Arizona Health Care Association
2020 Convention & Expo
July 27–29, 2020
Virtual Convention

Get Your Quality Kicks on Route 66

REGISTER HERE
The Arizona Health Care Association welcomes you to the 2020 Annual Convention & Expo!

Convention Highlights

Pre-Convention Intensive: Earn 1.75 CEUs by attending the session on Monday at 10:00am.

Exceptional Education: Enjoy top-notch speakers while earning up to 16.25 CEUs, approved by the National Association of Long Term Care Administrator Boards (NAB), National Association of Activity Professionals Credentialing Center (NAAPCC) and Arizona Board of Nursing Care Institution Administrators and Assisted Living Facility Managers (NCIA).

Expo: Virtually visit over 100 business partners who provide cutting edge products and services.

Silent Auction: Support the Arizona Health Care Foundation by purchasing items from the exciting silent auction.

New This Year: Opening General Session on Monday at 1:00pm.

Remember your team when registering. This convention will benefit staff at every level of your organization, including:

- Skilled Nursing Administrators
- Assisted Living Managers
- Directors of Nursing
- Owners/Operators
- CNAs
- Caregivers
- Social Workers
- Nurses
- Business Office Managers
- Plant Managers
- Activity Professionals
- Dietary Personnel

Convention Registration

Included in the Registration Fee: A full convention registration includes admission to the Expo, all education sessions. A one-day registration includes admission to Tuesday’s Expo and all education sessions on that day.

Attendee Policy: 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 Convention.

Photograph Policy: By registering for this event, you give permission to AHCA, or parties acting on behalf of AHCA, to take your photo, video, or other media and acknowledge that these photos, videos, or other media may be used by AHCA for any purpose related to its mission including educational and promotional uses.
KEN GRONBACH
Demographer, Futurist, Generational Marketing Expert

Ken is an internationally respected demographer who has been able to forecast societal, commercial, economic, cultural and political phenomena with uncanny accuracy. Ken's unusual blend of marketing savvy and common sense demography, based on twenty years of proprietary demographic study, set him apart.

MERRIL HOGE
Former NFL star with the Pittsburgh Steelers and Chicago Bears, ESPN analyst and cancer survivor

Ever since Merril Hoge was eight years old, he dreamed of being a professional football player. Growing up in a small town in Idaho, the goal seemed unrealistic. But Merril didn't just dream about this goal. From that young age, he used the words “Find A Way” to take action to overcome any obstacle and to attain any goal. Today, as he continues to strive towards his own goals, he also uses his Find A Way philosophy as a parenting tool, and challenges his children, Kori and Beau, to Find A Way to achieve their goals, overcome obstacles and take ownership of their lives.

JAMI SNYDER
Director, Arizona Health Care Cost Containment System (AHCCCS)

ROBYN BENINCASA
World Champion Adventure Racer

For the past 20 years, Robyn and her teammates have studied teambuilding, leadership and performance in the most extreme classrooms on Earth: the jungles of Borneo, the Himalayan peaks of Tibet, the epic brush fires of Southern California (just to name a few!)

It is through these harrowing, life affirming, and often hilarious experiences that Robyn has emerged with her unique perspective on what it takes to succeed against all odds and go the distance in any endeavor.
MONDAY, JULY 27, 2020

PRE-CONVENTION

9:00am
Pre-Convention Registration
Separate fee

10:00 – 11:45am (1.75 CEUs)
Pre-Convention Intensive

“Talk to the Hand” – Managing the Icon and Addressing Abuse and Neglect Prevention
Pamela Truscott, MSN, RN, QCP, DNS–CT, RAC–CT
Senior Manager, Clinical and Regulatory Services, American Health Care Association

“Do no harm” is the unspoken motto for health care facilities across the country. However, CMS has pushed back with a concerted effort to identify skilled nursing facilities who have received an abuse tag to help educate the public on Nursing Home Compare. This session will explore the CMS imposed Stop Sign with Hand Icon, as well as review ways to prevent abuse and neglect from occurring in your center.

