ARIZONA HEALTH CARE ASSOCIATION

2017 AHCA ANNUAL CONFERENCE & TRADE SHOW
JUNE 20-22, 2017

LIGHTS CAMERA ACTION!
Spotlight on Quality

www.azhca.org
Here are some conference highlights:

**Pre-Conference Intensives**… earn up to 2.25 CEUs from attending one of the two sessions on Tuesday at 8:30am.

**Exceptional education**… enjoy top-notch speakers while earning up to 12 CEUs, approved by the National Association of Long Term Care Administrator Board (NAB) and the National Association of Activity Professionals Credentialing Center (NAAPCC).

**Trade show**… visit with over 100 business partners who provide cutting edge products and services.

**Silent auction**… support the Arizona Health Care Foundation by purchasing items from the diverse and exciting silent auction. Also, test your luck by buying raffle tickets; you could win 50% of the proceeds!

**Dining**… indulge in some of the best fare of the southwest just by attending the conference. Your full conference registration includes breakfast on Wednesday & Thursday, lunch on Wednesday, and snacks at the breaks.

**Awards luncheon**… participate in this heart-warming celebratory kick-off event held on Tuesday in the showroom! Seating is limited so be sure to buy your tickets early.

**Resort Accommodations**
Get your hotel room by Friday, May 26, 2017 to get the discounted price of $119.00 per night. Participants make their reservations directly with the Talking Stick Resort by calling 1-866-877-9897.

**Handouts** will be posted online two weeks before the conference. Login information will be located in the conference tips email.

**Conference Tracks:**
- Assisted living: for managers, executive directors & leaders
- Quality/clinical: for nurses, nurse leaders, & CNAs/Caregivers
- Executive leadership: for owners, administrators, corporate & regional staff
- Workforce Development: for nurses, charge nurses & CNAs/Caregivers
- Interdisciplinary: for all, including business office, environmental services & activity professionals
Highly decorated American astronaut, Captain Mark Kelly continues to secure his place in history, by participating in an historic year long expedition and unprecedented NASA study on how space affects the human body. Already an experienced aviator and retired US Navy Captain, Kelly began his career as an astronaut in 1996. During his illustrious career with NASA, he spent more than 50 days in space and commanded the Space Shuttle Endeavour. An American hero who exemplifies effective leadership and courage under pressure, Kelly offers audiences insights drawn from his various and extensive experiences, from leading teams in some of the most dynamic environments imaginable, to the thrill of spaceflight and making history, to the importance of commitment to career and family, in order to truly define and achieve success.

Owen Morse and Jon Wee met in 1986 at a juggling convention and instantly knew they were destined to be a team. But they decided to graduate from college first, which they both did. Rather than pursue careers in Economics and Psychology, they lit some torches, and started throwing stuff into the air. Two weeks after their first performance together they won the Silver Medal at the International Juggler’s Association Teams Competition. The next year they won the Gold. They have appeared on The Tonight Show, The Today Show and were finalists on America’s Got Talent…twice! They are at the top of their craft, with performances at the White House and in London for Prince Charles. They are even in two feature films! This dynamic duo will amaze and excite you with their demonstration of true teamwork!
Tuesday, June 20
8:00-8:30 am
Preconference Registration

8:30-11:00 am
Preconference Intensives
Separate Fee

9:00-1:00 pm
Conference Registration

11:30 -1:00 pm
Awards Luncheon
Separate fee

1:30-2:30 pm
Spotlight on Quality

2:30-2:45 pm
Break

2:45 -3:45 pm
The Current Political Landscape

3:45 -4:45 pm
Daily Mindfulness Practices for a Hectic World

4:45-6:00 pm
Networking Reception & Opening of the Silent Auction

Wednesday, June 21
7:30-8:30 am
Registration & Buffet Breakfast

8:30-9:45 am
The Power of Partnerships

9:45-11:15 am
Trade Show

11:15-12:30 pm
Breakout Sessions

12:30-2:00 pm
Lunch/ Trade Show Conclusion

2:00-3:15 pm
Breakout Sessions

3:15-3:30 pm
Break

3:30-5:00 pm
Endeavor to Succeed

Thursday, June 22
7:00-8:30 am
Buffet Breakfast

8:00-9:15 am
Membership Meeting & Election of the Board

9:30-10:00 am
Stop the Insanity!!! Putting an End to the Mistakes that Create Revenue Loss

