

A MARKETPLACE OF INNOVATIVE IDEAS & OPERATIONS BEST PRACTICES

Exclusively for Home Care & Hospice Executive Teams



LINK

HOME CARE & HOSPICE CONFERENCE

June 3-5, 2015
The Sheraton Chicago
hclinkconference.com

WHY ATTEND LINK?

With the rapid pace of change in healthcare, it's clear providers will need to move quickly, evaluate their businesses in new ways and have access to the latest thinking, best practices and product innovations.



LINK creates a unique forum for this. It combines thought provoking education, best practices and discussion – with the latest from industry-leading and emerging suppliers of all types.



Designed as a team experience, you and your team spend two days focused on finding new ways to address business challenges. LINK is a place where you can gather information, gain new perspective, develop creative and actionable solutions and get a head start on planning for next year and beyond.



“If you have not attended Home Care & Hospice LINK, I strongly encourage you to do so. It is a great opportunity to learn more about your existing business partners and to meet new potential partners to discuss organizational needs and opportunities. Home Care & Hospice LINK affords you the ability to bring your organization's decision makers together in an interruption-free environment to focus on the task at hand.”

–Sheri Brand, Chief External Affairs Officer, VNA Health Group

The LINK Difference:

Consultative
Supplier
Meetings

Thought
Provoking
Education

LINK
Luminary
Showcase

Speed
Meetings

Networking

EDUCATION HIGHLIGHTS

LINK's education sessions are an essential part of the total learning experience at the conference, with diverse offerings based on real-world initiatives from home care and hospice providers and innovation experts covering the most topical issues being faced today, as well as keeping an eye on what is on the horizon. The program's focus on best practices will enable you to reassess your operations with the goal of increasing your efficiencies and ultimately your profitability.

OPENING KEYNOTE

The Real Impact of Healthcare Transformation with Jon Blum

Direct from the front lines of health policy implementation, Jon Blum will discuss the current state of the U.S. healthcare system, what is and is not working in both the public and private sectors, and how we can achieve higher quality and more efficient care.



Jonathan Blum, Executive VP of Medical Affairs, CareFirst BlueCross BlueShield

WORKSHOP

Independence at Home: A New Business Opportunity for Home Care & Hospice Providers

"The Independence at Home" health care delivery model provides a new type of benefit that encompasses the Medicare home health and hospice benefits and creates incredible opportunity. Join Jim Pyles and Deborah Johnson Pyles for an in depth look at the program and learn how to get involved.



Jim Pyles, Partner, Powers Pyles Sutter & Verville P.C.



Deborah Pyles, Founder, Johnson-Pyles

KEYNOTE

Accelerating Accessibility: Strategies for Engaging the Connected Consumer

We're witnessing the greatest fundamental shift the world has ever seen in the way we organize, collaborate, connect, and contribute.

In this session, Seth will bring to life the new-networked view of the world. He'll offer new insights, best practice recommendations, and actionable tools to foster long-term loyalty and brand preference amongst the next generation of connected consumers.



Seth Mattison, Founder & Chief Movement Officer, FutureSight Labs

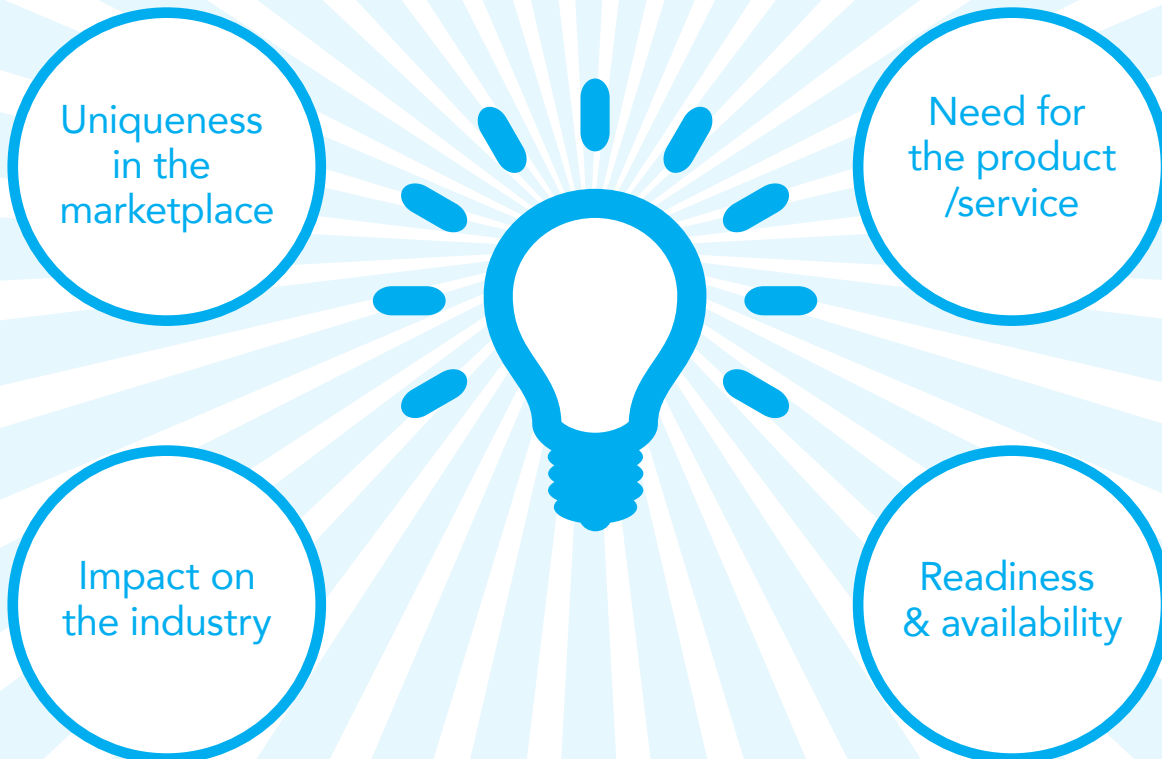
Additional Sessions Include:

