

Program

The Lifespan Network logo is contained within a light purple circle. It features the word "LIFESPAN" in a large, blue, serif font with a yellow brushstroke effect behind the letters. Below it, the word "NETWORK" is written in a smaller, blue, sans-serif font.

LIFESPAN
NETWORK

2021 Annual Conference & Expo

September 28–October 1, 2021

Ocean City Convention Center
Ocean City, Maryland



Kelly Benefits



Real Time
MEDICAL SYSTEMS



Diamond
MEDICAL
Laboratories
SPACE PROGRAM
keeping our communities safe

Embracing Change | Connecting, Inspiring and Transforming

Welcome



Welcome to the 2021 LifeSpan Network Annual Conference and Expo!

The LifeSpan staff and our member volunteers from the Annual Conference Planning Committee have worked to provide conference attendees with an outstanding schedule of education programs, business opportunities, and social events.

The education sessions presented by state and national government leaders, nationally recognized healthcare speakers, and many of our associate businesses and provider members offer 22.5 hours of continuing education to meet the needs of conference participants from all care settings, across multiple states.

We encourage you to visit the exhibit floor on Wednesday and Thursday to shop among 60+ vendors showcasing the newest products and services available to long-term, post-acute and senior care providers.

Everyone is invited to join us at Seacrets Thursday evening for a relaxing, casual networking event by the bay. Seacrets is closed to the public and welcomes our group for a private function, adding to the fun.

Most importantly, enjoy your time at the conference. Thanks for joining us in Ocean City.

Sincerely,

Kevin Heffner

LifeSpan President/CEO



Covid Policy

LifeSpan has been closely monitoring the latest official federal and Maryland state guidance and information related to COVID-19 and the Delta variant. In light of the most recent recommendations, **we are announcing the following safety precautions** in consideration of the health and safety of those who will be attending the 2021 LifeSpan Annual Conference, September 28-October 1st, in Ocean City, Maryland.

For the safety of staff and conference attendees, we will be requiring all registered attendees and exhibitors to abide by the following requirements:

1. Present proof of COVID-19 vaccination (minimum of one shot) through a HIPAA-compliant secure email, or presentation of your card at registration.
2. If proof of vaccination is not available, a COVID test will be administered on site and negative results will be required to enter the conference.
3. Daily temperature checks will be administered. Registrants with a temperature above 100.0F will not be admitted regardless of vaccine status or test result.
4. Masks must be worn indoors at all times. They may be removed briefly when eating or drinking.
5. If you are experiencing any of the following symptoms, please refrain from attending the conference. Symptoms include:
 - a. Fever or feeling feverish (chills, sweating)
 - b. New cough
 - c. Difficulty breathing
 - d. Sore throat
 - e. Muscle aches or body aches
 - f. Vomiting or diarrhea
 - g. New loss of taste or smell

We appreciate everyone's cooperation, flexibility and patience as we navigate through this together to provide a safe and informative conference! Please visit our **"Safety protocols"** page for the latest updates on all safety measures being taken at the conference. Should you have any questions, please proceed to the registration desk.

Using the 2021 LifeSpan Annual Conference & Expo App

1. Download and install the free "LifeSpan Conference & Expo" App

- Downloading the app requires either an Android or iOS device.
- Search for "LifeSpan Annual Conference & Expo" or use the keyword "LifeSpan Annual" or LifeSpan Conference" in the Apple App Store or Google Play Store.
- Install and open the app.



2. Login to your event App

Once you have opened the app, you will be prompted to login to your account with the user name (your registration email), and the password contained in the App Welcome email you received.

3. Laptops

Don't want to use your mobile device? No problem. If you have an internet connection, and you can view the conference schedule and the educational materials through your laptop by accessing the 2021 Annual Conference website. Navigate to the LifeSpan website at www.lifespan-network.org and click on the 2021 Annual Conference banner on the front page. Login to the **Attendee Service Center** using the access information you received by email.

Agenda at a Glance

All events take place at the Ocean City Convention Center unless otherwise noted

Tuesday, September 28

5.75 hours of education

10:30 am – 5:45 pm	Registration Open
11:30 am– 12:30 pm	Concurrent Education Programs
12:45 pm– 1:45 pm	Concurrent Education Programs
2:00 pm– 3:00 pm	Concurrent Education Programs
3:15 pm– 4:15 pm	Concurrent Education Programs
4:45 pm– 5:45 pm	Welcome Reception
6:00 pm– 7:45 pm	SPECIAL EVENT Movie Night
10:00 am– 5:30 pm	Exhibitor Set-Up

Wednesday, September 29

6.75 hours of education

7:30 am– 9:00 am	Exhibitor Set-Up
6:30 am	Registration Open/Breakfast
7:30 am– 8:30 am	Concurrent Education Programs
8:45 am–10:00 am	Opening General Session
10:15 am–12:15 pm	Exhibit Hall Open
12:30 pm– 2:00 pm	General Session
2:15 pm– 3:15 pm	Concurrent Education Programs
3:30 pm– 4:30 pm	Concurrent Education Programs
4:45 pm– 5:45 pm	Concurrent Education Programs

Open evening for company dinners

Thursday, September 30

6.75 hours of education

7:00 am	Registration Open/Breakfast
8:00 am– 9:00 am	Concurrent Education Programs
9:15 am–10:15 am	Concurrent Education Programs
10:15 am–12:15 pm	Exhibit Hall Open
12:15 pm– 1:45 pm	General Session, Lunch and Awards
2:00 pm– 4:00 pm	General Session
4:15 pm– 5:15 pm	Concurrent Education Programs
5:30 pm– 7:30 pm	Closing Reception
12:30 pm– 4:30 pm	Exhibitor Breakdown

Friday, October 1

4.0 hours of education

7:00 am–11:00 am	Registration Open/Breakfast
7:30 am– 8:30 am	Concurrent Education Programs
8:45 am– 9:45 am	Concurrent Education Programs
10:00 am–11:00 am	Concurrent Education Programs
11:15 am–12:15 pm	Concurrent Education Programs

Schedule of Events

Leadership (LED) Clinical/Residents Services (CLI/RES) Regulatory (REG) Management and Operation (MGMT/OPER)

Tuesday, September 28

10:30 am–5:45 pm

Conference Registration

Times	Room 207/208	Room 215	Room 217
11:30 am–12:30 pm	Become a Wound Warrior: Combating Antimicrobial Resistance in Chronic Wounds CLI/RES	The Value of Teaming on Your Next Construction Project LED	Represent All Voices MGMT/OPER
12:45 pm–1:45 pm	How to Use Digital Advertising to Separate from the Competition and Recruit Professional Talent MGMT/OPER	Multi-Sensory Stimulation Rooms for Persons with Dementia: Design-on-a-Dime CLI/RES	Managing a Multi-Generational Workforce MGMT/OPER
2:00 pm–3:00 pm	Two Sides of the Same Coin LED	Cyber Risk Management - Overview and Best Practices REG	Preparing for Infectious Disease Outbreaks: Development of a Tabletop Exercise for Skilled Nursing Facilities LED
3:15 pm–4:15 pm	Impact of Support in the First 48 Hours Post Discharge CLI/RES	COVID-19's Impact on Skilled Nursing Facilities: Legislative Issues, Financial Trends, and the Future of the Skilled Nursing Industry LED	Recruitment and Retention Strategies for the Post-Pandemic Workforce MGMT/OPER
4:45 pm–5:45 pm	Welcome Reception Convention Center		
6:00 pm–7:45 pm	SPECIAL EVENT (Movie Night) "Still Alice" Room 201–205		

