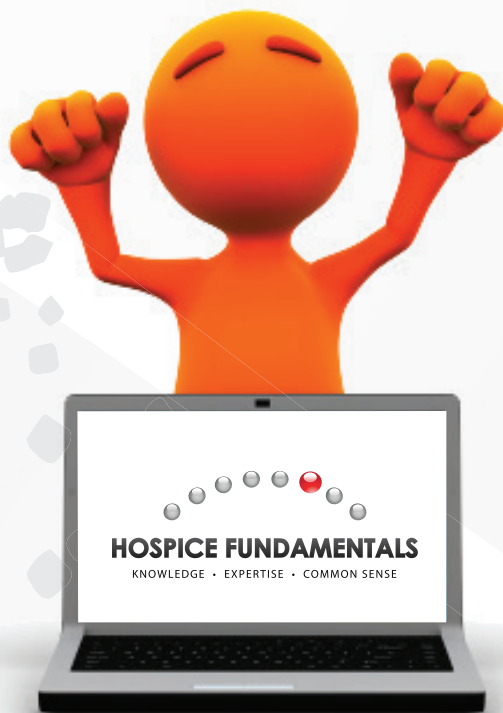


# *The* Workshop for Critical Updates on The Hospice and Palliative Care Industry



THE HOSPICE FUNDAMENTALS

## *Fall Virtual Workshop*

Online Only | September 30, October 1 & 2, 2020

PRESENTED BY:



**HUSCH  
BLACKWELL**

**NELSON  
MULLINS**



**Questions?** [heretohelp@hospicefundamentals.com](mailto:heretohelp@hospicefundamentals.com) | **Visit us online:** [hospicefundamentals.com](http://hospicefundamentals.com)

**Join fellow hospice and palliative-care colleagues** from across the nation at the 2020 Hospice Fundamentals Virtual Compliance Workshop. Every year this program provides critical updates and cutting edge tactics to all clinicians and compliance personnel who care for patients facing serious or life-threatening illnesses and their families.

*This brochure is your first glimpse at the nine educational sessions we'll hold this year.*

### *Registration Opens*

*In early August! Visit our website for pricing and details.*

### *Subscribers*

*Don't forget to use your promotion code (sent in a separate e-mail) to receive your **20% discount!***

## **Why Should You Attend?**

**Re-connect** with your interest for the industry

**Enhance** the impact you'll have on your patients

**Increase** your knowledge of relevant issues

**Network** with others in the field

**Obtain** educational credits toward your certification

# About the *Fall Virtual Workshop*

## Who Should Attend

The Hospice Fundamentals virtual Advanced Compliance Workshop is designed for physicians, nurses, pharmacists, physician assistants, social workers, nurse practitioners, and chaplains interested in acquiring, maintaining, or expanding the skills needed to function effectively in the field of hospice and palliative care.

## Our Purpose

As leaders in cultivating compliance in hospice and palliative care, Hospice Fundamentals, Acevedo Consulting, and Husch Blackwell combine their expertise to enhance the industry operations, with the intent to improve the quality of life for patients dealing with serious or life-threatening conditions and their families.

**After successful completion of the workshop, participants will achieve the following:**

## Our Commitment To Provide An Engaging Atmosphere

Hospice Fundamentals, Acevedo Consulting, and Husch Blackwell strive to ensure that participants in our activities experience an engaging atmosphere during the virtual workshop. We have worked hard to provide an environment that offers a healthy and productive community and workspace for all attendees. In addition, the online aspect of the conference allows the attendees to access materials and sessions on demand, after the live events have concluded.

We are committed to fostering inclusions and providing access to opportunities and resources that recognize and support all individuals who work in hospice and palliative care. We take pride in creating an environment that welcomes, engages, inspires, and empowers everyone to reach their full potential while recognizing the rich diversity of our increasingly global hospice and palliative care community. We support equality of opportunity and treatment for everyone, regardless of gender, gender identity or expression, race, color, national or ethnic origin, religion or religious belief, age, marital status, sexual orientation, disabilities, or veteran status. A commitment to a welcoming environment is expected of all attendees, including students, guests, staff, contractors and exhibitors, and participants in educational sessions and social events.

