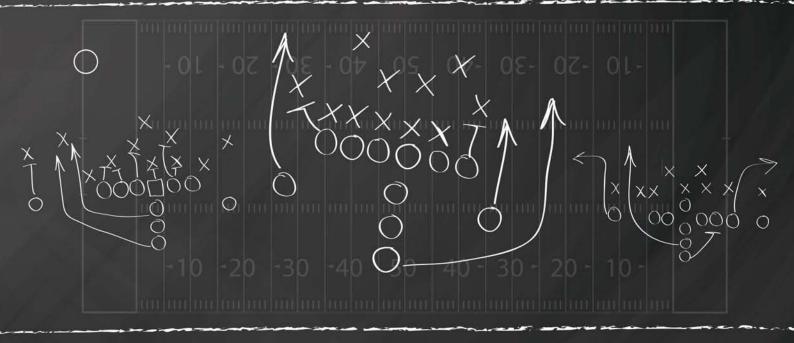
North Carolina Health Care Facilities Association



# ANNUAL CONVENTION & EXPO



@ game on! NCHCFA Homecoming 2018







JANUARY 28 – 31

Sheraton Greensboro Hotel at Four Seasons Joseph S. Koury Convention Center Greensboro, NC 27407

### <u>FIRST QUARTER - SUNDAY, JANUARY 28</u>

1:30 pm - 6:00 pm Registration Desk Open

3:00 pm - 5:00 pm An Update on the Enforcement Process

5:15 pm - 6:15 pm Creating & Maintaining Advocacy Relationships

6:15 pm - 7:30 pm Pep Rally Welcoming Reception

### SECOND QUARTER - MONDAY, JANUARY 29

8:00 am - 6:00 pm Registration Desk Open

8:30 am - 10:30 am Preparing for Requirements of Participation Phase 2 & the New Survey

**Process** 

10:45 am - 12:15 pm NCHCFA Annual Business Meeting

12:30 pm - 1:45 pm NCHCFA Homecoming Parade & Cookout

2:00 pm - 3:15 pm Critical Skilled Nursing Facility Capacities for an Evolving Payment &

Referral Environment

3:30 pm - 4:45 pm The 21st Century Skilled Nursing Facility - Innovation is the New Normal

5:00 pm - 6:00 pm Going For It on Fourth & One!

8:00 pm - 11:00 pm Chairman's Tailgate Party & Homecoming Extravaganza

### THIRD QUARTER - TUESDAY, JANUARY 30

7:30 am - 3:00 pm Registration Desk Open

8:00 am - 10:00 am The Strategy of Leadership: Unleashing the Power of Lean Management

Processing

10:30 am - 12:30 pm EXPO 2018 Seminar for Package Two Attendees

Finding Your "Fred Factor"

10:30 am - 3:30 pm EXPO 2018 "NCHCFA All-Star Bowl"

12:30 pm - 2:00 pm EXPO Buffet Luncheon

6:00 pm - 6:30 pm Pre-Celebration Reception

6:30 pm - 9:00 pm 2018 Annual Awards Gala Celebrating Excellence with Dr. Willie Jolley

### FOURTH QUARTER - WEDNESDAY, JANUARY 31

8:30 am - 10:30 am What's New for Pharmacy Services in the Requirements of Participation

Phase 2?

10:45 am - 12:15 pm The Nursing Staff Shortage: Exploring the Situation & Potential Solutions



# CONVENTION HIGHLIGHTS

### SUNDAY, JANUARY 28 6:15 PM - 7:30 PM

#### Pep Rally Welcoming Reception

Join us in kicking off the first quarter of this year's convention with light hors d'oeuvres as you unwind and visit with colleagues before you head out for dinner. Enjoy the music of Dan Hood while you get together with old friends, make new acquaintances, and relax as we get this year's convention off to a great start. A host bar will be provided.



### MONDAY, JANUARY 29 12:30 PM - 1:45 PM

### NCHCFA Homecoming Parade & Cookout



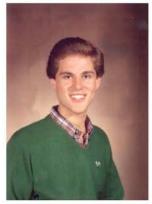
Relax and join NCHCFA alumni and colleagues for a cookout fit for a champion before the parade festivities begin! There will be lots of special guests and surprises along the parade route. The parade will include exciting sights, sounds, and entertainment to get you into the spirit of Homecoming 2018!

In addition, the NCHCFA Homecoming Court will be presented and all attendees will cast a vote for the 2018 King and Queen. The King and Queen will be crowned Monday evening at the Chairman's Tailgate Party & Homecoming Extravaganza. Register today and get your game face on!



### 8:00 PM - II:00 PM

### Chairman's Tailgate Party & Homecoming Extravaganza



Chairman Phillip Hill 1979

Let the games begin. Wear your favorite jersey from your alma mater or come dressed in your high school homecoming attire. As part of Package One and Three registrations, plan to attend the Chairman's Tailgate Party & Homecoming Extravaganza on Monday evening. Join Chairman Phillip Hill and the Board of Directors for a night of fun because it's official, nobody's riding the pine!

Calling all ballers! Shoot some hoops, brave Thunder Mountain on a snowboard, or show off your skills with a game of air hockey, ping pong, or pool. For the golfers in the group, see who has the longest drive on the golf simulator. Then start your engines on the remote control racetrack or challenge your colleagues on the Daytona USA Racing Simulators. Don't forget to try the NASCAR Pit-Stop Challenge before the night is over. Prizes will be awarded for the fastest time.

Have you got talent? Get ready for great live music and Chairman Hill's open mic night. NCHCFA alumni Todd Roper, Administrator, Conover Nursing & Rehab Center, will play piano and perform all the greatest tunes from your favorite decade. Attendees can sign-up for karaoke throughout the evening and be a part of the show. When the DJ calls a timeout, be sure to take a line dance lesson or play a game of Dance Revolution so you will be ready for the Homecoming Dance. At halftime, the NCHCFA Homecoming King and Queen will be crowned.



Great prizes will be awarded throughout the night and a photographer will be on hand for the NCHCFA yearbook. Don't miss this night of fun! Heavy hors d'oeuvres will be served.



