



American College of Health Care Administrators (ACHCA)
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NEWS RELEASE
FOR IMMEDIATE RELEASE

ACHCA's 2024 Convocation & Expo Happens May 6-9, 2024 in Myrtle Beach, SC
Waves of Opportunity. Oceans of Success

Washington, DC –November 2023–The American College of Health Care Administrators (ACHCA) will host its 2024 Convocation & Expo from May 6-9, 2024 at the Embassy Suites in Myrtle Beach, South Carolina. Expected attendance is 300 administrators, executives, and other leaders in post-acute care and aging services, who will gather to network, learn, and celebrate award winners.

Denise Boudreau will deliver the keynote address, “Leading and Living Through Your Values,” on Tuesday, May 7, 2024. In this presentation you’ll learn practical strategies you can implement immediately to apply these values in your daily routines, allowing you to use them as a driving force and a personal true north star. Denise Boudreau is president of Drive, which helps organizations improve the staff and customer experience, and the bottom line, through more engaged leaders and employees. A former nursing home and assisted living administrator, Denise is a serial volunteer. She is proud to share that she started off her career as a dietary aide and nursing assistant.

Attendees will have the opportunity to earn 22 NAB approved continuing education credits. Education topics will focus on resident-centered care, human resources, finance, environment, leadership, management, assisted living, diversity, workforce development, legal liability mitigation, and mentoring.

On Monday, May 6th, a pre-conference education program will be presented by Denise Boudreau. The pre-conference education session will be “The 30-Day Leadership Challenge.” This customized workshop will focus on giving the leaders of ACHCA the motivation and knowledge they need to support their desired culture. Attendees will reflect on their personal leadership abilities and will leave the workshop with an understanding of the five leadership practices that are proven to create exemplary leaders.

ACHCA will be offering an assisted living track and a legal track. Sessions will also include ACHCA education for the ACHCA Mentor Program, Certification, DEI Committee, and Chapter Leadership.

ACHCA's annual poster exposition, award ceremonies, recognition of Hall of Fame inductees, and social activities will allow professional networking and peer-to-peer learning. Attendees will visit some of the leading product and service companies dedicated to providing the latest cost-effective and state-of-the-art resident care solutions. ACHCA will also hold the Idea Exchange session, which offers a unique educational opportunity for face-to-face-interaction between conference participants and industry experts about innovative care and service concepts. The Idea Exchange spotlights creative solutions to challenges in long-term care while creating a network for ongoing collaboration and problem-solving.

“In the post-pandemic world, our profession is confronted by new challenges while battling long-standing issues like staffing, and is evolving to address opportunities presented by them. Our 57th Annual Convocation & Expo in Myrtle Beach is a great venue to celebrate our heritage while catching the ‘waves of opportunity’ the future holds. Our educational program is once again geared toward equipping our attendees with information and skills to become better administrators and leaders in a fun, encouraging environment.” Bob Lane, ACHCA President & CEO.

About ACHCA

Founded in 1962, the American College of Health Care Administrators (ACHCA) is the only professional association devoted solely to meeting the professional needs of today's post-acute and aging services leaders. Focusing on advancing leadership excellence, ACHCA provides professional education and certification to administrators from across the spectrum of long-term care. For more information about ACHCA, contact the national office at (800) 561-3148 or visit www.achca.org.

About Myrtle Beach, South Carolina

We are proud to tell everyone about our home, which has 60 miles of sandy beach and, oh, so much more. Beyond our famous boardwalk, The Beach has live music; theaters offering dinner and a show, from battles between medieval knights to murder mysteries to a Polynesian luau. We have, literally, thousands of restaurants serving a wide range of cuisines, plus amusement parks, a fabulous aquarium, more than 90 beautiful golf courses, fishing and a full spectrum of other watersports.

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