

Come on Down!

OHCA Spring Expo

March 8th—9th, 2012

Audience Key

ALF = Assisted Living Facility

MEM = Memory Care Community

NF = Nursing Facility

RCF = Residential Care Facility

CEU Key

Nursing Facility Administrators:

Approved for 9.5 general credit hours

Approval number 2012-06 by the Oregon Health Licensing Agency, Oregon Nursing Home Administrators Board

Assisted Living, Residential Care Administrators:

Approved for 9.5 general credit hours

OHCA is an automatically approved sponsor by Oregon Department of Human Services, Seniors & People with Disabilities

Memory Care Administrators:

Approved for 3.5 memory care unit credit hours

OHCA is an automatically approved sponsor by Oregon Department of Human Services, Seniors & People with Disabilities

Washington State CEUs:

Approved for 9.5 general credit hours

OHCA is an automatically approved sponsor by Washington State Department of Health, Board of Nursing Home Administrators

Access Event Materials & Handouts Online

Please plan in advance, as hard copies of session handouts will not be provided for education sessions.

All handouts for Spring Expo will be provided to participants electronically.

Handouts will be posted online & available for download by Monday, February 27th, 2012

Make sure you enter your correct email address while registering, as we will be emailing you access to these handouts before the event!

Schedule at a Glance

Thursday, March 8th, 2012

6.75 CEUs

7:00am— 4:00am	Event Center Lobby Registration—Check In			
7:00am— 9:30am	Chasta A/B Continental Breakfast			
	Rogue A	Kalapuya A	Rogue B	Molalla A/B
8:00am— 9:15am	<p>Retaining Talent: Keeping the Best & Coaching the Rest <i>Mark Alan Kilman Burnham, American Medical Response</i></p> <p style="text-align: center;">Sponsored by: American Medical Response</p> <p style="text-align: center;"><i>ALF-NF-RCF Leadership</i></p>	<p>CMS Quality Measures for 2012: Ready or Not! <i>Susan LaBelle, MSN, RN, RAC-CT, PointRight</i></p> <p style="text-align: center;">Sponsored by: PointRight</p> <p style="text-align: center;"><i>NF Rules & Regulations</i></p>	<p>Depression and Dementia in Older Adulthood <i>Robert Winningham, Western Oregon State University</i></p> <p style="text-align: center;">Sponsored by: Western Oregon University</p> <p style="text-align: center;"><i>ALF-MEM-NF-RCF Quality Improvement</i></p>	<p>The Alzheimer's Lounge: Interdisciplinary Dementia Program for the Real World <i>Erin Bonitto, MS, ADC, Gemini Consulting</i></p> <p style="text-align: center;"><i>ALF-MEM-NF-RCF Alzheimer's/Dementia</i></p>
9:30am— 10:45am	<p>A Strategic and Operational Look at Improving Healthcare with Technology <i>John Baker, Consonus Healthcare Meagan English, Marquis Care at Wilsonville</i></p> <p style="text-align: center;">Sponsored by: Consonus Healthcare</p> <p style="text-align: center;"><i>ALF-NF-RCF Quality Improvement</i></p>	<p>The Essentials of a QAPI Program: Meeting the Healthcare Reform Requirements <i>Demi Haffenreffer, Haffenreffer & Associates</i></p> <p style="text-align: center;">Sponsored by: Haffenreffer & Associates</p> <p style="text-align: center;"><i>NF Rules & Regulations</i></p>	<p>Dealing with Difficult Animals in Your Kingdom <i>Cora Lonning, CCL Consulting</i></p> <p style="text-align: center;">Sponsored by: CCL Consulting</p> <p style="text-align: center;"><i>ALF-NF-RCF Leadership</i></p>	
11:00am—Noon	<p>Making the Quality Indicator Survey Work for You <i>Ellen Sandler, Providigm</i></p> <p style="text-align: center;">Sponsored by: Providigm</p> <p style="text-align: center;"><i>NF Rules & Regulations</i></p>	<p>The Pen is Mightier than the Sword <i>Demi Haffenreffer, Haffenreffer & Associates</i></p> <p style="text-align: center;">Sponsored by: Haffenreffer & Associates</p> <p style="text-align: center;"><i>ALF-RCF Quality Improvement</i></p>	<p>You-Free: How to Create High Performing, Self-Directed, Self-Managed Teams <i>Cora Lonning, CCL Consulting</i></p> <p style="text-align: center;">Sponsored by: CCL Consulting</p> <p style="text-align: center;"><i>ALF-NF-RCF Leadership</i></p>	
12:15pm— 1:45pm	Kalapuya A/B Keynote Presentation & Lunch Seven Things Your Residents Want You to Know... <i>Presented by Erin Bonitto, MS, ADC, Gemini Consulting</i> Sponsored by CW Capital <i>ALF-NF-RCF</i>			
1:00pm— 3:00pm	HR Training room OHCA Board of Directors Meeting Sponsored by McKesson			
1:45pm— 4:45pm	Event Hall A Exhibitor Showcase Featuring the OHCA Family Feud Sponsored by McKesson			
6:00pm— 11:00pm	Raindrops Nightclub Fun Night <i>Buffet Dinner in Rogue Rooms</i> Sponsored by: Alliance Insurance			

