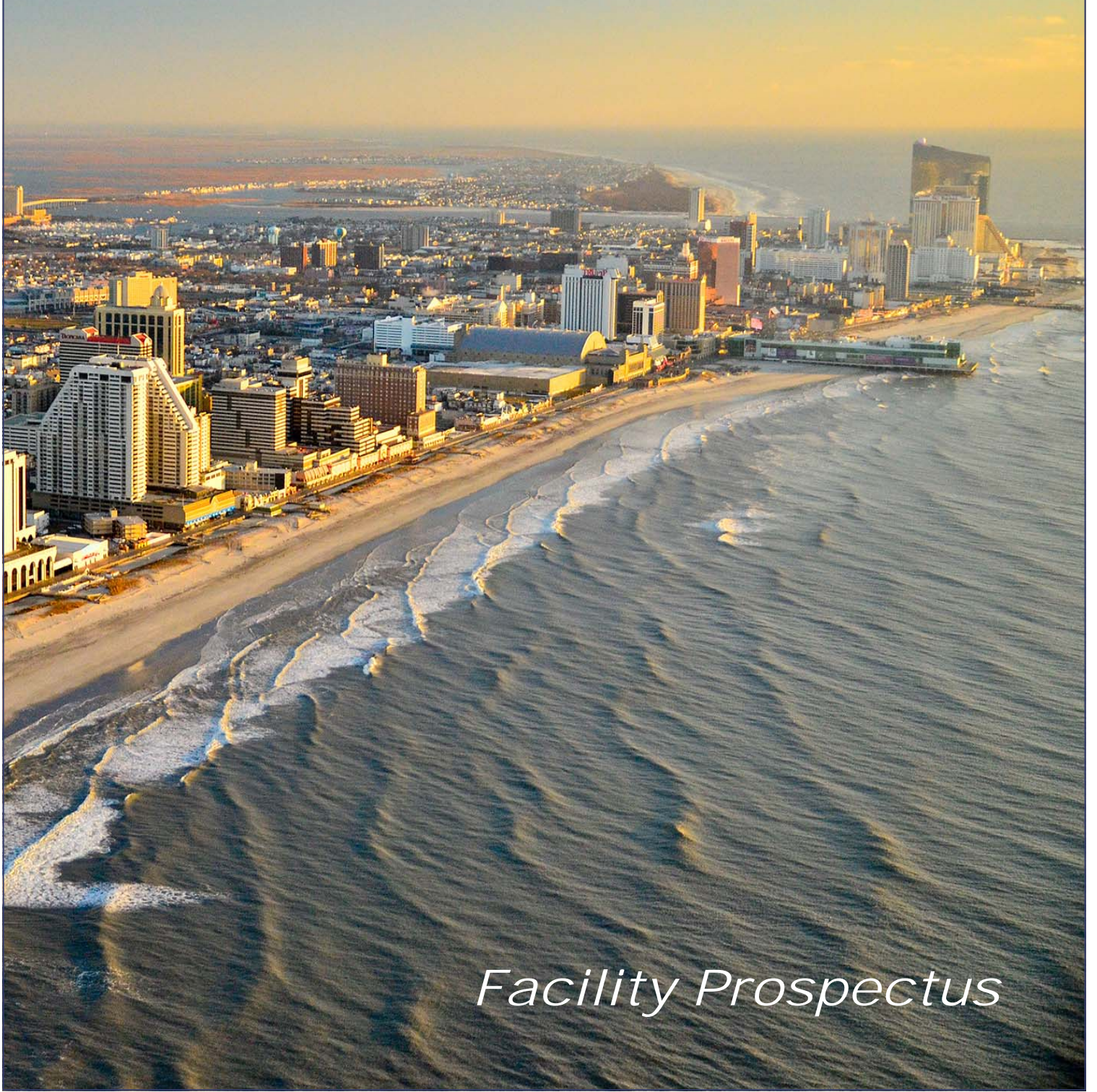




*66th Annual
Convention & Expo
October 28 - 30, 2014
Trump Taj Mahal Casino Hotel, Atlantic City, NJ*



Facility Prospectus

Convention Highlights

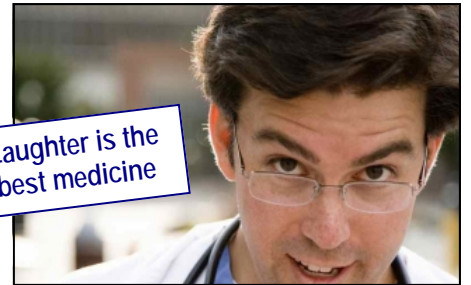


Keynote Speaker

The Healthy Humorist®

Brad Nieder, MD, CSP

Sponsored by COMS Interactive



Take the tour.....