Wednesday, September 29

6:30 am–5:45 pm

Conference Registration

Times	Room 207/208	Room 215	Room 217
7:30 am–8:30 am	Preparing for a Post-COVID Survey in Assisted Living CLI/RES	Psychological Resilience for Healthcare Professionals LED	Annual Medicaid/Medicare Reimbursement Update MGMT/OPER
8:45 am–10:00 am	Opening General Session Keynote Speaker: Cal Ripken, Jr. Performing Arts Center (PAC)		
10:15 am–12:15 pm	Exhibit Hall Open		
12:30 pm–2:00 pm	Awards Luncheon Room 201–205		
2:15 pm–3:15 pm	Finding Joy with Dementia LED	What Does the Financial Future of Maryland Skilled Nursing Facilities Look Like? MGMT/OPER	Best Practices for Maximizing Pharmacy Programs for Both Senior Care Residents and Employees MGMT/OPER
3:30 pm–4:30 pm	Molecular-Based Testing for Skilled Nursing and Assisted Living Residents LED	Caring for Veterans in Collaboration with Community Partners MGMT/OPER	Disruption Yields Opportunities: Finding Avenues for Growth in the Wake of COVID-19 MGMT/OPER
4:45 pm–5:45 pm	Engagement Technology - Now More Than Ever LED	Polypharmacy and Deprescribing: More is not Always Better CLI/RES	How to Avoid Legal Liability with Non-Paying, Abusive, or Prejudiced Residents MGMT/OPER

Thursday, September 30

7:00 am–5:30 pm Conference Registration			
Times	Room 207/208	Room 215	Room 217
8:00 am–9:00 am	Leveraging the Power of Artistic Activism to Confront and Combat Ageism LED	Say “NO” to Racism, and “YES” to Building an Anti-Racist Culture for Today and Tomorrow LED	Provider Sponsored ISNP: A Key to Your Facility’s Post-COVID Recovery CLI/RES
9:15 am–10:15 am	Adopting a Facility-Wide, Value-Based Care Mindset LED	Preparing for OSHA Inspections - COVID-19 Emergency Temporary Standards REG	Maximizing Revenue - Common Sense Approaches to Maximizing Revenue, Solving Medicaid Problems, Avoiding A/R, and Managing Collections Successfully MGMT/OPER
10:15 am–12:15 pm	Exhibit Hall Open		
12:15 pm–1:45 pm	Lunch General Session Keynote Speaker: Peggy Rowe Room 201–205		
2:00 pm–4:00 pm	General Session A: Innovative Programs of the Maryland Department of Aging Performing Arts Center (PAC) General Session B Regulatory and Legal Update Performing Arts Center (PAC)		
4:15 pm–5:15 pm	Leveraging Existing Partnerships to Rapidly Respond to Challenges of COVID-19 in Montgomery County Skilled Nursing Facilities MGMT/OPER	Perception as Reality: Protecting Against Liability Post-COVID CLI/RES	COVID-19 Funding Here’s the Catch... REG
5:30 pm–7:30 pm	Closing Reception Seacrets (Bayside)		

Friday, October 1

7:00 am–11:00 am Conference Registration			
Times	Room 207/208	Room 215	Room 217
7:30 am–8:30 am	Infection Prevention Post COVID-19: Protecting the Residents, Staff & Environment MGMT/OPER	Camp and Culture - A Unique Approach to Onboarding Associates MGMT/OPER	What Comes After COVID-19: How Data can Help Rebuild Trust and Promote Financial Gain LED
8:45 am–9:45 am	You’ve Got Mail: Various Communications from Government Agencies and How to Respond to Them MGMT/OPER	5 Cyber Security Best Practices Your Organization Should Have Implemented Yesterday MGMT/OPER	COVID-19 Intensified Nursing Homes’ Workforce Challenges... Now What? LED
10:00 am–11:00 am	Mastering Crucial Conversations LED	How to Benefit From Exceptional Supplier Relationships MGMT/OPER	Palliative Care: How Quality of Life Culture Impacts Your Bottom Line LED
11:15 am–12:15 pm	C. difficile: A Continuing Challenge LED	Development During a Pandemic: Reinforcing Best Practices LED	The Enforcement Environment for Senior Care Providers REG

Networking Events

Tuesday, September 28

Welcome Reception

4:45 pm–5:45 pm

Ocean City Convention Center

Whether you plan to attend the education programs starting at noon or just want to arrive early to beat the traffic, stop by the Ocean City Convention Center, pick up your conference materials and enjoy refreshments with other conference attendees.



SPECIAL EVENT: Movie Night

6:00 pm–7:45 pm

Still Alice

Dr. Alice Howland (Julianne Moore) is a renowned linguistics professor at Columbia University. When words begin to escape her and she starts becoming lost on her daily jogs, Alice must come face-to-face with a devastating diagnosis: early-onset Alzheimer's disease. As the once-vibrant woman struggles to hang on to her sense of self for as long as possible, Alice's three grown children must watch helplessly as their mother disappears more and more with each passing day. *Still Alice* is a realistic and emotional story of a woman living with Alzheimer's disease.



Wednesday, September 29

Trade Show

10:15 am–12:15 pm

Looking for the newest and best products and services to enhance your delivery of quality care? The Trade Show is the place to be. Two hours of shopping allows you plenty of time to learn about the services, products and ideas that can improve quality care and your bottom line. Approximately 70 industry experts will showcase the latest innovations designed for the long-term and post-acute care business. Browse the trade show floor for ideas that can transform your business.

Free Night for Company Dinners

This is a great night for companies and organizations to enjoy a relaxing meal with colleagues away from work and the hustle of the everyday agenda.

Thursday, September 30

Trade Show

10:15 am–12:15 pm

Closing Reception

5:30 pm–7:30 pm Seacrets

The closing reception has always been a highlight of the conference. Join us as we once again host the closing reception at the spectacular Seacrets, Bayside.



Name Badges and Continuing Education Certificates

Name badges must be worn or displayed at all times for entrance into education sessions and social events.

Name badges must be scanned upon exiting all education sessions to receive credit for attending that session. The QR code on your name badge is how your attendance for CEUs is tracked. This is the only record we will have for your attendance. If you are not scanned upon exiting or immediately following a session, you cannot be scanned for that session at a later time.

Certificate of Attendance and Continuing Education Reporting

After the conference you will receive an email with instructions to access your certificate online.

**Continuing Education Units/
Contact Hours: 22.5**

Administrators

The educational offerings have been approved by the National Continuing Education Review Service (NCERS) of the National Association of Administrator Boards (NAB).

Assisted Living Managers

The program is approved by the Office of Health Care Quality (OHCQ) for continuing education credits for assisted living managers.

Social Workers

The Beacon Institute is an approved provider of social work continuing education by the Maryland Board of Social Worker Examiners. This program meets the criteria for Category 1 continuing education for social workers licensed in Maryland.



General Sessions

Wednesday, September 29

OPENING GENERAL SESSION

8:45 am – 10:00 am

SPEAKER: Cal Ripken, Jr.

Baseball Hall of Fame Member



Cal Ripken is baseball's all-time Iron Man. He retired from baseball in October 2001 after 21 seasons with the Baltimore Orioles. His name appears in the record books repeatedly, most notably as one of only eight players in history to achieve 400 home runs and 3,000 hits. On July 29, 2007 he was inducted into the National Baseball Hall of Fame.

Cal received the fourth highest percentage of votes in history, collecting the second highest vote total ever by the BBWAA.



Bodie, Dolina, Hobbs, Friddell & Grenzer, P.C.

Thursday, September 30

LUNCH GENERAL SESSION

12:15 pm – 1:45 pm

SPEAKER: Peggy Rowe



Peggy Rowe used to have a hobby. She wrote articles and stories that appeared in newspapers and magazines. Thanks to her husband John, three sons, and two parents who lived across the lawn for 40 years, there was no scarcity of material. After writing her first NYT bestselling book, *About My Mother*, at the age of 80, and her second book, *About Your Father*, at the age of 82, Peggy's hobby became a full-time job. "It took me 80 years to find my voice," she says, "And now I can't shut it up!" In her Facebook blog, @TheRealPeggyRowe, Peggy shares her humorous take on daily life and family. She and her husband of 60 years are former schoolteachers and live in Baltimore, Maryland.



Wednesday, September 29

AWARDS LUNCHEON

12:30 pm – 2:00 pm

Working as a professional caregiver is a demanding job, but never has it taken as much of a toll as during the coronavirus pandemic. But it is this very adversity that gives rise to heroes: ordinary people doing extraordinary things in unusual circumstances. At LifeSpan, we want to recognize and honor their efforts during this most unusual and stressful time. Join us for lunch as we celebrate caregivers who exemplify excellence in service.



