



HCCI
HOME CENTERED CARE
INSTITUTE

House Call Advisor Network Kick-Off Meeting

Dana Crosby, Vice President, Education and Practice Development
Jeff Fraler, Director, Education

Presenters



Dana Crosby

Vice President, Education and Practice Development



Jeff Fraler

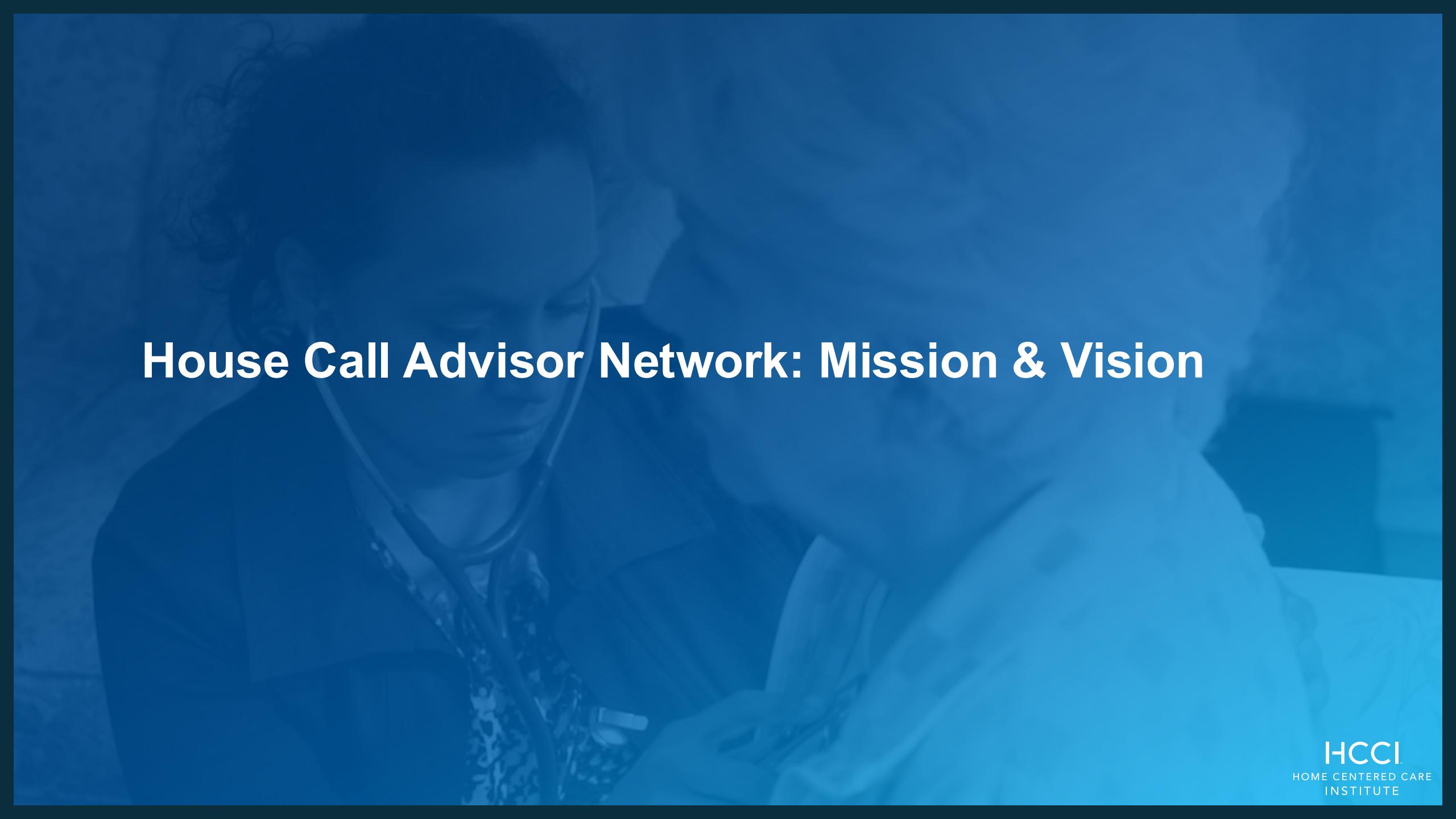
Director, Education

Agenda

- Welcome
- Agenda
- Introductions
- Mission & Vision
 - Home Centered Care Institute (HCCI)
 - House Call Advisor Network (HCAN)
- Goals
- Benefits
- Contributions
- Commitments
- Next Steps

Introductions

- Who You Are & What You Do in the World of House Calls
- What You're Excited to Share and Contribute to as an Advisor
- What's one moment — big or small — that reaffirmed your commitment to home-based medical care?



House Call Advisor Network: Mission & Vision



Our Mission

Address the unmet need of over 5.9 million people in the U.S. who are homebound, home-limited, or living with serious illness and do not yet have access to best practice house call programs.

Our Vision

All those in need of house calls get them. Because the future of healthcare is in the home.

