

*Strong.
Resilient.
Determined.
Leading into 2021.*



Register Online!

2021 HCAM/MCAL Spring Leadership Conference
March 24-25 | VIRTUAL

THANK YOU TO OUR VIP PARTNERS



Please be sure to thank our VIP Partners for their generous support for 2021!



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: This program has been submitted (but not yet approved) for Continuing Education for 14.5 total participant hours from NAB/NCERS.

AFC & CALD: This continuing education activity is appropriate for adult foster care providers and certified assisted living directors for a recommended maximum of 10 clock hours of professional development.

Nurse: Nurse participants may also earn up to 13.5 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.

Virtual Event

Enjoy all the things you love about the spring conference with the convenience and safety of a virtual gathering. The virtual platform will be available 24/7 with all sessions available on-demand 48 hours after the live stream concludes. Join from the comfort of your home or your office, on your own schedule. Sessions will continue to be available on-demand until April 26, providing plenty of opportunity to access all of the sessions.



UPCOMING EDUCATION

March 3	Medicaid Cost Reporting 101
March 11-12	CALD B
March 18	Future Leaders Cohort A Begins
April 8-9	CALD A
April 21-22	Billers Forum
May 20	MCAL Quality Symposium
May 21	Legal Forum Part 1
May 27-28	CALD B
June 4	Legal Forum Part 2
June 11-12	CALD A
June 24-25	Reimbursement Forum
July 30-31	CALD B

CONFERENCE AGENDA



DAY	TIME	PROGRAM/EVENT	PRESENTER
Wed. March 24	7:00 AM	On Demand Sessions Available	
		On-Demand Session: Hire the Best and Avoid the Rest!	Michael Mercer
		On-Demand Session: QiGong for Cultivating Health	Roxane Chan
	8:15 - 9:45 AM	Live Keynote: National Update	Dr. David Gifford and Clif Porter
	9:45 - 10:00 am	Networking Break - Visit the Virtual Lounge!	
	10:00 - 11:00 am	Live Session: What's Next?The Power of COVID Conviction to Advance Senior Healthcare Leadership	Jerald Cosey
	11:00 - 11:15 am	Networking Break	
	11:15 - 12:15 am	Live Session: Survey and Regulatory Issues Facing LTC as the Pandemic Wanes (SNF)	Andy Rothman & Vickie Burlew
		Live Session: Assisted Living - 2021 Legal & Regulatory Update	Kally Goodwin- Ratzloff
	12:30 - 1:30 pm	Product Theater:	
Thurs. March 25	7:00 am	On-Demand Sessions Available	
		On-Demand Session: Chair Yoga & Meditation	Rhonda Jones
		On-Demand Session: Marketing Your Facility/Community Post-COVID	Stan Massey & Mardy Maki
	8:15 - 9:15 am	Live Keynote: The Futures of Post-Pandemic Health Care: Challenges and Opportunities for LTC	Dr. Jeffrey Bauer
	9:15 - 9:30 am	Networking Break	
	9:30 - 11:00 am	Live Session: Medicaid & Medicare Reimbursement Update	Betsy Rust , Jon Lanczak, and Robert Long
		Live Session: Who's Taking Care of You?	Cat Selman
	11:00-11:15 am	Networking Break	
	11:15 - 12:15 pm	Live Session: Life Care Centers of America	Nancy Butner
		Live Session: Telehealth - Trending Risks and Minimizing Exposure in a Changing Landscape	Jeff Segal and Steve Palazzolo
March 26 - April 26		Sessions available on-demand until April 26	

