

# 23rd Annual WINTER MARKETPLACE



**December 9 - 11, 2016**  
**Rio All-Suite Hotel & Casino | Las Vegas**

## EARN up to 15.5 CEs/Contact Hours

With presentations by the top educators and experts in the field, Winter Marketplace is the premier event for post-acute and aging services leaders. Take advantage of a multitude of stand-alone sessions or select targeted focus areas:

- Assisted Living
- Finance
- Leadership and Management
- Resident Centered Care
- NEW Certificate Program: Litigation Preparation in the Post-Acute World
- Environment
- Human Resources
- Mentoring

## Conference Objectives

At the conclusion of the conference, participants will be able to:

1. Apply leadership, management, and marketing concepts to post-acute and long term care administration
2. Explore new protocols and practices for the management and treatment of post-acute and long term care residents
3. Identify key changes in federal regulations affecting the post-acute and long term care field

## Continuing Education Credit

ACHCA is a certified sponsor of professional continuing education with the National Association of Long Term Care Administrator Boards (NAB) and certifies that this program meets NAB/NCERS guidelines and will be submitted for 15.5 continuing education clock hours. State licensure boards, however, have final authority on the acceptance of individual courses.

ACHCA is an approved educational provider of continuing nursing education by the Florida Board of Nursing. This program will be submitted for 15.5 general nursing hours.

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*The Catalyst for Excellence in Post-Acute and Aging Services Leadership*



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*Honoring*  
Our Past...  
*Leading*  
Our Future

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[www.achca.org](http://www.achca.org)

# Schedule at a Glance

## FRIDAY, DECEMBER 9

7:30am – 8:30am

Attendee Breakfast

8:30am – 8:45am

Welcome: Steve Fromm, CNHA, FACHCA, Chair of ACHCA

8:45am – 10:15am

100. Keynote: The 3 Voices of Authentic Leadership - Norma Hollis

10:30am – 12:00pm

201. Developing Data Stewardship within the Facility Management - Leah Klusch, FACHCA

202. Census Growth: Developing and Executing a Strategic Marketing Plan - Luke Fannon

203. The Endangered Heel- Prevention and Care - Pamela Scarborough

Certificate Program: Litigation Preparation in the Post-Acute World

12:00pm – 1:30pm

Lunch on Your Own

1:30pm – 3:00pm

301. The Future of CARE: A Leader's Guide to Achieving Operational Excellence - Kris Mastrangelo

302. The Four Issues Impacting Medicaid Dollars and Eligibility - Chad Bogar, JD

303. Opportunities to Advance Mentoring Across the Country - Jim Farley, CNHA, FACHCA,

Doug Olson, PhD, FACHCA, Michael Barry, CNHA, FACHCA, and Cecilia Sepp, CAE

Certificate Program: Litigation Preparation in the Post-Acute World

3:00pm – 3:30pm

Refreshment Break with Exhibitors

3:30pm – 5:00pm

401. Focused Dementia Care Survey Outcomes - Susan Gilster, PhD, FACHCA

402. Managed Care Business Office - Suzie Mix

403. The Launch of the National AIT/Preceptor Program and HSE Qualification Update -

Randy Lindner, CAE, Margaret McConnell, Lisa Hahn, and Jennifer Johs-Artisensi PhD

Certificate Program: Litigation Preparation in the Post-Acute World

5:00pm – 6:30pm

Networking Reception - *Sponsored by Direct Supply and Carriage Healthcare Companies*

## SATURDAY, DECEMBER 10

7:30am – 8:30am

Attendee Breakfast

8:30am – 9:30am

500. From Volume to Value: Are You Ready? - Irving Stackpole and John Sheridan

Certificate Program: Litigation Preparation in the Post-Acute World

9:30am – 10:00am

Refreshment Break with Exhibitors

10:00am – 11:30am

600. Idea Exchange

11:45am – 12:45pm

701. Integrating Your Interdisciplinary Team for Resident Outcomes - Cydney Bare, CNHA, FACHCA

702. Antibiotic Stewardship –NHA's Role and Expectations - Susan LaGrange

703. Value of Medical Director and Attending Training - Susan Levy, MD

Certificate Program: Litigation Preparation in the Post-Acute World

12:45pm – 2:15pm

Networking Lunch with Exhibitors

2:15pm – 3:45pm

801. 2016 MDS 3.0 Updates for Skilled Nursing Facility Leadership - Leah Klusch, FACHCA

