

2021

LEADERSHIP & ADVOCACY CONFERENCE

March 22-26, 2021

Register at
[NHPCO.ORG/2021LAC](https://nhpco.org/2021lac)

The premier conference of hospice
and palliative care leaders.



Conference Highlights

- 8 Educational Tracks
- 60+ On-Demand Sessions (available until May 31)
- CE/CME for Fundraising Executives, Nurses & Physicians
- Virtual NHF "FUN"draiser
- Keynotes and Live Roundtable Discussions
- Exhibit Hall
- Multiple Networking Opportunities

 **#LAC21**

Visit the conference website for full faculty information, program descriptions and learning outcomes:

nhpco.org/2021LAC



The Leadership & Advocacy Conference

Designed for CEOs and their leadership teams, this reimagined conference will explore leading through a pandemic, the implications of the 2020 elections, innovative staff retention resources and much more.

Can hospice and palliative care organizations harness the resilience, creativity, and innovation that have been unleashed by the COVID-19 crisis and emerge from it strengthened? Will the inevitable restructuring and reorganization intentionally prioritize quality, equity, and inclusion? The 2021 Leadership & Advocacy Conference will explore these urgent questions and more.

LAC is the premier conference for hospice and palliative care leaders, and safely brings our community together to learn and collaborate. By sharing best practices and exploring new care models, hospice and palliative care leaders will work together to build our future.

How Does it Work?

Attend what you want, when you want! View as many on-demand educational sessions as your schedule allows until May 31, 2021. Block hours, not full days as you would for an in-person conference. Pick and choose the sessions that most interest you and fit your schedule. Each day of the conference, the keynote session will be delivered to your inbox and you will have the opportunity to join an interactive roundtable discussion that afternoon building on the topic of the day.

Learn strategies, skills, and (virtually) walk away with practical takeaways to empower the work you're doing today while preparing for the demands of tomorrow.

Who Should Attend?

Executive leadership and management at all levels of hospice and palliative care are invited to attend, 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 the advancement of hospice and palliative care and plan its future development.



"Love being able to have the flexibility of logging into sessions at different times...still attending sessions & able to attend more sessions than at in-person conference."

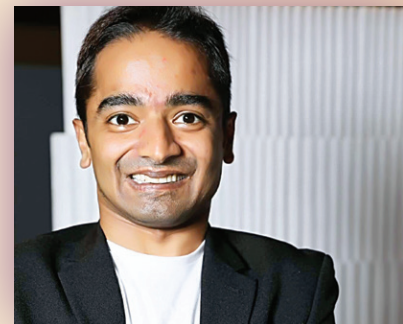
Keynote Presentations

Edo Banach, J.D., in his opening remarks, NHPCO President and CEO will share some insights into the challenges and opportunities that the past year has brought to our community and reflect on the importance of promoting equity in access to person-centered care, making health care better for patients and families across the country.

Don Berwick, M.D., is a leading advocate for high-quality health care and is one of the top thinkers in health care today. He sees tremendous unrealized potential in American medicine. Dr. Berwick will address the sources of excellence, and of defect, in health care and hospice settings today, explain which approaches are not effective, and provide real insight on where improvement can be attained. Dr. Berwick is currently President Emeritus and Senior Fellow at the Institute for Healthcare Improvement, a nonprofit dedicated to improving health care around the world. From July 2010 to December 2011, he served as Administrator of the Centers for Medicare and Medicaid Services.

Godfrey Nazareth, M.S., 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. He currently serves as NTP Research Fellow in Anesthesiology and Critical Care Medicine at the Children's Hospital of Philadelphia. He is working on the development of next-gen surgical visualization systems and advanced medical simulation technologies for pediatrics. Godfrey has over 12 years of 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.

Phil Gwoke's life mission is to help people excel and bring out the best in every generation. He is a passionate generational expert that is skilled in developing strategies to improve inter-generational communication and collaboration. Phil is one of BridgeWorks' resident Gen Xers, and brings his unique humor, experiences, research, and generational expertise to his work. He is a firm believer that with the proper motivation, training and support system, members of any generation can become capable of remarkable accomplishments. BridgeWorks has been dedicated solely to the study of generational differences since its inception.



CMS Update

COVID-19 has upended our lives, our care for patients, and the health care system in general. How has CMS responded? What will happen to the 1135 waivers and flexibilities now and when the public health emergency is over? Now that hospice program integrity legislation was passed in December, what kinds of changes in surveys or in sanctions as CMS begins the implementation process for hospice program integrity? What changes are in store for the Hospice Quality Reporting program? What is the status of the HOPE tool? What is the implementation timeline for other hospice quality measures? Hear a panel presentation of CMS staff and contractors with a chance to ask questions.

