

NYSHFA | NYSCAL 68th Annual

CONVENTION & EXPO

Excellence through Quality...
Putting the Pieces Together



JUNE 25-28, 2017

TURNING STONE RESORT & CASINO | VERONA, NEW YORK

A total of 15.75 CEUs are available for LNHA and ACF/AL

Co-Sponsor:



Kosher meals provided by: Price Chopper Kosher Deli. Supervision through VAAD Hakashruth of the Capital District.

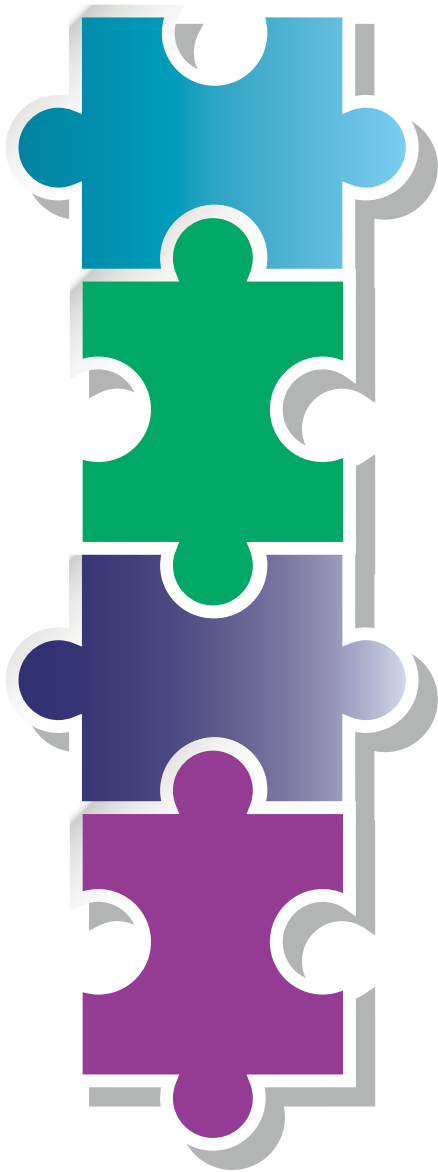
NYSHFA
New York State Health Facilities Association

NYSCAL
New York State Center for Assisted Living

Excellence Through Quality... Putting The Pieces Together

Education sessions will feature speakers with a national, state and industry perspective.

The following topics are included to assist attendees in achieving "Excellence through Quality"



Communication Throughout Your Organization

Ensure effective communication systems are in place for management, management to staff, staff to management and peer to peer. Do not underestimate the value of various electronic communication methods.

Recruitment & Retention of Staff

Through employee engagement techniques make sure that employees feel valued, are offered growth opportunities and enjoy a positive culture. Learn the importance of acknowledging the challenging differences in your staff and how to manage Millennials effectively. Quality Recruitment efforts and retention of staff are key to your facility being able to offer superior services to your residents.

Changing Regulations

Stay abreast of the changing regulations and learn how to proactively incorporate these changes while dealing with the clinical, operational and financial implications.

Finance & Managed Care

Industry leaders will discuss current reimbursement issues, the path to Value Based Payment programs, the 12 most common Medicare Advantage issues, and clinical and procedural strategies to improve the associated revenue cycle. Interact with an industry panel regarding the SNF transition and learn what the Partnership Plan will look like through 2021. Assisted living attendees will benefit from lessons learned from the SNF transition to Managed Care.

CONVENTION COMMITTEE MEMBERS

Gregory J. Chambery, Chair
Maplewood Nursing & Rehabilitation

Patricia Banta
Chelsea Senior Living

Kevin Christiano
Ashton Place

Teresa Creedon
Personal Healthcare Management

Joseph B. Dilal
Aaron Manor Rehab & Continuing Care Center

Matthew McGarvey
Harmony Healthcare International

Michael McPartlon
Kingsway Arms Nursing Center Inc.

Robert Minicucci
Health System Services LTD

Mark Olsen
Kingsway Arms Nursing Center Inc.

