



2019 NCHCFA Financial Summit

November 19 - 21, 2019
The Renaissance Raleigh North Hills Hotel
4100 Main at North Hills Street
Raleigh, NC 27609

**THE LARGEST GATHERING OF
SKILLED NURSING FACILITY FINANCIAL
EXPERTS IN NORTH CAROLINA**

An event specifically designed for:

- SNF Owners
- Corporate Executives
- Administrators
- Business Office Staff
- Nursing Facility Accounting Staff
- Professionals involved in post-acute and long-term care

WWW.NCHCFA.ORG

Learn a lot, leave prepared. ✓

The 2019 NCHCFA Financial Summit is designed to educate attendees on a wide array of topics, all related to the financial well-being of operating nursing facilities and to get you prepared for 2020 and beyond!

NCHCFA has curated a program of insights and analysis from leaders in government, health care, media and the capital markets. These experts have set a high standard for themselves when it comes to the quality of the information they share and the content they deliver.

Topics Include:

- Medicaid and Medicare Outlook
- Patient Driven Payment Model (PDPM)
- Transition in healthcare reimbursement from fee-for-service to value-based payments
- Hospital panel – changes on the horizon for post-acute networks
- Financing panel – capital providers share their thoughts on the current skilled nursing sector in North Carolina
- State of the skilled nursing sector – from the National Investment Data
- Plus many more!

Venue.



Hotel Information

NCHCFA has reserved the following dates for a discounted group rate at two hotels
The night of November 19th (Tuesday Night) and November 20th (Wednesday Night)

Renaissance Raleigh North Hills Hotel

4100 Main at North Hills Street
Raleigh, NC 27609

Participants are responsible for making their own overnight accommodations and payment. Please call The Renaissance Raleigh North Hills Hotel at (919) 571-8773 to make your overnight reservations today! Unused rooms will be released for general sale on October 25th, 2019. To receive the special \$209.00 per night room rate (plus taxes and fees):

Mention Group Block Code **NCHNCHA** for a King
Mention Group Block Code **NCHNCHH** for a Queen/Queen.

Hyatt House North Hills Hotel

160 Park At North Hills Street
Raleigh, NC 27609

Please call Hyatt House North Hills Hotel in the event that the main hotel has no more availability at (919) 363-0771 to make your overnight reservations today! Unused rooms will be released for general sale on October 25th, 2019. To receive the special \$179.00 per night room rate (plus taxes and fees).

Mention Group Block Code **HCFC** to receive our group block special rate.

Go to visitnorthhills.com for a complete list of restaurants within walking distance of both hotels!

Speaker Spotlight



Secretary Mandy Cohen, MD

NCHCFA is delighted to have the Secretary of the North Carolina Department of Health and Human Services (DHHS), Dr. Cohen as one of our keynote speakers. Secretary Cohen will share her perspective on healthcare priorities in North Carolina in 2020 and beyond. She will provide an update on North Carolina's transition to Medicaid managed care as it begins in 2020 for most Medicaid enrollees, including those Medicaid-only enrollees who receive nursing facility care for fewer than 90 days. Providers will also hear about the Department's plans for long-stay nursing facility residents and those eligible for both Medicaid and Medicare over the coming years.



Alex Spanko

Alex Spanko is the Editor in Chief of Aging Media Network and oversees the operations of Skilled Nursing News, a daily online trade publication covering the long term and post-acute health care industry. Alex helped Aging Media Network launch the site in the spring of 2017, and continues to shape its editorial focus – with a particular eye toward the intersection of policy and finance. Alex will be speaking on macro trends you see in the skilled nursing industry that will generate discussion and news in late 2019 and 2020. He will focus on the financial and transactional parts of the business, but operations and politics as well.



Mike Cheek

Mike Cheek is the Senior VP of Reimbursement Policy and Legal Affairs at the American Health Care Association (AHCA). Mike will provide an overview of skilled nursing providers' preliminary experiences with Medicare's new PDPM payment model. Attendees will also receive an update on PDPM best practices gleaned from providers across the country.

