



**California Hospice & Palliative  
Care Association**

3841 N. Freeway Blvd., Ste. 225  
Sacramento, CA 95834  
Ph. 916-925-3770  
FAX 916-925-3780  
<http://calhospice.org>



# Harnessing the Power of Medicare Data for Hospice Leaders

Wednesday, March 14, 2012

Noon - 1:00 PM PST

Webinar

**H**ave you wondered how Medicare claims data can actually *help* your hospice agency? Medicare data can influence how you position, market, and compete in and outside of your service delivery area. In addition, the OIG uses this same Medicare data to trigger visits from the OIG. This is one visit you don't want.

This comprehensive 60-minute webinar will help you understand just how much hospice information is available through Medicare claims data. The presenter will discuss how this information portrays your hospice program, as well as hospices in your area, state, and nationally, and will review how to successfully apply this information in your program. Our data guru presenter will describe various data sources available for hospices and end-of-life care providers, highlighting Medicare claims files plus will discuss hospice utilization and how Medicare claims are used to identify which hospices are serving which beneficiaries in specific California and Nevada counties. Rounding out the webinar will include information describing Medicare beneficiaries dying outside of hospice, and how hospices might increase access to and utilization of hospice with these populations.

## Targeted audience

COOs, CFOs, Strategic planning team, business managers

## Fees

CHAPCA member: \$95  
Non-CHAPCA member: \$190

*CEU's are not available with this workshop.*

## Presenter

Cordt T. Kassner, PhD  
Principal, Hospice Analytics

Dr. Kassner is a hospice and end-of-life healthcare industry analyst who merges Medicare datasets in unique ways, and with other national databases, to better understand and explain how healthcare is delivered to those near the end of life. His talent for over 20 years has been acting as a "translator" of information between administration/clinical healthcare professionals and researchers/statisticians in an understandable way.

## Learning Objectives

At the end of this webinar participants will be able to:

1. Describe changing trends in hospice utilization and hospice patient characteristics;
2. Identify ways to work effectively with Medicare data to increase access to hospice services in local communities;
3. Identify ways CMS may use this data to evaluate individual hospices and the hospice industry.

## More Information

Barbara Souza  
(916) 925-3770  
[bsouza@calhospice.org](mailto:bsouza@calhospice.org)  
<http://calhospice.org>

# Registration

## Harnessing the Power of Medicare Data for Hospice Leaders: Introduction

Webinar  
March 14, 2012  
Noon - 1:00 PM



California Hospice & Palliative Care Association  
3841 North Freeway Blvd., Ste. 225  
Sacramento, CA 95834  
Phone: 916-925-3770  
Fax: 916-925-3780  
<http://calhospice.org>

### Agency Information

Contact:		
Agency:		
Address:		
City:		
ST:	Zip:	
Email:		
Phone:		

### Billing Contact (if different from the agency)

Contact:		
Agency:		
Address:		
City:		
ST:	Zip:	
Email:		
Phone:		

### Registration Fees

	Rate	QTY	Total
Member	\$95.00	<input type="text"/>	<input type="text"/>
Non-Member	\$190.00	<input type="text"/>	<input type="text"/>
<b>TOTAL ENCLOSED</b>			<input type="text"/>

*The registration rate is for a single computer per location. Login instructions and materials will be e-mailed to the above contact 24 hours prior to the webinar.*

### Payment

- Check payable to: CHAPCA
- Credit Card
- American Express
  - Mastercard
  - Visa

Card Number:		
Security Code:	Exp. Date:	
Cardholder Name:		
Signature:		

Data is not secure. Do not email.

**To receive the member discount, your location must have a current membership with CHAPCA.**  
**If you are unsure of your membership status, please contact the CHAPCA office at 916-925-3770 or [info@calhospice.org](mailto:info@calhospice.org).**  
**To join, please visit the CHAPCA website at <http://calhospice.org/membership/>.**

**Send Completed Form with Payment To:**  
**CHAPCA, 3841 North Freeway Blvd., Ste. 225, Sacramento, CA 95834; FAX 916-925-3780**

**Registration with payment must be received by March 7, 2012.** Confirmation will be sent upon receipt of registration form and fee. Refunds, less \$25 administrative fee, will be made upon written notice of cancellation requests received no later than March 7, 2012. No refunds will be given for requests received after March 7, 2012. Substitutions are welcome. If you have questions, please contact Barbara Souza at the CHAPCA office at 916-925-3770 or [bsouza@calhospice.org](mailto:bsouza@calhospice.org).