# Featured Speakers



**Bryan Nowicki**  
**Partner, Husch Blackwell**

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Bryan helps hospice clients across the country navigate the heavily regulated healthcare space. Home health agencies, palliative care organizations, hospitals and skilled nursing homes are among those that also rely on Bryan's counsel. He is a staunch advocate when representing clients before local, state and federal judicial, quasi-judicial, administrative and legislative bodies. Clients also appreciate Bryan as an effective and responsive crisis manager when changing regulations destabilize daily operations.



**Lester J. Perling**  
**Esq., Nelson Mullins**

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Lester is a board-certified health law attorney with extensive experience in compliance, enforcement, and reimbursement matters. Mr. Perling's practice focuses on advising healthcare providers of all types with regard to complying with federal and state laws, with emphasis on Stark law and reimbursement/billing compliance. He represents providers when they are the subject of government and private payer audits, including the appeals of audit findings, as well as federal and state administrative, civil, and criminal investigations pertaining to healthcare fraud and abuse. He also advises healthcare clients with regard to regulatory compliance in the context of transactions and business structures.



**Rachel Hold-Weiss**  
**Partner, Arent Fox**

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Rachel represents a variety of both nonprofit and for-profit health care providers, including hospices and palliative care programs, home health agencies, skilled nursing facilities, assisted living facilities, physicians and physician practices.

She focuses on advising clients undergoing federal and state audits and investigations, including audits and investigations conducted by the Office of Inspector General (OIG), the New York State Office of Medicaid Inspector General (OMIG), and the Centers for Medicare and Medicaid Services (CMS) Medicare Administrative Contractors (MACs). Rachel defends individual and institutional providers in fraud and abuse matters including claims of anti-kickback, self-referral, false claims, corporate practice of medicine, and fee splitting violations.

Rachel also assists clients with operational and transactional matters relating to certificate of need, facility licensure and professional licensing Medicare and Medicaid survey and reimbursement issues, and health care privacy and security matters. Rachel also assists clients with the development and implementation of compliance programs, and conducting compliance audits. Rachel has represented national senior care companies, home health companies and hospices in complex corporate restructurings, sales and acquisitions.

# Featured Speakers



## Lori Bishop

**MHA, BSN, RN, CHPN**

Lori Bishop is a healthcare nurse executive focused on innovative and transformational interdisciplinary care delivery models for the vulnerable seriously ill population. Lori has an extensive clinical background in hospice and palliative care. Her current position is Vice President of Palliative and Advanced Care at NHPCO. Previously, Lori was the Chief Advanced Illness Management (AIM) Executive for Sutter Health serving an average daily census of 2500 seriously ill patients across Northern California. Under her leadership, the Sutter Health AIM program received the inaugural Vanguard Award from the California Hospital Quality Institute in 2016. In her previous executive role at UnityPoint Health, the system-wide integrated Palliative Care program received the prestigious Circle of Life Award in 2013.

Lori has a history of participating on several state and national boards and committees. Lori received her RN diploma from Moline Public Hospital School of Nursing, her BSN and MHA from the University of Phoenix. She is a published author and national speaker. Lori was recognized as a top 100 Great Iowa Nurses in 2009 and received the Iowa Spirit of Hospice Award in 2001.



## Annette Lee

**Hospice Fundamentals**

Annette is a registered nurse, with a Master's in Health Care Administration, practicing since 1990, with the majority of her nursing experience in the realm of hospice and home health. For over a decade she worked with the CMS intermediary where she provided review of, and education on documentation. Annette then began providing outreach and provider education regarding Medicare coverage, reimbursement issues and effective documentation strategies, assisting providers with ADRs and appeals. Today she marries together her experience in the "real world" and the inside knowledge of Medicare to ensure providers can meet the requirements of CMS, and ensure compliant, efficient operations.