Virtual Dementia Tour® Series - "Your Window Into Their World"
The VDT® Series is a scientifically proven method of training, created for people caring for those with Dementia, striving to provide better care.



"The greatest form of respect we can give is to walk in someone else's shoes"

You'll find the Virtual Dementia Tour in the Arena Classroom.

DON Roundtable Breakfast
Tuesday, October 28 at 9 - 10 a.m.
Limited Seating ~ Reservations Required
Diamond A Ballroom

-----●●-----
Exhibitor Mixer Lunch
Tuesday, October 28 at 1 p.m. &
Wednesday, October 29 at 12 noon
Exhibit Arena Food Court
Kosher lunches also served

-----●●-----
Exhibitor Mixer Cocktail Hour
Tuesday, October 28 at 5 p.m.
Exhibit Arena Food Court

-----●●-----
"HCANJ After Hours ~ No Tie Required"
Wednesday, October 29 from 5:30 - 7:30 p.m.
Tiara Ballroom

-----●●-----
Prize Drawings Daily
Check our phone app or program for designated times.

There's an app for this!

Follow the convention agenda, including education session information, speaker bios, education handouts, & arena events on your phone!

Download and installation instructions will be available on our website approximately one week prior to convention. Printed instructions will also be available at the convention registration desk.



CONFERENCE AT-A-GLANCE

MONDAY, OCTOBER 27, 2014

11 a.m.	Annual Golf Outing	<i>Harbor Pines Golf Club</i>
7 - 11 p.m.	Exhibitor Hospitality Suite	

TUESDAY, OCTOBER 28, 2014

8:30 - 10:30 a.m.	Registration, tour of exhibits, continental breakfast	
9 - 10 a.m.	DON Roundtable Breakfast ~ reservations required	
10:30 a.m. - 12:30 p.m.	Opening Session	
12:30 - 3 p.m.	Tour of exhibits / Exhibitor Mixer Luncheon ~ complimentary to all registrants	<i>Exhibit Arena</i>
	Education sessions	
3 - 5 p.m.	◆ Managing Medicare Compliance ◆ A Hidden Gem for Leadership from Within: The Lead CNA ◆ Implementation of Lessons Learned: Irene vs. Sandy	<i>Diamond Ballroom</i> <i>Diamond Ballroom</i> <i>Exhibit Arena Classroom</i>
5 - 6 p.m.	Tour of exhibits / complimentary cocktails & hors d'oeuvres ~ Exhibit Arena	
5:30 p.m.	\$500 HCANJ cash prize drawings ~ Exhibit Arena Classroom	
6 p.m.	Arena closes for the day	

WEDNESDAY, OCTOBER 29, 2014

8 - 9 a.m.	Continental breakfast	<i>PM Foyer, 2nd floor (across from ballrooms)</i>
	Education sessions (Exhibit Arena Closed) ~ all education sessions held in Diamond Ballrooms	
9 - 11 a.m.	◆ 2014 Survey Trends in New Jersey: The Administrator, the Lawyer and the Regulator ◆ MLTSS Update ◆ Creating the Next Generation of the Interdisciplinary Team: What leaders need to know & DO	
11 a.m. - 12 noon	Tour of exhibits	
12 noon - 2 p.m.	Exhibitor Mixer Luncheon in Exhibit Arena ~ complimentary to all registrants	
12 noon - 2 p.m.	Prize drawings for attendees - exhibitor prizes, complimentary stay at the Taj Mahal, and \$500 HCANJ cash prize	<i>Exhibit Arena Classroom</i>
2 - 4 p.m.	Education sessions ◆ Ethical Management of Health Care Facilities: Beyond Compliance ◆ Dashboards & Data: Practical strategies for understanding and using data ◆ Dementia Tour Wrap Up	<i>Diamond Ballroom</i> <i>Diamond Ballroom</i> <i>Exhibit Arena Classroom</i>
4 - 5:30 p.m.	Prize drawings for attendees ~ remainder of exhibitor prizes & \$500 HCANJ cash prize Exhibit Arena to close immediately following prize drawings	<i>Exhibit Arena Classroom</i>
5:30 - 7:30 p.m.	<i>"HCANJ After Hours - No Tie Required"</i> Registration and separate paid ticket are required	<i>Tiara Ballroom</i>