House Call Advisor Network

Who We Are

The **House Call Advisor Network (HCAN)** is a dynamic community of leaders, clinicians, and changemakers dedicated to advancing home-based medical care. Powered by the Home Centered Care Institute (HCCI), HCAN brings together passionate experts who believe in the power of house calls to transform lives. Through education, mentorship, and collaboration, Advisors help shape the future of care—making it more personal, more accessible, and more impactful for the millions who need it most.

What We Are

- **HCCI** and **HCAN** is a purpose-driven partnership
- Your contribution as an advisor is a powerful act of leadership and solidarity.
- You won't just be lending your expertise—you'll be joining a movement
- A community of changemakers driving a national effort to ensure that every person who needs care at home can receive it.



Our Mission

To grow and strengthen house calls by connecting passionate experts who educate, mentor, and advocate for high-quality home-based care.

Our Vision

A future where every person who needs care at home gets it—delivered by skilled, supported professionals who believe in the power of house calls.

House Call Advisor Network

Access HCCIIntelligence™ Community Profile For Details

Karen Abrashkin MD, FACP

Paul Chiang, MD

Thomas Cornwell, MD

Elizabeth Davis, MD

James Ellison, MD, MPH

Cheryl Fattibene, DNP, MSN, MPH, FNP-BC

Sandra Gomez, MD FAAHPM

Michael Helle, NRP/CCP/FP-C, MHA, MBA

Odessa Hoinkis, MD

Michael Kingan DNP, AGPCNP-BC, CWOCN

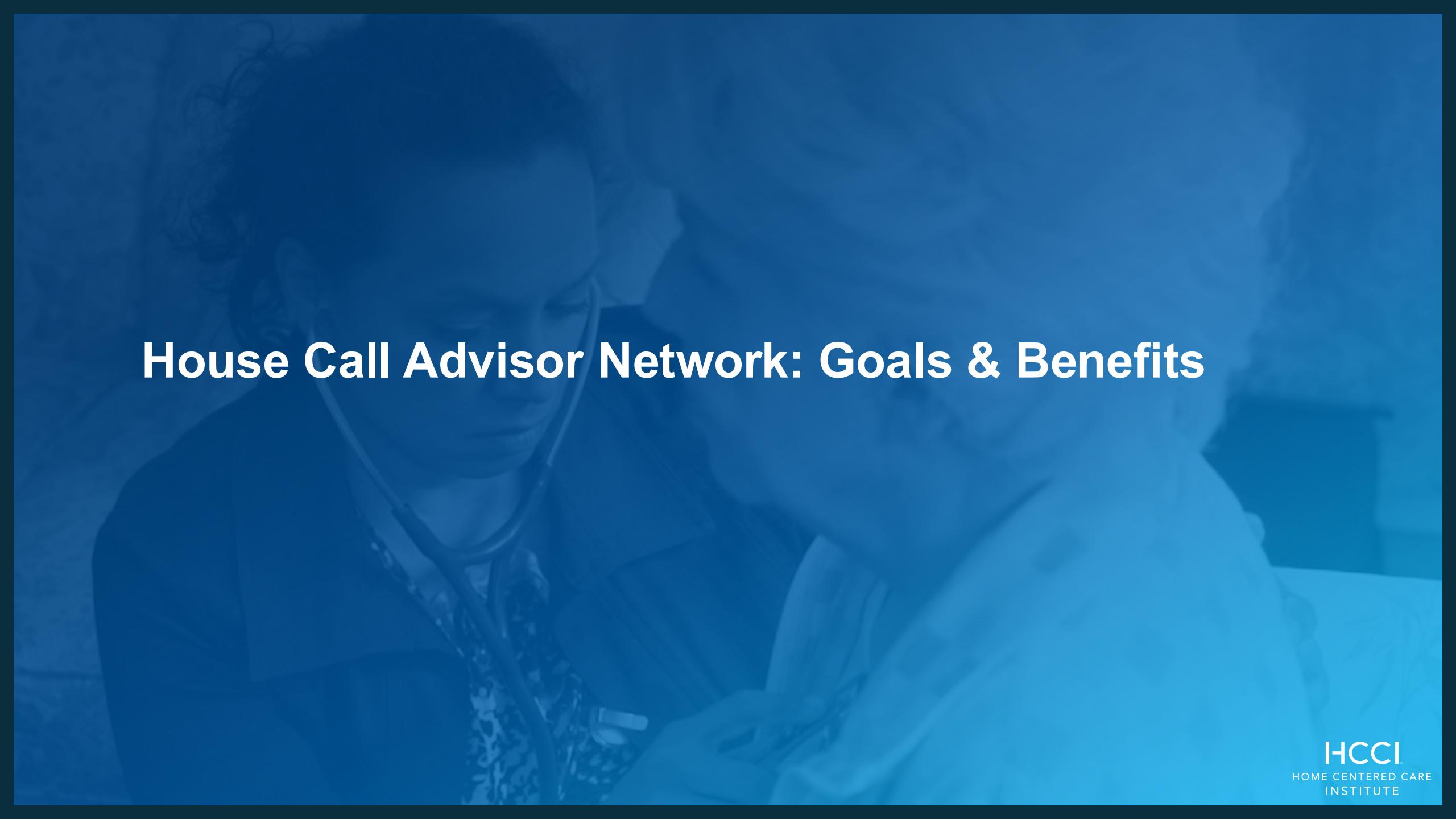
Wendy Kraszewski MBA, LCSW

Linnea Nagel, MPAS PA-C

Ron Ordona, DNP, FNP-BC

Joy Poskozim, DDS, FSCD CDP

Laura Snider, DNP



House Call Advisor Network: Goals & Benefits

Goals

- **Advance Quality Education**

Contribute to the development and delivery of high-quality courses, webinars, and training to build clinical and operational expertise in home-based care.

