

Waves of Change; Oceans of Opportunity

March 4-5, 2019

Spring Leadership Conference

HCAM/MCAL | Detroit, MI

SLC19

# WELCOME

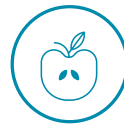
We are excited to announce that AHCA/NCAL President/CEO Mark Parkinson will bring Spring Leadership attendees the latest news about how Trump Administration policies and the newly elected congress will impact long-term care.

In addition, this year's conference will feature quality, in-depth education at an executive-level on a variety of the profession's most urgent and emergent issues impacting leadership and workforce; business models/operations; quality and regulatory; and reimbursement and finance.



## Target Audience

This conference is designed for executive-level leadership including facility/center owners, corporate-level consultants (CEO, CFO, COO, etc.), regional directors, administrators, executive directors, directors of nursing, nurse managers, directors of finance and other long-term care and/or assisted living management personnel (including homes for the aged, adult foster care and other independent and supportive living settings).



## Continuing Education

Final determination of contact hours will be published in the on-site program book.

NHA: Participants will have the opportunity to earn up to 8.5 licensed nursing home administrator contact hours.

AFC & CALD: This continuing education activity is appropriate for adult foster care providers and certified assisted living directors for a recommended maximum of 8.5 clock hours of professional development.

Nurse: Nurse participants may also earn up to 8.5 nurse education contact hours.

*HCAM is an approved provider of continuing nursing education by the Wisconsin Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.*



## Lodging Accommodations

Once you have registered, please secure your hotel reservation directly with Motor City Casino Hotel located at 2901 Grand River Ave, Detroit, MI 48201. A limited number of rooms have been designated for participants at the discounted group rate of \$159++ per night if booked prior to Thursday, February 7. Self and valet parking are complimentary at this venue. Room availability and/or the discounted group rate is NOT guaranteed. To reserve your room now:

Call 866-782-9622 and reference "HCAM"

OR

Visit <https://booking.motorcitycasino.com?package=12500T>



CONFERENCE AGENDA

DAY	TIME	PROGRAM/EVENT	PRESENTER
Monday, March 4	9:30 AM	Registration Opens	
	10:00 - 10:15 AM	Welcome & Opening Remarks	
	10:15 - 11:15 AM	<i>Opening Keynote:</i> <b>State of the Industry</b>	Mark Parkinson, AHCA/NCAL
	11:30 - 12:30 PM	<b>Engagement Starts with You</b>	Scott Carbonara, Spiritus Communications
	12:30 - 1:30 PM	Provided Luncheon	
	1:30 - 2:30 PM	<b>Cyber Security: Offense Always Wins, Defense Always Loses</b>	Vince Crisler, Dark Cubed
	2:45 - 3:45 PM	<b>Operationalizing PDPM</b>	Pat Boyer, Wipfli
		<b>Resident &amp; Workforce Marketing Strategies</b>	Garry Cole, SS Digital Media
	4:00 - 5:00 PM	<b>Capturing Your Value: The LTC Provider Owned Health Plan Opportunity</b>	Jill Sumner, AHCA/NCAL
	5:30 - 7:30 PM	Executive Happy Hour	
Tuesday, March 5	7:30 AM	Registration Opens	
	7:30 - 9:30 AM	Breakfast Buffet	
	8:15 - 8:30 AM	Closing Remarks	
	8:30 - 9:30 AM	<i>Closing Keynote:</i> <b>Detroit Leadership: The Comeback Story</b>	Mike Duggan, Mayor of Detroit (Invited)
	9:45 - 10:45 AM	<b>Integrated Health Systems/Integration in the Post-Acute Market</b>	Becky Trella, Bronson Health Care Group
	11:00 - 12:30 PM	<b>Implications of Marijuana Legalization in Michigan Long Term Care</b>	Grant Pecor, Clark Hill & Bill Vaughan, Remedi SeniorCare
	12:30 PM	Conference Concludes	

# EDUCATION SESSIONS

## OPENING KEYNOTE: STATE OF THE INDUSTRY

**Presenter: Mark Parkinson, American Health Care Association/  
National Center for Assisted Living**

What will it take to assure the continued viability of our facilities? Join American Health Care Association's President/CEO, Mark Parkinson, as he discusses the continued change impacting the profession. Michigan long-term care and assisted living providers must have constant awareness of how the direction of Washington politics and policy will impact their residents, operations, finances, and future. This session will offer participants a unique perspective during a period of dramatic reforms and changing delivery models.