## Chris Acevedo

**Principal at Hospice Fundamentals / Acevedo Consulting**

Christopher Acevedo is the Chief Operating Officer for Acevedo Consulting Incorporated and a Principal for Hospice Fundamentals. Mr. Acevedo is a healthcare industry veteran with almost 20 years of expertise in combining the unique perspective of avoiding physician risk and liability with opportunities for optimizing reimbursement.

Prior to his current role at Acevedo Consulting and Hospice Fundamentals, Chris served as Vice President of Physician Operations for the Nation's largest privately held hospice as well as the Chief Operating Officer of the largest multi-state provider of palliative care services in the United States. In these roles he was responsible for day-to-day operations, strategic growth, oversight of clinical integration and excellence, financial performance and operational efficiencies. Currently Chris is assisting hospice and palliative care clients across the country with compliance and operational development needs.

# Featured Speakers



## **Daniel Maison, MD, FAAHPM, HMDC** **National Medical Director for Seasons Healthcare Management.**

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Dr. Maison has been practicing hospice and palliative medicine for over 20 years, working as a full-time hospice and palliative medicine physician since 2001. He is currently a National Medical Director for Seasons Healthcare Management.

He went to medical school at Georgetown University where he was elected to the Alpha Omega Alpha Honor society. He trained and served as Chief Resident in Internal Medicine at California Pacific Medical Center. He was named both Intern and Resident of the year while at California Pacific Medical Center. He is Board Certified in both Internal Medicine and Hospice and Palliative Medicine.

He is a nationally recognized consultant and speaker who has worked extensively at the local, regional, state and national level. He has given key note addresses, chaired and conducted national workshops, and published articles on many issues relevant to Hospice and Palliative. Other national educational activities include being a Master Facilitator for the Education for Providers of End of Life Care (EPEC), an organization that has trained thousands of healthcare providers in the provision of effective, excellent end of life care. He has also served as a national mentor for new Hospice and Palliative Care physicians for the past 15 years.

In July 2012, he chaired the preeminent national board review course for hospice and palliative physicians (with more than 1,000 physicians in attendance). Most recently, he served on the Exam Committee for the National Hospice Medical Director Certification Examination and helped to create a national certification board exam for Hospice Medical Directors.

Nationally, he has held several national leadership positions in organizations focusing on Hospice and Palliative Care. Some of these activities include chairman of the Strategic and Coordinating Committee for Membership and Communities at the American Academy of Hospice and Palliative Medicine (AAHPM) and National Physician Section Leader for the National Council of Hospice and Palliative Professionals at the National Hospice and Palliative Care Organization (NHPCO). He recently completed a term as a Palliative Director for the Board of Directors for NHPCO. He currently serves on the board of directors for the Community Health Accreditation Program (CHAP). And, he was most recently appointed to the Advisory Board for Global Partners In Care.

In 2006, Dr. Maison was elected a fellow of the American Academy of Hospice and Palliative Medicine.. And in 2013, he was nominated by the AAHPM as a Visionary in the fields of Hospice and Palliative Care.



# Featured Speakers



## Jean Acevedo

### **President Acevedo Consulting / Hospice Fundamentals**

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Jean Acevedo, LHRM, CPC, CHC, CENTC, AAPC Fellow, President and Senior Consultant, has 30 years of health care experience including a particular expertise in chart audits, compliance and education relative to physician documentation and coding.

Related to these issues, Jean has been an expert witness in civil litigation as well as Federal fraud cases. She is a workshop presenter for the American Academy of Professional Coders, an instructor at Florida Atlantic University, a member of several Coding Institute Editorial Advisory Boards and an AAPC subject matter expert on CMS's Quality Payment Program. She is actively engaged with CMS through her involvement with CMS' Medicare Provider Feedback Group, CMS Division of Provider Information Planning and Development since 2007 and Jurisdiction 9 MAC's Provider Outreach and Education Advisory Group. She is a frequently sought after speaker as she possesses the unique perspective of avoiding risk and liability while optimizing reimbursement in the highly regulated health care industry.