- **Ensure Clinical Excellence**

Help us maintain the highest standards of accuracy and relevance in our educational content.

- **Foster Collaboration and Mentorship**

Support the next generation of HBPC professionals through shared knowledge and mentorship.

- **Advocate for Expansion & Access of House Calls Nationwide**

Contribute to a national movement that brings care to those who need it most—right where they live.

Benefits

- **Collaboration with leading subject matter experts in home-based medical care.**
- **Access to the HCCIIntelligence™ Community including:**
 - HCCIIntelligence™ Premier Resources Library
 - Online Courses
 - Webinars
 - Discussion Forum
 - HCCIAssist™
- **Mentorship opportunities**
- **Professional recognition:**
 - Badge for email signature and CVs
- **Certificate of Appointment**
- **Stipends for assigned activities**

My Learning Hub™

Our Offerings Confer Analytics® Get Involved

HCCI Learning Hub™

HCCIntelligence™ Webinar Series

HCCIntelligence™ Community

HCCInteractive™ Solutions Packages

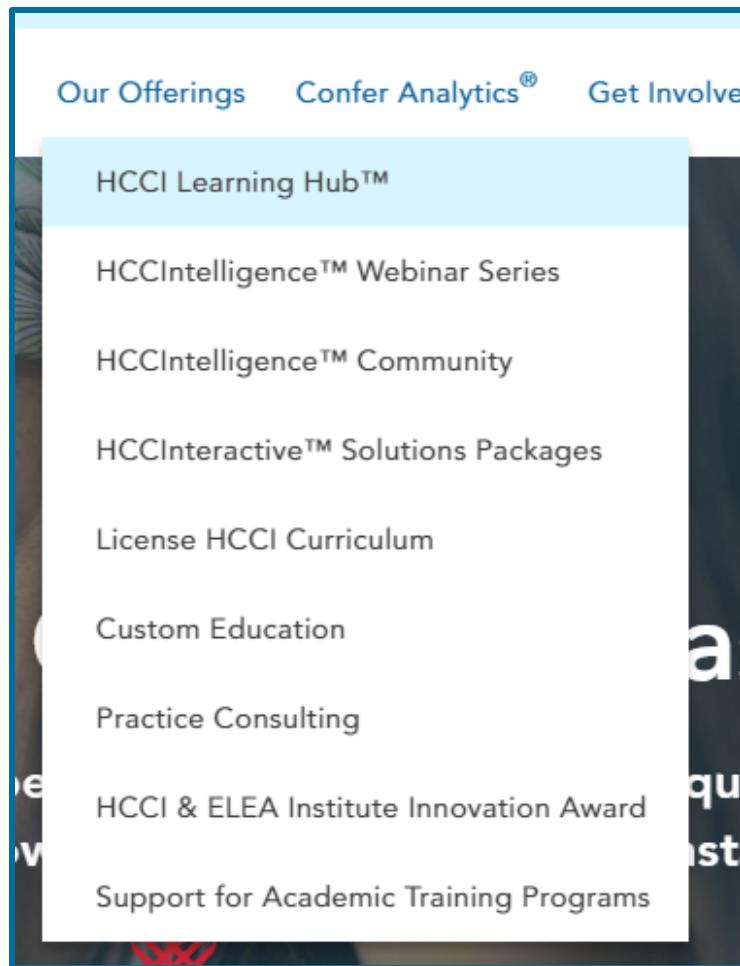
License HCCI Curriculum

Custom Education

Practice Consulting

HCCI & ELEA Institute Innovation Award

Support for Academic Training Programs



Login

Email:

Password:

Remember me

LOGIN

[Forgot Password?](#)

New to HCCI? Create your account today and receive two free resources.

CREATE ACCOUNT

HCCIntelligence™ Community

HCAN members have access to a full HCCIntelligence™ Community membership.

- Unlimited Access to HCCIntelligence™ Premier Resources
- Online courses
- HCCIntelligence™ Webinar Series
- Online Discussion Forum
- Ask HCCIAssist™

HCCIIntelligence™ Community



Search... Cart Account Partner Pages **Community** Events Logout

Practice Directors Population Health Leaders Our Offerings Conference Analytics® Get Involved Learn More HCCI+

My HCCI Learning Hub™

Welcome Dana, HCCIIntelligence™ Community Member!