## CONVENTION HIGHLIGHTS



## TUESDAY, JANUARY 30 10:30 Am - 3:30 Pm

EXPO 2018 & Buffet Lunch - NCHCFA All - Star Bowl

The theme for EXPO 2018 is "NCHCFA All-Star Bowl." NCHCFA exhibitors have got game! Join the huddle and visit all 170 booths for products and services that are in a league of there own. You may find your alma mater represented, celebrate the upcoming 2018 Super Bowl game, or tailgate at one of the many friendly rivalries located on North Carolina's Tobacco Road. Be sure to have your validation card to be eligible for the Grand Prize drawing held during the 2018 Annual Awards Gala (please note you must be present to win). Before you turn it in, don't forget to vote for your favorite company that best incorporates this year's theme. Many other prizes from exhibitors will be awarded throughout the day. Keep in mind that winners must be in the exhibit hall to receive their prizes. For a relaxing break, a buffet lunch will be served from 12:30 pm - 2:00 pm. Lunch is included with Package Two registration but is an additional charge for Packages One and Three. You do not want to be stuck on the sidelines and miss EXPO 2018.

### 6:00 PM - 9:00 PM

2018 Reception & Annual Awards Gala Celebrating Excellence with Dr. Willie Jolley

Be a part of this special evening and join in recognizing the NCHCFA 2018 Special Award recipients. Providers, vendors, and community representatives will unite to honor excellence in long term care.

District 1 Nurse Aide of the Year

Crystal Cagle

Smoky Mountain Health & Rehabilitation Center

District II Nurse Aide of the Year
Emma Williams
PruittHealth Town Center

Pattrina Johnson
Clapp's Nursing Center

District IV Nurse Aide of the Year

Bertha Townsend

Highland House Rehabilitation & Healthcare

District V Nurse Aide of the Year
Halimah Hasan
Springbrook Nursing & Rehabilitation

2018 Riley W. Clapp Outstanding Service Award

Candace Hardy

Clapp's Nursing Center



There are many motivational speakers, and then there is the one, the only, the incomparable Dr. Willie Jolley. He has been described simultaneously as a world-class, award-winning speaker and singer, best-selling author, and media personality.

Dr. Willie Jolley has achieved remarkable heights in the speaking industry. He has gone on to be named "One of the Outstanding Five Speakers in the World" by the 175,000 members of Toastmasters International. He's the recipient of the Ron Brown Distinguished Leadership Award, named "One of the Top 5 Leadership Speakers" by Speaking.com, and Business Leader of the Year by the African American Chambers of Commerce.

Dr. Jolley uses his public platform to pursue his mission of empowering and encouraging people to rise above their circumstances and maximize their God-given potential! Many know him as the speaker Ford Motors called on when they were on the brink of bankruptcy. His work helped Ford reject a government bailout and go on to billion dollar profits! No matter the venue, Dr. Jolley keeps it moving with high energy, high content, and great enthusiasm. He delivers memorable and useable strategies on how every person can live a better life, one day at a time!

The Board of Examiners for Nursing Home Administrators has approved 1.0 hour of continuing education for this event for Administrators.

# ABOUT OUR AWARD WINNERS

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District I Nurse Aide of the Year – Submitted by Mary Parker, Activity Director: Crystal Cagle has been a Certified Nursing Assistant at Smoky Mountain Health & Rehabilitation Center since 2009. During this time she has grown into a caring, compassionate, hardworking, dedicated team member. Crystal is known by her residents for her kind and gentle demeanor. She welcomes all families and visitors with a smile that residents call comforting and contagious. With quiet confidence, Crystal observes and cares for not only her assigned residents but all resident she comes in contact with. They are uplifted by her positive attitude. She is always interested in what she can do that will motivate and keep them involved in activities. "A call to care" is how Crystal describes her work ethic. Her day does not end when she leaves the facility. She volunteers as a band booster at her daughter's high school which benefits all teens in the band. Crystal also volunteers at her church serving the elderly and disabled congregation members as well as others in her community.





District II Nurse Aide of the Year – Submitted by Tammy Hanna, Administrator: Emma Williams has worked in long term care for 14 years and is a Certified Nursing Assistant at PruittHealth Town Center. Emma has an admirable work ethic and is a born leader. She is an excellent preceptor and trains all new staff in a professional manner. Administrator Tammy Hanna states, "There could never be a better applicant to deserve this award nor excel in all aspects of her work by providing care and compassion to everyone she encounters. To say that she is an asset to our facility is a gross understatement. Emma has excelled by caring for our residents and being a role model to everyone." Emma exemplifies the ideal caregiver – she always has an encouraging word, she is organized, is always willing to lend a hand, and she has an unwavering commitment to caring for the residents. Her customer service and dedication are impeccable. She treats all residents like they are a part of her family. They love her immensely and look forward to Emma's arrival to work on second shift.

District III Nurse Aide of the Year – Submitted by Grant Hollowell, Administrator: Pattrina Johnson is a Certified Nursing Assistant at Clapp's Nursing Center and has worked in long term care for 27 years. Pattrina regularly goes out of her way to make sure residents are not only taken care of but that they feel special. Rather its applying lipstick, spraying a resident's favorite perfume, a laugh or smile, a small compliment, or coming to work on her day off to sit with an actively dying resident, there is nothing Pattrina will not do for the residents. She knows how to lift their spirits, bringing out their inner and outer beauty, all while preserving their self-respect. Pattrina also helps train new employees and make them feel special. She helps them see they are joining a family, not just starting a new job. She is the perfect example of selflessness. A year ago she lost her car and had no transportation to and from work. Putting her residents first, she packed and moved to a house about a mile from the facility so she could walk to work.





District IV Nurse Aide of the Year – Submitted by Mary Dunkirk, Director of Nursing: Bertha Townsend is a Certified Nursing Assistant at Highland House Rehabilitation & Healthcare and has worked in long term care for 26 years. Bertha says, "I chose this profession because of my grandmother. I began taking care of her when I was 17 years old. My grandmother told me I had healing hands. She said when I touched her she could feel the care, that I cared about what I was doing. From that point on I made it my mission to take care of folks." Bertha is guided by a strong faith and has a clear calling in the service of others. She leads by example and serves as a beacon for her coworkers to follow. Bertha is always dependable and willing to work various shifts as needed. Her coworkers are impressed by her ability to anticipate the needs of the residents and the efficiency and effectiveness by which she performs her assigned duties. Mary Dunkirk, Director of Nursing states, "Bertha is one of those employees you want to clone!"

