



**NCHCFA**  
NORTH CAROLINA  
HEALTH CARE FACILITIES ASSOCIATION

*Advancing Skilled Nursing Care Since 1955*

# Intersection of Quality and Workforce Summit



**June 5-6, 2019**  
**Greensboro, NC**

Don't Miss Out! Register today!

## Summary

The NCHCFA Intersection of Quality and Workforce Summit is designed to educate attendees on a wide array of topics, all related to quality and workforce in skilled nursing. If you are working in skilled nursing and want to explore trends and developments, share best practices, as well as innovative solutions for quality and workforce issues, while earning CEUs, this conference is for you! Whether you are representing a single nursing facility or a large nursing facility chain, we all have a common goal, being able to continue to provide our residents with the care they need.

Organizations can reap substantial, tangible outcomes through a consistent, stable, and dedicated workforce that directly improves residents' care and better meets the expectations of families. But how do successful organizations retain employees and find the talent they need to grow and prosper while improving quality of care? What has proven to really reduce turnover and increase retention? NCHCFA will host the Intersection of Quality and Workforce Summit on June 5–6, 2019 in Greensboro, NC to answer these questions and bring together the skilled nursing care leaders and caregivers to learn dynamic strategies, innovative tools and available options.

## Who Should Attend

Administrators, Corporate Office Staff, DONs, Department Heads

## Fees

The cost for NCHCFA members to attend both days is \$299. Registration for non-members is \$897. This fee includes morning refreshments, lunch, afternoon refreshments, and all-day beverages. There are three ways to register:

- Register and pay online at [www.NCHCFA.org](http://www.NCHCFA.org)
- Scan and email your registration to [donnas@nchcfa.org](mailto:donnas@nchcfa.org)
- Fax your registration form to (919) 787-8418

Members may be invoiced. Non-members must pay in advance. You may register for each day separately. Please see registration form for pricing.

## CEU Information

This program offers 12 contact hours for nursing home administrators (or 6 hours each day). The North Carolina Health Care Facilities Association is a Registered Sponsor of continuing education with the NC State Board of Examiners for Nursing Home Administrators. Comments regarding the Registered Sponsor Course may be addressed to : NCBENHA, 3733 National Drive, Suite 110, Raleigh, NC 27612.

NCHCFA will issue a certificate of course completion with 12 education contact hours for all other disciplines (or 6 education contact hours per day).



## Overnight Accommodations

NCHCFA has reserved a limited block of rooms at the venue location the nights of June 4<sup>th</sup> and June 5<sup>th</sup>. Participants are responsible for making their own overnight accommodations and payment. Please call and make overnight reservations today! Unused rooms will be released for general sale by May 22, 2019.

Sheraton Greensboro Hotel  
3121 W. Gate City Blvd.  
Greensboro, NC 27407  
(336) 292-9161

Group Code: Please mention the NC Health Care Facilities Association when making your reservations

## Special Considerations

Please e-mail or call Donna Snyder at the Association office at [DonnaS@nchcfa.org](mailto:DonnaS@nchcfa.org) or (919) 782-3827 should you require any special arrangements including special menu considerations, hearing devices, wheelchair access, or if you have any additional questions regarding this program.

## Cancellation Policy

Cancellations must be sent in writing and emailed to [donnas@nchcfa.org](mailto:donnas@nchcfa.org). A full refund will be granted for cancellations received by May 29, 2019. **All “no shows” and cancellations after May 29, 2019 will be responsible for full registration fee.** Substitutes are welcomed.



## This Training is GREEN!

A link to all materials for this training will be emailed to all registrants one week prior to the event so you are able to print at your leisure. It will be your responsibility to either download these materials to your electronic device and/or print copies if you would like to have them available in paper form. Please email Karen Lennon at [KarenL@nchcfa.org](mailto:KarenL@nchcfa.org) if you have questions.

## Event Disclaimer

By entering the event premises, you consent to interview(s), photography, audio recording, video recording and its/their release, publication, exhibition, or reproduction to be used for promotional purposes, advertising, inclusion on Websites, social media, or any other purpose by NCHCFA. Images, photos and/or videos may be used to highlight and/or promote similar NCHCFA events in the future. You release NCHCFA, its officers and employees, and each and all persons involved from any liability connected with the taking, recording, digitizing, or publication and use of interviews, photographs, video and/or sound recordings. You waive all rights you may have to any claims for payment or royalties in connection with any use, exhibition, streaming, or other publication of these materials.

