# ANNUAL

**REPORT FOR 2020/2021** 



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# From Your President & CEO

This past year has been marked by evolution. Our "old" ways of doing things, whether it be the care being provided in our nation's aging services communities, how we approach daily operations to assure the business is sound, or even perhaps in how we think about life, have all evolved as the two-plus year pandemic continues.

Your professional association is evolving as well. The American College of Health Care Administrators saw its own changes over this past year, with the retirement of Bill McGinley as our CEO in May of 2021. As I have begun this new role, I have sought to build upon many of the things Bill started during his tenure, including the planning of our Convocation in New Orleans. There is renewed excitement around ACHCA from both our members and business partners, and we'll continue to engage in regular dialogue with both groups to assure we're responsive to their needs.

In the upcoming year, I plan on continuing to find ways to be strategic in our efforts to grow membership. This will include strategic planning with our board of directors, and full engagement with our chapter leaders. Our association has many great programs and benefits, and we'll work to craft messaging that complements all our efforts to grow membership through word of mouth. This remains the best way to recruit, and I'm asking you to continue to reach out to those in your network to join ACHCA.

I thank each of you for your help and support, and I look forward to the upcoming year with enthusiasm about our future. Together, each of us can be proud to say "IamACHCA"!

Collegially,

Bob Lane, CNHA, FACHCA President / CEO



# Who We Are

### **About ACHCA**

Founded in 1962, ACHCA is a non-profit professional membership association which provides superior educational programming, professional certification, and career development opportunities for its members.

Guided by the vision that dynamic leadership fosters long term health care services that are meaningful, successful, and efficient, ACHCA identifies, recognizes, and supports post-acute and aging services leaders, advocating for their mission and promoting excellence in their profession.

ACHCA is the professional membership association for long-term care and post-acute administrators. We represent our membership of Owners, Administrators, Executive Directors, VP/Directors, Consultants, Directors of Nurses, AITs, Students, and Academic Leaders.

### Mission, Vision & Values

**Our Mission Statement:** The American College of Health Care Administrators (ACHCA) is the catalyst for excellence in post-acute and aging services leadership.

Our Vision: To be the premier membership organization providing professional leadership and professional development opportunities for post-acute and aging services health care leaders.

### Membership

1,644 Individual Members

**1,158 Professional Members** 

### Education

2% Associate Degree 65% Bachelors Degree 20% Masters Degree 5% Doctoral Degree 6% Some Graduate

53% Female 47% Male





-Administrator

-Executive Director

-CEO, COO, President

-Vice President, Director

-Department Head/ Manager

# Professional Development

297 Fellows

**34 Fellow Emeritus** 

96 CNHA

10 CALA

7 CAS

**20** Emeritus Certified

### Services/Programs Supported

Adult Day Care
AIDS

Alzheimer's/Dementia

**Assisted Living** 

**CCRC** 

**Complex Medical/Subacute** 

Consulting

**Geriatric Center/Senior Center Home** 

Health

Hospice

ICF/MR/DD

**Independent Living/Senior Housing** 

**Long-Term Acute Care Hospital** 

Rehabilitation

**Skilled Nursing Facility** 

**Wound Care** 



# **Highlights**

#### **Awards Program**

Due to the COVID-19 pandemic, award recipients did not receive their awards in person. The ACHCA Board of Directors and Awards Committee recognized the 2020 award recipients virtually during the 2021 ACHCA Convocation Virtual Experience.

#### **ACHCA Individual Awards**

Distinguished Nursing Home Administrator — Elizabeth Schmeizl, FACHCA
Distinguished Service — Charles F. Shelton Jr., CNHA, FACHCA
New Nursing Home Administrator — Tina Richardson
Outstanding Member — Debra Hollander
AIT Preceptor — Michael Barry, CNHA, FACHCA
Public Service — Harry Tzvi Barax
Education — Nelia S. Adaci (RNC, BSN, CDONA, C-NE, RAC-CT), VP, The CHARTS Group (TCG)
Journalism — W. Bruce Glass, CNHA, CALA, FACHCA
Mentor — Michael A. Hotz, CNHA, FACHCA