Schedule at a Glance

Friday, March 9th, 2012

3.75 CEUs

7:30am— 11:00am	Event Center Lobby Registration—Check In			
7:30am— 9:30am	Chasta A/B Continental Breakfast			
	Rogue B	Rogue A	Molalla A/B	Kalapuya A
8:00am— 9:15am	<p>Workable Clinical Systems: Keeping Up the Pace <i>Cheryl Boldt, Maun Lemke Speaking and Consulting, LLC</i></p> <p style="text-align: center;"><i>ALF-NF-RCF Clinical</i></p>	<p>Leadership Roundtable: The Current State of Affairs <i>Panel of Long Term Care Providers</i></p> <p style="text-align: center;"><i>ALF-NF-RCF Rules & Regs</i></p>	<p>Return on Mission: Engaging Your Community with Social Media <i>Blair Carey, RetirementHomes.com</i></p> <p style="text-align: center;">Sponsored by: RetirementHomes.com</p> <p style="text-align: center;"><i>ALF-NF-RCF Marketing</i></p>	<p>When Bluffing Doesn't Work: Effective Communication Tools from Team STEPPS <i>Lynn Kemper, Acumentra Health Diane Richardson, Acumentra Health Jennifer Wright, Acumentra Health</i></p> <p style="text-align: center;">Sponsored by: Acumentra Health</p> <p style="text-align: center;"><i>ALF-NF-RCF Quality Improvement</i></p>
9:30am— 10:45am	<p>Wipe Out Readmissions to the Hospital: Everyone Wins <i>Cheryl Boldt, Maun Lemke Speaking and Consulting, LLC</i></p> <p style="text-align: center;"><i>ALF-NF-RCF Quality Improvement</i></p>	<p>Make it a True Daily Double! Return on Your Membership Investment <i>Ruth Bernard, Oregon Health Care Association</i></p> <p style="text-align: center;"><i>ALF-NF-RCF Marketing</i></p>	<p>OSHA is Coming to Town! Successful Health Care Inspections <i>Deb Fel-Carlson, SAIF Corporation</i></p> <p style="text-align: center;">Sponsored by: SAIF Corporation</p> <p style="text-align: center;"><i>ALF-NF-RCF Rules & Regs</i></p>	<p>Mistakes Happen: The Science of Human Factors and Principles to Mitigate Effects <i>Valerie Van Buren, Oregon Patient Safety Commission</i></p> <p style="text-align: center;">Sponsored by: Oregon Patient Safety Commission</p> <p style="text-align: center;"><i>NF Clinical</i></p>
11:00am— 12:15pm		<p>Creating a Strong Internal Sales Process <i>Donna Hawley, The Oaks Senior Living, University of Phoenix, Bellevue University</i></p> <p style="text-align: center;"><i>ALF-NF-RCF Marketing</i></p>	<p>Survey Says! Hot Topic for Providers TBD February 2012 <i>Presented by Seniors and People with Disabilities</i></p> <p style="text-align: center;"><i>ALF-NF-RCF Rules & Regs</i></p>	<p>Wellness at Any Age and Stage: Balancing Care and Operations <i>Barbara Christenson, Aegis Therapies Brian Boekhout, PT, Aegis Therapies Chris Henderson, DPT, Aegis Therapies</i></p> <p style="text-align: center;">Sponsored by: Aegis Therapies</p> <p style="text-align: center;"><i>ALF-NF-RCF Clinical</i></p>
12:15pm	Spring Expo Adjourns			