District V Nurse Aide of the Year – Submitted by Janice Pearce, Administrator: Halimah Hasan has been a Certified Nursing Assistant for 20 years and works at Springbrook Nursing & Rehabilitation. Halimah naturally possesses' the characteristics that make both an outstanding caregiver and individual. She is giving, selfless, compassionate, hardworking, and caring. Halimah goes above and beyond for the residents. For example, when a resident passes she takes her personal time to write a unique poem about the individual for the family. For those residents that have been in the facility for an extended period of time, she also puts together a memory book of photos that portray the journey of a loved ones' life while in the care at the facility. She uses her own money to create these beautiful memories for the family to honor their life. Her years of experience have trained a true leader. Halimah has a keen ability to problem solve, create culture change, inspire and instigate learning amongst her coworkers, and motivates everyone she encounters to be better.





2018 Riley W. Clapp Outstanding Service Recipient – Submitted by Grant Hollowell, Administrator: Candace Hardy has worked in the housekeeping department at Clapp's Nursing Center since 2007. Words used to describe her are dedication, selflessness, kindness, and an example of what it means to care deeply for others. She is loyal to the residents, which is demonstrated by her impeccable attendance. Candace never enters a resident's room without greeting them with a smile. She truly enjoys her job and when asked what keeps her coming to work every day, she says "Even when I am having a bad day, I'll walk in a resident's room to clean for them and they'll say the most simple, sweet thing, and it makes my day all better because I know I made them happy." She has been caring for people all of her life, a trait she learned from her 15 older siblings. Candace cares deeply for those around her and she always puts others before herself. Administrator Grant Hollowell says, "Our facility is blessed to have Candace as part of our family for the last 11 years."





#### SUNDAY, JANUARY 28 3:00 PM - 5:00 PM

#### An Update on the Enforcement Process

Join Ken Burgess, Esq., Poyner Spruill, LLP, for an informative presentation focusing on Allegations of Compliance, Plans of Correction, and imposition of penalties. This session will cover recent survey and certification updates from the Centers for Medicare & Medicaid Services (CMS) including:

- Drafting acceptable Allegations of Compliance and Plans of Correction;
- Recent CMS Survey and Certification Letters addressing the imposition of penalties, including Civil Monetary Penalties;
- Finding and fixing your own noncompliance in light of recent CMS revisions to the required elements for a Plan of Correction; and
- Other related survey and certification updates.

Cindy Deporter, MSSW, State Survey Agency Director, Division of Health Service Regulations (DHSR), will also be a key presenter. This session will utilize participatory case studies. In addition, Mr. Burgess and Ms. Deporter will be joined by Becky Wertz, Section Chief, DHSR, and Polly Welsh, NCHCFA Executive Vice President.

Ken Burgess is a healthcare attorney with the law firm of Poyner Spruill, LLP in Rocky Mount, NC where he heads the firm's Health Law Section. Ken has represented healthcare providers for 30 years. He previously served as the Senior Director of Legal Services and Facility Operations for the American Health Care Association and as general counsel to the Assisted Living Federation of America in Washington, DC. Ken is former president (twice) of the NC Society of Healthcare Attorneys; was the 2009 National Volunteer of the Year for the Jessie F. Richardson Foundation in Portland, OR; and a member of the NC Bar Association Health Law Council. He currently serves as Chair of a steering committee developing a public education campaign for end of life issues sponsored by the NC Bar Association and numerous private donors. Ken is a widely-recognized state and national lecturer and author on health law issues and has authored two authoritative books on long term care legal issues.

Cindy Deporter was appointed as State Agency Director of DHSR in May of 2016. Since 2013 she has also served as the Interim Assistant Section Chief of the Acute Home Care Section. She is also the Branch Manager for the Quality Evaluative System which is responsible for training, Internal Dispute Resolution, Civil Money Penalty Grants, and Independent Internal Dispute Resolution. This section also oversaw the implementation of the Electronic Plans of Correction for CMS. Cindy is on the CMS Task Force team that is working on combining the standard and the Quality Improvement Organization survey process.

Becky Wertz has been a Registered Nurse for thirty-six years. Her nursing background includes medical-surgical, intensive care, hospice, and home health. Becky began working at DHSR in the Nursing Home Licensure and Certification Section eighteen years ago. She was a Complaint Investigator and then a Complaint Supervisor. Becky is responsible for licensure, certification, quality improvement, informal dispute resolution hearings, grants, and contracts. She has been an active member of the NC Culture Change Coalition for many years. Becky is also the NC CMS Civil Money Penalty grant representative. Becky has been the Section Chief for two years and is responsible for adhering to CMS performance standards.

#### 5:15 PM - 6:15 PM

### Creating & Maintaining Advocacy Relationships

Every Skilled Nursing Facility (SNF) is located in the district of numerous federal and state elected officials. Every day SNFs employ and provide care for their constituents. Those same officials make critical decisions affecting the delivery of post-acute and long term care each year. These decisions impact Medicare and Medicaid funding, workforce development, and changes to Certificate of Need laws. The Association and its members must take an active role in building relationships with elected officials, and educating those individuals on the impact their decisions have on our profession and the individuals cared for in member facilities. This session will provide a unique opportunity to hear about the importance of such activities directly from such an elected official—Representative David Lewis, Chairman of the House Rules Committee and an eight-term legislator representing North Carolina House District 53. NCHCFA President and CEO Adam Sholar and NCHCFA Consultant Jim Harrell will also provide members with resources on how to effectively engage elected officials in their home districts, as well as in Raleigh and Washington, DC.



Jim Harrell is a lobbyist with Bode & Harrell, LLP in Raleigh. He served three terms as a Democratic member of the North Carolina General Assembly representing the state's ninetieth House district, including constituents in Alleghany and Surry counties. In 2014 he was named the 8th most powerful active lobbyist in the state legislature. Jim is a graduate of Hampden-Sydney College and the Emory University School of Law. While a law student, Jim worked for the District Attorney's office in Fulton County, Georgia. He also served as a law clerk for North Carolina Supreme Court justice Franklin Freeman. Jim was elected to the NC House in 2002 and reelected in 2004. He was elected to a third term with over 60 percent of the vote. During his final term, the 2007-2008 session, Jim was Chairman of both the House committees on Ways and Means and on Pensions and Retirement. He served as Chairman of the Environment and Natural Resources committee in his second term and of Judiciary Committee II in the second half of his first term. Jim also chaired or co-chaired select committees on Economic Development and on the rural economy in 2006.