In 2014, she was presented with a Presidential Citation Award by the American Academy of Hospice and Palliative Medicine for "providing AAHPM members with a greater understanding of complex coding, reimbursement and regulatory compliance issues for nearly a decade" and was selected as a 2015 finalist for the Palm Beach County Medical Society's Bruce Rendina Professional Hero Award. Jean was awarded a fellowship by the AAPC in 2017. Those with this title have dedicated themselves to their career and the healthcare community, as well as demonstrated experience, competency, and commitment to ongoing excellence.

Jean, well known for her knowledge of hospice and palliative care physician services billing, has served the industry for over 15 years. She serves as a consultant to NHPCO when physician billing and coding issues arise. She has also been a lecturer for the NHPCO, AAHPM and several other State hospice and palliative care specialty societies, has written NewsLine articles on physician billing and coding issues, co-authored a series of "Top 10" articles published in the Journal of Palliative Medicine on challenges in palliative care, and was co-creator of The California State University Institute for Palliative Care's four-part educational series a "Billing for Palliative Care Services".

# Daily Breakdown

*Day 1 - Sept 30th*

## Palliative Care Preconference Immersion

SESSION 1	Making the Business Case for Palliative Care	Lori Bishop
SESSION 2	Documentation & Coding of Physician Services in Palliative Care	Jean Acevedo
SESSION 3	Nontraditional "Physician" Services Revenue	Jean Acevedo
SESSION 4	Where Things Can Go Wrong: Lessons Learned	Chris Acevedo

*Day 2 - Oct 1st*

## Compliance /Legal – Effective Compliance Programs

SESSION 1	How Deep a Dive to Take: Conducting an Internal Investigations	Rachel Hold-Weiss
SESSION 2	Due Diligence Steps in an Active Merger/Acquisition	Bryan Nowicki
SESSION 3	Your Marketing Team: Are They an Unmitigated Risk?	Rachel Hold-Weiss
SESSION 4	Tales from An IRO: Lessons Learned From a Corporate Integrity Agreement	Jean Acevedo & Lester Perling

*Day 3 - Oct 2nd*

## Compliance & Quality Reporting

SESSION 1	Gearing Back Up for the Survey: Reviewing Top Deficiencies & How to Avoid Them	Annette Lee
SESSION 2	Back In the Saddle: Gearing Back Up for Medical Review	Annette Lee
SESSION 3	Utilization of GIP & Continuous Home Care	Doctor Stephen Leedy
SESSION 4	Tying Recent OIG Enforcement Trends/Report Findings into Practical Actions	Chris Acevedo



# Our Conference Partners



## HOSPICE FUNDAMENTALS

KNOWLEDGE • EXPERTISE • COMMON SENSE

**Hospice Fundamentals was founded in 2009 to fill a void: a lack of expert regulatory and compliance support and experience-based implementation strategies from veterans in the field.** The answer? A unique subscription product that brings depth and breadth of knowledge, experience and common sense to hospices of all shapes and sizes. And, with subscription fees based on average daily census, finally a resource affordable even to smaller hospices.

The expertise of the principals, Jean and Christopher Acevedo, is complimented by consultative services provided by other hospice industry experts tapped to assist in the provision of this unique service.

**No matter how diverse, Hospice Fundamentals subscribing hospices share a commitment to:**

*Providing the highest quality care*

*Building and maintaining a solid compliance framework*

*Developing deep regulatory competence*



**Our consulting staff is nationally recognized for its expertise.** ACI has spent almost 20 years devoted to assisting its clients through the dynamic world of health care. Our firm is most notable for its coding expertise, particularly with CPT, HCPCS, ICD-10-CM and third-party payer billing rules including the reporting of MIPS, HEDIS and other quality payment programs.