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Schedule at a Glance

Thursday, March 8th, 2012

8:00am—9:15am

Rogue B

Depression and Dementia in Older Adulthood

Robert Winningham, PhD, Professor, Chair of the Psychology Division, Western Oregon State University

Sad or depressed older adults have 30% greater increased mortality rates (Cooper, Harris & McGready, 2002). In addition, depression and social support are both related to the likelihood of developing memory problems. In this presentation, we will discuss risk factors for depression and why there might be a correlation between depression and memory impairment. Strategies to motivate older adults to do the activities and therapy that can improve their quality of life will be discussed. We will also discuss interventions to maximize social engagement and decrease loneliness in retirement communities.

- Participants will learn how to motivate people to participate in therapy and activities that can improve their memory ability and quality of life
- Learn about risk factors for depression in older adulthood and why those risk factors are often risk factors for dementia
- Learn how and why memory impairment is often associated with depression

Sponsored by: Western Oregon University

Audience: ALF—MEM—NF—RCF
Track Title: Quality Improvement

Kalapuya A

CMS Quality Measures for 2012: Ready or Not!

Susan LaBelle, MSN, RN, RAC-CT, Senior Healthcare Specialist, PointRight

The long awaited Quality Measures are here and they are not a simple rework of the measures we've had in the past. Significant changes to the resident sample selection and record selection process may cause some "sticker shock" when providers try to compare the new measure rates with those of the old Quality Measures. Data quality has never been more important, nor has the ability to assess, track and trend the data been more challenging. In this session, providers will have the opportunity for a clear understanding of the new measure requirements and how to best use the information for their clinical quality and risk management practices.

Sponsored by: PointRight

Audience: NF
Track Title: Rules & Regulations

Rogue A

Retaining Talent: Keeping the Best and Coaching the Rest

Marc Alan Kilman Burnham, Operations Manager, American Medical Response

Creating & sustaining a culture of excellence requires deliberate and sustained efforts by leaders to take talent to the top. Disengaged, under utilized employees produce work that reflects unsupportive, negative working environment. Employees don't like these kinds of working environments, and business cannot afford this ineffective use of human capital. The best employees want to work in the best places. If you want to attract them and keep them, this workshop is for you. In this session, the presenter will illustrate how to engage your employees & turn bad employees around. He will explain how to make the employees know and see you care about them as an individual, to promote a positive work environment.

Sponsored by: American Medical Response

Audience: ALF—NF—RCF
Track Title: Leadership

Molalla A/B

The Alzheimer's Lounge: Interdisciplinary Dementia Program for the Real World

Erin Bonitto, MS, ADC, Founder, Lead Coach, Gemini Consulting

This session is scheduled until Noon.