Membership Renewal: December 31st, 2026

MY COURSES MY RESOURCES

OFFICE HOURS COMMUNITY WEBINARS

DISCUSSION FORUM ASK HCCIAssist™

Online Courses & HCIntelligence™ Premier Resources

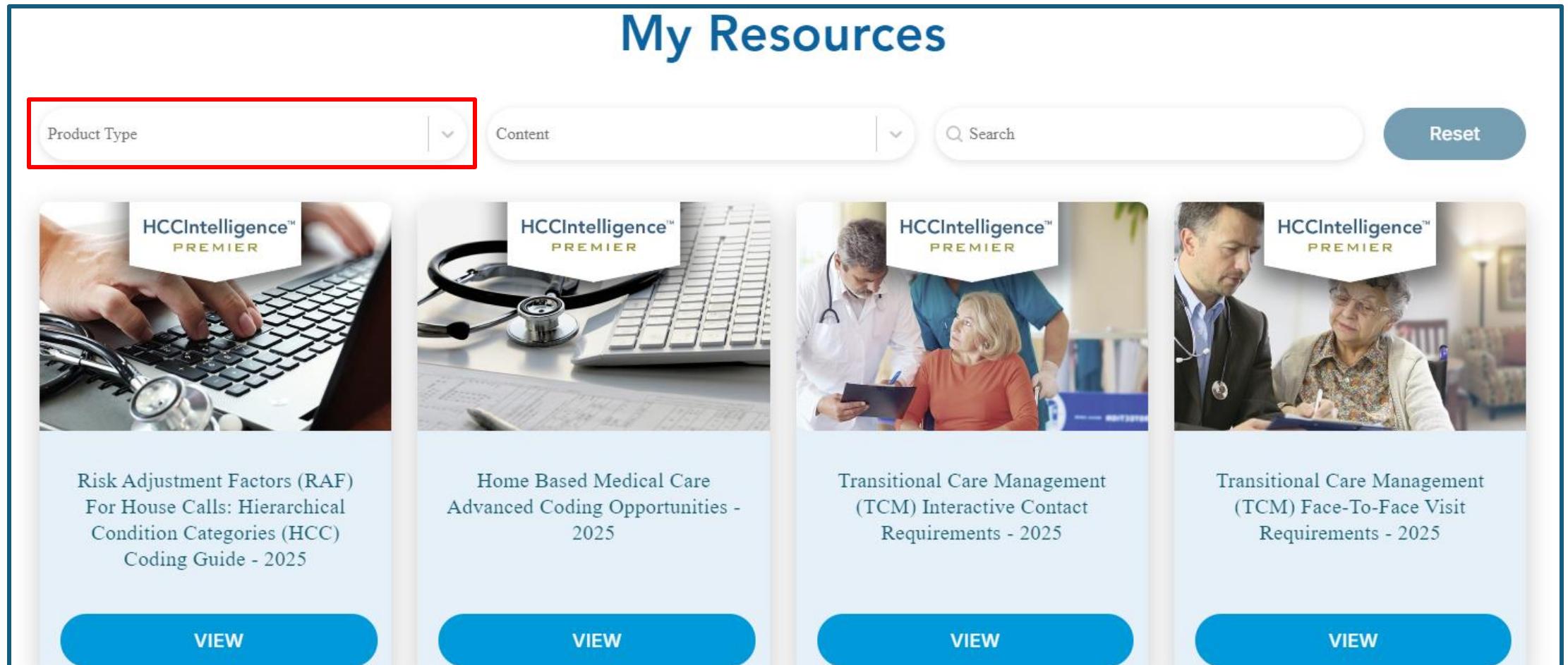
My Resources

Product Type

Content

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Risk Adjustment Factors (RAF) For House Calls: Hierarchical Condition Categories (HCC) Coding Guide - 2025

Home Based Medical Care Advanced Coding Opportunities - 2025

Transitional Care Management (TCM) Interactive Contact Requirements - 2025

Transitional Care Management (TCM) Face-To-Face Visit Requirements - 2025

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Webinars

October 27, 2025

2 pm - 3 pm CT

REGISTER NOW

From Subtle Signs to Clear Diagnosis: Distinguishing MCI from Dementia in the Home Calls

Objectives:

