

Preparing for Success in the Illinois House Call Project (ILHCP)

Cohort 2 Workshop

Thursday, August 8, 2024

Location: 1900 East Golf Road, 4th Floor
Schaumburg, IL 60173

Agenda			
Time (CST)	Mins	Session	Faculty / Presenter
8:00 AM	30	Breakfast	<i>Breakfast Provided</i>
8:30 AM	30	Welcome / Introductions	Dana Crosby <i>VP, Education & Practice Development</i> Home Centered Care Institute
9:00 AM	60	Business Considerations for Growth and Expansion	Alicia Elatkin, FNP-C Chestnut Health
10:00 AM	15	Break	<i>* Headshots available</i>
10:15 AM	45	Securing Referrals for Your House Call Program	Alicia Elatkin, FNP-C Chestnut Health
11:00 AM	60	Leveraging Market Research and Data Analytics to Grow Your House Call Program	Aaron Yao, Ph.D. <i>Director of Research & Analytics</i> Home Centered Care Institute Melissa Singleton, MEd <i>Chief Programs Officer</i> Home Centered Care Institute
12:00 PM	60	Lunch	<i>Lunch provided</i> <i>* Headshots available</i>
1:00 PM	45	Leadership in HBPC: Navigating and Inspiring Positive Change Through Transformational Leadership	Paul Chiang, MD <i>Senior Medical & Practice Advisor</i> Home Centered Care Institute <i>Medical Director</i> Northwestern Medicine HomeCare
1:45 PM	30	Hiring, Onboarding, and Retention of Staff for House Call Programs	Dana Crosby <i>VP, Education & Practice Development</i> Home Centered Care Institute Paul Chiang, MD <i>Senior Medical & Practice Advisor</i> Home Centered Care Institute <i>Medical Director</i> Northwestern Medicine HomeCare
2:15 PM	15	Break	<i>* Headshots available</i>
2:30 PM	60	Media Relations and Marketing	James Warda <i>Vice President of Marketing & Communications</i> Home Centered Care Institute

3:30 PM	60	Community Services and Partnership Opportunities in Illinois	<p>Discussion Panel: Diane Slezak <i>President & CEO</i> AgeOptions</p> <p>Sandy Pastore, MSW <i>Division Manager</i> Illinois Department on Aging</p> <p>Cherish Reinwald <i>COO / Director of Counseling Services</i> Eaves Health Partners</p> <p>Therese Byrne, LCSW <i>Social Worker</i> CATCH-ON</p> <p>Moderated by: Dana Crosby</p>
4:30 PM	15	Resources <ul style="list-style-type: none"> • HCCI Learning Hub • HCCI Community 	<p>Jeff Fraler, MS <i>Director of Education</i> Home Centered Care Institute</p> <p>Dana Crosby <i>VP, Education & Practice Development</i> Home Centered Care Institute</p>
4:45 PM	15	Reporting Expectations & Key Milestones	<p>Karly Denes <i>Outreach & Engagement Specialist</i> Home Centered Care Institute</p> <p>Jeff Fraler, MS <i>Director of Education</i> Home Centered Care Institute</p>
5:00 PM	15	Q&A / Wrap Up	<p>Dana Crosby <i>VP, Education & Practice Development</i> Home Centered Care Institute</p>
5:15 PM		End	

Accreditation Information

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of PeerPoint Medical Education Institute and the [Home Centered Care Institute](#). PeerPoint Medical Education Institute is accredited by the ACCME to provide continuing medical education for physicians.

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All presenters, planners, editors, or staff report no relationships to disclose.

HCCI reserves the right to modify the schedule and faculty assignments, as needed.