Join us!

67th Annual
Convention & Expo

October 27 - 29, 2015
Harrah’s Resort, Atlantic City, NJ

Facility Brochure

NEW YEAR! NEW VENUE!
SAME GREAT SHOW!

HEALTH CARE
CONVENTION & EXPO
For Skilled Nursing & Assisted Living Professionals
Convention Highlights

Keynote Address

It All Starts With ATTITUDE!

DON Roundtable Breakfast
Tuesday, October 27 at 9 - 10 a.m.
Limited Seating ~ Reservations Required
Brigantine Ballroom

Exhibitor Mixer Lunch
Tuesday, October 27 at 1 p.m. &
Wednesday, October 28 at 12 noon
Exhibit Arena Food Court
Kosher lunches also served

Exhibitor Mixer Cocktail Hour
Tuesday, October 27 at 5 p.m.
Exhibit Arena Food Court

“HCANJ After Hours ~
No Tie Required”
Wednesday, October 28 from 6:15 - 8:15 p.m.
The Pool

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

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.

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.
<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT/DESCRIPTION</th>
<th>LOCATION</th>
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<tbody>
<tr>
<td>11 a.m.</td>
<td>Annual Golf Classic</td>
<td>Harbor Pines Golf Club</td>
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<tr>
<td>7 - 11 p.m.</td>
<td>Hospitality Suite ~ Exhibitors and Attendees Welcome</td>
<td>The Billiards Suite</td>
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<tr>
<td><strong>MONDAY, OCTOBER 26, 2015</strong></td>
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<tr>
<td>8:30 - 10:30 a.m.</td>
<td>Registration, tour of exhibits, continental breakfast</td>
<td>Exhibit Arena</td>
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<tr>
<td>9 - 10 a.m.</td>
<td>DON Roundtable Breakfast ~ reservations required</td>
<td>Brigantinne Ballroom</td>
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<tr>
<td>10:30 a.m. - 12:30 p.m.</td>
<td>Opening Session</td>
<td>Atlantic City Ballroom</td>
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<tr>
<td>12:30 - 3 p.m.</td>
<td>Tour of exhibits / Exhibitor Mixer Luncheon ~ complimentary to all registrants</td>
<td>Exhibit Arena</td>
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<td><strong>TUESDAY, OCTOBER 27, 2015</strong></td>
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<tr>
<td>3 - 5 p.m.</td>
<td>Education sessions</td>
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<td></td>
<td>♦ Maximizing the Power of Your Data - LTC Trend Tracker</td>
<td>Atlantic City Ballroom A/B</td>
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<td>♦ Medicare - How Not To Screw It Up</td>
<td>Atlantic City Ballroom C/D</td>
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<td></td>
<td>♦ Why Resident Delight is the MOST Important Senior Care Outcome</td>
<td>Exhibit Arena Classroom</td>
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<tr>
<td>5 - 6 p.m.</td>
<td>Tour of exhibits / complimentary cocktails &amp; hors d’oeuvres</td>
<td>Exhibit Arena</td>
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<tr>
<td>5:30 p.m.</td>
<td>Two - $500 HCANJ cash prize drawings</td>
<td>Exhibit Arena Classroom</td>
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<tr>
<td>6 p.m.</td>
<td>Arena closes for the day</td>
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<td><strong>WEDNESDAY, OCTOBER 28, 2015</strong></td>
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<tr>
<td>8 - 9 a.m.</td>
<td>Continental breakfast</td>
<td>Brigantine Ballroom (near education rooms)</td>
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<tr>
<td>9 - 11 a.m.</td>
<td>Education sessions (Exhibit Arena Closed)</td>
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<td></td>
<td>♦ Dementia Care Without Drugs - Part 1</td>
<td>Atlantic City Ballroom A/B</td>
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<td>♦ Hiring for Keeps</td>
<td>Atlantic City Ballroom C/D</td>
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<tr>
<td>11 a.m. - 12 noon</td>
<td>Tour of exhibits</td>
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<tr>
<td>12 noon - 2 p.m.</td>
<td>Exhibitor Mixer Luncheon ~ complimentary to all registrants</td>
<td>Exhibit Arena</td>
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<tr>
<td>12 noon - 2 p.m.</td>
<td>Prize drawings for attendees - exhibitor prizes, complimentary stay at the</td>
<td>Exhibit Arena</td>
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<td>Classroom</td>
<td>Harrah’s Resort including dinner for two, and $500 HCANJ cash prize</td>
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<tr>
<td>2 - 4 p.m.</td>
<td>Education sessions</td>
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<td></td>
<td>♦ Dementia Care Without Drugs - Part 2</td>
<td>Atlantic City Ballroom A/B</td>
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<td></td>
<td>♦ Managerial Choice &amp; Organizational Ethics: Aligning Decisions with Values</td>
<td>Atlantic City Ballroom C/D</td>
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<td>♦ Office of the Public Guardian for Elderly Adults</td>
<td>Exhibit Arena Classroom</td>
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<tr>
<td>4 - 5 p.m.</td>
<td>Prize drawings for attendees ~ remainder of exhibitor prizes &amp; $500 HCANJ cash prize</td>
<td>Exhibit Arena Classroom</td>
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<td></td>
<td>Exhibit Arena to close immediately following prize drawings</td>
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<tr>
<td>6:15 - 8:15 p.m.</td>
<td><strong>HCANJ After Hours - No Tie Required</strong></td>
<td>The Pool</td>
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<td>Registration &amp; separate paid ticket are required. Casual business attire</td>
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<td><strong>THURSDAY, OCTOBER 29, 2015</strong></td>
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<tr>
<td>8:30 a.m.</td>
<td>Registration, tour of exhibits, complimentary continental breakfast</td>
<td>Exhibit Arena</td>
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<tr>
<td>9 a.m.</td>
<td>Prize Drawings for attendees</td>
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<td></td>
<td><strong>MUST BE PRESENT TO WIN</strong></td>
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<td></td>
<td>1. $500 HCANJ cash prize</td>
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<td>2. Annual HCANJ state dues credit for 2016 (up to $5,000)</td>
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<td>3. HCANJ free education session in 2016 (HCANJ members &amp; non-members eligible for all drawings)</td>
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<td><strong>Exhibitor Drawing for Free 2016 Booth Space</strong></td>
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<td>(Exhibitor must be present to win)</td>
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<tr>
<td>10:15 a.m. - 12:15 p.m.</td>
<td>HCANJ Annual Business Meeting for facility members only</td>
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<td>Brigantinne Ballroom</td>
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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 [http://www.hcanj.org/facrules](http://www.hcanj.org/facrules).

