

HOME CARE 100

2025

Intelligence Group

Create • Demonstrate • Articulate

VALUE

Value is such an overused term. What do we really mean when we say it?

In business, we strive to increase value to our customers. This could mean high quality outcomes, exceptional patient and employee experience, or improving access to services.

In healthcare, we are experiencing a monumental shift to value-based care that rewards improved outcomes and provider performance.

The 2025 Home Care 100 and Lincoln Intelligence Group agendas and workgroups are designed to spark deep thinking and new ideas that add value to your business - so you ultimately grow and thrive well into the future.

This journey toward the future is best traversed with proactive collaboration and idea exchange between the sector's most visionary leaders and innovative thinkers. Coming together for these critical discussions has never been more important because truly leading the future will require more from us than ever before.

It will require creatively expanding our workforce. It will require a radical elevation of our position in the healthcare ecosystem, especially among payers. It will require cost-lowering technology and new business models. It will require empowering our caregivers with new AI tools and platforms. All while managing an uptick in M&A activity and a changing legislative and regulatory environment.

You can leverage our powerful offerings to drive better and faster implementation of your strategic initiatives to improve your organization's value equation. We believe in the future of home care, and we are committed to your growth and success 365 days a year.



Jeanette Lynn

Jeanette Lynn
President, Lincoln Healthcare Leadership
Home Care 100 | Intelligence Group

If you're ready to accelerate your initiatives and drive real impact for your business, we are ready to be a driving force alongside you.

homecare100.com/365

Go Forward Faster

Home Care 100 is the spark for new ideas and our Intelligence Group is the fuel that brings the ideas to life in your day-to-day operations.

We bring together the nation's top home-based care leaders for impactful learning and relationship-building experiences that elevate your thinking about the future of your business all year round.

Twice Per Year

HOME CARE 100

Setting the stage for excellence in leadership, strategy and innovation.

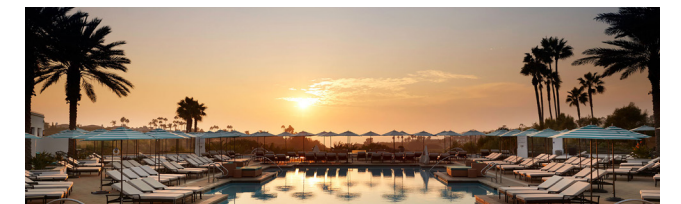
January 19 - 22, 2025

JW Marriott Marco Island, FL



June 1 - 4, 2025

Waldorf Astoria Monarch Beach, CA



Always On

Intelligence Group

Better and faster implementation of your strategic initiatives.

Expert advisors tightly aligned with your leadership team

Deep expertise on your most critical issues

Exclusive, ear-to-the-ground **industry perspectives**

A **collective** of forward-thinking executives

2025 Research Agenda

We have more C-suite conversations with more home care innovators than anyone. Home care insiders talk to us. The top providers in the country trust us. Whatever you're dealing with, we've already seen it, done it or are working to solve it.

Our advisors are obsessively engaged with business trends and deliver strategy ideas that are timely, customized and actionable.

LEADERSHIP

Vision

Organizing for value-based care

- Enterprise KPIs
- Fostering value at the branch/site level

Future of hospice and the hospice benefit

- Role of hospice in VBC
- Hospice competitive substitutes

M&A / Capital Markets Outlook

- Non-profit combinations
- Interest rates/Lending/Debt markets
- Private equity

Culture

Developing the next generation of managers

- Training managers for VBC/VBP

Culture as compensation: Recruiting/retention in an era of unabated wage inflation

Culture of performance and innovation

- Volume to value transition

Workforce

Macro Factors: Immigration, unemployment, unionization, culture/generational issues, regulatory/legislative issues

Nursing capacity

- Supply/demand dynamics
- Attracting/developing/retaining less experienced nurses
- Mobile training/development

Recruiting/onboarding/retention tools and technology

STRATEGY

Value

Aligning with MA plan objectives

- Coverage and timeliness
- Stars/HEDIS
- Contract administration and adjudication

Contracting with MCOs

- Commercial acumen
- Value proposition narratives
- Role of SDOH data

Aligning with non-plan risk-bearing entities

- ACOs/Physician groups

Growth

Aligning with facility-based and community referral partners around value

- Payer pull-through
- Program development

Serving Medicaid and dual eligible beneficiaries and payers

Self-directed personal care: Opportunities and challenges

Disruption

Evolution of virtual caregiving

- Fractional staffing
- Virtual care technologies

Payer/Provider full risk models

- ACO REACH/SNPs/Risk-Based Primary Care

New entrants in home care

- Consumer and Retail companies

INNOVATION

Models

Clinical pathway evolution

- COPD/Heart Failure/Neuro/Stroke/Dementia

Longitudinal services

- Post-Acute Continuum/Chronic Care/Palliative Care/Primary Care

CMMI Models

- GUIDE
- TEAM

Technology

EMR Comparative Study

- Strengths-based comparison of top vendors

Business cases and solutions for AI and predictive analytics:

- Clinical documentation
- Administrative burden
- Disease trajectory

Information exchange and security

- Interoperability/Cybersecurity

Operations

Streamlining clinical operations

- Process/Case Management/Triage

Administrative solutions and tools

- Authorization/Intake/Scheduling/Contact Center

Operationalizing VBP/VBC: Identifying and driving the metrics that matter

HOME CARE 100

Home Care 100 delivers the most strategic thinking and exceptional relationship building opportunity in an environment unlike any other.

