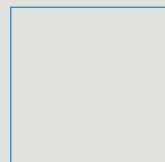


EMBASSY SUITES, MONTGOMERY

OCTOBER 9-11

ALABAMA HOSPICE ORGANIZATION
ANNUAL CONFERENCE

SAVE THE DATE



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CONFERENCE INFORMATION
AGENDA AND REGISTRATION

End-of-Life Care

TRUE

BLUE

A COMMITMENT
TO COMMUNITY



October 9-11, 2011
Embassy Suites
Montgomery, Alabama

End-of-Life Care
TRUE
BLUE
A COMMITMENT
TO COMMUNITY

Dear AHO Supporter:

Alabama Hospice Organization's 27th annual conference is fast approaching. This year's conference committee, co-chaired by Linda Segrest and Donnie Castleberry, has diligently worked to make this event one that is designed to help you in your professional hospice journey.

From the input of participants of the 2010 conference, AHO is returning Oct. 9-11 to Montgomery, and many changes have been made to the program.

Highlights of the 2011 conference include:

- AHO will present the Polly Clark Award honoring a hospice professional who has positively promoted Alabama's hospice industry.
- Each daily plenary session will be presented by a national speaker.
- A total of eight break-out sessions with topics ranging from strategic planning, leadership, system management and regulatory issues.
- Free time and fun! Do you remember what that is? This year the committee has chosen to give you time instead of planned social activities. You choose what you want to do!
- Montgomery's Riverboat, the Harriett II, cruise and dinner!

I am sure you will return home after this conference with an affirmation of your chosen profession, a renewed spirit and joyful memories! Come join us for a great conference! I look forward to seeing you there!

Deb Stark, RN, BSN
CEO, Hope Hospice
AHO President

REGISTRATION

Conference registration should be made in advance by mail or fax. See registration form for additional information and fees. You must make hotel reservations directly with the hotel. Conference registration covers handouts, faculty expenses, conference food and beverages and various associated costs. Registration without payment will not be accepted.

REGISTRATION CENTER HOURS

The conference registration center will be open:
Sunday 3 – 8 p.m.
Monday 7 – 8 a.m.

Registration packets containing your name badge, welcome packet and other conference items may be picked up at the registration center during open hours.

CONTINUING EDUCATION

In order to receive continuing education credits, the applicant must be a registered attendee of the conference AND complete an evaluation form for each workshop attended. Please provide your license number on the registration form. AHO is an approved provider of continuing education units for the following.

Alabama State Board of Nursing
(ABNP# 1070 Exp. 07/12/2012)

Alabama State Board of Social Work Examiners (ASBSWE# 0010 Exp. 06/30/2012)

HOTEL INFORMATION AND LOCATION

Embassy Suites
300 Tallapoosa Street
Montgomery, AL 36104
(334) 269-5055

*Use this code when booking: AHO

Call: 1-800-362-2779

You can also book online at www.embassysuites.com.

Room rates start at just \$124/night when you inform the reservation specialist you're attending the Alabama Hospice Organization's annual conference. Room block closes on Sept. 1, 2011.

For More Information

Please call Linda Segrest at (334) 395-5000.

EXHIBITORS/EXHIBIT HOURS

Our exhibitors have valuable services and great ideas to share with you. Please visit with our conference exhibitors during the following times:

Sunday 3 – 8 p.m.

Monday 8 a.m. – 5 p.m.

Tuesday 8 a.m. – 3 p.m.

CONFERENCE AGENDA

SUNDAY, OCT. 9, 2011

3 – 7 p.m. Conference registration

5:30 – 6 p.m. Reception

6 – 8:30 p.m. Dinner/Board Meeting

MONDAY, OCT. 10, 2011

7 – 8 a.m. Conference registration

8 – 8:15 a.m. Welcome, Deb Stark, AHO President

8:15 – 9:30 a.m. Theresa Rose "Get Yourself Some Serious Mojo"/ Embassy Ballroom

Theresa is passionate about helping others find their mojo! Drawing upon her background as an award-winning author, senior manager of a Fortune 100 company, management consultant, business owner and alternative healing professional, she offers a fresh, humorous approach to productivity, energy management and creative development. The stage is Theresa's natural habitat, and her mission is to educate, entertain and inspire people to live juicier lives.

- Book signing with Theresa Rose

9:30 – 9:45 a.m. Break

9:45 – 11 a.m. Sue Zimmerman, "Why Hospice Satisfaction Matters Now More than Ever"/ Ballroom 1

Zimmerman is a nationally recognized hospice quality improvement professional. She works closely with hospices

to ensure the most effective and complete implementation of Deyta products. Since 2003, she has been involved with the National Council of Hospice and Palliative Care Professionals as a steering committee member and more recently, section leader for the Quality Assessment Performance Improvement Section. Prior to her work in health care, she worked in non-profit administration at institutes of higher education and art museums. Zimmerman has presented and published on topics related to hospice quality on a regional and national level.

