

You are cordially invited to attend

# HOME CARE 100<sup>®</sup>

EXECUTIVE MANAGEMENT CONFERENCE

February 12–14, 2006

Camelback Inn, Scottsdale, AZ



For Senior Management in Home Care  
Attendance Limited to 100 Provider Organizations



# MONDAY, FEBRUARY 13

7:00 AM – 8:00 AM

## Breakfast

Sponsor: 

8:00 AM – 9:15 AM

## Keynote Address

### Blue Ocean Strategy and Value Innovation Concepts



Renée Mauborgne is one of today's leading authorities on business strategy and innovation. She is co-author of the acclaimed *Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant*, which was published in February, 2005 and is already a national bestseller,

Wall Street Journal bestseller and international bestseller. She is also a member of the World Economic Forum and a Distinguished Fellow and Professor of strategy at INSEAD, France.

Mauborgne's keynote address will introduce the concepts of her book, a systematic framework for developing "Blue Oceans", or relatively uncompetitive markets where companies can create powerful leaps in value and dominate for sustained periods of time. The framework was developed out of the authors' study of 150 strategic moves by companies spanning 30 different industries. Their study revealed that making a bold move into uncontested market space—characterized by reaching underserved customers with non-traditional offerings under a more favorable cost structure—is a far better source of value creation than battling it out with competitors in traditional "red oceans".

9:15 AM – 9:45 AM

## Break

9:45 AM – 11:00 AM

## Two Concurrent Sessions

### • Build, Buy or Sell: A Discussion of M&A Do's and Don'ts

With M&A heating up in the home care sector, many potential acquirers and acquirees may not have extensive experience with the M&A decision-making and execution process. The questions facing acquirers are, Should we build or buy, and how do we avoid paying too much when we buy? Similarly, sellers must ask themselves, Is this the right time to sell, and, if so, how can we get the best price? Dexter Braff will discuss what goes through the minds of buyers and sellers and the thought processes needed to avoid buyer/seller remorse. In addition to strategic business considerations, he will delve into the psychological stumbling blocks that can cause good deals to go bad, or allow bad deals to come to fruition.



**Dexter Braff**  
President,  
The Braff Group

### • Blue Ocean Strategy Workshop

This session will explore several important *Blue Ocean Strategy* principles laid out in the opening keynote session. Ralph Trombetta, a managing partner in the Value Innovation Network, will build on two key concepts—the strategy canvas and value curve—in an interactive session. Session participants should read the first five chapters of *Blue Ocean Strategy* and come prepared to actively participate.



**Ralph Trombetta**  
Founder,  
Value Innovation Associates

11:00 AM – 11:30 AM

## Break

11:30 AM – 12:15 PM

## General Session

### Home Technologies for Independent Living

In the midst of a global age wave, we are now moving from a "mainframe" and "medicalized" model of providing healthcare to a "distributed" and "personalized" model of healthcare. This means moving many forms of healthcare out of the hospital and doctor's office and into the home, where patients and informal caregivers play a more central role. We know that in the continuum of care (independent living, assisted living, skilled nursing) people are happier and healthier, and it costs substantially less, the longer they can remain on the left-hand side of this continuum.

Intel is collaborating with academia and healthcare industry experts to research many exciting solutions to facilitate this "shift left" strategy. Their research with seniors and families focuses on fundamental behavioral issues affecting elders' health, including increasing social interactions and improving medication adherence, as well as how technology can improve diagnostics and monitoring for certain neurological conditions such as Alzheimer's and Parkinson's. The session presenter, Steve Agritelley, directs an interdisciplinary team of social science, hardware, software and interaction design researchers at Intel. His team collaborates with medical researchers, exploring how emerging technologies (e.g., sensor nets and applications built on top of sensor nets) can solve healthcare issues in the home, clinic and hospital. Steve's presentation will demonstrate the promise of the application of wireless sensor networks to correctly infer the location and activities of seniors in their homes. These sensor networks—along with adaptive software that creates an easy-to-use, personalized interface for each senior or family member—are fundamental building blocks for creating new aging-in-place technologies and services that may transform what it means to be in the home care business.



**Stephen Agritelley**  
Research Manager,  
Health Systems Research Lab  
Intel Digital Health Group