Sink or Swim – Navigating the Legal Waters in Long Term Care
John Checkett, Attorney, Owner, The Checkett Law Firm, PLLC
David Cohen, Attorney, Managing Partner, Jones, Skelton & Hochuli, PLC

Learn about the legal issues of the day affecting both skilled nursing facilities and assisted living communities from nationally renowned legal experts, John Checkett and David Cohen. Learn tactics to avoid costly litigation and regulatory challenges, and strengthen your skills in investigations, mediation, documentation and management of administrative hearings and NCIA board summons.

11:45am – 1:00pm - Lunch
(Pre-Convention attendees only)

Find A Way
Merril Hoge, Former NFL Star, ESPN Analyst and cancer survivor

Guided by his philosophy, Find A Way, former NFL star with the Pittsburgh Steelers, cancer survivor and ESPN analyst, Merril Hoge will inspire you with his story of strength and perseverance in the face of adversity. You’ll hear his strategies for overcoming obstacles to achieve one’s goals from health and fitness, to concussion awareness and strategies for setting and attaining personal goals. Inspiring and empowering, Hoge delivers valuable and relevant insight on overcoming obstacles, the power of the mind and the body, and harnessing adversity to be the best version of one’s self.

Sponsored by: WJ Wealth Management

3:00 – 3:15pm - Break

3:15 – 4:00pm (.75 CEUs)
The Critical Role of ALTCS in AHCCCS
Jami Snyder, Director, Arizona Health Care Cost Containment System (AHCCCS)

Director Snyder will present program components and data relating to ALTCS. She will also address trends, contractors, COVID-19 management, quality management, fraud prevention and more. This is an important opportunity to learn more about the major payer source in long term care, and Director Snyder’s vision for the future.

4:00 – 5:00pm (1 CEU)
COVID-19 – Our Story, Our Struggles, Our Success
A panel discussion featuring:
Matt Ham, Southwest Division VP, Life Care Centers of America
Forrest Petersen, President, Ensign Services
Mason Hunter, President, Haven Health Group, Arizona

5:00 – 6:30pm
Opening Reception Hosted by AHCA Board – All are Welcome
GENERAL SESSION

9:00 – 10:15am (1.25 CEUs)
Charting the Course through Demographic Change
Ken Gronbach, Demographer, Futurist, Generational Marketing Expert
Come explore the common sense, but very counter-intuitive and fascinating realm of demography. Let Ken Gronbach bring you into his world of counting people. Ken is a marketer who has immersed himself in nineteen years of proprietary demographic research. His understanding of worldwide demographics, fertility, migration, aging, immigration and dying have enabled him to forecast societal, political, economic, cultural and commercial phenomena with uncanny accuracy. What nations are demographically doomed? How will the workforces change? What is the future of communications? How will our children’s children get their education? Will big data change marketing and branding forever? What is the fate of mass media? What countries and continents are demographically positioned to excel. Don’t miss it!

Sponsored by: Maricopa Ambulance

10:15 – 10:30am – Break

10:30 – 11:45am (1.25 CEUs)
CNA/Caregiver Heroes
Lori Porter, CEO and Lisa Sweet, RN, Chief Clinical Officer, National Association of Health Care Assistants (NAHCA)
There are heroes among us and many proudly work on the front lines of skilled nursing and assisted living. Be inspired by these amazing role models and hear from the founders of the National Association of Health Care Assistants and Arizona’s own CNA/Caregiver leaders serving in the AHCA Careforce Academy program.

11:45am – 2:00pm
Lunch, Expo & Opening of 21st Annual Silent Auction
Value Based Contracting
Brian O’Sullivan, MBA, President, The O’Sullivan Group
Reimbursement rates are being driven by clinical performance measures and outcomes. However, there is not much consensus on definitions or terms. In this session, we will define what ‘value based’ means and will discuss how SNFs and post–acute systems can prepare to engage and succeed in value based reimbursement. We will explore emerging models that provide strategic opportunities.

ALTCS Case Studies: Slashing Bad Debt
R. Tyler White, JD, MPP, JacksonWhite
Bad debt and ALTCS pending cases can significantly impact a facility’s financial viability. Learn about the importance of acting instead of reacting when it comes to managing these situations. Strategies for being proactive in the admission process will be a key focus of this session.

Common Life Safety Issues and Strategies for Survey Success
Stan Szpytek, President, Fire and Life Safety, Inc.
Life Safety and Emergency Preparedness compliance doesn't happen by accident. This session will focus on the common deficiencies and strategies needed to help ensure compliance with emphasis on good documentation practices that can help promote positive survey success.