Attendance Packages & Pricing

	Package One All Three Days November 19-21	Package Two Two Days Only November 20-21	Package Three One Day Only November 19
Members	\$450	\$370	\$185
Non-Members	\$1350	\$1110	\$555
Guests	\$225	\$150	N / A

- Member & Non-member Rate includes all education sessions, meals, and networking/social functions.
- Non-Members must pay in advance by credit card or by check.
- Guest registration may include spouse, family member, significant other, etc. but does not apply to colleagues or any others in the long term care industry or a provider of services for the long term care industry. Guest rate includes networking / social functions only.



CEU Information

This event offers 15.5 contact hours for nursing home administrators for Package One (all three days), 11.5 contact hours for nursing home administrators for Package Two (Wednesday and Thursday only), or 4.0 contact hours for nursing home administrators for Package Three (Tuesday only).

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.

3 Ways to Register!



Online
Visit [NCHCFA.org](https://www.nchcfa.org)



Fax Forms to
(919) 787-8418



Email
KarenL@nchcfa.org

Why You Should Attend:

- Learn the latest and most up-to-date information, insight, and analysis
- Hear presentations from nursing home financial experts
- Informative sessions that provide and encourage provider interaction
- Networking opportunities with colleagues and NCHCFA Financial Summit Exhibit Partners

Make the most of your meeting with the app!

Download the NCHCFA 2019 Financial Summit Event App! Attendees will be given the app download instructions and log in prior to the summit!

- View the full event and session schedule.
- See detailed information about speakers, exhibitors, and sponsors.
- Connect with fellow attendees
- View speaker slides/handouts
- Instructions for Wi-Fi access



PLUS! Participate in the Giveaway Challenge!

Answer three questions on the app to enter for a chance to win a Facebook Portal (Smart Video Calling with Alexa Built-in – 10" Screen).

Thank you to our NCHCFA Financial Summit Exhibit Partners



Allied Health Resources

"We Care For People, Who Care for People"

Agenda.

Visit NCHCFA.org for session descriptions and speaker bios!

Tuesday | 11/19

12:00 pm – 5:00 pm

Registration Desk Open

1:00 pm – 3:00 pm

Operation Base Camp

Sam Clark, VP of Finance, NCHCFA

3:00 pm – 3:15 pm

Break

3:15 pm – 5:15 pm

Operation Base Camp (cont.)

Sam Clark, VP of Finance, NCHCFA

Wednesday | 11/20

7:30 am – 5:00 pm

Registration Desk Open

8:00 am – 9:00 am

Breakfast

9:00 am – 9:45 am

Welcome Remarks

| *Adam Sholar, President & CEO, NCHCFA*

View from the Top - What's on the Horizon for Healthcare in North Carolina

| *Dr. Mandy Cohen, Secretary, Dept. of Health & Human Services*

9:45 am – 10:00 am

Break and Visit with Sponsors

10:00 am – 12:00 pm

Analyzing the Risk of a New Trek - Is an Institutional Special Needs Plan (I-SNP) Right for You?

| *Jill Sumner, VP, Population Health Mgmt., American Health Care Association*

12:00 pm – 1:00 pm

Networking Lunch

1:00 pm – 2:00 pm

Investor Outlook

| *William (Bill) Kauffman, CFA, Sr. Principle, National Investment Center (NIC)*

2:00 pm – 2:15 pm

Break and Visit with Sponsors

2:15 pm – 3:15 pm

Financing Your Adventure – Current Trends in Capital Markets for Skilled Nursing (Panel)

