



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



CORNERSTONE  
HEALTHCARE  
TRAINING



## Register:

[www.hcaa.org/events](http://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>