## Attire

Attire for this event is business casual. For your comfort, please bring a sweater or jacket as temperature in meeting rooms fluctuate.



**The Intersection of Quality and Workforce**

# AGENDA

## Day 1: Wednesday, June 5, 2019

- 8:30 am – 9:30 am Registration Opens/ Morning Refreshments
- 9:30 am – 9:45 am Welcome and Context Setting  
Why is there a need to have a quality and workforce summit? What are some of the challenges faced by today's skilled nursing center's workforce? How will this summit address those concerns?  
**Polly Welsh**, VP, NCHCFA
- 9:45 am – 12:00 pm Keep the Passion Flowing by Managing Differently  
**Greg Dowdy**, COO, American Healthcare
- 12:00 pm – 1:00 pm Lunch and Visit with Sponsors
- 1:00 pm – 2:00 pm Harnessing Resident Engagement to Improve Team Member Retention  
**Jayne Keller**, VP of Senior Living, Capella Living Solutions, a division of Christian Living Communities
- 2:15 pm – 3:45 pm Workforce Panel – “The Learning Circle”  
**Cindy Deporter**, State Survey Agency Director, Branch Manager, Quality Evaluative Systems Branch, DHSR  
**Jennifer Salter**, Executive Director, Crystal Bluffs Rehab and Health Care Center  
**Angie Barr**, Administrator, The Davis Community  
**Josh Stevens**, Administrator, Brookshire Nursing Center
- 4:00 pm – 5:00 pm NC HOSA / Panel Discussion  
(Polly Welsh, VP, NCHCFA – Moderator)  
**Katrina Coggins**, State Advisor/Executive Director, NC HOSA

## Day 2: Thursday, June 6, 2019

- 8:30 am – 9:30 am Registration Opens/ Morning Refreshments
- 9:30 am – 12:30 pm A Bright Idea: Creating a Culture of Restorative Sleep  
**Sarah Brown**, RN, LNHA, BS, Executive Director, Empira
- 12:30 pm – 1:30 pm Lunch and Visit with Sponsors
- 1:30 pm – 2:00 pm Quality Update  
**Leighann Sauls**, QIN, QIO State Program Director for NC, Alliant Quality
- 2:00 pm – 3:00 pm HOPE SNF Collaborative  
**Serena Wong**, DO, Geriatric Medicine Specialist, Duke Health
- 3:00 pm – 4:30 pm **NEW ADDITION! Attract and Retain Bilingual and Bicultural Employees**  
**Veronica Cool, CEO and Founder, Cool and Associates**

**NCHCFA**  
**Intersection of Quality and Workforce Summit**  
**Registration**

**June 5 -6, 2019**  
**Sheraton Greensboro**  
**3121 W. Gate City Blvd.**  
**Greensboro, NC 27407**

FULL Package - Two Days (June 5 – 6, 2019)  
\$299.00 – 12 CEUs (Non Member \$897)

Day 1 only (June 5<sup>th</sup>, 2019)  
\$170.00 – 6 CEUs (Non Member \$510)

Day 2 only (June 6<sup>th</sup>, 2019)  
\$170.00 – 6 CEUs (Non Member \$510)

Name of Facility: \_\_\_\_\_

Registrant Names: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Facility Address: \_\_\_\_\_

Facility City, State, Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Please Invoice Me (members only)

Please process my below credit card for payment

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Card Exp. Date: \_\_\_\_\_ Card Security Code: \_\_\_\_\_

Amount approved: \$ \_\_\_\_\_

Signature of card holder: \_\_\_\_\_



Wednesday, June 5<sup>th</sup>, 2019



## Keep the Passion Flowing by Managing Differently!

**Greg Dowdy – Keynote Speaker**

**9:30 am – 12:00 pm**

Everyone knows that it is crucial to be properly staffed to provide quality care. But these days, things aren't so easy. Certified nurse assistant (CNA) turnover is at the top of the list of issues skilled care providers are facing. Trying times call for a different way of thinking and managing. Feelings are contagious, especially those of staff. Every CNA that leaves the building feeling unhappy at the end of the day is telling others that the facility is not a good place to work and not a good place for their family member to be. Keep in mind that the backbone of quality care is the CNA staff. Learn suggestions for recruiting

and retaining CNAs differently.

