



Human Resource Management & Legal Update

August 3 – 4, 2010

Conference Center at North Pointe, Columbus, Ohio

C O N F E R E N C E P R O G R A M G U I D E

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WHO: Nursing Facility, Assisted Living Community, and DD Service Providers

Human Resource Specialists
Administrators & Directors of Nursing
Department Heads
Supervisors
Corporate Consultants
Corporate Human Resource Directors
Regional Directors
Nurse Supervisors
Executives
Owners

WHAT:

Remain Union Free
Workers' Compensation
Wellness & Health Insurance
National Health Care Reform
Person Centered Care
Conducting Internal Investigations
Staff Engagement
Social Media
Secrets to Better Supervision

WHY:

Six Law Firms Presenting
Legal Update
Learn from Human Resource Professionals
Network with Peers
Obtain Tools to Succeed
Earn Up to 13 CEUs, including HRCI

WHERE: Conference Center at Northpointe
Lewis Center, Ohio (near Columbus)

HOW:

www.efohca.org

Full speaker
biographies
available at
www.efohca.org

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Schedule of Events:

August 3 – 6 hours

8:30 a.m.	Conference Check In <i>Continental Breakfast</i>
9:00 – 10:30 a.m.	General Session
10:45 – 12:15 p.m.	Concurrent Breakout Sessions
12:15 – 1:00 p.m.	<i>Networking Luncheon</i>
1:00 – 2:30 p.m.	Concurrent Breakout Sessions
2:45 – 4:15 p.m.	General Session

August 4 – 6 hours plus 1 hour early riser session

7:00 – 8:15 a.m.	Conference Check In <i>Continental Breakfast</i>
7:15 – 8:15 a.m.	Bonus Early Riser Session
8:30 – 9:30 a.m.	Concurrent Breakout Sessions
9:45 – 10:45	Concurrent Breakout Sessions
11:00 – 12:15	Concurrent Breakout Sessions
12:15 - 1:00 p.m.	<i>Networking Luncheon</i>
1:00 – 2:00 p.m.	Concurrent Breakout Sessions
2:15 – 4:00 p.m.	General Session

Tuesday, August 3

GENERAL SESSIONS

9:00 a.m. – 10:30 a.m.

Building a Successful Workforce in Changing and Challenging Times

Presented by: John Dyer, co-author of LTC: Leadership Training and Conditioning, and co-owner of Leeson Brown, Ltd.

Long Term Care is faced with changing and challenging times! It's not the first time the industry has experienced change, nor will it be the last. However, key to an organization's ability to successfully navigate through these shifting times, is its ability to build a strong, loyal workforce. Research indicates that you can improve performance capabilities and job satisfaction when behavioral strengths are recognized and used effectively. In this fun, interactive session participants will develop an awareness of 4 behavioral types that are present within every organization, and understand how these types can contribute to their organization's success, by:

- Identifying their own behavioral style and its strengths, by completing the DiSC® Preview assessment
- Discovering what can happen when a strength is overused
- Increasing awareness of the synergistic value of 4 behavioral styles that are present within their organization.

2:45 p.m. – 4:15 p.m.

Health Care Reform

Presented by: Mark Capuano, Huntington, Rob Pivonka, Partner, Rolf & Goffman

Health Care Reform is finally here and employers are scrambling to find out how it will affect them. What do we need to do? When do we need to have it done? How much is this going to cost us? This session will answer these questions and more by focusing on and explaining the aspects of Health Care Reform that are most important to employers.

Wednesday, August 4

GENERAL SESSION

2:15 p.m. – 4:00 p.m.

Social Media

Presented by: John D. Goodman, Esq., Vice President, General Counsel & Corporate Secretary, The Schroer Group, Rob Pivonka, Partner, Rolf & Goffman

The implications of social media are creeping into every aspect of life – including your business. This session is intended to discuss various issues and concerns or problems that can arise from employees and supervisors use of social media outlets such as facebook, digg, del.icio.us, twitter and others. There have been recent problems with employer's confidential or proprietary information shared on social networks; discussions of disciplinary actions or other employee-employer business; and resident rights and privacy issues when health care employees discuss patients online. This session will address these issues through the use of a detailed and extended case study.

Wednesday, August 4

BONUS – Early Riser Session

7:15 a.m. - 8:15 a.m.

Wake Up! (To Leading Edge Workplace Practices)

Presented by Susan Marsico, LNHA, Director of Training, HCF Management, Inc.



Evidence shows that Person Centered Care improves both the quality of care and the quality of life for residents living in long term care communities. What some don't realize is that Person Centered Care also reaps impressive workplace outcomes! By embracing person centered practices, organizations are not only becoming the care provider of choice, but the employer of choice as well! Yet, according to a recent national nursing home survey, only one third of all nursing homes nationwide reported adopting some sort of culture change practice.

It's time to wake up to the fact that Person Centered Care is the right thing to do - not only for residents but for every person working within the organization! If being the employer of choice is important to you, then this is a program you won't want to miss!

