notion that the best leadership strategy often involves running headstrong into chaos or towards that which we fear. Drawing on her personal history, including her presence as a first-responder at the Boston Marathon bombing, Dr. Stavas will inspire us to recognize that it doesn't take a cape or a mask to rise to the occasion and be a hero in your own life.

5:00 – 6:00 p.m.

### **Networking Reception – The Colonnade**

6:30 p.m.

**Group Dinner – Fogo de Chao** *(There is an additional fee to attend this dinner. Please see registration form for details.)*

**January 21, 2016**

7:00 a.m.

### **Networking Breakfast Buffet**

8:30 – 9:15 a.m.

## **MISSION 5**

### **Improving Care for Older Adults with Complex Care Needs: A New Benefit for Medicare?**

Cathy Schoen, MS, Executive Director of The Commonwealth Fund Council of Economic Advisors

Medicare was originally designed to protect beneficiaries from the financial burden of acute episodes of illness. In 50 years, it hasn't moved far from this model. This session will explore recommended changes to adapt Medicare to serve beneficiaries with substantial long-term physical or cognitive impairment who need personal care assistance which were put forth by the Commonwealth Fund in one of four briefs published to celebrate Medicare at 50.

**MISSION:  
POSSIBLE**





# MAIN MISSION

**January 21, 2016 – continued**

9:30 – 10:30 a.m.

## **MISSION 6**

### **Outsmarting Stress**

Marie Pasinski, M.D., Author of *Boost Your Brain Power* and *Beautiful Brain, Beautiful You*

Join Harvard neurologist and author Dr. Marie Pasinski to learn how you can outsmart stress – before it outsmarts you! Dr. Pasinski will discuss the negative impact of stress and provide you with a toolbox of skills to transform your brain and your life.

10:45 a.m. – 12:00 p.m.

## **FINAL MISSION**

### **Creating a Culture of Innovation**

Angus Clark, *Song Division*

In this engaging session, Song Division will utilize the songwriting process to demonstrate the qualities your people need to cultivate collectively to innovate, succeed and create as a cohesive unit. Practical takeaways that can be immediately applied in the workplace include:

- A refresher on active listening (it's much rarer than you think)
- The experience of a safe, fun environment where people can express ideas to solve workplace challenges without fear of criticism
- A 'yes' mentality where the focus is on the solution, not the problem
- Collectively achieving something together that the group previously didn't think was possible (writing an original song), improving group cohesiveness and productivity back in the workplace

Noon

### **Closing Lunch & Adjourn**

**MISSION:  
POSSIBLE**





**Rochelle M. Archuleta, MSHA, MBA**

Rochelle Archuleta is the policy lead on post-acute issues for the American Hospital Association. She works with hospitals nationwide, the Congress, the Administration, and other stakeholders to develop Medicare policy on post-acute care, program integrity issues pertaining to Medicare audits, and other hospital issues. Prior to joining the AHA in 2002, Rochelle served as the David Winston Health Policy Fellow with the U.S. House of Representatives Ways & Means Health Subcommittee. She also provided policy and operations leadership for the Baptist Health System of Alabama, Kaiser Permanente in the Denver marketplace, and Valley-Wide Health Services in Colorado. Rochelle is a Board Member of Unity Health Care, a network of 29 community health centers located throughout Washington DC, which provides comprehensive primary healthcare services to uninsured and under-insured individuals. She earned Master's Degrees in Health Administration and Business Administration from the University of Alabama at Birmingham. She also has a Bachelor's Degree in Political Science from the University of Colorado at Boulder.



**Tim Ashe, MS, MBA**

Tim Ashe is a Partner and Director of Operational Consulting at Fazzi. Tim brings in-depth, practical understanding of home care and health care having served in key clinical and senior administrative roles, most recently as the Vice President of Clinical Operations for Visiting Nurse Service of Rochester & Monroe County in New York. Tim provides organizational, operational, turn around, and change management services to home care agencies across the country.



