



25th Annual Conference and Symposium

KENTUCKY ASSOCIATION OF HOSPICE AND PALLIATIVE CARE



**Navigating the Healthcare Waters- Facing the
Waves of Change in Hospice and Palliative Care**

**CONFERENCE
AUGUST
21-22**

**MARRIOTT GRIFFIN GATE
1800 NEWTOWN PIKE
LEXINGTON.KY**



PALMETTO GBA POST-CONFERENCE: AUGUST 23 at Bluegrass Care Navigators

CONFERENCE OVERVIEW

Working in the healthcare industry means a constantly changing environment where the key to survival is adaptation. Hospices must face these challenges while still being able to provide quality end of life care, and at the same time, develop new and innovative practices and programs in order to maintain sustainability. Being able to navigate through the healthcare waters safely means that hospices will continue to serve patients and families who deserve much needed palliative services.

Though change can be difficult, hospices must face the challenge of constant change while simultaneously continuing to develop their expertise to achieve excellence. Even though we are past the time of the Covid pandemic, healthcare has to continuously make adjustments from regulations to best practices. Change is something we should embrace and not fear, for it can lead to great improvements and efficiencies in the care that we provide. The 2023 KAHPC conference will cover a full range of engaging topics and speakers to assist clinicians and administrators with what is going on in and around the hospice and palliative care industry.

LEARNING OBJECTIVES

After completing this conference, participants will be able to:

- Develop modern strategies to maintain successful palliative care and hospice programs
- Practice effective clinical interventions to improve patient care experiences
- Prepare for the ever-changing healthcare environment from the regulatory perspective
- Apply holistic care techniques and strategies that enhance end of life outcomes
- Employ better management skills and marketing strategies



Partnering for the health and well-being of ALL Kentuckians



Passport by Molina Healthcare strongly supports the mission of the Kentucky Association of Hospice and Palliative Care (KAHPC), and is a proud sponsor of the **2023 KAHPC Education Conference**.

To learn more about being a Passport provider, call us at **(800) 578-0775** today!

FEATURED PLENARY PRESENTERS



Judi Lund Person, BA, MPH, CHC serves as the Senior Advisor to the National Hospice and Palliative Care Organization for hospice payment policy, Part D, survey and certification, contractor management, and program integrity functions. She has been involved in the implementation of the HOSPICE Act with CMS, including surveyor training, enforcement remedies, and the hospice special focus program. She also represents hospice and palliative care with the Medicare Administrative Contractors (MACs) addressing confusion about attending physicians and hospice payment policy issues. She was a member of the advocacy group that lobbied for the passage of the Medicare Hospice Benefit in Congress, prepared recommendations for the original conditions of participation, and participated in the Negotiated Rulemaking for the hospice wage index.

Judi graduated with honors from the University of North Carolina at Greensboro with a degree in Sociology and has a Masters in Public Health from the University of North Carolina at Chapel Hill. She holds a Certification in Healthcare Compliance.



Peter M. Benjamin is a Partner with The Huntington Consulting Group in Miami, FL. Benjamin began his career with American Hospital Supply Corporation (AHSC). After positions as a sales representative, product manager, market manager and regional manager he became the Director of Marketing for AHSC's home care business, Abbey Medical. After AHSC was acquired by Baxter International, Mr. Benjamin participated in a leveraged buy out of Abbey and was the Vice President of Sales and Marketing in the privately owned organization for three years.

After leaving Abbey Mr. Benjamin spent two years in the consulting business. In 1992 he became the Vice President of Sales and Marketing at VITAS Healthcare Corporation (the largest hospice provider in the United States). Mr. Benjamin was at Vitas until late 1996 when he returned to the consulting business.

Mr. Benjamin received his undergraduate degree from Brown University.



Marisette Hasan, BSN, RN, Principal/CEO is a graduate from the University of South Carolina with Bachelors of Science Degree in Nursing. She has worked professionally as an RN since 1981 in various roles: oncology nurse, hospice nurse, clinical manager, home health and hospice administrator and nurse consultant. She currently serves as the Principal/CEO for LifeSprings Consulting Group, LLC. She is passionately engaged in supporting hospice and palliative care providers and policy advocates nationally and regionally through leadership, innovation, public advocacy and regulatory technical assistance.

