Home Care Association of New Hampshire

Financial Management Series

Presented by BKD and Boyd & Nicholas

It's all in the numbers: mastering financial management in home health. From the experienced professional to the novice manager, this series of webinars provides skills, resources, reviews, new tools, and savvy advice about all aspects of financial management in Medicare home health today. We are fortunate to have nationally recognized financial consultants from BKD and Boyd & Nicholas prepared to provide the best education. There's something for everyone, so be sure to share this information with your agency colleagues. The more webinars you purchase, the more you save!

Register for any or all in the series!

Part I: The Basics of Home Care Accounting
Target Audience: Beginners
September 20, 2011 • 1:00 pm – 2:30 pm
Presenter: Mark P. Sharp, CPA

In order for management to effectively manage their business, they must have access to accurate financial reporting. This program provides the basics of establishing a home care accounting structure including an overview of an appropriate chart of accounts, different accounting methods, basic financial statements, charge structure, revenue recognition, and more.

By the end of the presentation, the participant will be able to:

1. *Identify the necessary components to a home care chart of accounts.*
2. *Describe the two major accounting methods.*
3. *Interpret a basic home care financial statement.*
4. *Describe appropriate home care revenue recognition methodologies.*

Part II: Acronyms of Health Care
Target Audience: Beginners
October 13, 2011 • 1:00 pm – 2:30 pm
Presenter: Thomas Boyd, MBA

Get an overview of the government agencies, subcontractors and other health-care-related organizations that are important to the home health care business. Home health personnel new to Medicare need to understand what these organizations do and how it may relate to their business. Intended to give attendees a basic understanding of who's on first, what's on second and why in left field.

By the end of the presentation, the participant will be able to:

1. Discuss HHS, CMS, MAC, FI, OIG, GAO, MedPAC and their role in the Medicare world.
2. Provide a brief discussion and description of RAC, RIC, ZPIC and HEAT.
3. Identify other organizations and their relationship to the health care business world: senior organizations, unions, trade associations, accreditation, and credentialing organizations.

Part III: The Home Health Cost Report: It Still Matters
Target Audience: Intermediate and Advanced
November 1, 2011 • 1:00 pm – 2:30 pm
Presenter: Mark P. Sharp, CPA

Analysis of existing filed Medicare home health cost reports indicates that their accuracy is in doubt. Nevertheless, federal and state agencies continue to make payment-rate judgments based upon cost report data. Additionally, providers of home health services utilize cost report-related benchmarks in making management and operations decisions. This program offers a high-level tutorial on proper preparation of a Medicare cost report for home health agencies.

By the end of the presentation, the participant will be able to:

1. *Describe the purpose of the Medicare cost report.*
2. *Identify sources of information to complete the cost report worksheets.*
3. *Interpret the cost allocation methodologies in the Medicare cost report.*
4. *Identify the financial and operational dashboard indicators available from the Medicare cost report.*

Part IV: The Medicare Cost Report for Novices
Target Audience: Beginners
November 15 • 1:00 pm – 2:30 pm
Presenter: Thomas Boyd, MBA
The most vital and difficult filing document required by CMS is the Medicare HHA cost report. The "why" of the cost report will be discussed, but the emphasis is on the "how to" for small HHAs. This program is designed for attendees who are new to home health, want to improve their knowledge of the cost report or want to save time when preparing the report. It will address the basic structure, purpose and cost report package of documents.
By the end of the presentation, the participant will be able to:
1. Understand the paper flow of the HHA cost report.
2. Understand the purpose of the cost report and reasons and uses for it.
3. Know the requirements and purpose of related documents to the cost report; the PS&R, financial statements, work papers and more.
4. Have a better understanding of some of the non-allowable costs and the related Medicare reasons and principles.

Part V: Budgeting in Home Care
Target Audience: Intermediate and Advanced
December 7 • 1:00 pm – 2:30 pm
Presenter: Mark P. Sharp, CPA
Budgeting is a critical development tool for all organizations regardless of size, industry or life cycle stage. Budgeting helps management establish the financial road map for the next fiscal year and then identify when the agency is off course. As home health and hospice agencies face the risk of payment cuts, budgeting is one tool that can assist management in controlling costs and making appropriate adjustments on the fly. This webinar will overview different budgeting techniques and implementing a budget in the home care setting.
By the end of the presentation, the participant will be able to:
1. *Describe the benefits of using a budget.*
2. *Describe the budgeting process.*
3. *Identify the different approaches to budgeting.*
4. *Identify how to implement a budget in the home care setting.*