**Angus Clark**

With credits on numerous Grammy-nominated and platinum-selling albums, Angus Clark is the General Manager and Music Director of Song Division, Americas. He moonlights as lead guitarist for The Trans-Siberian Orchestra and in the onstage band for the Broadway smash 'Rock Of Ages' in New York. He holds a Masters from NYU's prestigious Steinhardt School.



**Bob Fazzi, PhD**

Bob Fazzi is the founder and Managing Partner of Fazzi. Bob is a nationally recognized speaker, author, futurist and change expert. He is widely published in trade journals and is the author of a number of books including Management Plus™, a book on supervisory management published by McGraw Hill and named as a main selection on Fortune Magazine's Book of the Month Club. He has been Director or Co-Director of many of Fazzi's national studies and research projects and has provided organizational, planning and change services to hospital and home care agencies and associations in nearly forty states.



**John Getts**

Mr. Getts is the current President/CEO for Home Health and Hospice Care, with offices located in Merrimack, NH. He is active in the community, having served as the Chairman of the Board of Directors for the New Hampshire Health Care Association. Mr. Getts is also a board member of St. Joseph's Community Services Meals on Wheels, and an officer of the New Hampshire Chapter of the American College of Health Care Administrators. Prior to joining Home Health and Hospice care, Mr. Getts had served for 30 years in various CEO and VP roles in skilled nursing and rehabilitative care centers in New Hampshire. He received his Bachelor of Science in Health Administration and Planning from the University of New Hampshire and pursued graduate studies at Plymouth State University.



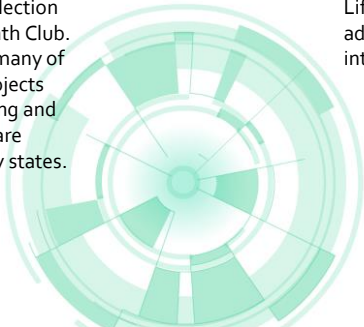
**Maura McQueeney, MPH DNP NEA-BC**

Maura McQueeney has been President of Baystate Visiting Nurse Association and Hospice for three years and is the Baystate Health System Post-Acute Executive also overseeing Infusion, Respiratory, DME and preferred Skilled Nursing Facility partnerships. Dr. McQueeney has experience in executive leadership of Medicare certified and private duty home health services in RI and CT as well as professional practice and outcomes accountability for the acute care setting. She was an ANCC Magnet Appraiser for ten years and has presented on the topic of ambulatory quality measures, interprofessional practice in home health, and approaches for engaging SNF partners to lower post-acute care costs for insurers, hospitals and ACOs.



**Margaret Moore, MBA**

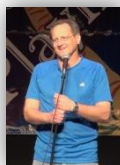
Margaret Moore (Coach Meg), BS, MBA, is an entrepreneur and 17-year veteran of the biotechnology industry in the UK, Canada, France, and the US; she led two biotech startups. In 2000, she shifted focus from the high tech side of medicine to prevention and well-being and founded Wellcoaches Corporation (strategic partner of the American College of Sports Medicine) to help establish the standards for professional coaches in healthcare and wellness. She co-founded the McLean/Harvard Medical School Coaching & Positive Psychology Initiative and annual Coaching Psychology conference, in collaboration with Carol Kauffman, PhD. Her collaboration with Eddie Phillips, MD, to build a coaching roadmap for physician visits, led to Eddie launching the Harvard Institute of Lifestyle Medicine, of which she is a founding advisor. This institute is studying the integration of coaching into primary care.





## **Marie Pasinski, MD**

Renowned brain expert, Marie Pasinski, MD is a graduate of Harvard Medical School where she continues to serve on the faculty. She is a board certified member of the American Academy of Neurology and a staff neurologist at Massachusetts General Hospital. Her special interests include brain health, dementia prevention and the effects of mental stimulation, exercise, diet, and socialization on the brain. Dr. Pasinski has been featured as an expert commentator for The Today Show, Ladies Home Journal, Women's World Magazine and numerous other media outlets. She is the author of *Boost Your Brain Power and Beautiful Brain, Beautiful You*. A renowned brain expert, Dr. Pasinski is dedicated to increasing public awareness about the importance of adopting a brain healthy lifestyle and the realization that our brain is the true source of our vitality and happiness.