#### **ACHCA Partner Awards**

Champion — NYS Health Facilities Association (NYSHFA) Business Partner — McKesson Corporation

#### **ACHCA Chapter/District Achievement Award Recipients**

District 1; Project/Initiative: The New England Administrator; District Director (D-1): Matt Lessard, CNHA, FACHCA
ACHCA Connecticut; Project/Initiative: Collaboration with the Department of Public Health; (Chapter President (D-1): Elizabeth Schmeizl, FACHCA)
ACHCA Massachusetts; Project/Initiative: Member Education; Chapter President (D-1): David Bell

The Awards Committee determined that the Eli Pick Facility Leadership Award would not be awarded in 2021 due to the pandemic.

#### **Education & Conferences**

In fiscal year 2021, Due to Covid-19, Convocation in Baltimore was rescheduled to 2023. Due to this ACHCA provided a virtual Convocation to members and non-members from April 13-27, 2021. This virtual event offered 28 NAB approved CE. A Covid-19 workshop was included in Convocation 2021. Complimentary webinars are available to ACHCA members for NAB CE.

#### **Mentoring Program**

The ACHCA Mentoring Program, chaired by Michael Hotz, is continuing to grow. An educational webinar for the program launched in 2021 and provides 1.25 NAB approved CE. The education components are led by Dr. Douglas Olson and Dr. Scott Lester. The ACHCA Mentoring Program is a free benefit of ACHCA membership. We are here to help you have a successful career. To sign up or watch our video, visit our website https://www.achca.org/mentoring-program.

# **Highlights**

#### **Membership & Chapter Relations**

Membership remained steady with an overall retention rate of 76%. Retention and recruitment efforts stagnated during the pandemic. The economic well-being of our members affected their ability to pay for membership dues. The cancellation of in-person events contributed to the isolation of Community and chapter inactivity. However, many chapters leveraged Zoom to create virtual platforms and build upon engagement across the boundaries of demographics. The Connecticut Chapter host its first virtual educational convention and trade show with the Connecticut Association of Health Care Facilities/Connecticut Center for Assisted Living.

The New York Chapter moved their two-day live education event to virtual increasing accessibility and inclusion. The event allowed members from across the country to meet their education requirements (the event offered 12.5 CEUs) and increase their professional development.

ACHCA welcomed two (2) new group memberships Maine Veterans' Homes and BaneCare Management to the Community. The group memberships engage 19 Administrators and Executive Directors in our learning and networking opportunities.

We gained three Ruby and two Emerald Partners. Our partners collaborate with us to heighten awareness among the post-acute and long-term care community regarding the importance of their programs, education opportunities, and benefits that will improve performance outcomes in facilities.

The Member Experience Committee issued a survey to the Chapter/District Leaders inquiring about the direction of webinar content; what was most relevant to their member engagement + chapter development efforts. The survey highlighted that chapter/district leaders found the top three topics most relevant were Marketing, Services/Programs, and the Overview of ACHCA. In November, the Committee held a webinar titled, Chapter/District Growth: Let's Talk.

#### **Collaborations:**

- Broad River Rehab (a Ruby Partner), the American Association of Post-Acute Care Nursing (AAPACN), ACHCA sponsored a series titled, Data Speaks. The series was designed to help participants make sense of the huge amount of data available with a focus on building a data-driven organization. They consisted of four NAB-approved webinars offered to our members at no charge. Dr. Kendal Brune, District 4 Director on the Board, was a presenter on all four of the webinars. The webinars were very well received.
- Our Ruby Partner, HealthPro Heritage provided a series of educational webinars. The L.E.A.P. Symposiums were held over two days in March. Former President & CEO, Bill McGinley, participated as a panelist. Over 800 viewers attended.
- ACHCA co-sponsored with CODE W, a two-day workshop titled, "Breaking the CODE: Administrators Mean Business." The workshop was designed for Administrators in Training & Emerging Professionals (Years 1-3); offering tips and resources on the operational functions of managing a senior living facility. Licensed Administrators earned 4.5 CEUs.