## ENGAGEMENT STARTS WITH YOU

**Presenter: Scott Carbonara, Spiritus Communications**

Do you ever feel like you are asked to give 100% of yourself, both at home and at work, 24/7? You can't create more time, but you can make 100% of the time you do have. The solution is called engagement. We don't always control our circumstances, but we certainly get to choose how we engage each moment. Engagement Starts with You is a session that inspires audiences to reignite by using Scott's W.H.I.P. philosophy (What you Have In your Possession). Scott challenges the standard definitions of success and happiness, and shares 5 concrete tools rooted in positive psychology to help create sustainable positivity and performance—while spreading it to others. Learn to master the energy you and your team bring to the workplace and life for increased results.

## CYBER SECURITY - OFFENSE ALWAYS WINS, DEFENSE ALWAYS LOSES

**Presenter: Vince Crisler, Dark Cubed**

Cyber security expert Vince Crisler will provide an overview of the current cyber security threat environment and explain why it is necessary to rethink the approach to protecting customer data, networks, and other sensitive information. This session will provide a clear perspective on cyber security with a focus on the health care market.

## OPERATIONALIZING PDPM

**Presenter: Pat Boyer, Wipfli**

Are you prepared to operationalize the Patient Driven Payment Model (PDPM)? This session will provide you with critical information necessary for successful implementation including:

- How PDPM payment incentives will challenge your organization's culture
- How diagnosis and documentation will make or break your success
- How to embrace the opportunity to evaluate and optimize the clinical product to best meet patients' needs
- How to evaluate existing and additional investments and resources
- What can go wrong if you are not prepared for PDPM

## RESIDENT & WORKFORCE MARKETING STRATEGIES

**Presenter: Garry Cole, SS Digital Media**

Long-term care is changing at an incredible rate at every level. Two of the greatest challenges facing the industry are occupancy and workforce recruiting. Learn how managing the resident journey may be the best strategic solution for both. This fast-paced session will outline the problem and provide actionable tactics to help improve sales and marketing efforts. What has worked in the past may not be the best solution for the future. Be ready!

# EDUCATION SESSIONS

## **CAPTURING YOUR VALUE: THE LTC PROVIDER OWNED HEALTH PLAN OPPORTUNITY**

**Presenter:** *Jill Sumner, American Health Care Association/  
National Center for Assisted Living*

As long term care providers drive positive outcomes through more efficient care delivery, the value for these efforts is largely realized by external payor sources such as Medicare ffs or population health management models such as Medicare Advantage, ACOs and Bundled Payments. LTC provider health plan ownership is one novel way to take back control and capture the value you create. Attendees for this session will come away with:

- an understanding of the opportunities and challenges in developing a provider owned health plan
- knowledge of the different provider owned plan models
- examples of provider owned plan outcomes, improving quality and reducing cost
- next steps to engage in a due diligence process

## **CLOSING KEYNOTE: DETROIT LEADERSHIP: THE COMEBACK STORY**

**Presenter:** *The Honorable Mike Duggan, Mayor of Detroit (invited)*

The Honorable Mike Duggan, Mayor of Detroit, has been invited to present our closing keynote. As the former CEO of Detroit Medical Center, a prosecuting attorney and currently serving as Mayor of Detroit, Mike Duggan is uniquely qualified to describe the role of a change agent operating in a rapidly evolving professional environment. Mayor Duggan will share his insight on leadership and the keys to his success in Detroit's amazing comeback story as well as the major challenges the City of Detroit and State of Michigan need to address.

## **INTEGRATED HEALTH SYSTEMS/INTEGRATION IN THE POST-ACUTE MARKET**

**Presenter:** *Becky Trella,  
Bronson Health Care Group*

This session will focus on post-acute care working with integrated health and clinical integrated networks. Numerous changes in reimbursement and the provision of care between post-acute and integrated health systems have been developed. How these providers work together to meet the needs of post-acute residents will be addressed.