## HUSCH BLACKWELL

**For nearly 20 years, our coast-to-coast legal team has monitored continually shifting hospice and palliative care laws.** Our attorneys are nationally recognized thought leaders who anticipate industry issues. We clear pathways for nonprofit and for-profit clients large and small, implementing solutions for proactive compliance, audits and investigations, licensing, corporate transactions, litigation and growth.

# Workshop Registration Prices

- ☐ Live & On-demand (All Three Days) – \$595
- ☐ Pre-conference Only (Day 1) Live & On Demand – \$199
- ☐ Main Conference (Day 2 & 3) Live & On Demand – \$500
- ☐ On-demand Only (All Three Days) – \$395
- ☐ Main Conference (Day 2 & 3) On Demand – \$355

***Are you a subscriber?*** Don't forget to take advantage of your 20% discount.

To register online (via, credit card or PayPal), click on the link below. To register with check, please use the registration form on the next page.

[REGISTER ONLINE HERE](#)

NOTE: Does your hospice have multiple personnel who would like to attend all three days? Contact us to learn more about our group rates below:

- 2-5 attendees: First ticket at regular rate. All additional tickets are \$100 off.
- Over 5 attendees: First ticket at regular rate. All additional tickets are \$200 off.

PRESENTED BY:



**Questions?** [heretohelp@hospicefundamentals.com](mailto:heretohelp@hospicefundamentals.com) | **Visit us online:** [hospicefundamentals.com](http://hospicefundamentals.com)



## Registration Form

### Hospice Fundamentals Fall Compliance Virtual Conference

**September 30<sup>th</sup>, October 1<sup>st</sup>, & 2<sup>nd</sup>, 2020**

To pay via credit card please register online at; <https://www.hospicefundamentals.com/2020-fall-vworkshop-registration/>

To pay by check, complete this form and return it along with your check to:

**Hospice Fundamentals  
2605 West Atlantic Avenue, Suite D-102  
Delray Beach, Florida 33445**

Once received, we will send a confirmation of registration to the email you've provided in this form.

NOTE: Does your hospice have multiple personnel who would like to attend all three days? Contact us to learn more about our group rates below:

- 2-5 attendees: First ticket at regular rate. All additional tickets are \$100 off.
- Over 5 attendees: First ticket at regular price. All additional tickets are \$200 off.

Remember Hospice Fundamentals' subscribers get a 20% off discount off of all ticket prices, so don't forget to enter the code you received in your email. If you have lost the code, or never received it, please email [josh@hospicefundamentals.com](mailto:josh@hospicefundamentals.com) and he will get it to you.

If you have any questions about registration, email us at [heretohelp@hospicefundamentals.com](mailto:heretohelp@hospicefundamentals.com) or call 561-454-8121

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Credentials: \_\_\_\_\_

Email: \_\_\_\_\_

Organization: \_\_\_\_\_

Role/Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Street Address: \_\_\_\_\_



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City, State, Zip:

Do you require CCB CEUs? ☐ Yes ☐ No

Do you require CNE CEUs? ☐ Yes ☐ No

I have read and understand the event disclaimer posted on the online registration page. ☐ Yes ☐ No

How did you hear about this event? ☐ Email ☐ Website ☐ Newsletter ☐ LinkedIn ☐ Facebook ☐ Event Attendance ☐ NHPKO ☐ FHPKA ☐ GHPCO ☐ CHAPCA ☐ Other: \_\_\_\_\_

### Select your ticket

- ☐ **Live & On-demand (All Three Days) - \$595**
- ☐ **Pre-conference Only (Day 1) Live & On Demand - \$199**
- ☐ **Main Conference (Day 2 & 3) Live & On Demand - \$500**
- ☐ **On-demand Only (All Three Days) - \$395**
- ☐ **Main Conference (Day 2 & 3) On Demand - \$355**

Are you a Hospice Fundamentals Subscriber? ☐ Yes ☐ No

If so, please indicate the discount code provided to you via email: \_\_\_\_\_