In addition to her role as an end-of-life care consultant, she serves as Program Coordinator for The SC Coalition for the Care of the Seriously Ill. Through her leadership, the Coalition oversees the My Life My Choices grass roots advance care planning initiative funded by BCBS SC Foundation. This advance care planning initiative provides education for clinicians and SC citizens who live in rural and underserved communities of color. This project also incorporates a technology pilot to store advanced directives and gives access to an E-POST accessible for registered users and a public facing website (www.mylifemychoices.org).

In addition to her work in SC, Marisette also serves as the VP for Community Action & Policy with CTAC and is a Community Co-investigator for the Equal ACP & Equal Space African American Faith Advance Care Planning Research projects led by Dr. Kimberly Johnson and funded by the PCORI Foundation.

Marisette is married to Bernard Hasan and they have two children, Bernard II and Sarah. She is an ordained elder engaged in her church and the community in mentoring women to advance and be fruitful in every arena of life.



Erin Burns is a Senior Associate with Husch Blackwell. Erin is a member of the firm's Hospice & Palliative Care Team, which collectively has over 25 years of experience working with hospice and palliative care providers across the country. Erin is dedicated to working collaboratively with clients to address their needs in an ever-changing, highly regulated industry. Her practice ranges from providing quick answers to immediate day-to-day operational questions to larger, more complex compliance issues. Erin and the Hospice & Palliative Care Team routinely guide hospice providers throughout all phases of government surveys, from strategizing and preparing plans of correction to interfacing with surveyors, as well as audits, including analysis of and response to alleged clinical, technical and statistical errors.

Hospice and palliative care clients also value Erin's research skills, and her experience drafting and reviewing a wide range of contracts, such as inpatient services agreements, medical director agreements and palliative care consulting agreements, among others. Whether Erin is answering a 15-minute question or navigating a sophisticated Unified Program Integrity Contractor (UPIIC) audit, she is deeply passionate about supporting hospice and palliative care providers, along with the dedicated physicians, nurses and clinical social workers who serve and comfort patients and families at their most vulnerable.

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We Appreciate Your Support!