Elevate Your Leadership, Strategy & Innovation

Our thought leadership content is the best in the sector. Period. It's action-based, original, and will provoke new thinking about the future path for your organization.

Stay Ahead of What's Coming

Leaders recognize Home Care 100 as their trusted, undisputed source for understanding emerging opportunities. Every year we showcase the inventive models and technologies that are transforming how home-based care is delivered.

Connect with Peers Who Can Help

You're among a vetted community of exclusively C-level leaders in an experience designed to foster genuine connections with peers who can offer solutions and fresh perspectives on your business.

Bring Your Spouse for Balance & a Boost

Our priority is **you**, not just your business, so we welcome your spouse to attend. Sharing this experience with them offers work/life balance and opens new channels of personal and professional relationship-building.

Recharge with an Exceptional Experience

We genuinely care about your experience, which we tailor with detail, convenience, and elegance.

View Full Program & Secure Your Place
at homecare100.com/365

Special Pricing When You Attend Both

VALUE

Create • Demonstrate • Articulate

You will be empowered to improve performance and drive greater value across your organization. **This means better outcomes delivered by an engaged workforce at the lowest cost.**

We'll explore value from every angle, equipping you to create change, demonstrate your success, and articulate your value.

January 19 – 22, 2025

JW Marriott Marco Island, FL

Keynote:
Workforce of the Future

Post-Election
Legislative Forecast

Elevating the Value
Dialogue in our Sector

Expanding Your Payer Horizons

Electrifying Your
Revenue Engine for
the Value-Based Future

Payers Speak Frankly
About Home Care's Value

Reimagining the EMR
Industry Roadmap

Innovators Bowl:
Virtual Caregiving

June 1 – 4, 2025

Waldorf Astoria Monarch Beach, CA

Keynote:
Driving Innovation

Longitudinal & Other
Emerging Business Models

Essential Tech for Your Radar

What Time is It: Buy, Sell or Hold?

Non-Profit M&A and Combinations

Back Office: Winning the
Game Below the Line

MSOs are on Fire:
That's a Good Thing

The Art of Post-Merger
Integration

Case Studies: High
Performing Workforces



Intelligence Group

The Intelligence Group is your bridge from Home Care 100 inspiration to year-round business impact. We strategically align with your leadership team to drive better and faster implementation of your initiatives, and check off your to-do list.

Through a mix of expert and peer insights, and a variety of formats, you get year-round access to actionable strategy ideas, deep expertise on critical issues, and a forward-thinking network of home care leaders and innovators.

The future of home care is shaped every day with the Intelligence Group. Are you ready to be a part of it?
homecare100.com/365

Fast-track initiatives that will get you growing faster

Anticipate, assess and take advantage of emerging opportunities

Stay connected to dynamic and ambitious leaders

Deep Home Care Expertise on Your Most Critical Issues

Our deep-thinking and analysis fuels our partnerships with operators who are looking to differentiate and grow, and will be showcased through the Intelligence Group and on stage at Home Care 100.

The home-based care landscape will look dramatically different in 2030 than today, and we are committed to supporting you through this evolution by gauging where the sector is right now and where it needs to go, and providing strategy ideas to accelerate your journey.

Your Home Care Company in Good Company

Our collective of experts and innovators represent the best home care operators across the country, and those who are planning to be.

We offer many opportunities for you to capture the wisdom of these trusted peers and apply it to your most pressing challenges – a multiplier effect you won't find anywhere else.

Our Approach

Initial Account Plan

Individualized assessment to understand your strategic plan and how we can drive your initiatives. A dedicated analyst is assigned to your company who will develop a customized account plan.

Successful Execution

Multiple Client Success touchpoints are scheduled throughout the year to ensure you're extracting maximum value from our insights and network.

Annual Results Review

If you haven't been successful, then neither have we.

Our Team is Your Team

We are deeply rooted in the home-based care sector, and our team brings fresh insights, best practices, and original research from years of working with the country's most influential and leading providers across the senior care continuum. We're a team of smart and passionate people who are driven to help you be the best business possible.



Jeanette Lynn
President, Lincoln Healthcare Leadership & Managing Director, Home Care 100



Tim Bateman
Managing Director Intelligence Group



Peter Bresler
Principal Advisor Intelligence Group



Michelle Dodd
Associate Managing Director, Home Care 100



Jen Stewart
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Betsy Hansen
Senior Advisor Intelligence Group



Ariana Klitzner
Lead Consultant Intelligence Group



Tiwi Remi
Business Development Director, Intelligence Group



Mike Morrissey
VP Partnerships Home Care 100

→ **Executive Advisors**



Steve Rodgers
Former CEO AccentCare



Hank Ross
Founder Physician Housecalls



Brian Zavoluk
Director of Partnerships Home Care 100



Maria Marschke
Senior Director, Operations Home Care 100

“ Vision without action is a dream. Action without vision passes time. Vision with action can *change the world.* ”

– Joel Barker

Are you ready to turn new ideas into everyday reality?

homecare100.com/365



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Intelligence Group

Year Round

Accelerate Your Initiatives
and Make Your Strategic
Plan a Reality