THURSDAY, OCTOBER 30, 2014

8:30 a.m.	Registration, tour of exhibits, complimentary continental breakfast	
9 a.m.	Prize Drawings for attendees MUST BE PRESENT TO WIN 1. \$500 HCANJ cash prize 2. Annual HCANJ state dues credit for 2015 (up to \$5,000) 3. HCANJ free education session in 2015 (HCANJ members & non-members eligible for all drawings) <u>Exhibitor Drawing for Free 2015 Booth Space</u> Exhibitor must be present to win	<i>Exhibit Arena Classroom</i>
10:15 a.m. - 12:15 p.m.	HCANJ Annual Business Meeting for facility members only	<i>Diamond Ballroom</i>

Registration Guide

HCANJ MEMBER FACILITY	\$ 700
NON-MEMBER FACILITY	\$ 1,500

Registration is **PER FACILITY, NOT per individual**. In order to register, the facility must include the complete facility badge registration form listing the names of their employees who will attend. Attendees must be employed at the facility for which they are being registered. Companies who own and or manage more than one facility **CANNOT** register all facilities under their company name. Registration will not be accepted without the facility registration form and payment in full. See complete rules and regulations at [www....](http://www.hcanj.org)

ADMINISTRATOR EDUCATION CONTACT HOURS: This continuing education program is approved for LNHA and CALA by the Health Care Association of New Jersey (HCANJ) and is in compliance with N.J.A.C. 8:34-7.3 to provide licensed nursing home administrator (LNHA) and certified assisted living administrator (CALA) education credits accepted by the Nursing Home Administrators Licensing Board (NHALB). This education activity may only be used for continuing education credit and not to meet academic college credits.

PA and DE credits have been submitted to the State Board of Examiners of Nursing Home Administrators and are pending approval.

NURSING EDUCATION CONTACT HOURS: This activity has been submitted to NJSNA for approval to award contact hours. New Jersey State Nurses Association is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

Approval status does not imply endorsement by HCANJ, NJSNA or by ANCC of any commercial products discussed / displayed in conjunction with the educational activity.



HOTEL RESERVATIONS



Hotel accommodations are not included with your Convention registration.

Room Rates:

Taj Tower:

Single or double rate per day \$89
 Grand Suite \$159

Chairman Tower:

Single or double rate per day..... \$109
 Tower Suite \$209

Hotel check-in:..... 4 p.m.
 Hotel check-out:..... 12 noon

Online Reservations:

<https://resweb.passkey.com/go/HCANJ14>
 Use group code ANJHC14 to receive group rate

Or call: 1-800-825-8888

Reservations made after October 9th are on a space-availability basis at the current hotel rates. All room rates include a registration fee to HCANJ.

NOTE: There is another conference in AC the same week, make your reservations early!

Welcome & Awards Presentation

Jon Dolan, President & CEO, Health Care Association of New Jersey

Keynote Speaker

Brad Nieder, M.D.

Sponsored by COMS Interactive

Brad Nieder, M.D., is a funny doctor and clean comedian who blends healthcare humor with wellness advice and an uplifting message. Dr Brad is not only an entertaining and inspiring Presenter, he is also informative. He believes "Laughter is the Best Medicine!" He explains, without being boring, how laughter really is good medicine for managing pain, enhancing immune system function, reducing stress, and more. Dr Brad is sure to inject a dose of healthy humor and provide the perfect prescription for happy, healthy living.