**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.

The nurse planner and speakers have been cleared and there is no presence of conflict of interest for this event.

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**Hotel Reservations**

Hotel accommodations are not included in your registration.

All room rates are subject to Atlantic City room tax, currently fourteen (14%) percent. Rates are also subject to a New Jersey State Tourism Promotional Fee, currently $3.00, and a Room Assessment Fee, currently $7.00, per room, per night.

**Room rates:**

- Waterfront Tower ......................... $ 99.00
- Waterfront East End Suite...............$299.00
- Waterfront Modern End Suite.......... $299.00
- Billiards Suite............................ $999.00

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

**For reservations call**: 888-516-2215

Group code: SH10HCS
Group name: Health Care Association of New Jersey

Reservations can be made 8 a.m.—2 a.m. EDT seven days a week

Reservations made after October 12th are on a space-availability basis at the current hotel rates. All room rates include a registration fee to HCANJ.
Tuesday October 27, 2015
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 - 12:30 p.m.
President’s Welcome & Keynote Speaker

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

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

5 - 6 p.m.
Complimentary Cocktails &
Hors d’oeuvres
Exhibit Arena Food Court

5:30 p.m.
Prize Drawings
Exhibit Arena Classroom
Drawings to include two $500 cash prizes

6 p.m.
Exhibit Arena Closes
The Exhibit Arena will close promptly at 6 p.m.