9:45 – 11 a.m. Russell A. Jackson “Strategic Planning”/ Administrative/ Ballroom 2

Russell A. Jackson is a native of Birmingham, Ala. and has more than 17 years of experience in the non-profit sector. Jackson, a 2008 CNN News Hero and one of AOL’s Amazing Dads of 2010, is a former Hoover firefighter and founder of Kid One Transport. Jackson has also held the position of director of development for the Friends of Birmingham Botanical Gardens, as well as working with several non-profits in a consulting role. Jackson is married to Mary Weatherford Jackson. They have two children, Harrison and Mackenzie. The family attends Church of the Highlands in Birmingham.

11 – 11:30 a.m. Lunch/ Embassy Ballroom

11:30 a.m. – 12:30 p.m. Lunch Speaker, Dr. Kenneth Doka, “Challenging the Paradigm: New Understanding of Grief”/ Embassy Ballroom

Dr. Kenneth J. Doka is a professor of gerontology at the graduate school of The College of New Rochelle and Senior Consultant to the Hospice Foundation of America. Doka has published many books, articles and book chapters. He is also the editor of both *Omega: The Journal of Death and Dying* and *Journeys: A Newsletter to Help in Bereavement*. Doka has served as the president of the Association for Death Education and Counseling, was elected to the board of directors of the International Work Group on Dying, Death and Bereavement, as well as serving as chair for two years. He is also an ordained Lutheran minister. Doka has keynoted conferences throughout North America as well as Europe, Asia, Australia and New Zealand.

- Book signing with Dr. Doka

12:30 – 12:45 p.m. Break

12:45 – 2 p.m. Jim Williams, “Providing Spiritual Support Near the End of Life”/ Clinical/ Ballroom 1

Jim Williams is the system director of pastoral care and counseling at Baptist Health in Montgomery, Ala. Williams attained his doctor of ministry degree from Southern Baptist Theological Seminary in Louisville, Ky. as well as completing other specialized education courses in areas such as clinical pastoral education, gerontology, bioethics and hospital ethics. He has also worked at the Alcohol and Drug Addiction Center in Birmingham, Ala. Williams attends Vaughn Forest Baptist Church in Montgomery, Ala.

12:45 – 2 p.m. Joel Smith, “Leaders Make Change Work”/ Administrative/ Ballroom 2

Joel Smith is an applied leadership’s senior consultant and facilitator of Crestcom International’s BulletProof Manager Programs. He combines his B.S. in marketing from Samford University and M.S. in economics from Auburn University with over 25 years of personal experience in management and leadership. From a successful career in corporate management in Miami and Atlanta, to entrepreneurial success leading a production and distribution business for 15 years, he has the talent and expertise to help increase your team’s overall performance.

2 – 2:15 p.m. Break/ Ballrooms 1 and 2

2:15 – 3:30 p.m. Betsy Rothley, “Symptom Management”/ Clinical/ Ballroom 1

Betsy Rothley, RN, MSN, FNP is the vice president of sales for Enclara Health. She comes to Enclara with an extensive background in pain and palliative care and has been specializing in this area for 17 years. She received her undergraduate degree from the University of Michigan and went on to receive her master’s degree at the Medical University of South Carolina. She practiced at the Medical University of South Carolina, where she was also on faculty as a clinical assistant instructor for the School of Nursing. Rothley has authored several journal articles and book chapters. She has also lectured extensively on the topics of pain and palliative care.

2:15 – 3:30 p.m. Stan Massey, “Proven Strategies to Increase Your LOS”/ Administrative/ Ballroom 2

Stan Massey has been providing insightful analysis, strategic planning and creative concepts to meet a wide variety of client needs for 30 years. His experience includes numerous hospice organizations, including Hospice of Northwest Ohio, Treasure Coast Hospice in Florida and Center for Hospice Care in Indiana. He has helped multiple hospices increase their average daily census, length of stay and revenue through research-based marketing campaigns.

3:30 – 3:45 p.m. Break/ Ballrooms 1 and 2

3:45 – 5 p.m. Dr. Ramona Lazenby, “EOL: It’s About the Journey, Not Just the Destination”/ Clinical/ Ballroom 1

Ramona Browder Lazenby has been a nurse educator for more than 25 years. She began her career as a critical care nurse and has also worked in home health. As a nurse practitioner, she has worked PRN in pediatric, college and senior adult clinics. She is currently serving as associate dean of Auburn University at Montgomery School of Nursing. She continues her nurse practitioner practice conducting in home health risk assessments. Outreach activities include teaching CPR, conducting monthly health screenings at a rural senior adult day care and assisting with health screenings in several public schools.

3:45 – 5 p.m. Dale Knee, “NHPCO Update”/ Administrative/ Ballroom 2

Dale Knee has served as president and CEO of Covenant Hospice since 1993 and has more than 28 years of experience in health care, 17 of which have been in the area of end-of-life care and post-acute care. He is also co-founder of the Studer Covenant Alliance, where he is a senior coach in strategic planning and goal setting. He is a member of the board of directors of the National Hospice and Palliative Care Organization, its Public Policy Committee, serves as the chairman of the NHPCO Ethics Committee, a member of the Florida Hospices and Palliative Care Organization, the Alabama Hospice Organization and the National Hospice Work Group. He also has more than 25 years experience in teaching at the university level. Knee holds a bachelors’ degree in hospital administration, a master’s degree in health

services administration and a doctoral degree in health care administration.