## **IMPLICATIONS OF MARIJUANA LEGALIZATION IN MICHIGAN LTC**

**Presenters:** *Bill Vaughan, Remedi SeniorCare & Grant Pecor, Clark Hill PLC*

In 2018, recreational marijuana was legalized in the state of Michigan, yet marijuana remains illegal under federal law. What happens when state/local laws and professional standards conflict with federal law? Would allowing a resident to use medical marijuana jeopardize your Medicaid funding? During this session, we will navigate the legal, HR, and clinical implications of the legalization of recreational and medical marijuana across the long-term care continuum. Walk away with actionable steps to implement in your own facility.



# EXECUTIVE HAPPY HOUR

You are invited to join us for a networking reception with hosted bar and hors d'oeuvres in the Sound Board at Motor City Casino Hotel.

Monday, March 4, 2019 | 5:30-7:30 PM EST

# 2019 SPRING LEADERSHIP CONFERENCE

March 4-5, 2019 | Motor City Casino Hotel, Detroit

## REGISTRATION PACKAGES

**Full Package:** Includes March 4-5 education, luncheons and the Executive Hosted Happy Hour.

**Executive Hosted Happy Hour Only:** Includes one ticket to the Executive Hosted Happy Hour from 5:30-7:30 PM on March 4 only.

Member Rates BEFORE Feb. 15	Member Rates AFTER Feb. 15	Non-Member Rates	
Full Package <b>\$450</b>	Full Package <b>\$550</b>	Full Package <b>\$650</b>	HCAM & MCAL are pleased to continue to offer the same registration rates we offered in 2018.
Happy Hour Only <b>\$125</b>	Happy Hour Only <b>\$175</b>	Happy Hour Only <b>\$250</b>	
			<b>Total Amount Due:</b> _____

## Registration Information

Attendee Name: \_\_\_\_\_

Attendee Title: \_\_\_\_\_

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

Facility/Company Name: \_\_\_\_\_

Facility/Company Address: \_\_\_\_\_

Facility/Company City/State/Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Do you have a dietary restriction?      No      Yes: \_\_\_\_\_

HCAM/MCAL provides an attendee list of all registered attendees with name, title and facility only to partners and presenters. This list does NOT contain contact info such as email or phone. To opt-out of being included in the attendee list, please select opt-out on this registration form.

Opt-Out

## Payment Information

Payment Method:      Visa      Mastercard      American Express  
Discover      Check/Money Order

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

Expiration: \_\_\_\_\_

Three Digit Security Code: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Cardholder Signature & Date: \_\_\_\_\_

## HCAM/MCAL Registration Policies

### Registration

Please utilize this form to register for the 2019 HCAM/MCAL Spring Leadership Conference. Completed forms should be mailed to HCAM at 7413 Westshire Dr., Lansing, MI 48917 or faxed to (517) 627-3016. The discounted early registration rate is available to current HCAM or MCAL members or associate partners only, whose registration is received by HCAM/MCAL by Feb. 15.

### Event Confirmation

After your registration form has been processed, an event confirmation will be emailed to your attention. Please be sure to include a current email address on this form. If you do not receive a confirmation within 14 business days, please contact Kisti Boatright via email at KistiBoatright@hcam.org.

### Cancellation & Refund Policy

All refund requests must be made in writing by e-mail to KistiBoatright@hcam.org. Telephone cancellations will NOT be accepted. Individual registration fees, less a 25% processing fee, will be refunded for cancellations received in writing prior to Feb. 15. Cancellations received after Feb. 15 and no-show registrants, will not receive a refund nor a credit to a future program.

### Substitutions

Individuals registered to attend this program, but unable to participate, may send an alternate in their place. Please contact Kisti at KistiBoatright@hcam.org with the first and last name, title, and facility/company of both the original registrant and the alternate to process this request.

### Dietary Restrictions/Special Accommodations

Individuals with special dietary restrictions, or those who require special accommodations to fully participate in this conference, should contact HCAM in writing by e-mail to KistiBoatright@hcam.org at the time of registration, detailing their request or restriction.

### Consent to Use of Photographic Images

Registration and attendance at, or participating in, HCAM and MCAL events and/or activities constitutes an agreement by the registrant to HCAM and MCAL's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities.

### Questions

Should you have questions, please contact Kisti by phone at (517) 622-6194 or by email at KistiBoatright@hcam.org.

**To register now, submit this form by fax to  
(517) 627-3016 or by mail to HCAM,  
7413 Westshire Dr, Lansing, MI 48917**