2.0 LNHA & CALA Educational Credits Pending Approval for DE NY NJ PA

CONCURRENT EDUCATION SEMINARS | 3 PM TO 5 PM

PROGRAM 2 MANAGING MEDICARE COMPLIANCE	PROGRAM 3 A HIDDEN GEM FOR LEADERSHIP FROM WITHIN - THE LEAD CNA	PROGRAM 4 IMPLEMENTATION OF LESSONS LEARNED Irene vs Sandy
<p>SNFs are being forced to manage a host of audit initiatives from various third party auditors, many of which utilize different strategies to identify potential overpayments and compliance issues. This program will review recent audit activity and offer strategies to successfully manage differing requirements to ensure your process is compliant, efficient, and effective.</p> <p>Topics to include:</p> <ul style="list-style-type: none"> • Effective billing strategies • Change of Therapy OMRA "COTO" compliance utilizing case study • Compliant MDS assessment completion • Appropriate Medicare denial notice issuance <p>Faculty: Vincent Federle Reimbursement Analyst, Zimmet Healthcare Services Group, LLC.</p> <p>Education Credits: 2 hours LNHA and CALA: NJ NY PA DE Pending Approval</p> <p>Diamond Ballroom</p>	<p>The finest nurses and clinicians, the best medical care imaginable and they all render worthless in the hands of inexperienced, inadequately trained front - line workers. Recent data suggests that high levels of job satisfaction for CNAs are fueled workplace support and mentorship; training that builds skills and confidence; opportunities for career advancement; and a feeling that their work is making a difference in the lives of those they serve. This program will share how several facilities significantly improved CNA job satisfaction and improved quality through the development and implementation of the "Lead CNA" position.</p> <p>Topics to include:</p> <ul style="list-style-type: none"> • Identifying ways that resident, families, peer-CNAs , nurses and other clinicians benefit from the Lean CNA • Evaluate different models and job descriptions to determine which best fits the needs of your community • Hear from Lead CNAs about the challenges, rewards and goal of their new position <p>Faculty: Denise Kish, CALA & Panel Moderator Director of Organizational Development & Service Excellence, Christian Health Care Center Panel - Bartley Health Care, Christian Health Care Center, and Hospicomm Inc.</p> <p>Education Credits: 2 hours LNHA and CALA: NJ NY PA DE Pending Approval Nurse Professional contact hours pending</p> <p>Diamond Ballroom</p>	<p>This session will provide attendees with an overview of preparedness issues that HCANJ identified during Hurricane Irene and how lessons learned were leveraged to improve upon our organization's response during SuperStorm Sandy. During these storms, generators went from an annual cost item to an absolutely critical piece of equipment. whose successful operation meant the difference between sheltering-in-place or evacuation.</p> <p>Topics to include:</p> <ul style="list-style-type: none"> • Discuss the importance of pre-event relationships with emergency management and regional healthcare coalitions • Evaluate the evacuation vs shelter-in-place decision making process • Review pre-event generator readiness • Discuss trade-offs to consider when purchasing a generator <p>Faculty: J. David Weidner, MPH, REHS, MEP, CEM Director Emergency Preparedness, HCANJ</p> <p>Brent Kephart, VP, GM, P3 Generator Services</p> <p>Education Credits: 2 hours LNHA and CALA: NJ NY PA DE Pending Approval Nursing contact hours approved: 7372-5/13-15</p> <p>Arena Classroom</p>

**Tuesday
October 28, 2014**
Convention and/or exhibit registration is required to take part in all activities.

8 a.m.
Registration open

8:30 - 10:30 a.m.
Continental Breakfast
Exhibit arena food court
Exhibit arena open to attendees

9 - 10 a.m.
DON Roundtable Breakfast
Reservations Required

10:30 to 12:30 p.m.
President's Welcome & Key Note Speaker

1 to 3 p.m.
Complimentary Exhibitor Mixer Luncheon & Tour of Exhibits
Exhibit arena

3 to 5 p.m.
Concurrent Seminars
(no breaks)

5 to 6 p.m.
Complimentary Cocktails & Hors d'oeuvres
Exhibit arena food court

6:00 p.m.
Prize Drawings
Exhibit arena classroom prize drawings to include 2 - \$500 cash prizes

Exhibit arena closes for the day immediately following prize drawing

Education handouts will be available on the HCANJ website & on the conference phone app

Wednesday October 29, 2014

Convention and/or exhibit registration is required to take part in this day's activities

8 - 9 a.m.

Continental Breakfast
PM Foyer (2nd floor)

9 to 11 a.m.

Concurrent Seminars
(no breaks) -
Diamond Ballrooms

11 a.m. to 12 noon

Exhibit arena open
Tour of exhibits

12 noon to 2 p.m.

Complimentary Exhibitor Mixer Luncheon & Prize Drawings

Exhibit arena & classroom prize drawings to include:

- Exhibitor prizes
- Taj Mahal 3-day/2-night mid-week get away
- \$500 Cash

2 to 4 p.m.

Concurrent Seminars
(no breaks)
Arena remains open

4 to 5:30 p.m.

