Demand for Post-Acute Care Is Exploding

Payment and consumer trends push care closer to the home

Join provider, distributor, and manufacturer leaders to discuss trends impacting nursing homes, assisted living, hospices, home care, and more.

Extended Care Market Conference Highlights

Shifting Settings for Post-Acute Care: How will markets evolve as new healthcare policies push more care out of the hospital and closer to the home?

New Decision-Makers: Who will make the purchasing decisions, and how will their decision-making criteria evolve amid reimbursement changes?

New Expectations: How are new value-based payment models and quality metrics impacting post-acute care providers?

Manufacturer-Distributor Relationships: How do supply chain partners work together to drive sales in a fragmented market?

Who Should Attend...

- Manufacturer CEOs, VPs sales/marketing, national accounts managers
- Distributor owners, CEOs, sales executives
- Anyone else who wants to grow their business in the post-acute market

...And Why

“Timely insights into emerging trends and challenges in the marketplace.”

Scott Tubandt, Healthcare Supply Solutions

“Excellent forum to stay current with trends and regulations in the extended care space, great networking as well.”

Dan Vogelhuber, Abbott Nutrition

“Impactful content, good economic use of time.”

Sam Robb, SCA
Tuesday, May 3

**Extended Care Advisory Council Meeting • 7:00am – Noon**
Council members only

**Conference Welcome and Objectives • 1:30 – 1:45pm**

**The Political Landscape for Post-Acute Providers**
1:45 – 2:30pm

*Ray Sierpina*
Senior Vice President, Public Policy & Government Affairs
Kindred Healthcare

- Publicly-traded company with transitional care hospitals, inpatient rehab hospitals, nursing centers, home health, hospice, and rehabilitation services across the U.S.

**Post-Acute Care’s Growing Role in Integrated Health Care Delivery • 2:30 – 3:00pm**

*Kimberly Townsend*
President and Chief Executive Officer
Loretto

- Central New York not-for-profit organization with services including assisted living, inpatient skilled nursing, rehab, dementia care, and palliative care
- Former Senior Director of Government Affairs for Welch Allyn

**Segment Focus: Skilled Nursing Facilities and Rehab**
3:00 – 3:30pm

- SNF providers’ two very different business segments: short-term and long-term patients
- Key challenges for SNFs, including staffing shortages, new quality incentives, reimbursement changes, and competition from other sectors

**Segment Focus: Assisted Living**
4:00 – 4:30pm

- The role of assisted living facilities in the healthcare spectrum, and how that is evolving

**Panel Discussion With Afternoon Speakers • 4:30 – 5:15pm**

- Where to expect the most growth
- What providers need most from suppliers
- How supply chain relationships are evolving

*“Very informative, great format, and info across the continuum of care.”*
Heather Youngblood, McKesson

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* Subject to change
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Wednesday, May 4

Networking Breakfast • 7:00 – 8:00am

HIDA Research & Analytics: New Findings on Post-Acute Demand
8:00 – 8:15am

Gina Smith, Director of Business Intelligence, Health Industry Distributors Association

Home Care’s Growing Role in the Healthcare Landscape
8:15 – 9:00am

- Factors driving the growth of home care in managing population health
- Key challenges for home health providers, including attracting qualified staff, transitioning to new payment models, and reducing rehospitalizations

Payment Trends Impacting Post-Acute Providers • 9:00 – 10:00am

Elizabeth Klebar
Director, Home Health
Clinical Practice & Accountable Care
Bayada Home Health Care

Linda Rouse O’Neill
Vice President of Government Affairs
Health Industry Distributors Association

- Bayada is one of the top 10 home health providers in the U.S.
- The organization is quickly evolving to new payment and partnership strategies including ACOs, bundled payment, and population health
- Dr. Kleber holds a PhD in nursing research from Rutgers

Distribution Trends in the Post-Acute Segment • 10:15 – 11:15am

Todd Ross
President & CEO
Preferred Medical

Lesly Marban
Senior Vice President of Marketing
Post-Acute Medline Industries

Bob Miller
Vice President, Sales
Gericare Medical Supply

Patient Safety: What Providers Need to Do, and How Suppliers Can Help • 11:15 – 12:00pm

James E. Lett, II, MD, CMD
Independent long-term care consultant

- Past president and frequent speaker for the American Medical Directors Association (AMDA), which represents medical directors, long term care physicians and others who practice in nursing homes and other post-acute settings
- Former Chief Medical Officer/Vice President Medical Affairs at the Charles E. Smith Life Communities in Rockville, MD

Market Conference Wrap-up • 12:00 – 12:15pm
EXTENDED CARE MARKET CONFERENCE REGISTRATION FEES

Manufacturers

**HIDA Educational Foundation Associate:** $1199 per person
**Non-Associate:** $1899 per person

For information on HIDA Educational Foundation membership, contact Ian Fardy at 703-838-6131.

Distributors

**HIDA member:** $899 per person
**Non-member distributor:** $1199 per person

For information on HIDA membership, group discounts, and small-member discounts contact Ian Fardy at 703-838-6131.

For complete registration information and cancellation policies, go to [www.HIDA.org](http://www.HIDA.org).
EXTENDED CARE MARKET CONFERENCE

Post-Acute, Long-Term Care, and Home Care Opportunities

May 3 – 4, 2016
Millennium Knickerbocker Hotel, Chicago, Illinois
Register today: www.HIDA.org

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