2020 LEADERSHIP & ADVOCACY CONFERENCE

March 23-24, 2020
Preconference

March 25-27, 2020
Main Conference

Gaylord National Resort & Convention Center
National Harbor, MD

The premier conference of hospice and palliative care leaders.
REGISTER AT NHPCO.ORG/LAC2020
There’s nothing like a face-to-face conference to recharge your batteries, fuel your creativity, and renew your sense of mission. The NHPCO Leadership and Advocacy Conference is where hospice and palliative care leaders gather to exchange ideas, strategies, and solutions.

With sessions that focus on strengthening your organization and nurturing other members of your team, LAC’s impact will last far beyond the end of the conference. Joining us for the 2020 LAC is an investment in yourself and your organization.
About
NHPCO’s 2020 Leadership and Advocacy Conference will highlight opportunities to initiate change, lead innovation, approach challenges creatively, and seek continuous improvement in hospice and palliative care.

Who should attend?
Hospice and palliative care executive leaders and managers including presidents and CEOs, administrators, directors, clinical managers, finance and development professionals, quality and performance improvement professionals, regulatory and compliance officers, marketing and public relations professionals, educators, researchers and other leaders working to promote, advance, and develop hospice and palliative care.

Schedule at a Glance

Monday, March 23
Preconference Programming
Advocacy Training
Advocates Reception

Tuesday, March 24
Preconference Programming
Advocacy Training: Final Policy Review and Questions for Those Heading to Capitol Hill
Congressional Meetings on Capitol Hill
Reception on Capitol Hill

Wednesday, March 25
Opening Keynote – Don Berwick, MD, MPP
Morning Education Sessions
MyNHPCO Networking Lunch
Afternoon Education Sessions
Welcome Reception in the Exhibit Hall

Thursday, March 26
Breakfast in the Exhibit Hall
Keynote – Godfrey Nazareth, MS
Coffee in the Exhibit Hall
Morning Education Sessions
Networking Lunch in the Exhibit Hall
Afternoon Education Sessions
National Hospice Foundation Gala

Friday, March 27
Closing Keynote – Phil Gwoke
Morning Education Sessions

The conference ends at 12:00 p.m. on Friday, March 27. Activities and times are subject to change. Check the conference website for updates and detailed information.
Keynote Presentations

Wednesday, March 25

NHPCO President and CEO, Edo Banach, JD, will discuss the ways congressional and federal attention has continued to focus on hospice compliance, quality, and patient outcomes. Edo will also share NHPCO efforts on behalf of program integrity.

Don Berwick, MD, MPP, is a leading advocate for high-quality healthcare and is one of the top thinkers in healthcare today. He sees tremendous unrealized potential in American medicine. Despite our outstanding knowledge base, expert practitioners, and world-class equipment, our healthcare system can do better in providing safe, high-quality care at reasonable costs. Dr. Berwick will address the sources of excellence, and of defect, in healthcare and hospice settings today, explain which approaches are not effective, and provide real insight on where improvement can be attained.

Thursday, March 26

Godfrey Nazareth, MS, is an entrepreneur, biomedical engineer and research scientist. In this moving presentation he will share some of his attitudes, experiences and lessons as an ALS patient. Godfrey has extensive experience in biomedical product development; pharmaceutical formulation and novel sterilization technologies; and design, development and commercialization of a wide variety of medical devices and combination products.

Friday, March 27

Phil Gwoke is a passionate generational expert, skilled in developing strategies to improve inter-generational communication and collaboration. Phil is a firm believer that with the proper motivation, training and support system, members of any generation can become capable of remarkable accomplishments. He will bring his unique humor, experiences, research, and generational expertise to the LAC. Phil will also lead a panel on the next generation of hospice leadership and talk with leaders in the field on the importance of succession planning and focusing on the future of hospice and palliative care.
**Preconference Programming**

Add to your 2020 Leadership and Advocacy Conference experience with a preconference offering. Each offering can improve your skills, organizational excellence, and the delivery of high-quality care.