Prize Drawings

Exhibit arena classroom Prize drawings to include

- Remainder of exhibitor prizes
- \$500 Cash

Exhibit arena closes for the day immediately following the prize drawings.

5:30 to 7:30 p.m.

"HCANJ After Hours ~ No Tie Required"

Tiara Ballroom
Paid ticket required

Education handouts will be available on the HCANJ website & on the conference phone app

CONCURRENT EDUCATION SEMINARS | 9 AM TO 11:00 AM

PROGRAM 5

2014 SURVEY TRENDS IN NJ: The Administrator, the Lawyer and the Regulator

This session will review the top survey trends in New Jersey. While reviewing these trends the session will open up to a panel discussion of how to avoid such deficiencies, correction measures and IDR situations. The panel will share their facility experiences, how their overcame issues and end results.

Topics to include:

- Knowledge of current state and national trends
- Preventative actions to avoid deficiencies & enhance improvement systems
- Understand the post survey requirements

Faculty:

Linda Elizaitis, President
CMS Compliance Group

Jan Testa, RN, BSN, MSN, LNHA
Consultant and education specialist

Brain Rath, Esq.

Buchanan, Ingersoll & Rooney PC

Deborah Gottlieb, Director
Program Compliance and Health Care Financing

Department of Health and Senior Services

Education Credits: 2 hours

LNHA and CALA: NJ NY PA DE pending approval

Diamond Ballroom

PROGRAM 6

MLTSS UPDATE

This session will provide an overview of the current status of MLTSS in New Jersey. It will detail the challenges, solutions and future advocacy important to providers. problems, solutions and open items.

Faculty:

Jon Dolan, President & CEO,
HCANJ

Robert J Fogg, Partner
Archer&Greiner, P.C.

Education Credits: 2 hours

LNHA and CALA: NJ NY PA DE pending approval

Diamond Ballroom

PROGRAM 7

CREATING THE NEXT GENERATION OF THE INTERDISCIPLINARY TEAM - What leaders need to know & DO

There is an amazing difference in care quality and overall achievement in some nursing facilities because the diverse professional disciplines collaboratively "fire on all cylinders". It shows in their clinical outcome achievements, resident/family satisfaction survey, financials, census and regulatory success as well as in their positive daily work culture. This session will discuss how to implement the three "C's": Coordination, cooperation and capability within a facility.

Topics to include:

- Describe why organizations find work "silos" attractive despite their negative impact on operations
- How to proactively encourage team strengths in authentic communication.

Faculty:

Lou Ann Brubaker, President
Brubaker Consulting

Education Credits: 2 hours

LNHA and CALA: NJ NY PA DE pending approval

Diamond Ballroom

CONCURRENT EDUCATION SEMINARS | 2:00 PM TO 4:00 PM

PROGRAM 8

ETHICAL MANAGEMENT OF HEALTH CARE FACILITIES: Beyond Compliance

This session will explore the relationship between ethical leadership and organization success in today's health care environment and long term care facilities. Emphasis will be placed on creating an ethical culture that extends beyond adherence to regulation.

Topics to include:

- Methods to respond to ethical uncertainty & conflict
- Tools for ethical decision-making process
- Identifying characteristics of an ethical leader

Faculty:

John Donnellan, MPA, FACHE
Adjunct Professor of Health Policy & Management

NYU, Robert F. Wagner Graduate School of Public Service

Education Credits: 2 hours

LNHA and CALA: NJ NY PA DE pending approval

PROGRAM 9

DASHBOARDS AND DATA: Practical strategies for understanding and using data

We are living in the age of information but are you making the most of the data around you? This session will explore the various types of SNF data available, the underlying limitations and inherent value for use, and practical strategies of use in dashboard management, communications with ACOs and hospitals and performance improvement.

Topics to include:

- Practical strategies on the use of data analytics
- Understand the concept of risk adjustment
- Describe the use of case studies and success stories related

Faculty:

Cheryl Field, MSN,RN, CRRN
VP Healthcare and Privacy Officer,
PointRight

Education Credits: 2 hours

LNHA and CALA: NJ NY PA DE pending approval

PROGRAM 10

2ND WIND DREAMS How will you get paid?