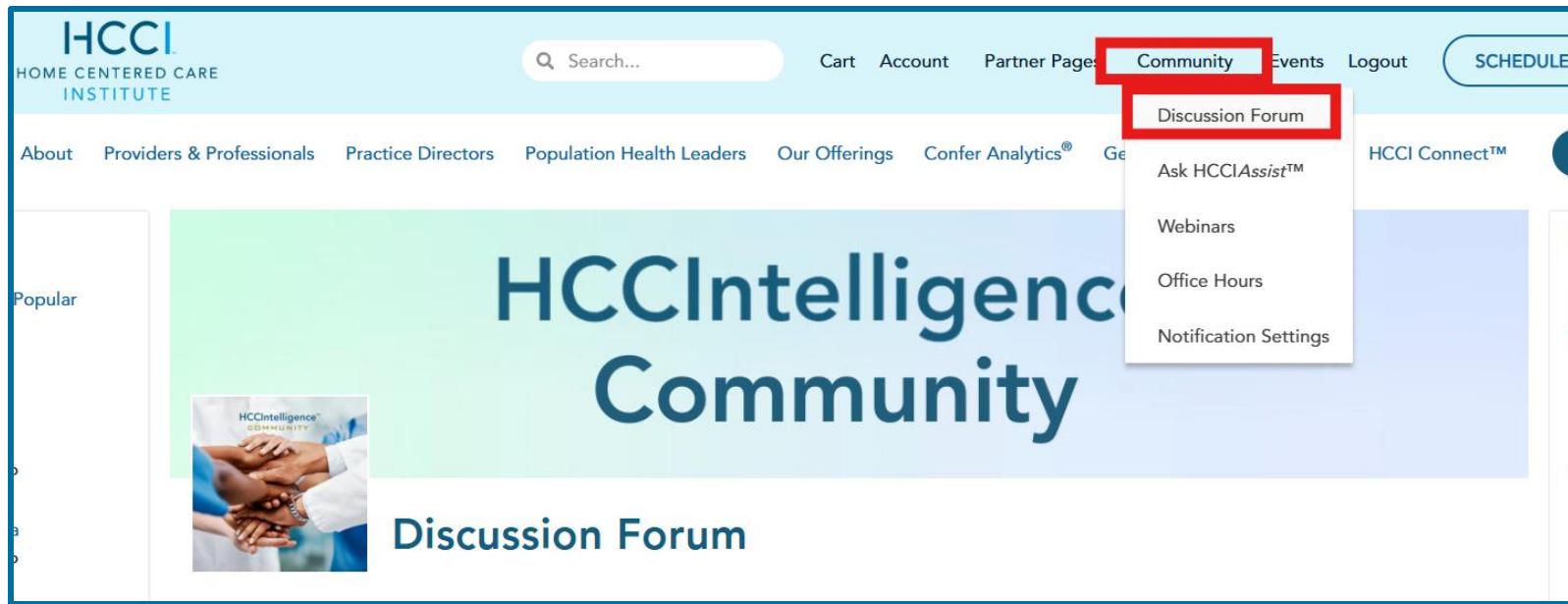
- Describe the clinical features and diagnostic criteria that distinguish Mild Cognitive Impairment (MCI) from various types of dementia, including Alzheimer's disease.
- Identify key functional, cognitive, and behavioral markers through patient history, observation, and screening tools to support early and accurate differentiation between MCI and dementia.
- Apply appropriate assessment strategies in the home setting to monitor progression, engage caregivers, and guide care planning based on cognitive status.

Presenters:

Paul Chiang, MD, Consultant, Home Centered Care Institute

Jim Ellison, MD, MPH, Consultant, Home Centered Care Institute

Discussion Forum



The screenshot shows the HCCI website's navigation bar. The 'Community' menu item is highlighted with a red box. A dropdown menu appears below it, listing 'Discussion Forum' (also highlighted with a red box), 'Ask HCCIAssist™', 'Webinars', 'Office Hours', and 'Notification Settings'.

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Search... Cart Account Partner Pages **Community** Events Logout SCHEDULE A

About Providers & Professionals Practice Directors Population Health Leaders Our Offerings Confer Analytics® General