Joe Peixoto
Procare LTC Pharmacy

Anthony J. Restaino
Grand Manor Nursing & Rehab Center

Larry I. Slatky
Albany County Nursing Home

Esther Zeidman
Mermaid Manor Home for Adults

STAFF REPRESENTATIVES

Nikki Busch

Erin Fitzgerald

Scott Jackson

Nancy Leveille

Lisa Volk

Shelley J. Wagar



We warmly welcome you to the 2017 NYSHFA/NYSCAL Convention and Expo. We are so excited that you are considering joining us for this important time of learning and networking. The Convention Committee, NYSHFA/NYSCAL Staff and our valued vendor community have worked hard to tailor this year's expo in a way that will create the very best experience for you.

Our theme this year is Excellence Through Quality ... Putting the Pieces Together. Never in the history of our profession have there been so many pieces of the healthcare puzzle that need to be assembled. As the authority on Assisted Living and Long Term Care Services, we know that you have come to trust your Association to deliver a high level of value and take-home information for the time you commit to being with us. You expect to walk away with solid ideas and actionable processes that will solve your individual challenges in the healthcare puzzle.

We promise that you will feel that you have come to the right place by attending the 2017 NYSHFA/NYSCAL Convention & Expo and are confident that during your time with us you will be successful and find those important missing pieces.

Sincerely,




Stephen B. Hanse, Esq.
President & CEO
NYSHFA/NYSCAL




Gregory Chambery
Convention Committee Chair
NYSHFA/NYSCAL

Education Schedule at a Glance

Sunday, June 25, 2017

- 3:00 pm – 4:00 pm **SNF** Requirements of Participation: What are my Next Steps?
Ms. Nancy Leveille & Ms. Lisa Volk, NYSHFA/NYSCAL
- 3:00 pm – 4:00 pm **AL** NYSCAL Staff Updates
Shelley J. Wagar, NYSCAL
- 4:00 pm – 5:00 pm **SNF AL** Reducing Hospitalizations
Ms. Amy Lee, Coretactics
-

Monday, June 26, 2017

- 8:30 am – 10:30 am **SNF AL** Introduction & Welcome from NYSHFA/NYSCAL CEO Stephen Hanse, Esq.
SNF AL **Opening Keynote:** Lee Woodruff
- 10:45 am – 12:45 pm **SNF** Data Stewardship
Leah Klusch, The Alliance Training Center
- 10:45 am – 12:45 pm **AL** Long Term Care Trend Tracker
Lonnita Belk & Gautami Inamdar, AHCA/NCAL
- 1:15 pm – 2:45 pm **SNF AL** Strengthening Employee Engagement
Lisa Mouscher, Sogence Training and Consulting
- 2:00 pm – 3:00 pm **SNF** Isn't LTC Complicated Enough
Kathy Angelone & Rob Nasso, Rotenberg Health Care Consulting
- 3:00 pm – 4:00 pm **SNF AL** Leading Millennials
M.J. Clark, Integrated Leadership Systems
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Tuesday, June 27, 2017

- 8:30 am – 10:15 am **SNF AL** NYSHFA/NYSCAL Election and Installation of Officers & Legal Update
Stephen Hanse, Esq., NYSHFA/NYSCAL & Cornelius Murray, Esq., O'Connell & Aronowitz
SNF AL **National Update:** Mark Parkinson, President & CEO, AHCA/NCAL
- 10:30 am – 12:00 pm **SNF AL** Digital Transformation of MOLST
Dr. Pat Bomba, Katie Orem & Carolyn Kazdan, Excellus BlueCross BlueShield
AL NYS DOH Update
Ms. Val Deetz | NYS Department of Health
- 2:00 pm – 4:00 pm **SNF** Managed Care Case Management
Sheryl Rosenfield & Vincent Fedele, Zimmet Healthcare Services Group, LLC
- 2:00 pm – 4:00 pm **AL** Case Management: A Critical System for Assisted Living
Carla Williams, O'Connell & Aronowitz
-

Wednesday, June 28, 2017

- 8:30 am – 9:30 am **SNF AL** The New York Managed Care State of Mind
Deanna Stephenson, NYSHFA/NYSCAL and Mark Kissinger, DOH with Industry Panel
- 9:45 am – 10:45 am **SNF AL** **Closing Keynote:** "Becoming a Professional Humanitarian"
Jim Bryan, Author

As co-author of the New York Times best-selling *In an Instant*, Lee Woodruff garnered critical acclaim for the compelling and humorous chronicle of her family's journey to recovery following her husband Bob's roadside bomb injury in Iraq. Appearing on national television and as keynote speakers since the February 2007 publication of their book, the couple has helped put a face on the serious issue of traumatic brain injury among returning Iraq war veterans, as well as the millions of Americans who live with this often invisible, but life-changing affliction.