WAITING FOR INFO

Topics to include:

- 1
- 2
- 3
- 4

Faculty:

Name, Title
Company

Education Credits: 2 hours

LNHA and CALA: NJ NY PA DE pending approval
Nurse Professional contact hours pending

Arena Classroom

<p style="text-align: center;">Thursday October 30, 2014 <i>Convention and/or exhibit registration is required to take part in this day's activities</i></p> <p style="text-align: center;">8:30 a.m. Continental Breakfast Exhibit arena food court Exhibit arena open to attendees</p> <p style="text-align: center;">9 a.m. Prize Drawings Prize drawing entry ballots are available at 8:30 a.m. at the entrance to the exhibit arena. Must be present to win</p> <p style="text-align: center;">10 a.m. Arena Closing Immediately following the prize drawings the exhibit arena will close</p> <p>For safety reasons, ONLY exhibitors may remain in the exhibit arena at the conclusion of the prize drawings</p> <p style="text-align: center;">10:15 am to 12:15 pm HCANJ Annual Business Meeting Breakfast served Diamond Ballroom (HCANJ facility members only)</p> <p style="text-align: center;">Education handouts will be available on the HCANJ website & on the conference phone app</p>	<p style="text-align: center;">9 AM</p> <p style="text-align: center;">Exhibit Arena Classroom</p> <p style="text-align: center;">PRIZE DRAWINGS</p> <ul style="list-style-type: none"> • \$500 cash prize to an individual from a registered facility • Exhibitor drawing for free booth space at the 2015 HCANJ Annual Convention and Expo. No cash substitute in lieu of booth space. Must be present to win. <p style="text-align: center;">SPECIAL DRAWINGS <i>Only registered facility personnel are eligible</i></p> <ul style="list-style-type: none"> • GRAND PRIZE: Up to \$5,000 in HCANJ state dues credit for 2015. Awarded dues credit does not include national dues. No cash substitute in lieu of dues credit. • SECOND PRIZE: Free admission for one individual (selected by facility) to attend the HCANJ 2015 Annual 20-Hour Symposium. • THIRD PRIZE: Free admission for one individual (selected by facility) to attend the HCANJ 2015 Annual Assisted Living Conference. <p style="text-align: center;">SPECIAL DRAWING RULES</p> <ul style="list-style-type: none"> • All New Jersey long term care facilities, whether or not they are currently HCANJ members, are eligible to win provided that they have paid in full for the 66th Annual Convention and Expo at the time of the drawing. • Entry ballots will be available on Thursday, October 30, 2014 at 8:30 a.m. at the entrance to the exhibit arena. Each eligible facility wishing to participate must complete a ballot. Only one entry is allowed per facility. • The facility owner or administrator/executive director must be present at the drawing to accept the prizes. If the owner or administrator/executive director is not present when their facility name is drawn, the facility will be disqualified and another facility entry form will be drawn. The winning facility owner or administrator/executive director will receive a letter from HCANJ indicating the prize their facility has won. Awarded dues credit does not include national dues. No cash substitute in lieu of awarded prizes. 	<p style="text-align: center;">10:15 AM TO 12:15 PM</p> <p style="text-align: center;">HCANJ ANNUAL BUSINESS MEETING <i>for facility members only</i></p> <p style="text-align: center;">Complimentary buffet breakfast</p> <p style="text-align: center;"><i>Opening Remarks:</i> Jon Dolan, President & CEO Health Care Association of New Jersey</p> <p style="text-align: center;"><i>Guest Speaker:</i> Representative from American Health Care Association</p> <p style="text-align: center;"><i>Annual Business Meeting</i></p> <p style="text-align: center;">CEUs Approved: HCANJ Member NJ LNHA/CALA - 2 hrs.</p> <ul style="list-style-type: none"> • 1 hour for attending education session • 1 hour for attending the Annual Meeting <p style="text-align: center;">Diamond Ballroom</p> <p style="text-align: center;">— —</p> <p style="text-align: center;">HCANJ SHOW MANAGEMENT</p> <p style="text-align: center;">P (609) 890-8700 Fax (609) 584-1047</p> <p style="text-align: center;">Michelle Palko Director, Education/Convention Services e-mail: michelle@hcanj.org Questions about: Exhibit registration, sponsorships, AEX, education/CEUs, and prize drawings</p> <p style="text-align: center;">Andrea Browne Office Manager/Bookkeeper e-mail: andrea@hcanj.org Questions about: billing/payment, membership, sponsorships, facility registration, after hours tickets, hotel reservations, food & beverage</p>
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For registration and sponsorship information visit our website at

[WWW](http://www.hcanj.org)

A Special Thanks to our 2014 HCANJ Gold Sponsors