The Alzheimer's Lounge is an award-winning, interdisciplinary dementia care system being implemented by aging services providers across the nation – and featured by Provider magazine. The Lounge system has been lauded as 'do-able' dementia care – proven to significantly reduce sundowning behaviors, falls, psychotropic use and agitation – while increasing team member morale and dementia skills. Attend this session to hear directly from Erin Bonitto, the architect and lead coach for this system. Because of the interdisciplinary nature of this topic – skilled nursing home, assisted living, and memory care providers are strongly encouraged to send whole teams to this seminar – enabling them to take back the tools to implement their own successful dementia systems. Attendees will be able to describe key elements of the Alzheimer's Lounge behavior change model, including: Trigger-free environments, pre-agitation window, individualized strength-based stations and cuing pleasurable resident-to-resident social interactions. The instructor will discuss how a truly interdisciplinary dementia care approach can create a clear and positive impact on morale, teamwork, sense of empowerment, and relationships with residents. Attendees will also summarize clinical and operational outcomes of the Alzheimer's Lounge approach – including significant reductions in falls, psychotropic medication use, behavioral symptoms, and elopement; and outcomes related to family-member satisfaction.

Audience: ALF—MEM—NF—RCF
Track Title: Alzheimer's/Dementia

Schedule at a Glance

Thursday, March 8th, 2012

9:30am—10:45am

Rogue A

A Strategic and Operational Look at Improving Healthcare with Technology

John Baker, Director of Technology, Consonus Healthcare

Meagan English, Administrator, Marquis Care at Wilsonville

Implementing EMR and eMAR systems can be both rewarding and extremely challenging. In this session the audience will learn concepts that surround selecting, planning, implementing and supporting an electronic healthcare system. Meagan and John will give tips from the trenches on how to avoid costly mistakes and improve an organization's efficiency, while keeping staff morale high. Presented from both operational and information technology points of view, and covering a wide spectrum of considerations when looking into EMR or eMAR services, the audience will learn how to not just survive an EMR implementation, but to embrace it and thrive!

- Learn why you should consider technology based systems: strategically and operationally
- Learn the keys to successful deployment
- Learn the cost considerations

Sponsored by: Consonus Healthcare

Audience: ALF—NF—RCF
Track Title: Quality Improvement

Rogue B

Dealing with Difficult Animals in Your Kingdom

Cora Lonning, Consultant, CCL Consulting

Is there a person in your world that causes you to just cringe whenever you must deal with them? This session will introduce specific strategies to employee when faced with difficult and challenging behavior by those your work with, for and lead. Although we often dub the people as difficult for us to respond to. With effective strategies, the communication can potentially be improved, allowing the interaction to become more productive!

- Interpret disruptive and difficult behavior experienced in our daily interactions with others
- Translate disruptive behavior into underlying needs being communicated
- Practice effective strategy for interacting with behavior

Sponsored by: CCL Consulting

Audience: ALF—NF—RCF
Track Title: Leadership

Kalapuya A

The Essentials of a QAPI Program: Meeting the Health Care Reform Requirements

Demi Haffenreffer, RN, MBA, President, Haffenreffer & Associates

This session will review the requirements of section 6102 of the Affordable Care Act. The session will cover the five elements of an effective QAPI program as well as tips for implementation.

- Review and discuss the five elements of an effective QAPI Program
- Review and discuss section 6102 of the Affordable Care Act
- Identify the steps in required for implementation of a QAPI Program

Sponsored by: Haffenreffer & Associates

Audience: NF
Track Title: Rules & Regulations

Audio/Visual Equipment is Sponsored by



Consulting Resources

A Professional Corporation

Schedule at a Glance

Thursday, March 8th, 2012

11:00am—Noon

Kalapuya A

The Pen is Mightier than the Sword

Demi Haffenreffer, President, Haffenreffer & Associates

Documentation is the key factor in determining the quality of care provided to the resident. IT is the written story by which all decisions related to care planning, survey compliance, liability and payments are made and remembered. This session will review standards and risk management strategies for documentation. A review of common documentation problems and errors will be conducted. Protocols and tools for training and improving your facility documentation will be provided.