#### **Benefits:**

- ACHCA updated the ACHCA Marketplace (https://www.longtermcaremarketplace.com) and extended benefits to the Partnership Program. Our partners are now featured on the Marketplace and have digital marketing capabilities. Partners are offered discounts based on their respective levels. Business Affiliates are also listed in the Marketplace and given a 10% discount.
- ACHCA partnered with Call a Doctor Plus, one of the leading telehealth providers in the country, to provide members with tools to create healthier, happier, and more productive workforces all while helping employers reduce operations costs. The new partnership introduced two exclusive programs at a discounted rate. The programs offer better care for staff, translating to better care for patients, and comprehensive telehealth services that are key to stabilizing employee workforces.
- ACHCA partnered with the International Council of Certified Dementia Practitioners to issue a reduced rate to our members. ICCDP offered members a reduced rate for the CMDCP application and the Montessori Dementia Care Professional online six-hour seminar. The ACHCA member reduced fee is \$70.00/pp (the non-member fee is \$260/pp).
- Promoted as Happy Hour Events, our strategic partner, Readiness Associates (now known as ReadyGlobal) presented four tech solutions designed to relieve workplace stressors and provide solutions to reduce workload and create effective IT tools.

# **Highlights**

#### **Affinity programs**

- ACHCA extended its affinity benefits to include Lenovo, a global leader in the PC marketplace. Members receive discounts on their entire line of highquality and secure technology products and services. Members can save up to 30% off the everyday public web price of Lenovo laptops, tablets, desktops, all-in-ones, workstations, servers, and accessories.
- Additionally, we entered a partnership with Office Depot/Office Max. Members receive discounts on core items that range from 1% to 75%. A dedicated website for ACHCA members and a downloadable card provides members with office supply discounts.
- We updated our travel program to include Budget and Avis rental. ACHCA members save up to 25% off base rates.
- Care CEU's exclusively offered ACHCA Professional members an annual subscription plan of UNLIMITED, online NAB-approved CEUs for one low price. Normally \$199, professional members obtain unlimited NAB-approved CEUs for the low price of \$149. This is an excellent value-add for members seeking continuous professional development.

#### **University Affiliations**

ACHCA has collaborated with a group of colleges and universities to offer tuition discounts from 15 to 20% and registration fee waivers (for new enrollees) that will enable members to obtain undergraduate or graduate degrees. New agreements were signed with Bellarmine University in Louisville, KY, and the University of New Haven in CT. Members can view the programs online at https://www.achca.org/higher-education.



# **Financials**

### Consolidated financial position as of September 30, 2021 compared to prior year

	Sep 30, 2021	Sep 30, 2020
ASSETS		
Current Assets		
Checking/Savings	525,205	543,717
Accounts Receivable	24,311	0
Other Current Assets	281,591	309,179
Total Current Assets	831,107	852,896
TOTAL ASSETS	831,107	852,896
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable	3,066	7,053
Credit Cards	2,326	784
Other Current Liabilities	408,067	330,442
Total Current Liabilities	413,459	338,279
Total Liabilities	413,459	338,279
Equity		
Unrestricted Net Assets	87,662	254,637
Board Designated Funds	46,300	33,127
Temp. Restricted Net Assets	193,688	196,966
Perm. Restricted Net Assets	89,945	89,945
Net Income	-128,555	-28,626
Total Equity	289,040	546,049
TOTAL LIABILITIES & EQUITY	702,499	884,328



A copy of ACHCA's full financials may be obtained by emailing a request to financialservices@achca.org.

\*Due to a change in accounting practices, Convocation revenue and expense are not shown on our operating statements and are now shown on the balance sheet.