Education session handouts will be available on the HCJAN website &
the convention phone app.

**OPENING SESSION 10:30 AM - 12:30 PM**

Welcome & Awards Presentation
Atlantic City Ballroom

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

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**Keynote Speaker**

Sam Glenn
Sponsored by AmWINS Group Inc.

“It all starts with attitude!” Says Sam Glenn, the attitude guy. Sam insists that he is just a regular guy who understands the importance of recognizing, rewarding and recharging people for personal and professional success. Sam is also no stranger to adversity. Having lost a very successful business due to fire, Sam became negative, broke, depressed, jobless and homeless. Sam’s negative and toxic attitude poisoned his employment, relationships and health until he got what he calls “A kick in the attitude.” Now more than 16 years later, Sam still has the same fire and passion on the topic of attitude.

2.0 LNHA & CALA Educational Credits - NJ CEUs approved; PA, NY & DE CEUs pending approval

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**CONCURRENT EDUCATION SEMINARS 3 PM - 5 PM**

**Maximizing the Power of Your Data - LTC Trend Tracker**

Peggy Connorton,
MS, LNFA
Director, Quality & LTC Trend Tracker, American Health Care Association

Learn the potential that LTC Trend Tracker holds to help your organization harness the often untapped power of the vast quantities of data you collect and submit for regulatory and payment purposes. Peggy will provide an overview of several key LTC Trend Tracker features & reports, coupled with case examples from your peers to demonstrate how AHCA members are using these features to support implementation of quality programs, pursue operational excellent and enhance external negotiations with entities like hospitals, managed care organization and other networks.

**Atlantic City Ballroom A/B**

**Medicare - How Not To Screw It up!**

Kitty Blissett,
Vice President,
Health Care Resources

New Jersey nursing facilities are making money on Medicare patients but they are also leaving money on the table. Why? Because of errors, carelessness and just plain misunderstandings. Kitty’s goal is to have each attendee learn ONE thing (hopefully more) that will help their facility make and keep more money.

**Atlantic City Ballroom C/D**

**Why Resident Delight is the MOST Important Senior Care Outcome**

Lou Ann Brubaker,
President / Founder,
Brubaker Consulting

Every single performance objective within a senior care facility is more likely to be achieved if within the organization’s culture is an exceptional customer services commitment. Simply stated, when residents and families are delighted, the facilities financial, regulatory, census and staff retention goals are more easily achieved. Join LouAnn for an energizing session which targets the critical elements that define and contribute to delight and how any organization can embed it as a focus within its daily efforts.

**Arena Classroom**
### CONCURRENT EDUCATION SEMINARS 9 AM - 11 AM

**Dementia Care Without Drugs Part 1**  
2 LNHA & CALA - NJ CEUs approved; PA, NY & DE CEUs pending approval  
2 Nursing Contact Hours submitted and pending approval  

**HCANJ Best Practices Committee Dementia Care Without Drugs Subcommittee**  
In this two-part session, the HCANJ Best Practices Committee Dementia Care Without Drugs Subcommittee will discuss their research and how they found that the best way to achieve a non-pharmacological solution to challenging behaviors is to pursue changing the culture of dementia care to reflect a more person-centered approach. Join us as we explore multi-disciplinary presentations of how each discipline contributes to quality of care for the resident with dementia.  

**Atlantic City Ballroom A/B**  

**Hiring for Keeps**  
**Rafael Haciski, Esq.**  
Producer  
*The Graham Company*  

**Bette M. McNee, RN, LNHA**  
Clinical Risk Management Consultant  
*The Graham Company*  

2 LNHA & CALA - NJ CEUs approved; PA, NY & DE CEUs pending approval  

This interactive session will help you re-evaluate your hiring process and interviewing techniques. Rafael and Bette will also focus on how to onboard new staff for optimal success by ingraining him or her into your culture. They will wrap up the session with how to value the staff member through ongoing education opportunities so that he or she will stay with you and will want to grow with you and your organization.  

