

The 2011 Strategic Summit for Long Term Care Executives

A Unique Program to Help You Stay the Course & Grow
your Business Amid Challenging Budgetary Conditions

October 20 - 21
Hilton at Easton, Columbus



Ohio
Health
Care
Association

OCAL
ohio centers for assisted living

OCDD
ohio centers for development disabilities

Collaborate. Innovate. Strategically Plan.

This is not our typical Fall Conference

As a long term care operator, you have begun the necessary steps to adjust to the unfortunate budgetary challenges facing our profession. There are many ideas worth considering but what strategies, long term, are really right for you?

The 2011 Strategic Summit for LTC Executives has been designed to bring forth some of the best cost-containment tactics and business development opportunities seen within the LTC profession. The ideas will be presented in such a way that will encourage thoughtful discussion with colleagues, peers and consultants as you begin to determine strategically the best course for your organization.

Discussion opportunities and an idea-exchanging reception will allow you to collaborate on immediate solutions for survival, while inspiring you to think “beyond the cuts” to exciting new business opportunities that will position your facility for long term success.

This Strategic Summit is specifically designed for owners, administrators and executive leaders--in other words, the strategic thinkers and doers of your organization who you are depending on for your success. OHCA wants to assist in helping you drive your vision, your strategy and your profitability so you will continue to provide exceptional care and services for many years to come.

Collaborate with your peers while earning up to 10 Continuing Education Credits at Columbus' most popular hotel - the beautiful Hilton at Easton.

Come Join Us

- *Open to innovation with an inspired keynote address*
- *Share best practices with peers and advisors*
- *Collaborate on cost containment strategies*
- *Jump start new business development ideas*
- *Position yourself for long term success*



Thursday, October 20, 2011

8:30 a.m. **Check In & Continental Breakfast**

9:00 - 10:00 a.m. **Change Is Inevitable- Growth Is Optional**

When it comes to the profession of long-term care, we all know that change is inevitable. Whether it is state, federal or local initiatives, as long-term care professionals we are faced with implementing and responding to changes daily. Our challenge is to understand the change process, while also managing it as proactively as possible. Central to our approach should be an understanding and acceptance of the fact resistance to change is normal- not negative. We must also understand why people resist change. As we tackle the various changes that are thrust upon us we should also embrace any opportunities to result from the changes. Our general session speaker, Bob Ash, Ed.D, M.S, B.S., will share with us the reasons why people resist change and how we can embrace it. Bob founded his company, Life Lessons, in 1995. Since then, he has provided training and education to 1,500 plus organizations and businesses, numbering over 340,000 individuals. Prior to starting his company, Bob served in several different public education positions. He was a teacher, principal, and superintendent of schools. During this time, Bob gained notable recognition as a speaker, leading him to create his company, Life Lessons. Bob also played a few years of professional baseball with the Cleveland Indians Baseball Organization.

10:00 - 10:15 a.m. **Networking Break**

10:15 - 11:45 a.m. **Best Practices for Operational Efficiency**

As we kick off this important session, moderator Bill Kutschbach will present a myriad of areas in which for-profit and not-for-profit operators can evaluate opportunities for increased efficiency. Panelists will cover efficiencies they have achieved through such areas as self insurance, employee benefits management, staffing, technology, purchasing, collections and accounts receivable management. Attendees are encourage to ask questions and bring their own efficiency ideas. Everyone will benefit by leveraging others' shared experiences for the benefit of their own organization's strategic operations.

Moderator:

J. William Kutschbach, Managing Principal of HWCO Columbus Office
Director of our HW Healthcare Advisors Group

Panelists:

Janet Harris, CEO, Holland Management Group
Anne Marie Riley, LNHA, VP of the Accounts Receivable Division, Altercare of Ohio
Ken Young, General Counsel, United Church Homes

11:45 - 12:45 p.m. **Luncheon** *(included)*

12:45 - 2:15 p.m. **Increase Your Revenues & Hedge Against Loss through Diversification**

The senior care and living industry continues to evolve in anticipation of serving Boomers and in response to regulatory and economic pressures. The expansion of home and community based services and the development of integrated models of care need to be considered by all providers. In this session, moderator Aric Martin will lead the discussion on the risks and rewards of various diversifications. Specific information on establishing your own home health, hospice, nurse practitioner and outpatient rehabilitation business will be covered. In addition, joint venturing with others to form new companies will also be shared by the panel.