They have founded the **Bob Woodruff Foundation** to assist injured service members and their families heal from the wounds of war. To date, the non-profit foundation has raised over \$27 million and invested in grassroots organizations and programs around the country that are helping veterans successfully reintegrate into their communities and receive critical long-term care.



Sunday, June 25, 2017

2:00 pm - 8:00 pm

Registration & Welcome Reception

Sponsor: EFPR Group

3:00 pm - 4:00 pm **SNF**

The Requirements of Participation: What Are My Next Steps?

Ms. Nancy Leveille & Ms. Lisa Volk, NYSHFA/NYSCAL | Albany, NY

This program will prepare providers for the next phase of the RoP and assist facilities to move towards the goal of compliance.

3:00 pm - 4:00 pm **AL**

NYSCAL Staff Updates

Ms. Shelley J. Wagar, NYSCAL | Albany, NY

NYSCAL staff will provide attendees an update and year in review of regulatory, legislative, budget and grant activities affecting adult care and assisted living providers.

4:00 pm - 5:00 pm **SNF AL**

Reducing Hospitalizations & ER Visits: A Fundamental Approach

Ms. Amy Lee, Coretactics | Johnsville, NY

Readmissions and now ER visits. This session will discuss the regulatory and financial implications that providers are up against, practical approaches to improve your outcomes and walk away with tools to bring back to your facility.

4:00 pm

Hospitality Room Opens

Sponsor: OneGroup

Dinner on Your Own

Monday, June 26, 2017

7:00 am - 10:00 am

Breakfast on Your Own

Bagels/Muffins served at morning education programs.

Kosher food provided.

8:00 am - 4:00 pm

Convention Registration

8:30 am - 10:30 am **SNF AL**

Introduction and Welcome

Stephen Hanse, Esq., NYSHFA/NYSCAL | Albany, NY

OPENING KEYNOTE: Ms. Lee Woodruff

Ms. Woodruff will share a compelling and humorous chronicle of her family's journey to recovery following her husband Bob's roadside bomb injury in Iraq. She will also share personal insights as a caregiver.

Sponsor: New York Chapter ACHCA

10:45 am - 12:45 pm **SNF**

Data Stewardship: Essential Skills for Long Term Care Facility Managers

Leah Klusch, RN, BSN, FACHCA

The Alliance Training Center | Alliance, OH

This interactive fact filled session targets the skills that operational, clinical and financial managers need to evaluate and utilize data for successful operations. CMS has increased the amount of data the facility supplies as well as their internal analytics to evaluate facility performance and billing accuracy. Specific strategies will be discussed to improve the accuracy of the data transmitted to CMS as well as the approaches that CMS is utilizing to diminish fraud and evaluate facility performance. This is a must do session for all managers – corporate and facility specific. Case studies will be discussed as well as the new data reporting from CMS.

Sponsor: O'Connell & Aronowitz



NATIONAL UPDATE: Mr. Mark Parkinson, CEO | AHCA/NCAL

Tuesday • 8:30am – 10:15am

Mark Parkinson is the President and CEO of the **American Health Care Association (AHCA)** and **National Center for Assisted Living (NCAL)**, which represents more than 11,000 for- and not-for-profit nursing homes, assisted living residences, and facilities for the care of individuals with intellectual and developmental disabilities. Before leading AHCA/NCAL, the native Kansan was a successful businessman, state legislator, and most recently served as the 45th Governor of the State of Kansas.

10:45 am – 12:45 pm **AL**

Long Term Care Trend Tracker

Lonnita Belk and Gautami Inamdar
AHCA/NCAL | Washington, D.C.

This session will provide an overview of new enhancements to LTC Trend Tracker, including additional measures and a new dashboard. You will learn how to use these features to support implementation of quality programs, pursue operational excellence, and enhance negotiations with hospitals, managed care organizations, and other networks.

Attendees must bring a laptop to this session.

12:45 pm

Lunch On Your Own

12:45 pm - 1:45 pm

NYSCAL Board of Directors Meeting

Kosher lunch provided.