10:00-10:30 am
A Department of Health Services Update

10:30-11:30 am
Any Given Day: Leadership Lessons from Columbine and Beyond
Resident Satisfaction: What Does it Mean and How do we Achieve it?
Mary Tellis-Nayak, RN, MSN, MPH, VP Quality Initiatives, NRC Health
This session will introduce attendees to data which will demonstrate the needs and wants of residents and families. It will start with a look at why people complain and how they complain — taking a look at the role social media plays in our current environment. The crux of the issue of satisfaction revolves around the relationship of the resident with the caregiver — thus, employee satisfaction is key to resident satisfaction. Discussion will focus on resident, family, and employees satisfaction, as well as, what leaders can do to ensure a quality workplace which will in turn ensure a quality of life for residents.

Tackling Workforce Challenges with Modern Engagement Practices
Peter Corless, MBA, Executive Vice President of Enterprise Development, OnShift
Senior care communities are challenged with the need to attract, retain and develop their team members. In an increasingly competitive talent market with many challenges, providers must rethink their workforce strategies. This means evolving recruiting, engagement and retention tactics to attract and develop talent. Attend this interactive session for a 360-degree workforce discussion. Get insights into the key workforce issues facing senior care executives, facility leaders, and front-line staff members and learn how they are addressing them.

Spotlight on Quality
David Gifford, MD, MPH, Senior Vice President, Quality & Regulatory Affairs, AHCA/NCAL
Providing quality care is the most important goal of any assisted living, skilled nursing, or post-acute provider. Learn about the changes in the profession nationally that will influence quality, including Value Based Payment, the Impact Act, and the CMS Requirements of Participation. Join leading quality expert, Dr. David Gifford, for this important look into the changing health care climate. (1 CEU)

The Current Political Landscape
Clifton Porter, II, Senior Vice President of Government Relations, AHCA/NCAL
The current political landscape is fraught with uncertainty. As health care providers, you may be wondering what the future holds. This session will discuss the potential implications of change on the national horizon and what it will mean to assisted living, long term and post-acute care. (1 CEU)

Daily Mindfulness Practices for a Hectic World
Maribeth Gallagher, DNP, FAAN, Dementia Program Director, Hospice of the Valley
Mindfulness Based Stress Reduction (MBSR) training has been studied scientifically and found to improve physical symptoms and to decrease emotional and psychological distress. This presentation will provide an overview, the benefits, and practices of mindfulness that attendees will be able to immediately integrate into their daily lives. (1 CEU)
Reversing Adverse Events
Sylvia Balistreri, RN, BSN, Director of Quality & Regulatory Services, AHCA

Three categories (medications, resident care, and infections) of adverse events have been identified by the OIG as occurring frequently in SNFs, often resulting in actual harm. Improve your survey and learn to identify potential contributing factors and implement successful strategies to minimize these harmful and preventable events.

Understanding the Current Issues Facing our Hospital Partners
Jennifer Carusetta, Executive Director, Health System Alliance of Arizona

Learn more about the public policy challenges and opportunities impacting our hospital partners. Understand their reimbursement and regulatory considerations and new quality initiatives. This knowledge will strengthen your collaboration in transitions of care to post-acute settings.

Building a Positive Work Environment
Lori Porter, Co-Founder & CEO, National Association of Health Care Assistants

Creating a work environment of positivity and support can encourage employees to be more creative, make less errors, and reduce turnover. Discuss how to create this culture in your facility/community, reward employees for being positive, and how to nurture constructive relationships between various departments.

Advancing Person Centered Dementia Care in Assisted Living
Jan Dougherty, MS, RN

The new CMS rules for assisted living Medicaid settings focus on individualized care for persons with cognitive impairment. Learn specific strategies for making your service plans in assisted living more person centered, and hear about best practices in the field.

Navigating the SNF Provider Assessment
Larry Litman, CEO & President, Healthcare Systems & Services

This session is a great opportunity to enhance your knowledge of how the provider assessment works. Learn about how the tax assessment is calculated and the supplemental payment is determined, and view the current model. Gain insight into the role of CMS, our state statute and rule in shaping this important public policy.

Beyond Disasters: Continuity of Service
Joel Bunis, MBA, Director of Emergency Preparedness & Regulatory Services, AHCA

Emergency situations can create numerous problems. It is vital throughout any disaster situation that continuity of operations (COOP) is maintained. How a facility initially responds to an incident to keep vital services functioning will affect the implementation of Continuity of Operations (COOP) Plans and recovery after the disaster.

