

*Join us!*

# 71st Annual Convention & Expo



**Center Brochure**

**October 29 - 31, 2019**  
Harrah's Resort, Atlantic City, NJ



# Conference at-a-Glance

Monday, October 28, 2019

7 - 11 p.m. Hospitality Suite - exhibitors and attendees welcome *The Billiards Suite*

Tuesday, October 29, 2019

8:30 - 10:30 a.m. Registration, tour of exhibits, continental breakfast *Exhibit Ballroom*

9 - 10:15 a.m. DON Roundtable Breakfast - reservations required *Avalon Ballroom*

10:30 a.m. - 12:30 p.m. Opening Session *Avalon Ballroom*

12:30 - 3 p.m. Tour of exhibits / Exhibitor Mixer Luncheon - complimentary to all registrants *Exhibit Ballroom*

3 - 5 p.m. Concurrent education sessions *Avalon Ballrooms*

- ◆ A Commonsense Approach to Emotional Trauma and Why we ask “Why?”
- ◆ Infection Control
- ◆ PDPM Month 1: The Good, The Bad, The Ugly

5 - 6 p.m. Tour of exhibits / complimentary cocktails & hors d’oeuvres *Exhibit Ballroom*

5:30 p.m. Harrah’s Resort getaway & two (2) HCANJ \$500 cash prize drawings *Exhibit Ballroom Food Court*

6 p.m. Ballroom closes for the day

Wednesday, October 30, 2019

8 - 9 a.m. Registration *Outside Exhibit Ballroom*  
Continental breakfast *Avalon Ballroom*

9 - 11 a.m. Concurrent education sessions (**Exhibit Ballroom Closed**) *Avalon Ballrooms*

- ◆ Ethical Considerations in the Inclusion of LGBT Care
- ◆ Is Your Building Secure From Cybercrime?

11 a.m. - 12 noon Tour of exhibits

12 noon – 2 p.m. Exhibitor Mixer Luncheon - complimentary to all registrants *Exhibit Ballroom*

12 noon – 2 p.m. Prize drawings for attendees - exhibitor prizes, HCANJ \$500 cash prize & Harrah’s Resort getaway *Exhibit Ballroom Food Court*

2 - 4 p.m. Concurrent education sessions *Avalon Ballrooms*

- ◆ Staffing to Win: Strategies to Recruit and Retain Today’s Workforce
- ◆ How to Prevent Bad News from Becoming a Crisis

4 - 5 p.m. Prize drawings for attendees - exhibitor prizes, HCANJ \$500 cash prize & Harrah’s Resort getaway *Exhibit Ballroom Food Court*  
**Exhibit Ballroom to close immediately following prize drawings**

6 - 8 p.m. **“HCANJ After Hours - No Tie Required”** *Avalon Reception Area*  
Conference registration & a separate paid ticket are required. Casual business attire

Thursday, October 31, 2019

8:30 a.m. Registration, tour of exhibits, complimentary continental breakfast *Exhibit Ballroom*

Prize Drawings *Exhibit Ballroom at **Booth 404***

9 a.m. **MUST BE PRESENT TO WIN** - HCANJ members & non-members eligible for all drawings  
Remaining exhibitor prizes, HCANJ \$500 cash prize, HCANJ free education session in 2020, one free registration to the 2020 20-Hour Symposium, one free registration to the 2020 Assisted Living Conference, and Annual HCANJ state dues credit for 2020 (up to \$5,000)  
**Exhibitor Drawing for Free 2020 Booth Space** (Exhibitor must be present to win)  
**Ballroom will close to all attendees immediately following prize drawings.**

10:15 a.m. - 12:15 p.m. HCANJ Annual Member Session Update for **center members only** *Avalon Ballroom*

# Convention Highlights

## Keynote Address

Join us on Tuesday, October 29th, when motivational humorist and author, Kay Frances, opens up our Annual Convention with her informative, inspirational and humorous attitude.



Kay has shared her message to “lighten up, stress less and take care of ourselves” in 49 states and Canada for over 30 years.