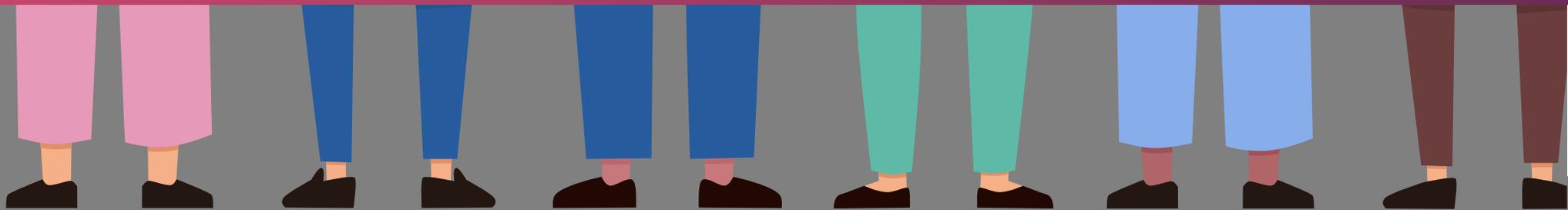
ADDITIONAL UPCOMING EDUCATION SERIES



Webinars for the Front Line

Social Work, Dietary, Activities, Certified Nurse Aides

*All sessions will be held as live webinars and will be recorded for on-demand access.
Visit webinars.hcam.org for more details.*



**REGISTER YOUR STAFF TODAY AT
[WEBINARS.HCAM.ORG!](https://webinars.hcam.org)**

EDUCATION SESSIONS

Wednesday, March 24 | 7:00 am ET

ON-DEMAND: HIRE THE BEST AND AVOID THE REST!

Presenter: Michael Mercer, PhD, Mercer Systems LLC

Participants will learn the “6 Step Method to Hire the Best” to assess applicants, and select highly productive and low-turnover “Superstar” employees. Learn how to custom-tailor pre-employment tests for each job in your organization, and how to plan and conduct polite insightful in-depth interviews. Discover sneaky (but ethical) methods to convince applicants’ previous bosses to give you truthful, revealing reference checks, and cover all of the legal rules you need to follow.

Wednesday, March 24 | 7:00 am ET

ON-DEMAND: QIGONG FOR CULTIVATING HEALTH

Presenter: Roxane Chan, PhD, BSN, MS, AHN-BC, Chan Body Energy LLC

Participants will be introduced to the concept of self-cultivation of the heart energy as a means to promote holistic health in a stressful world. Major concepts of Chinese energy bodies will be described as we learn to connect with our hearts through specific breathing practices. We will then advance to experiencing simple Qigong exercises that can be easily incorporated into your daily life.

Wednesday, March 24 | 8:15 - 9:45 am ET

LIVE: NATIONAL UPDATE

Presenters: Clif Porter & Dr. David Gifford, MD, MPH, American Health Care Association / National Center for Assisted Living

The year 2020 presented many challenges for our industry, including the unprecedented COVID-19 pandemic. Please join Clif Porter, Senior Vice President for Government Relations and Dr. David Gifford, Chief Medical Officer from the American Health Care Association to discuss the good and bad of 2020 as well as an outlook moving forward as we continue to combat COVID-19. Topics for discussion include industry trends, legislative agendas, regulatory issues, testing and vaccination updates, and more.

Wednesday, March 24 | 10:00 - 11:00 am ET

LIVE: WHAT’S NEXT? THE POWER OF COVID CONVICTION TO ADVANCE SENIOR HEALTHCARE LEADERSHIP

Presenter: Jerald Cosey, BA, HFA, CNA, Greenwood Meadows

Today’s operational and clinical leaders navigate “white flag” moments daily. Responsibilities include quality outcomes, operational excellence, and staff development within a highly regulated industry, which may influence burnout as a healthcare professional. The worldwide COVID pandemic has compounded realities for the senior healthcare community. An epidemic that has scrutinized yet galvanized the industry and required professional and personal sacrifice. As operational and clinical leaders transition out of the worldwide pandemic, they must ask themselves “what’s next”? What’s next for the senior healthcare industry, their specific organization and the communities in which they influence?

