

Rethink. Rebuild. Recover.



2022 HCAM/MCAL Spring Leadership Conference
March 23-24 | FireKeeper's Casino Hotel, Battle Creek

THANK YOU TO OUR VIP PARTNERS



Please be sure to thank our VIP Partners for their generous support for 2022!



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).

Hybrid Conference

On March 23 and 24 we will have live sessions at FireKeeper’s Casino in Battle Creek. These in-person sessions will also be live-streamed to a virtual conference platform for remote participation if you are uncomfortable attending in person. Additionally, all sessions will be recorded and available on-demand until April 24, 2022.

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 9.5 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 9.5 clock hours of professional development.

Nurse: Nurse participants may also earn up to 9.5 nurse education contact hours.

Health Care Association of Michigan is approved as a provider of nursing continuing professional development 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 FireKeeper’s Casino located at 11177 E. Michigan Ave., Battle Creek, MI 49014. A limited number of rooms have been designated for participants at the discounted group rate of \$109++ per night if booked prior to March 7. Room availability and/or the discounted group rate is NOT guaranteed. To reserve your room now:

Call 877-FKC-8777 and mention “HCAM Spring Leadership Room Block”
OR
Visit <https://firekeeperscasino.com> and select “Add Code,” choose “Group Attendee,” and enter code “032322HCAM”

HYBRID CONFERENCE

For this year's spring conference, we are providing you with the opportunity to participate in the event in the format you are most comfortable with.

On March 23 and 24, we will have live sessions at FireKeeper's Casino Hotel in Battle Creek. These in-person sessions will also be live-streamed to a virtual conference platform for remote participation.

Additionally, all sessions will be recorded and available on-demand for 30 days after conclusion of the program to ensure you have the flexibility you need in these unprecedented times.



CONFERENCE AGENDA

DAY	TIME	PROGRAM/EVENT	PRESENTER
Wed. March 23	8:30 am	Registration Opens	
	9:30 - 9:45 am	Opening Remarks	Melissa Samuel, HCAM President/CEO
	9:45 - 10:15 am	Keynote: Updates on Initiatives and Policies Impacting Michigan Seniors	Attorney General Dana Nessel
	10:15 - 10:30 am	Networking Break	
	10:30 - 11:30 am	Planning for the Future of Long-Term Care: Is a Provider-Led Special Needs Plan Right for You?	Nisha Hammel
	11:30 - 11:45 am	Networking Break	
	11:45 am - 12:45 pm	Breakout A: Recruiting Foreign Nurses	Meghan Kennedy Riordan & Ahndia Mansoori
	11:45 am - 12:45 pm	Breakout B: QAPI for Assisted Living	Angie Szumlinski & Lisa O'Neill
	12:45 - 1:45 pm	Networking Luncheon	
	1:45 - 3:15 pm	Breakout A: Medicaid and Medicare Reimbursement Update	Betsy Rust & Jon Lanczak
	1:45 - 3:15 pm	Breakout B: HFA/AFC Regulatory Update	Jay Calewarts & Andrea Moore
	3:15 - 3:30 pm	Networking Break	
	3:30 - 4:30 pm	Breakout A: Legal/Regulatory Update	Andy Rothman & Vickie Burlew
	3:30 - 4:30 pm	Breakout B: When the Well Runs Dry: Staffing in a Crisis	Eric Collett
	5:00 - 6:00 pm	Hosted Happy Hour	
Thurs., March 24	8:00 - 8:15 am	Closing Remarks	Linda Lawther, MCAL President/CEO
	8:15 - 9:15 am	Keynote: Building Resilient Teams: Remodel, Renovate and ReEnergize Post-Pandemic	Kathy Parry
	9:15 - 9:30 am	Networking Break	
	9:30 - 11:00 am	Coffee With CDC (Centers for Disease Control and Prevention)	Heather Jones
	11:00 - 11:15 am	Networking Break	
	11:15 am - 12:15 pm	The Staff Experience That Can Make or Break Our Workforce: Keys to Recruitment and Retention	Claudia Blumenstock
	12:15 - 12:30 pm	Networking Break	
	12:30 - 1:30 pm	Implicit Bias Training: Understanding and Interrupting Microaggressions	Dr. Carmen McIntyre Leon
March 25 - April 25		Sessions available on-demand until April 25	

THANK YOU TO OUR SPONSORS



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

EDUCATION SESSIONS

Wednesday, March 23 | 9:45 - 10:15 am ET

UPDATES ON INITIATIVES AND POLICIES IMPACTING MICHIGAN SENIORS

Presenter: *Dana Nessel, JD | Michigan Attorney General*

Hear from Michigan Attorney General Dana Nessel on her department's interaction with long-term care and the initiatives launched to protect Michigan seniors, along with the legislative accomplishments and priorities impacting the profession.