### MONDAY, JANUARY 29 8:30 Am - 10:30 Am

#### Preparing for Requirements of Participation Phase 2 & the New Survey Process

On November 28, 2017, Phase 2 of the Requirements of Participation (RoP) was implemented by the Centers for Medicare & Medicaid Services (CMS). These included new F-Tags associated with all requirements, new interpretive guidance, and a new survey process. The policies in this final rule are targeted at reducing unnecessary hospital readmissions and infections, improving the quality of care, and strengthening safety measures for residents in these facilities.

During this session, Cindy Deporter, MSSW, State Survey Agency Director, Division of Health Service Regulations (DHSR), will provide an update on the implementation of the new and revised sections of the RoP for Skilled Nursing Facilities. Learning objectives include (1) explain how the F-tags have changed and the impact these changes will have in the survey process, (2) review the new survey process and how to be prepared for the changes that were implemented in November 2017, and (3) discuss the interpretive guidance for numerous F-tags and understand what to expect when surveyors conduct their review of these tags during the annual certification survey. The content of this informative program will continue to evolve as CMS makes additional changes to implementation dates for some rules.

#### 10:45 AM - 12:15 PM

### NCHCFA Annual Business Meeting Phillip Hill, Chairman, NCHCFA Board of Directors, Presiding

We encourage all representatives of NCHCFA member facilities to be present during the Association's Annual Business Meeting. Phillip Hill, Chairman of the Board of Directors, will call the session to order promptly at 10:45 am. Chairman Hill will provide a report on the Association's activities, and Secretary/Treasurer Jeff Wilson will provide a financial report. The members will hear a report from the Articles and Bylaws Committee and a report from the Nominating Committee. The Association will also elect the 2018-2020 officers and members of the Board of Directors.

Our 2018 Annual Convention follows a year in which the real prospect of sweeping changes to the funding of the Medicaid program occupied much of the national conversation. While much discussion occurred in Washington, DC about the future of Medicaid, and it very likely will continue in the year ahead, leaders in North Carolina continued their efforts to transform the state's Medicaid program. Accordingly, in addition to Association updates during the Business Meeting, the members will hear directly from NC Secretary of the Department of Health and Human Services, Mandy K. Cohen, MD, MPH, on her priorities and what is ahead for North Carolina's Medicaid program.

Reminder, the Annual Business Meeting is restricted to certified representatives of NCHCFA facility members only.

Since being appointed as Secretary of the DHHS in January, Mandy Cohen, MD, MPH, and her team have worked tirelessly to improve the health safety and well-being of North Carolinians. DHHS is a cabinet-level agency with approximately 16,000 employees and an annual budget of \$20 billion. Among her top priorities are combating the opioid crisis, building a strong, efficient Medicaid program, and improving early childhood education. Cohen is an internal medicine physician and has experience leading complex health organizations. Before coming to DHHS she was the Chief Operating Officer and Chief of Staff at the Centers for Medicare & Medicaid Services (CMS). She brings a deep understanding of health care to the state and has been responsible for implementing policies for Medicare, Medicaid, the Children's Health Insurance Program, and the Federal Marketplace. A graduate of Cornell University, she received her medical degree from Yale School of Medicine, a Master's in Public Health from the Harvard School of Public Health, and trained in Internal Medicine at Massachusetts General Hospital.







#### MONDAY, JANUARY 29

2:00 PM - 3:15 PM

Critical Skilled Nursing Facility Capacities for an Evolving Payment & Referral Environment

Moderated by Avalere Health Vice President Fred Bentley, a panel of payers and acute care providers will discuss their views on critical capacities for partnering Skilled Nursing Facilities (SNFs). Important trends which make certain capacities key for SNFs include:

- Heightened Expectations on Cost and Quality: Meeting expectations for quality performance increasingly tied to referral volume and/or payment levels by many partners;
- Narrowing Post-Acute Care Networks (PAC): Preferred partners selected based on quality performance and expectations;
- Care Migrating to Home & Community Settings: Hospitals steadily discharging more patients to home setting; health plans are leveraging home and community-based providers;
- Unlocking the Potential of Health Information Technology: Clinical and business models evolving as PAC providers adopt Electronic Health Records (EHR) systems and invest in advanced data and analytics capabilities; and
- Gaining Experience in Managing Risk: PAC providers are bearing risk through Bundled Payments for Care Improvement (BPCI) and in partnership with hospitals, physicians, and health plans.

Our panel is composed of senior leaders with responsibilities including post-acute care provider relationships with a Next Generation Accountable Care Organization (ACO), a physician group, a hospital system, a Medicare Advantage Plan, and a Comprehensive Care for Joint Replacement Model (CJR) bundling site. Following the panel discussion, there will be an opportunity to ask questions of our panelists. Please note additional panelists will be added to this program. Information will be provided in Update weekly.

Fred Bentley, Vice President Avalere Health, advises clients on health delivery and payment innovation, providing analytic and strategic insight on issues related to the delivery of care. As an expert in fields ranging from payer strategy to hospital-physician alignment, and post-acute care, he has worked with providers, including integrated delivery networks, academic medical centers, post-acute providers and long term care organizations as well as national and regional health plans. Over the past five years, his work has focused on supporting health systems engage in Medicare and Medicaid payment and delivery system transformation initiatives. Fred holds Master's degrees in Public Policy and Public Health from the University of California, Berkeley and a BA in Political Science from Haverford College.

Pam Cowin joined the Vidant Health team in 2004. During her tenure, Ms. Cowin has worked extensively in the post-acute environment including home health, hospice, palliative care, and remote home monitoring. She currently serves as the Administrator, Transitional Care, which includes health system-wide care coordination activities, cross-continuum transitions, post-acute collaborations, and other population health strategies. She holds a Masters degree in Nursing Leadership and is currently pursuing a PhD in Nursing Research at East Carolina University. Her research interests include transitions of care, cross-continuum care delivery, and healthcare policy.

Dr. Robert Reynolds is an Internist who began office-based practice in 1983, which included providing hospital and skilled nursing care. He served as Medical Director for three SNFs, and first joined the American Medical Directors Association (AMDA) in 1989. In the mid-nineties, he left private practice to start PrimeDoc, an early multi-state Hospitalist staffing and management company. In 2000, he helped form Extended Care Physicians (ECP), a multi-state Skilled/Long Term Care (LTC) staffing and practice management company. Dr. Reynolds is currently employed by TeamHealth, as the National Vice President for Post-Acute Services, assisting with the management of over 1500 Physician Assistants/LTC Physicians and Medicare's Ambulatory Payment Classification (APCs). He currently serves as Chair of the AMDA Practice Management Section.

