



Home Care Association of Florida  
RESOURCES, EDUCATION, ADVOCACY

## CALL FOR POSTERS

Annual Conference & Trade Show  
July 25, 2012

Walt Disney World Dolphin Resort, Orlando, FL

### INVITATION TO PROVIDE POSTERS – *NEW THIS YEAR!!*

---

The Home Care Association of Florida (HCAF) is pleased to announce a Call for Poster Proposals for the next Annual Conference to be held in July at the Walt Disney World Dolphin Resort in Orlando. Help spread the word by distributing this call to anyone you think may be interested in providing an educational poster at our conference!

HCAF is the premier state association serving state Licensed (Private Funded) and Medicare (Certified) Home Health Agencies and Nurse Registries in Florida. Affiliate members include hospices, homemaker/companion and sitter services, medical equipment supply vendors, computer hardware and software companies, consultants, insurance providers, accountants, and data collection and benchmarking companies.

Our Annual Conference is the largest gathering of home health agency managers within the state of Florida. We have set and broken attendance records in each of the last three years. The Conference is designed to offer administrators, supervisors, financial managers and clinicians an opportunity to learn more about new developments in home health care, effective management strategy, cutting costs, innovative programs, and new regulatory changes.

HCAF's Education Committee is seeking proposals for posters that will be displayed at our conference on Wednesday, **July 25**.

### BENEFITS OF PROVIDING A POSTER

---

If your poster is selected, you:

- Contribute to the advancement of your profession
- Gain visibility and recognition as a home care leader
- Networking opportunities galore

### BACKGROUND & LOGISTICS

---

Our poster session will be available for attendees to view from 8:00 to 10:30 am on July 25<sup>th</sup> outside of the general and breakout session rooms. Beverages and snacks will be available to help draw attendees as well as continuing education credits for qualifying posters. Please note that we will not have space for tables, but will do our best to provide two chairs at each poster.

**Good news!** HCAF will handle the graphics/layout if you would like and will seek your approval before finalizing. HCAF will also handle applying for continuing education credits, all of the printing and setup logistics for you, so you do **not** need to worry about applying for CE credits, printing, shipping and setup of your poster.

One or two moderators per poster are encouraged to accompany the posters during the session to help answer questions by passing attendees and help generate discussion surrounding the poster's educational content. Moderators are responsible for submitting a completed conference registration to HCAF so that we are aware that you will be taking advantage of this poster session and include you in our catering, seating and handout counts.

## **COMPONENTS & REQUIREMENTS**

---

Each poster will be approximately 4 feet high by 8 feet wide and should be a presentation with academic or professional focus and relevant to managers, supervisors, administrators or owners of home care agencies. In order to keep the posters relatively consistent, we would ask that each poster stick to the following:

Components:

- The top 12 inches should be reserved for conference branding graphics, your company logo, the poster title, your company and author's name (if applicable) and a listing of available continuing education credits for your specific poster.
- The rest of the content is up to you to provide, including:
  - Introduction/Background/Abstract
  - Methods/Process/Solution
  - Data/Results
  - Conclusions/Summary of Findings
  - Applicable graphics, charts and bibliography
- Posters may contain a QR code, website address and basic contact info for more details along the bottom 12 inches, but it should not contain any other marketing content.

Suggestions for success:

- Please keep in mind that the text should be large enough to be seen from 5 feet away.
- The pieces should be organized in a way that leads the viewer through the display.
- Make illustrations and graphics simple and bold.
- The display should be self-explanatory so that you are free to talk.
- Keep displays simple and text brief; an attendee should "get it" within 30 seconds of viewing it.
- Be prepared to handout your business card or in-depth information in a handout if you would like.

As a nonprofit organization, HCAF is unable to support the poster session completely on its own and would require \$150 from exhibitors and \$300 from non-exhibitors to help cover expenses for each poster. If your company is not prepared to create the educational content for a poster, sponsorship of other posters is available for \$150. Many of our independent speakers would welcome support of their posters and through your sponsorship it would help make it possible for them to provide quality content to this session.