Popular

HCCIIntelligence Community

Discussion Forum

Ask HCCIAssist™
Webinars
Office Hours
Notification Settings

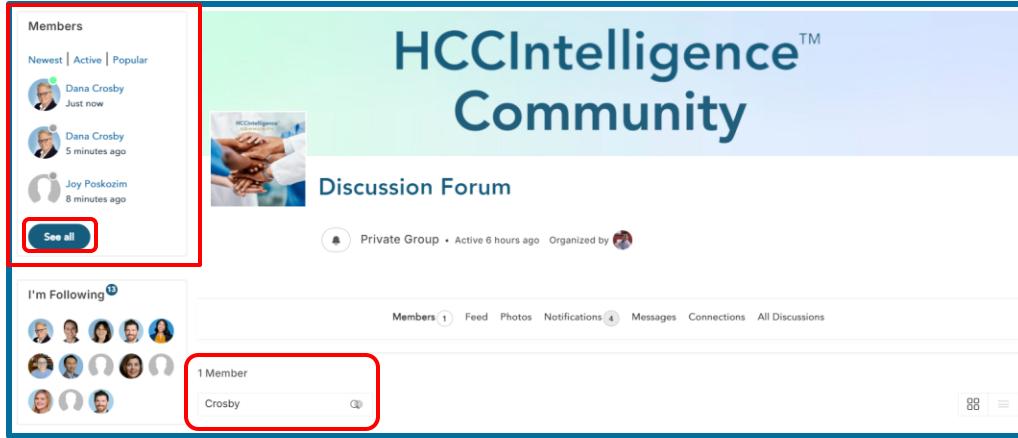


Dana Crosby

 HCCI
HOUSE CALL
ADVISOR NETWORK

Discussion Forum: Update Profile

Go to Discussion Forum > Member > See All or Search By Name



Members

Newest | Active | Popular

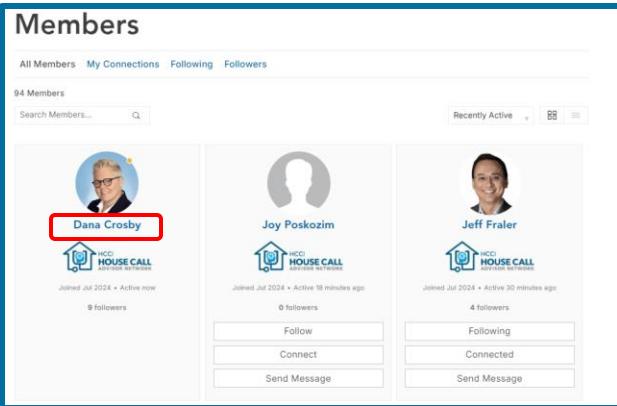
- Dana Crosby Just now
- Dana Crosby 5 minutes ago
- Joy Poskozim 8 minutes ago

See all

I'm Following

- 1 Member
- Crosby

Select Name



Members

All Members My Connections Following Followers

94 Members

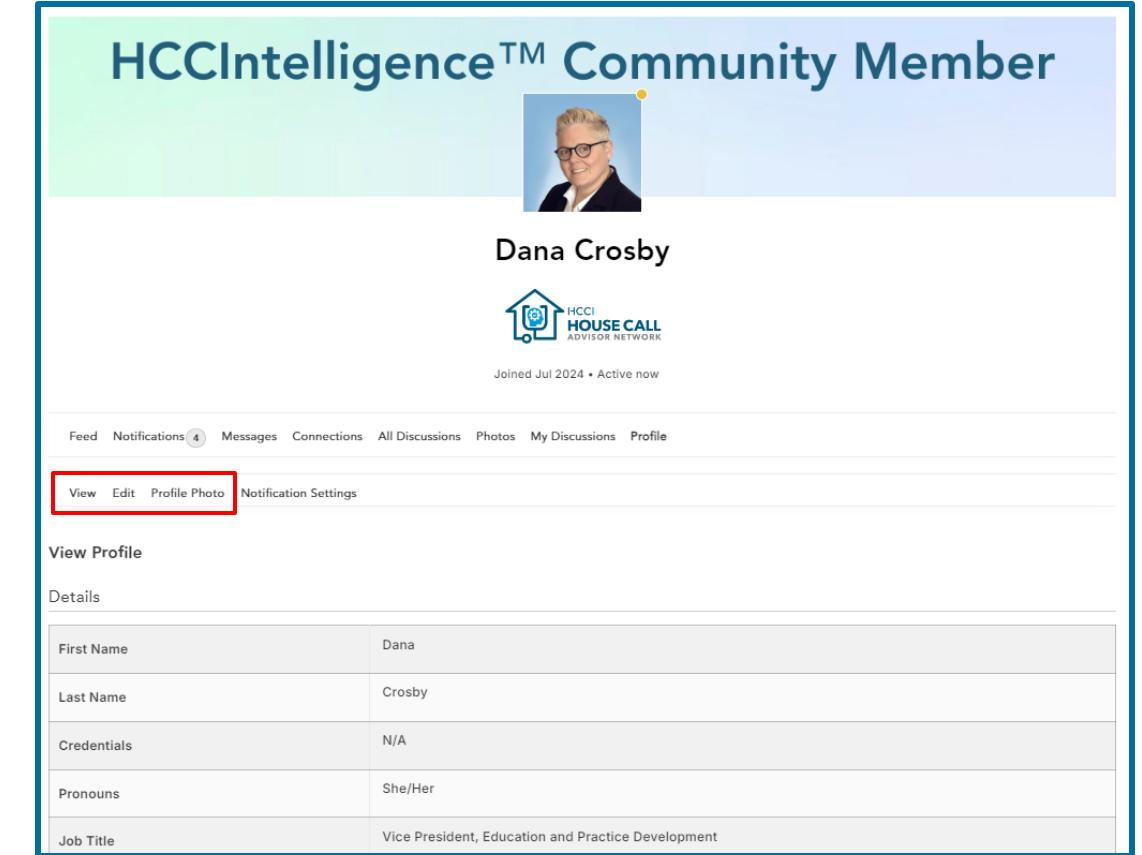
Search Members...

Profile Picture	Name	Joined	Active	Followers	Actions
	Dana Crosby	Joined Jul 2024	Active now	9 followers	Follow Connect Send Message
	Joy Poskozim	Joined Jul 2024	Active 18 minutes ago	0 followers	Follow Connect Send Message
	Jeff Fraier	Joined Jul 2024	Active 30 minutes ago	4 followers	Follow Connected Send Message

Edit Profile

Add Profile Photo

Establish Connections



HCCI Intelligence™ Community Member

Dana Crosby

HCCI HOUSE CALL ADVISOR NETWORK

Joined Jul 2024 • Active now

Feed Notifications 4 Messages Connections All Discussions Photos My Discussions Profile