Dr. Heidi White's clinical expertise involves the care of older adults; especially care transitions, long term care, and post-acute care. She services as the Vice-Chief of Clinical Affairs in the Geriatrics Division at Duke University. She has worked with peer faculty to develop clinical programs including Peri-operative Optimization of Senior Health (POSH) and Health Optimization Program for Elders (HOPE) which is a transitional care program from the hospital to skilled nursing facilities. She is the medical director of Croasdaile





Village Retirement Community. She is currently President-elect of the American Medical Directors Association (AMDA). Dr. White's research focuses on the general medical care of older adults with cognitive impairment. She has studied the nutritional decline and weight loss that often accompanies Alzheimer's disease. Current work includes studying the effects of personalized music in older adults with dementia and implementing personalized music programs for pain and delirium relief in hospital and dementia care in nursing homes and assisted living facilities.

### MONDAY, JANUARY 29 3:30 PM - 4:45 PM

The 21st Century Skilled Nursing Facility – Innovation is the New Normal Hospital inpatient volume is down. More discharges are going home directly and Skilled Nursing Facility (SNF) length of stay is shortening. To weather these changes as demographics shift, operators must adopt a mindset of innovation and be willing to try out new models of care, new types of relationships, and new ways of being paid.

In this session, Anne Tumlinson and Mike Cheek will propose what they consider to be the essential elements of innovation for the 21st Century SNF. Anne is the CEO of Anne Tumlinson Innovations, a Washington DC-based advisory services firm that helps business and government leaders transform care delivery for frail older adults and their families. Mike is the Senior Vice President for Reimbursement Policy Affairs at the American Health Care Association, the nation's largest association of long term and post-acute care providers.

Mike Cheek, Senior Vice President for Reimbursement Policy Affairs, joined AHCA/NCAL in January 2012. Mike has a wealth of health care policy experience spanning 20-plus years. He was the Medicaid Long Term Care Director for the District of Columbia's (DC) state Medicaid agency, the Department of Health Care Finance (DHCF). During his tenure at DHCF, he established a new office within the department, the Office of Chronic & Long Term Care, restructured the state plan personal care benefit and oversaw significant changes in the state's reimbursement systems for nursing facilities and intermediate care facilities for persons with intellectual and developmental disabilities. In addition to his state experience from working for the DC government, Mike has worked for three state government associations – the state Medicaid directors where he focused on eligibility and long term care, the state developmental disabilities directors, and the state aging directors. In all three roles, he worked closely with the National Governors Association and the National Conference of State Legislatures. Mike also worked as a consultant for several years first at The Lewin Group and later at Avalere Health. He primarily consulted with states, health plans, pharmaceutical companies, and post-acute and long term care provider organizations, including AHCA.

Anne Tumlinson is founder and CEO of Daughterhood, an organization that solves problems for caregivers, connecting them to high-quality information and community to reduce isolation and empower decision-making. She also leads a consulting and research firm that advises leaders on preparing care-delivery systems for a growing population of frail older adults. A longtime health industry and social policy professional, Tumlinson has testified before Congress and appeared before the Long Term Care Commission and the Bipartisan Policy Center. She researches, writes, and speaks about innovation in aging services product and content design and has been published in Health Affairs, Huffington Post, McKnight's, and on MariaShriver.com.

#### 5:00 PM - 6:00 PM

### Going For It on Fourth & One!

Serving to our full potential will always be an issue for those who excel in their profession. During the sports season, athletes become champions with great performances. However, the season did not make them great, the off-season did! During this workshop, you will learn how to increase your skills so that when the winning season comes, your team will be ready!

Don't miss the opportunity to welcome back Dr. Dale Henry. He spoke at the 2017 Annual Convention & Expo and was the highest rated overall speaker with a 100% satisfaction rating. Countless members requested that we bring him back this year! Dale grew up in the foothills of the Smoky Mountains, an area that is bountiful in two things-hospitality and story-telling. He has been a teacher, principal, Dean of the oldest college in Tennessee, a businessman, author, a speaker, and trainer. Dale has been in customer service over half his life. His story-telling ability propelled him as a teacher. This, combined with his customer service and unique ability to captivate audiences, has sky-rocketed Dale in his speaking career.







#### TUESDAY, JANUARY 30

#### 8:00 AM -10:00 AM

The Strategy of Leadership: Unleashing the Power of Lean Management Processing

Lean management processing is fundamentally transforming the way organizations operate. The Lean principles of continuous improvement, respect for people, and delivering customer value are making teams and organizations rethink the practices that might have guided them for decades. A new, transformative approach to working requires a transformation in leadership, as well. Practicing Lean management principles requires a shift in mindset-from that of a supervisor to that of a teacher and coach. Lean leaders must guide gently, by example, ensuring that Lean principles are being applied with the right goal in mind-to sustainably maximize the delivery of value to the customer.

In this session, learn the principles, tools, and techniques of Lean management processing for improving the operating performance of any organization. Mark Gogal will discuss how Lean management processing is a relentless focus on eliminating waste and inefficiencies from all aspects of an organization. He will identify the powerful benefits of implementing Lean management principles on employee engagement as well as financial benefits.

Mark Gogal has facilitated four Empowerment Leadership workshops for NCHCFA that have all sold-out! Mark is a Human Resources Leader with over 25 years of progressive, global, and diverse human resources experience, practical business partnering expertise, strong organizational and analytical skills, and proven strategic management experience. He has a multi-faceted background in developing and implementing core HR policies/practices to meet the changing business, legal and labor compliance environment. Mark is an enthusiastic, energetic, and passionate leader and presenter who truly enjoys developing others to reach their fullest potential both professionally and personally. He has worked in a variety of industries in the public and private sectors including healthcare.

### WEDNESDAY, JANUARY 31

8:30 AM - 10:30 AM

What's New for Pharmacy Services in the Requirements of Participation Phase 2?

The Centers for Medicare & Medicaid Services' (CMS) new federal Requirements of Participation (RoP) have significant changes in the area of nursing home pharmacy services. There are many key highlights related to medications, pharmacy services, and medication regimen review. Todd King, Pharm. D., CGP, will give an overview of pharmacy-related Phase 2 requirements and associated guidance required in 2017 and 2019. Attendees will learn how to handle these new requirements and become familiar with other important pharmacy-related changes to Appendix PP.

