HCAOA’s conference at the historic and beautiful Hilton Chicago, on October 23-24, is where you belong – with home care owners and executives from across the U.S. who are coming together at one of the most critical times in our industry’s history. It’s a time of great opportunity amid many challenges but our industry’s mantra of being “better together” is more relevant than ever. We are better when we advocate together for increased access to affordable care; better when we discuss challenges and come up with solutions such as addressing our workforce crisis, and better when we stand together to support family caregivers and veterans and urge government to improve the way we care for our growing aging population so that all Americans have access to in-home care when they need it; and most importantly where they want it – in their own home.

There will be two days filled with 16 concurrent sessions focused on issues that you care about – improving quality and streamlining operations, enhancing our workforce, diversifying revenue streams and keynote speeches about leadership and innovation. But, another day has been added, a pre-conference on Sunday, October 22, from 12:00pm-5:00pm which will focus on HCAOA’s state chapters and the importance of having a voice in addressing state regulations and legislation. And most important, we’ve reserved time for networking so that everyone has time to connect to exchange ideas.

Register now to secure your overnight accommodations at the Hilton, and your place at the National Home Care Conference, where you belong!
It Starts at Home: State Chapter ROI
Relationships, Advocacy & Influence

All politics are local and the same holds true for HCAOA’s state chapters that have been referred to as the “foundation” of our national association. Join us on Sunday, October 22, from noon until five o’clock to hear about the power of advocacy at the US Capital and state capitals across the country, best practices for increasing member engagement and ways to promote the value of being part of a state coalition to strengthen the influence of home care organizations.

We will also be focusing on rallying our members to become more involved with their Congressional delegation because there are several bills being debated in Washington, D.C. that will impact home care, especially those dealing with veterans and family caregivers.

Whether you are just starting a state chapter, hoping to increase engagement from more home care agencies or interested in learning more about HCAOA’s efforts at both the national and state levels, you won’t want to miss this session, which is free and part of the full conference registration fee.
Stories that Stick: The Irresistible Power of Strategic Storytelling
KINDRA HALL
Wall Street Journal Bestselling author and the Chief Storytelling Officer at SUCCESS Magazine

Through compelling research, profound case studies, and captivating stories of her own, Kindra will elevate individuals on all levels of your company. The outcome of this keynote is attendees feeling empowered, excited and capable of making a simple shift to telling more strategic stories to captivate customers, influence behavior and transform business.

Pink Goldfish: Defy Normal and Exploit Imperfection
DAVE RENDALL

Do you want more innovation and creativity? Do you want to improve your marketing and strategy? Do you want to captivate your customers? Companies need to stand out in a crowded marketplace, but true differentiation is increasingly rare. Based on over 200 case studies, Pink Goldfish provides an unconventional eight-part framework for achieving competitive separation by embracing flaws, instead of fixing them.

Representation and Retention — Why You Can’t Have One Without the Other
TODD AUSTIN | COO | Home Care Pulse

Research shows that, above all else, the rising generation of employees are seeking an employer who cares about their wellbeing and who supports an inclusive workplace. But as the post-acute care workforce is made up of primarily women, people of color, and immigrants, your employees are at a heightened risk of discrimination.

In a recent survey done by IDEAL for Healthcare powered by HCP, 62% of survey respondents reported to having a clear DEIB roadmap but only 8% could say their frontline workers knew about those initiatives. A work culture designed to retain long-term employees begins with prioritizing representation — and it starts with you.

Join HCP’s COO, Todd Austin, and a panel of experts as they analyze and discuss:
• How to create a thriving culture of inclusivity that propels career growth to retain long-term employees
• How to go from being a passive to active ally in advocating for your employees’ rights
• Why an open-door policy isn’t the same as a DEIB initiative
• Tangible tactics to support DEIB in the workplace while mitigating the risk of bias
Working with Optum and TriWest in the Veteran Affairs Community Care Network (VACCN)
Optum & TriWest
The HCAOA Veteran Affairs Advisory Council is pleased to present a session with leaders from Optum and TriWest Healthcare Alliance who will talk about their role in credentialing providers in the VA Community Care Network as well as the claims and provider billing experience.

Mastering Delegation: How Owners Achieve Predictable Results Through Effective Team Management
Clint Nobles, CEO | Home Care Ops
Discover how to delegate with confidence and equip your team to achieve predictable results in your business. Learn the proven, four-step process to identify what tasks to delegate, how to select the right team members for the job, and the simple tracking system to ensure consistent results so you can walk away knowing your team will get the same outcomes you do or even better.

The Path to Living Your Best Life as a Home Care Leader with EntreThrive
Aaron Marcum, Founder/CEO | EntreThrive
Erik Madsen, Former CEO | Home Care Pulse
Are you working like crazy but can’t seem to break through to that next level of growth? Is your business running you while you’re running on empty? Are you losing focus on your why? Find the answers you’re looking for so you can get things back on track, improve your results and thrive like never before. The EntreThrive Workshop is a researched-backed, high-energy session where Aaron Marcum, Author of EntreThrive and Founder of Home Care Pulse, together with Erik Madsen, former Home Care Pulse CEO, will teach you how entrepreneurial-minded business leaders can run thriving businesses and live great lives. In this workshop, you will learn 8 high-performance laws to thriving that you can apply right away to help you build the business and live the life you’ve always wanted. Attendees will also receive a free EntreThrive workbook, patterned after Aaron’s new book, designed to help you take action towards greater personal flourishing.