Implementing an Open Dining Concept in your Center
Rhonda Phillips, RD, Regulatory Compliance Divisional, Crandall Corporate Dietitians
Linda Crandall, RD, Chairman & CEO, Crandall Corporate Dietitians

Tip the scale of resident satisfaction by giving residents the option to choose when and what they would like to eat. Discuss the challenges and benefits of creating this type of program and what steps to take to implement an open dining room.

The Power of Partnerships
Jonathan Wee & Owen Morse, The Passing Zone

Many speakers talk about teamwork. Jon and Owen do it. Their success is proven, their talent unique, and nowhere else will you see such an exciting demonstration of the amazing things that can be accomplished when people work together. The Passing Zone is a comedy duo who not only work together—their safety is in each other’s hands! Every moment of this presentation is clear example of collaboration between two people who rely on each other’s strengths, who communicate, trust, and have fun cooperating. Their entertaining and inspiring performance uses big laughs, exciting stunts, and flawless teamwork, creating an unforgettable experience. (1.25 CEUs)
Endeavor to Succeed
Mark Kelly, Commander of Space Shuttle Endeavour’s Final Mission, Space & Aviation Contributor for NBC News/MSNBC
On January 8, 2011, Captain Mark Kelly would face the toughest challenge of his life when an assassination attempt was made on his wife, former Congresswoman Gabrielle Giffords. His dedication to family and Giffords’ road to recovery would captivate the nation. For Mark Kelly, focus equals success—even in the face of adversity. Personifying the best of the American spirit, Kelly is a homegrown hero who was a combat pilot in Iraq, an astronaut on four space shuttle missions, and commander of the final flight of Space Shuttle Endeavour. He has combined teamwork, leadership, communication, and family in an unwavering commitment to succeed. Kelly shows audiences how to accomplish their mission while maintaining the love and devotion to family that is the foundation of true success. (1.5 CEUs)
THURSDAY, JUNE 22, 2017

8:00-9:15 am
AHCA Membership Meeting
& Board Elections (0.5)

9:30-10:00 am
Stop the Insanity!!!
Putting an End to the
Mistakes that Create
Revenue Loss
Jill Preston, CEO, Benefit
Results, LLC
This fast paced session will
highlight common mistakes
facilities often make when
dealing with benefits and entitlements. Rethink your standard
process in admissions, Medicaid procurement, and other potential
issues to finally stop the insanity of fixable revenue loss.
(0.5 CEUs)

10:00-10:30 am
A Department of Health Services Update
Diane Eckles, Bureau Chief, Bureau of Long Term Care
Licensing, Arizona Department of Health Services
Join leadership from the Arizona Department of Health Services
in a discussion about what is happening in the regulatory
landscape. This session will provide up to date information on the
top deficiencies, citation trends, bureau leadership changes, and
plans for the year ahead. (0.5 CEUs)

10:30-11:30 am
Any Given Day: Leadership Lessons from Columbine
and Beyond
Frank DeAngelis, Principal Columbine High School
(1996-2014)
The tragedy at Columbine High
School redefined the nation. Frank
DeAngelis tells his story from
the events to the aftermath.
This presentation reveals the
leadership lessons he learned
in the focus of an international
fire storm. This straight-forward
account provides invaluable
insights into managing and
leadership of the after-crisis
with students, staff members,
community members and never
ending media attention. (1 CEU)

Important Registration Information

Included in the Registration Fee
A full conference registration includes admission to all
education sessions, entrance into the trade show, networking
reception, all session handouts posted online, breakfast on
Wednesday/Thursday, breaks, and lunch on Wednesday.
Please note: There is an additional cost for Tuesday’s
Awards Luncheon for all attendees.

A one day rate registration includes admission to Wednesday’s
education sessions, entrance into the trade show, all session
handouts posted online, breakfast on Wednesday, breaks,
and lunch.

Cancellation/Refund Policy
If it is necessary to cancel your conference registration, you
must send a written email request to Linda Doescher at
Ldoescher@azhca.org by June 1, 2017. Phone cancellations
will not be accepted. Cancellations on or before Thursday,
June 1, 2017 will entitle you to a full refund minus a $100.00
administrative fee. No refunds will be given for cancellations
received after Thursday, June 1, 2017.

No-Show Policy
Refunds will not be issued to participants who do not attend
the conference, do not send a substitute, or do not cancel their
registration by Thursday, June 1, 2017. Survey Policy: If you
are notified of a DHS survey in your facility the week of or
during the conference you will receive a full refund. Please
notify AHCA as soon as possible.