Todd King, Pharm.D., CGP, serves as Director of Clinical Services for Omnicare-A CVS Health Company and has worked in the long term care profession for 25 years. He is currently responsible for overseeing the clinical services for the Southeast and Northeast. This includes managing the consultant pharmacist and clinical managers for the regions, implementing clinical programs, managing facility formulary and providing education to customers and staff. He received his Doctor of Pharmacy Degree from Campbell University School of Pharmacy in 1990 and completed a Residency in Geriatrics and long term care in Durham, NC. Todd is a Certified Geriatric Pharmacist. Todd is currently active in a variety of local and national organizations.

#### 10:45 AM - 12:15 PM

The Nursing Staff Shortage: Exploring the Situation & Potential Solutions

The U.S. health care system faces growing challenges. The population is aging at a rapid rate, health care reform is expected to bring millions of additional patients into the system, and there are anticipated shortages in numbers of trained health care professionals to care for these patients. Therefore, the need to start now to develop more effective and efficient workforce development interventions for health care organizations is critical. This session will offer both important data and insights that will help organizations develop effective strategies to address the nursing staff shortage while continuing to provide excellent patient care. In addition, attendees will better define their needs as well as find new ways to improve their recruiting, sourcing, retention, retirement, and onboarding strategies. Presenters will represent NC Community College System, NC Division of Health Service Regulation, and the NC Department of Health Science Career and Technical Education.



Renee Godwin Batts, RN, MSN, serves as the Associate Director of Academic Programs with the North Carolina Community College System (NCCCS). Prior to her current role, Renee was the Director of Nursing at Longleaf Neurological Treatment Center in Wilson, NC. She is also a former Nash Community College Nursing instructor.

Barbara Burt, RN, MSN, is a Nurse Aide Specialist at the NC Department of Public Instruction working with high schools that offer Nurse Aide training as part of the curriculum. Prior she worked 29 years at Wake Medical Health & Hospitals as a Staff Nurse, Preceptor, and Supervisor and 18 years as a Nurse Manager. Barbara also taught Nurse Aide I and Nurse Aide II classes at Wake Technical Community College. She has been a Nurse Aide Evaluator since 2013 and currently assists as needed with classes and the Nurse Aide Open Lab. Barbara received her BSN from North Carolina Central University and her MSN from the University of Phoenix.

Katrina Coggins, MSN, RN, CEN, is an assistant professor of Undergraduate Studies at Western Carolina University School of Nursing (WCU). Her teaching career began as a Clinical Adjunct Instructor in the ABSN program in May 2013. Prior to joining the faculty at WCU, Ms. Coggins worked as the Emergency Department Director at MedWest-Harris in Sylva, NC where the focus was on departmental redesign, triage protocols, and patient flow throughout the hospital. During her 13 years at MedWest-Harris, she also worked in surgical services. She also teaches many additional clinical classes. Ms. Coggins' educational background began with a BSN from Western Carolina in 2001. She graduated from University of Phoenix in 2006 with a MSN and MBA with a focus on health care management. Currently, she is pursuing her DNP with an education subspecialty at the University of South Alabama.

Kathy Turner has been the Assistant Section Chief for the Health Care Personnel Education and Credentialing Section at the NC Division of Health Service Regulation (DHSR) for 10 years. She is responsible for credentialing of nurse aides, medication aides, geriatric aides, and home care aides; responsible for state curriculum and test development for unlicensed personnel, and state training program approvals/re-approvals. Prior to coming to DHSR, Kathy was the Health Science Education Consultant and State Health Occupations Students of America (HOSA) Advisor for the NC Department of Public Instruction.

# PACKAGE TWO EDUCATIONAL SESSION

### CALLING ALL TEAM MEMBERS - ACTIVITY DIRECTOR, DIETARY & MAINTENANCE STAFF, NURSE, NURSE AIDE, SOCIAL WORKER & MORE!

EXPO 2018 Seminar for Package Two registrants will include topics appropriate for any team member that works in long term care including Activity Directors, Dietary & Maintenance staff, Nurses, Nurse Aides, and Social Workers. Only those registered for Package Two can attend this seminar. Important reminder, if a facility registers two staff for Package Two, a third staff member (Activity Director, Dietary or Maintenance staff, Nurse Aide, or Social Worker) may register for Package Two at no charge!

#### TUESDAY, JANUARY 30 10:30 AM - 12:30 PM

Finding Your "Fred Factor"

This program is based on the powerful book The Fred Factor, by motivational speaker Mark Sanborn. This book recounts the true story of Fred, the mail carrier who passionately loves his job and who genuinely cares about the people he serves. Where others might see delivering mail as monotonous drudgery, Fred sees an opportunity to make a difference in the lives of those he serves.

In this session, Mark Gogal presents an interactive developmental session that focuses on "turning the ordinary into the extraordinary" in work and daily life. He explores what "customers" really need and what it truly means to "serve others." Mark discusses principles to become more successful by building strong relationships, to bring fresh energy and creativity to your job, and how to create real value for others. Register today and learn how to operate like a "Fred" and the positive and lasting impact it has on those you interact with every day!

Mark Gogal has facilitated four Empowerment Leadership workshops for NCHCFA that have all sold-out! Mark is a Human Resources Leader with over 25 years of progressive, global, and diverse human resources experience, practical business partnering expertise, strong organizational and analytical skills, and proven strategic management experience. He has a multi-faceted background in developing and implementing core HR policies/practices to meet the changing business, legal and labor compliance environment. Mark is an enthusiastic, energetic, and passionate leader and presenter who truly enjoys developing others to reach their fullest potential both professionally and personally. He has worked in a variety of industries in the public and private sectors including healthcare.





# CONVENTION IMPORTANT INFORMATION



### CONVENTION HEADQUARTERS

Sheraton Greensboro Hotel at Four Seasons / Joseph S. Koury Convention Center 3121 West Gate City Boulevard - Greensboro, NC 27407 Direct (336) 292-9161 - Reservations (800) 242-6556

#### CANCELLATION POLICY

Convention registration fees will be fully refunded with written cancellations made on or before Friday, January 12, 2018. There will be a 50% handling fee for all cancellations made after Friday, January 12, 2018, but received on or before Friday, January 19, 2018. No refunds will be available for cancellations made after Friday, January 19, 2018. Phone cancellations will not be accepted.