Thursday, September 30

2:00 pm–4:00 pm

Innovative Programs of the Maryland Department of Aging

The Maryland Department of Aging will share updates on exciting and innovative programs and services. The presentation will include an overview of the following programs: The Maryland Senior Call Check program, which provides a free, automated phone check-in service to Maryland residents aged 65 and older. The Maryland Durable Medical Equipment Re-Use program, which provides free durable medical equipment to Marylanders no matter the disability and regardless of age. Maryland Community for Life, a membership-based program that supports older adults to remain independent and living in their homes and communities.

RONA E. KRAMER

Secretary

Maryland Department of Aging



Rona E. Kramer is a lifelong resident of Montgomery County. She is a graduate of the University of Maryland, College Park and the University of Baltimore School of Law. Secretary Kramer comes from a long career in commercial real estate development and management, as well as public service.

Secretary Kramer was elected to the Maryland Senate, representing District 14, Montgomery County in November 2002 and served for eight years. She sat on the Budget and Taxation Committee during her tenure, which included serving on the Capital Budget subcommittee, Pensions subcommittee, Joint Audit Committee, Executive Nominations Committee, and Spending Affordability Committee. She also chaired the Montgomery County Delegation. During her tenure she was a committed advocate for seniors. She was a lead sponsor for bills establishing the Silver Alert Program, reverse mortgage protection for seniors, and protection for seniors from financial exploitation by undue influence.

In January 2015, Secretary Kramer was appointed by Governor Larry Hogan to the position of Secretary of the Maryland Department of Aging. This appointment allows her to continue to advocate for older persons in Maryland. She leads the Department's efforts in protecting the rights and quality of life of our elder residents, most importantly to provide the services necessary to allow them to age at home and in their community.

Regulatory and Legal Update for Skilled Nursing and Assisted Living Facilities



HOWARD SOLLINS, ESQ.

Shareholder

Baker Donelson

An examination of the trends and issues affecting senior care and post-acute providers. This session will include a discussion of both federal and state regulatory changes and a review of the various enforcement initiatives that are in effect, and those coming down the pipe. The session offers a regulatory and legal viewpoint and focuses on how providers can position themselves for changes within the framework of the regulations and law.



DIANA SCHMITT, ESQ.

Shareholder

Baker Donelson



STEFANIE DOYLE, ESQ.

Associate

Baker Donelson

Education Sessions

Tuesday, September 28

11:30 am–12:30 pm

Become a Wound Warrior: Combating Antimicrobial Resistance in Chronic Wounds

Room 207/208

MARIE MCCORMICK, RN, BSN, WCC

*Nurse Advisor, Health and Medical Services
Essity National Clinical Team
ESSITY*

SCOTT BECKERT, RN, CWCMS

*Nurse Advisor, ESSITY National Clinical Team
ESSITY Health and Medical Services*

Antibiotic and antimicrobial resistance has both financial and clinical implications to health care worldwide and is becoming an increasing global healthcare threat. Alternative, innovative therapies are a necessity in the future of comprehensive wound care treatments. Incorporating into a wound care portfolio non-cytotoxic technology, such as dialkylcarbamoylechloride treated dressings, provide healing solutions without the drawbacks of traditional bactericidal treatments which are now associated with resistance and often result in chronic non-healing wounds. Research based studies show the efficacy of utilizing modern innovative technology. All healthcare providers should embrace opportunities to develop antimicrobial stewardship programs and innovative healing strategies into their treatment protocols.

The Value of Teaming on Your Next Construction Project

Room 215

MARK ROLFS, LEED Accredited Professional

*Project Executive
Forrester Construction*

ANDY COEHLO

*Senior Vice President, Facilities, Design, Capex,
and Development
Sunrise Senior Living*

SCOTT FLEMING

*Architect
Rust Orling Architecture*

This panel will explore the process and benefits of forming the project development team early for optimal efficiency and successful completion of a construction project. They will drill down into the challenges faced in preconstruction, development, and construction, and best practices for meeting the challenges head on. This session will answer: How do we keep costs at bay in a volatile economy? How

to save money without compromising quality? How do we attain the best value for the project? Time is money, how do we optimize our most valuable resource? ... and other topics relevant for today's project execution and fulfillment of your organization's vision.

Represent All Voices

Room 217

ANDREA BEALL, BS

*Director of Marketing
Novus Pain Management*

Ageism and diversity continue to blind marketers and prevent them from seeing the growth potential of the retiree market. Sometimes ageist bias is overt, even in marketing campaigns and advertisements. While an emphasis on diversity-related issues has increased, there has been limited advancement as they relate to the needs of older adults. With the growing number of adults from diverse backgrounds, there is an urgency in creating marketing campaigns and branding initiatives focused on inclusion. The audience will be provided with a checklist to complete during the presentation. The checklist contains key questions that should be answered before launching a campaign.

12:45 pm–1:45 pm

How to Use Digital Advertising to Separate from the Competition and Recruit New Professional Talent

Room 207/208

JOE BERGSTROM

*Vice President
Bergie Digital*

The presentation will show how to use digital advertising to reach new customers and future employees faster and more effectively while saving money. We will show how to effectively target specific areas, businesses and people that each company is looking to reach. The presenter will discuss how to get advertising in front of new residents and decision makers while also be able to track the effectiveness of the advertising. Traditional advertising is expensive and un-trackable. Digital Advertising is not, and we will show each business how to use digital in the most cost-effective way through geo targeting and re-targeting and get future patients and employees to their websites.

Multi-Sensory Stimulation Rooms for Persons with Dementia: Design-on-a-Dime

Room 215

KARI K. BRIZENDINE, PT, CWS, CDP, CADDCT, CMDCP
Education Specialist
Select Rehabilitation, Inc.

Multi-sensory stimulation rooms/spaces are designed for individuals living with Alzheimer's disease or dementia, so they can safely explore and stimulate all five senses. The room combines gentle light, movement, music, aromas and tactile objects designed to either calm or stimulate individuals, depending on each person's needs. In this session, participants learn how sensory stimulation impacts persons with dementia. Participants will learn how to set up a room/space in their community. This session offers a "design on a dime" approach to a sensory room and demonstrates how to set up a room or space that positively impacts quality of life of persons with dementia without relying on pharmacology.

Managing a Multi-Generational Workforce

Room 217

TANGIE NEWBORN, CLC
President
Immense Business Solutions

For the first time in history, five generations are working side-by-side. With so many generations working together, employees of all ages have opportunities for collaboration and learning. But because every generation has different values or perspectives, there are also plenty of challenges, especially for leaders managing multi-generational teams. Managing an environment with multiple generations requires unique managerial skills. Should this multi-generational workplace feel happy and productive or challenging and stressful is, in large part, up to you, the supervisor. This session will explore ways to motivate each generation and how to incorporate a cross-generational mentorship program.

2:00 pm–3:00 pm

Two Sides of the Same Coin

Room 207/208

HEATHER ZEISS, CDP, CDAL
Executive Director

MEGAN ZEISS
Dining Server

One of the silver-linings of COVID is that in a need for staff, my daughter joined our team as a dining server in Assisted Living. What has come out of it is a unique perspective on how a 16-year-old sees resident life, a "behind-the-scenes" millennial's look at communication, management, and associate appreciation, and how the same incident can be seen in two ways. In this session, participants will hear the latest research on working with the millennial generation and then get an inside look at how a manager's view differs from the line-staff view and how, or if, we can attract and keep the younger generation in the senior living field.

Cyber Risk Management - Overview and Best Practices

Room 215

RANDY STEINLE
CEO/Co-Founder
Cyber Trust Alliance, Inc

ERNIE TOMPKINS
Vice President/General Manager
CMIT Solutions of Upper Chesapeake - Columbia

ALEXANDRA BRETSCHNEIDER, CCIC
Account Executive/Cyber Practice Leader
Johnson, Kendall & Johnson, Inc.