Part VI: How to Hire a Business Consultant
Target Audience: Intermediate and Advanced
January 17, 2012 • 1:00 pm – 2:30 pm
Presenter: Thomas Boyd, MBA
This program will help participants identify all the aspects involved in hiring a consultant, and will also help participants to develop a priority matrix for selecting the right consultants.
By the end of the presentation, the participant will be able to:
1. Identify the many aspects in hiring and using business consultants
2. Develop a priority matrix to assist in choosing the right consultant
3. Recognize and avoid hiring the wrong consultant

Part VII: Using Dashboards for Home Care Financial Management
Target Audience: Intermediate and Advanced
January 25, 2012 • 1:00 pm – 2:30 pm
Presenter: Mark P. Sharp, CPA
This workshop will demonstrate how utilizing dashboards can help improve the management of your agency. Topics covered include dashboard basics, purpose of financial management dashboards, financial performance measures, how to build a financial management dashboard and dashboard management strategies.
By the end of the presentation, the participant will be able to:
1. *Identify the basics of dashboard management.*
2. *Describe how to build an effective financial dashboard.*
3. *Identify key financial performance measures.*
4. *Interpret key financial performance measures to take appropriate corrective action.*

Part VIII: The Tale of Two Cities
Target Audience: Intermediate and Advanced
February 7, 2012 • 1:00 pm – 2:30 pm
Presenter: Thomas Boyd, MBA

Two Home Health Agencies, both started in the mid 1990's, have taken different paths; one to growth and success and the other to bankruptcy. Aspects affecting the home health agency, such as infrastructure, planning, compliance, marketing, consultants, employees, and work ethic, will be discussed.

By the end of the presentation, the participant will be able to:

1. *Explain and discuss the possible reasons for success or failure attributed to home health agencies.*
2. *Identify and understand the aspects that attribute to a successful formula for business.*

Part IX: Effective Billing Oversight Practices in Home Care
Target Audience: Intermediate and Advanced
March 7, 2012 • 1:00 pm – 2:30 pm
Presenter: M. Aaron Little, CPA

This session will focus on the essentials of managing the billing operations using dashboard principles. Participants will be provided examples of practical dashboard management tools and benchmarking data by which to compare individual agency billing performances.

By the end of the presentation, the participant will be able to:

1. *Cite typical billing process challenges.*
2. *Identify effective dashboard management tools.*
3. *Apply recommended billing performance dashboard measures.*
4. *Interpret key billing performance measures to take appropriate corrective action.*

Speakers:

Thomas Boyd, Thomas Boyd, MBA, Principal, Boyd & Nicholas, Inc.

Thomas E. Boyd has over thirty years of Medicare reimbursement experience including almost 12 years with one of Medicare intermediaries for home health agencies. He is the chairperson of the NAHC/HHFMA task force committee on the HHA cost report He has been a consultant to Medicare certified home health agencies and hospices since 1989 and has been a principal of Boyd and Nicholas, Inc. since 1993.

Mark P. Sharp, CPA, Partner, BKD, LLP

Mark is a Partner with BKD's National Health Care Group and serves as the firm-wide leader of BKD's Center for Excellence for Home Care and Hospice Services. He has more than 15 years of experience assisting home care and hospice providers with strategic planning, financial management, audits, accounting, cost reports, operating budgets, agency start-up and mergers and acquisitions. As a nationally recognized home care consultant, mark serves on the Home Care and Hospice Financial Managers Association's Workgroup, and currently participates on various home care and hospice topics at national, regional and state home care conferences. He has authored many industry articles and is regularly quoted in industry periodicals such as Eli's Home Care Week, Hospital Home Health and Home Health Law.

M. Aaron Little, CPA, Senior Managing Consultant, BKD, LLP

With over 10 years of experience with BKD, Aaron oversees the operations of BKD Health Care Billing Services, which manages more than $500 million in revenues for home care, hospice, and senior living organizations. Nationally recognized for his expertise in home care billing and operations, Aaron frequently presents at national, regional and state home care industry events and is routinely published and quoted in national industry periodicals. Aaron's professional affiliations include the Home Care & Hospice Financial Managers Association, American Institute of Certified Public Accountants and Missouri Society of Certified Public Accountants.

**HCANH reserves the right to cancel the programs due to insufficient enrollments, in which case pre-registered participants will be notified and full refunds issued.

CEUs are not offered.

As always, thank you for your interest in HCANH education activities, and we look forward to your continued participation.

“Financial Management Series”

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Entire Series (all 9 webinars)	$899	$1599	$
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Webinar Registration Fee Includes:

- Electronic handouts (available 3 days ahead of the workshop)
- Access to the webinar through multiple phone or web-based connections

Refund Policy: Substitutions are welcome at any time. A $30 cancellation fee will be charged to the individual cancelling their registration. All cancellations must be in writing and received by HCANH seven (7) working days prior to the workshop in order to receive a refund less the $30 cancellation fee. No refunds for cancellations within three (7) business days prior to the event. There are no refunds for no-shows.