

Essential for:

- ⇒ **Owners**
- ⇒ **Administrators**
- ⇒ **Department Heads**
- ⇒ **All other staff**

All Registration materials, directions to the Red Lion of Cromwell, Cromwell, CT and all other materials are available from our website:

www.cahcf.org

Click on the Educational Conf & Trade Show link in the NEWS & EVENTS (BLUE tab).

Or call us at (860) 290-9424.

Vendors who are not Connecticut-licensed Administrators, Exhibitors and/or Presenters may not attend The Show.

CAHCF
213 Court Street Suite 202
Middletown, CT 06457
Tel: 860-290-9424 Fax: 860-290-9478

CT ACHCA and CAHCF/CCAL

Invites you to their

Educational Conference & Trade Show 2018

Our 30th Anniversary

Wednesday, November 14, 2018

Registration—8:30 a.m.

Program—9:30 a.m. to 2:30 p.m.

Red Lion of Cromwell
Cromwell, CT

\$ 50.00 / Attendee
AITs attend FREE



Program Announcement
Printing Courtesy of
ProCare LTC Pharmacy

You're Invited

The Connecticut Chapter of the American College of Health Care Administrators and the Connecticut Association of Health Care Facilities/Connecticut Center for Assisted Living are pleased to invite you to our Educational Conference & Trade Show 2018.

We are excited about returning to the Red Lion of Cromwell in Cromwell, Connecticut where we shall offer a full day of events including:

- ☺ **Five (5)** concurrent, educational offerings
- ☺ Sit-down luncheon
- ☺ Trade show exhibits
- ☺ Prizes, prizes and prizes including our Grand Prize of **\$ 500 in cold, hard cash**

If you haven't attended our event in the past **twenty-nine** years, you've missed something. This is The Show for long-term, subacute, rehabilitative and assisted living healthcare providers in Connecticut. No brag..., just fact. Because of its modest cost, it's an excellent opportunity for you to show your appreciation to your staff by inviting them along. **Be a hero!**

For more information, contact Richard C. Brown at rbrown@cahcf.org; 860-290-9424.

We'll see YOU at The Show!!!

Schedule of Events

8:30 a.m. - 9:30 a.m.
Registration & Cont. Breakfast

9:30 a.m. - 11:00 a.m.
Educational Offerings

11:00 a.m.
Grand Opening of Exhibit Hall

11:00 a.m. - 2:00 p.m.
Trade Show Exhibits

11:30 a.m. - 1:00 p.m.
Sit-down Luncheon Poolside
(Attendees ONLY)

2:00 p.m. - 2:30 p.m.
Exhibitor Raffles

2:30 p.m.
Grand Prize Raffle Drawing
Show Concludes

Every half hour from 11:30 a.m. until 2:00 p.m. **\$ 50 cash** will be given away!

Exhibitor Raffles - BRING YOUR BUSINESS CARDS!

Remember..., you MUST BE REGISTERED to attend any portion of The Show; you must be registered to be eligible for all prizes; you must be present to win all prizes! **Vendors who are not Connecticut-licensed Administrators, Exhibitors and/or Presenters may not attend The Show.**

The Presenters

1. NCAL/CCAL: Who We Are; What We Can Do For You
(1.5 CEUs)

Helen Crunk, NCAL Board of Directors

2. Quality Improvement for Frontline Staff: Creating Change Through Process Mapping
(1.5 CEUs)

Ann Spenard, Qualidigm and QIN/QIO

3. Understanding PDPM and How To Prepare For Payment Change
(1.5 CEUs)

Maureen McCarthy, Celtic Consulting

4. Disaster Preparedness and Physical Plant Changes (1.5 CEUs)

Tony Bruno, CT DPH

Scott Aronson, Russell Phillips and Associates, a JENSEN HUGHES Company

5. Going The Distance: Digital Marketing For Senior Living (1.5 CEUs)

Connie Parsons, Illuminage Communications Partners

A detailed description of each program is available on the reverse side of the Registration Form and from our website.

Our Survey Guarantee:

If your facility is "in survey" at the time of the Educational Conference & Trade Show, and you cannot attend, we shall gladly refund the Registration Fee for you and your staff.

You can't lose!..., well, except for the survey part. Sign up today!!!