JKJ, CMIT Solutions and Cyber Trust Alliance work together to help healthcare organizations understand and address the cyber risks they face. Learn from industry experts on the front lines about how to protect your reputation, your patients and their data from cyber attacks and the damage they can cause. We will provide up to date information about current threats; practical tips on what you can do to protect yourself; and strategies for how to train and prepare your staff to face these challenges.

Preparing for Infectious Disease Outbreaks: Development of a Tabletop Exercise for Skilled Nursing Facilities

Room 217

KATHERINE RICHARDS, MPH

Quality Improvement Advisor

Health Quality Innovators

DARLENE SAUNDERS, PHD, MPH, MCHES

Special Projects Manager

Prince George's County Health Department,

Health & Wellness Division

COVID-19 underscored the importance of maintaining strong infection prevention programs in long-term care settings. The Prince George's County Health Department worked with stakeholders to develop an hour-long tabletop exercise that can be conducted virtually or in person. The exercise is a scenario in which a hypothetical COVID-19 variant is identified in the community. Participants answer questions about steps they will take to prevent the variant's spread and how they would respond and recover once it enters their facility. The exercise includes prompts to address infection control, vaccine hesitancy, and mental health, and was designed to be flexible while creating a safe space for responding to scenarios.

3:15 pm–4:15 pm

Impact of Support in the First 48 Hours Post Discharge

Room 207/208

MITCH MARKOWITZ, BA

Vice President, Business Development

Family & Nursing Care

MARGIE HACKETT, RN, BSN, BC-GERONTOLOGY

Transition Guide Nurse Manager

Suburban Hospital/ Johns Hopkins Medicine

Suburban Hospital and Family & Nursing Care partnered on a pilot program to evaluate the impact of a free shift of home care during the first 48 hours after hospital discharge. The goal was to evaluate the impact on readmissions to the hospital, as well as to break down the barriers of home care to those resistant to having care at home. Learn about the overall program and the outcomes of this pilot.

COVID-19's Impact on Skilled Nursing Facilities: Legislative Issues, Financial Trends, and the Future of the Skilled Nursing Industry

Room 215

JASON ALMIRO, CFA, CPA, MBA

Senior Vice President

BOK Financial

COVID-19 upended the skilled nursing industry at a time when it was already facing numerous challenges. Access to capital is more important than ever as skilled nursing organizations continue to face falling profitability levels and longer-term industry issues, including the need to build scale, vertically integrate, and invest to remain competitive. In this session, attendees will learn about the latest financial, legislative, and regulatory issues facing the skilled nursing industry and how they are impacting the financing of skilled nursing organizations. Attendees will also learn the typical financial metrics of a skilled nursing facility (average payer mix, occupancy, revenue, operating costs, profitability) and the characteristics of a financially successful skilled nursing organization.

Recruitment and Retention Strategies for the Post-Pandemic Workforce

Room 217

TANGIE NEWBORN, CIC

President

Immense Business Solutions

As the workplace adapts to the challenges posed by the (coronavirus) pandemic, employers are finding new ways to showcase their company culture in hopes of attracting potential job candidates and keeping talented employees on staff. Businesses are increasingly putting themselves in employees' shoes, as 96% of talent professionals say the employee experience will be "very important" in shaping the future of HR and recruiting, according to LinkedIn data. These strategies can help drive employee engagement and with that comes a more committed and productive workforce.

6:00 pm–7:45 pm

SPECIAL EVENT:

Movie Night – "Still Alice"

Room 201-205

Dr. Alice Howland (Julianne Moore) is a renowned linguistics professor at Columbia University. When words begin to escape her and she starts becoming lost on her daily jogs, Alice must come face-to-face with a devastating diagnosis: early-onset Alzheimer's disease. As the once-vibrant woman struggles to hang on to her sense of self for as long as possible, Alice's three grown children must watch helplessly as their mother disappears more and more with each passing day. *Still Alice* is a realistic and emotional story of a woman living with Alzheimer's disease.

Wednesday, September 29

7:30 am–8:30 am

Preparing for a Post-COVID Survey in Assisted Living

Room 207/208

IRENE BAYER, RN, MSN, MAOM, CMDN, C-AL, CDP, CADDCT, CDCM

District Director Clinical Services
Brookdale Senior Living

AUTUMN BOZZO, RN

Area Nurse Manager
Brookdale Senior Living

We are opening our communities as Maryland opens up. The state surveyors are making their rounds and we need to be prepared for more clinical questions than what we have had to answer in the past. Although state surveyors will be looking at how we have maintained our communities per state regulations, this past year has required us to expand on infection control and document more on how we care for our residents. There is also the possibility of other state regulators visiting our communities who have not routinely visited assisted living communities, and we must be prepared for them.

Psychological Resilience for Healthcare Professionals

Room 215

SABRINA CLARK, PH.D.

Director, VA Center for Development & Civic Engagement

U.S. Department of Veterans Affairs

The COVID-19 pandemic has had an undeniable impact on the wellbeing and emotional resilience of healthcare professionals. This presentation will help the participants to understand the importance of acknowledging the health impact of operating through this ongoing global crisis. Often feeling the pressure to persevere through deteriorating sleep patterns, lack of positive emotions and general sense of life satisfaction, this session will provide an opportunity for self-assessment, and strategies for healing and restoration, with a focus on reframing the current conditions to allow for personal growth, facilitating strength and compassion in their leadership, and rebuilding the capacity for joy and purpose.

Annual Medicaid/Medicare Reimbursement Update

Room 217

PAUL MILLER, CPA

Chief Operating Officer
LifeSpan Network

Skilled nursing facilities look and operate very differently than they did pre-pandemic. What effect did COVID have on the Medicare and Medicaid reimbursement systems? Have they - or will they - adapt after the COVID experience? In this session we will discuss how reimbursement systems or formulas react to the COVID situation and what the continuing effects are; whether the past two budget increases have been good to the industry or not; and how the cost associated with COVID-19 and census numbers have distorted everything in the rate setting formula. Additionally we will explore why the State's hospital waiver requires renegotiation with CMS to include post-acute care needs, and what the early CMS PDP numbers mean to the industry.

8:45 am–10:00 am

OPENING GENERAL SESSION

Performance Art Center (PAC)

KEYNOTE SPEAKER: Cal Ripken, Jr.

Cal Ripken is baseball's all-time Iron Man. He retired from baseball in October 2001 after 21 seasons with the Baltimore Orioles. His name appears in the record books repeatedly, most notably as one of only eight players in history to achieve 400 home runs and 3,000 hits. On July 29, 2007 he was inducted into the National Baseball Hall of Fame. Cal received the 4th highest percentage of votes in history, collecting the second highest vote total ever by the BBWAA.

12:30 pm–2:00 pm

Awards Luncheon

Room 201-205

Join LifeSpan as we celebrate those who have contributed to the industry. LifeSpan will honor professional caregivers with Hero Awards. The Handelman Award will be presented to an outstanding educator. LifeSpan's Board Chair will present the Chairman's award to an outstanding professional.

2:15 pm–3:15 pm

Finding Joy with Dementia

Room 207/208

JACK YORK

Co-Founder

IN2L (It's Never 2 Late)

The last year has made it difficult to stay connected. It's been tough for staff, for families and of course for so many residents, especially for residents living with dementia. However, through these trials and tribulations, there is joy to be shared! This session celebrates the elders we serve living with dementia, before, during and after COVID. You will hear about the speaker's 2019 that took him to 35+ states and over 150 communities, capturing residents' passions and joy every step of the way. Listen as Jack, Brian and Mike share their unique perspective on early onset dementia.

What Does the Financial Future of Maryland Skilled Nursing Facilities Look Like?

Room 215

JAMES CRISP, CPA

Partner

Gross, Mendelsohn & Associates

JENNIFER ROCK, CPA

Partner

Gross, Mendelsohn & Associates

As the world recovers from COVID-19, skilled nursing facility administrators everywhere are asking, "What's next for my facility?" Using benchmark data from Maryland skilled nursing facilities, we'll discuss the change in industry benchmarks due to COVID-19 and the financial changes we expect facilities to see as we head toward 2022. Using virtual polling, we'll be gathering real-time input from audience members. As part of this interactive opportunity, the audience will get a collective sense of how their ideas about the future of the skilled nursing industry compare to their peers.

