

# 2022 LEADERSHIP & ADVOCACY CONFERENCE

**Preconference**  
March 5-6

**Main Conference**  
March 7-9

**On-demand Content Available**  
March 7-May 31

Gaylord National Resort & Convention Center  
National Harbor, MD

The premier conference for hospice and  
palliative care leaders and aspiring leaders.

**REGISTER AT [NHPCO.ORG/LAC2022](https://nhpco.org/lac2022)**



**NHPCO**

Leading Person-Centered Care

## A Message from Edo Banach

There's nothing like a face-to-face conference to renew your sense of mission, fuel your creativity, and inspire your vision for the future. For the first time since 2019, hospice and palliative care leaders will gather in-person to explore new possibilities, share innovations, and set the direction for the next 40 years of person- and family-centered care. This is what NHPCO's 2022 Leadership and Advocacy Conference is all about.

The conference experience will focus on practical leadership and is an investment in yourself and your organization. In addition to our on-site activities, the LAC22 experience includes an on-demand library of educational sessions available 24/7 that extends your conference experience through May 31. For those who are not able to join us at the Gaylord National, you can register for access to the on-demand library on its own as a professional development option for you and your teams. Develop your leadership vision with us and be a part of LAC22!



**Edo Banach**  
*President and CEO*

## Why Participate in Leadership and Advocacy Conference?

Developing leadership capacity is a necessity for your organization. Now more than ever, it is imperative that leaders are up-to-date on current issues and aspiring leaders are building skills needed to ensure your organization does not miss a beat in the competitive environment. At LAC22, participants can build a peer group that can serve as an ongoing network in creating the path for the future.

NHPCO's 2022 Leadership and Advocacy Conference will highlight opportunities to initiate change, lead innovation, approach challenges creatively, and seek continuous improvement in hospice and community-based palliative care. Within that vision, conference content will advance our field while remaining true to our roots, of person- and family-centered, interdisciplinary care.





*"Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others."*

*Jack Welch*

## Schedule at a Glance

### Saturday, March 5

Preconference Workshops

### Sunday, March 6

Preconference Workshops

### Monday, March 7

Opening Keynote – **Mark Schulman**  
Morning Education Sessions  
Networking Lunch  
Afternoon Education Sessions  
Non-accredited Experience Sessions  
Songs from the Heart Happy Hour  
Welcome Reception in the Exhibit Hall

### Tuesday, March 8

Morning Yoga  
Breakfast in the Exhibit Hall  
Networking Homerooms  
Keynote – **Emily Esfahani Smith**  
Coffee in the Exhibit Hall  
Morning Education Sessions  
Networking Lunch in the Exhibit Hall  
Afternoon Education Sessions  
Afternoon Coffee Break with the Exhibitors  
Non-accredited Experience Sessions  
National Hospice Foundation Gala

### Wednesday, March 9

Morning Yoga  
Breakfast  
Networking Homerooms  
Education Sessions  
Closing Policy Keynote

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The conference ends at 12:00 p.m. ET on Wednesday, March 9.  
Activities and times are subject to change. Check the conference website for updates and detailed information.



## Keynote Presentations

**Monday, March 7**

**Edo Banach, JD**

***NHPCO President and CEO***

To kick off LAC22, Edo Banach will mark the 40<sup>th</sup> anniversary of the legislation that created the Medicare hospice benefit and discuss some of the challenges our community has faced in recent months as well as opportunities that will strengthen the field as we prepare for the next forty years.



**Mark Schulman**

***World Renowned Drummer and Author***

Get ready to be empowered, inspired, and elevated to an evolved mindset and new level of peak performance by Mark Schulman, the drummer for P!NK who has performed for over a billion people worldwide. Schuman unlocks the *Rockstar Attitude* by incorporating his powerful business philosophy and innovative strategic content with engaging multimedia and drum performances.



**Tuesday, March 8**

**Emily Esfahani Smith**

***Journalist and Author***

As we near the end of the pandemic, the grief, anxiety, and emotional fall-out from the last year remain a challenge. How do we return to life after this crisis? It might be surprising that, through such adversity, the best thing we can do is search for meaning, not happiness. That's the vital message at the core of Emily Esfahani Smith's book, *The Power of Meaning: Crafting a Life that Matters*.

Wednesday, March 9

## LAC22 Closing Plenary: A Focus on Policy

Advocacy and legislative affairs are a constant for our provider community. Whether it's advocacy at the grassroots level, communication with regulatory bodies, or working directly with Congressional champions and their staff, it is essential that we are actively engaged with the leaders who play a part in the future of our field. Hear from policy experts to help shine a light on current issues.

## Conference Focus Areas

Expert faculty and timely topics will challenge you as you create your unique conference experience from nearly 40 curated on-site sessions in addition to our on-demand library. LAC22 also includes an on-demand library of sessions that build on the conference focus areas and are available 24/7 through the end of May 2022. This reimaged conference will explore:

- Managing the Health Care of Individuals Living with Serious Illness
- Transforming the Health Care Delivery System
- Navigating a Post-pandemic World
- Building Interdisciplinary Team Leadership

## Networking and Inspiration

The opportunities to engage with other leaders from the provider community will be numerous. Along with customary networking meals and coffee breaks, we will introduce Homeroom gatherings that will provide an opportunity to meet with others based on interests and topic areas. New non-accredited sessions will afford the chance to expand ways of thinking and provide new ways to find inspiration and connection.

