



12th Annual

Assisted Living Conference

KEYNOTE ADDRESS

David Knowlton

President and CEO

New Jersey Health Care Quality Institute

Subcommittee Chair for the New Jersey Health Care Transition Team

May 18 & 19, 2010



Ocean Place Resort & Spa ♦ Long Branch, NJ
on the beautiful Atlantic Ocean

HCANJ 12th Annual State Assisted Living Conference
May 18 & 19, 2010

Conference Information

BADGES / PROGRAM MATERIALS Please make certain to print your information clearly on your registration form to avoid badge and attendance certificate errors. Badges cannot be mailed in advance. Each registered individual must pick up their own badge and program materials at the registration desk on site.

PAYMENT INFORMATION (Please see the registration form on page 4)

CANCELLATIONS / REGISTRATION SUBSTITUTIONS HCANJ regrets that we are unable to offer refunds for cancelled registrations and no-shows. We encourage individuals who cannot avoid cancellation to send a substitute. If the originally registered individual is unable to attend, we encourage substitution from the same facility. Since neither badges nor program packets are transferable, individuals wishing to make a substitution should call HCANJ at 609-890-8700 or fax the request to 609-584-1047 with the information for the new attendee so that new materials can be prepared in advance of the program.

Last minute changes can be accommodated provided the replacement attendee notifies HCANJ staff upon arrival onsite to allow preparation of a new badge and program materials.

HOTEL RESERVATIONS *Registration does not include lodging.* All lodging is made/paid by the attendee. To reserve a room at the Ocean Place Resort & Spa, you must call the hotel directly at 732-571-4000 or 1-800-411-6493. **The cut-off date is May 1, 2010.** Please indicate you are attending the HCANJ conference.

Hotel rates prior to May 1, 2010 are \$149 per room per night. Room rates are quoted exclusive of applicable state and local taxes which are 7% NJ State Sales Tax, 8% Occupancy Fee; and, hotel-specific resort fee of \$12 per person per night which includes: Hi-speed wireless internet in guestroom, local and toll free calls, parking, luggage handling, beach access with towel/chaise lounge/umbrella service and shuttle service to/from Long Branch Train Station. HCANJ can not intervene regarding hotel rates.

Hotel check-in is 4pm and check-out time is 11am. Luggage storage is available if needed for early arrivals and late departures.

CONFERENCE OBJECTIVE To advance the assisted living profession and promote excellence in standards of care by providing ongoing opportunities for both professional and personal enhancement.

CONFERENCE IS OF INTEREST TO

- assisted living ownership, operations, management, administrator, executive director
- nursing services, wellness director, special care manager, assessment coordinator, therapist, pharmacy consultant
- risk management, human resources, quality improvement staff
- activities and social service personnel
- marketing, community relations, resident relations, public relations personnel

QUESTIONS? Please contact HCANJ at 609-890-8700

- **Registration/Exhibits:** Carol Rogers, Director, Education/ Convention Services e-mail: carol@hcanj.org
- **Membership Status/Billing:** Andrea Browne, Office Manager/ Bookkeeper e-mail: andrea@hcanj.org

REGISTRATION INCLUDES

- Student conference book
- Continental breakfast, buffet lunch, refreshment breaks
- Access to exhibits and prize drawings

Each individual must be registered and have paid the daily fee in order to take advantage of these complimentary functions on the day(s) they are attending.

CONTINUING EDUCATION - NJ CALA and NJ LNHA:

May 18th - 7 hrs. requested May 19th - 6 hrs. requested from the NJ Administrators Licensure Board. Registrants' Certificate of Attendance/Validation Forms will serve as the official attendance record for presentation to accrediting bodies. All attendees, whether administrators or not, will receive this form to allow them admittance into seminars and to validate their hours earned. Certificates will be given on site. Each attendee is responsible for reporting their hours.