Best Practices for Maximizing Pharmacy Programs for Both Senior Care Residents and Employees

Room 217

BRIDGET MULVENNA

Director, Pharmacy Programs

Erickson Senior Living

LAWRENCE S. DEVITT, BS, MBA

Vice President & Senior Consultant

Kelly Benefits Strategies

This presentation will focus on the impact that building a pharmacy program has on both the resident experience and employee experience using Erickson Senior Living as one of the primary examples. Discussion about resident experience will center on shifting thinking from the financial aspects of pharmacy toward a more integrated health and well-being approach, that includes elements of pharmacy, with the goal to enhance resident's health outcomes rather than the company's financial outcomes. Discussion about employee experience will focus on the history, process and decision to move to a "carve-out" Pharmacy Benefit Management arrangement, and sharing resulting reported health and financial impacts of the move.

3:30 pm–4:30 pm

Molecular-Based Testing for Skilled Nursing and Assisted Living Residents

Room 207/208

CASEY YOUNG

Chief Operating Officer

Diamond Medical Laboratories

MICHELLE FRITSCH, PHARM.D., BCGP

President

Retirement Wellness Strategies

The presenters will discuss how and why molecular-based testing produces quicker and more accurate results which helps clinical staff make decisions quicker in order to begin treatment regimens sooner. The culmination of all these factors leads to decreased hospitalizations, better patient outcomes, and better stewardship of antibiotic usage. Combining all of these outcomes and testing practices will also save money and time due to decreased adverse reactions related to medication usage. We have learned through recent Covid testing that the molecular based platform for getting crucial results sooner will be the standard in a few short years.

Caring for Veterans in Collaboration with Community Partners

Room 215

SABRINA CLARK, PH.D.

Director, VA Center for Development & Civic Engagement

U.S. Department of Veterans Affairs

The Department of Veterans Affairs (VA) is the largest integrated healthcare system in the country; however, many veterans receive their care from non-VA providers. What often goes overlooked is the impact of the veteran's unique life experiences on their health and wellbeing. This session will highlight those factors that play a role in the care of veterans. Additionally, the presenter will introduce programming that can be leveraged from community resources to bring veteran-centric activities that enhance services for the veteran and their family. Fostering these community partnerships will not only increase quality and satisfaction, but honor the dignity and service that every American Veteran has earned and deserves.

Disruption Yields Opportunities: Finding Avenues for Growth in the Wake of COVID-19

Room 217

BENJAMIN SHIELDS

*Vice President and Senior Underwriter
Health Financing Consultants Inc.*

With a global pandemic rocking the senior's housing industry, providers will encounter various investment opportunities that did not exist before. This presentation will explain how operators can use financial tools and models to evaluate a seniors' housing community's operating performance. In addition, the discussion will provide details on how interest rate increases, the terms of financing, and capitalization rates can impact a community's financial viability. The presentation will conclude with a case study that will demonstrate how to use the models and tools previously discussed to determine which company is more financially sound.

4:45 pm–5:45 pm

Engagement Technology – Now More than Ever

Room 207/208

JACK YORK

Co-Founder

IN2L (It's Never 2 Late)

The Covid 19 crisis has brought to the forefront of senior living the importance of staying connected, and the consequences of being isolated. This session will show attendees how technology can help keep residents and families connected in the midst of the crisis, (and beyond). You will see a myriad of resources, many of them free, that will help you use technology to keep the connections alive and blossoming. You will walk away with a new set of resources to utilize, and stories of inspiration you can emulate.

Polypharmacy & Deprescribing: More Is Not Always Better

Room 215

JENNIFER HARDESTY, PHARMD, FASCP

Chief Clinical Officer

Remedi SeniorCare

Medications are a powerful tool in treating and curing disease and illness- but more is not always better! The simultaneous use of multiple drugs can lead to increased risk for adverse drug events, and even patient harm. Identifying key types of polypharmacy and understanding how to reduce medication burden in a patient-centered manner is critical to maintaining a health medication management program in any long-term care setting.

How to Avoid Legal Liability with Non-Paying, Abusive, or Prejudiced Residents

Room 217

FERRIER STILLMAN, JD

Co-chair, Health Care and

Senior Housing Practice Group

Tydings & Rosenberg LLP

Difficult residents can create more than stress – they can also create legal problems. Learn about the legal ramifications these residents can create and how to avoid them when possible and deal with them when not possible. Some of the tips and best practices can apply to your employees, too.

Thursday, September 30

8:00 am–9:00 am

Leveraging the Power of Artistic Activism to Confront & Combat Ageism

Room 207/208

MEG LAPORTE, MA

Communications and Marketing Specialist
Age In America

SARA KALTWASSER, MFA

Artist in Residence & Art Program Supervisor
Keswick

JORDAN EVANS, BA

Regional Recruiter
Genesis HealthCare

Since the pandemic has exposed prejudices toward older adults in very unsettling ways, leaders in the aging services field have initiated their own anti-ageist efforts. This session explores solutions to combatting ageism that leverage the power of art combined with the strategy of activism. “Artistic activism,” as it is known, has had significant historical impact on social change, particularly with regard to many well-known movements, such as civil rights, women’s rights, and workers’ rights. This dynamic and interactive session will examine artistic activism and its application in fighting ageism and in changing society’s attitudes about older adults.

Say “NO” to Racism, and “YES” to Building an Anti-Racist Culture for Today and Tomorrow

Room 215

JEFFREY ASH, B.S, M.S, ED.D.

Associate Dean, Diversity & Inclusion, Assistant Professor

University of Maryland, Baltimore, School of Nursing

This interactive session will take participants through a brief overview and look at the history of race and racism. This session will briefly review current terms, and define words associated with race and racism. This session will look at what can be done now in an attempt to create more equitable and inclusive workplaces. Participants will better understand what it means to be anti-racist, and come away with strategies and approaches to deconstruct systemic and structural racism, and be better prepared and more comfortable having difficult conversations around race and racism.

Provider Sponsored ISNP: A Key to Your Facility’s Post COVID Recovery

Room 217

SCOTT RIFKIN, MD

Founder & Chairman
Real Time Medical Systems

In this session the presenter will discuss how a provider sponsored ISNP enables skilled nursing and assisted living facilities deliver high quality care, preserve census, lower resident turnover/vacancy and improve margin.

9:15 am–10:15 am

Adopting a Facility-Wide, Value-Based Care Mindset

Room 207/208

SCOTT RIFKIN, MD

Founder & Chairman
Real Time Medical Systems

As value-based care (VBC) programs continue to gain dominance over traditional fee-for-service care delivery, it is critical for skilled nursing facilities (SNFs) to establish themselves as essential providers to their healthcare partners. During this presentation learn how a SNF chain improved patient outcomes while doubling its volume by adopting a value-based care mindset across the entire organization. This session also shares first-hand insights and best practices on the role data analytics played on improving quality of care, reducing readmissions, managing length-of-stay, and risk stratifying data at both the patient level and facility level – enabling SNFs to succeed in a value-based world.

Preparing for OSHA Inspections – COVID-19 Emergency Temporary Standards

Room 215

DEBORAH M. ALEXANDER, CHC, CHPC, PMP, DPT, MED, ATC, CSCS

Director of Post-Acute Care and Rehabilitation Consulting Services

LW Consulting, Inc.

PATTY KLINEFELTER, RN, BC, MBA

Director of Home Health, Hospice, and Clinical Services
LW Consulting, Inc.

KAY P. HASHAGEN, PT, MBA, RAC-CT

Senior Consultant
LW Consulting, Inc.

This session will highlight OSHA standards, directives and requirements that apply to preparing for an OSHA inspection as it relates to COVID-19 Emergency Temporary Standards (ETS). The speakers will describe how to conduct a workplace-specific hazard assessment, review OSHA inspection procedures, and resources available.

Maximizing Revenue – Common Sense Approaches to Maximizing Revenue, Solving Medicaid Problems, Avoiding A/R, and Managing Collections Successfully

Room 217

CHRISTOPHER M. MCNALLY, ESQ.