1:15 pm - 2:45 pm **SNF AL**

Strengthening Employee Engagement, Productivity and Retention through Proactive Performance Management, Coaching and Accountability

Lisa Mouscher

Sogence Training & Consulting | Summit, NJ

Engaged employees are involved and committed at work. They demonstrate that engagement in their performance and behavior. They are happier, more productive and more likely to stay for the long-term. In this session, we will discuss practical and realistic ways to strengthen engagement by developing employee goals with "meat"; implementing structured one-on-ones; "speed-coaching"; constructive, direct and tactful communication; timely, individualized and meaningful recognition; and ongoing accountability. **Sponsor:** O'Connell & Aronowitz

2:00 pm – 3:00 pm **SNF**

Isn't LTC Complicated Enough?

Robert Nasso & Kathleen Angelone

Rotenberg HealthCare Consulting, LLC | Rochester, NY

The long term care industry is facing a myriad of changes, challenges, opportunities and land mines which are changing daily. This session will include a discussion of current reimbursement issues and a discussion of the path to Value Based Payment programs.

3:00 pm - 4:00 pm **SNF AL**

Leading Millennials: The Key to Making Generational Differences Work

M.J. Clark

Integrated Leadership Systems | Westerville, OH

Lately there has been much discussion within the business world regarding how to best attract, retain, and inspire the

millennial generation. Often charged with being "entitled," "narcissistic" and "technology obsessed," many leaders, owners, and managers are frustrated at the thought of embracing this new generation's entrance into the workforce. However, there is much evidence to suggest that this inter-generational rift is both expected and slightly overblown. Participants in this workshop will not only have an opportunity to acknowledge the challenging differences between themselves and the Millennials they manage, but will gain perspective on how many of these differences stand to benefit not only their organization, but our society as a whole. **Sponsor:** O'Connell & Aronowitz

4:00 pm - 6:00 pm

Convention Expo and Cocktail Reception

Sponsor: Shoppers Service

6:00 pm - 7:30 pm

Reception

Sponsor: Woodmark Pharmacy of NY

7:30 p.m.

Dinner On your Own

Visit www.turningstone.com to make your dinner reservations.

7:30 pm

Hospitality Room Opens

Sponsor: Jackson Lewis P.C.

Tuesday, June 27, 2017

7:00 am - 10:00 am

Breakfast on Your Own

Bagels/Muffins served at morning education programs.
Kosher food provided.

8:00 am - 4:00 pm

Convention Registration

8:30 am – 10:15 am **SNF AL**

NYSHFA/NYSCAL Election and Installation of Officers & Legal Update

Stephen Hanse, Esq., NYSHFA/NYSCAL

Cornelius Murray, Esq., O'Connell & Aronowitz, P.C.

Albany, NY

National Update

Mark Parkinson, CEO, AHCA-NCAL | Washington, D.C.

10:30 am – 12:00 pm **AL**

NYS DOH Update

Ms. Val Deetz | NYS Department of Health, Albany, NY

NYS Department of Health leadership will provide a regulatory update regarding changes to adult care/assisted living professionals which affect service delivery. Learn about managed care, regulatory revision, ALP workgroup and more.

10:30 am – 12:00 pm **SNF AL**

Digital Transformation of MOLST:

Getting Started and Ensuring Sustainability

Dr. Patricia Bomba, Katie Orem, MPH, & Carolyn Kazdan, MHSA, LHNA
Excellus BlueCross BlueShield | Rochester, NY

New York's unique approach to establishing a registry is recognized nationally as a best practice. This session will affirm the value of adoption and provide attendees with the resources to implement MOLST & eMOLST. A multidimensional approach is needed to ensure sustainability of the MOLST program, including culture change, clinician training, public education, leveraging CPT codes available to reimburse thoughtful MOLST discussions, telemedicine, etc. Key state and national leaders will share lessons learned and value achieved by early adoption.

12:00 pm - 2:00 pm

Convention Expo/Exhibitor Appreciation Luncheon

2:00 pm - 4:00 pm **SNF**

Managed Care Case Management

Sheryl Rosenfield, RN & Vincent Fedele

Zimmer Healthcare Services Group, LLC | Morganville, NJ

Medicare Advantage represents nearly one-third of all Medicare beneficiaries, yet most facilities struggle to collect all associated reimbursement to which they are entitled from insurance plans. This session will highlight the 12 most common Medicare Advantage issues impacting SNFs and offer clinical and procedural strategies to improve the associated revenue cycle.