3:15 - 3:30pm – Break

GENERAL SESSION
3:30 – 5:00pm (1.5 CEUs)
Leading Through Change
Robyn Benincasa, World Champion Adventure Racer
Robyn is a San Diego firefighter, World Champion Adventure Racer, 3x Guinness World Record kayaker, 10x Ironman triathlete, New York Times bestselling author, proud owner of two bionic metal hips, and the Founder and CEO of The 501c3 Project Athena Foundation, which helps survivors live an adventurous dream as part of their recovery. You’ll walk away with easily applied leadership skills that will help shatter the norm, see challenges versus roadblocks, and inspire your teammates to once again see a future full of possibilities.
Effective Leadership in Assisted Living
Charles Villafranca, DHA(ABD), MSHA/HM, FACHCA, President, AZ State NCIA/ALFM Board
The presentation will be an overview of evidence-based leadership approaches to aid leaders in attracting, retaining, and growing a positive team of dedicated professionals to care for those in our assisted living communities. Leadership development is key to our success and this is an opportunity to build your leadership IQ.

Managing Incontinence
Ron Krinn, BSN, BA, RN, CWOCN, Regional Clinical Specialist, Medline Industries Inc.
We will explore incontinence and skin care breakdown, and discuss how to make prevention a team effort. This session will address the fundamentals of incontinence including special patient populations, and focuses on the three pillars of prevention, intervention, and treatment. Best practices will also be addressed.

PDPM and Nutrition: Maximizing Resources
Anna de Jesus, MBA, RDN, President
Brittany Gill, RDN, Nutrition Supervisor
Nutrition Alliance, LLC
PDPM identifies various areas of nutrition related diagnosis that may better serve residents and increase reimbursement. This presentation will discuss this diagnosis and additionally address malnutrition. Physically assessing a resident (with a nutrition focused physical exam) will be demonstrated to strengthen the diagnosis of malnutrition. Best practices will also be discussed.

Developing a Successful Activity Program in Behavioral Care
Diane Mockbee, BS, AC-BC, Director of Operations, National Association of Activity Professionals Credentialing Center (NAAPCC)
This session will focus on creating engaging activities in facilities serving the geropsychiatric (non-dementia) population. The unique characteristics of individuals with mental health disorders served in long term care calls for a new and different model of resident engagement. Meaningful activities are especially important in deterring resident to resident altercations and they offer an opportunity to enhance quality of life.

Creating Strategic Partnerships with Hospitals and Post-Acute Partners
Jim Miles, JD, Greenberg Traurig, LLP
Hospitals are a significant ally in the post-acute partnership continuum. Learn more about how to be strategic in your interactions with potential care partners – both upstream and downstream – and understand what factors are essential in successful collaboration.

First Responder Collaboration
Fire Chief Tom Shannon and Deputy Fire Chief Jim Ford, Scottsdale Fire Department
This presentation will focus on what it takes to work with first responders on emergency preparedness and other collaboration opportunities. Don’t miss this session because this partnership is critical to your success.

11:45am – 2:00pm
Lunch, Expo & Conclusion of Silent Auction

BREAKOUT SESSIONS
2:00 - 3:15pm (1.25 CEUs)
Understanding and Managing Your 5-Star Rating
Kay Huff, RN, Director of Quality and Regulatory Services, AHCA
Sylvia Balistreri, RN, BSN, Quality and Regulatory Consultant, KC Pagels & Associates
The CMS 5-Star SNF rating system has undergone many changes in the last few years. The importance of it continues to grow with both consumers and payer partners. Learn more about the technical aspects of your rating and discover strategies for improvement.

The Nudge Theory: Transforming Dementia Care through Innovation and Empowerment in Assisted Living Settings
Juliet Kerlin, Director, Program and Research Partnerships, iN2L – It’s Never Too Late
Senior living professionals face a myriad of challenges, but nonetheless, continue to aspire to connect with the people in their care. This session will help you create organizational cultures that embrace pioneering educational methods and technological solutions to improve the care and well-being of elders.