Partner

Bodie, Dolina, Hobbs, Friddell & Grenzer, P.C.

Show me the money! Revenue is king in the LTC world and every penny in the post-COVID world counts. Experienced presenter and LTC defense attorney/ Medicaid expert Christopher McNally will pass along tools and tips to help avoid problems with Medicaid eligibility, how to manage ineligibility problems and outline strategies to formally and informally solve problems including the many available legal remedies (injunctions, lawsuits, involuntary discharges) to solve problems.

12:15 pm–1:45 pm

LUNCH GENERAL SESSION

Room 201-205

KEYNOTE SPEAKER: Peggy Rowe

Peggy Rowe used to have a hobby. She wrote articles and stories that appeared in newspapers and magazines. Thanks to her husband John, three sons, and two parents who lived across the lawn for 40 years, there was no scarcity of material. After writing her first NYT bestselling book, *About My Mother*, at the age of 80, and her second book, *About Your Father*, at the age of 82, Peggy's hobby became a full-time job. "It took me 80 years to find my voice," she says, "And now I can't shut it up. She and her husband of 60 years are former schoolteachers and live in Baltimore, Maryland.

2:00 pm–4:00 pm

GENERAL SESSION A:

Innovative Programs of the Maryland Department of Aging

Performance Art Center (PAC)

RONA E. KRAMER

Secretary

Maryland Department of Aging

The Maryland Department of Aging will share updates on exciting and innovative programs and services. The presentation will include an overview of the following programs: The Maryland Senior Call Check program, which provides a free, automated phone check-in service to Maryland residents aged 65 and older; the Maryland Durable Medical Equipment Re-Use program, which provides free durable medical equipment to Marylanders no matter the disability and regardless of age; and Maryland Community for Life, a membership-based program that supports older adults to remain independent and living in their homes and communities.

GENERAL SESSION B:

Regulatory and Legal Update for Skilled Nursing and Assisted Living Facilities

Performance Art Center (PAC)

HOWARD SOLLINS, ESQ.

Shareholder

Baker Donelson

DIANE SCHMITT, ESQ.

Shareholder

Baker Donelson

STEFANIE DOYLE, ESQ.

Associate

Baker Donelson

An examination of the trends and issues affecting senior care and post acute providers. This session will include a discussion of both federal and state regulatory changes and a review of the various enforcement initiatives that are in effect, and those coming down the pipe. The session offers a regulatory and legal viewpoint and focuses on how providers can position themselves for changes within the framework of the regulations and law.

4:15 pm–5:15 pm

Leveraging Existing Partnerships to Rapidly Respond to Challenges of COVID-19 in Montgomery County Skilled Nursing Facilities

Room 207/208

MARGIE HACKETT, RN, BSN, BC-GERONTOLOGY

Transition Guide Nurse Manager

Suburban Hospital/Johns Hopkins Medicine

CATHY LIVINGSTON, LCSW-C

Director, Documentation Quality & Care Transitions

Holy Cross Health

This presentation highlights the advantage of pre-existing relationships for Nexus Montgomery hospitals and Skilled Nursing Facility (SNF) Alliance facilities when addressing the emerging and on-going challenges of COVID-19. Attendees will learn: · How Nexus leveraged existing relationships for SNFs to stay abreast of changing information and communicate directly with county, state and National Guard representatives. · How Nexus built upon a history of shared data to collate/disseminate information on bed availability, specialty services, and admission criteria between hospitals/ SNFs to support the transfer of patients before state-wide systems (i.e., CRISP) came online. · How Nexus re-purposed standing in-person monthly meetings for virtual collaboration to share resources, information and collective COVID-19 problem solving.

Perception as Reality: Protecting Against Liability Post-COVID

Room 215

CHRISTOPHER A. BURGOYNE, ESQ.

Attorney

Bodie, Dolina, Hobbs, Friddell & Grenzer, P.C.

ZHANNA MAGDA, ESQ.

Attorney

Bodie, Dolina, Hobbs, Friddell & Grenzer, P.C.

In the aftermath of the COVID-19 pandemic and as challenges for the LTPAC/Senior Care community continue to mount, facilities now find themselves in the crosshairs of Plaintiffs' attorneys who are gearing up for litigation and preparing to exploit the public's preconceptions by attacking minor errors by facility staff such as delayed, imprecise, or imperfect documentation and communication to influence the way a jury looks at care rendered by all members of the interdisciplinary care team. Join us for an engaging and informative hour in which you will review real-life examples of deposition testimony, legal pleadings, and residentst charts from actual Maryland lawsuits in order to defend your facility from liability by getting the jury on your side!

Covid-19 Funding Here's the Catch...

Room 217

PATRICK TROTTA, CPA

Audit Director

BDO USA LLP

MARK STEINBERG, CPA

Partner

BDO USA LLP

The Coronavirus Aid, Relief, and Economic Security (CARES) Act Provider Relief Funds (PRF) support American families, workers, and the healthcare providers in the battle against the COVID-19 outbreak. The US Department of Health and Human Services (HHS) is distributing \$178 billion to healthcare providers on the front lines of the coronavirus response. Qualified providers of health care, services, and support may receive PRF payments for healthcare-related expenses or lost revenue due to COVID-19. These distributions do not need to be repaid assuming providers comply with the terms and conditions. This presentation will review the reporting requirements and discuss best practices for compliance to ensure optimal reimbursement.

Friday, October 1

7:30 am–8:30 am

Infection Prevention Post COVID-19: Protecting the Residents, Staff & Environment

Room 207/208

SHARI SOLOMON, ESQ., CIEC

President

CleanHealth Environmental

As the world slowly emerges from the COVID-19 pandemic, long-term care facilities must re-evaluate how to best protect their occupants and operate and maintain their facilities safely going forward. OSHA's recently issued Healthcare COVID-19 Emergency Temporary Standard (ETS) has heightened focus on worker protection as well as environmental hygiene and indoor environmental quality, including changes in regulation, code and industry standards. This session will highlight recommended best practices regarding implementation of enhanced policies and procedures and regulatory compliance to mitigate the risk of infection, including worker protection, proper cleaning and disinfection of both surfaces and the air, and emerging infection prevention technologies. A carefully curated list of industry and governmental resources will be provided.

Camp and Culture – A Unique Approach to Onboarding Associates

Room 215

KIM SMITH, BA, CADDCT

Vice President, Operations

SageLife

Employee retention is critical in senior living and a positive experience the first few days of hire can significantly impact an employee's tenure. With this in mind, SageLife developed a distinctive onboarding approach that can range from one day to a week in length to strengthen a connection with new employees. Kim Smith will share this interactive and cross-functional program, Camp SageLife, designed to develop skills in new employees while imparting the cultural values of the company. Camp SageLife is educational, energizing and fun, fosters strong working relationships, and strengthens the connection to the company.

What Comes After COVID-19: How Data Can Help Rebuild Trust and Promote Financial Gain

Room 217

JIM SHEARON, RN, BSN, MHSA
Vice President, Clinical Solutions
Real Time Medical Systems

There's no doubt that clinicians and care teams have been pushed beyond their limits with COVID-19 leaving a path of destruction in its wake. With a vaccine finally here, what comes next? Support for SNFs from government, hospitals, ACOs, & payers has never been more vital for survival. Explore techniques that use live EHR data to strengthen relationships with partners in the care continuum. Learn to leverage analytics to reduce hospital readmissions, gain referrals, risk stratify & clinically prioritize patients appropriately, & advance care coordination for both clinical & financial gain. Strategies to detect the early warning signs of infection will also be discussed.

8:45 am–9:45 am

You Got Mail: Various Communications from Government Agencies and How to Respond to Them

Room 207/208

KYLE RENE, ESQ.
Attorney
Hancock, Daniel & Johnson P.C.

Long term care providers must respond to a variety of government agency inquiries each year, ranging from voluntary government surveys to formal Office of Inspector General (OIG) subpoenas. Often it is unclear what an inquiry is about, why the facility received the inquiry, and what type of government enforcement may follow. This presentation will provide an overview of federal and state government inquiries frequently received by nursing facilities and assisted living facilities. The presenter will offer best practices and strategies for responding to each type of inquiry and will discuss the purpose behind the inquiries and the requesting agency's authority, as well as the types of enforcement actions that may follow.