Wednesday, March 24 | 11:15 - 12:15 pm ET

LIVE: SURVEY AND REGULATORY ISSUES FACING LTC AS THE PANDEMIC WANES (SNF)

Presenters: Victoria Burlew RN, LNHA and Andrew Rothman, JD, Lebenbom & Rothman, P.C.

The long term care profession has focused on the pandemic and infection control for the past year. In this session we look to the future - and how to prepare for resumption of annual surveys. We will discuss what we know of how surveys will resume. We will review the changes to the nursing home rules and how they are being applied. Lastly, we will update you on the changes to the 5 Star Rating System and using it to improve customer service.

THANK YOU TO OUR SPONSORS



Sponsorship opportunities are still available, contact MaryGettel@hcam.org for more info

EDUCATION SESSIONS

Wednesday, March 24 | 11:15 - 12:15 pm ET

LIVE: ASSISTED LIVING - 2021 LEGAL & REGULATORY UPDATE

Presenter: Kally Goodwin-Ratzloff, JD, BA, Rolf Goffman Martin Lang LLP

Kally Goodwin-Ratzloff will provide an overview of the legal and regulatory updates that impact assisted living providers in Michigan. This session will also discuss potential COVID-19 liabilities and methods to minimize exposure.

Thursday, March 25 | 7:00 am ET

ON-DEMAND: CHAIR YOGA & MEDITATION

Presenter: Rhonda Jones, Wellness by Prevention

Mental and physical exhaustion has become a common and underlying theme for health care professionals during the COVID-19 pandemic. Come experience short simple techniques that are accessible to ALL and can help cultivate resiliency, enhance self-care, and foster stress management. The Chair Yoga and Meditation presentation will guide participants through a 30 minute gentle chair yoga flow, introduce a variety of meditation techniques, and end with a short guided meditation. All that is needed from participants is an open mind, comfortable clothing, a chair, and a quiet space.

Thursday, March 25 | 7:00 am ET

ON-DEMAND: MARKETING YOUR FACILITY/COMMUNITY POST-COVID - HOW DO YOU RECONNECT TO YOUR COMMUNITY?

Presenters: Stan Massey, BA, and Mardy Maki, BA, Transcend Strategy Group

A recent national survey revealed that many family health care decision makers have lost confidence in the ability of long-term care facilities to provide quality care safely for their loved ones. In fact, a majority say they prefer to care for their loved ones at home if they have that choice. This session will share research that defines the mental, emotional and practical barriers families are experiencing, with recommendations for how providers can overcome those obstacles. Discussions will address concerns of referrers and how to strengthen relationships with them by evolving from a transactional mindset to becoming an indispensable partner. We will apply this information to help participants build several essential elements to fuel their marketing and business development efforts going forward.