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Infection Prevention & Control: The Fast Lane to Success!
Buffy Lloyd-Krejci, DrPH, MS, CIC, Owner/CEO, IPC Well
This interactive presentation will discuss the role of the infection preventionist. Topics that will be covered include surveillance and reporting, antimicrobial stewardship, standard and transmission-based precautions, vaccinations, occupational health, environmental services, and water management. The presentation will outline the basics to better fulfilling the IP roles and provide actionable resources for healthcare workers.

Identifying Disordered Eating Behaviors in the Elderly
Stephanie Sanchez, RD, CNSC, Regional Vice President, Nutrition Alliance, LLC
Many older adults entering facilities have a history of disordered eating behaviors and patterns or a diagnosis of an eating disorder. This session will review the diagnostic criteria, statistics and types of treatments available. Various behaviors and patterns will be outlined. Strategies and best practices on how to intervene and manage these challenges will also be presented.

Communicating with Families: Going Beyond Just Notification of Change in Condition
Paige Hector, LMSW, Clinical Educator, Paige Ahead Healthcare & Consulting
Staff members communicate with families throughout each day from a simple “Hello, how are you?” to reporting a change of condition. Information is shared between families, residents and staff. Sometimes information sharing is done well and at other times, it falls short and may lead to miscommunication. With coaching and support, staff can be confident in their communication skills and leadership can rest easier knowing risk is being managed. This session will address specific strategies to collaborate with families for successful resident outcomes.

Strategies for Successful Employee Termination
Sean J. Quinn, Esq., Partner, Phoenix
Barbara A. Grandjean, Esq., Partner, Denver HuschBlackwell
This session will address the current climate and hot topics related to employer liability in disciplining and terminating employees in long term care. The speakers will present best practices for mitigating legal risk, conducting internal investigations, and limiting liability under state and federal employment laws, including discrimination, retaliation, and Arizona’s paid sick time requirements.

Crisis Communication – How to Manage Communication in a Disaster
Jeanine L’Ecuyer, President, L’Ecuyer Communications
Communication with residents, families and the community at large during a disaster presents both a challenge and an opportunity. This proved to be important during the COVID-19 crisis. Learn tactics to get ahead of the game and formulate a confident message and strategy to ensure the protection of the vulnerable elders we serve.

3:15 – 3:30pm – Break

CLOSING GENERAL SESSION
3:30 – 5:00pm (1.5 CEUs)
Remember Your Power–Amy Dee Speaks “Nurse”
Amy Dee, Psych RN Humorist
Drawing on her career as a psych RN, Amy turns advanced behavioral science into practical “retrain your brain” techniques for keeping negative thoughts from creating crazy–toxic emotions and situations at home and at work. From interacting with difficult patients and coworkers, to coping with the epidemic overload of paperwork, processes, bed pans and long hours, she has a genius for using humor to reveal our profound power to stay sane by making small, personal choices each day that wind up changing everything!

CANCELLATION/REFUND POLICY
If it is necessary to cancel your convention registration, you must send an email request to Frank Caruso at fcaruso@azhca.org by Friday, July 10, 2020. Phone cancellations will not be accepted. Cancellations on or before July 10 will entitle you to a full refund minus a $100.00 administrative fee. No refunds will be given for cancellations received after this date.

NO-SHOW POLICY
Refunds will not be issued to participants who do not attend the convention, do not send a substitute, or do not cancel their registration by July 10 as stated above. Survey Policy: if you are notified of a DHS survey in your facility the week of or during the convention you will receive a full refund. Please notify AHCA as soon as possible if this occurs.
**SPONSORS**

**Silver Sponsors**
- Devon Gables Rehabilitation Center
- Fire and Life Safety, Inc.
- Foothills Rehabilitation Center
- Windsor Austin House Assisted Living
- Windsor Encanto Palms, LLC
- Windsor Maryland Gardens Care Center, LLC
- Windsor Palm Valley Rehabilitation and Care Center, LLC
- WJ Wealth Management

**Bronze Sponsors**
- BenefitResults
- Creative Care, Inc.
- Five Star Senior Living:
  - Pueblo Norte Senior Living Community
  - The Forum at Desert Harbor
  - The Forum at Tucson
- Jones, Skelton & Hochuli, PLC
- Nod Specialists
- Saliba’s Extended Care Pharmacy, a Guardian Pharmacy
- The Checkett Law Firm, PLLC
- VIC the PICC
- View Point Senior Care