Educational Offerings

Educational Offerings begin promptly at 9:30 AM and conclude at 11:00 AM. **ALL Educational Offerings run concurrently.**

1. National Center for Assisted Living (NCAL) / Connecticut Center for Assisted Living (CCAL): Who We Are; What We Can Do For You (1.5 CEUs) – *Helen Crunk, Vice-Chair; NCAL Board of Directors*

The National Center for Assisted Living (NCAL) is the assisted living voice of the American Health Care Association (AHCA), the nation's largest organization representing long-term care. NCAL advocates on the behalf of assisted living in Washington, DC and supports state affiliate lobbying efforts at the state and local level. The Connecticut Center for Assisted Living (CCAL) is the NCAL state affiliate.

All Connecticut Assisted Living Communities are invited to attend to discover who NCAL and CCAL are and what they can do for you!

One (1) Complimentary Registration per each Assisted Living Community.

2. Quality Improvement for Frontline Staff: Creating Change through Process Mapping (1.5 CEUs) – *Ann Spenard, DNP, RN-BC, Principal and Vice President; Qualidigm and QIN/QIO*

Attendees will learn the definition of Quality Improvement, verbalize components of process mapping and how to be a change agent.

This presentation is designed for frontline staff.

3. Understanding PDPM and How To Prepare For Payment Change (1.5 CEUs) – *Maureen McCarthy, RN, BS, RAC-MT, CPRA; Celtic Consulting*

Details of the Patient Driven Payment Model (PDPM) were released in The Final Rule earlier this year. This new payment system will place value on patient conditions and care requirements, more so than the volume of service. Much is still unknown, and providers may be left struggling to decipher requirements in the new system.

Join this session to learn PDPM concepts from the 208 ACHCA Education Award Winner and CAHCF's own Medicare advisor, Maureen McCarthy!

4. Disaster Preparedness and Physical Plant Changes (1.5 CEUs) – *Tony Bruno, CT DPH and Scott Aronson, Russell Phillips and Associates*

There have been lots of changes this past year in Disaster Preparedness and Physical Plant requirements.

Attendees will find out from the experts what's going on and how to prepare for success in these areas.

5. Going The Distance: Digital Marketing For Senior Living (1.5 CEUs) – *Connie Parsons, MBA, President; IlluminAge Communication Partners*

Digital marketing is quickly replacing many traditional marketing activities at your facility. Print newsletters and Yellow Pages ads have gone the way of the typewriter, and your blog, Facebook, and email are where you can reach your target market today. Questions about the digital marketing frontier? This presentation will cover what digital marketing is, why you should do it, what you should be doing, and how to plan and manage a successful digital marketing program. We will use demographic and business research as well as successful strategies from senior living communities.

Registration Form

**Connecticut Chapter, American College of
Health Care Administrators
Connecticut Association of Health Care
Facilities**



**Educational Conference and Trade Show
Wednesday, November 14, 2018
Red Lion of Cromwell, Cromwell, CT**



ADVANCE REGISTRATION RECOMMENDED; LIMITED SEMINAR SEATING

PLEASE TYPE OR PRINT LEGIBLY – FORM MAY BE DUPLICATED FOR MORE ATTENDEES

Organization _____

Address _____

City/State/Zip Code _____

E-mail _____ Telephone _____ Fax _____

Check only one (1) seminar for each Attendee; PLEASE TYPE OR PRINT LEGIBLY

ATTENDEE #1 _____ Title _____

Seminar #1 Seminar #2 Seminar #3 Seminar #4 Seminar #5 Seminar #6

ATTENDEE #2 _____ Title _____

Seminar #1 Seminar #2 Seminar #3 Seminar #4 Seminar #5 Seminar #6

ATTENDEE #3 _____ Title _____

Seminar #1 Seminar #2 Seminar #3 Seminar #4 Seminar #5 Seminar #6

ATTENDEE #4 _____ Title _____

Seminar #1 Seminar #2 Seminar #3 Seminar #4 Seminar #5 Seminar #6

Number of Attendees _____ @ \$ 50.00 each = \$ _____;

Students in a State-approved AIT program attend FREE; in "Title" indicate "AIT"

Enclose with check or valid purchase order made out to "CT ACHCA" and return to:

**Richard C. Brown, Show Coordinator
CAHCF
213 Court Street Suite 202
Middletown, CT 06457**

Registration may be faxed to 860-290-9478. Registration is a commitment to pay.

Richard C. Brown, Show Coordinator 860-290-9424 (tel); 860-290-9478 (fax)