5 Cyber Security Best Practices Your Organization Should Have Implemented Yesterday

Room 215

BILL WALTER, MCSE, PMP
Partner
Gross, Mendelsohn & Associates

Businesses everywhere are under cyber attack and healthcare organizations are no different. The risks of not having a solid cyber security plan, policies and certifications in place are enormous. A cyber attack puts resident, medical and other sensitive data, not to mention your reputation, at great risk. In fact, a cyber attack could bring your organization to a screeching halt. We'll tell you the five cyber security best practices your organization should put into place right now. You'll learn how to minimize the risk of a ransomware attack on your organization, identify gaps in your cyber security plan and protect your sensitive data.

Covid-19 Intensified Nursing Homes' Workforce Challenges...Now What?

Room 217

CHARLENE DAVIS, BSW, MSW
Clinical Social Worker
Fort Sanders Regional Medical Center

It is imperative to keep your cool when dealing with difficult family members. Early in the outbreak, the lack of a unified testing strategy, test kits, and an approach to covering the cost of testing reportedly delayed assessment of residents and nursing home staff and hindered early understanding about the risk of COVID-19 transmission. Both long-stay nursing facilities and short stay post-acute skilled nursing facilities rely on the labor of 1.2 million health care personnel and support workers. How the companies compensate for staffing shortage can affect its revenues, workloads, staff morale, and even the quality-of-care patients receive.

10:00 am–11:00 am

Mastering Crucial Conversations

Room 207/208

CHARLENE DAVIS, BSW, MSW
Clinical Social Worker

Sometimes, striking up a conversation with people can be hard; moreover, a tough conversation that needs to be had, the kind where emotions run high and opinions vary, can be scary. People who master the art of a difficult conversation are the ones who tend to advance the furthest in their career. Moreover, those who choose to change the subject or avoid conversation are the ones whose careers stall. Explore other's paths to help them stay in dialogue when you notice them moving to silence or violence. Knowing how to handle these crucial conversations prepares you to solve problems and get things done while strengthening valuable relationships in the workplace.

How to Benefit from Exceptional Supplier Relationships

Room 215

DAVID ANDERSON, MBA
Health Care Practice Leader
Expense Reduction Analysts

JOHN AMATO, CIA
Principal Consultant
Expense Reduction Analysts

This presentation will help the audience learn about how to better understand their suppliers and how to integrate that understanding to achieve better results for their organization. The session will also provide tools to implement programs to effectively manage and grow supplier relationships while optimizing costs.

Palliative Care: How Quality-of-Life Culture Impacts Your Bottom Line

Room 217

TERRI CANADAY, BA, BSN, RN
Clinical Community Educator
Seasons Hospice and Palliative Care

SCOTT HANEL, BS, MBA, LNHA
Director of Palliative Program Development
Seasons Hospice and Palliative Care

In the aftermath of Covid-19, skilled nursing centers are experiencing pain points such as low occupancy. This may be an unfortunate effect of the pandemic, but nationally operating margins have hovered around zero since 2018. In this session, we will discuss techniques proven to increase quality measures and decrease costs. Get an inside view of how implementing a formal palliative care program has helped Maryland nursing centers to do exactly this. As hospital admissions have decreased for these centers, quality of care and patient and family satisfaction scores have increased. Implementing palliative care as a part of the services you provide is easy, stress-free, and a win for patients, staff, and operating margins. Join us and learn how instituting a PC program in your facility will have a positive impact on quality and performance metrics, increase customer satisfaction, increase employee engagement and satisfaction, reduce ancillary costs, and even reduce lawsuits!

11:15 am–12:15 pm

C. difficile: A Continuing Challenge

Room 207/208

PHYLLIS TYLER, MT, CIC
Infection Preventionist (Retired)
GBMC, Retired

Clostridiodes difficile has been a perennial problem between acute care and post-acute facilities for the last 35 years. As we begin to turn from a focus on the COVID-19 pandemic there is still one of the most important infection prevention issues – facility acquired C.diff. In this brief presentation we will cover the history, microbiology, cost impact and prevention strategies surrounding this significant source of infection.

Development During a Pandemic: Reinforcing Best Practices

Room 215

BRITTANY VIPHAM, BS
Director of Communications
ARCH Consultants, Ltd.

FRAN ANDERSON, MSRE
Founder and President
RECOMP

Project developments involve a highly complex set of activities—some sequential, others concurrent, and none independent of the rest. No matter how well laid the development plan is, the unexpected can happen and we saw this in the form of a worldwide pandemic. The pandemic has forced organizations to reflect and re-envision the future of senior living design and construction, providing opportunities to reinforce good design and construction safety practices. The presenters will share development best practices and lessons learned for audience members to take back to their organization. Key discussion topics include best practices in project communication, technology, scheduling, budgeting, job site safety, and logistics planning.

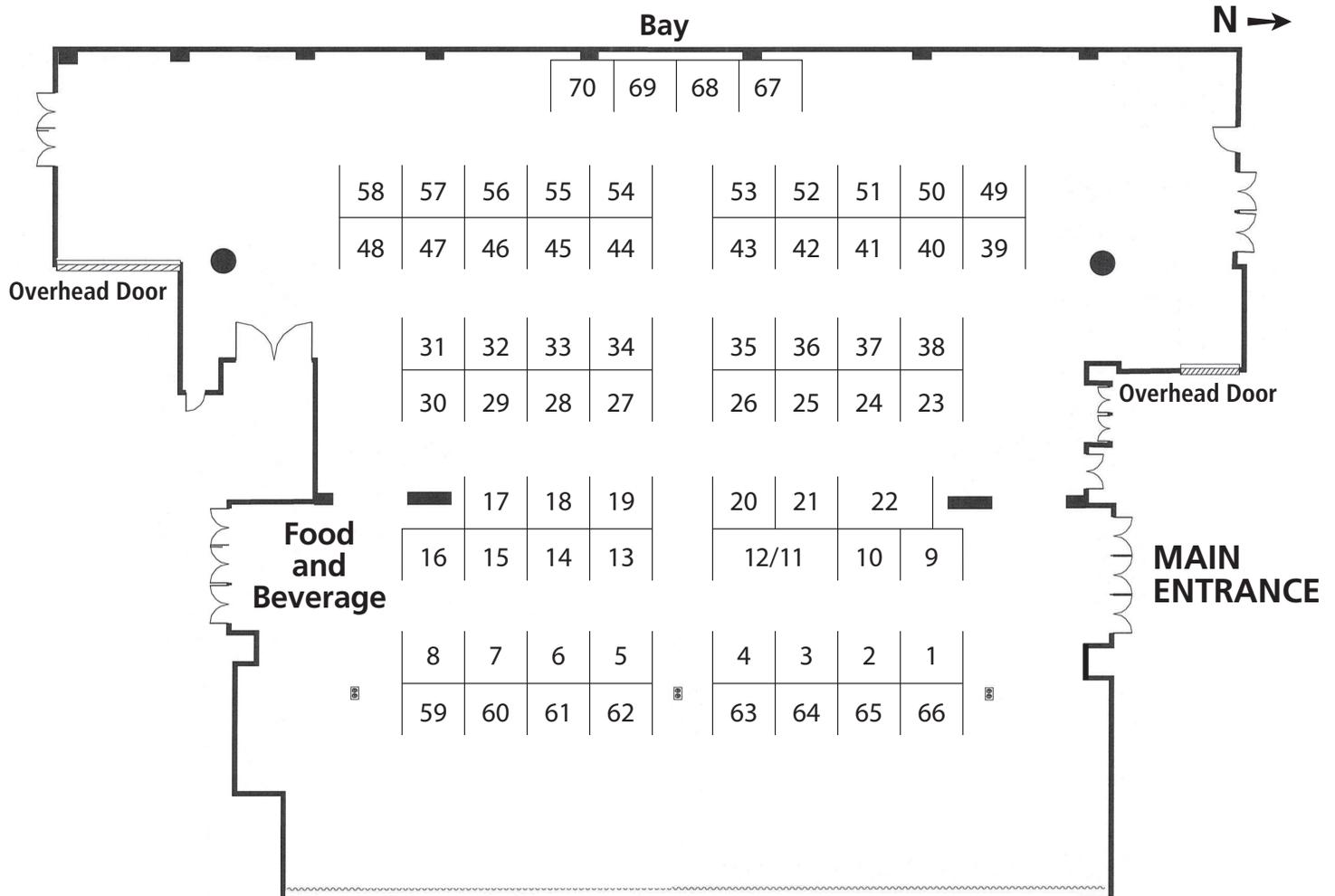
The Enforcement Environment for Senior Care Providers