**Monday, March 23 and Tuesday, March 24**
**8:30 a.m. – 5:00 p.m.**

**Hospice Manager Development Program’s Foundational Course**
Managing programs, systems and people becomes much easier once managers have the tools they need, and the Hospice MDP provides those tools. Created for new hospice managers, the MDP develops a competent and confident hospice manager that can effectively handle the complex responsibilities within the hospice organization. This foundational course is the first step in the MDP program that is followed by instructor-led and self-paced online learning opportunities providing continued skill development.

**Hospice Compliance Certificate Program**
Developing a compliance program, compliance risk assessment, compliance policies and procedures, and anonymous reporting are only a few of the critically important issues a successful hospice program must understand and apply in practice. Content includes a review of the Conditions of Participation, conducting an internal audit, looking at organizational ethics related to compliance, and audit scrutiny.

**Hospice Quality Certificate Program – New for 2020**
Designed to provide the education needed to thrive in today’s complex healthcare landscape. Day one covers the basics of healthcare compliance, including a review of the federal hospice regulations, compliance as the foundation of a quality hospice program, and the connection between compliance and quality outcomes. Day two is an interactive day focusing on the nuts and bolts of hospice quality measurement, self-assessment, performance improvement, the federal hospice and quality reporting program, and best practices to apply to your hospice program to ensure high quality patient and family care.
Monday, March 23 and Tuesday, March 24 (continued)
8:30 a.m. – 5:00 p.m.

Community-Based Palliative Care: Beyond the Business Case – Operationalizing and Sustaining (PC1)
This fast-paced and interactive program focuses on operationalizing and sustaining a community-based palliative care program. Whether you are just beginning or have a mature program, the content is applicable. Program delivery model evolution will be discussed as will the use of metrics to demonstrate program value. Experts from mature programs will share their secrets of success. Explore how key partnerships are essential to sustainability. Finally, a deep dive into reimbursement, including regulatory and compliance considerations and payer/provider relationships, completes the seminar. Tools and resources will be provided to enable you to implement an action plan.

Tuesday, March 24
8:30 a.m. – 5:00 p.m.
Developing and Implementing a Measurement Plan for your Palliative Care Program (PC2)
Participants will be guided through the process of crafting a multi-year measurement plan that will generate the information needed to support quality improvement, financial sustainability, and program growth. The seminar will be followed by a year of distance mentoring, to support participants in implementing their plans. Any type of organization with an active palliative care program will benefit from this offering.

Please note: This seminar requires two participants per organization, including at minimum a clinical lead and an operational or informatics lead. Organizations may register up to four individuals for the seminar. NHPCO members only.

9:00 a.m. – 12:00 p.m.
Grateful Families: Considerations, Launch and Generational Impact of Program (PC3)
Grateful families are often the outcome of quality care resulting in enthusiastic multi-generational donors. This seminar will provide a broad overview of pre-launch considerations, launch specifics, and diverse generational involvement. Faculty will provide real world examples of the challenges facing hospice and palliative care programs.

9:00 a.m. – 12:00 p.m.
Cultural Sensitivity: Need to Have vs Nice to Have (PC4)
Examine consequences of implicit bias as an unrecognized condition impacting all internal and external stakeholders. A diversity and inclusion framework will be shared to improve organizational culture, care delivery, patient experience, and employee satisfaction. Attendees gain an understanding of cultural-sensitivity as a value proposition and best practice supported by evidence-based data and practical strategies to enhance diversity initiatives in your organizations and the communities you serve.
1:30 p.m. – 4:30 p.m.
Navigating Challenging Scenarios: A Mock IDT of Ethical Conundrums (PC5)
Through a mock Interdisciplinary Team meeting focused on challenging care scenarios, participants will grapple together with the ethical considerations involved. What questions do we ask? Who gets the final say in these matters? How do we negotiate between competing needs? When should we refer to the Ethics Committee and what should that process look like? These questions and more will be addressed in this seminar appropriate for all members of the interdisciplinary team.