**Principal Sponsors**
- BOK Financial
- Healthcare Systems & Services
- It’s All About Satellites!
- Lovitt & Touché
- Management Southwest Inc.
- Spectrum Pharmacy of Arizona

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AB Healthcare Solutions
Advantage Surgical & Wound Care
Alliance Purchasing Network
American Medical Technologies
APS Solutions for Business
Aspen Infusion
Bandera Healthcare
Banner University Health Plans
Basic American Medical Products
BenefitResults
Burns Pest Elimination
Central Clinical Labs
Channel Choice
Cintas
Comprehensive Mobile Care
Consonus Healthcare
Coronado Dental Services
Covenant Alliance Rehab
Covenant Home Health
Crandall Corporate Dietitians
ECD Systems
Encore Rehabilitation Services
Entech Medical
Essity HMS North America
Ethos Evacuation Strategies, LLC
Functional Pathways
Gale Healthcare Solutions
Genesis Healthcare
Genesis Rehab Services
GeriPro, Inc.
Haven Health Group
Health Lift of Arizona
Heartland Pharmacy
Heritage Lane Behavioral Assisted Living
Hippo Sak
Homewatch CareGivers
Hospice of the Valley
Hospice of the West
HPSI Purchasing Services
HuschBlackwell
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Intalere
Intelligrated Communications Inc.
It’s All About Satellites
JacksonWhite Attorneys at Law
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Life Care Centers of America
Lovitt & Touche
Maricopa Ambulance
McKesson Medical Surgical
Medline Industries Inc.
Medstar Medical Transport – Phoenix
Mercy Care
Mobile Dentistry
National Datacare Corp
Nod Specialists
Nutricia
Optum
Pacific Mobile Diagnostics
Paychex
Pharmerica
Phoenix EL Transportation, Inc.
Phoenix Vascular Access, LLC
PointClickCare
Polaris Group
PopHealthCare
Preferred Podiatry Group
Rapid Ray/Rapid Lab
RehabCare Group
RestorationHQ
Safety Drugs
Saliba’s Extended Care Pharmacy, a Guardian Company
SchedulePop
Schetky Northwest Sales
Select Rehabilitation
ServiceTrac
Simply Thick
Sonora Quest Laboratories
SRX
StateServ–Hospicelink
Sysco Arizona
Titan Restoration of AZ
TridentUSA Health Services
Trumpet, Inc.
Umano Medical
UnitedHealthcare Community Plans
United Wound Healing
US–Bio Clean
VIC the PICC
Your Patient Boards
## Convention Registration Fees

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<tr>
<th>Registration Fee</th>
<th>#</th>
<th>AHCA Member</th>
<th>Non-Member</th>
<th>Total/Item</th>
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<tr>
<td>Pre-Convention Intensive (Mon AM) Abuse and Neglect Prevention</td>
<td>$60/person</td>
<td>$85/person</td>
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<tr>
<td>Pre-Convention Intensive (Mon AM) Navigating the Legal Waters in LTC</td>
<td>$60/person</td>
<td>$85/person</td>
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<td>Live Auction Package</td>
<td>$10/person</td>
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### Full Convention (Monday, Tuesday, Wednesday)

FEES ARE BASED ON STAFF FROM ONE FACILITY IN ONE LOCATION

| Registrants 1 through 4 Pay | $350/person | $665/person |
| Registrants 5 through 9 Pay | $245/person | $435/person |
| Registrants 10 Plus | $215/person | $380/person |
| Workshop Presenter | $245/person | $245/person |
| Wednesday Only (ONE DAY RATE) | $150/person | $250/person |

**Total Due:**

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Full convention registration fees include breakfast and lunch on Tuesday and Wednesday, as well as snacks during 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.

**Type of Payment:**

- [ ] Check Enclosed
- [ ] Credit Card

**Please note:** Payments must be received by July 10, 2020

For Credit Card Payments Only

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Expiration Date ______________________ Sec. Code ______________________

Signature ________________________________

Please note, all those registering for this convention agree to abide by the terms of registration listed on page 8 of this registration brochure.
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