| *Ken Burgess, Partner, Poyner Spruill, LLP (Moderator)*

| *Brian Puckett, Sr. VP, BOK Financial (Panelist)*

| *Kevin Oakley, VP, Lancaster Pollard (Panelist)*

| *Rob Ferguson, Assistant VP, Newmark Knight Frank (Panelist)*

| *Michael Daly, Sr. VP, Pinnacle Financial Partners (Panelist)*

| *Corley Audorff, Director, PGIM Real Estate Finance (Panelist)*

3:15 pm – 3:30 pm

Break and Visit with Sponsors

3:30 pm – 5:00 pm

Financial Issues and Hot Spots

| *Andy Page, Partner, Dixon Hughes Goodman, LLP*

5:30 pm – 6:30 pm

Networking Reception

Thursday | 11/21

7:30 am – 3:45 pm

Registration Desk Open

8:00 am – 9:00 am

Breakfast

9:00 am – 9:45 am

Beyond PDPM: Looking Ahead to Skilled Nursing Business Trends in 2020 and Beyond

| *Alex Spanko, Editor, Aging Media Network (Skilled Nursing News)*

9:45 am – 10:00 am

Break and Visit with Sponsors

10:00 am – 11:00 am

Define Your Value Through Data

| *Anthony Laflen, Director of Data Analytics, Marquis Companies and Consonus Healthcare*

11:00 am – 11:15 am

Break and Visit with Sponsors

11:15 am – 12:15 pm

Updates in Hospital Post-Acute Strategies (Panel)

| *Ken Burgess, Partner, Poyner Spruill, LLP (Moderator)*

| *Scharee Lee, Continuing Care Services, Atrium Health*

| *Tammie Stanton, System VP, Continuing Health Services, UNC Health Care*

| *Catharine Cummer from Duke University Hospital*

| *Tina Donkevert, VP of Case Mgmt. for the North Carolina Division of HCA Healthcare, Inc.*

12:15 pm – 1:15 pm

Networking Lunch

1:15 pm – 2:15 pm

The Reputation Age: How Consumers are Reshaping Long Term Care

| *Ryan Donohue, Corporate Director of Program Development, National Research Corporation*

2:15 pm – 3:45 pm

CLOSING KEYNOTE!

PDPM – Situational Awareness Seven Weeks In

| *Mike Cheek, Sr. VP for Reimbursement and Legal Affairs, American Health Care Association*

2019 NCHCFA Financial Summit
Session Descriptions
November 19 – 21, 2019
Raleigh, NC

Tuesday, November 19, 2019

Operation Base Camp

1:00 pm – 5:15 pm

This session will be a review of the topics that are the foundation of nursing facility reimbursement and finance. These will include, but not necessarily be limited to, the Medicaid case-mix rate, Fair Rental Value, Provider Assessment, specific portions of the state plan, use of the Minimum Data Set (MDS) and MDS reviews/penalties, Medicare reimbursement (including PDPM), managed care and others. This session is highly recommended for those new to the North Carolina nursing facility profession or those wanting to learn what went into our current systems, how rates are calculated and any impact providers may have upon them and how these items may change in the future.

Wednesday, November 20, 2019

View from the Top - What's on the Horizon for Healthcare in North Carolina

9:00 am – 9:45 am

Secretary Mandy Cohen will share her perspective on healthcare priorities in North Carolina in 2020 and beyond. She will provide an update on North Carolina's transition to Medicaid managed care as it begins in 2020 for most Medicaid enrollees, including those Medicaid-only enrollees who receive nursing facility care for fewer than 90 days. Providers will also hear about the Department's plans for long-stay nursing facility residents and those eligible for both Medicaid and Medicare over the coming years.

Analyzing the Risk of a New Trek - Is an I-SNP Right for You?

10:00 am – 12:00 pm

In this session, attendees will learn from the American Health Care Association's (AHCA) Population Health Management team about the transition in healthcare reimbursement from fee-for-service to value-based payments, as well as opportunities for skilled nursing providers to utilize these structures to finance enhanced care capabilities for their residents. The focus will be on Institutional Special Needs Plans (I-SNP), a special type of Medicare Advantage product some skilled nursing operators are creating to focus on the needs of their long-stay population. The session will also highlight other value-based opportunities available for provider participation.

Investor Outlook

1:00 pm – 2:00 pm

Hear directly from the author of the National Investment Center for Seniors Housing and Care's (NIC) quarterly Skilled Nursing Facility Report about the state of operations and investment in the skilled nursing sector. The session will highlight trends in occupancy, reimbursement, payor mix, and other important metrics, both across the country and in the region. The session will also provide insight into what's on the mind of those looking to invest in the skilled nursing sector.

