



2015

# PRIVATE CARE CONFERENCE

College of the Holy Cross, Worcester, MA

Thursday, November 19th, 2015

9:00AM-4:00PM

RECRUITMENT &  
RETENTION

ADVOCACY

SALES &  
MARKETING

TECHNOLOGY

WAGE & HOUR  
COMPLIANCE

## MAGGIE KEEN

Director,  
Healthcare Research LLC /  
MyCNAJobs.com

### Data-Driven Caregiver Recruitment: Latest Trends from a Caregiver's Point of View

Join Director of Customer Success, Maggie Keen, to get under the hood to better understand caregiver motivations. Keen will unveil the latest findings from The Caregiver Trend report, uncovering key insights from the perspective of a caregiver. Learn about pay, biggest motivators to apply to job ads, a new trend in recruiting, and more about the workforce opportunity tax credit.

## MERRILY ORSINI

President/ CEO  
CoreCubed

### The Home Care Buyer's Journey: How To Best Position Your Agency Along the Purchasing Path

The psychological buying path of a person seeking in-home care for a loved one is far different from someone wanting to purchase known/understood services. The complexity and ramifications of the decision affect how agencies should ideally go to market to gain long term customers and referrals.

**JAMES FUCCIONE**  
Director of Legislative &  
Public Affairs  
Home Care Alliance of MA

### Advocacy Update

With earned sick time, home care licensure, and health care reform as a context, James will discuss the importance of advocacy and engagement to advance industry priorities. He will review opportunities to participate in HCA's activism and provide status updates on the latest policy proposals important to private care agencies.

**RESPRESENTATIVE  
OF THE AG'S OFFICE**

### Attorney General's Regulatory Compliance Priorities

Staff from the Attorney General's office will discuss Massachusetts' new sick leave law, the new Domestic Workers Bill of Rights, and wage and hour issues as they relate to the private home care market.

**MICHAEL RADICE**  
Chairman Technology Board  
ChartaCloud

### The Technologies that are Transforming Private Care

Future competitiveness and success will be driven by a private care provider's ability to 'embrace and surround' their 'Boomer generation' clients and their families with the technologies they are demanding, as they grow ever more committed to aging at home. Discover what is happening - from home care humanoid robotics to advanced telepresence. Well funded major competitors are 'uber-izing' home care with technology. Be ready.

# Private Care Conference

College of Holy Cross Conference Center  
1 College Street  
Worcester, MA 01610

**Thursday, November 19th, 2015**

## Different Ways to Register:

- 1.) Register Online at [www.thinkhomecare.org](http://www.thinkhomecare.org)
- 2.) Mail in your form
- 3.) Fax in your form to 617-426-0509

## REGISTRATION:

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Agency: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email (Required): \_\_\_\_\_

## REGISTRATION FEE:

☐

Members: \$129/ Person

☐

Non-Members: \$279/ Person



## METHOD OF PAYMENT:

\*Make Checks Payable to:  
Foundation for Home  
Health  
31 St. James Ave., Ste. 780  
Boston, MA 02116

☐

Check\*

☐

Credit Card\*\*

\*\* To comply with federal privacy laws, the Foundation for Home Health does not accept credit card information via email or fax. To pay by credit card, you may register online or call our office at 617-482-8830 with credit card information.

**Signature:** \_\_\_\_\_

Please contact Megan Fournier at [mfournier@thinkhomecare.org](mailto:mfournier@thinkhomecare.org), 617-482-8830  
with any questions

**Cancellation Policy:** Submit cancellation requests by email to Stephanie Drakes at [sdrakes@thinkhomecare.org](mailto:sdrakes@thinkhomecare.org).

\$25 or 25% cancellation fee, whichever is more, between 7 days and 24 hours of event. No refund for same day cancellation or no-show. Refund assumes registration paid in advance. Unpaid registrations remain payable, adjusted only for approved cancellation as above.

If your check is returned for non-sufficient funds, you expressly authorize your account to be electronically debited or bank drafted for the amount of the check plus any applicable fees. The use of a check for payment is your acknowledgement and acceptance of this policy and its terms and conditions.

**NEW POLICY\*:** HCA of MA now requires that payment in advance. If we have not received payment before the event, you will be asked to provide it or proof of incoming payment in order to attend the meeting. Please be sure to send your open invoice to your accounting department so there are no problems.