1:30 p.m. – 4:30 p.m.
Achieving Success in Value-Based Payment Models (PC6)
With a new Medicare alternative payment model for serious illness care, new Medicare Advantage benefits, and continued growth in both commercial health plan and ACO interest, palliative care programs have more opportunities for value-based payment arrangements than ever before. To take advantage of these and other value-based payment models, you must know how to find potential partners, understand costs, and operate efficiently. Gain the crucial skills needed to thrive in value-based payment arrangements, including contracting with health insurance plans, ACOs, or other provider groups. Gain perspectives from palliative care professionals whose programs have successfully established financial partnerships and leave with a clear understanding of value-based care and the opportunities within it.

Education Sessions

Wednesday – Friday
Expert faculty and timely topics will challenge you as you explore the diverse session offerings. Align your LAC educational experience with your personal learning objectives.

Conference Tracks
This conference offers more than 65 peer-to-peer educational sessions that will address these specific topic areas:

- Clinical and Operations Management
- Emerging Markets and Partnership Opportunities
- Engagement and Marketing
- Fund Development
- Leadership
- Community-Based Palliative Care
- Quality
- Regulatory
- Staff Development

All conference educational offerings are developed with a cross-section of NHPCO members, boards and committees to ensure your experience is of value right now, for issues we’re facing today and preparing for in the future.
You spoke, we listened...
Capitol Hill visits will now be scheduled before the LAC main conference to ensure you can fit in all the advocacy and education that is most important to you.

Advocacy Programming

Monday and Tuesday

Policy and Advocacy Training
Hear from leaders in the field and fellow advocates on the current legislative priorities, state of hospice and palliative care policy, and tips and tricks to being a successful advocate. Meet with your state leader and fellow advocates during the State Delegation Meetings, and formulate a plan for a successful day on Capitol Hill.

Tuesday

Congressional Meetings on Capitol Hill
You will visit with influential staff members of your home state Senators and home district Representative. NHPCO will coordinate state delegations and assign state leaders to ensure all attendees will feel welcome and prepared. The training and meeting with your state delegates on Monday is required for those attending Congressional meetings and webinars hosted by Hospice Action Network will be scheduled before the conference to help attendees prepare.

Reception on Capitol Hill
Please join us for a reception on Capitol Hill for Congressional meeting participants, conference participants, Congressional guests, and their staff. The event will honor our Congressional champions and celebrate our successful day of advocating for patients and families facing serious illness and the end of life.
The advocacy focus at the LAC will help you stay up to date on critical issues. Learn more about the value of grassroots advocacy and find tools to use at home. For those who are interested, you can meet with Congressional staff members on Capitol Hill in a strategically designed day created to amplify the voice of hospice throughout the halls of Congress.

Please note: This is a two day program on March 23-24, and you must attend both days. Participation in the two day advocacy program is included in your full LAC registration but does require a separate registration.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>Monday, March 23</td>
<td>Policy and Advocacy Training – required for first time advocates and highly recommended for returning advocates</td>
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<tr>
<td>2:00 p.m. – 5:00 p.m.</td>
<td>State Delegation Planning Meeting – all advocates</td>
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<tr>
<td>6:00 p.m. – 8:00 p.m.</td>
<td>Networking Reception – all advocates</td>
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<tr>
<td>Tuesday, March 24</td>
<td>Breakfast</td>
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<td>7:00 a.m. – 7:30 a.m.</td>
<td>Final Policy Review – all advocates</td>
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<td>8:00 a.m. – 8:30 a.m.</td>
<td>Keynote</td>
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<tr>
<td>8:30 a.m. – 9:00 a.m.</td>
<td>Final Planning Meeting – all advocates</td>
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<tr>
<td>9:00 a.m.</td>
<td>Depart for Capitol Hill</td>
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<tr>
<td>10:00 a.m. – 5:00 p.m.</td>
<td>Congressional Meetings on Capitol Hill – all advocates</td>
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<tr>
<td>5:00 p.m. – 7:00 p.m.</td>
<td>Reception on Capitol Hill – all advocates and conference attendees</td>
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Times are subject to change, refer to the conference website for the most up to date schedule. To learn more about the NHPCO Legislative Agenda, visit hospiceactionnetwork.org.
Conference Highlights

NHPCO and OIG Town Hall
Wednesday, March 25  |  4:15 p.m. - 5:15 p.m.
Come hear from the OIG and learn more about their findings in reports released this past year and the suggested reforms OIG is recommending for both CMS and Congress to undertake.