Sponsor: Hodgson Russ, LLP

2:00 pm - 4:00 pm **AL**

Case Management: A Critical System for Assisted Living

Carla R. Williams, MPA, Director

O'Connell & Aronowitz | Albany, NY

"Case management" is the integration of all resident services into a systemic process that assures continued awareness of the resident's entire well-being. This session will walk the audience thru the meaning and importance of case management from a quality of care and regulatory compliance perspective. This will be an interactive session with role playing; so come with your ideas of case management challenges you have experienced.

5:00 pm - 5:30 pm

Chairperson's Reception

Business attire

5:30 pm

NYSHFA/NYSCAL Awards Banquet

Business attire

The NYSHFA/NYSCAL Lifetime Achievement Award will be presented posthumously to Edward J. Stafford, former Executive Director of NYSHFA. Accepting the award will be Mrs. Veronica (Ronnie) Stafford.

7:30 pm

Entertainment in the Hospitality Room; includes Dessert, Coffee & Open Bar

Business attire

Sponsor: HMM, CPAs

Wednesday, June 28, 2017

7:00 am - 10:00 am

Breakfast on Your Own

Bagels/Muffins served at morning education programs.

Kosher food provided.

8:30 am – 9:30 am **SNF AL**

The New York Managed Care State of Mind

Deanna Stephenson, NYSHFA/NYSCAL & Mark Kissinger, NYS DOH
with Industry Panel

This session will provide a panel exchange of key topics associated with the completed nursing home benefit transition to managed care and dive into what the Partnership Plan will look like through 2021. Assisted Living attendees will find value in lessons learned in prior transitions as well as what the next chapter may mean for Assisted Living Communities and their residents. Attendees will interact with the panelists.

9:45 am – 10:45 am **SNF AL**

Closing Keynote: Becoming a Professional Humanitarian

Jim Bryan | Abbottstown, PA

This session will cover the original and established principles to promote the humanitarian foundation of human services. Attendees will receive education on the reality that caregivers possess potential to influence behavior by way of their own self-awareness.



NYSHFA/NYSCAL Hospitality Room

REGISTRATION PACKAGES INCLUDE:

- Education programs/materials
- Receptions
- Admission to Hospitality Suite
- Welcoming gift
- Admission to Trade Show
- Wednesday Boxed Lunch

Members of NYALTCA, NYPA, SNYA, GNYA and the NYCACHCA may register at the NYSHFA/NYSCAL member rate. Please indicate membership by checking the appropriate box located on the registration form.

Registration:

The prices listed on the registration form are available for all registrations post marked prior to May 31, 2017. **Registrations post marked AFTER May 31, 2017 need to add \$100.00 for each Full Package and \$50 for each Daily Package.**

HOW TO REGISTER:

OPTION 1:

Complete the Registration Form on the next page and either fax to 518-462-4370 or mail with payment to:

**Erin Fitzgerald
NYSHFA/NYSCAL
33 Elk Street | Suite 300
Albany, NY 12207**

or

OPTION 2:

Download the online Registration Form at: **www.nyshfa.org/2017convention**
and submit the completed form with payment information to **efitzgerald@nyshfa.org**

Lodging and Meals:

Lodging and meals are not included with the exception of the Awards Banquet. Each Full Package and Guest Package registration includes a ticket to the Awards Banquet on Tuesday, June 27, 2017.

Special Dietary Requests:

Please indicate on the registration form. **Kosher meals are provided by Price Chopper Kosher Deli Certified Through VAAD of Albany.** For any concerns regarding your request contact Scott Jackson (518) 462-4800, ext 27.

Golfing:

For Attendees interested in golfing, you can book tee times at any of the Turning Stone Courses by calling (800) 771-7711 or visit **www.turningstone.com** and click on "Book a Tee Time".

Americans with Disabilities Act:

If you need services identified in the A.D.A. in order to attend this Convention, call Scott Jackson at (518) 462-4800, ext 27.

Refund and Cancellation Policy:

Refund requests received two weeks prior will be issued a full refund, after two weeks a full refund minus a \$75.00 administrative fee. No refunds during or after the convention will be accepted.