CONTINUING EDUCATION - NURSES:

May 18th - 7 hrs. requested May 19th - 6 hrs. requested from the New Jersey State Nurses Association (NJSNA). The NJ State Nurses Association is an accredited approver by the American Nurses Credentialing Center Commission on Accreditation.

Ocean Place Resort & Spa
One Ocean Boulevard
Long Branch, New Jersey 07740
Tel: 732-571-5745 Fax: 732-571-8974
www.oceanplaceresort.com



DRIVING DIRECTIONS

From Northern New Jersey and New York: Take the New Jersey Turnpike South to the Garden State Parkway (Exit 11). Follow the Garden State Parkway South to Exit 105 (or if traveling via Route 18, Exit 13B) to Route 36 East. Follow Route 36 East approximately 6.4 miles to Ocean Boulevard, Long Branch. Turn right onto Ocean Boulevard, and proceed approximately 0.5 miles to Ocean Place Resort & Spa, on the left.

From Western New Jersey and Philadelphia: Take the New Jersey Turnpike North to Interstate 195 East (Exit 7A). Follow Interstate 195 East to the Garden State Parkway (Exit 36). Take the Garden State Parkway North to Exit 105 to Route 36 East. Follow Route 36 East approximately 6.4 miles to Ocean Boulevard, Long Branch. Turn right onto Ocean Boulevard, and proceed approximately 0.5 miles to Ocean Place Resort & Spa, on the left.

By Train via the Jersey Coast Line: Trains arrive at the Long Branch Train Station, where a courtesy van service is available to whisk you to the Resort approximately 5 minutes away.



TUESDAY, MAY 18, 2010

- 8:30 a.m. Continental breakfast, tour of exhibits**
- 9 to 10 a.m. KEYNOTE ADDRESS: DAVID KNOWLTON**, *President and CEO, New Jersey Health Care Quality Institute*
Subcommittee Chair for the New Jersey Health Care Transition Team
- 10 to 11 a.m. THE PROGRAM OF ALL-INCLUSIVE CARE FOR THE ELDERLY (PACE) AND ASSISTED LIVING** This session will introduce the PACE model of care, including a brief history and background, eligibility for enrollment, payment mechanism, and core components. It will provide an overview of LIFE St Francis as New Jersey's first implementation of the PACE model of care and offer suggestions based on actual participant care plans for successful partnering between assisted living providers and PACE organizations - a partnership to enhance the health, safety and well-being of PACE participants in assisted living settings.
JILL VIGGIANO, RN, MS, Executive Director, LIFE St. Francis St. Francis Medical Center, Trenton, NJ
- 11 to 11:15 a.m. Refreshment break and tour of exhibits**
- 11:15 to 12 noon WORKPLACE SENSITIVITY: IMPROVING WORK RELATIONSHIPS AND AVOIDING DISCRIMINATION CLAIMS** This session will review state and federal laws that prohibit discrimination on the basis of protected status (e.g., age, disability, etc.).
KATHLEEN CONNELLY, Esquire
Lindabury, McCormick, Estabrook & Cooper, P.C., Westfield, NJ
- 12 to 1 p.m. Luncheon, tour of exhibits, prize drawings**
- 1 to 1:45 p.m. HOW SQUEAKY IS YOUR WHEEL?** We all know that it's the squeaky wheel that gets the grease. This session will examine how providers can take an active role in making sure that they get their fair share of the grease. Each of us is an essential cog in the grassroots advocacy wheel. In order for our positions on legislative and regulatory issues to get the attention of our lawmakers, they need to hear a lot of noise from all us. It's not hard and it doesn't have to be time-consuming to be an advocate for those things that protect the quality of care for your residents.
JOHN INDYK, Director, Governmental Affairs, HCANJ
PATTIE TUCKER, Director, Communications/Public Relations, HCANJ
- 1:45 to 2:45 p.m. SOCIAL MEDIA: MAKING IT WORK FOR ASSISTED LIVING** In 2010, print publications are no longer the primary vehicle for most individuals to receive "the news." Assisted living providers, like all other businesses, must be prepared to take advantage of the online news world. Learn how to leverage new media tools including "social media," which consist of online blogs, Facebook, Twitter, YouTube and much more. Also learn the potential pitfalls and risks for "going viral" with social media.
SUSAN FEENEY, Vice President, Public Affairs & Publisher, Provider Magazine, American Health Care Association, Washington, DC
- 2:45 to 3 p.m. Refreshment break and tour of exhibits**
- 3 to 5 p.m. 10 THINGS EVERY MANAGER SHOULD UNDERSTAND ABOUT STAFF RETENTION** In this program the goal of keeping great senior care staff is distilled into ten strategies that can be immediately implemented. From pre-hire techniques that assure optimum selection of staff to the importance of solid orientation and evaluation of employees, this program provides solid guidance that has "on-the-ground" impact.
LOU ANN BRUBAKER, President, Brubaker Consulting, Laurel, MD