- Review standards for high quality documentation
- Review and analyze common documentation problems & errors
- Identify how to evaluate current facility documentation protocols and assess effectiveness.

Sponsored by: Haffenreffer & Associates

Audience: ALF—RCF
Track Title: Quality Improvement

Rogue A

Making the Quality Indicator Survey Work for You

Ellen Sandler, VP Sales & Marketing, Providigm

As with any significant change, the QIS has the potential to create anxiety and uncertainty for providers. A clear understanding of the QIS allows providers to convert anxiety to empowerment and readiness. Learn the facts about the QIS structure and process. Be prepared for your survey through understanding survey processes, knowledge of the QIS tools and using the tools in your daily operations and quality assurance. Although the QIS was designed for surveyors to conduct the federal survey, the two-stage quality assessment tools that are used in the QIS provide the basis for a comprehensive quality assurance system for nursing homes. The QIS system will be most beneficial if used throughout the year, not just at survey time. If used correctly, these tools can help a nursing home assess their resident's quality of care and quality of life using structured information reported by residents, resident families, and staff members; combined with information obtained through observation and record review.

Sponsored by: Providigm

Audience: NF
Track Title: Rules & Regulations

Rogue B

You-Free: How to Create High Performing, Self-Directed, Self-Managed Teams

Cora Lonning, Consulting, CCL Consulting

Leaders cultivate and foster teamwork every day so it permeates their entire organization. How do you get staff, with hugely diverse job duties, to come together as a team and achieve excellence? This workshop will provide you with practical tools for creating a common thread within your organization. This enables all employees to recognize how their individual jobs come together to support the facility's goal of providing excellent care.

Sponsored by: CCL Consulting

Audience: ALF—NF—RCF
Track Title: Leadership

12:15pm—1:45pm

KEYNOTE PRESENTATION

Seven Things Your Residents Want You to Know...

Erin Bonitto, MS, ADC, Gemini Consulting

Working in Long Term Care and Assisted Living means you're paying attention to a lot of different things: what the government wants you to know, what your staff and co-workers want you to know, and what the "experts" want you to know. Drawn from the real life stories of long term care professionals and their residents, this presentation will help you refocus on what your residents want you to know. It's an uplifting and lighthearted look at what makes our resident's tick!

Sponsored by: CW Capital

Audience: ALF—NF—RCF
Track Title: Opening Keynote Presentation

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Schedule at a Glance

Friday, March 9th, 2012

8:00am—9:15am

Kalapuya A

When Bluffing Doesn't Work: Effective Communication Tools from Team STEPPS

Lynn Kemper, Project Manager, Acumentra Health

Jennifer Wright, NHA, RAC-CT, Quality Improvement Specialist, Acumentra Health

Diane Richardson, NHA, Quality Improvement Specialist, Acumentra Health

During the fun and interactive session you will learn effective communication tools from Team Strategies & Tools to Enhance Performance & Patient Safety (Team STEPPS). This is a teamwork system designed to improve the quality, safety and efficiency of healthcare. Team STEPPS was developed by the Department of Defense Patient Safety Program, in collaboration with the Agency for Healthcare Research and Quality. We will introduce two communication techniques and how to apply them to real life situations.

Sponsored by: Acumentra Health

Audience: ALF—NF—RCF
Track Title: Quality Improvement

Rogue A

Leadership Roundtable: The Current State of Affairs

Panel of Long Term Care Providers

The 2012 legislative session has focused primarily on the budget deficit within the state of Oregon. With Medicare cuts implemented in 2011 and state economists forecasting significant rate cuts to Medicaid reimbursement, providers will need to be diligent in their budgeting and organizational planning. In this session attendees will hear from a panel of long term care leaders about the financial impact to facilities due to the current federal and state level legislative initiatives and how they affect Medicare and Medicaid reimbursements. The presenters will provide understanding of the ramifications to the long term care industry due to these reimbursement changes. The presenters will also provide suggestions and tips on how operators and providers can prepare for these reimbursement changes and create sustainable business plans.