Attendee Policy
It is the policy of AHCA that businesses or vendors who are
not exhibitors, presenters, AHCA Board Members, AHCA
staff consultants, sponsors and/or licensed Nursing Home
Administrators, Assisted Living Managers, or other staff of
skilled nursing facilities or assisted living communities, may
not attend the AHCA Conferences.

Photograph Policy
By registering for and/or attending the event, I acknowledge
and agree that photographs, video, and other recordings of
the event may be taken by AHCA or
parties acting on behalf of AHCA, and that these
photographs, video, and
other recordings may
be used by AHCA in any
media now known or later
invented for any purpose
related to AHCA’s mission,
including educational,
promotional, and
awareness-related uses.
**SPONSORS**

**Diamond Sponsors**

![Sponsors Logos]

**Platinum Sponsors**

- Mercy Care Plan
- MEDLINE
- BANDERA HEALTHCARE

**Premier Sponsors**

- MCKESSON
- Covenant Alliance Rehab
- CONSUMER DIRECT
- OPTUM
- MARICOPA AMBULANCE
- COPPER SANDS INC.
- COVENANT Health Network
- Life Care Centers of America
- UnitedHealthcare Community Plan

**Principal Sponsors**

- Preferred Care Partners
- Management Group, LP
- Creative Care
- HPSI Purchasing Services

**Superior Sponsors**

- Acacia Health Center
- Brookdale Senior Living, Inc.
- Choice Rehab Care
- Desert Haven Nursing Center
- Devon Gables Rehabilitation Center
- Fire and Life Safety Inc. (FLS)
- Foothills Rehab Center, LLC
- Genesis Rehabilitation Services
- Husch Blackwell, LLP
- IlluminAge Communication Partners
- Saliba’s Extended Care Pharmacy
- Santa Rosa Care Center
- The Checkett Law Firm, PLLC
- ViewPoint Senior Care
- Wilson & Jones Wealth Management
- Windsor Healthcare

**Contributing Sponsors**

- Benefit Results
- Burns Pest Elimination
- Havasu Regional Medical Center
- Healthcare Systems & Services
- JacksonWhite Elder Law
- Jones, Skelton & Hochuli, PLC
- Lovitt & Touché
- Safety Drugs
- Scottsdale Village Square
- Spectrum Pharmacy of Arizona
- Symphony Post Acute Network
EXHIBITORS at the time of publication

Accelerated Care Plus  Hospice of the Valley  Premier Medical Distribution
Aegis Therapies   Hospice of the West  Quality Medical Imaging
American Medical Response   Infinity Rehab  RehabCare
American Medical Technologies   Intalere / HRS  Restoration HQ
Bandera Healthcare, Inc.   Kitchell Contractors  RF Technologies
Bridgeway Health Solutions   Korman Healthcare  Safety Drugs, Inc.
Burns Pest Elimination   Kronos Incorporated  Schetky Bus and Van Sales
Comprehensive Mobile Care   Lancaster Pollard  Seasons Hospice & Palliative Care
CopperSands, Inc.   Life Care Centers of America  Senior Rehab Solutions
Covenant Alliance Rehab   Lovitt & Touchè  Serenity Hospice & Palliative Care
Covenant Consumer Direct   Maricopa Ambulance  ServiceTrac
Covenant Health Network   McKesson Medical Surgical  Shaker Auto Lease, Inc.
Crandall Corporate Dietitians   MedStar Medical Transportation  Simply Thick
Diagnostic Laboratories &   Mercy Care Plan  Sonora Quest Laboratories
Radiology   Mobile Dentistry of Arizona  St. James Long Term
ECD Systems LLC   NRC Health  Care Pharmacy
EZ Way, Inc.   Optum Care  Theraworx
Genesis Rehabilitation Services   Pacific Mobile Diagnostics  UnitedHealthcare
Haven Health   Paragon Mortgage Corporation  Community Plan
Heritage Lane Behavioral Care   PharmcareUSA  US Bio-Clean
Assisted Living   PharMerica  Vic the PICC
Hillyard   Phenix El Transportation  Red= Diamond Sponsors
Home Instead Senior Care   Plaza Healthcare  Blue= Platinum Sponsors
Homewatch CareGivers   Green = Premier Sponsors
**REGISTRATION FORM**

Please Complete Registration Form & Mail or Fax To: Arizona Health Care Assoc.
1440 E. Missouri Ave., Suite C-102 • Phoenix, AZ 85014 • (602) 265-5331 Fax: (602) 265-4401

Preferred method of registration is online at: www.azhca.org

Please Note: There is an additional fee for all Registrants to attend Tuesday’s Annual Award Luncheon. It is NOT included.