Wednesday, March 23 | 10:30 - 11:30 am ET

PLANNING FOR THE FUTURE OF LONG-TERM CARE: IS A PROVIDER-LED SPECIAL NEEDS PLAN RIGHT FOR YOU?

Presenter: *Nisha Hammel, MSW | American Health Care Association & National Center for Assisted Living*

CMS' stated goal is to move all Medicare FFS into an accountable care model by 2030. Join this session to learn about the what, why and how of special needs plans, a model through which LTC providers can lead and/or participate in a meaningful way in population health management instead of just being a downstream provider. The session will also include the important considerations when vetting this opportunity.

Wednesday, March 23 | 11:45 am - 12:45 pm ET

BREAKOUT A: RECRUITING INTERNATIONAL STAFF

Presenters: *Meghan Kennedy Riordan, JD & Ahndia Mansoori, JD | Kitch Law Firm*

The task of sponsoring a foreign health care professional to come to the US via green card can be daunting. However, once the immigration process is understood and navigated by employers this recruiting resource may be invaluable to many healthcare organizations. Specifically, registered nurses are classified by the US Department of Labor as a Schedule A shortage occupation which makes it easier for RNs (and Physical Therapists) to immigrate to the United States than for persons in other occupations. This panel will review the process and what employers need to know in order to sponsor a foreign health care professional.

EDUCATION SESSIONS

BREAKOUT B: QUALITY ASSURANCE PERFORMANCE IMPROVEMENT INTRODUCTION FOR ASSISTED LIVING SETTINGS

Presenters: *Angie Szumlinski, NHA, GERO-BC, RAC-CT, BS & Lisa O'Neill, CALD, CDP, BS | HealthCap Risk Management*

The process of quality improvement has long been a standard in healthcare to identify an area of concern and develop a plan to address it. Assisted living communities for the most part, have not enjoyed the process of quality improvement as a requirement. In the near future, quality improvement committees (often referred to as QAPI committees) may be required for HFA and AFC homes in Michigan. Other assisted living settings may also benefit from the process. Join us as we walk through the basics of quality improvement committees including some of the activities and outcomes expected from the process. It is important to embrace the opportunity to understand the why of what we do, how it should look and how to keep the process active, positive and measurable!

Wednesday, March 23 | 1:45 - 3:15 pm ET

BREAKOUT A: MEDICAID AND MEDICARE REIMBURSEMENT UPDATE

Presenters: *Betsy Rust, BBA, CPA & Jon Lanczak, MBA | Plante Moran*

This session will look at the changes in current and future Michigan Medicaid reimbursement environment and provide insight on the potential change to the current Medicaid cost based reimbursement system, and the impact that it may have on SNF operators. It will also cover the FY 2022 update to Medicare reimbursement, the Patient-Driven Payment Model, and the Value-Based Purchasing Program (VBP). Further, it will discuss the impact of the growth in managed care utilization and market penetration and review state and regional managed care utilization and market penetration data. Lastly, it will provide a brief history and update of the various coronavirus relief programs and the reporting and auditing requirements.

BREAKOUT B: HFA/AFC REGULATORY UPDATES

Presenter: *Jay Calewarts, BS and Andrea Moore | Michigan Department of Licensing and Regulatory Affairs*

This session will discuss various epidemic orders and MIOSHA rules related to COVID-19 as well as LARA's role in compliance with other authorities orders and rules. We will also discuss difficulties AFCs and HFAs have had, and what licensing has done to help licensed facilities. Proposed changes that Licensing is working on will also be covered. These proposed changes are intended to reduce regulator burden on providers to allow more time to continue to improve care to the residents.

EDUCATION SESSIONS

Wednesday, March 23 | 3:30 - 4:30 pm ET

BREAKOUT A: LEGAL AND REGULATORY UPDATES

Presenter: *Andy Rothman, JD | Lebenbom & Rothman, P.C. and Vickie Burlew, RN, LNHA | Lebenbom & Rothman Consulting*

2021 brought long-term care professionals unprecedented challenges in workforce numbers, rapidly changing clinical guidance, and public opinion. Today we review the use of Temporary Nursing Assistants under the 1135 Waivers and Michigan's effort to grant them status as Certified Nursing Assistants. We discuss medication aides as a possible solution and the status of the current legislation. We welcome discussion on staffing agencies and the opportunities and challenges they present. We introduce the regulatory reform facing the industry and how you can address them including progress of the LARA workgroups' recommendations from 2021.