Audience: ALF—NF—RCF
Track Title: Rules & Regulations

Molalla A/B

Return on Mission: Engaging Your Community Social Media

Blair Carey, Managing Director, RetirementHomes.com

Baby Boomers have become the fastest growing demographic using social networks. They want to interact with the senior living industry, if offered valuable content. Unfortunately, few Senior Living Communities understand how to use this new media to advance their mission. At the end of this session, attendees will have a firm grasp of the basics of Social Media and have tools to propel them on their journey to becoming Social Media Masters. Attendees will understand how to develop effective Social Media campaigns, know how to use social media to extend their mission and create social media specific analytics. Those who attend this session will have the tools to become Social Media Masters.

Sponsored by: RetirementHomes.com

Audience: ALF—NF—RCF
Track Title: Marketing

Rogue B

Workable Clinical Systems: Keeping Up the Pace

Cheryl Boldt, Senior Consultant, Maun Lemke Speaking and Consulting

It is imperative that facility clinical systems keep up with the ever intensifying clinical needs of our residents. Our customers have very high expectations related to preventative, proactive, and timely medical intervention. Communication, documentation, and follow through of medically necessary services is critical. Solid clinical systems delivered by competent staff will assure the facility can deliver the quality of care customers deserve and pay for. Your clinical systems should also help you meet regulatory requirements. The key is keeping these systems simple and manageable.

- Implement clinical systems to meet the needs and expectations of today's customers and clinicians
- Identify proactive admission processes, change in condition protocols, and systems for management of high risk clinical areas such as pressure ulcers, falls and weight loss.
- Implement person to person communication as the key method of timely and accurate reporting related to high risk problems and changes in resident condition.

Audience: ALF—NF—RCF
Track Title: Clinical

Schedule at a Glance

Friday, March 9th, 2012

9:30am—10:45am

Rogue B

Wipe Out Readmissions to the Hospital: Everyone Wins

Cheryl Boldt, Senior Consultant, Maun Lemke Speaking and Consulting

This session is scheduled until 12:15pm

If the hospitalized patient with medical complexity, injury, surgery, infection, or change in mental status related to illness (or all of these) can't return home and is admitted into a skilled nursing facility, the clock starts ticking and expectations are set forth! How do we meet and exceed expectations for the patient who does not want to be our customer, the hospital who provides us the referral, and ourselves? Skilled facilities are excited for the business and want the customer to recommend them. They do not want the hospital to be penalized or blamed if there is a return in 30 days (or 60 days in the future). The rules regarding hospital readmission are likely to broaden, be more inclusive of critical access, and also apply to skilled nursing facilities. Hospitals and customers are sure to select a post acute location with a reputation for positive outcomes in satisfaction and quality. The provider of choice will also be the employer of choice. It all comes down to great systems carried out by great employees in a great facility with great relationships. Join us as we discuss the WIN-WIN-WIN options that organizations should implement to be what they want to be...the provider and employer of choice, while making a profit and serving their community!

- Develop proactive strategies for implementation prior to and upon admission to prevent readmission to the hospital
- Utilize a minimum five teaming practices throughout a resident's stay that are feared toward preventing readmission to hospital and increasing customer satisfaction
- Take action to assure payment under Medicare Part A or Managed Care resulting in an overall profit for the organization

Audience: ALF—NF—RCF
Track Title: Clinical

Molalla A/B

OSHA Is Coming to Town! Successful Health Care Inspections

Deb Fel Carlson, RN, MSPH, COHN-S, Loss Control Program Advisor, SAIF Corporation

Oregon Occupational Safety and Health Administration (OR-OSHA) will be ramping up long term care inspections as part of a local emphasis program to help reduce employee injuries in the long term care environment. Attend this session to learn about how to prepare today for what the inspectors will be focused on if they show up at your door tomorrow. The instructor will describe ways in which long term care facilities can prepare for a successful OR-OSHA inspection by reviewing the areas of focus for OR-OSHA long term care inspections. The session will emphasize areas where communities may be vulnerable and will provide resources for injury prevention assistance.