Remember to connect with a colleague via the conference website each day to discuss a session or a challenge you are facing.

Schedule at a Glance

Monday, March 22

Conference Website Opens
Welcome from NHPCO President and CEO Edo Banach, JD
Exhibit Hall Opens
On-Demand Sessions Available
MyNHPCO Community Lunches (Live 1-2 PM ET)

Tuesday, March 23

Dr. Don Berwick's Keynote:
*Changing the Balance of Power:
"You Cannot Give What You Do Not Have"*
Exhibit Hall (Live 1-2 PM ET)
Quality Thought Leader Roundtable Discussion via Zoom
(Live 2-3 PM ET)
Exhibit Hall (Live 3-4 PM ET)
NHF FUNdraiser (Live 6-7 PM ET)

Wednesday, March 24

Godfrey Nazareth's Keynote: *Crossing the Event Horizon*
Exhibit Hall (Live 1-2 PM ET)
CBPC Thought Leader Roundtable Discussion via Zoom
(Live 2-3 PM ET)
Exhibit Hall (Live 3-4 PM ET)
AXXESS Mixology Demo (Live 5-5:30 PM ET)

Thursday, March 25

Phil Gwoke's Keynote: *When Generations Connect*
Exhibit Hall (Live 1-2 PM ET)
Next Generation Leadership Roundtable
Discussion via Zoom (Live 2-3 PM ET)
Exhibit Hall (Live 3-4 PM ET)
Educational Webinar: Demystifying Telehealth for Hospice and
Palliative Care Organizations (Live 4-5 PM ET)
OPTUM Cooking Class (Live 5-5:30 PM ET)

Friday, March 26

Closing Keynote: CMS Update
Exhibit Hall (Live 1-2 PM ET)
Regulatory Thought Leader Roundtable Discussion via Zoom
(Live 2-3 PM ET)
Exhibit Hall (Live 3-4 PM ET)

Conference Tracks

This conference offers more than 60 on-demand educational sessions that will address these specific topic areas:

- Clinical and Operations Management
- Emerging Issues
- Engagement and Marketing
- Finance
- Fund Development
- Leadership
- Palliative Care
- Regulatory & Quality

Exhibit Hall

The Exhibit Hall provides an opportunity for you to learn about the latest trends in products and services for hospice and palliative care providers.

MyNHPCO Community Networking Lunch

Monday, March 22

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/mynhpco-nchpp.

Check out the online agenda regularly! We'll be scheduling additional events and demos throughout the conference so check back regularly to make sure you fit all the great offerings into your schedule. nhpco.org/2021LAC.

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.

Additional Information

Questions?

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

Continuing Education/Continuing Medical Education Credit

The LAC offers CE/CME credit for Fund Raising Executives, Nurses, and Physicians who participate in on-demand sessions. Content will be available until May 31. More information is available online at nhpco.org/2021LAC.

Exhibits and Advertising

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

Conference Pricing	Member	Non-Member	Faculty
Early Bird (until February 22, 2021)	\$550	\$750	\$350
Standard Rate (after February 22, 2021)	\$650	\$850	\$350

Helpful Tips to Get the Most Out of LAC

Bring your whole leadership team! LAC21 being held virtually gives you the opportunity to engage your full team without having to worry about being out of the office.

Schedule a few minutes each day of the conference to discuss with your leadership team what you are learning and things to begin implementing.

Networking can still be valuable virtually! Set aside time to reach out to colleagues and follow up after the conference.

"NHPCO Conferences always provide a wealth of up-to-date information to help our organization."

You Spoke

And we listened...The Conference Program Committee evaluated education sessions based on impact, innovation and experience level to bring you high-level, relevant content.





NHPCO

Leading Person-Centered Care

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nhpco.org

NATIONAL HOSPICE FOUNDATION

VIRTUAL FUNDRAISER



NHF

National Hospice
Foundation

IN CONJUNCTION
WITH NHPCO'S
LEADERSHIP
& ADVOCACY
CONFERENCE

TUESDAY,
MARCH 23, 2021

VIP RECEPTION:

5:30 - 6:00 PM ET

EVENT:

6:00 - 7:00 PM ET

The 2021 FUNdraiser will
be raising funds to support
diversity initiatives.

VIA ZOOM