



Home Care
Association of America

WASHINGTON

2022

WASHINGTON CHAPTER CONFERENCE

May 24, 2022 • 8:00 - 4:30 p.m.

Hilton Seattle Airport & Conference Center

SPEAKERS:



Clayton Fouch
Home Matters
Caregiving



Alon Brener
Sensi.AI



Sharla Bode
Advanced Health
Care



Missy Waites
alliantgroup



Leslie Emerick
Emerick & Bloom



Jeff Wiberg
Family Resource Home
Care

Sponsor



Exhibitors



Register:

www.hcaa.org/events

Agenda:

8:00 – 8:30 a.m.
Registration, Exhibits & Breakfast

8:30 – 8:45 a.m.
Welcome & Chapter Update
Sharla Bode, *Chapter Chair*

8:45 – 9:15 a.m.
HCAOA Update & Member Benefits
Jennifer Battista, *COO*

9:15 – 10:00 a.m.
Retention is Recruiting
Clayton Foutch, *Home Matters Caregiving*

This session will discuss best-known methods to address the labor shortage that our industry is facing. The emphasis will not be on recruiting strategies, but rather strategies that leverage creating an environment that promotes longevity of your team members. Our expertise is in retaining caregivers so the target audience are those that are looking to improve the metrics in their organization.

10:00 – 10:15 a.m.
Exhibits & Break

10:15 – 11:00 a.m.
Harnessing Technology to Reinvent Growth & Excellence in Home Care
Alon Brener, *Chief Revenue Officer, Sensi.AI*

By 2030, seniors will make up a quarter of the entire U.S. population. This creates a gap between the demand for care, and the workforce to provide it. This gap will get broader over time, and as this is an industry that cannot afford to slow down, technology will be the answer to enable growth while maintaining quality of care. The agency that harnesses revolutionary age tech will be the agency that succeeds.

11:00 – 12:00 p.m.
Leveraging the Employee Retention Credit
Missy Waites, *alliantgroup*

The Employee Retention Credit (ERC) is the most powerful incentive passed by Congress for small to medium sized businesses. Make sure your business isn't leaving money on the table by missing out on this powerful credit. There have been several changes to ERC since it was introduced – even if you thought you didn't qualify, there's still time to reassess! Learn more from HCAOA partner alliantgroup.

12:00 – 1:00 p.m.
Exhibits & Lunch

1:00 – 2:00 p.m.
Advocacy Hour
Federal Update – Jeff Wiberg
State Update – Leslie Emerick

2:00 – 3:00 p.m.
State Regulator (TBA)

3:00 – 3:15 p.m.
Exhibits & Break

3:15 – 4:30 p.m.
Labor & Employment Law Discussion

Hotel Information:

Hilton Seattle Airport & Conference Center
17620 International Blvd
Seattle, WA 98188

Special Conference Rate: **\$174**
Reserve by May 2

Book online:
<https://book.passkey.com/go/HCAOA>