**Atlantic City Ballroom C/D**

### CONCURRENT EDUCATION SEMINARS 2 PM - 4 PM

**Dementia Care Without Drugs Part 2**  
2 LNHA & CALA - NJ CEUs approved; PA, NY & DE CEUs pending approval  
2 Nursing Contact Hours submitted and pending approval  

**HCANJ Best Practices Committee Dementia Care Without Drugs Subcommittee**  

**Managerial Choice and Organizational Ethics: Aligning Decisions with Values**  
2 LNHA & CALA - NJ CEUs approved; PA, NY & DE CEUs pending approval  

**John Donnellan, MPA, FACHE**  
Adjunct professor of Health Policy & Management, NYU, Robert F Wagner Graduate School of Public Service  

Healthcare organizations face difficult financial choices. The largest component of healthcare organizations' operating costs is salary and benefits, and the fastest method to cost reduction is often a reduction in staff size/staff hours, and greater reliance on part time, intermittent or contract staff. But is this best for the facility and how does this impact care? How do you choose the right path? Join John in a discussion of how leaders align financial decision-making with mission, vision, values and organization culture.  

**Atlantic City Ballroom A/B**  

**Office Of The Public Guardian For Elderly Adults**  
2 LNHA & CALA - NJ CEUs approved; PA, NY & DE CEUs pending approval  
.75 Nursing contact Hours Approved  

**Helen Dodick, Esq.**  
Acting Public Guardian  

**Anna Clague, CDM, CCPF, CALA Department of Human Services/Guardian Services Specialist-Educator**  
Karen Foma, RN, Supervisor-Care Management/Clinical  

Representatives from the Office of the Public Guardian will review their role in acting as surrogate decision-maker for residents 60 years of age and over who have been deemed incapacitated by the Superior Court of New Jersey. They will discuss how they honor each client's choices to the maximum extent possible while planning ahead to ensure that individual care and treatment wishes are respected.  

**Atlantic City Ballroom C/D**
Thursday
October 29, 2015
Convention and/or exhibit registration is required to take part in this day’s activities

8:30 a.m.
Continental Breakfast
Exhibit Arena Food Court
Exhibit Arena open to attendees

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

10 a.m.
Arena Closing
Immediately following the prize drawings, the Exhibit Arena will close

For safety reasons, ONLY exhibitors may remain in the Exhibit Arena at the conclusion of the prize drawings

10:15 a.m. - 12:15 p.m.
HCANJ Annual Business Meeting
Brigantine Ballroom
Breakfast served
HCANJ Annualхо
HCANJ Annual Business Meeting
(facility members only)
Complimentary buffet breakfast
Opening Remarks:
Jon Dolan, President & CEO
Health Care Association of New Jersey

Guest Speaker:
Representative from American Health Care Association / National Center for Assisted Living

CEUs approved:
HCANJ Member NJ LNHA/CLALA - 2 hrs.
PA, NY & DE CEUs pending approval
• 1 hour for attending education session
• 1 hour for attending the Annual Meeting

HCANJ SHOW MANAGEMENT
(609) 890-8700 | Fax (609) 584-1047

Michelle Palko
Director, Education/Convention Services
e-mail: michelle@hcanj.org
Questions about:
exhibitor registration, sponsorships, AEX, education/CEUs, and prize drawings

Andrea Browne
Office Manager/Bookkeeper
e-mail: andrea@hcanj.org
Questions about:
billing/payment, membership, sponsorships, facility registration,
“HCANJ After Hours” tickets, hotel reservations, food & beverage

For convention registration and sponsorship information visit our website at:
http://www.hcanj.org > “Events & Education” > “Annual Convention”

For information or to register for this year’s HCANJ Foundation Golf Classic, please visit:
http://www.hcanj.org > “Events & Education” > “Annual HCANJ Foundation Golf Classic”
A Special Thanks to our 2015 HCANJ Sponsors

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Gold Sponsors