CONVENTION REGISTRATION



Name: _____ Name For Badge: _____

Title: _____ Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ Email: _____

FIRST TIME ATTENDEE* ☐

SPECIAL MEAL REQUESTS: ☐ Kosher ☐ Vegetarian ☐ Vegan ☐ Gluten-Free

☐ NYSHFA/NYSCAL Facility Member ☐ Non-Member ☐ NY Chapter ACHCA Member ☐ Southern NY Association

☐ NYSHFA/NYSCAL Associate Member ☐ NYPA Member ☐ NYALTCA Member ☐ Greater NY Association

FULL PACKAGE (Includes Tuesday Night Awards Banquet)

	MEMBER	NON-MEMBER
☐ Multi-Facility Group Registration This fee is designed for multi facilities to register all employees and spouses/guests for a combined group fee. Email a separate list of registrant names, titles, facilities and emails to efitzgerald@nyshfa.org .	\$3,500. ⁰⁰	\$3,600. ⁰⁰
☐ Primary Registration	\$550. ⁰⁰	\$650. ⁰⁰
☐ Additional Registration(s)	\$450. ⁰⁰	\$550. ⁰⁰

GUEST PACKAGE (Includes Tuesday Night Awards Banquets. Does not include Education)

	MEMBER	NON-MEMBER
☐ Spouse/Guest Registration(s) Number of Guests _____ All attendees MUST register. Name(s): _____	\$250. ⁰⁰	\$350. ⁰⁰

DAILY PACKAGE (Awards Banquet not included. Tickets must be purchased separately)

	MEMBER	NON-MEMBER
☐ Daily Registration (fee is per day attending) Single Day Packages only include admission to events on the day(s) purchased. ☐ Sunday ☐ Monday ☐ Tuesday ☐ Wednesday	\$175. ⁰⁰	\$225. ⁰⁰
☐ Add Tuesday Night Awards Banquet to my Daily Registration	\$75. ⁰⁰	\$75. ⁰⁰

If registering **after May 31, 2017**, please add **\$100.⁰⁰** to all Full & Guest Packages and **\$50.⁰⁰** to all Daily Packages
*First time attendees receive a **\$75.⁰⁰ discount** off of their registration fee.

Total Amount Due: \$ _____

PAYMENT INFORMATION

☐ Check (Payable to NYSHFA) ☐ AMEX ☐ Discover ☐ MasterCard ☐ VISA

Card Number: _____ Expiration Date: _____

Name on Card: _____

Billing Address: _____

Cardholder Signature: _____

I authorize NYSHFA/NYSCAL to use the above MasterCard, Discover, VISA, or AMEX to charge applicable registration fees.



HOTEL INFORMATION

TURNING STONE CASINO & RESORT
5218 PATRICK ROAD
VERONA, NEW YORK

Room Rates:

\$135 Hotel Room	\$255 Lodge Suite with Balcony
\$155 Tower Room*	\$355 Lodge Suite with Hot Tub
\$225 Tower Junior Suite*	\$205 Hotel Luxury Suite
\$170 Hotel Atrium Suite	\$355 Hotel Patio Suite

*Allergen Free rooms are available for an additional \$25.00 per night

Each person in a room must also be registered for the NYSHFA/NYSCAL Convention & EXPO.

Reservations:

Call 800-771-7711 Reservation Code: **HNYSH17**

Room Block Cutoff Date:

Friday, June 2, 2017. Please reserve your room before this date to secure the group rate.

Check in Time:

Rooms will be available by 4:00 p.m. Earlier arrivals are welcome to use the Hotel's facilities prior to checking in. Check-out time is 11:00 a.m.

Directions to the Turning Stone:

For directions, please visit <https://www.turningstone.com/about-us>

Be sure to check out this year's Convention Expo!

MONDAY · 4:00pm–6:00pm

Enjoy cocktail hour with industry vendors!

TUESDAY · 12:00pm–2:00pm

Don't miss lunch with the vendors, Silent Auction and Raffle Prizes!

2017 GOLD SPONSORS



2017 SILVER SPONSORS



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JUNE 25-28, 2017

TURNING STONE RESORT & CASINO | VERONA, NEW YORK

NYSHFA

New York State Health Facilities Association

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New York State Center for Assisted Living

33 Elk Street, Suite 300 • Albany, New York 12207 • Ph: 518-462-4800, ext. 22 • Fax: 518-462-4370 • efitzgerald@nyshfa.org

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