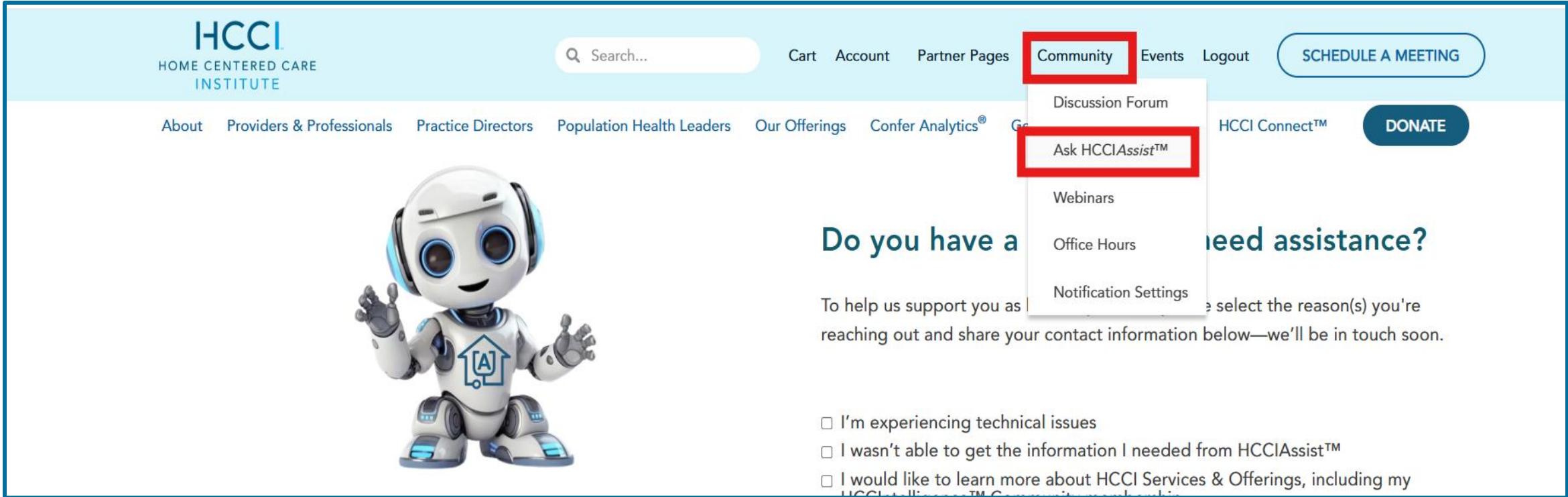
Edit

View Profile

Details

First Name	Dana
Last Name	Crosby
Credentials	N/A
Pronouns	She/Her
Job Title	Vice President, Education and Practice Development

HCCIAssist™



The screenshot shows the HCCIAssist website interface. At the top, there is a navigation bar with links for Search, Cart, Account, Partner Pages, **Community** (which is highlighted with a red box), Events, Logout, and a button to **SCHEDULE A MEETING**. Below the navigation bar, there is a menu with links for About, Providers & Professionals, Practice Directors, Population Health Leaders, Our Offerings, Confer Analytics®, and a dropdown menu for **Community** that includes Discussion Forum, Ask HCCIAssist™ (which is highlighted with a red box), Webinars, Office Hours, and Notification Settings. To the right of the menu, there is a button for **HCCI Connect™** and a **DONATE** button. In the center of the page, there is a large image of a friendly white and blue AI robot with a blue 'A' logo on its chest. To the right of the robot, there is a section with the text "Do you have a need assistance? To help us support you as we select the reason(s) you're reaching out and share your contact information below—we'll be in touch soon." Below this, there is a list of three checkboxes for selecting reasons: "I'm experiencing technical issues", "I wasn't able to get the information I needed from HCCIAssist™", and "I would like to learn more about HCCI Services & Offerings, including my HCCIAssist™ Community membership".