*"A leader takes people where they want to go. A great leader takes people where they don't necessarily want to go, but ought to be."*

*Rosalynn Carter*



*"Passion is energy. Feel the power that comes from focusing on what excites you."*

*Oprah Winfrey*

## Pre-conference Workshops

**SATURDAY, MARCH 5 AND SUNDAY, MARCH 6**

### **Hospice Manager Development Program Foundational Course** *(Two-day Workshop)*

The MDP Foundational Course brings you the tools, resources, and knowledge needed to be a competent and confident hospice manager who can effectively handle the complex responsibilities within the hospice organization. This course is the keystone of the innovative MDP training program.

### **Hospice Compliance Certificate Program** *(Two-day Workshop)*

One of NHPCO's most successful Signature Programs covers the basics of health care compliance, including compliance program development, risk assessment, policies and procedures, anonymous reporting, and more.

### **Hospice Quality Certificate Program** *(Two-day Workshop)*

Offered in-person for the first time, this workshop addresses the connection between compliance and quality outcomes. Topics include quality measurement, self-assessment, continuous performance improvement, the federal hospice and quality reporting program, and more.

### **Advanced Community-Based Palliative Care Program** *(May be taken as the full two-day workshop or day one and day two may be taken as single day workshops.)*

This fast-paced and interactive workshop is designed for Individuals or teams whose palliative care program has been in operation for three or more years. Completion of NHPCO's Community Based Palliative Care Certificate Program is strongly recommended.

#### ■ **DAY ONE: Focus on Services and Accountability** *(Day 1, March 5)*

Day one will address operational topics pertinent for mature programs: managing multiple clinical models; optimizing the IDT; pursuing health equity; EMR issues and opportunities; benefits and burdens associated with national data registries and accreditation.

#### ■ **DAY TWO: Focus on Payment** *(Day 2, March 6)*

Day two will be a deep dive into payment: understanding the relationship between documentation, billing and coding; maximizing Medicare Fee-For-Service (FFS) reimbursement; considerations when negotiating contracts with value-based models; and straddling diverse reimbursement streams.

# Additional Information

## Continuing Education/Continuing Medical Education Credit

LAC22 offers CE/CME credit for Nurses and Physicians both in-person and via the on-demand library. Social work (in-person only) and Compliance credit (in-person and on-demand) is pending upon successful submission and approval. More information is available online at [nhpco.org/lac2022](http://nhpco.org/lac2022).

## Exhibits, Advertising, and Sponsorship

To inquire about exhibit space, advertising, or sponsorship, contact [exhibit@nhpco.org](mailto:exhibit@nhpco.org).

## Questions?

Call 800-646-6460 or email [conferences@nhpco.org](mailto:conferences@nhpco.org).

## Hotel Information

Gaylord National Resort and Convention Center  
201 Waterfront Street  
National Harbor, MD 20745  
888-789-3090

**Rates:** \$280 single/double, plus applicable state and local taxes. **Reservations:** Make your hotel reservations directly with the Gaylord National Resort by **February 11, 2022**, 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. Visit the LAC22 website to find a link directly to the Gaylord reservation system.

# Conference Pricing

	EARLY BIRD until 1/21/22	STANDARD 1/22/22-2/17/22	ONSITE after 2/18/22
Main Conference – In-Person March 7 – 9, 2022	\$1000/\$2000	\$1200/\$2000	\$1450/\$2250
One Day – In-Person	\$500/\$1000	\$500/\$1000	\$750/\$1250
<b>2-Day Pre-Conference Workshops</b>			
<ul style="list-style-type: none"> <li>■ Hospice MDP Foundational Course</li> <li>■ Hospice Compliance Certificate Program</li> <li>■ Hospice Quality Certificate Program</li> <li>■ Advanced Community-Based Palliative Care (2-days)</li> </ul>	\$750/\$1500	\$850/\$1500	\$1100/\$1750
<b>1-Day Pre-Conference Workshops</b>			
<ul style="list-style-type: none"> <li>■ Advanced Community-Based Palliative Care (one day only, 3/05/21 or 3/06/21)</li> </ul>	\$375/\$750	\$425/\$750	\$675/\$1000
<b>On-demand Only</b>			
On-demand Session Library	Now until 5/31/22		
On-demand Session Library	\$500/\$1000		

**Note:** LAC22 Faculty should check the faculty website for pricing. Pricing is in Member/Non-Member format



**NHPCO**

Leading Person-Centered Care

1731 King Street  
Alexandria, VA 22314  
nhpco.org

*"Have a vision.  
Be demanding."*

*Colin Powell*

JOIN THE NATIONAL HOSPICE  
FOUNDATION FOR AN EVENING  
OF JOYFUL CELEBRATION.

**TUESDAY, MARCH 8, 2022**

GAYLORD NATIONAL HARBOR  
RIVERVIEW BALLROOM  
NATIONAL HARBOR, MD

**40<sup>th</sup>**  
**ANNIVERSARY**  
*Gala Celebration*

OF THE HOSPICE MEDICARE BENEFIT

For tickets and sponsorship opportunities, visit  
[nationalhospicefoundation.org/gala](https://nationalhospicefoundation.org/gala).



**NHF**

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