### CONTINUING EDUCATION CREDIT NOTICE

Please note individuals must attend each educational session in its entirety to receive continuing education credit through the North Carolina Board of Examiners for Nursing Home Administrators (NCBENHA). It has been brought to NCHCFA's attention that there has been an increase of attendees leaving NCHCFA educational sessions at our annual meetings for extended periods of time and returning at the end to scan for continuing education credit. If this continues to be a problem in the future, NCHCFA will have no choice but to enforce scanning in and out of all educational sessions. Attendance will be tracked by actual time spent in each program. Thank you for your cooperation!

### CONTINUING EDUCATION CREDIT

NCHCFA has requested a total of 16.5 hours of continuing education credit for North Carolina nursing home administrators for Package One educational sessions and the 2018 Annual Awards Gala (1.0 hour of continuing education). All educational sessions are subject to change topic and/or speaker if necessary. If made, changes will be noted in Update Weekly "Convention Highlights."

NCHCFA will issue a certificate for up to 15.5 education contact hours for nurses for all Package One educational programs with the exception of the 2018 Annual Awards Gala.

NCHCFA will issue a certificate for 2.0 education contact hours for nurses for the Package Two program Finding Your "Fred Factor" on Tuesday, January 30, 2018, at 10:30 am.

NCHCFA has applied for 2.0 education contact hours for activity directors through the National Certification Council for Activity Professional (NCCAP) for the Package Two program Finding Your "Fred Factor" on Tuesday, January 30, 2018, at 10:30 am. Important: Approval pending.

NCHCFA has applied for 2.0 education contact hours for social workers through the North Carolina Chapter of the National Association of Social Workers (NASW-NC) for the Package Two program Finding Your "Fred Factor" on Tuesday, January 30, 2018, at 10:30 am. Important: Approval pending.

### HOTEL INFORMATION

To register for your overnight rooms at the Sheraton Greensboro Hotel at Four Seasons, call (800) 242-6556. To receive the special \$156 room rate, mention the NC Health Care Facilities Association 2018 Convention when making your reservation. Wireless internet access is complimentary for all guests staying at the Sheraton Greensboro Hotel at Four Seasons in overnight rooms, as well as in all meeting rooms used for educational programs. There is no additional fee for parking.

The deadline for room reservations is Friday, January 12, 2018. After this date, rooms reserved for NCHCFA Convention attendees will be released. The \$156 rate is for a single or double room. Check-in is 3:00 pm and check-out is 12:00 noon. All overnight room reservations must be guaranteed for late arrival. Deposits will be refunded only if cancellation notification is given 72 hours prior to your arrival date. In the event a guest checks out prior to the guest's reserved check-out date, an early departure fee equal to 50% of one-night room and tax will be charged. Please contact the Sheraton Greensboro Hotel at Four Seasons for further information.





# YENTION IMPORTANT INFORMATION

### FOLLOW THE PLAY-BY-PLAY WITH THE NCHCFA CONVENTION APP

You won't be able to know where to go without a program, so be sure to download the NCHCFA Annual Convention & Expo App! Information will be sent to all attendees prior to the meeting with download instructions. It will include the convention schedule, session handouts, a list of exhibitors listing products & services so you can navigate the trade show, and lots more.

### SMILE! YOU MAY BE IN PHOTOS

NCHCFA takes photographs during its events for use in Association newsletters, and other promotional materials, whether in print, electronic, or other media including the NCHCFA Web site and on-line social networking sites. By participating in this event, you grant NCHCFA the right to use your photograph for such purposes.

### EARLY REGISTRATION

There is a reduced fee for registrations received in the Association office on or before Friday, January 12, 2018. Registration forms received after this date or at the door will be charged a higher registration fee. Please register early! For more information, contact NCHCFA at (919) 782-3827.

### **HOW TO REGISTER**

Complete the registration form included with this brochure and e-mail to donnas@nchcfa.org, fax to (919) 787-8418, or mail to NCHCFA Annual Convention, 5109 Bur Oak Circle, Raleigh, NC 27612. You can register and pay on-line. http://www.NursingHomesNC.com and click on 2018 Annual Convention & Expo Registration.

All employees of member facilities must register as Package One or Package Two. An employee of a member facility cannot register as Package Three (spouse or guest). Registration for convention activities is as follows:

### PACKAGE ONE REGISTRATION

This comprehensive package includes all scheduled activities with the exception of some food functions. Tickets (codes on name badges) must be purchased separately for the NCHCFA Homecoming Parade & Cookout, EXPO 2018 Buffet Lunch, and the 2018 Annual Awards Gala. Use the front side of the registration form to register for Package One.

Package One registration includes: admission to educational sessions (excluding EXPO 2018 educational seminar), NCHCFA Business Meeting (NCHCFA facility members only), Pep Rally Welcoming Reception, refreshment breaks at all educational sessions, admission into EXPO 2018, convention packet and souvenir, eligibility for grand prize drawing at EXPO 2018, and Chairman's Tailgate Party & Homecoming Extravaganza.

### PACKAGE TWO REGISTRATION

This package is designed to offer educational opportunities and participation in the trade show to facility staff members who are unable to attend the entire convention. It includes all scheduled activities on Tuesday, January 30, 2018, with the exception of the 2018 Annual Awards Gala, and the 8:00 am educational session. Tickets (codes on name badges) for the NCHCFA Homecoming Parade & Cookout, Chairman's Tailgate Party & Homecoming Extravaganza, and the 2018 Annual Awards Gala must be purchased separately. Use the backside of the registration form to register for Package Two.

Package Two registration includes: EXPO 2018 educational session on Tuesday (10:30 am session only), refreshment break, souvenir, EXPO 2018 buffet luncheon, and admission to EXPO 2018. If a facility registers two staff for Package Two, a third staff member (Activity Director, Dietary or Maintenance staff, Nurse Aide, or Social Worker) may attend Package Two at no charge.

### PACKAGE THREE REGISTRATION

This package is intended for the spouse or guest of an attendee only. With the exception of the Pep Rally Welcoming Reception and Chairman's Tailgate Party & Homecoming Extravaganza, all other food function tickets (codes on name badges) must be purchased separately. Use the back of the registration form to register for Package Three. This registration does not include entry into any educational sessions or the NCHCFA Business Meeting.

Package Three registration includes: Pep Rally Welcoming Reception, Chairman's Tailgate Party & Homecoming Extravaganza, and admission to EXPO 2018.