*Greg Dowdy joined American HealthCare team in August of 2011. He was then promoted to Chief Operating Officer in November of 2012. He has over 37 years of health care experience, previously serving as chief operating officer and administrator at a 373-bed facility. Greg has been a licensed Nursing Home Administrator since 1985 and a Nursing Home Preceptor since 1988. He has been published in Provider Magazine four times within the last two years and presented a LED talk (Manage Differently) for AHCA in New Orleans in 2018. Greg has also served as an AHCA Silver Quality Award examiner for 12 years.*



## Harnessing Resident Engagement to Improve Team Member Retention

**Jayne Keller, Jill Vitale-Aussem**

**1:00 pm – 2:00 pm**

Recruiting and retaining employees is a challenge across all of senior living and post-acute care. One operator based in Colorado, where 2.8% unemployment rate makes competition for high-quality workers especially great, is taking a multifaceted approach to address workforce issues. Denver-based not-for-profit Christian Living Communities has rolled out several programs that the operator says already have resulted in a 5% increase in retention compared with the turnover rate in 2017. One of these programs, called the "Keepers Committee" gives their residents a greater purpose – the chance to be involved in supporting those who help

care for them. These "Keepers Committees" have both team members and residents who plan department-specific events and address staff needs. The goal of these groups is to cultivate positive team spirit, strengthen relationships and give staff and senior residents a chance to solve issues together.



**Jayne Keller** - Jayne brings more than 30 years of experience in senior services, ranging from skilled nursing administration to operating a full continuum community including assisted living and independent living. She currently serves as the Vice-President of Senior Living for Christian Living Communities and Cappella Living Solutions. Her solid operational talent has brought many successes to the organization and she continues to lead the industry with innovative and creative approaches to significant challenges within the profession.

Prior to joining CLC, Jayne worked for two for-profit organizations in Colorado. She served for several years on the Board of Directors for Colorado Health Care Association and served as the state leader for National Centers of Assisted Living. Most recently, she completed a three year commitment as the chairperson of the LeadingAge Colorado Conference Planning Committee. Jayne is a proud alumni of the LeadingAge Leadership Academy, completing her academy journey in

2015. Jayne holds a Bachelor of Arts degree from Western Illinois University and a Master of Science degree in health services administration from Regis University.

**Jill Vitale-Aussem** - Jill Vitale-Aussem is currently the President and CEO of Eden Alternative. She has more than 20 years of experience in senior living leadership, along with a master's degree in hospitality from Cornell University and a Bachelor of Science in Business Administration degree from Alfred University. Jill is also a licensed nursing home administrator, a certified assisted living administrator, a 2014 LeadingAge Leadership Academy Fellow, and a Certified Eden Alternative Educator.

Throughout her career, Jill often assumed leadership of challenged communities and led each organization to success, with outcomes such as 100% occupancy and improvements to net operating margin ranging from 40 to nearly 120 percent. Jill joined Christian Living Communities (CLC) in 2009 as the Executive Director of Clermont Park, where she led the community through a \$75 million redevelopment project and a complete cultural transformation.

Jill is passionate about creating community cultures of innovation, possibilities, inclusivity, growth and empowerment and writes and speaks nationally on the topics of culture, leadership and ageism.



### **Workforce Panel – “The Learning Circle”**

**Cindy Deporter, Angie Barr, Jennifer Salter, Josh Stevens**

**2:15 pm – 3:45 pm**

This panel will discuss operational strategies to support person-centered care, employee recruiting, and retention. The solutions can be simple if deliberate and systemic. Don't become overwhelmed by the global concepts of person-centered care and culture change due to regulations. You can achieve regulatory compliance in ways that achieve person-centered care and improves employee retention. Join a panel of nursing home administrators

with Cindy Deporter to discuss these innovative ideas.

**Cindy Deporter** is the State Survey Agency Director/Liaison with CMS, with the Division of Health Service Regulations (DHSR), because of her extensive knowledge of the regulatory process and the expectations of the interface between CMS and the State Survey Agency. Ms. Deporter has worked for the NC Department of Health and Human Services since 1990.