When it comes to humor, Kay is the “real deal,” having preformed as a professional standup comedian for many years and appearing on a number of national television and radio programs including Lifetime Cable’s “Girls Night Out” and NBC’s “America’s Funniest People.” She is also the author of “The Funny Thing about Stress; A Seriously Humorous Guide to a Happier Life.”



***DON Roundtable Breakfast***  
**Tuesday, October 29, 9 - 10:15 a.m.**  
**limited seating - reservations required**  
Avalon Ballroom

***Exhibitor Mixer Lunches***  
**Tuesday, October 29 at 1 p.m. &**  
**Wednesday, October 30 at 12 noon**  
Exhibit Ballroom Food Court  
***Kosher lunches available***

***Exhibitor Mixer Cocktail Hour***  
**Tuesday, October 29 at 5 p.m.**  
Exhibit Ballroom Food Court

***“HCANJ After Hours - No Tie Required”***  
**Wednesday, October 30, 6 - 8 p.m.**  
Avalon Reception Area - 2nd Floor

***Prize Drawings Daily***  
**Check our program for**  
**designated times**

## Buy More and Save!



**Purchase 4 tickets for**  
**“HCANJ After Hours -**  
**No Tie Required”**  
**and receive a**  
**5th ticket FREE!**

## HCANJ Game Room!

**Visit our**  
**fun filled**  
**game rooms -**  
**2 locations in the**  
**Exhibit Ballroom**



**PHOTO DISCLAIMER:** HCANJ reserves the right to use any photograph taken during the conference without the expressed written permission of those included within the photograph. HCANJ may use the photo in hard-copy or electronically in, but not limited to, brochures, newsletters presentations, or our website. A person attending a HCANJ event who does not wish to have their image recorded for distribution should make their wishes known in writing to the event organizer at michelle@hcanj.org prior to the event.

By participating in an HCANJ event and not notifying the event organizer in writing of your desire to not have your photo used, you are agreeing to the terms and conditions listed above.

# Registration Guide

<b>HCANJ MEMBER CENTER</b>	<b>\$ 700</b>
<b>NON-MEMBER CENTER</b>	<b>\$ 1,500</b>

Registration is **PER CENTER, NOT PER INDIVIDUAL**. In order to register, the center must include the completed center badge registration form listing the names of their employees who will attend. Attendees must be employed at the center for which they are being registered. Companies who own and/or manage more than one center **CANNOT** register all centers under their company name. Registration will not be accepted without the center registration form and payment in full. See complete rules and regulations at <http://www.hcanj.org/facrules>.

**ADMINISTRATOR EDUCATION CONTACT HOURS:** This continuing education program is approved for New Jersey 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, NY and DE credits have been submitted to the State Board of Examiners of Nursing Home Administrators and are pending approval.

**HCANJ events are not NAB approved but rather NJ state approved and accepted by the NJ LNHA Board. NY, DE and PA are also submitted for approval. Administrators should register for events using the name that appears on their LNHA and/or CALA license/certificate.**

**NURSING EDUCATION CONTACT HOURS:** This activity has been submitted to Rutgers Biomedical and Health Sciences. Rutgers Biomedical and Health Sciences is accredited by the American Nurses Credentialing Center (ANCC), the Accreditation Council for Pharmacy Education (ACPE), and the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing education for the healthcare team.



The nurse planner and speakers have been cleared that there is no presence of conflict of interest for this event. There is no sponsorship received for this event. For more information regarding contact hours please contact Michelle Palko at 609.890.8700.



## Hotel Reservations

### Hotel accommodations are not included in your registration

All room rates are subject to Atlantic City room tax, currently 13.875% percent. Rates are also subject to a New Jersey State Tourism Promotional Fee, currently \$3, a Room Assessment Fee, currently \$2 per room, per night, and Resort Fee of \$15

Reservations include a \$5 voucher toward self-park, two (2) guest admissions per day to the fitness center, basic WIFI for two (2) devices per room per day, and pool access.

#### Room rates:

Waterfront Tower .....	\$ 89.00
Waterfront Modern End Suite.....	\$299.00

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

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

Group code: SH10HC9  
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 4th are on a space-availability basis at the current hotel rates. All room rates include a registration fee to HCANJ.