Moderator:

Aric D. Martin, Partner, Rolf Goffman Martin Lang Co., LPA

Panelists:

Anna Alvarez, Chief Operating Officer, Stay Well Home Health
Diane Goodwin, Dir. of Business Development,
Stafford Services/Continuum Hospice
Joanne Perko, Executive Director, Anna Maria at Home
Jim Rogerson, President, Therapy Partners of Ohio



Thursday, October 20, 2011

2:15 - 2:30 p.m. **Networking Break**

2:30 - 3:15 p.m. **The New Quality Payment System**

OHCA President Linda Black-Kurek was directly involved in the development of Ohio's new system for linking Medicaid payments to facility quality, both in the writing of House Bill 153 and by serving on the subcommittee responsible for the details. Beginning July 1, 2012, nearly 10% of an SNF's Medicaid rate will be determined by meeting a new set of quality measures. These new quality measures and the structure for paying providers who meet the measures will be established by the Ohio legislature before the end of 2011, based on the subcommittee's recommendations. Linda will explain the proposed new measures and what providers must do to qualify for the maximum quality payment. This important session will help you prepare now to receive the highest possible Medicaid reimbursement rate in Fiscal Year 2012.



3:15 - 3:30 p.m. **Networking Break**

3:30 - 4:45 p.m. **Getting Paid for Doing What You Do Best: Positioning Yourself for Enhanced Revenues**

Is your facility maximizing the resources you already have? Is your case mix score the highest it can be? Are you tracking your Medicare length of stay and other important outcome measures hospitals and integrated systems are looking for? Do you know what physician hospital organizations in your community will be seeking in a post acute/skilled nursing partner? Join Carol Rolf as she provides a brief update and moderates a discussion on best practices for tracking outcomes and re-hospitalizations while positioning your facility for partnerships and enhanced admissions.

Moderator:

Carol Rolf, Rolf Goffman Martin Lang Co., LPA

Panelists:

Mary Beth Maly, MPH, President, Maly Group LLC

Barbara Masella, V.P. of Operations, HCF, Inc.

Maureen Wern, President, Wern & Associates

Lisa Werstler, VP of Community Services and Public Relations, Altercare of Ohio, Inc.

“Idea Exchange” Casual Cocktail Reception

4:45 - 6:00 p.m.

Before heading out to the many sights of Easton, relax and exchange ideas at this casual cocktail reception immediately following the final session. A perfect place to reflect on what you have heard throughout the day and collaborate with peers and consultants on strategies for the future. A great ending to an inspiring day and wonderful start to your evening at Easton.



Friday, October 21, 2011



7:00 a.m. **Check In**

7:30 - 8:30 a.m. **Early Riser Networking Breakfast & State of the Association Address** (1.0 additional CEU available)

Take this opportunity to hear from OHCA's leadership about the association's plan for today and tomorrow while enjoying breakfast. Review OHCA's legislative and public policy agenda. Time will also be available for sharing best practices with your peers.

Moderator:

Pete Van Runkle, Executive Director, Ohio Health Care Association

Panelists:

Linda Black Kurek, OHCA president

Todd Bergdoll, Legislative Director, OHCA

8:30 - 8:45 a.m. **Networking Break**

8:45 - 9:45 a.m. **What Will They Think of Next?
Current State & Federal Issues and Opportunities**

Much is afoot at CMS and within the State of Ohio as it relates to integrated care, particularly for the dual eligibles, often referred to now as "MMEs" (Medicare-Medicaid Enrollees). This panel will touch on the new Bundled Payments for Care Improvement Initiatives that bring with it four broadly defined models of care, three of which involve retrospective bundled payments and two involve post acute care. In addition, Ohio is also exploring opportunities to create a single point of care coordination for the MMEs in Ohio which will directly impact our membership. The panel will also discuss PPS as well as current state regulatory issues around rules, enforcement and level of care.