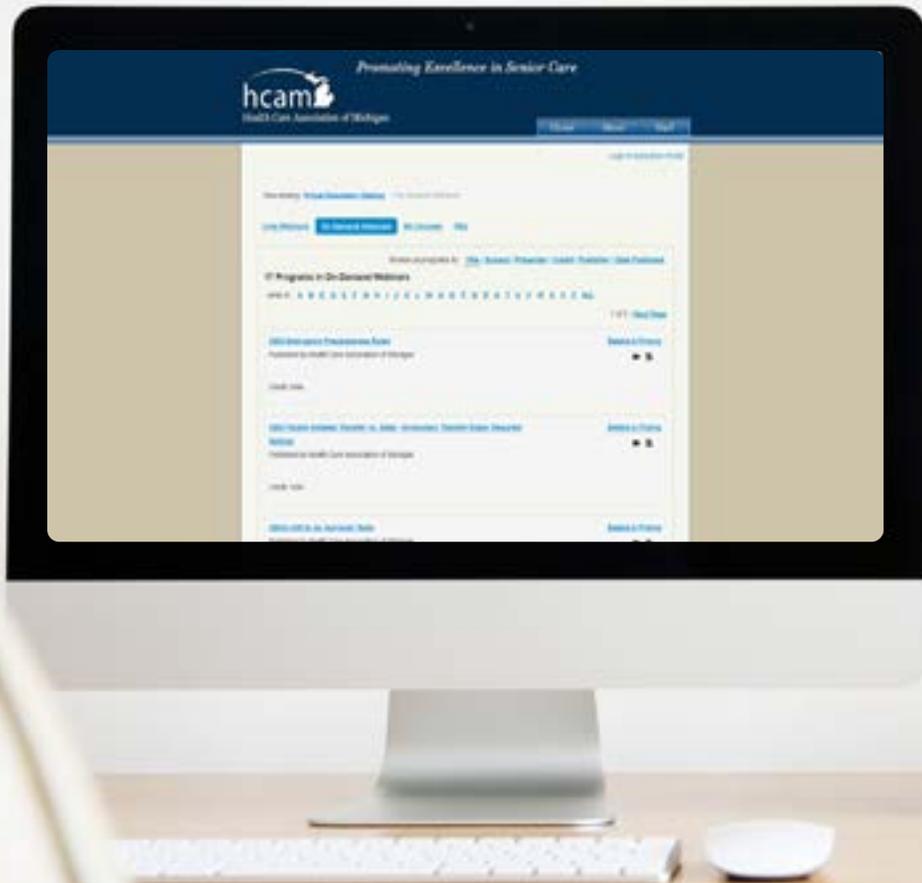
Thursday, March 25 | 8:15 - 9:15 am ET

LIVE: THE FUTURES OF POST-PANDEMIC HEALTH CARE: CHALLENGES AND OPPORTUNITIES FOR LONG-TERM CARE

Presenter: Jeffrey C. Bauer, PhD, Jeffrey C Bauer LL

If ever there were a time when the future of health care will evolve differently than it did in the past, it is now. Based on his intensive experience with helping health care providers respond strategically to anticipated changes over the past 50 years, Dr. Bauer will share his forecasts for this new future in the medical marketplace and his recommendations for deciding how to respond to a diverse range of unprecedented challenges. His practical perspective combines health care in general and long-term care in particular and identifies how innovation is generally a key to local success in turbulent times. This session concludes with audience interaction to allow focus on issues within Michigan's service and geographic markets.

WEBINARS ADDED OFTEN!



Be sure to check out our webinar platform
webinars.hcam.org
for exclusive access to live and
on-demand trainings throughout the year!



EDUCATION SESSIONS

Thursday, March 25 | 9:30 - 11:00 am ET

LIVE: MEDICAID AND MEDICARE REIMBURSEMENT UPDATE

Presenters: Jon Lanczak, MBA, Robert Long, CPA, Betsy Rust, BBA, CPA, Plante Moran, PLLC

This session will look at the changes in the current and future Michigan Medicaid reimbursement environments and provide insight on the potential change to the current Medicaid cost based reimbursement system and the impact to providers. It will also cover the FY 2021 update to Medicare reimbursement, the Patient-Driven Payment Model, and the Value-Based Purchasing Program (VBP). Furthermore, it will discuss the impact of the growth in managed care utilization and market penetration. Lastly, it will provide a brief history and update of the various COVID-19 relief programs and the reporting and auditing requirements.

Thursday, March 25 | 9:30 - 11:00 am ET

LIVE: WHO'S TAKING CARE OF YOU?

Presenter: Cat Selman, BS, The Cat Selman Company

COVID-19 has had a profound negative effect on the mental health of the nation, especially among those who are faced with combatting the virus. In a recent survey, 93% of health care workers experienced stress; 86% reported experiencing anxiety; 77% reported frustration; 76% reported physical exhaustion and burnout; and 75% said they were overwhelmed. So...who takes care of the health care worker while they are taking care of the residents? Many times it is being left up to the individual to take care of themselves. In this uplifting, positive session, Cat will address what we, as employers, can do to help address these issues for our staff. Suggestions and recommendations for coping strategies to help take care of ourselves during this time will also be discussed. Let's face it...we could all use a little help.

