

# CHC Webinars and Audio Conferences on CD



Community Health Care Services Foundation, Inc.

*The premier educational resource for home and community-based care*

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<input type="checkbox"/> "HIPAA Security" (two-CD set)	\$139	\$239
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<input type="checkbox"/> "Strategic Marketing" <i>(two audio conferences on one CD)</i>	\$299	\$489
<input type="checkbox"/> "Weather Safety"*	\$165	\$265
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<input type="checkbox"/> "The Secret to Home Care Safety & Accident Prevention"*	\$165	\$265
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*If you were a paid participant in the original conference, you may order that CD at the discounted price of \$69 if you are an HCP member and \$99 if you are a non-member. HCPSIT participants may order any of the seminars marked with an asterisk (\*) at the \$69 price.*

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# ***HIPAA Security***

*Get serious about compliance!*

**90-minute audio with visual materials—February 10, 2005**

- ✓ HIPAA Security overview & background.
- ✓ The difference: privacy versus security.
- ✓ Compliance requirements you'll need.
- ✓ Performing an assessment analysis.
- ✓ How to get ready!

## **Expert Faculty:**

Thomas D. Williams  
President  
Stony Hill Management, Inc.

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# ***Comprehensive Employee Handbooks***

*A must-have document for avoiding employment problems and legal disputes!*

**90-minute audio with visual materials—April 21, 2005**

- ✓ Why all home care agencies need one.
- ✓ What topics should and should not be included.
- ✓ How to avoid creating an unintended “contract.”
- ✓ Why wording is critical to avoiding liability.
- ✓ When and how they should be revised.

## **Expert Faculty:**

John M. Bagyi, Esq.  
Partner  
Bond, Schoeneck & King, PLLC

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# ***Workers' Comp: Ask The Experts!***

*The questions employers ask and the answers you need to know!*

**90-minute audio with visual materials—May 25, 2005**

- ✓ Negligence.
- ✓ Right to sue.
- ✓ Benefit exclusions.
- ✓ Lump sum settlements.
- ✓ Medical care fees.

## **Expert Faculty:**

John Conroy  
President  
Program Risk Management, Inc.

Gail Farrell  
Vice President  
Program Risk Management, Inc.

# ***Home Care Safety During Emergencies & Disasters***

*Agencies and employees must be prepared for disasters of any kind!*

**90-minute webinar—November 15, 2005**

- ✓ Emergency Management Overview.
- ✓ Four steps in the planning process.
- ✓ Specific home care considerations.
- ✓ Hazard-specific instructions.
- ✓ Planning resources.

## **Expert Faculty:**

Jim Pavoldi  
Director of Loss Control  
Program Risk Management, Inc.

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# ***Home Care Marketing on a Shoestring Budget***

*A high-energy journey toward innovative marketing mastery!*

**90-minute webinar—December 15, 2005**

- ✓ Get free publicity.
- ✓ 14 techniques to turbocharge marketing efforts.
- ✓ 10 motivational triggers.
- ✓ Create your own home care marketing map.
- ✓ Get the competitive advantage.

## **Expert Faculty:**

Ford Saeks  
nationally-known speaker and  
consultant on marketing and  
maximizing corporate performance

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# ***Home Care Safety: Real Stories, Real Lessons***

*Protect your agency against catastrophic workers' comp claims!*

**90-minute webinar—February 28, 2006**

- ✓ Identify the most common serious accidents.
- ✓ Find out what could have been done to prevent these accidents from occurring.
- ✓ Get an inside view of the claims process.
- ✓ Improve your agency's processes and procedures.
- ✓ Find out how to keep your exposure low and your employees safe.

## **Expert Faculty:**

James Pavoldi  
Director of Loss Control  
Program Risk Management, Inc.

Gail Farrell  
Vice President  
Program Risk Management, Inc.

## ***Alphabet Soup: Grantwriting from A to Z***

*Yes, you can qualify for grant funding.*

**90-minute webinar—May 3, 2006**

Grant funding is available—for small organizations and large; for non-profits and for proprietary agencies. But you have to know where to look to find the funding organizations that are right for you and then you have to craft your proposal to appeal to the decision makers. This webinar gets you started in developing an efficient grantwriting infrastructure and will also help you locate funding sources and review government RFPs. Plus, you'll find out why, when it comes to grantwriting, “less is more.”

### **Expert Faculty:**

Charissa Ashman, RN, MBA  
Administrator of Grants &  
Demonstrations  
HCP/CHC

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## ***Managing Performance While Avoiding Legal Liability***

*Stay on the right side of the law and maintain good employee relations.*

**90-minute webinar—July 13, 2006**

Challenges to employment decisions in administrative proceedings and litigation continue to grow. This session will help you manage employee performance, maintain positive employee relations and successfully defend employment decisions, regardless of the challenge.