### WHAT SHOULD I WEAR?

Attire for the 2018 NCHCFA Annual Convention and Expo is business dress with two exceptions. Great prizes will be awarded to the best-dressed male and female at the Chairman's Tailgate Party & Homecoming Extravaganza so start working on your outfit today! Wear your favorite jersey from your alma mater or come dressed in your high school homecoming attire. The 2018 Annual Awards Gala is black tie optional.

### ARE ROOM TEMPERATURES DIFFICULT TO CONTROL?

Yes! Please remember to bring a sweater to educational sessions if you are cold natured

### DO I HAVE TO PRE-REGISTER FOR EDUCATIONAL SESSIONS?

Yes! Attendees MUST sign up for each individual educational session they wish to attend. Changes will be accepted until Friday, January 12, 2018. After that date, changes may only be made on a space-available basis; exceptions cannot be made to this requirement. You can register and pay on-line. http://www.NursingHomesNC.com & click on 2018 Annual Convention & Expo Registration!

### WHAT DO I NEED TO DO WITH MY CERTIFICATE OF ATTENDANCE?

NCHCFA will utilize scanning technology to validate participant CEU's/Certificate of Attendance. Individual name badges will be printed with a unique barcode that electronically includes attendees name and administrator license number (where applicable) as registered through the North Carolina Board of Examiners for Nursing Home Administrators (NCBENHA). Members of the Education and Programs Committee will be available at the conclusion of each session to validate attendance. To ensure that you receive proper credit for attending sessions, participants must have name badges scanned immediately after completion of the program. This process will allow participants access to view and/or print individual CEU's/Certificate of Attendance from NCHCFA's Web site.

Please note individuals must attend each educational session in its entirety to receive continuing education credit through the North Carolina Board of Examiners for Nursing Home Administrators (NCBENHA). It has been brought to NCHCFA's attention that there has been an increase of attendees leaving NCHCFA educational sessions at our annual meetings for extended periods of time and returning at the end to scan for continuing education credit. If this continues to be a problem in the future, NCHCFA will have no choice but to enforce scanning in and out of all educational sessions. Attendance will be tracked by actual time spent in each program. Thank you for your cooperation!

### WILL EVENT TICKETS BE AVAILABLE ON-SITE FOR SOCIAL EVENTS?

Yes! Extra tickets can be purchased on-site for the NCHCFA Homecoming Parade & Cookout, Chairman's Tailgate Party & Homecoming Extravaganza, EXPO 2018 Buffet Luncheon, and the 2018 Annual Awards Gala.

### WILL NURSING CE CREDIT HOURS BE GIVEN?

Yes! NCHCFA will issue a certificate for up to 15.5 education contact hours for nurses for all Package One educational programs with the exception of the 2018 Annual Awards Gala.

NCHCFA will issue a certificate for 2.0 education contact hours for nurses for the Package Two program Finding Your "Fred Factor" on Tuesday, January 30, 2018, at 10:30 am during Activity Director, Dietary & Maintenance Staff, Nurse, Nurse Aide, Social Worker & More Day.



### **2018 TRADE ASSOCIATE MEMBERS**



Accelerated Care Plus Accurate Healthcare All South Flooring Alliant Health Solutions Allied Health Resources American HealthTech Amplified Electronic Design, Inc. Aon Risk Solutions Apollo Corporation Basic American Medical **Products BB&T Insurance Services** Blue Ridge Pharmacy Brame Specialty Company, Inc **Broad River Rehab** Carolina Medical Lab Carolina Speech Pathology, LLC Carolina Therapy Services, Inc Carolina Thomas Consolidated Laundry Equipment, Inc. Consonus Healthcare Culinary Services Group, LLC Davidson, Holland, Whitesell & Co., PLLC, CPAs Dixon Hughes Goodman LLP Direct Supply Dynamic Mobile Imaging Encore Rehabilitation Services Equinox Ventures Group Excel Staffing Services, Inc. EZ Way, Inc Functional Pathways Genesis Rehabilitation Services Gordian Medical/American Medical Technologies Gordon Food Service Griffin Marketing/Cambro Manufacturing Grove Medical Harbor Linen **HCE South** Healthcare Services Group Healthlines of the Carolinas, Inc. HealthPro Heritage Hinkel Systems, an Inpro Company HitsTech Holladay Medical Services **HPS** 

**HPSI Purchasing Services, LLC** 

Ilderton Dodge Chrysler Jeep Ram

IH Services, Inc

Innovatix, LLC Inpro Interstate Transportation Sales & Service, Inc. Invacare Continuing Care Jones Lang LaSalle Multifamily, Kindred at Home Lancaster Pollard Legacy Healthcare Services Liberty Healthcare Group Liberty Home Care & Hospice Liberty Medical/McNeill's LTC LifeSource of NC, Inc. Lilly USA Lockton McKesson Medical Surgical McMillan Pazdan Smith Architecture Med-Mizer, Inc Medipack Pharmacy Medline Industries, Inc Metz Culinary Management MMDS Mobile X-Ray Mobilex USA National Datacare Corporation Navigator Group Purchasing, Inc NCDONA, LTC, Inc NCHCFA/PAC Neil Medical Group NH Med Services North Carolina Chaplains' Association North Carolina Culture Change Coalition Nutricia Advanced Medical Nutrition Nutrition Plus Nutrition That Works, LLC Pathway Technologies, Inc Penner Bathing Spas Pharmacare Services PharMerica/Nimlok-Kentucky Physicians Eldercare Pinnacle Financial Partners PointClickCare Poyner Spruill LLP Proactive Medical Products Progressive Medical Concepts

PruittHealth

Quality Mobile X-Ray

Quality Surgical Management

RC Consulting RehabCare Reliable Medical Supply Remedi SeniorCare S&D Coffee and Tea Seamless POC Select Rehabilitation, LLC Senior Dental Care Signal Technologies SimplyThick LLC Skil-Care Corporation Smith Moore Leatherwood, LLP Southeastern Paper Group Southern Pharmacy Services Span-America **TeamHealth** TeleHealth Solutions The Commonweath Group Therapy Partners, LLC TridentÚSA Mobile Clinical Services Trinity Rehab TYE Medical **Unified Alerts** United Healthcare/Optum Vantage Point Services Vista Clinical Diagnostics Wellness Robotronic Industries White Oak Pharmacy, Inc Wolfpackaging Industries, Inc. Young Moore and Henderson, PA





# NORTH CAROLINA HEALTH CARE FACILITIES ASSOCIATION

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