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BE SURE TO VISIT OUR EXHIBITORS THROUGHOUT THE CONFERENCE

Schedule of Events

Monday, August 21, 2023



		SALON- Clinical	SALON- Quality/Regulatory	SALON- Psychosocial/ Spiritual	SALON- Marketing/Sales
Welcome	9:00-9:15	SALON- TBA			
Opening Plenary	9:15-10:15	Movement, Market, Metamorphosis: Hospice Past, Present, Future ... Peter Benjamin, Partner <i>The Huntington Consulting Group</i>			
Break/ Exhibitors	10:15-10:30	Break Time & Visit w/ Exhibitors			
Breakout Session 1	10:30-11:30	End Of Life Pain Management In Patients with Substance Abuse Disorder Caren McHenry Martin, PharmD, BCGP <i>Enclara Pharmacia</i>	FY 2023 PEPPER Report Carrie Cooley, Principal/CEO <i>Weatherbee Resources</i>	Supporting Others In Their Grief Christy L. Morris, LCSW <i>Hosparus Health</i>	"The Four Legged Stool": Understanding Territory Management, Selling Skills, Product/Industry Knowledge & Internal Collaboration Peter Benjamin, Partner <i>The Huntington Consulting Group</i>
LUNCH	11:30-12:30	Lunch & KAHPC Annual Awards			
Break/ Exhibitors	12:30-12:45	Break Time & Visit w/ Exhibitors			
Afternoon Plenary	12:45-1:45	Disrupting the Status Quo: Embracing Diversity, Equity & Inclusion From The Inside Out Marisette Hasan, BSN, RN, Principal/CEO <i>LifeSprings Consulting Group</i>			
Break/ Exhibitors	1:45-2:00	Break Time & Visit w/ Exhibitors			
Breakout Session 2	2:00-3:00	Deprescribing 101: A Palliative Approach To Reducing Pill Burden M. Kate Probst, PharmD, BCACP, BCGP <i>Hosparus Health</i>	CMS, Joint Commission, & OIG – Oh My! Preparing For Increased Regulatory Oversight In The Hospice World Lynn Fieldhouse, JD, CHC, SRNA Loretta McGinty, MBA, CHC <i>Hosparus Health</i>	Finding Joy In Caring Larry Johnson, MA, CSP <i>Johnson Training Group</i>	How Do The For Profits "Do It"? Understanding Customer Driven Culture & Service Promises Peter Benjamin, Partner <i>The Huntington Consulting Group</i>
Break/ Exhibitors	3:00-3:15	Break Time & Visit w/ Exhibitors			
CEO/ Directors Session Only	3:00-4:30	Metamorphosis (CEO/Directors Only) Peter Benjamin, Partner <i>The Huntington Consulting Group</i>			
Breakout Session 3	3:15-4:15	Interdisciplinary Care Planning & Care Coordination That Enhances Quality Patient Care Delivery Marisette Hasan, BSN, RN, Principal/CEO <i>LifeSprings Consulting Group</i>	Getting Practical: Three Ways To Protect Your Hospice From Potential Overpayments Erin Burns, Senior Associate <i>Husch Blackwell</i>	No More Cookie Cutter Funerals: Everyone Has A Story To Be Told. Who Will Tell Yours? Connie Druen, MAPS, Certified Celebrant <i>Hosparus Health</i>	Creating An Effective Marketing & Routing Plan To Drive Results Jill Conway, BS <i>Bluegrass Care Navigators</i>
Exhibitor Hall	4:15-4:45	Visit w/ Exhibitors			