WEDNESDAY, MAY 19, 2010

- 8:30 a.m. Continental breakfast, tour of exhibits**
- 9 to 10 a.m. ASSISTED LIVING NATIONAL UPDATE** This session will provide an overview of congressional and administration activities that affect assisted living, including initiatives being undertaken by federal departments and agencies.
- 10 to 11 a.m. TURNING COMPLAINTS INTO COMPLIMENTS** The National Center for Assisted Living (NCAL) guide to aid facilities in the development of a sound, effective process for handling complaints and grievances will be discussed.
DAVID KYLLO, Vice President
National Center for Assisted Living, Washington, DC
- 11 to 11:15 a.m. Refreshment break and tour of exhibits**
- 11:15 to 12:15 p.m. RESIDENTS IN CRISIS** This program will look at averting crisis situations with residents who may be stable one day and escalate the next and examine antecedent behaviors and triggers for psychiatric residents. We will review the course of action involved in investigating history and background of the resident as well as modalities to include families in investigation and process. A discussion on crisis centers and how to work with them will follow.
JUDITH S. PARNES, ACSW, LCSW, CMC, Executive Director
Elder Life Management, Inc., Ocean, NJ
RANDY CHADWICK, MPH, Program Coordinator
UBHC Technical Assistance Center, Piscataway, NJ
- 12:15 to 1:15 p.m. Luncheon, tour of exhibits and prize drawings**
- 1:15 to 2 p.m. GLOBAL OPTIONS MEDICAID WAIVER APPLICATION AND ENROLLMENT PROCESS AND CMS ASSURANCES** The Global Options (GO) 1015 (c) Medicaid Waiver authorized by the Omnibus Reconciliation Act (OBRA) of 1981, Section 2176, Public Law 97-35 will be presented. We will review the requirements of the GO Waiver participation and how CMS assurances are met for the Plan of Care Process and the delivery of Medicaid paid Waiver Services.
ALICE OBELLEIRO, MA, CALA, County Liaison
KEVIN MURPHY, Program Specialist-I
Division of Aging and Community Services
NJ Department of Health and Senior Services, Trenton, NJ
- 2: to 2:15 p.m. Refreshment break and tour of exhibits**
- 2:15 to 4 p.m. NJ DEPARTMENT OF HEALTH & SENIOR SERVICES UPDATE: PATIENT SAFETY AND DISCLOSURE** The latest information on survey trends as well as other developments at the NJ Department of Health and Senior Services will be examined.
ALISON J. GIBSON, M.A. M.P.A., BSN, Director
Office of Health Facilities Assessment and Survey
NJ Department of Health and Senior Services, Trenton, NJ



NETWORK ON THE BEACH
Tuesday, May 18th
5 p.m. to 6 p.m.
Tiki Bar
Join us for hors d'oeuvres & one complimentary drink and discuss the day's events with your colleagues

HCANJ welcomes AALNA members to join their assisted living nursing colleagues at the 12th Annual HCANJ Assisted Living conference.