Room 217

MICHAEL PODBERESKY, ESQ.
Partner
McGuireWoods LLP

In this session, a former U.S. Department of Justice healthcare fraud prosecutor will: (1) provide a background primer on healthcare fraud enforcement laws and tools; (2) summarize recent cases and settlements involving senior care providers; (3) share his views regarding the new administration's fraud enforcement priorities; (4) provide general guidance on compliance best practices; and (5) provide a checklist of steps to take if served with a subpoena or Civil Investigative Demand or a complaint.

Exhibit Hall



Exhibitor Listing

To view the floor plan and a more detailed description of our exhibiting companies, visit the Conference App.

360care
502-244-2420
www.360care.com
BOOTH 10

ADT Commercial
833-238-2751
www.adt.com
BOOTH 19

AdvantageCare Rehabilitation
717-552-7303
www.feeltheadvantage.com
BOOTH 33

All Stat Portable
847-564-3139
www.allstatportable.com
BOOTH 68

Allegeant, LLC
410-453-6135
www.allegeant.net
BOOTH 28

Barclay Water Management
617-744-3435
www.barclaywater.com
BOOTH 2

Bayada Home Health Care
410-823-0880
www.bayada.com
BOOTH 57

Bollinger Energy
443-248-3927
www.bollingerenergy.com
BOOTH 67

Charlotte Hall Veterans Home
301-884-8171
www.charhall.org
BOOTH 45

Colonial Equipment
800-462-9287
www.colonialbus.com
BOOTH 66

CommuniCare
513-489-7100
www.Communicarehealth.com
BOOTH 69

Correct Rx Pharmacy Services
443-557-0100
www.Correctrxpharmacy.com
BOOTH 3

CRISP

410-596-8205
www.crisphealth.org
BOOTH 1

Diamond Medical Laboratories

410-834-8600
www.diamondmedicallabs.com
BOOTH 13

Direct Supply, Inc

800-480-0253
www.directsupply.com
BOOTH 6

Drift

845-270-4524
www.driftthc.com
BOOTH 7

Dreamscape Marketing

888.412.7791
www.dreamscapemarketing.com
BOOTH 59

Dynamic Mobile Imaging

866-483-9729
www.DynamicMobileImaging.com
BOOTH 48

Erickson Senior Living

410-402-2406
www.EricksonLiving.com
BOOTH 54

Essity

267-678-3095
www.essity.com
BOOTH 24

ExactMed Solutions

833-274-5050
www.exactmedllc.com
BOOTH 46

ExpressCare Pharmacy

855-766-6500
www.expresscarerx.com
BOOTH 9

Flagship Rehabilitation

866-909-3215
www.flagshiprehab.com
BOOTH 49

Forrester Construction

301-816-1700
www.forresterconstruction.com
BOOTH 47

Grane Rx

724-882-3554
www.granerx.com
BOOTH 65

Gross, Mendelsohn & Associates

410-685-5512
www.gma-cpa.com
BOOTH 27

Guardian CSC

717-848-2540
www.guardiancsc.com
BOOTH 31

H&R Healthcare, LP

732-580-7741
www.handrhealthcare.com
BOOTH 39

Healthcare Services Group

215-639-4274
www.hcsgcorp.com
BOOTH 11/12

Hospice of the Chesapeake

410-987-2003
www.hospicechesapeake.org
BOOTH 61

HPS

269-795-3308
www.hpsgpo.com
BOOTH 70

IN2L (It's Never 2 Late)

303-806-0797
www.in2l.com
BOOTH 40

**Integrated Cellular and Molecular
Diagnostics**

844-522-4263
www.icmdiagnosics.com
BOOTH 37

**Kelly & Associates Insurance Group
(KELLY)**

703-795-6387
www.kellyway.com
BOOTH 62

LifeSpan

410-381-1176
www.lifespan-network.org
BOOTH 58

LW Consulting, Inc.

540-686-1311
www.LW-Consult.com
BOOTH 17

McKesson Medical Surgical

410-258-1513
mms.mckesson.com
BOOTH 44

Medline Industries

410-236-7956
www.medline.com
BOOTH 29

NIH Federal Credit Union

800-877-6440
www.nihfcu.org
BOOTH 41

Northeast Protection Partners

800-736-1456
www.NEPPS.com
BOOTH 43

Northern Special Care Pharmacy

410-254-2055 x259
www.vitals.com
BOOTH 42

Paradise Professional Pharmacy

410-744-5959
www.yourcommunitypharmacy.com
BOOTH 18

Partners Pharmacy

484-456-5996
www.partnerspharmacy.com
BOOTH 14

Paul Davis Restoration

800-722-1818
www.pauldavis.com
BOOTH 8

PDI Health

800-749-9318
www.pdihealth.com
BOOTH 64

PEPCO & Delmarva Power

877-737-2662
www.pepco.com
BOOTH 55

Petalo

240-534-3225
www.petalo.ai
BOOTH 72

Pharmscript

888-319-1818
www.pharmscript.com
BOOTH 34

Project Firstline

804-289-5320
www.hqi.solutions
BOOTH 50

Provider Partners Health Plan (PPHP)

800-405-9681
www.pphealthplan.com
BOOTH 35

RCM&D

410-339-5865
www.rcmd.com
BOOTH 52

Real Time Medical Systems

443-944-1180
www.realtimed.com
BOOTH 36

Remedi SeniorCare

443-927-8404
www.remedirx.com
BOOTH 23

SavaSeniorCare

770-715-5435
www.savaseniorcare.com
BOOTH 5

Select Rehabilitation LLC

612-590-7607
www.selectrehab.com
BOOTH 26

Sentrics Holdings, LLC

866-318-1998
www.sentric.net
BOOTH 16

St. Jude Medical Laboratories

410-862-8162
www.stjudelabs.com
BOOTH 32

Strategic Factory

443-548-3500
www.strategicfactory.com
BOOTH 25

Symtech Solutions

215-953-5858
www.symtechsolutions.com
BOOTH 20

The Bodie Firm

410-823-1250
www.bodie-law.com
BOOTH 53

Therapy Systems DME Inc.

410-263-5557
www.therapy-systems.com
BOOTH 4

TridentCare

800-932-2222
www.tridentcare.com
BOOTH 30

Unidine

617-784-6215
www.unidine.com
BOOTH 60

USI Insurance Services

410-773-4322
www.usi.com
BOOTH 21

Vytis Shield LLC

888-4892719
www.vytisshield.com
BOOTH 63

Washington Vascular Specialists

301-891-2500
www.washingtonvascular.com
BOOTH 15

Whiting-Turner

410-337-2384
www.whiting-turner.com
BOOTH 56

Wilmington University

877-967-5464
www.wilmu.edu
BOOTH 51

Awards Recipients

Chairman Award

Garret Falcone

Hero Award

Angel Cole

Infection Preventionist
Egle Nursing and Rehab Center

Jeremiah Hart

Cook
Brightview Senior Living

Joan Benjamin

House Manager
Cedar Creek Memory Care Homes

Latrisha Chambers

*Resident Assistant III/Medication
Technician*
Brightview Senior Living

Trudy Tull

RN
Broadmead

Nicole Steck-Waitt

VP of Clinical Services
Sterling Care

Emerging Leader Scholarship

Rose Marie Plitnick

Operations Coordinator
Ingleside

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