

INSTITUTE SESSIONS

MONDAY, JULY 26

2:00 - 3:50 pm

Session 1 n,b,r

Finding Your Way Through the Technology Maze

- Learn to develop a facility technology needs analysis
- Hear about upcoming technology and its impact on quality improvement
- Achieve a better understanding of uses of technology in long term care

Panel: Caroline Rich, Four Seasons N&R C Nathan Lake, American Health Tech, & Kevin McCormack, Keane Care

Session 2 n,b,r

You Never Get a Second Chance at a First Impression

- Understand the concept “Perception is Reality”
- Learn to maximize facility admissions
- Learn to determine the needs of the marketplace
- Understand important admission statistical benchmarks

Panel: Lori Cooper, Stookbrook HC, Julie Eaton, Marquis Companies, & Jeff Stuckhardt, Healthcare Strategies

Session 3 n,np,b

Life Safety Code Compliance – You Snooze, You Lose

- Find out the LSC impact on the enforcement process
- Learn alternatives to prescriptive requirements
- Hear what’s happening now in LSC and what’s coming

Instructor: Tom Scheidel, RN, BSN, CDR USPHS

Session 4 n,b,r

Customer Service – It’s Not a Department, It’s You

- Obtain tools and skills to build customer loyalty
- Discover how to become more innovative in our competitive business environment
- Learn the value of non-manipulative communication and how to woo new customers and strengthen old ties.

Instructor: Jim Pelley, CSP

Session 5 n,b

Working in a Dual Enforcement Environment

- Learn critical elements of dual enforcement
- Explore the parallel, yet distinct appeals processes with the associated implications
- Hear actions facilities take to protect their interests

Instructor: Elizabeth Plott-Tyler, Esq., Tyler & Wilson

Session 6 n,b,r

Quality & Leadership at the World Café

Everywhere the World Café is hosting conversations on important questions to transform how people work together to pursue opportunities for the future. Join this cross-pollinating of ideas, and discover new insights. Take a seat and join the conversation about quality and leadership...you won’t be sorry.

Facilitator: Joe Donofrio

4:10 - 6:00 pm

Session 7 n,b,r

What, No Facebook Page? How to Use Social Networking for Business Growth

- Be introduced to the basics of using social media, including how-to’s for blogs, wikis and social networking sites
- Learn to leverage free social and professional networking sites to increase visibility and to promote effectively
- Get tips and tricks for attracting top talent through social networks

Instructor: Cheryl Alden, VP Marketing, PointClickCare

Session 8 n,b

Reimbursement Changes and Cash Flow – The Darryl, Mike and Mark Show

- Obtain update on financial challenges facing CA SNFs for 2010 and beyond
- Learn about upcoming changes to Medicare skilled nursing prospective payment system
- Get the legal perspective on state of reimbursement, the transparency and program integrity issues

Instructors: Darryl Nixon, Mike Lesnick & Mark Reagan

Session 9 n,b,r,s

Exemplary Leaders – Extraordinary Results!

- Learn to use leadership influence to move toward desired outcomes
- Experience an analytical method that accelerates and enhances leadership
- Leave knowing the role of leader, how to engage others in outcomes, and how to analyze problems and lead in the direction of choice

Instructor: Beata Chapman, PhD, CHC

Session 10 n,b

Survey Savvy

- Learn highlights from the training curriculum utilized for CDPH surveyors
- Walk the survey process and overview the phases of a survey from start to finish
- Understand preparing staff, residents and families for a survey.

Instructors: Jocelyn Montgomery, RN, BSN & Mary Jann, RN, BA

Session 11 n,b,r,s

A Place to Grow – Garden Environments

- Learn the regulatory implications of using garden produce
- Hear positive resident outcomes achieved through garden related activities
- Discuss developing a resident centered garden project

Instructors: Lee Labrie, Crestwood -Fremont & Franco Diamond, Idylwood Care Center



TUESDAY, JULY 27

8:00 - 9:50 am

Session 12 (recommended for DD Day) n,b

Money Matters

- Learn threats to financial stability
- Understand federal and state budget issues , health reform, and reimbursement reform
- Get new developments and updates

Instructors: Nancy Hayward & Darryl Nixon, CAHF

Session 13 (recommended for Nurses Day) n,np,b

Pressure Ulcers – To Be or Not to Be and the F314

- Learn to assist the healthcare provider in understanding the difference between the two types of ulcers
- Identify critical element pathways to assist the healthcare provider in understanding F314
- Explain interventions and the plan of care including monitoring with documentation when change is identified

Instructor: Dr. Chuck Gokoo, MD, CMO, CWS, FACCWS

Session 14 n,b,r,s

10 Secrets to Becoming a Great Leader

- Understand the importance of great leadership
- Learn how others respond to a supervisor based on perceptions of their leadership skills
- Recognize and utilize the attributes and skills great leadership requires

Instructor: Floyd Rhoades, CEO, Vista Cove

Session 15 n,b,r

Are You Ready for the Media at Your Front Door?

- Learn to respond to the media in a crisis
- Hear about developing message points
- Discover how to take charge and turn a negative story into a positive outcome

Instructor: Deborah Pacyna, CAHF

Session 16 n,b

The Perfect Storm: Congress and Increased Regulations

- Prepare for a vastly increased level of federal oversight sanctioned by the newly amended False Claims Act
- Learn what can happen if the facility has a compliance program, but fails to observe or enforce it
- How former employees, patients, and families can become “informers” and earn a hefty paycheck

Instructor: Mike Manley, Esq., Diepenbrock Harrison

10:00 -11:50 am

Session 17 (recommended for DD Day) n,np,b

Life Safety Code - Pushing Compliance to New Lengths

- Demonstrate compliance methods with Life Safety Code
- Learn alternatives to prescriptive requirements
- Understand federal oversight of the life safety code program for ICF/MRs

Instructor: Tom Scheidel, RN, BSN, CDR USPHS

Session 18

Using Psychotropic Drugs (for Nurses Day) n, np, b

- Review classes of psychotropic drugs and their indications
- Discuss general principles of geriatric pharmacotherapy
- Consider regulatory implications of prescribing psychotropics in the SNF setting

Instructor: Karl Steinberg, MD, Village Square N & RC

Session 19 n,b,r

Strategic Visioning

- Understand the threats facing providers over the next 10 years
- Understand the ramifications of these threats and the strategic opportunities that they might create
- Learn strategies that providers should deploy in order to survive and thrive

Instructor: Phil Fogg, CEO, Marquis Companies

Session 20 n,b,l

Handling AG/DOJ Abuse & Neglect Investigations

- Become familiar with AG/DOJ activities and practices and the range of investigative techniques used
- Hear about proactive activities to assist in the investigation process
- Determine options for response to subpoena and warrants

Instructors: Scott Kiepen, Esq. James Napoli, Esq. & Elizabeth Plott Tyler Esq.

Session 21 n,b,r,s

Managing Cultural Complexities

- Learn how cultural diversity impacts job responsibility
- Discover strategy to use with patients from another culture
- Learn to develop cultural diversity training for your facility

Instructor: Tim Vincent, MS, MFT, CA Dept Public Health

Session 22 (Class limited to 28) n,b,r,s

Quality of Life Through Personal Expression

- Hear how art promotes quality of life in elder care
- Discover the rehabilitative opportunities within the creative process.
- Experience the creative process firsthand by completing a jewelry project

Instructors: Peggy Goldstein, CAE, VP, CAHF & Carey

CEUs The following indicates the types of continuing education units (CEUs) requested/approved.

n = NHAP

r = RCFE

np = NHAP -P

l = MCLE

b = BRN

s = BBS