Financing Your Adventure - Current Trends in Capital Markets for Skilled Nursing (Panel)

2:15 pm – 3:15 pm

In this session, attendees will hear directly from capital providers their thoughts on the current skilled nursing sector in North Carolina. Attorney Ken Burgess will moderate a discussion among panelists who lend and invest in skilled nursing facilities, including HUD-backed loans and other financing arrangements. This session will provide attendees with an understanding of what the capital markets see on the horizon for skilled nursing facilities as Medicare transitions to PDPM and North Carolina's demographics begin to shift in favor of skilled nursing operators and investors.

Financial Issues and Hot Spots

3:30 pm – 5:00 pm

Andy Page, Partner with DHG Healthcare, will be presenting on current financial issues for providers including:

- Connecting CMI to Medicaid rates
- Understanding value-based purchasing and adjustments to Medicare revenue
- Therapy contracts in PDPM
- Benchmarking operations compared to the industry
- Bad debt write-offs - CMS interpretation vs. GAAP revenue recognition principles
- plus more!

Thursday, November 21, 2019

Beyond PDPM: Looking Ahead to Skilled Nursing Business Trends in 2020 and Beyond

9:00 am – 9:45 am

Alex Spanko will be speaking on macro trends you see in the skilled nursing industry that will generate discussion and news in late 2019 and 2020. He will focus on the financial and transactional parts of the business, but operations and politics as well.

Define Your Value Through Data

10:00 am – 11:00 am

Marquis Companies continues to lead the US in low re-admissions and high quality measure results. This Oregon based group has presented to our NC providers a few times in the past. Back by popular demand, Anthony Laflen, the VP of Business Intelligence for Marquis, will demonstrate what their group is doing to manage PDPM, negotiate higher MCO reimbursement, prepare for survey and capture market share.

Learning Objectives:

- Identify PDPM financial risks
- Negotiate MCO reimbursement
- Prepare for survey
- Capture market share

Updates in Hospital Post-Acute Strategies (Panel)

11:15 am – 12:15 pm

In this session, attendees will hear directly from major hospital systems in North Carolina about changes on the horizon for their post-acute networks. As CMS re-assesses benchmark spending for ACO and other value-based payments, hospital systems are evaluating their SNF collaboratives and their post-acute networks to determine if any changes are needed. Attorney Ken Burgess will moderate a discussion among panelists who will share first-hand what to expect from four of the largest health and hospital systems in the state.

The Reputation Age: How Consumers are Reshaping Long Term Care

1:15 pm - 2:15 pm

As a strategic force, the healthcare consumer is often discussed but not truly understood. The mentality and motivations of these everyday people are lost on many long-term care organizations – at a time when consumers are drastically reshaping healthcare, and skilled nursing facility occupancy, based on their own perceptions and expectations. This session will offer a surprising portrait of the consumer and debunk the most common consumer-related myths in the long-term care space. Attendees will learn what consumers value most in providers and uncover a framework for simplifying healthcare to enable consumers to make better decisions – including the decision to become your resident.

PDPM - Situational Awareness Seven Weeks In

2:15 pm - 3:45 pm

Attendees will hear from the American Health Care Association's Senior Vice President for Reimbursement Policy and Legal Affairs, Mike Cheek, an overview of skilled nursing providers' preliminary experiences with Medicare's new PDPM payment model. Attendees will also receive an update on PDPM Best Practices gleaned from providers across the country.

2019 NCHCFA FINANCIAL SUMMIT REGISTRATION FORM – November 19 – 21, 2019

Return completed form to the Association office by fax (919) 787-8418 or mail to 5109 Bur Oak Circle, Raleigh, NC 27612, or e-mail KarenL@nchcfa.org. You can register and pay on-line. Visit www.NCHCFA.org & click on 2019 NCHCFA Financial Summit Registration!

FACILITY/CORPORATE OFFICE NAME _____

ADDRESS _____

CITY/ST/ZIP _____

PHONE _____

E-MAIL _____

CONTACT PERSON _____

PACKAGE ONE (ALL THREE DAYS)

Please list first and last names as they should appear on badges.

Package Two registration includes all education sessions & Welcome Reception for ALL 3 DAYS.