Thursday, March 25 | 11:15 - 12:15 pm ET

LIVE: LIFE CARE CENTER OF KIRKLAND

Presenter: Nancy Butner, MBA, LNHA, Life Care Centers of America

Learn what it was like to live through the first Skilled Nursing Facility to have confirmed COVID-19. Life Care Center of Kirkland lost 50% of their staff and had 36 residents hospitalized in the first 10 days. Within 7 days Federal Surveyors arrived to investigate resulting IJ citations during a pandemic. Through a state appeal, the judge ruled that the facility did not violate any of the cited regulations. I will explain the strategies used for the hearing and appeal process. This story was featured on 60 Minutes aired in early November.

Thursday, March 25 | 11:15 - 12:15 pm ET

LIVE: TELEHEALTH - TRENDING RISKS AND MINIMIZING EXPOSURE IN A CHANGING LANDSCAPE/HOT BUTTON LABOR AND EMPLOYMENT ISSUES

Presenters: Jeff Segal, Steve Pallazzolo, Warner Norcross + Judd, LLP

In this session, we will discuss the paradigm shift towards telemedicine and the explosive growth in virtual care as a result of the pandemic. Participants will learn about the focus on temporary and permanent changes in laws and regulations affecting providers, the likelihood of a wave of federal investigations and enforcement actions, and how to minimize potential exposure. Additionally, we will discuss the latest issues affecting healthcare employers.

HCAM/MCAL VIRTUAL REGISTRATION POLICIES

REGISTRATION

Online registration is available on our website at www.hcam.org. Registration forms can also be mailed to HCAM at 7413 Westshire Dr., Lansing, MI 48917 or faxed to (517) 627-3016. The discounted early bird rate is available to current HCAM or MCAL members or associate partners only, whose registration is received by HCAM/MCAL by February 25, 2021.

EVENT CONFIRMATION

After your registration form has been processed, an event confirmation will be emailed to you. Please be sure to include a current email address on this form. If you do not receive a confirmation within 15 business days, please contact Kisti Boatright via email at KistiBoatright@hcam.org.

CANCELLATION

All refund requests must be made in writing to KistiBoatright@hcam.org. Individual registration fees, less a 25 percent processing fee, will be refunded for cancellations received in writing prior to March 5, 2020. Cancellations received after March 5 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, facility/company, and email address of both the original registrant and the alternate to process this request. Substitutions must be made BEFORE March 23. After March 23, no substitutions can be made.

QUESTIONS

Should you have questions, please contact Kisti by email at KistiBoatright@hcam.org.

VIDEOS & PHOTOGRAPHY

By registering for and/or attending the event, participants acknowledge and agree that data, video, photographs, and other image and voice recordings of the event, may be documented by HCAM/MCAL. The data, video, photographs, and other recordings may be used by HCAM/MCAL in any media now known or later invented for any purpose related to HCAM/MCAL's mission, including educational, promotional, and awareness-related use. Registration to this virtual event includes technology that monitors participant activities throughout the event platform, such as session attendance to determine continuing education credit eligibility and virtual Expo visits. Participants give HCAM/MCAL unlimited permission to use their name, likeness, image, statements and other information given to HCAM/MCAL, whether through registration, interactions in the platform during the event, or otherwise, that may be necessary for HCAM/MCAL to exercise its rightful use of data, video, photographs and other recordings.

CREDIT/CONTACT HOUR REPORTING

HCAM/MCAL will need 30 days after the virtual event conclusion on April 26, 2021 to compile and process all attendance data. Once the data is compiled, certificates will be available to access. Certificate questions should be directed to Kisti Boatright. Session attendance for administrators will be reported to NAB using their NAB Registry ID. Nursing hours will be reported to ANCC.