# Leadership

### 2020 - 2021 Board of Directors



Robert (Bob) Lane, CNHA, FACHCA **CHAIR** Oklahoma



B. Daniel (Dan) Carr, CNHA, FACHCA **SECRETARY/TREASURER** Indiana



Theresa Sanderson, CNHA, FACHCA **CHAIR-ELECT** Connecticut



Stefan (Steve) Fromm, CNHA, FACHCA **PAST CHAIR** Georgia

#### ACADEMIC DIRECTOR

David Wolf, PhD, CNHA, CALA, CAS, **FACHCA** 

#### **DIRECTORS AT-LARGE**

Sharon Eyster, CNHA, FACHCA

Rudolph (Rudy) L. Michalek, FACHCA

Mark Prifogle, FACHCA

Blair Quasnitschka, FACHCA

Elizabeth Schmeizl, FACHCA

Mitch Teller, FACHCA

#### **DISTRICT DIRECTORS** District 1 Director

Matt Lessard, CNHA, FACHCA Connecticut, Massachusetts, Maine, New Hampshire, Rhode Island, Vermont

### District 2 Director

Anthony Restaino, CNHA, FACHCA New Jersey, New York

#### **DISTRICT DIRECTORS CONT...**

#### **District 3 Director**

Israel Ray, CNHA, FACHCA Indiana, Kentucky, Michigan, Ohio, West Virginia

#### **District 4 Director**

Jose Rojas Fernandez, CNHA, FACHCA Alabama, Florida, Georgia, Maryland, DC, Delaware, North Carolina, Pennsylvania, South Carolina, Virginia

#### **District 5 Director**

Kirstin Pedretti, FACHCA Arizona, California, Colorado, Hawaii, Idaho, Kansas, Montana, Nebraska, Nevada, New Mexico, North Dakota, Northwest (AK, WA), Oklahoma, Oregon, South Dakota, Utah, Wyoming

#### **District 6 Director**

Kendall Brune, PhD, FACHCA Iowa, Illinois, Louisiana, Minnesota, Missouri, Mississippi, Tennessee, Texas, Wisconsin

\*Board of Directors reflect the beginning of Fiscal Year 2020 (October 1, 2020)

# **Chapter Presidents**

**Active Chapters** 

**Arizona Chapter President (D-5)** 

Ed Smith

**Connecticut Chapter President (D-1)** 

Jessica DeRing

Florida Chapter President (D-4)

Karen Northover

**Georgia Chapter President (D-4)** 

Prachi Elmore

**Indiana Chapter President (D-3)** 

Mark Prifogle

**Kentucky Chapter President (D-3)** 

Jerry Hoganson

Maine Chapter President (D-1)

Matthew Trombley

Massachusetts Chapter President (D-1)

David L. Bell

Michigan Chapter President (D-3)

Renee L. Beniak

Mississippi Chapter President (D-6)

Stacy Seay, FACHCA

Missouri Chapter President (D-6)

Wes Sperr FACHCA

**New Hampshire President (D-1)** 

Ted Purdy

**New Jersey Chapter President (D-2)** 

Robert Reyes, CNHA, FACHCA

New York Chapter President (D-2)

Keith Chambery, FACHCA

North Dakota Chapter President (D-5)

Anthony (Tony) Elsperger

**Ohio Chapter President (D-3)** 

Robert (Bob) Bishop

Oklahoma Chapter President (D-5)

Daniel Jessup

**Oregon Chapter President (D-5)** 

Maggie Hilty

Pennsylvania Chapter President (D-4)

Mary K. Kender

Rhode Island Chapter President (D-1)

Jennifer Romagnolo

**Texas Chapter President (D-6)** 

Dr. Michael Mileski, FACHCA

\*Chapter Presidents reflect the beginning of Fiscal Year 2020 (October 1, 2020)