Moderator:

Robin Hillier, President, RLH Consulting, Owner, Lake Pointe Nursing & Rehab, At-Large Board of Director, AHCA

Panelists:

Mandy Smith, Regulatory Director, Ohio Health Care Association

Shane Craycraft, LNHA, Senior VP Operations, R&B Health System

Diane Dietz, Assistant Executive Director, Ohio Health Care Association

9:45 - 10:00 a.m. **Networking Break**

10:00 - 12:00 p.m. **Strategic Opportunities & Risks in a Rapidly Changing LTC Environment**

The impact of the Ohio's State Budget Bill coupled with the Medicare PPS changes has many providers questioning their ability to continue in the marketplace. Acquisitions, mergers and other bed strategies are being considered by operators like never before. This panel will explore the risks and opportunities operators need to consider when exploring various bed buying and selling strategies. Attention will also be given to lending, offering important tips for maintaining and developing good relationships with local bankers. The panel will also touch on various issues surrounding bankruptcy from both the liquidator and acquirer viewpoints.

Moderator:

Stephen E. Stanisa, CPA, President & CEO, Howard, Wershbaile & Co

Panelists:

Ira Goffman, Rolf Goffman Martin Lang Co., LPA

Thomas W. Hess, Partner, Dinsmore & Shohl, LLP

Jerry Kuyoth, Sr., V.P. & COO of Health Care, National Church Residences;

Ken Sinha, Vice President, First Merit

12:00 p.m. **Closing Remarks/Adjourn**



Continuing Education Credits:

This program has been approved for 10 hours of continuing education credit for the following (6 hours available on October 20, 4 hours available on October 21):

Accountants: The Ohio Health Care Association is an approved provider of continuing education credit by the Accountancy Board of Ohio.

Nurses: Nurses please note any continuing education that has been approved by BENHA (or any other accredited body) can be accepted by the Ohio Board of Nursing in the State of Ohio. Nurses may use this continuing education to meet their licensure requirements. Please refer to OBN continuing education rules 4723-14-01 thru 4723-14-19.

Ohio Licensed Administrators: The Ohio Health Care Association is an approved provider of continuing education credit by the Ohio Board of Examiners of Nursing Home Administrators.

To receive credit participants will be scanned in upon arrival each day and will be scanned at out at the conclusion of the day. Based upon the scan in/out time, the total hour attended each day will be calculated. Please note that the total credit hours listed for this program assume full attendance. In the event of late arrival and/or early departure, hours will be amended accordingly and rounded down to the nearest full hour. Credit is only available for each full session attended.

Conference Location:



Hilton Columbus at Easton

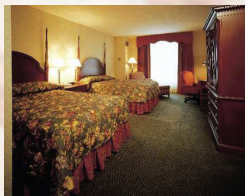
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Make your Hotel Reservations Now.

Reservations:

A limited number of rooms have been blocked at the OHCA rate. The hotel may have additional rooms available once all of the OHCA rooms are gone, but they may not be at the special rate, even if you contact them prior to the cut off date. It is unlikely that they will be able to extend the cutoff date of September 28, 2011 due to the busy nature of their hotel and since rooms go quickly, there may not be any available rooms left at that point. I would encourage you to make your reservation now for the 2011 event.

To make a reservation, call the hotel directly at 614-414-5000 and ask for Reservations. The group rate is \$185. For directions or additional information, please visit the hotel's website at www.hiltoncolumbus.com



The 2011 Strategic Summit • Facility Registration Form • Oct. 20 - 21, 2011

Online Registration: www.ohca.org • Questions? 614 / 436-4154 • Fax: 614 / 436-0939

1. One Person Per Registration *(fill out the facility info and duplicate this form for additional registrants)*

Lastname: _____ First: _____ Nickname: _____

Title: _____ Email address: _____

Facility: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ / _____ Fax #: _____ / _____

Registration *will not* be processed unless payment is included.

2. Registration Category

OHCA/OCAL/OCDD Members:	NON-MEMBERS
Full Conference: \$225 prior to October 14 \$280 October 14 and after	Full Conference: \$395 prior to October 14 \$495 October 14 and after

3. Payment - Make checks payable to Educational Foundation of Ohio Health Care Association (EFOHCA)

Mail to: EFOHCA, 55 Green Meadows Dr. South, Lewis Center, OH, 43035 or **Fax:** 614 / 436-0939

TOTAL AMOUNT: \$ _____

Method of Payment: Credit Card Check

CREDIT CARD: MC: VISA: AMEX: Card Number _____

Expiration Date ____/____

Card Holder _____ Signature _____

* Question: Can I register for the full conference rate and attend one day and send a co-worker the other?

Answer: **No**, full conference registration fees are available for one person to attend both days. You will each need to register at the one day only rate.

*Save 10% off your registration fees by registering online.
Save an additional 15% if you register 4 or more people online.*

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