Please LIST INFORMATION AS YOU WANT IT TO APPEAR IN THE ON-SITE MATERIALS:

| Facility Name: __________________________ | AHCA Member? | Y | N |
| Address: _________________________________________________________________________________________ | City | __________________________ | State | _____ Zip | __________________________ |
| Phone: ( )____________ Email: __________________________ | First Person Attending: __________________________ | Title: __________________________ |
| Additional Person Attending: __________________________ | Title: __________________________ |
| Additional Person Attending: __________________________ | Title: __________________________ |

Duplicate this form for additional people attending

### CONFERENCE REGISTRATION FEES

<table>
<thead>
<tr>
<th>Registration Fee (per facility)</th>
<th>#</th>
<th>AHCA Member</th>
<th>Non-Member</th>
<th>Enter Total/Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Conference Intensive (Tues AM) Resident Satisfaction</td>
<td></td>
<td>$60/person</td>
<td>$85/person</td>
<td></td>
</tr>
<tr>
<td>Pre-Conference Intensive (Tues AM) Tackling Workforce Challenges</td>
<td></td>
<td>$60/person</td>
<td>$85/person</td>
<td></td>
</tr>
<tr>
<td>Full Conference (Tues afternoon, Wednesday, Thursday) FEES ARE BASED ON STAFF FROM ONE FACILITY IN ONE LOCATION</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Registrants 1 through 4 Pay</td>
<td></td>
<td>$325/person</td>
<td>$605/person</td>
<td></td>
</tr>
<tr>
<td>Registrants 5 through 9 Pay</td>
<td></td>
<td>$195/person</td>
<td>$385/person</td>
<td></td>
</tr>
<tr>
<td>10th Plus Registrant Pays</td>
<td></td>
<td>$165/person</td>
<td>$330/person</td>
<td></td>
</tr>
<tr>
<td>Workshop Presenter</td>
<td></td>
<td>$195/person</td>
<td>$195/person</td>
<td></td>
</tr>
<tr>
<td>Tuesday's Awards Lunch (Separate fee for all attendees) Note the new day &amp; time</td>
<td></td>
<td>$40/person</td>
<td>$60/person</td>
<td></td>
</tr>
<tr>
<td>Wednesday Only (ONE DAY RATE)</td>
<td></td>
<td>$125/person</td>
<td>$225/person</td>
<td></td>
</tr>
</tbody>
</table>

**Total Due**

Full conference registration fees include breakfast on Wednesday and Thursday, lunch on Wednesday, and all breaks. Fees are based on staff from one facility in one location. Central office staff associated with a multi-facility sponsor or other agency may similarly register under the fees noted above. The Awards Luncheon is a separate fee for every attendee.

**Type of Payment:** □ Check Enclosed □ Cash □ Credit Card

Please note: Payments must be received by Thursday, June 1, 2017

<table>
<thead>
<tr>
<th>Type of Credit Card:</th>
<th>□ Visa</th>
<th>□ Master Card</th>
<th>□ American Express</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credit Card # _______</td>
<td>Expiration Date: /</td>
<td>Sec. Code: _______</td>
<td></td>
</tr>
<tr>
<td>Print Name as it appears on card: __________________________</td>
<td>Signature: __________________________</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please note, all those registering for this conference agree to abide by the terms of registration listed on page 8 of this registration brochure.
Arizona Health Care Association
1440 E. Missouri Ave., Suite C-102
Phoenix, AZ 85014

Stay at the luxurious Talking Stick Resort! Don’t miss your chance to enjoy exceptional service, upscale amenities, eight world-class restaurants, ten entertainment lounges, and a rejuvenating pool and spa. Be close to the action of the conference, avoid traffic, and enjoy the many amenities this top-notch resort has to offer!

Participants need to make their own reservations directly with the Talking Stick Resort by calling 1-866-877-9897. A special rate of $119.00 per night, single or double, plus taxes and applicable fees has been extended to AHCA. Hotel rates are guaranteed only through Friday, May 26, 2017 so be sure to make your reservation early.

2017 AHCA Annual Conference & Trade Show
June 20-22, 2017 • Talking Stick Resort • Scottsdale, Arizona