Leveraging AI to Meet Human Needs: Enhancing Satisfaction and Streamlining Operations through Data
Romi Gubes, CEO | Sensi.Ai
In the 2023 Executive Forecast published by Home Health Care News, industry leaders such as Margaret Haynes of Right at Home, Jake Brown of Always Best Care, and Peter Ross of Senior Helpers all pointed to integrating smart technology as a must for in home agency owners in order to survive rising labor costs, caregiver shortages and new means to supplement care hours currently defining home care.
As evidenced by this year’s forecast, the high-touch home care industry is ready to embrace high-tech solutions. We believe that the key to supporting seniors aging in their homes without relying solely on care hours, and empowering caregivers to do their job better and more efficiently, is data - and the ability to translate that data into proactive, predictive analytics. Join this session to learn how to develop and apply a strategy to implement a proactive, data-driven approach to care and operations.
You’re Being Sued! Now What? How To Respond To Record Request Letters, Class Actions, and Other Litigation, Plus Wage & Hour Issues To Avoid
Bob King, Attorney & Founder | Legally Nanny
Get into compliance and help protect your home care agency! Home care agencies continue to face a wave of litigation. This informative and interactive presentation will cover what to do if a lawyer contacts your agency, and includes responding to everything from simple record requests, demand letters and actual litigation. This session also will highlight the top wage and hour topics confronting home care agencies and how to ensure your legal compliance with on these complicated issues.

Getting In and Staying In
Jennifer Gazda, Regional Director | Arosa
Carrie Burggraf, Senior Business and Sales Consultant and Trainer | Wide Awake Business
As a provider of home care, you are faced with many different situations which can impact your ability to provide services to your clients. Family dynamics can limit your involvement as well as impact the safety and wellbeing of your caregivers. This session will focus on primary reasons families resist the help of home care, address how to identify them when they are present, and share how to guide clients and families to receive the care that will allow them to accomplish their goals.

Scaling Private Pay in the Age of Consolidation
Daniel Gottschalk, President | Family Tree Private Care
Co-presenters: Ari Medoff, CEO | Arosa; Tracy Ongena, CEO | Alvita Care; and Ryan Iwamoto, President | 24 Hr Home Care
The consolidation of the highly fragmented private pay home care industry continues post-pandemic. Operators who are looking to scale multi-site national and regional companies seek a seat at the table for the coming years in order to influence the future of our industry. Hear from four scaled operators discussing the challenges they face and the strategies they employ to overcome those challenges. Learn how and why they choose to differentiate from competitors, diversify their offerings, and expand geographically.

How to Market Care in the Home Utilizing Accreditation and Data Driven Results
Keri Culhane, Associate Director of Business Development | The Joint Commission
In this session, Keri Culhane, a home care nurse and former TJC surveyor will talk about how accreditation impacts quality, safety and return on investment to give your clients valuable insight on why to choose your home care organization.
BREAKOUT SESSIONS

The Future of Pay: How to Set Your Compensation Strategy in 2024
Miriam Allred, Head of Partnerships | Careswitch
Panelists: Michelle Cone, SVP of Training & Brand Programs | HomeWell Care Services; Jesse Walters, President/CEO | Hillendale Home Care; Brett Ringold, Vice President | A Long Term Companion

This session will combine tactical insights from Careswitch’s Compensation Report and high-level future planning as we discuss the industry shifts that need to happen to deliver financial stability to caregivers. Come ready to expand your knowledge on one of the most challenging and critical topics in home care.

Compassionomics in Home Care: The impact of Compassion on Home Care Clients, Caregivers, and Companies
Stephen Tweed, Founder | Home Care CEO Forum

Compassionomics is the scientific study of the impact of compassion on health, health care, and health care providers. In this interactive session, Stephen Tweed will explore the concept of compassion, and the data that show that demonstrating compassion will have a positive impact on home care clients, caregivers, and company performance. For Home Care company owners, this information will enable you to use the principle of compassion to attract more clients, attract more caregivers, and improve the performance of your company.

Technology in In-Home Care
Clayton Foutch, Founder and COO | Home Matters Caregiving

Throughout the Home Care industry we, as operators, are conflicted about how to use technology to better serve our clients. We see the value and the impending need but most of us don’t know how to structure an evaluation of that technology. In this session, I will use my experience as a process improvement engineer to share the best practices of determining whether or not to test a new technology platform, setting up an evaluation of a new technology, measuring the results and using this information to disqualification or implementation. We will talk through successes, failures and then the implementation process for the winning idea.