**Angie Barr** earned a Bachelor of Science in Business Administration in Health Care Management from Appalachian State University and a Master of Health Administration from The University of North Carolina at Chapel Hill. Angie's background includes 20+ years in the long term care industry in hospitals and skilled nursing facilities in both for-profit and not-for-profit organizations. She works at The Davis Community in Wilmington, NC where she led the conversion of a 199-bed skilled nursing facility to the household model now operating 11 households in a thriving person-centered environment. Angie has learned the hard way that a consistent, dedicated and stable workforce is key to achieving person-centered care.

**Jen Salter** has been the Executive Director of Crystal Bluffs Rehabilitation and Health Care Center in Morehead City, North Carolina, for eight years. After obtaining a BS from the University of Tennessee in Political Science and Anthropology, Jen attended the University of North Carolina-Wilmington to obtain an MS in Gerontology. Jen serves on the Standards and Ethics Committee, as well as the IDR Panel for North Carolina Health Care Facilities Association. A Senior Examiner for American Health Care Association, Jen also serves on several local charity boards.

**Josh Stevens** is the Administrator at Brookshire Nursing and Rehab Center.

### **More About NC HOSA**

**Katrina Coggins**

**4:00 pm – 5:00 pm**

**NC HOSA** is a prestigious state association of the international **HOSA** organization, by and for students who are or were enrolled in secondary or postsecondary / collegiate health science education programs and/or are interested, planning to pursue, or pursuing a career in the health professions. **HOSA's mission is especially critical when considering the acute shortage of qualified workers for the health care industry.**

Learn more about NC HOSA and their purpose of developing leadership and technical skill competencies with State Advisor and Executive Director Katrina Coggins and a panel of NC HOSA students.



*Katrina Coggins, State Advisor and Executive Director, NC HOSA*

**Thursday, June 6<sup>th</sup>, 2019**

## **A Bright Idea: Creating a Culture of Restorative Sleep**

**Sarah Brown**

**9:30 am – 12:30 pm**

Empira, a consortium of Aging Service providers in Minnesota, will share the findings from their Restorative Sleep program that has made a night and day difference for the residents they serve. This program was developed after identifying sleep fragmentation as primary contributor to some of the most challenging issues facing long term care such as falls, behavioral expression, pain, incontinence, skin breakdown, unnecessary use of antipsychotics, function decline and the list goes on. Restorative Sleep is vital to the overall wellbeing of humans. This course will highlight emerging best practices that support the human body's natural circadian rhythm and promote a restorative sleep environment.



### **Objectives:**

- Strengthen critical thinking skills by applying the principles of Root Cause Analysis to restorative sleep, a basic biological and psychological human need.
- Understand the effects on light and dark on the circadian rhythm and age related vision considerations.
- Create a plan to deploy meaningful change to promote restorative sleep through lighting and environmental changes.

*Sarah Brown, RN, LNHA, BS is the Executive Director at Empira. Sarah oversees the development and deployment of Empira's signature quality improvement programs, as well as the ongoing pursuit of applied evidence-based research. She presents Empira's work at state and national conferences.*

*Since 2001, Sarah has held a variety of roles and knows senior care from the inside out. She has worked in direct patient care, leadership, education, and consulting in a variety of settings, including long-term care, transitional care, clinics, large health systems, and partnerships. Sarah has always been passionate about serving those in need through the continuous improvement of care practices to achieve better aging experiences and quality outcomes.*

## **Update on North Carolina's Facilities' Quality Measures**

**Leighann Sauls**

**1:30 pm – 2:00 pm**

Quality is a health care consulting organization dedicated to improving the quality, safety and integrity of health care. Since 1970, Alliant Quality has provided a broad array of services to public and private organizations to



increase the value, effectiveness and accessibility of health care. Alliant Quality is the Quality Innovation Network-Quality Improvement Organization (QIN-QIO) for Georgia and North Carolina.