Schedule of Events

Tuesday, August 22, 2023



		SALON- Clinical	SALON- Quality/ Regulatory	SALON- Psychosocial/ Spiritual	SALON- Management	SALON- Marketing/ Management
Breakout Session 4	8:00-9:00	Preventing The Prescribing Cascade At End Of Life Caren McHenry Martin, PharmD, BCGP <i>Enclara Pharmacia</i>	HCI & Improving Quality Scores Carrie Cooley, Principal/CEO <i>Weatherbee Resources</i>	Code Lavender: A Compassion Debriefing Response Dave Carper, M.Div., BCC <i>Bluegrass Care Navigators</i>	Utilizing Medicare Data To Increase Hospice LOS & Grow Referrals Jill Conway, BS <i>Bluegrass Care Navigators</i>	What Hospice Sales Professionals Need To Know About Value Based Care Peter Benjamin, Partner <i>The Huntington Consulting Group</i>
Welcome	9:00-9:15	TBA				
Opening Plenary	9:15-10:15	SALON- View From Washington Judi Lund Person, BA, MPH, CHC, Senior Advisor <i>National Hospice and Palliative Care Organization</i>				
Break/Exhibitors	10:15-10:30	Break Time & Visit w/ Exhibitors				
Breakout Session 5	10:30-11:30	Symptom Management Outcomes – A Guide for Change Jessica Aberli, MSN, NPD-BC, CHPN Stephanie Alvey Banks, BSN, RN Ketlin Schneider, BSN, RN, CHPN, WCC <i>Hosparus Health</i>	Hospice Spending Outside The Medicare Hospice Benefit (MHB) & Strategies To Avoid Carrie Cooley, Principal/CEO <i>Weatherbee Resources</i>	Navigating Personal & Professional Grief Nathan Schroeder, MA, APBCC April Rodriguez, LCSW, APHSW-C <i>Hosparus Health</i>	What Do We Know? The Hispanic Population's Understanding Of Hospice Care Krizia Cabrera-Toro, M.A., MS.Ed. <i>Bluegrass Care Navigators</i>	Building & Sustaining Successful Hospice Provider & Nursing Home Partnerships Marisette Hasan, BSN, RN, Principal/CEO <i>LifeSprings Consulting Group</i>
LUNCH	11:30-12:30	Lunch				
Breakout Session 6	12:30-1:30	"Drowning On Dry Land" Home Management Of Effusion Via Indwelling Pleural Catheter: A Case Study Andrew M. Lally, MD, HMDC <i>Hosparus Health</i>	Regulatory Deep Dive Judi Lund Person, BA, MPH, CHC, Senior Advisor <i>National Hospice and Palliative Care Organization</i>	Interdisciplinary Collaboration In Pediatric Hospice & Palliative Care Rev. Kate Pyle, MDiv Marion O'Hagan, APRN, ACHPN <i>Hosparus Health</i>	Elevating Your Security Program: From Compliance To Security Gui Cozzi, Cybersecurity Practice Lead <i>Dean Dorton</i> Croswell Chambers, MBA, COO, Admin. Services <i>Bluegrass Care Navigators</i>	Current Payment-Related Scrutiny: Analyzing Current CMS Contractor Audits & The Greatest Pre-Emptive Strategies To Mitigate Risk/Audits Carrie Cooley, Principal/CEO <i>Weatherbee Resources</i>
Break/Exhibitors	1:30-1:45	Break Time & Visit w/ Exhibitors				
Closing Plenary	1:45-2:45	Hospices In the Bullseye: Reading the Tea Leaves of Increased Government Enforcement Erin Burns, Senior Associate <i>Husch Blackwell</i>				
Break/Exhibitors	2:45-3:00	Break Time & Visit w/ Exhibitors				
Breakout Session 7	3:00-4:00	Can More Opioids Equal More Pain? Management Of Opioid-Induced Neurotoxicity In Patients Receiving Hospice Care Amanda Lovell, PharmD, BCGP <i>Optum Hospice Pharmacy Services</i>	Understanding Workforce Trends To Impact Employee Commitment Melissa Merrifield, PHR, SHRM-CP, Chief Human Resources Officer <i>Hosparus Health</i>	Helping Children Grieve: Field-Based Tools For Assessment, Brief Interventions, & Treatment Resources Erin Guthrie, CSW (KY), LCSW (IN) <i>Hosparus Health</i>	"Let Me Tell You!": Bridging The Gap In Hospice Community Engagement & Outreach For Black & Brown Folks Krizia Cabrera-Toro, M.A., MS.Ed. Ashley S. Holt, M.S. <i>Bluegrass Care Navigators</i>	TBA

Palmetto GBA Post-Conference

at Bluegrass Care Navigators
1733 Harrodsburg Rd, Lexington, Ky.

Registration Fees and Information

August 23rd, 2023– Wednesday

9:30am—3:00pm

Post-Conference for the KAHPC 25th Annual Conference and Symposium

Course Fee:

\$75.00– Member
\$125.00– Non-Member

2023 Jurisdiction M (JM) Medicare Hospice Workshop Series

Palmetto GBA is pleased to announce our 2023 Hospice Workshop series, titled “Medicare Hospice: What to See in 2023”. These workshops are designed to equip hospice providers with the tools they need to be successful in Medicare billing, coverage and documentation requirements.

These workshops will provide insight for hospice agency staff at all levels. However, we do suggest that providers who are new to Medicare, or have new staff, attend our online learning courses for beginners at www.PalmettoGBA.com/hhh. Basic billing and other online educational resources can be found by accessing the Events and Education topic at the top of the page.

Errors in billing and responding to additional documentation requests can be costly. During the workshop series, Palmetto GBA will provide information related to the most common errors and why these errors occur. We will also provide tips to avoid these errors. Palmetto GBA’s goal is to educate providers on the most up-to-date information and apply skillful techniques to their documentation and billing practices.