## Committee Volunteers

#### The Academy of Long-Term Care Leadership and **Development**

**Chair: Debra Hollander** 

Theresa Sanderson, CNHA, FACHCA

Tim Dressman, CNHA, CALA, FACHCA Melanie

Eaton, CNHA, FACHCA

Douglas Olson, PhD, FACHCA

**Bruce Zarett** 

Bob Lane, CNHA, FACHCA

Mitchell Teller, FACHCA

Bill McGinley, CNHA, CALA, CAS, HSE, FACHCA

Elizabeth Lollis-Staff

#### **Advocacy and Policy Committee**

**Chair: William Watson, FACHCA** 

Diana Chavis

Kevin Hansen, PhD, FACHCA

Adriene Rosell

Mitchell Teller, FACHCA

David Barmak

**Edgar Marthiens** 

Joanne Shaw

**Heather Mitchell** 

Sharon Eyster, CNHA, FACHCA

Ken Huhn

Jeffrey Cohen

Bob Lane, CNHA, FACHCA

Bill McGinley, CNHA, CALA, CAS, HSE, FACHCA

Elizabeth Lollis-Staff

#### **Awards Subcommittee**

Chair: Jeff Lacroix, FACHCA

Melissa Jackson, FACHCA

Katie Pearse

Dr. C. William Spencer, FACHCA

Mark Prifogle, FACHCA

Bill McGinley, CNHA, CALA, CAS, HSE, FACHCA

Jana Pauldin-Staff

#### **Bylaws Committee**

Chair: Michael Gore, CNHA, FACHCA

Susan Farris, FACHCA Terri Golec, FACHCA

Rudy, Michalek, FACHCA

Anthony Restaino, CNHA, FACHCA

Matt Lessard, CNHA, FACHCA

Bill McGinley, CNHA, CALA, CAS, HSE, FACHCA

#### **Education Committee**

Chair: Theresa Parker, FACHCA

Maureen McCarthy

Matt Lessard, CNHA, FACHCA

Kevin Hansen, PhD, FACHCA

Michael Barry, CNHA, FACHCA

Lisa Thomson

Susan Gilster, FACHCA

Phil Jean, CNHA, FACHCA

Anne Veno

Bob Lane, CNHA, FACHCA

Bill McGinley, CNHA, CALA, CAS, HSE, FACHCA

Elizabeth Lollis-Staff

#### **Finance Committee**

Chair: Dan Carr, CNHA, FACHCA

Mark Prifogle, FACHCA Bob Lane, CNHA, FACHCA Rudy Michalek, FACHCA

Theresa Sanderson, CNHA, FACHCA

Bill McGinley, CNHA, CALA, CAS, HSE, FACHCA

Amanda Charles-Staff

#### **Mentoring Subcommittee**

Chair: Michael Hotz, CNHA, FACHCA

Michael Barry, CNHA, FACHCA James Farley, CNHA, FACHCA

Doug Olson, PhD, FACHCA

David Wolf, PhD, CNHA, CALA, CAS, FACHCA

Mark Sanchez

Norda Bellantoni, FACHCA

Bob Lane, CNHA, FACHCA

Scott Lester

Bill McGinley, CNHA, CALA, CAS, HSE, FACHCA

Elizabeth Lollis-Staff



<sup>\*</sup>Committees reflect the beginning of Fiscal Year 2020 (October 1, 2020)

## Committee Volunteers

#### **National Conference Planning Committee**

Chair: Larry Slatky, CNHA, FACHCA

Theresa Parker, FACHCA

Chelsie Stanger Bob Lane, CNHA, FACHCA

Melissa Jackson, FACHCA

Anthony Restaino, CNHA, FACHCA

Theresa Sanderson, CNHA, FACHCA

Kendall Brune, PhD, FACHCA

**Becky Rowbotham** 

Bill McGinley, CNHA, CALA, CAS, HSE, FACHCA

Elizabeth Lollis-Staff

#### **Nominating Committee**

Chair: Steve Fromm, CNHA, FACHCA

Doyle Love, CNHA, FACHCA

W. Bruce Glass, CNHA, CALA, FACHCA

Phil Jean, CNHA, FACHCA

Julian Rich, CNHA, FACHCA

Bonnie Wood, CNHA, FACHCA

Dr. Keith Knapp, CNHA, FACHCA

Jana Pauldin-Staff

#### **Fellow Advancement Committee**

Chair: Steve Fromm, CNHA, FACHCA

Michael Hotz, CNHA, FACHCA

Carolyn Jo Lucke, CNHA, FACHCA

Bonnie Wood, CNHA, FACHCA

Mitchell Teller, FACHCA

Doyle Love, CNHA, FACHCA

Dr. Keith Knapp, CNHA, FACHCA

Jana Pauldin-Staff

#### **Professional Advancement Committee**

Chair: Robert Reyes, CNHA, FACHCA

Kendall Brune, PhD, FACHCA

Phil Jean, CNHA, FACHCA

Helaine Ledany, CNHA, FACHCA

Matthew Murray, CNHA, CALA

Debra Mims, CNHA, FACHCA

Steven Smyth, CNHA, FACHCA

Diana Wilks, CNHA, FACHCA

Molly Savard, CNHA, FACHCA

Margaret Mary Wagner, CNHA, CAS, FACHCA Bill McGinley, CNHA, CALA, CAS, HSE, FACHCA