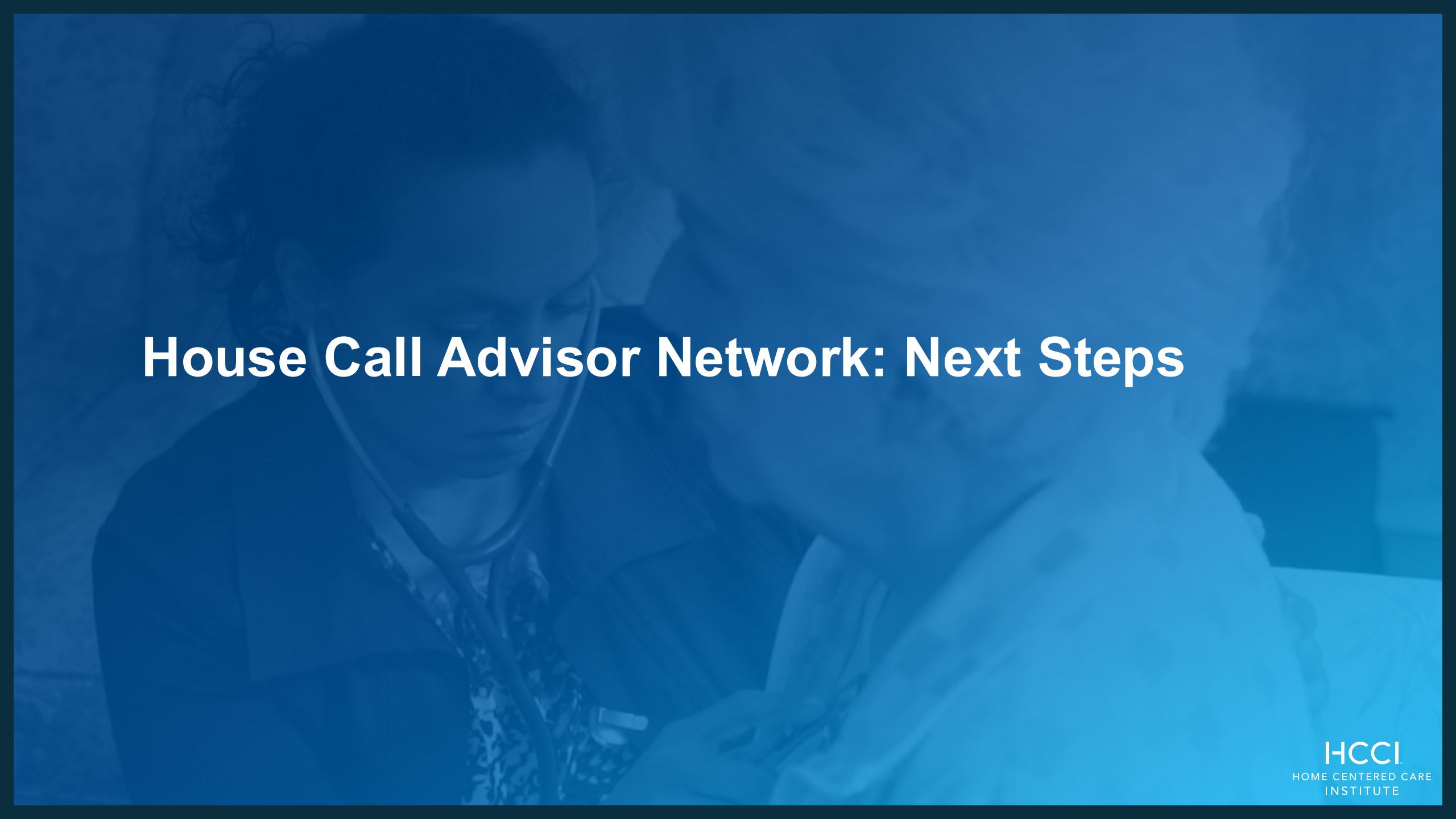
House Call Advisor Network: Contributions & Commitments

Contributions

- Assist in the development of online courses and educational materials to strengthen house calls.
- Present at conferences and live training events, and lead webinars on timely topics in home-based medical care.
- Co-publish case studies and research findings.
- Mentor clinicians and operations staff launching or expanding house call services.
- Engage with fellow experts and stakeholders to foster collaboration and innovation.
- Provide insights to help shape healthcare policy and transformation.

Commitments

- Provide subject matter expertise in the development and/or delivery of education, training, resources, and consultation services (stipends available).
- Attend quarterly HCAN virtual meetings to collaborate on timely topics impacting HBPC.
- Actively participate in the HCCIIntelligence™ Community Discussion Forum. This includes, but is not limited to, starting and/or replying to a discussion at least 4 times per month in the Advisor's area of expertise
- Participate in a “Spotlight on House Call Advisor Network Expert” feature for HCCI communications.
- Exemplify leadership in house calls and advocate for HCCI and home-based medical care in your professional and community engagements.



House Call Advisor Network: Next Steps

2025 Q3 & Q4 – Key Topics

- **Caregiver Support and Training**
 - Online Course Development & HCCI Intelligence Premier Resource Development
- **Staffing & Retention**
 - Online Course Development & HCCI Intelligence Premier Resource Development
- **Value-Based Care: Patient Care, Quality Metrics & Revenue Cycle Management**
- **Payment Reform**
 - G2211(add-on to G221)
 - Alternative Payment Models (APMs)
 - ACO Reach
 - 2026 Medicare Physician Fee Schedule (MPFS) Changes
- **Policy Reform**

Next Steps

- **Submit Bio and Headshot**
 - professional biography (100-150 words) and a professional headshot
- **HCCI Learning Hub Account creation**
- **Checkout the HCCIIntelligence™ Community**
 - Update your Profile
 - Start connecting, collaborating & contributing
- **Add the HCAN logo to your signature, LinkedIn, CV**
- **Let Us Know Your Passion**
 - Where do you see yourself making the most impact as an Advisor; including areas of expertise, developing mentorship program, influencing payment & policy reform, advocating for HCCI & house calls.

Dana Crosby

Vice President, Education and Practice Development

Home Centered Care Institute

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Direct: 630-283-9247

Mobile: 815-900-6466

Email: DCrosby@HCCIInstitute.org

Book time on [my Calendar](#)



Your voice matters. Your leadership inspires. Your impact is lasting.

A woman with curly hair, wearing a dark, off-the-shoulder dress, is holding a small child in her arms. The child is wearing a light-colored, patterned dress. The background is a soft, out-of-focus blue.

Q/A

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