**Tuesday**

**October 29, 2019**

Convention and/or exhibit registration is required to take part in all activities.

**8 a.m.**

**Registration open**

Outside Exhibit Ballroom

**8:30 - 10:30 a.m.**

**Continental Breakfast & Tour of Exhibits**

Exhibit Ballroom

**9 - 10:15 a.m.**

**DON Roundtable Breakfast**

Reservation required  
Avalon Ballroom

**10:30 a.m. - 12:30 p.m.**

**President's Welcome, Awards Program & Keynote Speaker**

Avalon Ballroom

**12:30 - 3 p.m.**

**Complimentary Exhibitor Mixer Luncheon & Tour of Exhibits**

Exhibit Ballroom

**3 - 5 p.m.**

**Concurrent Seminars**

(no breaks)  
Avalon Ballrooms

**5 - 6 p.m.**

**Complimentary Cocktails & Hors d'oeuvres**

Exhibit Ballroom Food Court

**5:30 p.m.**

**Prize Drawings**

Drawings to include two \$500 cash prizes and one Harrah's Getaway  
Exhibit Ballroom Food Court

**6 p.m.**

**Exhibit Ballroom closes**

Education session handouts and certificates will be available on the HCANJ website 30 days after the close of the conference.

**Opening Session 10:30 a.m. - 12:30 p.m.**

**Welcome & Awards Presentation**

*Avalon Ballroom*

**Jon Dolan**

*President & CEO, Health Care Association of New Jersey*

**Keynote Speaker**

**Kay Frances**

*America's Funniest Stressbuster*

In our frenzied world, we need to be reminded of the importance of managing our stress, keeping a sense of humor and maintaining a positive attitude for peak performance and success in all areas of our lives. The so-called "little things" in life can become cumulative if we don't stop them in their tracks. We need to manage our stress before it manages us! According to Kay, "The key to stress management is to minimize our concern and worry over things that are out of our control."

It's Kay Frances to the STRESS-cue!

*2.0 LNHA & CALA NJ CEUs approved, PA, NY & DE CEUs pending approval / 2.0 Nursing Contact Hours submitted*

**Concurrent Education Seminars 3 p.m. - 5 p.m.**

**A Commonsense Approach to Emotional Trauma and Why we ask "Why?"**

Some life events can leave us depressed, despondent, and even suicidal, but it can be especially hard for healthcare workers who suffer in silence. Also impacted by emotional trauma are our residents who feel the pain and loss of their former active life. With a commonsense approach, Judy Salisbury opens a discussion on the issue of emotional trauma: definition, recognition, options, and a candid discussion on why we ask "Why?" ATTENTION ATTENDEES: this eye-opening workshop just might challenge conventional wisdom!

**Judy Salisbury**, Founder/President, Logos Presentations and LPNequip.org

*2.0 LNHA & CALA NJ CEUs approved, PA, NY & DE CEUs pending approval / 2.0 Nursing Contact Hours submitted*

**Infection Control**

This session will present a review of regulations regarding infection prevention and control and practices each center should have in place to ensure compliance. Representatives from the NJ Department of Health will speak about the violations that are being cited repeatedly and the 2019 Updates.

**Linda Behan**, BSN, RN, CWCN, CIC, Director of Infection Prevention and Control, *Genesis HealthCare*

**Donna Koller**, RN, BS, CPM, Program Manager, Long Term Care Complaints, Health Facility Survey and Field Operations, *NJ Dept. of Health*

**Pamela Lebak**, RN, Program Manager, Health Facility Survey & Field Operations  
Long Term Care Survey & Certification, *NJ Dept. of Health*

*2.0 LNHA & CALA NJ CEUs approved, PA, NY & DE CEUs pending approval / 2.0 Nursing Contact Hours submitted*

**PDPM Month 1: The Good, The Bad, The Ugly**

With less than 30 days operating in the new Medicare reimbursement system, Zimmet Healthcare Services Group will provide attendees with early feedback and best practices on how to succeed under PDPM. The presenters will introduce operational concerns that have emerged since the October 1 transition and will provide strategies to address the identified reimbursement and compliance concerns. They will also review the admissions process/revenue modeling, ICD-10 coding concerns, triple check process, and billing instructions. This session will utilize didactic training/review and case study examples to comprehensively support learning objectives.