Veronica Tis/Elizabeth Lollis-Staff

#### **Student Poster Exposition Workgroup**

Chair: Kevin Hansen, FACHCA

Michael Barry CNHA, FACHCA

Mary Helen McSweeney-Feld, FACHCA

Theresa Parker, FACHCA

Blair Quasnitschka, FACHCA

Keith Knapp, CNHA, FACHCA

Mary Ann Keogh Hoss

Melanie Eaton, CNHA, FACHCA

**Bob Armstrong** 

Bill McGinley, CNHA, CALA, CAS, HSE, FACHCA

Bob Lane, CNHA, FACHCA

Elizabeth Lollis-Staff

#### **Member Experience Committee**

Chair: Bob Bishop

Tina Richardson

Ranyouri Senia

Frank Yeboah

Ashlee Gaunce

John Okwodu

Veronica Weathers

**Christopher Just** 

Mark Prifogle, FACHCA

Bill McGinley, CNHA, CALA, CAS, HSE, FACHCA

Jana Pauldin-Staff



### Donors

We thank our generous supporters for their contributions. All gifts, memorials, and tributes received by ACHCA are gratefully acknowledged.

October 1, 2020 - September 30, 2021.

### 2020 Year End Campaign

Theresa Parker **Russell Schwartz** Julian Rich Tim Dressman

#### Memorials/Honor Of Phillip

**DuBois** Kieth Knapp Sue Michalek

#### **Phil McConnell Fund**

Allen Yearick

### **Richard Thorpe Catalyst Fund** Bill McGinley

### Dr. Kathryn Hyer Scholarship Fund

William Haley Keith Knapp C. Mulrooney Monica Nelson Lindsay Peterson Ranyouri Senia Nanette Smith **David Wolf** 



#### **Mentor Covenant**

Orlando Bisbano Kendall Brune Dan Carr Kimberly Corrigan Kenneth Daniel **Timothy Dressman** James Farley Richard Gamache **Bruce Glass** Marianna Gracheck Michael Hotz **Bob Lane** Matthew Lessard Jo Lucke Bill McGinley Mary Helen McSweeney-Feld **Douglas Olson** Mark Prifogle Kathryn Richardson Theresa Sanderson **Russell Schwartz** 

# **Vendor Partners**

### Partnership program participants:

#### **Emerald Level:**

Axis Healthcare Consulting Celtic Consulting LLC Harmony Healthcare International Seagrove Rehab Partners Senior Rehab Solutions Stotler Haves Group, LLC

#### **Ruby Level:**

ABILITY® Network Inc Arete Rehabilitation, Inc. **BKD CPAs & Advisors Broad River Rehab** HealthPRO Heritage

#### **Partners:**

ADP Arthur J. Gallagher/Gallagher Affinity **Association Media Group** Call a Doctor Plus Medcom, Inc. Mercer Consumer, a service of Mercer Health & Benefits Administration LLC ReadyGlobal ymcareeers<sup>™</sup> by Community Brands

**Business Affiliate:** AccuTemp Products, Inc. Age Concern Bermuda Alliance Health at Marina Bay **Baird Group** Blue Sky Therapy CMS Compliance Group, Inc. Dentserv Dental Services, PC Direct Supply, Inc. FamilyConnect **Fully Managed Guardian Consulting** Hall, Render, Killian, Heath & Lyman, P.C. Impress Healthcare

In Touch Pharmaceuticals Jeffrey A. Cohen & Associates

Marcum LLP

Med-Net Concepts, LLC

Nextaff

PharMerica Corporation

PharmScript, LLC Rapid Response Team Response Care, Inc.

Samantha Jones Consulting, LLC

Skilled Care Pharmacy Starkweather & Shepley

Strata Pointe Symbria

The CHARTS Group Ultimate Rehab, Ltd.