BREAKOUT B: WHEN THE WELL RUNS DRY: STAFFING IN A CRISIS

Presenters: *Eric Collett, BS, RCA | A Mind For All Seasons, LLC*

Most healthcare-oriented businesses are in the midst of some of the biggest staffing challenges they have ever faced. Despite significant recruiting and retention efforts, many organizations find themselves unable to admit more residents/patients because they lack the staff to properly care for them. They find themselves constantly pressed to do more with less. This timely presentation is designed to help participants develop practical skills and insights to improve their effectiveness in dealing with staffing shortages.

Thursday, March 24 | 8:15 - 9:15 am ET

BUILDING RESILIENT TEAMS: REMODEL, RENOVATE AND REENERGIZE POST-PANDEMIC

Presenter: *Kathy Parry, BS | Professional Keynote*

Your team's foundation is shaken. The COVID-19 pandemic brought new levels of stress, fear, and workload to your team. So how do you care for one another and build resilient teams as you move through this new environment? In this session Kathy Parry walks you through the big issues facing you and your team post-pandemic. First, we look at the effects of the mental and physical exhaustion that have compounded over the last year. Acknowledging this stress, not only personally but as a team gives a foundation to start building on. In any good building project, we will grab the right tools to care for each other and build back up. Loaded with their assessment, tools and timeline, participants will build their individual and team resilience. Stress, workload, and fear may be with us, but building each other up and finding ways to care will be the outcome of this session.

EDUCATION SESSIONS

Thursday, March 24 | 9:30 - 11:00 am ET

LESSONS FROM CDC (CENTERS FOR DISEASE CONTROL AND PREVENTION)

Presenters: *Heather Jones, DNP, NP-C | Centers for Disease Control and Prevention*

This session will present a discussion of opportunities and challenges learned during the COVID-19 pandemic toward infection prevention in the long-term care setting, including best practices and plans for expanding support to skilled nursing and assisted living settings.

Thursday, March 24 | 11:15 am - 12:15 pm ET

THE STAFF EXPERIENCE THAT CAN MAKE OR BREAK OUR WORKFORCE: KEYS TO RECRUITMENT AND RETENTION

Presenter: *Claudia Blumenstock, BA, LNHA and Ellen Bartoldus, LNHA, LMSW | Copernicus Inc*

Have you ever contemplated recruitment and retention from the perspective of a new employee? What if we shifted our perspective and examined how your “customer”, a perspective new staff member, experiences the hiring and onboarding process? In this changing employment environment, it is critical to adapt to the needs and interests of employees, particularly younger people, in order to attract and keep them employed in our organizations. Does your hiring and on-boarding process engage new employees and encourage them to stay beyond a couple of months? Based on the stories of actual staff members, this interactive session creates an opportunity to explore the experiences of new employees during hiring, onboarding, and as they acclimate to their new positions. It examines the key elements of positive and healthy work environments that attract and retain younger people, as well as those negative elements that makes them leave. Group interactions and activities will help to broaden understanding of the roles that leaders, at every level of the organization, must play in order to grow and maintain a stable staff. Essential components of an engaging employment process will be considered.

Thursday, March 24 | 12:30 - 1:30 pm ET

IMPLICIT BIAS TRAINING: UNDERSTANDING AND INTERRUPTING MICROAGGRESSIONS

Presenter: *Dr. Carmen McIntyre Leon, MD | Wayne State University School of Medicine Department of Psychiatry and Behavioral Neurosciences*

This presentation will describe the ways that implicit bias and microaggressions in health care contribute to health disparities and impacts health outcomes. It will offer strategies participants may use to recognize implicit bias and microaggressions, recognize it in their institution’s providers and policies/practices, and provide tools to interrupt and mitigate them, leading to improved patient care and staff outcomes.

HCAM/MCAL REGISTRATION POLICIES

REGISTRATION

Online registration at www.hcam.org is the preferred method for this conference. If necessary, registration forms may also be faxed to (517) 627-3016 or mailed to HCAM at 7413 Westshire Dr., Lansing, MI 48917. 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 March 4, 2022.

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 14 business days, please contact Mary Gettel via email at MaryGettel@hcam.org.

CANCELLATION

All refund requests must be made in writing to MaryGettel@hcam.org. Individual registration fees, less a 25 percent processing fee, will be refunded for cancellations received in writing prior to March 4, 2022. Cancellations received after March 4, 2022 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 MaryGettel@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.

