

## Lynda Laff

117 Club Course Dr.  
Hilton Head Island, South Carolina  
(843) 671-4170  
(843) 671-4301  
llaff@laffassociates.com

### **Professional Appointments**

#### **September 2006 - Current Principal & Consultant, Laff Associates, Hilton Head Island, South Carolina**

Work with national benchmarking, medical supply and information technology companies as well as home health and hospice agencies for assistance with operations and day-to-day management issues, clinical model implementation, telehealth selection and implementation, outcomes and performance improvement and compliance consulting.

#### **April 2007 – Current**

#### **Subcontractor-Consultant, The Corridor Group, Kansas City, Missouri, San Francisco, California**

Consult with home health and hospice organizations for clinical and operations management, performance improvement and outcomes improvement and telehealth implementation.

#### **2000 – 2006 Executive Vice President THA Group of Companies, Island HealthCare, Island Hospice, Independent Life At Home, Ideal Health Linc**

Responsible for day-to-day operations including participation in strategic planning and budgeting, implementation of all new programs, development, analysis and monitoring of performance improvement and outcomes, clinical model design and implementation of telehealth processes, clinical operations, accreditation and compliance.

#### **1994 – 2003 Intermittent Medicare Deemed Status JCAHO Home Care & Hospice Nurse Surveyor**

Responsible for on-site Joint Commission surveys for home health and hospice agencies nationally.

#### **1995 – 2001 Partner & Consultant, Home Care Consulting Partners and Principal & Consultant, Laff Associates, Northbrook, Illinois**

National home health and hospice consultant to hospital-based home health and free-standing home health and hospice agencies. Consulted on operations management, re-structuring, performance improvement and compliance with state, federal and JCAHO standards. Performed CMS Clinical compliance audits following Corporate Integrity Agreements in seven states.

#### **1997 – 1999 The Corridor Group**

Associate consultant for home health and hospice operations management, compliance auditing, policy and procedure development and performance improvement program development.

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### **1994 – 1996 National Director of Network Development & Management, Caremark Home Care Management System, Northbrook, Illinois**

Identified, credentialed and contracted with over 350 home health care, HME, Orthotic & Prosthetic and Infusion providers for managed care contracts. Worked with managed care companies to secure contracts for home care networks.

### **1989 – 1994 Director of Professional Services, Northwestern Memorial Home Health Care/Services, Chicago, Illinois**

Responsible for regulatory compliance, accreditation, performance improvement activities, program development and day to day operations of a large metropolitan hospital affiliated home health agency serving 6 counties.

### **1988 -1989 West Suburban Hospital Home Care, Oak Park, Illinois – Acting Executive Director**

**1977-1988 VNA of Sangamon County, Springfield, Illinois – Executive Director**  
**Memorial Home Care, Springfield, Illinois – Executive Director, HME & Infusion Affiliate of Memorial Medical Center**

### **Presentations**

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|------|--|
| 2008 | Value Based Purchasing Is Just Around The Corner, National Association for Home Care 27 <sup>th</sup> Annual Meeting, October 12 – 15, 2008, Fort Lauderdale, Florida            |
| 2008 | Benchmark Hospice Outcomes Now, National Association for Home Care 27 <sup>th</sup> Annual Meeting, October 12 – 15, 2008, Fort Lauderdale, Florida                              |
| 2008 | Advanced Home Care Administrator Certificate Program, The Corridor Group, Inc., The California Association for Home Health Services Program, Fort Lauderdale, Florida            |
| 2008 | Managing Non Routine Supplies, DecisionHealth Audio-conference, September 23, 2008   |
| 2008 | Don't Re-invent The Wheel To Meet QAPI Requirements, DecisionHealth Audio-conference, October 7, 2008  |
| 2008 | Don't Re-Invent The Wheel To Meet QAPI Requirements, Strategic Healthcare Programs, Ohio Association for Home Care and Hospice, Sandusky, Ohio, September 11 – 12, 2008          |
| 2008 | Competitive Strategies: Key Elements for Thriving in a High-Stakes Outcomes Market, Strategic Healthcare Programs, Wisconsin Association for Home Care and Hospice, May 15, 2008 |
| 2008 | Using Outcomes-Driven Performance Reviews to Align Incentives, Strategic Healthcare Programs, Wisconsin Association for Home Care and Hospice, May 15 <sup>th</sup> , 2008.      |

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- 2008 Everything You Need To Know About Managing Medical Supplies, Home Health Line Audio-conference, April 22, 2008.
- 2007 PPS 2008  
Virginia Association for Home Health & Hospice
- 2007 Advanced Home Care Administrator Certificate Program, The Corridor Group, Inc., the California Association for Home Health Services Program, Denver, Colorado
- 2007 PPS 2008  
National QIO Teleconference
- 2007 PPS 2008  
McKesson User Group, Las Vegas, Nevada, Nashville, Tennessee
- 2007 PPS 2008 Operations Section  
National Association for Home Care & Hospice, Dallas, Chicago, Philadelphia, Las Vegas, Providence, Charlotte
- 2007 Marketing TeleHealth...And Other Misnomers  
DecisionHealth, Las Vegas, Nevada
- 2007 You Bought The Monitors...Now What?  
Eli Research, Teleconference
- 2006 Bank On It: Guaranteed Or Your Money Back A *TeleHealth System to Improve Hospitalization Outcomes*.  
NAHC Annual Meeting, Baltimore, Maryland
- 2006 Telehealth: Return on Investment  
NAHC Financial Management Conference, Chicago, Illinois
- 2005 Move Over Mel Gibson...What Does Your Customer Really Want?  
NAHC Annual Meeting, Seattle, Washington
- 2005 Improve Your Acute Care Hospitalization Outcomes with Tele-Health  
Home Health Line Annual Conference, Chicago, Illinois  
Alabama Home Care Association Annual Meeting, Montgomery, Alabama
- 2005 Tele-Health Can Improve Patient Outcomes & Operational Efficiency  
GMFC Quality Improvement Organization, Macon, Atlanta, Georgia
- 2004 Tele-Health Can Improve Patient Outcomes & Operational Efficiency  
NAHC Annual Meeting, Phoenix, Arizona
- 2001 Competency Assessment National Teleconference  
JCAHO & NAHC
- 2001 How To Implement Tele-Health, HomMed Partner Meeting  
Savannah, Georgia

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2000            PPS Strategies  
                  VNS Connecticut, Bridgeport, Connecticut  
                  New York Presbyterian Hospital Home Care, N.Y, New York  
                  Connecticut Association for Home Care, Fairfield, Connecticut

A complete listing of presentations 1990 – 2000 will be submitted upon request

### Articles

*“Unbundling Medical Supplies – A Disease Management Initiative?”*, *Caring Magazine*, National Association For Home Care, February 2008

*“The Final Rule... In Like A Lion”*, *Remington Report*, volume 17 Issue 6, November/December 2007

*“We Need Medical Supply Benchmarks”*, *Remington Report*, volume 16 Issue 5, September/October 2007

*“Paving the Way to the Pay For Performance Model”*, *Remington Report*, volume 15. Issue 4, July/August 2007

### Education

Registered Nurse Diploma  
Presbyterian-St. Luke's Hospital School of Nursing  
Chicago, Illinois

Bachelor of Arts  
Eastern Illinois University  
Charleston, Illinois

Bachelor of Science in Nursing  
University of Illinois  
Springfield Campus  
Springfield, Illinois

Graduate course work  
Lewis University  
Oak Brook Terrace, Illinois