*Leighann Sauls is a registered nurse with more than 25 years of nursing experience and 19 years of quality improvement experience. She began her nursing career as a dialysis nurse and was the Director of*

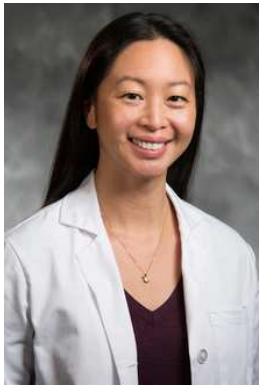


*Quality Improvement for the Southeastern Kidney Council, the End Stage Renal Disease Network of North Carolina, South Carolina and Georgia. In this role, she developed, implemented and evaluated quality improvement initiatives with ESRD providers to improve the quality of care for Medicare beneficiaries. She is currently the North Carolina State Director for Alliant Health Solutions. In this role she oversees the QIN-QIO contract serving North Carolina.*

## HOPE SNF Collaborative

**Serena Wong**

**2:00 pm – 3:00 pm**



The HOPE Skilled Nursing Facility Collaborative consists of 23 skilled nursing facilities across 6 North Carolina Counties. Member facilities have agreed to collaborate closely with Duke Health around the goal of providing better, more coordinated care for our shared patients. Learn more about the HOPE SNF Collaborative and how you can become involved.

*Serena Wong, DO, is originally from New Hampshire, and is a graduate of Boston College. She earned her medical degree from Nova Southeastern University College of Osteopathic Medicine, completed her residency in internal medicine at the University of Connecticut, and her fellowship training in geriatrics at Duke University. She has an interest in perioperative management of older adults, quality improvement, medical education, and education of patients and family caregivers.*

## Attract and Retain Bilingual and Bicultural Employees

**Veronica Cool**

**3:00 pm – 4:30 pm**

Veronica Cool, Founder and CEO with Cool and Associates, will be presenting on Hispanic workforce engagement and outreach. 73% of Hispanic household list Spanish as their dominant language. Every 30 seconds a Hispanic turns 18 in the United States. This is a huge opportunity to employ Hispanics. Look at your recruiting and training process. Do you have a bilingual staff person? How about your Website? Learn how to implement effective recruiting tactics to increase the number of bilingual AND bicultural team members.

*After 20 years in the corporate sector, Veronica launched Cool & Associates, a management consulting firm to bridge the mainstream world to the Hispanic segment in the United States. Specializing in an integrated model providing solutions from the basics, like translations, media and events to the more complex, like Influencer Marketing, Outreach & Community Coalition-Building, Recruiting, Workforce & Employee Support Plans and Full Menu of Professional Development Sessions.*

*Veronica has presented internationally in various conferences addressing topics such as Hispanic Engagement, Diverse Segment Marketing, Minority/WBE, Entrepreneurship, Financial Literacy, Access to Capital and Women in Business and Leadership. She is a columnist for Huffington Post, The Daily Record and Mundo Latino.*



*She's received various awards including the NFL 2018 Hispanic Heritage Leadership Award, 2018 BBJ Leaders in Diversity, 2017 Innovator of the Year, Shift University Presenter Champion 2017, Baltimore Sun's 25 Women to Watch in 2016, Top 100 MBE, US Hispanic Chamber Corporate Leader of the Year, Daily Record's MD Top 100 Women-Circle of Excellence and the US Hispanic Chamber Ultimate Latina Award. First Lady Michelle Obama recognized Veronica for her commitment to youth mentoring. Governor Larry Hogan appointed Cool to serve on the state-wide Governor's Workforce Investment Board.*

*She is the founder of the Latino Innovators Pitch, an innovative program to showcase and empower Latino entrepreneurs to scale and grow their businesses profitably and sustainably. Veronica founded the Facebook Groups Yo Quiero Trabajo and Emprendedores Exitosos, where she curates content, resources and opportunities for Latino jobseekers and entrepreneurs.*

*She holds a BS from Kutztown University in Business Administration, and a Master's of Science in Finance from Loyola University of MD. A native of Dominican Republic, she is the Past Board Chairman of the MD Hispanic Chamber of Commerce and co-chair of Martin O'Malley's gubernatorial transition steering committee focusing on MBE and Small Business. Cool currently serves on the boards of Open Society Institute, Hispanic Business and Training Institute (HBTI) of Montgomery College, Alliance for Hispanic Commercial Contractors and is a proud member of the Hispanic Leaders Association, Latino Providers Network, Latinas Think Big and SHIFT.*

## THANK YOU TO OUR SPONSORS!

