Early 2019, NAHC put together a PDGM roadshow on what to expect in 2020. These events were scheduled regionally and the PNW event was hosted by OAHC in Portland.

This year, NAHC is putting together a PDGM summit that will be similarly structured to last year's roadshow. The summits are taking place across the nation in 12 states from March 30th – April 10th. NAHC is putting together the program and still in the early stages of planning. Bill is adamant this new content is different than what was covered at the roadshow – they will be looking at the first 3 months of PDGM, what lessons were learned, what does success look like, what to expect in the upcoming months.

THE ISSUE FOR DISCUSSION

When NAHC sent out information about their PDGM education to get an idea of interest from the state associations. I replied HCAW will support marketing efforts (like we did for the roadshow) and to put us as a "maybe" for being a host city for the PNW summit.

NAHC sent out a list of host cities and HCAW was listed. I reminded Bill we were a "maybe" and while HCAW is supportive of NAHC we need to have Board approval before moving forward. Bill was understanding and is not in an (immediate) rush for a confirmation but I would like to respond asap.

The date range NAHC has offered for the summits is March 30 – April 10. Our Annual Conference is April 21-23. There is a big concern that people will go to the NAHC summit and not our conference as they are potentially in the same month. We want to make sure both events are as successful as possible without having too much of an impact on HCAW.

We need to decide:

1. Will we host the PDGM summit
2. Will our annual conference be cancelled, moved, or stay the same

OPTIONS TO CONSIDER

NB: NAHC'S March on Washington was just announced as March 22nd – 24th, 2020 in D.C.

Do not host summit

If HCAW chooses to not host, OAHC will take our place. I'm not sure if they will select Portland again, but I imagine they would be close to our border and/or a major airport. Fewer of our members will go to the OACH event, especially if the audio recording is available. However, there will still be education dollars going to the summit that won't be used for our conference.

Host summit*

It boosts our reputation to have NAHC visit our state again so recently after their October conference. This also shows our value to members by bringing this type of high-level content right to them.

We can also use this as extra encouragement to get members to renew. HCAW "drops" members who don't renew by March 30th and this is perfect timing.

There is also an opportunity to offer a seminar immediately following and invite e.g. OASIS Answers to help digest information. We can also offer a networking/happy hour afterwards where attendees can talk to each other about what they learned that day. We'll need to consider how many attendees we can expect to stay overnight for a second event and/or need to get on the road back home after the summit.

**We are not able to change the date range for NAHC's summit so ours could be in tandem with our conference. We would be the only state asking for this concession and the content will be several weeks "old" since they're using the same presentation each time.*

Keep the Annual Conference as-is

If we chose to host the PDGM summit and not change the date of our annual conference, we will need to expect a lower attendance. PDGM is a big priority for members and they only have so much $ for education.

I recommend offering a registration discount for the conference if a member attended the PDGM summit. Hopefully, this will encourage a few more attendees to both.

Our conference programming should touch on PDGM but try to focus on other important issues for members. E.g. if OASIS Answers does the pre-conference we can ask them to spend time covering PDGM as it applies to OASIS; we can have Marc Berg address all attendees to go over potential PDGM costs savings.

Cancel the 2020 Annual Conference entirely**

We have signed a contract with the DoubleTree and will have **$6,222.00 owed** in liquidated damages. There will be no conference income to cover this expense.

Candidly, we are not a very attractive group for hotels. We use a lot of room but have small room blocks and our registration numbers are on the smaller side. By cancelling our contract, we will look less attractive to future hotels.

Reschedule the 2020 Annual Conference to May or the fall**

If the hotel has availability, we can move the date of our conference. **The $6,222.00 outlined above will still be owed to the hotel but will be counted towards our deposit.** It will be money taken out of this fiscal year to be realized in the next fiscal year. I'm not sure if there will be any additional fees, but our HelmsBriscoe contact will keep us updated (HelmsBriscoe is a company we use to coordinate with hotels on things like this – they are no cost to HCAW).

Room rates may be different if we reschedule to the fall. The market is different that season so we should be ready for them to be higher (but hope for them to be lower).

There is also the possibility the hotel will not have availability for us to reschedule with them. If this is the case, we will then have to look at new dates or cancel our conference.

The hotel does not have any availability to move our conference earlier, but I can check if they are free in early May or September. The Board will need to select dates for me to give to the hotel.

- *School graduations in May*
- Sun, May 10 – Mother's Day
- Mon, May 25 – Memorial Day
- Mon, Sept 7 – Labor Day
- *School usually starts after Labor Day*
- Tues, Oct 13-Thurs, Oct 15 – NAHC Home Care & Hospice Conference and Expo (Tampa, FL)

The current recommended date is September 15-17, 2020 but I'd like to give the hotel at least two options. While the NAHC conference is in October, I don't anticipate many of our members attending in person as it's so far away.

A benefit to rescheduling to September instead of May is we will have an opportunity to focus on ~8months of data – there will most likely be new information and new innovations/opportunities for us to cover.

***with either of these options, we will need to consider what to do about our board nominations. These are typically done in person at the annual business meeting during the conference. Any members present at the conference can vote and you only need a majority of those in person. You can vote electronically, but you will a majority of all members (and all members must respond). This is not a big issue, but I want to make sure this is considered.*

If we reschedule the conference to the fall, we will not have a conference during this fiscal year. We will not have expenses or income, so will essentially be a wash. There will still be a conference during the calendar year.