The following topics will be covered during the workshop:

Workshop Topics for Part I (9:30am-11:30am)

- **Hospice Compliance Program**
- **Eligibility Case Studies**
- **Documenting Hospice Appropriateness for Recertification**
- **Improper Payments**

Workshop Topics for Part II (1:00pm-3:00pm)

- **2023 Final Rule Summary**
FY 2023 Routine Annual Rate Setting Changes
Permanent Cap on Wage Index Decreases
- **Hospice Billing Updates**
Top Billing Errors
- **Hospice Updates**
2023 Hospice Benefit Component, Value-Based Insurance Design (VBID) Model
- **Palmetto GBA's eServices Portal**
How to Use the eServices' Eligibility Tabs
Using eServices' Newest Self-Service Tools
- **Overview of the Targeted Probe and Educate (TPE) Process**
- **Comprehensive Error Rate Testing (CERT)**
- **Educational Resources for Hospice Providers**

SPEAKERS:

Charles Canaan



Dan George



LUNCH ON YOUR OWN: 11:30am-1pm

2023 KAHPC Awards Luncheon

Monday, August 21, 2023

The Kentucky Association of Hospice and Palliative Care annually honors staff, leaders, and community supporters who exemplify providing quality end-of-life care to members of our communities. Your paid registration on Monday includes admission to the awards luncheon. *Additional luncheon tickets for those not registered can be purchased at \$35.00 each.*

Please join us in recognizing leaders in our field and our state.

Hospice Innovator Award

- ◆ For an individual or group who has demonstrated excellence in the use of skills, caring and devotion to patients and colleagues.

Hospice Distinguished Leader Award

- ◆ For a person demonstrating sensitivity and commitment to the hospice mission and to the promotion of end-of-life care.

Hospice Champion Award

- ◆ Individuals who have advanced the cause and support of the hospice industry and/or supported those principles and concepts consistent with values underlying the provision of hospice services.

The Award of Excellence

- ◆ For an individual who has attained repeated outstanding support in hospice end-of-life care through advocacy, partnership, and strengthening public policy.

Hospice Pioneer Award

- ◆ For an individual who has blazed a trail for others to follow within the hospice profession, education, program development, administration, government or community activities.

Above and Beyond Award

- ◆ For a person demonstrating exemplary actions of heroism or courage beyond the call of duty within their hospice role.



REGISTRATION & INFO

Registration Issues: Contact KAHPC- 888.322.7317



Registration Fees:

Monday (MAIN)

Tuesday (MAIN)

**Wednesday
PALMETTO GBA
(Post-Conference)**

**Early Bird KAHPC Member
(until July 31st)**

**KAHPC Member
(after July 31st)**

Non-Member

\$195

\$210

\$275

\$195

\$210

\$275

\$75

\$75

\$125

CONTINUING EDUCATION OFFERED:

Nursing

Hosparus Health is an approved Kentucky Board of Nursing Provider. The Kentucky Board of Nursing has approved contact hours as follows: KBN# 4-0123-1224-0005, 7.2 contact hours for Monday, August 21, 2023, and KBN# 4-123-1224-0006, 6.0 contact hours for Tuesday, August 22, 2023. Kentucky Board of Nursing approval of an individual continuing education provider does not constitute endorsement of program content. To receive contact hours participants must attend the entire day, evaluate the offering, and provide their Kentucky nursing license number.

Social Work

Hosparus Health is an approved Kentucky Board of Social Work to sponsor continuing education for credential holders [KBSWSP 202317]. Hosparus Health maintains responsibility for this program and its content. Contact hours for social workers are approved as follows: KBN# 4-0123-1224-0005, 7.2 contact hours for Monday, August 21, 2023, and KBN# 4-123-1224-0006, 6.0 contact hours for Tuesday, August 22, 2023. To receive contact hours participants must attend the entire day, evaluate the offering, and provide their Kentucky nursing license number.



Hotel Information

RESERVATION DEADLINE- JULY 20th

[HOTEL RESERVATION LINK \(Click Here\)](#)

A block of rooms are being held at the Marriott Griffin Gate Resort in Lexington at the **conference rate of \$153 per night double occupancy.**

Please call the hotel directly for reservations; identify yourself as a Kentucky Hospice Conference participant.