HCANJ 12th Annual State ASSISTED LIVING CONFERENCE

MAY 18 & 19, 2010

registration information

HOW TO REGISTER . . .

1. Please PRINT or TYPE all information clearly to avoid registration errors. Use one box for each person registering.
2. Check the correct registration fee next to the day(s) attending.
3. Forward all registrations along with appropriate payment to HCANJ. If you are not sure of your HCANJ facility membership status please call Andrea Browne at 609-890-8700.

MAKE CHECK PAYABLE TO & MAIL TO:

HCANJ, 4 AAA Drive, Suite 203, Hamilton, NJ 08691-1813

Paying by check or Money Order: Mail this form with payment.
Paying by credit card: Fax this completed form to 609-584-1047.
 Credit card charges cannot be reversed. No refunds offered for no-shows.

Please feel free to duplicate this form for additional registrants.

1. NAME _____ TITLE _____

DAY 1: TUESDAY, MAY 18, 2010 \$250 HCANJ MEMBER INDIVIDUAL \$350 NON-MEMBER INDIVIDUAL

DAY 2: WEDNESDAY, MAY 19, 2010 \$250 HCANJ MEMBER INDIVIDUAL \$350 NON-MEMBER INDIVIDUAL

SPECIAL SAVINGS: Register for the entire 2-day program — a total of 13 CEU Contact Hours:

\$450 HCANJ MEMBER 2-DAY FEE \$650 NON-MEMBER 2-DAY FEE

2. NAME _____ TITLE _____

DAY 1: TUESDAY, MAY 18, 2010 \$250 HCANJ MEMBER INDIVIDUAL \$350 NON-MEMBER INDIVIDUAL

DAY 2: WEDNESDAY, MAY 19, 2010 \$250 HCANJ MEMBER INDIVIDUAL \$350 NON-MEMBER INDIVIDUAL

SPECIAL SAVINGS: Register for the entire 2-day program — a total of 13 CEU Contact Hours:

\$450 HCANJ MEMBER 2-DAY FEE \$650 NON-MEMBER 2-DAY FEE

SPECIAL DISCOUNTED RATE FOR AMERICAN ASSISTED LIVING NURSES ASSOCIATION (AALNA) MEMBERS

HCANJ & AALNA MEMBER INDIVIDUAL

CALA and LNHA may not use this section to register.

If you hold a CALA/LNHA and a nursing license, you must register by using the #1 or #2 block above and pay the amount shown there.

3. NAME _____

TITLE _____

License # RN _____ LPN _____

DAY 1: TUESDAY, MAY 18, 2010 \$140

DAY 2: WEDNESDAY, MAY 19, 2010 \$140

There is no 2-day discount for total conference in this section.

HCANJ NON-MEMBER AALNA INDIVIDUAL

CALA and LNHA may not use this section to register.

If you hold a CALA/LNHA and a nursing license, you must register by using the #1 or #2 block above and pay the amount shown there.

4. NAME _____

TITLE _____

License # RN _____ LPN _____

DAY 1: TUESDAY, MAY 18, 2010 \$175

DAY 2: WEDNESDAY, MAY 19, 2010 \$175

There is no 2-day discount for total conference in this section.

Credit Card Holder Info:

Name (on credit card) _____

Address (where credit card bill is sent) _____
 Street address _____ City _____ State/Zip _____

Phone _____ Fax _____

Payment Information

Check or money order enclosed for \$ _____

Charge my account for \$ _____ MasterCard Visa American Express

Card No. _____ Security Code# _____ Card Exp. Date _____

*the Security Code# is the three or four digit black number on the backside of your credit card. (Example: 4786 411)

Cardholder Signature _____

PRINT Cardholder Name _____

Facility Info:

Facility Name _____

Address _____
 Street address _____ City _____ State/Zip _____

Phone _____ Fax _____