**Vincent Fedele**, MBA, Director of Analytics

**Michael Sciacca**, MHA, MPT, Chief Operating Officer  
*Zimmet Healthcare Services Group*

*2.0 LNHA NJ CEUs approved, PA, NY & DE CEUs pending approval / 2.0 Nursing Contact Hours submitted*

**Wednesday  
October 30, 2019**

Convention and/or exhibit registration is required to take part in all activities.

**8 a.m.**

**Registration open**

Outside Exhibit Ballroom

**8 - 9 a.m.**

**Continental Breakfast**

Avalon Ballroom

**9 - 11 a.m.**

**Concurrent Seminars**

(no breaks)

Avalon Ballrooms

**11 a.m. - 12 noon**

**Tour of Exhibits**

Exhibit Ballroom

**12 noon - 2 p.m.**

**Complimentary Exhibitor**

**Mixer Luncheon &**

**Prize Drawings**

Exhibit Ballroom

**2 - 4 p.m.**

**Concurrent Seminars**

(no breaks)

Avalon Ballrooms

Exhibit Ballroom remains open

**4 - 5 p.m.**

**Tour of Exhibits &**

**Prize Drawings**

Exhibit Ballroom

Exhibit Ballroom closes for the day immediately following prize drawings.

**6 - 8 p.m.**

**"HCANJ After Hours -  
No Tie Required"**

Casual Business Attire

Convention registration & separate paid ticket required

Avalon Reception Area  
(2nd floor of conference center)

Education session handouts and certificates will be available on the HCANJ website 30 days after the close of the conference.

**Concurrent Education Seminars 9 - 11 a.m.**

**Ethical Considerations in the Inclusion of LGBT Care**

There are approximately 9 million Americans identifying as LGBT in the US, and the number of LGBT older adults seeking care and services will be approximately 4.7 million by 2030. Many of them are more likely to be single, childless, and without traditional support systems which may cause them to rely on long term care centers. Studies have shown that LGBT older adults experience fear of discrimination and refusal of care from healthcare providers in long term care settings. Jackie will outline the various health disparities of LGBT older adults experienced in LTC and provide some recommendations or best practices in creating an environment that is welcoming, affirming and LGBT inclusive.

**Jackie J. Baras, MSN, MBA, RN, Quality Nurse Manager, Peri-Operative Services & LGBT Health Navigator, Robert Wood Johnson University Hospital**

2.0 LNHA & CALA NJ CEUs approved, PA, NY & DE CEUs pending approval / 2.0 Nursing Contact Hours submitted

**Is Your Building Secure from Cybercrime?**

In the evolving world of technology, communities need to be on the safe side regarding the residents' personal needs and medical information. The presenters will review HIPAA compliance, the current state of cybercrime and what the consumer should know when contracting with an IT company.

**Mike Geraghty, Director of the NJCCIC and State Chief Information Security Officer, NJOHSP/NJCCIC**  
**Brian Rath, ESQ, Counsel, Buchanan, Ingersoll & Rooney, PC**

2.0 LNHA & CALA NJ CEUs approved, PA, NY & DE CEUs pending approval / 2.0 Nursing Contact Hours submitted

**Concurrent Education Seminars 2 - 4 p.m.**

**Staffing to Win: Strategies to Recruit and Retain Today's Workforce**

In an increasingly competitive talent market challenged by caregiver shortages, high turnover, and an aging population with more sophisticated care needs, senior care leaders must get staffing right to compete. That means evolving recruiting, retention and scheduling strategies to ensure the right people are at the bedside to provide high quality care. Join this interactive session for a 360-degree workforce discussion, get insights into the key workforce issues that face the aging service industry and how providers are addressing them.

**Peter Corless, Executive Vice President, OnShift**

2.0 LNHA & CALA NJ CEUs approved, PA, NY & DE CEUs pending approval / 2.0 Nursing Contact Hours submitted

**How to Prevent Bad News from Becoming a Crisis**

Bad news often can't be avoided, but how it gets handled initially helps determine the length and the severity of the negative questions. Learn how to respond to bad news without causing a crisis and without compromising the legal case, allowing a return to business as usual as quickly as possible.