- Washington & Home Care: Part of the Problem, Not the Solution
- Revolutionizing Revenue Cycle — Change Management to Enhance Clinical Operations
- LINK Luminary Presentations
- And more...

LINK LUMINARY SHOWCASE

NEW

In 2015 we are launching a new education program feature, the LINK Luminary Showcase. It begins with the LINK Luminary Competition, open exclusively to LINK suppliers, and will continue onsite with presentations by the six finalists who will be judged upon their:



THE WINNER WILL BE ANNOUNCED IN GRAND FORM
DURING OUR OPENING RECEPTION ON JUNE 3RD

SCHEDULE AT A GLANCE

WEDNESDAY, JUNE 3

THURSDAY, JUNE 4

FRIDAY, JUNE 5

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1:00 – 2:00 PM
Opening Keynote

2:30 – 4:30 PM
LINK
Luminary
Presentations

2:15 – 3:15 PM
Concurrent
Sessions

3:30 – 4:30 PM
Concurrent
Sessions

4:45 – 6:00 PM
Speed Meetings

6:15 – 7:30 PM
LINK Luminary
Reception

7:00 – 8:00 AM
Breakfast

8:15 – 9:15 AM
Morning Keynote

9:30 AM – 1:10 PM
Strategic Supplier
Consultations

1:15 – 2:15 PM
Lunch

2:30 – 6:10 PM
Strategic Supplier
Consultations

6:30 – 8:00 PM
Reception

7:30 – 8:15 AM
Breakfast

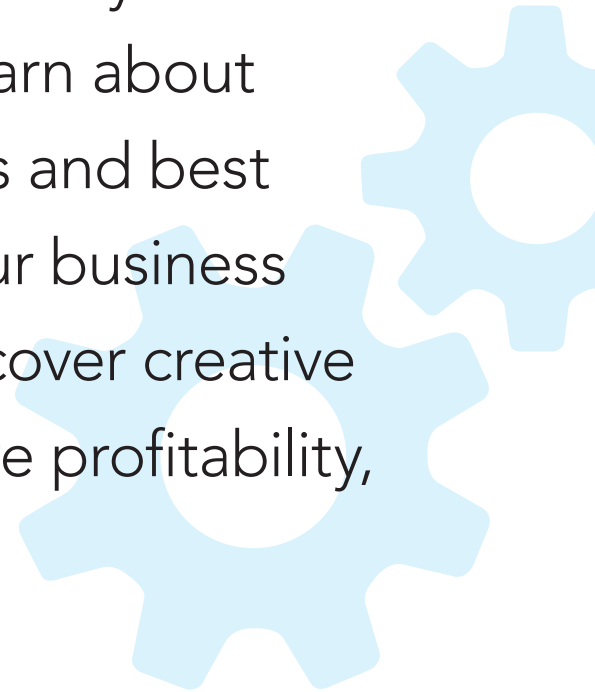
8:30 AM – 12:10 PM
Strategic Supplier
Consultations

12:15 – 1:15 PM
Grab n' Go Lunch

- Education
- Meetings
- Speed Meetings
- Networking

HOW LINK WORKS

LINK is an incredibly efficient way for you and your senior leadership team to learn about innovative thinking, new products and best practices. It will help you view your business challenges in a new light and discover creative and actionable solutions that drive profitability, quality and growth.



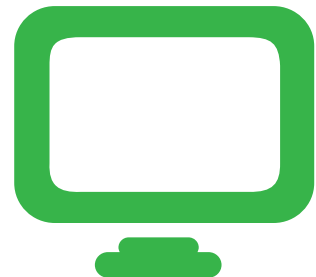
REGISTER & RECEIVE YOUR PRIVATE SUITE

1

Your company will be assigned a private business suite at The Sheraton Chicago. This is your team's gathering spot throughout LINK and where you'll hold supplier consultations.



Please reserve your room by Friday, May 8, 2015 to ensure availability.



ASSEMBLE YOUR TEAM



LINK is designed as a team experience (providers typically send teams of three or more executives) and companies often use LINK as an opportunity to hold off-site team meetings.



LINK puts you in a position to add more value to your organization by amplifying your exposure to best practices from a variety of business areas and facilitating real-time solutions.