Home Care Insurance: Insider Analysis, Cost Expectations, 101 Coverages, and Risk Management Best Practices
Gavin Studner, Client Executive, Home Care Practice Group | Odell Studner, Acrisure Partner

Insurance is the second largest expense line for home care agencies. How agencies minimize and mitigate potential risks to their business is paramount to controlling overall insurance costs and avoiding claims that could force the business to close. During this session, we will cover three main topics:

1. Coverages for agencies to be aware and how to effectively transfer risk through insurance means.
2. Understanding hard & soft insurance market cycles to provide insight into the insurance industry and allow the agency to best budget for future insurance costs.
3. Provide claims examples and best practices for employee safety procedures in order to avoid costly claims outcomes.

These objectives will in-turn leave agencies with tools to evaluate their overall organizational risk and thus lower insurance costs. While insurance is typically known for being “boring” this session is guaranteed to be engaging and educational!
BREAKOUT SESSIONS

Latest Legal Developments Impacting the Home Care Industry
Angelo Spinola, Home Health, Home Care and Hospice Chair | Polsinelli

Please join attorney Angelo Spinola for a summary of the most significant legal trends and updates impacting your agency and strategies for complying with the same while still running a successful home care business. Angelo will also discuss how the industry has been impacted by the Biden administration and review recent industry specific employment practices being targeted in new lawsuits and the actions owners can take to better protect their agencies from litigation and DOL investigations. There will also be time for questions at the end of the session!

Alternative Sources To Help Fund In-Home Care
Gabrielle Walter | Finance of America Reverse

We recognize that the members of HCAOA are often the first point of contact for a senior in need. Our initiative is to educate in-home care providers on alternative opportunities that their clients may explore to help fund the care they require.

Now more than ever, seniors need to be aware of all the options they have to help them to remain in their homes. For many seniors, the home is their greatest asset, and utilizing that home equity as a funding source may be just the solution they need. This session will separate the myths from the facts. Providers Andrew Huber of Martha’s Hands and Jeff Salter of Caring Senior Service will join Gabrielle Welter of Finance of America Reverse to provide perspectives in how these services have assisted their clients.

Another assist to fund in-home care is for a senior to share a space in their home. Not only does this provide socialization which comes with its own set of health benefits, but it can create income to help fund in-home care. There is also the potential that 2 seniors come together both needing care and share a caregiver making it more affordable. Silvernest is a home-sharing platform that exists for this sole purpose. We will provide an overview so that in-home care providers can share this resource.

Caregiver Peer-to-Peer Mentorship: Implementation, Impact, and Scale-up of a Successful Demonstration Project
James Cohen, CEO | Nevvon

This session details how mentorship leads to improved retention and caregiver satisfaction. Attendees will be able to acquire and apply the knowledge necessary to implement a mentorship program that develops caregivers into talented mentors. In 2021, a pilot version of a peer mentorship program was developed, implemented across six home care agencies, and evaluated. The now-refined Caregiver Peer-to-Peer Mentorship Program is active across 25 home care agencies in the northeastern U.S.

Unlocking Success: The Power of Funnel Management. Achieving Your Operational Goals by Taking Bites of the Elephant
Jensen Jones, Owner/CEO | Homecare CEO Forum

Join us for a thought-provoking session on how funnel management can help you achieve your operational goals. In this session, we will explore the key principles of funnel management and how it can provide your agency the necessary structure to optimize your agency.

We will begin by breaking down the elephant in the room - the overwhelming amount of data that businesses must contend with today. Through a series of examples and exercises, we will show you how funnel management can help you take a bite out of that elephant, by organizing data and identifying the key metrics that drive your business.
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REGISTRATION

Early Bird Discount before August 4:
Register by Friday, August 4 to take advantage of our “early bird” discounted registration rate for members of $1,150. After August 4, the registration rate increases to $1,300.

10% Discount Available When You Bring 2+ from Your Agency:
The more the merrier! Bring 2 or more people from your agency and save 10% on all additional registrations after your first registration at the regular price of $1,150 before August 4.

Please note: This discount only applies to members of your team from the same office/location, not regional or corporate entities. Email info@hcaoa.org to inquire about registering more than three people from the same location.

Click here to REGISTER NOW
Overlooking Grant Park, Lake Michigan, and Museum Campus, attendees will be situated on Michigan Avenue, where incredible experiences are around every corner. Walk to Soldier Field for game days or concerts, enjoy many festivals at Grant Park, or explore the Pilsen neighborhood—known for one of the best museums in the city, booming bar and restaurant scene. Stay in one of the hotel’s 1,544 rooms or suites and enjoy Lake Michigan and city views. The hotel opened its doors in 1927 and has served as one of the city’s most revered addresses ever since.

HCAOA has secured a discounted rate of $229 plus tax per night at the Hilton Chicago. Attendees may arrive early or stay late and receive the discounted rate based on availability. To reserve your accommodations, please click HERE or call (312) 922-4400. Please book accommodations by September 30th and mention that you are an attendee of the HCAOA National Home Care Conference to ensure you receive the discounted rate.