Marriott Griffin Gate

1800 Newtown Pike
Lexington, KY 40511
Phone: (859) 231-5100

EDUCATION COMMITTEE

Kendra Marsh, Chair
St. Anthony's Hospice

Turner West
Bluegrass Care Navigators

Liz Fowler
Bluegrass Care Navigators

David Cook
Hosparus Health

Janelle Wheeler
Heritage Hospice

Tony Trovato
Hospice of Hope

Deborah May
Hosparus Health

Brandy Cantor
KAHPC

Croswell Chambers
Bluegrass Care Navigators



Please type or print. *Use a separate form for each registrant.*

First Name: _____ Last Name: _____
 Organization: _____ License #: _____
 Credentials: _____ Type of Contact Hours Requested: _____
 Job Title: _____ Email: _____
 Address: _____
 City: _____ State: _____ ZIP: _____ Phone: _____

Registration Fees:	Early Bird KAHPC Member (until July 31st)	KAHPC Member (after July 31st)	Non-Member	Amount Due
<input type="checkbox"/> Monday (8/21 includes 1 Lunch)	\$195	\$210	\$275	_____
<input type="checkbox"/> Tuesday (8/22 includes 1 Lunch)	\$195	\$210	\$275	_____
<input type="checkbox"/> Wednesday (8/23: Post-Conference)	Palmetto GBA	\$75	\$125	_____
<input type="checkbox"/> Additional Award Luncheon Tickets (Monday)	\$35 Each	\$35 Each	\$35 Each	_____
TOTAL AMOUNT DUE (ADD LAST COLUMN)				\$ _____



Please Note:

Credit cards are accepted, however, a \$5.00 service fee will be applied per registration.

Method of Payment

Check (payable to KAHPC) Credit Card - Circle one: Visa / MasterCard

Credit Card# _____ Exp. Date: _____

Name on Card (print) _____ 3 Digit Code _____
(on back of card)

Billing Address on Card: _____

Signature: _____

[HOTEL RESERVATION LINK \(Click Here\)](#)



Please complete registration form and send payment to:

Lora Sewell

Kentucky Association of Hospice and Palliative Care
 305 Ann St., Suite 308, Frankfort, KY 40601

lsewell@mmlk.com | 1-888-322-7317 | F: 1-888-322-7017

You will receive email confirmation of your registration at the above email address.

*****No cancellations after August 1, 2023; but you may send another person in your place at no additional cost.*****





Kentucky Association of Hospice and Palliative Care 25th Annual Conference and Symposium

Breakout Sessions

Please mark which Breakout Sessions you plan to attend.

NOTE: You're not locked into this. This is just for planning purposes only.

Please type or print. *Use separate form for each registrant.*

First Name: _____

Last Name: _____

Organization: _____

Email: _____

Phone: _____



Monday: BREAKOUT SESSION 1 (10:30am-11:30am)

Clinical Quality/Regulatory Psychosocial/Spiritual Marketing/Sales

Monday: BREAKOUT SESSION 2 (2:00pm-3:00pm)

Clinical Quality/Regulatory Psychosocial/Spiritual Marketing/Sales

Monday: BREAKOUT SESSION 3 (3:15pm-4:15pm)

Clinical Quality/Regulatory Psychosocial/Spiritual Marketing/Sales

Tuesday: BREAKOUT SESSION 4 (8:00am-9:00am)

Clinical Quality/Regulatory Psychosocial/Spiritual Management Marketing/Mgmt.

Tuesday: BREAKOUT SESSION 5 (10:30am-11:30am)

Clinical Quality/Regulatory Psychosocial/Spiritual Management Marketing/Mgmt.

Tuesday: BREAKOUT SESSION 6 (12:30pm-1:30pm)

Clinical Quality/Regulatory Psychosocial/Spiritual Management Marketing/Mgmt.

Tuesday: BREAKOUT SESSION 7 (3:00pm-4:00pm)

Clinical Quality/Regulatory Psychosocial/Spiritual Management Marketing/Mgmt.



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KENTUCKY ASSOCIATION OF
HOSPICE AND PALLIATIVE CARE



See You In 2024

305 Ann St., Suite 308
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