CONFERENCE ATTIRE

Business casual attire is suitable for all meetings, sessions, and receptions. Please remember to bring a sweater or jacket for air-conditioned rooms.

QUESTIONS

Should you have questions, please contact MaryGettel@hcam.org.

DIETARY REQUESTS

Dietary restrictions must be indicated on the registration form in order to receive a special meal at food functions. We take every precaution possible, however we cannot guarantee that items are free of trace amounts of allergens and other ingredients.

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 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 event conclusion to compile and process all attendance data. Once the data is compiled, certificates will be available to access. Certificate questions should be directed to Mary Gettel. Session attendance for administrators will be reported to NAB using their NAB Registry ID.

HCAM/MCAL 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 meeting. All participants must comply with the instructions of the moderator and any 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 event includes individuals representing entities that are or may be competitors, we restrict our communications to the discussion topics specifically addressed by HCAM/MCAL in this event.

In order to comply with this policy, please refrain from addressing any issues related to your 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.

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2022 HCAM/MCAL Spring Leadership Conference
March 23-24 | FireKeeper's Casino Hotel, Battle Creek
**Also available via virtual live-stream platform*

Registration Packages & Rates: Early Bird Registration Rates Expire Friday, March 4, 2022

Click Here to Register Online!

Paying by Credit Card?

Please register online via the button above.

Paying by Check?

Please register via the form below. This form must be faxed to HCAM at 517-627-3016 to hold your seat. We will hold check payment seats for 7 business days. If the check is not received within that time frame, your seat will be released. Checks should be mailed to HCAM at 7413 Westshire Dr., Lansing, MI 48917.

Early Member In-Person Registration: \$400

Member In-Person Registration: \$450

Non-Member In-Person Registration: \$650

Early Member Virtual ONLY Registration: \$275

Member Virtual ONLY Registration: \$300

Non-Member Virtual ONLY Registration: \$500

Total Amount Due: _____

Please check this box to attest that you have read, and understand, the COVID-19 Related Health & Safety Protocols on the following page.

Attendee Information

Attendee Name: _____

Attendee Title: _____

Attendee Email: _____

Facility Information

Facility/Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Dietary Restrictions: Vegetarian Vegan Kosher
Life-Threatening Allergy to: _____ Moderate Allergy to: _____ Mild Allergy to: _____

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 CE's 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 CE's will be given. For more information go to <https://www.nabweb.org/ceregistry>.

Nursing License*: _____

*In order to receive RN CE's for this conference, attendees must provide their nursing license number.

COVID-19 Related Health & Safety Protocols

We look forward to safely seeing everyone in Battle Creek. HCAM/MCAL is committed to our members' health and safety.

HCAM/MCAL requires all attendees follow any federal, state or local health and safety standards, as well as any health and safety standards that may be implemented by HCAM/MCAL, Calhoun County, the City of Battle Creek, MI or FireKeeper's Casino Hotel after your registration up to and through the end of the convention.

Our residents are extremely vulnerable to COVID-19. As you know, not all residents have been able to be vaccinated and some have elected against it. Additionally, the data shows breakthrough cases are the most dangerous in this population.

Because of these factors, and to minimize risks, we are implementing the following protocols:

VACCINATION: All attendees and guests must be fully vaccinated. HCAM/MCAL will be utilizing AccuShield to confirm vaccinations of all attendees - following registration you will receive instructions to complete your vaccination verification.

ON-SITE HEALTH SCREENINGS: All attendees and guests must complete daily health screenings on-site via AccuShield kiosks.

GREETINGS: Please limit contact with others to "elbow bump" greetings. Please do not shake hands or hug.

MASKS: At this time, all attendees and guests will be required to wear a mask at all times during indoor events and meetings. Masks may be removed when dining.

SANITIZING: Hand sanitizer stations will be available throughout the hotel.

HOUSEKEEPING: Please let the hotel staff know at check-in and/or put the "Do Not Disturb" sign on your door if you do not want housekeeping services.

EXPOSURE: Anyone who has experienced COVID-19 symptoms, tested positive for COVID-19, or been exposed to a COVID-19 positive individual within the last 14 days prior to attending convention should stay home to avoid the risk of infecting others.

LIABILITY: In-person participants acknowledge that there is a risk of contracting COVID-19 infection and that HCAM/MCAL cannot prevent and is not responsible for such risk of infection to any person who chooses to attend this event in-person.

Due to the rapid changes in variant transmissions, HCAM/MCAL may need to revise these protocols leading up to and during this event. Attendees will be notified of any changes via email.