November 19 – 21, 2019

	Tuesday Operation Base Camp (Recommended for staff NEW to NC)	Wednesday View from the Top- What' s on the Horizon for Healthcare in NC	Wednesday Analyzing the Risk of a New Trek	Wednesday Investor Outlook	Wednesday Financing Your Adventure	Wednesday Financial Issues & Hot Spots	Wednesday Networking Reception (No charge)	Thursday Beyond PDPM: Looking Ahead to Skilled Nursing Business Trends in 2020 and Beyond	Thursday Define Your Value Through Data	Thursday Updates in Hospital Post-Acute Strategies	Thursday The Reputation Age: How Consumers are Reshaping Long Term Care	Thursday PDPM- Situational Awareness Seven Weeks In
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Total Number of Package One Registrations (MEMBER)	Persons @ \$450.00 Each							\$				
Total Number of Package One Registrations (NON Member)	Persons @ \$1,350.00 Each							\$				
	Total – Package One							\$				

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FACILITY/CORPORATE OFFICE NAME _____

ADDRESS _____

CITY/ST/ZIP _____

PHONE _____

E-MAIL _____

CONTACT PERSON _____

PACKAGE TWO (TWO DAYS)

Please list first and last names as they should appear on badges.

Package Two registration includes all education sessions & Welcome Reception for Wednesday & Thursday.

November 20 – 21, 2019

Wednesday View from the Top- What' s on the Horizon for Healthcare in NC	Wednesday Analyzing the Risk of a New Trek	Wednesday Investor Outlook	Wednesday Financing Your Adventure	Wednesday Financial Issues & Hot Spots	Wednesday Networking Reception (No charge)	Thursday Beyond PDPM: Looking Ahead to Skilled Nursing Business Trends in 2020 and Beyond	Thursday Define Your Value Through Data	Thursday Updates in Hospital Post-Acute Strategies	Thursday The Reputation Age: How Consumers are Reshaping Long Term Care	Thursday PDPM- Situational Awareness Seven Weeks In
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Total Number of Package One Registrations (MEMBER)

Persons @ \$450.00 Each

\$

Total Number of Package One Registrations (NON Member)

Persons @ \$1,350.00 Each

\$

Total – Package One

\$

PACKAGE THREE – (Tuesday ONLY)

Tuesday, November 19th, 2019

Please list first and last names as they should appear on badges.

Package Three registration includes all education for Tuesday ONLY.

This session is recommended for anyone NEW to North Carolina's skilled nursing facilities including: Administrators, Business Office Staff, etc...

This half-day session will focus on the basics and foundations of reimbursement.

*****Please include attendee position/title:**

Name: Admin#:

Title:

E-mail:

Name: Admin#:

Title:

E-mail:

Name: Admin#:

Title:

E-mail:

**Tuesday Only
Operation Base
Camp
1:00 pm – 5:15 pm**

A

Total Number of Package Three Registrations
(MEMBER)

Total Number of Package Three Registrations (NON
Member)

	Persons @ \$185.00 Each	\$
	Persons @ \$555.00 Each	\$
	Total Package Three	\$

Guest Registration

May not be an employee of an attending facility or company. Please list first and last names as they should appear on badges.

Guest registration includes entrance into the Lunches and Wednesday's Networking Reception.

1.

2.

Wednesday Networking Lunch	Wednesday Networking Reception	Thursday Networking Lunch
C	F	G

Guest Registration (Package One – November 19 – 21, All Three Days)

Guest Registration (Package Two – November 20th and 21st ONLY- Two Days)

	Persons @ \$225 Each	\$
	Persons @ \$150 Each	\$

	Total Guest	\$
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Terms & Disclaimers.

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.

Special Considerations.

Please e-mail or call Karen Lennon at the Association office at KarenL@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.

Attire.

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

Cancellations.

Written cancellations received prior to November 11, 2019 will not be subject to a cancellation fee. Written cancellations received on or after November 11, 2019 will be subject to a 50% cancellation fee. This applies to all members, non-members, , and guests regardless of registration fee paid. Any written cancellations received after November 11, 2019 will not receive a refund. Written cancellations must be received via email to Karen Lennon at KarenL@nchcfa.org.