HCAM/MCAL VIRTUAL REGISTRATION POLICIES

CODE OF CONDUCT

HCAM/MCAL has zero-tolerance for any form of discrimination or harassment, including but not limited to sexual harassment by participants or our staff at our meetings. If you experience harassment or hear of any incidents of unacceptable behavior, HCAM/MCAL asks that you inform either Melissa Samuel, President/CEO, melissasamuel@hcam.org or Mary Gettel, Director of Education, marygettel@hcam.org so that we can take the appropriate action.

Unacceptable Behavior is defined as:

- Harassment, intimidation, or discrimination in any form.
- Verbal abuse of anyone associated with our event. Examples include, but are not limited to, verbal comments related to gender, sexual orientation, disability, physical appearance, body size, race, religion, national origin, inappropriate use of nudity and/or sexual images in public spaces or in presentations, or threatening or stalking behaviors.
- Disruption of presentations during sessions, in the exhibit hall, or at other events organized by HCAM/MCAL throughout the virtual meeting. All participants must comply with the instructions of the moderator and any virtual event staff.
- Participants should not copy or take screen shots of Q&A or any chat room activity that takes place in the virtual space.
- Sharing personal event registration sign on information with other individuals to attempt circumventing registration payment.

HCAM/MCAL reserves the right to block access to the event and/or prohibit attendance at any future meeting, virtual or in person, and seek legal action against violators where applicable.

ANTITRUST POLICY

It is the established policy of the Health Care Association of Michigan and Michigan Center of Assisted Living to comply with all laws, including the antitrust laws. Because this online community includes individuals representing entities that are or may be competitors, we restrict our online communications to the discussion topics specifically addressed by HCAM/MCAL in this virtual event platform.

In order to comply with this policy, users refrain from addressing any issues related to their respective companies' competitively sensitive proprietary information, including (but not limited to) current or future pricing, rebates, margins, discounts, terms of sale or costs, strategic plans or initiatives, business plans, bidding situations, sales to specific customers, or in specific geographic areas.

If you have any questions or concerns about this policy, please contact HCAM/MCAL at melissasamuel@hcam.org.

GENERAL CONFERENCE POLICIES

- Conference Attendee List Disclosure: HCAM/MCAL does not sell attendee registration information to third-parties. We do share registration information (name, title, facility - no email addresses) with the current year's conference sponsors/exhibitors. Within the virtual expo hall, attendee contact information is shared only to the vendor booths you choose to visit.
- The views or opinions expressed by any attendee, speaker or sponsor are not necessarily the views or opinions of HCAM/MCAL.

CONFERENCE ATTIRE

If you plan to participate in the networking lounge or virtual expo, please dress appropriately to network with your peers via video.

Leading into 2021

• March 24-25, 2021 •



Registration Packages & Rates: Early Bird Registration Rates Expire Thursday, February 25, 2021

Early Member (before February 25) Full Package Registration: \$200
Standard Member (after February 25) Full Package Registration: \$225
Non-Member Full Package Registration: \$325

Register Online!

Total Amount Due: _____

Attendee Information

Attendee Name: _____

Attendee Title: _____

Attendee Email: _____

Emergency Contact Name: _____ Emergency Contact Phone: _____

Facility Information

Facility/Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

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

CE Information

NAB Registry ID*: _____

*In order to receive NAB CEs for this conference, attendees with an NHA license must sign up with NAB for a CE Registry number. That number must be shared with HCAM/MCAL at the time of registration or no CEs will be given. For more information go to <https://www.nabweb.org/ceregistry>.

Nursing License*: _____

*In order to receive RN CEs for this conference, attendees must provide their nursing license number to share with ANCC.

Payment Information

Payment Method: Visa Mastercard American Express Discover Check/Money Order Payable to "HCAM"

Credit Card Number: _____

Security Code: _____ Expiration Date: _____ Billing Zip Code: _____

Cardholder Signature: _____ Date: _____

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

Register Online!