Sponsored by: SAIF Corporation

Audience: ALF—NF—RCF
Track Title: Rules & Regulations

Rogue A

Make it a True Daily Double! Return on Your Membership Investment

Ruth Bernard, Controller, Oregon Health Care Association

Dale Penn III, MPH, Government Affairs Representatives, Oregon Health Care Association

Sharon Brothers, aQuire Training Solutions

Attendees will learn about the high priority items which OHC staff have been working on behalf of the long term care communities including survey and quality improvement projects. A new member program, "Find Long Term Care" will be highlighted. This program allows OHCA members to highlight the service capabilities of their building in order to positively affect census by communicating with the community at large about they can care for residents appropriately.

Audience: ALF—NF—RCF
Track Title: Marketing

Kalapuya A/B

Mistakes Happen: The Science of Human Factors and Principles to Mitigate Effects

Valerie Van Buren, Patient Safety Consultant, Oregon Patient Safety Commission

Mistakes are inevitable, no matter how careful we are or how much we try to avoid them. Why do we forget our computer passwords, lose our keys, drop our cell phones, or momentarily forget the name of our favorite actor in a movie? Human beings are pre-programmed to make mistakes and under certain conditions (fatigue, boredom, distraction, stress, interruptions). Our chances of making them increases significantly. This session will discuss the ways in which multiple factors in the healthcare settings can contribute to mistakes and how to design safer systems to prevent or mitigate their effects and improve patient safety.

Sponsored by: Oregon Patient Safety Commission

Audience: NF
Track Title: Clinical

Schedule at a Glance

Friday, March 9th, 2012

11:00am—12:15pm

Molalla A/B

Survey Says! Hot Topics for Providers

Sarah Hout, QIS Coordinator, Tualatin Client Care Monitoring Unit

Warren Bird, Policy Analyst, Seniors & People with Disabilities

Linda Kirschbaum, NHA, Director of ALF, RCF & Quality, Oregon Health Care Association

In this open roundtable discussion, providers are invited to discuss current survey trends and get questions answered directly related to the Oregon Administrative Rules and the survey process. This session is intended to be a collaborative working session to assist providers in clarification of rules and other hot topics related to survey trends and facility operations.

Audience: ALF—NF—RCF
Track Title: Rules & Regulations

Rogue A

Creating a Strong Internal Sales Process

Donna Hawley, BSN, MHA, Community Relations Director, MHA Professor, The Oaks Senior Living, University of Phoenix, Bellevue University

Do you have a community that is 100% occupied? You can, you know! This program identifies the secret to leasing up your community by identifying ways in which to enhance your marketing and sales potential!

- Understand the value of selling an d6 internal sales & marketing strategies
- Learn the process of taking inquiries, handling objections, and components of the tour experience
- Learn how to close the sale

Audience: ALF—NF—RCF
Track Title: Marketing

Kalapuya A/B

Wellness at Any Age and Stage: Balancing Care & Operations

Barbara Christenson, Regional Director of Clinical Services, Aegis Therapies

Brian Boekhout, PT, National Director of Wellness, Aegis Therapies

Chris Henderson, DPT, Clinical Specialist, Aegis Therapies

This session will cover the resident and business benefits of wellness. As an aging society we are embracing the concept that we can change the way we age through a balanced and active life. But what does that really mean? True wellness encompasses pursuits from all 6 dimensions of wellness. This is true regardless of our age or disability. We will discuss strategies for implementing this type of holistic program as well as the key business factors which will improve as a result. National norms and case studies will be reviewed.

Sponsored by: Aegis Therapies

Audience: ALF—NF—RCF
Track Title: Clinical

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The Grand Prize Vacation is Sponsored by



Fun Night is Sponsored by



Name Tags are Sponsored by