## **Kent Rader**

Known as the "World's Cleanest Comedian and Speaker," Kent Rader helps people and associations learn and experience how laughter matters in reducing stress and building quality organizations. Kent graduated from William Jewell College in Liberty, Missouri with a BS in Accounting. He survived five years in public accounting and twelve years as CFO and CEO of hospitals before becoming a professional speaker in 1997. Kent has authored the stress reduction book titled *Let It Go, Just Let It Go* and co-stars with Jan McInnis in the Baby Boomer Comedy Show, *Clean Comedy for People Born Before Seat Belts, Safety Helmets, and Facebook*. He has been heard on NPR's *Talk of the Nation*, Sirius Satellite radio. Kent is the winner of the Branson Comedy Festival and has been seen on Comcast's comedy show, *Who's Laughing Now* and the Kansas City Royals Jumbotron.



## **Cathy Schoen, MS**

Cathy Schoen, MS, is the executive director of The Commonwealth Fund Council of Economic Advisors. She is the former senior vice president for Policy, Research, and Evaluation at The Commonwealth Fund, as well as the former research director of the Fund's Commission on a High Performance Health System. Prior to joining the Fund in 1995, Ms. Schoen taught health economics at the University of Massachusetts' School of Public Health and directed special projects at the UMASS Labor Relations and Research Center. She has authored numerous publications on health policy issues, insurance and national/international health system performance and coauthored the book, *Health and the War on Poverty*. She holds an undergraduate degree in economics from Smith College and a graduate degree in economics from Boston College.



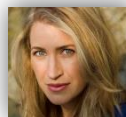
## **Rhonda Selvin, APRN**

Rhonda Selvin, APRN has practiced in Maine as a primary care provider for more than 18 years specializing in family practice, most recently at Augusta Family Medicine. She is Board certified by the ANCC and the AANP. She also serves as the Medical Director, Adult Programs at Maine Quality Counts providing leadership and support for quality improvement efforts across the State. Prior to joining MQC she served as the Medical Director and Clinical Lead of a Patient Centered Medical home practice in mid-coast Maine. She completed the Hanley Health Leadership Program with class V and is the Immediate Past President of the Maine Nurse Practitioner Association, serving as President for two terms. She is a member of the MaineCare Provider Advisory Committee, the Maine State Innovation Model (SIM) Delivery System Reform subcommittee, the PTE Clinicians and Behavioral Health leadership groups and the MaineCare SIM steering committee, serving as one of the two providers. Rhonda received her MSN degree from the University of Southern Maine.



## **Rey Spadoni**

Rey Spadoni serves as President of Partners HealthCare at Home, the home care affiliate of Partners HealthCare System. He joined Partners in 2014 with over 30 years of experience working within various facets of the health care industry, including as Compliance Director of the Massachusetts Department of Public Health Determination of Need Program. Additionally, Rey worked as a senior manager within Ernst & Young's health care consulting practice, serving primarily hospital clients in strategic financial planning, operational turnaround and merger and acquisition assignments. After consulting for nearly a decade, Rey served in the managed care industry, working at both Harvard Pilgrim Health Care and Neighborhood Health Plan. In addition, Rey has led health center operations for Dimock Community Health Center and served as Vice President of Planning for Quincy Medical Center. Most recently, Rey served as President & CEO of the Visiting Nurse Association of Boston, leading the organization through a financial and operational turnaround and securing a number of new partnerships with local hospital systems and medical practices.



## **Dr. Natalie Stavas**

Dr. Natalie Stavas is a physician at Boston Children's Hospital and an instructor in pediatrics at Harvard Medical School. Described as a healer, educator and Boston community leader, she received the 2012 Change Maker award from The Boston Foundation. On April 15, 2013 Dr. Stavas approached the finish line of her fifth Boston marathon. Just blocks away, she heard explosions and ran towards them. Arriving at the scene she went to work administering CPR, applying tourniquets and triaging the wounded. Following these actions President Barack Obama, Katie Couric, and Anderson Cooper honored her for her actions. Improper Bostonian magazine named Dr. Stavas one of "Boston's Best" and The Boston Globe awarded her with "2013 Bostonian of the Year" - an honor bestowed upon those that shape the biggest story of the year in a remarkable way.