802. Research Supporting the Role of Nursing Home Administrators - Elena Siegel, PhD

803. The Alphabet Soup of Medicare Claim Audits - Claudia Reingruber

Certificate Program: Litigation Preparation in the Post-Acute World

4:00pm – 5:30pm

901. Why is Grandma Screaming? - Barbara Speedling

902. Planning an Active Shooter Full Scale Exercise - Michael Barry, CNHA, FACHCA and William Hervey, JD

903. ACHCA Professional Certification Readiness - Sharon Colling, CNHA, CALA, FACHCA

Certificate Program: Litigation Preparation in the Post-Acute World

## SUNDAY, DECEMBER 11

7:30am – 8:30am

Attendee Breakfast

8:30am – 10:00am

1001. Preventing Unnecessary Re-Hospitalizations - Vickie Burlew

1002. Navigating in a Bundled Payment World - Ray Johnson and Chip Caldwell

Certificate Program: Litigation Preparation in the Post-Acute World

10:15am – 11:45am

1101. When Worlds Collide: Long-Term Care vs. Consumerism - Ryan Donohue and Rich Kortum

1102. PAC Strategies for Engaging in Value-Based Contracts - Shawn Matheson, FACHCA

Certificate Program: Litigation Preparation in the Post-Acute World

*Schedule subject to change. Visit [www.achca.org](http://www.achca.org) for more details.*



## 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. Focused 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 visit [www.achca.org](http://www.achca.org).

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## REGISTER TODAY!

Advance Registration Ends November 2, 2016

\$570 members | \$780 non-members | \$225 students

FOR REGISTRATION & LODGING INFORMATION,

please visit [www.achca.org](http://www.achca.org) or call (202) 536-5120

## KEYNOTE PRESENTATION

### The Three Voices of Authentic Leadership

**Norma Hollis**

*Friday, December 9, 2016, 8:45 am - 10:15 am*



Authentic leaders in health care environments have three voices they must express. One is to the employees, another to the organization, and a third to the community. Leaders are most effective when they have one voice that speaks authentically to the needs of each group. In this session leaders will gain an understanding of how their voice impacts these groups and how the voices of these groups impact the leader.

Norma Hollis is a human development specialist and entrepreneur who has consulted at Fortune 500 companies, directed large non-profits, coached C-suite executives, and written programs for authentic leadership, building dynamic teams, and creating engaging corporate cultures. She spent 30 years researching human nature from multiple perspectives to determine what makes people and organizations 'authentic'.

## CERTIFICATE PROGRAM

### Litigation Preparation in the Post-Acute World

**Robert Siebel, CNHA, FACHCA, Julian Rich, CNHA, FACHCA, Nicholas J. Lynn, Esq, and Pat Sullivan, JD**



Certificate program sessions run alongside the conference breakout sessions. Certificate program registrants will be able to attend the keynote presentation and Idea Exchange session and earn up to 15.5 CEs. Registrants must attend each certificate program session to earn their certificate.

Long-term care executives must be able to understand the legal process before a lawsuit is filed and, most importantly, the processes involved, from the initial filing of a complaint, discovery, depositions and trial. This program will provide an overview of legal processes including vulnerabilities, risks, and the involvement of experts, attorneys, insurance companies, and other participants. A significant part of the course is an interactive mock deposition and trial. At the completion of the program, attendees should be able to have an improved understanding of litigation so that the facility executives and appropriate staff as well as other interested and involved parties can "navigate" the system.

**EXHIBIT AND SPONSORSHIP OPPORTUNITIES ARE STILL AVAILABLE**

Visit [www.achca.org](http://www.achca.org) or contact 202.536.5120 or [exhibits@achca.org](mailto:exhibits@achca.org)