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## **Axxess Experts Discuss the Future of Home Health**

*Sam Smith and Merrily Orsini Lead Session at Pennsylvania Homecare Association Conference on May 13*

DALLAS (May 8, 2015) - [Axxess](#), an industry leader in home health management software -- also the only software vendor accredited by the American Nursing Credentialing Center (ANCC) -- will present insight into the future of home healthcare at the Pennsylvania Homecare Association's annual [conference and exposition](#) in Lancaster, PA, to be held May 13-15. This three-day event aims to help professionals enhance their knowledge and skills in home care sectors: home health, hospice and private duty.

“The home health industry is facing extensive changes brought on by the Affordable Care Act, a competitive marketplace and pressures to reduce costs while improving patient outcomes,” said John Olajide, President and CEO of Axxess. “We’re proud to offer home healthcare attendees insight into the future of home healthcare as well as the critical role of an integrated technology solution to effectively comply with regulatory changes, become more efficient and grow their businesses.” Axxess will also demonstrate its innovative, integrated home health software system, AgencyCore, in the conference exhibit hall.

C. Sam Smith, Vice President of Business Development at Axxess; and Merrily Orsini, Founder and CEO of corecubed; will present “The Future of Home Health: Your Agency Must Be Ready!”

During their presentation, Smith and Orsini will discuss the progress made and the aspirations of “The Future of Home Health” project, being conducted by the Alliance for Home Health Quality and Innovation along with the Institute of Medicine. The Alliance is a research and

education foundation that contributes to the national dialogue on improving healthcare in America. It is comprised of home health care providers, leading academics and thought leaders, non-provider organizations such as Axxess and national associations.

**Smith** is responsible for Axxess business development and industry relations. He joined the company in 2010, with more than thirty years of experience in strategic planning and entrepreneurship. Prior to joining Axxess, Smith served as founder and president of Vi3 Technologies, an information technology consulting firm. Previously, Smith was involved in the establishment of several companies in the technology and data industries. He also founded and served as president and CEO of Synergy Bank and First Waco National Bank.

**Orsini** is considered a thought leader in the industry and is involved in numerous organizations within the home care and aging care industry. She is a past Chair of the Private Duty Homecare Association of America and recently served on the board of the National Association for Home Care & Hospice. Her business ownership began with a geriatric care managed in-home care agency, a venture that garnered her the prestigious Ernst & Young Entrepreneur of the Year Award in 1996. Orsini would later sell that business and create corecubed in 1998, a digital marketing company that focuses on marketing aging care services using strategy, design and integration.

#### **About Axxess**

Dallas-based [Axxess](#) is a leading healthcare software company that provides cloud-based software to the home health care industry. The comprehensive and user-friendly software solutions at Axxess empower home health agencies and improve their efficiency by integrating all aspects of their operations, so they can focus their attention on what matters most: patient care. The innovative software solutions at Axxess put all care and administrative aspects of a home health care agency at the fingertips of providers and managers. Axxess has quickly become the industry's fastest growing home health software company. Axxess is the only home health software provider accredited by the American Nurses Credentialing Center (ANCC) and is a member of Health Level Seven International (HL7), the global authority on standards for interoperability of health information technology. Axxess is a member of the Alliance for Home Health Quality and Innovation (AHHQI), the National Association for Home Care & Hospice (NAHC), and major state associations nationwide.

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