## **CONFERENCE THEME**

---

The keynote presentation this year will be given by Stephen Tweed and is entitled, "On A Clear Day... You Can See Tomorrow: The Forces and Trends Shaping the Future of Home Care in America". We hope that the concurrent breakout sessions will focus on the various forces and trends affecting the future of home care and solutions for success. Given the state of the economy and the cuts to home care reimbursement, this conference will strive to have as little "fluff" as possible in terms of content for attendees. This is not to say that it will be doom and gloom in any way -- home care has enormous potential in the coming years with the baby boomers aging and the need for less costly forms of care in higher demand than ever... but providers who will be attending this conference will be motivated enough to succeed and we do not need to provide motivational content for the sole purpose of making the audience feel good. Time is of the essence and we want to provide our attendees the tools and knowledge they need to flourish and prosper in the year ahead.

## **AUDIENCE**

---

We are expecting approximately 650 attendees at HCAF's 2012 Annual Conference & Trade Show. You can expect the audience to represent a wide array of organizational sizes and structures, such as large, vertically integrated systems, hospital-based home care agencies, to chain or freestanding organizations. These

organizations are for-profit and not-for-profit, urban and rural, and are reimbursed by a variety of sources, including: Medicare; Medicaid; Private Insurance, and Private Pay. Attendees typically have degrees in nursing, therapy, business, health services administration or other related areas.

## **SUGGESTED TOPICS**

---

Poster participants are encouraged to share their success stories, experiences and resources through their posters and informal conversations with attendees. Listed below are core areas that are of great interest to conference attendees. If you have developed an innovative program, researched an issue, or initiated a new policy or procedure, your topic may be applicable as a poster. Proposals that address home health topics within these core areas will be considered along with other timely issues:

- Health Care Reform
- Surviving a Down Economy
- Growing Your Business
- Coding & OASIS
- Billing & Prospective Payment System
- Human Resources
- Legal & Regulatory
- Business Management & Leadership Skills
- Technology & Telehealth
- Care Transitions & Case Management
- Improving Communications with Other Providers
- Clinical & Disease Management
- Quality & Outcomes Management
- Financial & Business Development
- Strategic Marketing / Referrals
- Employee Recruitment & Retention
- Performance Improvement Initiatives
- Private Pay / Innovative Partnerships

## **PROPOSAL REVIEW PROCESS**

---

Each poster proposal will be reviewed and evaluated by HCAF using the following guidelines:

- Relevance to home care
- Timely or innovative topic
- Overall quality and well-defined focus
- Clearly identified objectives and written content
- Freedom from commercial bias

## **HOTEL**

---

The 2012 Annual Conference & Trade Show will be held at the Walt Disney World Dolphin Resort in Orlando (1500 Epcot Resorts Boulevard, Orlando, FL 32830). Speakers will need to make their own sleeping room reservations. Rooms are limited, so please book early. Sleeping rooms can be reserved by calling 407-934-4000. Reserve your room no later than June 20, 2012 (if not sold-out earlier) to obtain a rate of \$149 per night, which is inclusive of the \$10 per night Resort fee [remember to mention this event]. Their additional person charge is \$25 per night. Children under 18 years of age may stay for free in their parents' room using existing bedding. Self-parking will be discounted \$5 per person for an estimated \$6 per night.

## **TO SUBMIT A POSTER PROPOSAL**

---

Please submit your proposal on or by Monday, April 30, 2012 by going online to: [www.homecarefla.org/conference](http://www.homecarefla.org/conference) – click SUBMIT POSTER PROPOSAL under the EXHIBITORS section on the right-hand side. Materials that are not complete and do not follow the guidelines outlined in this document will not be reviewed. Notifications will be made by end the of May. If you have further questions, contact Monica Smith at 850.566.6999 or via email – [msmith@homecarefla.org](mailto:msmith@homecarefla.org).