**Andrew Rush, Director of Public Affairs, Mower**

2.0 LNHA & CALA NJ CEUs approved, PA, NY & DE CEUs pending approval / 2.0 Nursing Contact Hours submitted



**SAVE THE DATES!**

- September 5, 2019  
Silver Quality Award Workshop
- November 6, 2019  
Bronze Quality Award Workshop
- December 12, 2019  
Train the Trainer Workshop
- January, 2020  
LNHA 100- Hour Course
- March 24 - 26, 2020  
20-Hour Symposium

**Thursday**

**October 31, 2019**

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

**8 a.m.**

**Registration open**

Outside Exhibit Ballroom

**8:30 a.m.**

**Continental Breakfast & Final Tour of Exhibits**

Exhibit Ballroom

**9 a.m.**

**Prize Drawings**

Prize drawing entry ballots are available at 8:30 a.m. at the entrance to the Exhibit Ballroom. Must be present to win. Prize Drawings take place at Booth 404

**10 a.m.**

**Ballroom Closing**

Immediately following the prize drawings, the Exhibit Ballroom will close

For safety reasons, **ONLY EXHIBITORS** may remain in the Exhibit Ballroom at the conclusion of the prize drawings

**10:15 a.m. - 12:15 p.m.**

**HCANJ Annual**

**Member Session Update**

Breakfast served  
(HCANJ center members only)  
Avalon Ballroom

Education session handouts and certificates will be available on the HCANJ website 30 days after the close of the conference.

**9 a.m.**

**PRIZE DRAWINGS**

**Exhibit Ballroom - Booth 404**

- Remainder of exhibitor prizes
- Free admission for one individual to a 2020 HCANJ education session
- \$500 cash prize to an individual from a registered center
- Exhibitor drawing for a free booth space at the 2020 Annual HCANJ Convention and Expo. No cash substitute in lieu of booth space. Must be present to win.

**SPECIAL DRAWINGS**

*Only registered center personnel are eligible*

- **GRAND PRIZE:** Up to \$5,000 in HCANJ state dues credit for 2020. 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 center) to attend the 2020 Annual HCANJ 20-Hour Symposium.
- **THIRD PRIZE:** Free admission for one individual (selected by center) to attend the 2020 HCANJ Annual Assisted Living Conference.

**SPECIAL DRAWING RULES**

- No cash substitute in lieu of awarded prizes.
- All New Jersey long term care centers, whether or not they are currently HCANJ members, are eligible to win, provided that they have paid in full for the 71st Annual Convention and Expo at the time of the drawing.
- Entry ballots will be available on Thursday, October 31, 2019 at 8:30 a.m. at the entrance to the Exhibit Ballroom. Each eligible center wishing to participate must complete a ballot. Only one entry is allowed per center.
- The center owners or administrators/executive directors must be present at the drawing to accept prizes. If the owner or administrator/executive director is not present when their center name is drawn, the center will be disqualified and another center entry form will be drawn. The winning center owner or administrator/executive director will receive a letter from HCANJ indicating the prize their center has won.

**10:15 a.m. - 12:15 p.m.**

**HCANJ MEMBER SESSION UPDATE**

*HCANJ center members only  
Avalon Ballroom*

Complimentary buffet breakfast

**Opening Remarks**

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

**Guest Speaker**

TBA

2.0 HCANJ Member LNHA/CALA  
NJ CEUs approved  
PA, NY & DE CEUs pending approval



**SHOW MANAGEMENT**

(609) 890-8700 | Fax (609) 584-1047

**Michelle Palko**

**Director, Education/Convention Services**

email: michelle@hcanj.org

**MEMBERSHIP**

(609) 890-8700 | Fax (609) 584-1047

**Deb Mumola**

**Office Manager, Bookkeeping, Member Services**

email: debbie@hcanj.org

**SPONSORSHIP OPPORTUNITIES AVAILABLE**

**Visit our website at**

***<http://www.hcanj.org> > Events & Education > Annual Convention***

# 2019 Annual Sponsors



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practical approach. creative results.