MyNHPCO Community Networking Lunch
Wednesday, March 25
Join a MyNHPCO community for discipline-specific meetings and networking lunch. This is a great opportunity to connect with like-minded colleagues from across the country who are facing the same challenges you are. MyNHPCO is a collaborative of 15 discipline-specific sections working together in the spirit of the interdisciplinary team to advance the art and science of end-of-life care. All staff and volunteers of NHPCO member organizations are eligible to participate in the MyNHPCO communities. To learn more visit nhpco.org/mynhpcocommunities.

National Hospice Foundation Gala
Thursday, March 26  |  6:30 p.m. – 11:00 p.m.
Enjoy an evening of celebration and dancing as we raise funds to support pediatric hospice and palliative care.

Additional Information

Questions?
Call 800-646-6460 or email solutions@nhpco.org.

Continuing Education/Continuing Medical Education Credit
This conference provides continuing education credit for Compliance Officers, Counselors, Fund Development Professionals, Nurses, Physicians, and Social Workers. CE/CME credit is not available for the Advocacy Programming and Congressional Meetings. More information is available online at nhpco.org/LAC2020.

Exhibits and Advertising
To inquire about exhibit space, advertising or to become a supporter, contact exhibit@nhpco.org.

Hotel Information
Gaylord National Resort and Convention Center
201 Waterfront Street, National Harbor, MD 20745

Rates: $269 single/double, plus applicable state and local taxes
Reservations: Make your hotel reservations directly with the Gaylord National Resort at 877-491-0468 by March 2, 2020, to take advantage of the conference discounted group rate. Rooms are available on a first-come, first-served basis and may fill prior to the cut-off date.
## Conference Pricing

<table>
<thead>
<tr>
<th>Event</th>
<th>Early Bird (until 1/31/20)</th>
<th>Standard (2/1/20 - 3/2/20)</th>
<th>Onsite (after 3/2/20)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Main Conference</strong></td>
<td>$950/$1350</td>
<td>$1050/$1450</td>
<td>$1150/$1550</td>
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<tr>
<td>**Monday, March 23 &amp; Tuesday, March 24</td>
<td>8:30 a.m. – 5:00 p.m.</td>
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<tr>
<td>Hospice Manager Development Programs Foundational Course</td>
<td>$700/$1100</td>
<td>$800/$1200</td>
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<td>Advocacy Programming (Included in main conference registration. Pricing listed is for advocacy programming only)</td>
<td>$125</td>
<td>$125</td>
<td>$250</td>
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<tr>
<td>**Tuesday, March 24</td>
<td>8:30 a.m. – 5:00 p.m.</td>
<td>Participants / Cost</td>
<td></td>
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<tr>
<td>Developing and Implementing a Measurement Plan for your Palliative Care Program (PC2)</td>
<td>2 / $1000</td>
<td>2 / $1100</td>
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<td>3 / $1300</td>
<td>3 / $1400</td>
<td>3 / $1500</td>
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<td>4 / $1600</td>
<td>4 / $1700</td>
<td>4 / $1800</td>
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<td><strong>Day Pass</strong></td>
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<tr>
<td>One Day Pass (Main Conference Only)</td>
<td>$550/$750</td>
<td>$600/$800</td>
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**Note:** Prices listed as Member/Non-Member
AN EVENING OF JOYFUL CELEBRATION.
MARCH 26, 2020 | 6:30 PM - 11:00 PM | BLACK TIE EVENT

To be an event sponsor, purchase tickets or donate auction items, please call 703-837-3157, email mnayyar@nhpco.org or visit www.nationalhospicefoundation.org/gala.