2

SELECT YOUR EDUCATION

3

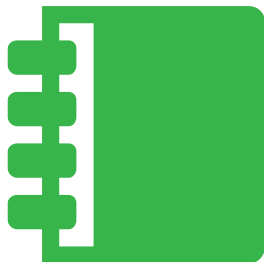
Every attendee can choose from a variety of education sessions, including thought leadership sessions, workshops, keynotes and our unique LINK Luminary Presentations.



Applications for the LINK Luminary Showcase are now being accepted.



CHOOSE YOUR SUPPLIER CONSULTATIONS



Using the LINK Lineup — featuring detailed profiles on every participating supplier — as a guide, you will log into the LINK portal and choose suppliers for your highly consultative meetings.



Based on your selections, we will use a customized methodology to schedule 12 meetings for your team and prioritize those that are most important to you.

4

DEVELOP CUSTOM AGENDAS

5

The LINK team will work with you to create a customized, focused agenda in advance of the conference.



These agendas are provided to Suppliers in advance so they are prepared to hold focused, consultative discussions with you.



ATTEND LINK



You and your team will participate in two intensely focused days of education, meetings and networking.



LINK will be the two most productive days of your year!

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FOR MORE INFORMATION

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(203) 644-1732

LINK

WHO YOU WILL MEET AT LINK (AS OF FEBRUARY 25)



LINK amplifies its unique education program with targeted, consultative, agenda driven supplier discussions. You choose the suppliers and categories that are important to you. We work with you to develop a customized agenda for each meeting. Each meeting is 40 minutes, and takes place in a private business suite. LINK suppliers bring their senior management, making for two days of high level, highly efficient meetings. This results in meetings that are not only productive, but educational as well.

● A Top Supplier Based on 2014 LINK Provider Evaluations

ACCREDITATION

- Accreditation Commission for Health Care (ACHC)
- Community Health Accreditation Program (CHAP) ●
- The Joint Commission ●

BENCHMARKING & PERFORMANCE MEASUREMENT

- Fazzi Associates ●
- OCS HomeCare by National Research Corporation

BILLING AND CODING SERVICES

- Select Data

CODING/COMPLIANCE/OASIS

- The Corridor Group
- Quality In Real Time ●

CONSULTING

- Woodrow Healthcare Consulting, LLC

CONSULTING - FINANCIAL ADVISORY & VALUATION

- McBee Associates ●

CONSULTING - FULL SERVICE

- BlackTree Healthcare Consulting
- Simione Healthcare Consultants

DISTRIBUTION

- AdvaCare Systems
- Home Healthcare Solutions ●
- Medline Industries, Inc.

DME/HME

- Hospice Cloud, a division of National HME ●
- Hospicelink
- Qualis Management

E-LEARNING

- Elsevier
- Relias Learning

HR SERVICES

- Kronos Incorporated

INSURANCE

- Heffernan Insurance Brokers ●

IT - EMR

- MEDITECH

IT - ENTERPRISE SW/HIS

- Axxess Technology Solutions, Inc.
- Delta Health Technologies
- DeVero, Inc.
- HealthMEDX
- Kinnser Software
- LG CNS
- Sandata Technologies

IT - ERP SOFTWARE

- Homecare Homebase

IT - FINANCIAL SOFTWARE

- HEALTHCAREfirst ●

IT - SPECIALTY SOFTWARE

- Brightree LLC
- ClinLogica Inc

MEDICAL SUPPLY - DISTRIBUTION

- McKesson Medical Surgical

MOBILE SOLUTIONS

- CareWatch Inc.
- Healogram
- Health Recovery Solutions

PHARMACY & PHARMA DISTRIBUTION

- Enclara Health ●
- HospiScript, a Catamaran Company
- OnePoint Patient Care
- Outcome Resources

PRINTING SOLUTIONS

- Brother Mobile Solutions

RESIDENT SAFETY

- Living Life Solutions from Align, LLC

REVENUE CYCLE MANAGEMENT

- Transpirus

SEARCH/STAFFING

- Cornerstone OnDemand
- Exact Recruiting
- Govig Healthcare Group
- Roeder Recruiting

TELECOM

- CellTrak Technologies ●
- OnHold:32

TELEHEALTH

- Advanced TeleHealth Solutions
- AMC Health
- Cardiocom, Experts in Telehealth ●
- GreatCall, Inc.

WOUND AND/OR SKIN CARE

- Innovacyn

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LINK Is Exclusively for:

- Home Care & Hospice Organizations with revenue over \$20M
- Participating teams consist of senior-level executives including:
 - CEO
 - COO
 - CFO
 - CIO
 - CNO
 - CTO
 - Director or Executive Level
 - *Procurement*
 - *IT*
 - *Financial*
 - *Clinical*
 - *Business Development*

Attendee Fee: \$1,000 per company. This includes attendance for an unlimited number of executives from your company, a complimentary meeting suite, two breakfasts, two lunches, and two receptions.

Contact: Michael Morrissey | (203) 644-1732 | mmorrissey@lincolnhc.com

SIGN UP DEADLINE - APRIL 1, 2015