ABOUT NAHC PDGM SUMMIT

INCOME & REVENUE SHARING

National Sponsorships

NAHC is responsible for soliciting national sponsorships. The revenue collected is divided evenly with the 12 state association hosts. Last year, Bill estimates $125,000 was split. They are anticipating hitting similar numbers in 2020.

Local Sponsorships

HCAW would be responsible for securing local sponsorships and setting our own pricing and levels. Some companies are only available in a few states and will prefer the lower cost of a local sponsorship. Whatever local sponsorship revenue we collect is split 50/50 with NAHC.

State Association Registrations

Last year, HCAW received a small portion of registration revenue collected for every member who attended another state's event. This is expected to continue for the 2020 summits. If OAHC has e.g. 10 members sign up for our event they will receive e.g. $25 per registration ($250). This is something HCAW would pay out.

EXPENSES

NAHC Costs

All presenters are donating their time and will not be charging for any travel costs. NAHC will not have their staff travel, so there are no other travel costs to cover.

NAHC will cover the costs for any marketing, etc. put together for the event.

HCAW Costs

HCAW is responsible for all site-related expenses including, but not limited to, hotel room costs, food and beverage, A/V, and local marketing. These costs are not shared with NAHC.

BUDGET

I'm not currently able to put together a budget for this event. I'm waiting for some data from NAHC to help me get an idea of how many registrants to expect, etc. Once I have that, I can recommend registration fees and we can send out a RFP to venues near SeaTac.

During a call last week, Bill mentioned he believes all states made money from the PDGM Roadshow, but the amount varied state to state. (I don't think they were tracking this level of detail but I can reach out to OAHC if not available.)

A quick note about registration numbers: Bill thinks registration #s will be about the same as the roadshow. Some have expressed PDGM fatigue but it's also going to cover very important and timely info.

RESPONSIBILITIES

NAHC

NAHC is creating <5 teams of speakers so different states can have their summit on the same day. Each event will use the same presentations and cover the same content. All this is being coordinated by NAHC.

NAHC is considering recording one summit to sell immediately afterwards. They will not be live streaming.

NAHC is also responsible for securing national sponsorships.

HCAW

We are responsible for site selection, logistics, local marketing, registration, and staffing. NAHC has offered to process registrations for us, but it is a smoother process if we stick to our system so we can properly collect data and $. (Bill mentioned most states used their own systems for the Roadshow.)

HCAW sets registration prices and NAHC didn't have specific recommendations. The Roadshow prices ranged state to state but were usually <$250 for members. Some states chose to offer early bird, etc. pricing but not all did this. Members from other states will receive the "member" rate. We will send checks to state associations who had members attend our event.

Board Meeting Minutes
Friday, December 13, 2019
Teleconference
11:00AM – 12:00PM

Our Vision: We are inspired to position homecare services as a leader in healthcare in Washington State.

Our Mission: To promote the long-term growth and sustainability of in-home services in Washington State. HCAW provides leadership for consumers by unifying in-home services providers through public outreach, education, legislative advocacy and supporting practice standards.

ATTENDANCE

Board: Marilou Church, President, Rachel Manchester, President-Elect, Amber Hahn-Keenan, Secretary/Treasurer; Directors Kyle Long, Geoff Meinken, Melinda Moore, Alisa Van Sickle; Brent Korte, Ex-Officio
Staff: Christine Opiela, Executive Director
Not in Attendance: Directors Gretchen Anderson, Tammi Reeser, Nate Smith; Leslie Emerick, Public Policy Director; Donna Goodwin, Clinical Director

CALL TO ORDER

Marilou welcomed everyone and called the meeting to order at 11:06AM.

I. EDUCATION

NAHC PDGM Summit

- NAHC is creating a PDGM summit that will be similarly structured to the 2019 PDGM Roadshow. The summits are taking place across the nation in 12 states from March 30th – April 10th.
- HCAW has an opportunity to host the summit for the PNW (OAHC hosted in 2019). The event will give HCAW more exposure and shows a strong partnership with NAHC. It also allows for more collaboration with neighboring state associations.
- This event does conflict with the annual spring conference. Summit dates are within a set range only a few weeks before the HCAW conference.

It was moved and seconded to host the 2020 NAHC PDGM Summit. Motion carried.

2020 Annual Spring Conference

- The PDGM Summit is occurring a few weeks before HCAW's annual conference is scheduled. There is concern attendees will spend their education funds on attending NAHC's meeting in lieu of attending HCAW's conference.
- HCAW can cancel the conference, keep the same dates, or reschedule the conference dates to run in tandem with the summit.
- If HCAW cancels the contract, it will owe the hotel $6,222 in charges. If the contract is rescheduled, this amount will still be owed but it will be counted towards the deposit.

- The conference can be rescheduled to either run in tandem with the summit or to new dates in the fall. There is no guarantee the hotel will have availability and hotel room rates may vary.
- The Board prefers to reschedule the conference so the summit can be either a pre- or post-conference event. If the hotel does not have availability, try to reschedule for 2021 and explore other venue options for the 2020 events.

II. OTHER BUSINESS

There being no other business, the meeting adjourned at 11:41am.

It was moved and seconded to adjourn the meeting. Motion carried.

SUMMARY OF ACTION ITEMS

- Christine to connect with NAHC and notify them HCAW will act as host state for the 2020 PDGM Summits.
- Christine to work with HelmsBriscoe on rescheduling options with the hotel.