

**CCA<sup>H</sup> PROVIDERS**

**One Day Session**

\$75 PER ATTENDEE

INCLUDES LUNCH

**FORUM**

**Evening Session**

ADD \$75

INCLUDES DINNER

**JULY 18, 2018**

Join us to hear dynamic conversations and address concerns specific to the Continuing Care at Home (CCaH) programs. This one day informative meeting will begin at 10:30am and conclude by 5:30pm on Wednesday, July 18, with optional dinner at 6pm. Hosted at the Hyatt Atlanta Midtown, 125 10th St. NE, Atlanta, GA 30309.

Staff from developing, new, and mature CCaH organizations\* invited!  
Registration closes June 18th.

Send [registration form\(s\)](#) and fees to AV Powell & Associates LLC, 1791 Woodcliffe Terrace NE, Atlanta, GA 30324. For overnight accommodations, click [here](#). Reduced nightly rates of \$149 will expire June 15.

**\*Note:** This meeting is exclusively intended for not-for-profit senior living providers. Agenda details below.

TRENDING TOPICS TO BE DISCUSSED:

CCaH Benchmarking Statistics Survey for FY2017  
**Amy Lampo, AV Powell & Associates LLC**

Collaboration opportunity for CCaHs to define minimum utilization dataset and design an integrated software management tool to assist operators with benchmarking, improve efficiencies, reduce risks as well as be a catalyst for external funding sources.

**Dr. Michael Smith, SmithPowell**

The typical obstacles and objections from prospects for buying a CCaH contract; what have we learned both anecdotally and from the research of marketing challenges for similar insurance contracts?

**Rob Love, Love & Company**

*For the maturing CCaH*, how do you determine a “best” structure for your care management department to (i) ensure your members needs are met as their functional status changes and (ii) define protocols that consistently and objectively assess eligibility for care?

**Elise Lamarra, Friends Life Care Partners & Joan Kruger, Longwood at Home**

*For the developing CCaH*, managing Board expectations for the sources and credibility of initial feasibility assumptions and determining if unfavorable variances have occurred in order to make timely adjustments.

**Thomas Rockenbach Jr., Carlyle Place & Cathy Schweiger, CliftonLarsonAllen**

*For existing CCRCs in a fully funded ASOP#3 status* wishing to expand their contract mix to provide more customer centered flexibility—from unbundling Type A contracts to combining their CCaH options with Type B and C contracts to offering an “early admission” option to their qualified wait list—how can this be accomplished actuarially and what are the operational and financial considerations?

**AV Powell, AV Powell & Associates LLC & Kevin McLeod, Carolina Meadows**



A Presbyterian SeniorCare Network Program