TUESDAY, OCT. 11, 2011

8 – 8:30 a.m. Welcome; Presentation of Polly Clark Award/ Embassy Ballroom

8:30 – 10 a.m. Charles Canaan, “Breaking News”

Charles Canann has more than 20 years of diverse nursing experience in a variety of health care settings to include inpatient, outpatient, home and organizational settings. He currently works at Palmetto GBA. He has a bachelor of science degree in nursing from Old Dominion University and a master of public health degree in health promotion and education from the University of South Carolina. He currently provides education and consultation to new Medicare providers and those with learning needs. He writes articles and performs workshops and teleconferences to address provider needs.

10 – 10:15 a.m. Break/ Embassy Ballroom

10:15 – 11:45 a.m. Rachel Hold-Weiss, “Regulatory Update”/ Embassy Ballroom

Rachel Hold-Weiss is a partner in the New York office of Arent Fox, where she focuses on health care regulatory, transactional and litigation matters for a wide range of health care clients. She represents a variety of non-profit and for-profit health care providers, including hospices, home health agencies, skilled nursing facilities, general hospitals, long-term care hospitals, assisted living facilities, continuing care retirement communities and physician practices. She focuses on advising clients undergoing federal and state audits and investigations, certificate of need, facility and medical professional licensing, HIPAA, Medicare and Medicaid survey and reimbursement, fraud and abuse issues, corporate practice of medicine and corporate compliances.

11:45 a.m. – 12:15 p.m. Lunch

12:15 – 1:15 p.m. Lunch Speaker, Stephen Tweed, “Forces and Trends Shaping the Future of Hospice” /Embassy Ballroom

Tweed is a business strategist, speaker, author and consultant serving the home health care industry since 1982. He is a board member for three different non-profit home care agencies, as well as a board member of a major rehab hospital and home care agency. Tweed is the interim president and CEO of Leading Home Care, a Tweed Jeffries Company. He is the father of a 39-year-old son who is physically disabled and uses the services of home care on a daily basis. Tweed has delivered over a thousand presentations to hundreds of thousands of health care and business executives.

1:15 – 1:30 p.m. Break/ Embassy Ballroom

1:30 – 3 p.m. Felicha Fisher, "New Criteria from Medicaid"/ Embassy Ballroom

Felicha Fisher is a native of Alabama and has been a state employee for almost 10 years. Fisher received her bachelor's degree- magnum cum laude- from Troy University in business administration- management. She is currently employed with the State of Alabama Medicaid Agency where she serves as the hospice program manager in the long term care- provider/ recipient services unit since November 2010. Fisher's desire and goal is to provide effective and efficient services to Medicaid personnel, its providers, recipients, vendors and all parties involved in the hospice program.

3 – 3:30 p.m. Closing, Deb Stark

IMPORTANT! ONE REGISTRATION PER PERSON.

For group registration, please duplicate this form. Registration deadline is Sept. 25, 2011. Late registration must include a \$75 late registration fee.

How to Register:

Complete this form and mail with your payment to:

Alabama Hospice Organization
Attn: Bryan Whetzel, Covenant Hospice
5041 N. 12th Avenue
Pensecola, FL 32504
Phone: (850) 202-0811
Fax: (850) 202-5804

Remember Your Hotel Reservations

Hotel reservations must be made by calling the Embassy Suites. Make your reservations by calling (334) 269-5055 *Use this code when booking: AHO. You can also book online at www.embassysuites.com.

Room rates start at just \$124/night when you identify yourself as a part of the AHO annual conference. HURRY! Room block closes September 1, 2011.

CONFERENCE REGISTRATION

ONE REGISTRATION PER PERSON. PLEASE PRINT.

Dr. Mr. Ms. Mrs.

Name: _____

Your name as you would like it to appear on your name tag:

Company/Organization Name:

Mailing Address: _____

City: _____ State: _____ Zip: _____

Telephone: (____) _____ Fax: (____) _____

E-mail address: _____

PAYMENT

Check

Credit card

Name as it appears on card: _____

Card number: _____ Exp. date: _____

Signature: _____

Full Conference

\$300 per AHO member \$425 per non-member
Includes Monday/Tuesday breakfast and lunch. Also includes Monday night dinner/cruise on the Harriett II.

Monday Only

\$200 per AHO member \$375 per non-member
Includes breakfast and lunch.

Tuesday Only

\$200 per AHO member \$375 per non-member
Includes breakfast and lunch.

Sunday Night (Board Meeting and Dinner)

*Each voting delegate will be treated to dinner.
Any additional attendee at \$15/each Number of persons:
_____ Cost: \$_____

Guest Pass

Conference Pass \$50
Monday/Tuesday breakfast and lunch
 Dinner Cruise \$25

TOTAL AMOUNT ENCLOSED

Method of Payment/Registration

Note: Registrations received without payment will not be processed.