### **Expert Faculty:**

John Bagyi, Esq.  
Bond, Schoeneck & King

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## ***Emergency Disaster Preparedness***

*All-hazards planning for home care.*

**90-minute webinar—August 10, 2006**

- ✓ Take advantages of hard lessons learned from Katrina and other disasters.
- ✓ Learn to cope when your agency gets hit.
- ✓ Discuss tracking and documentation techniques to get future reimbursement.
- ✓ Prepare to help others in need—maximize your “surge capacity.”

### **Expert Faculty:**

Cynthia Mueller  
RBC Limited, Inc.

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# ***Finding and Keeping Home Health Nurses***

*Why would home health nurses want to work for you?*

**90-minute audio conference—December 7, 2006**

- ✓ Increase your staffing.
- ✓ Reduce your recruiting costs.
- ✓ Decrease your lost opportunity costs.
- ✓ Gain a competitive advantage.

## **Expert Faculty:**

Stephen Tweed  
Health Care Strategist  
and CEO  
Leading Home Care

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# ***Immigration Compliance: Checkup & Best Practices***

*The latest on immigration law, stepped up enforcement and employer liability!*

**90-minute webinar—January 11, 2007**

- ✓ Enforcement of immigration laws is now very aggressive.
- ✓ Record management and employment eligibility (I-9) pitfalls and solutions.
- ✓ Managing the overseas recruitment and visa process.

## **Expert Faculty:**

Sean G Hanagan, Esq.  
Jackson Lewis LLP

Otiena Ombok, Esq.  
Jackson Lewis LLP

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# ***OSHA: Know How***

*Home care agencies have an obligation to report occupational injuries.*

**90-minute webinar—February 28, 2007**

- ✓ What is the OSHA 300 log?
- ✓ Where can I find the forms?
- ✓ How long must I post the forms?
- ✓ If I get a survey request from the US Department of Labor, what do I do?

## **Expert Faculty:**

James Pavoldi  
Director of Loss Control  
Program Risk Management, Inc.

# ***Crossing the Line: Clinician to Manager***

*What new managers need to know*

**90-minute webinar—April 18, 2007**

- ✓ Review the critical job functions of a home care manager.
- ✓ Identify areas where new skills or more education are required.
- ✓ Explore how critical thinking is used by managers.
- ✓ Learn ways to reduce stress and increase effectiveness.

## **Expert Faculty:**

Kathleen Marçais, RN, BS  
Director of Staff Education  
Community Health Center

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# ***Workers' Compensation Changes***

*What New York's 2007 legislation means to you*

**60-minute webinar—July 11, 2007**

- ✓ Changes in contribution rates and assessment charge.
- ✓ Increases in maximum benefits.
- ✓ Caps on Permanent Partial Disability claims.
- ✓ Increased penalties for underreporting payroll.

## **Expert Faculty:**

John Conroy  
President  
Program Risk Management, Inc.

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# ***Strategic Marketing***

*“Brand Active Marketing” and “Surfing the Sales Pipeline”*

**Two 90-minute audio conferences on one CD—  
September 13 & 27, 2007**

- ✓ A simple groundbreaking new branding technique.
- ✓ Increase the effectiveness of your marketing programs and maximize your return on investment.
- ✓ Innovative sales concepts, including prospecting fundamentals and techniques for proactive selling.

## **Expert Faculty:**

Heather Rooney  
President  
H2 Marketing

## ***Weather Safety***

*Ensure your field staff are properly trained.*

**60-minute webinar—November 15, 2007**

- ✓ Avoid slips, trips and falls.
- ✓ Identify hazardous weather conditions.
- ✓ Handle your car in inclement weather.
- ✓ Be prepared in good weather or bad.

### **Expert Faculty:**

James Pavoldi  
Director of Loss Control  
Program Risk Management, Inc.

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## ***Lies, Damn Lies, and Financial Statements***

*Don't let lack of financial knowledge hold you back*

**90-minute webinar—January 17, 2008**

- ✓ Never tap lines of credit to finance day-to-day operations again.
- ✓ Identify the pitfalls to “true” performance.
- ✓ Learn ways to make better management decisions in investments, resource allocations and operations.
- ✓ Explore how critical thinking is used in the finance department.

### **Expert Faculty:**

Dexter Braff  
President  
The Braff Group

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## ***The Secret to Home Care Safety & Accident Prevention***

*Learn how to create a safer work environment!*

**60-minute webinar—February 27, 2008**

- ✓ Learn the benefits of creating a “safety culture”
- ✓ Explore ways to prevent accidents—even when you are not there!
- ✓ Identify ways you can have an influence on how your employees work
- ✓ Learn how culture drives behavior

### **Expert Faculty:**

James Pavoldi  
Director of Loss Control  
Program Risk Management, Inc.

# ***Customer Service Strategies***

*that will separate you from the competition!*

**90-minute webinar—April 16, 2008**

**Expert Faculty:**

- ✓ **See how to build a solid reputation for your agency.**
  - ✓ Learn how to exceed customer expectations.
  - ✓ See how to create positive rapport inside your agency.
  - ✓ Find out how to handle customer complaints effectively.
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Louis Feuer  
President  
Dynamic Seminars & Consulting