**MISSION:  
POSSIBLE**

# Northeast Home Health Leadership Summit

## Mission Possible

January 19 - 21, 2016 – The Colonnade Hotel - Boston, Massachusetts



### Registration Form

Name \_\_\_\_\_

Title \_\_\_\_\_

Agency \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

**Please indicate your state association membership affiliation:**

\_\_\_\_\_ I am not a member of any Association

\_\_\_\_\_ Connecticut Association for Healthcare at Home

\_\_\_\_\_ Home Care & Hospice Alliance of Maine

\_\_\_\_\_ Home Care Alliance of Massachusetts

\_\_\_\_\_ Home Care Association of New Hampshire

\_\_\_\_\_ Home Care and Hospice Association of New Jersey

\_\_\_\_\_ Home Care Association of New York State\*  \*Member of **both** HCA and HCP-NY

\_\_\_\_\_ New York State Association of Health Care Providers\*

\_\_\_\_\_ Rhode Island Partnership for Home Care

\_\_\_\_\_ VNAs of Vermont

### Registration Deadline and Cancellation Policy

Cancellations up to January 4 will receive a full refund less 25% administrative fee by emailing [info@hcanys.org](mailto:info@hcanys.org). **No refunds will be given after January 4.**

Changes or substitutes within the same agency are acceptable by notifying HCA Education and Research by January 8<sup>th</sup>.

Questions? Contact HCA at (518) 426-8764 or [info@hcanys.org](mailto:info@hcanys.org).

**In accordance with the Americans with Disabilities Act or special meal needs, please let us know how we can accommodate you:**

\_\_\_\_\_

\_\_\_\_\_

### Three Ways to Register

- Online: [www.eventville.com/hcanys](http://www.eventville.com/hcanys)
- By Fax: Fax your registration form with credit card payment to (518) 426-8788
- By mail: Send your payment and registration form to HCA Education and Research  
388 Broadway, 4<sup>th</sup> Floor  
Albany, NY 12207

### Two-Day Registration Fee Includes:

Education programs, handouts and food and beverage events where noted. The Pre-Conference session on January 19<sup>th</sup> is additional.

#### Please Note:

Members of the same agency may not share the two day registration fee. Each individual must be pre-registered to attend.

#### Members Provider Member of a Sponsoring State Association

Early Bird Two-Day Fee (until 12/18/15) \$549 \_\_\_\_\_

Two-Day Fee (after 12/18/15) \$599 \_\_\_\_\_

#### Members Vendor Member of a Sponsoring State Association

\$699 \_\_\_\_\_

#### Non-Members Non-Member Providers

Early Bird Two-Day Fee (until 12/18/15) \$749 \_\_\_\_\_

Two-Day Fee (after 12/18/15) \$799 \_\_\_\_\_

#### Non-Members Non-Member Vendors

\$849 \_\_\_\_\_

### Pre-Conference Session

Pre-Conference Session  
(In addition to above Registration) \$129 \_\_\_\_\_

Pre-Conference Session ONLY Member: \$239 \_\_\_\_\_

Pre-Conference Session ONLY Non-Member: \$339 \_\_\_\_\_

### Networking Dinner

\_\_\_\_\_ Yes, I will attend dinner on January 20 \$ 85 \_\_\_\_\_

### Total Registration Fee

\$ \_\_\_\_\_

### Method of Payment

\_\_\_\_\_ American Express \_\_\_\_\_ MasterCard \_\_\_\_\_ VISA

(3 digit security code) \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Card Number \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_

### Check (must be received by Jan 11) made payable to:

HCA Education and Research  
388 Broadway, 4<sup>th</sup> Floor  
Albany, NY 12207