In this early morning session participants will:

- Determine why Culture Change calls for effective workplace practices,
- Learn what these historically proven, and leading edge workplace practices are,
- Understand how these practices can be applied to your organization

**Start your day off right, by participating in
"Wake Up! To Leading Edge Workplace Practices"!**

Save 10% by
registering
on line at
www.efohca.org

Concurrent Session Descriptions – Tuesday, August 3

10:45 a.m. – 12:15 p.m. - Select One

1. Remain Union-Free

Presented by: Scott Salisbury, Partner, Salisbury & Salisbury, LPA

Nursing facilities and other healthcare workplaces have everything that unions look for: large numbers of employees capable of paying monthly dues; performing demanding work that can create tension with management; in jobs that cannot be 'off-shored.' Once a union works itself in, it is virtually impossible to extract. The best strategy for healthcare employers is to focus on prevention; building the relationships and fostering a workplace environment that are adverse to union organizing. In this session, case studies and participant discussion are used to introduce and work with the best practices to deter union activity.

2. New for Ohio: Group Retro Policies

Presented by: Stephanie Curran, Diane Dietz, Assistant Executive Director, Ohio Health Care Association

There's a new option in the BWC's toolkit for helping employers manage workers comp expenses and assume risk (if they're willing). We all know about group policies (which are fading fast). You can experience similar advantages which were available with group plans even if you don't have the near-perfect claims experience which was otherwise desired. Come to this program to learn how it all works and how your focus on prevention can save you money. Learn from a company who's got a year of experience in OHCA's program and who can answer your questions from an employer's point of view.

1:00 p.m. – 2:30 p.m. - Select One

3. Working in Partnership: Ensuring Healthcare Regulatory Compliance in Employment Decisions

Presented by: Craig T. Haran, Partner, Rebecca J. Bennett, Partner, Frantz Ward, LLP

This session will focus on how licensure and certification requirements govern a long-term care facility's hiring, training and disciplinary practices, and how these requirements interact with state and federal labor and employment laws. The speakers, who focus their respective legal practices on Healthcare Regulatory Law and Employment Law, will provide concrete examples of situations in which compliance with licensure and certification requirements mandate how certain employment matters, including hiring and employee discipline, should be administered. The speakers will also provide best practices that Administrators and Human Resource professionals can follow when implementing employee discipline following incidents affecting licensure and certification.

4. Wellness

Presented by: Doug Short, President, Benicomp

This session will discuss how 75% of every claim dollar is spent on conditions that are lifestyle related, and how wellness initiatives that use biometric data can mitigate chronic claims or avoid them. Attendees will learn the various types of Wellness programs available, and the differences between Participation based and Outcome based. In addition, we will go into detail as to how Actuarial value is the most cost effective reward, as opposed to gift cards, and cash incentives. Attendees will see proven results from comprehensive reports from a de-identified actual employer, and, gain insight into the legality of, and regulations pertaining to Wellness Programs. We will also provide updates as to Wellness in regard to Health Reform, which is part of HR 3962 passed by the House and the version passed by the Senate Finance Committee.

Concurrent Session Descriptions – Wednesday, August 4

8:30 a.m. – 9:30 a.m. - Select One

5. More Bang for the Buck – how to use incentive compensation to reduce fixed costs and reward your best performers

Presented by Steve Sullivan, Director, Human Capital Consulting, Stephanie Kessler, Manager, Human Capital Consulting

The recent recessionary environment has brought diminished operating budgets and margins and has forced businesses to adjust their fixed costs in an effort to accumulate or conserve capital. Payroll represents a significant fixed cost, yet the base salaries comprising payroll don't necessarily motivate high performing employees to contribute at the level that businesses need to succeed. Attend this session to find out how to shift more of your fixed compensation expense to variable by redirecting base-salary dollars toward incentive awards for the highest performing employees. This session will address how to get the right elements into a Performance Management System, establish variable pay plan eligibility, award opportunity levels by employee, and the funding mechanisms necessary for the plans to create an acceptable financial model under multiple performance scenarios. The session will be cast in a case study format and participants will contribute to the solution!

6. It's your problem now: How the mistakes of supervisors become your headache

Presented by: Marijane E. Treacy, Esquire, Partner, Schutjer Bogar LLC

Everyday supervisors make decisions, or don't make decisions, which land as problems on your desk. From ignoring FMLA notice signals, to perpetuating harassment and discrimination, to creating bad evidence for litigation, your supervisors – who should be your No. 1 ally, can become your worst nightmare. This session will discuss common mistakes made by supervisors which lead to bigger problems for HR and the facility. Management “do's and don'ts” will be reviewed to help eliminate the HR headache.

9:45 a.m. – 10:45 a.m. - Select One

7. GLEE, The Lawsuit

Presented by: Cynthia K. Springer, Partner, Baker & Daniels LLP

Experience the drama of the workplace as told by Indianapolis-based Baker & Daniels law firm partner Cindy Springer, as she plays the countdown of the Top 10 ways employees can break your heart. This presentation will help you be “in” on the key nuances of labor and employment law that will keep you from being a “lawsuit loser.” From I-9 documentation heartaches, to wage payment goofs, to employment policy mistakes, to complaint investigation messes, this presentation will help you stop the drama in your workplace and minimize your organization's future litigation exposure.

8. Internal Investigation Principles: An Objective Approach to Finding the Facts

Presented by Sharon Clark, Partner, Cooper & Walinski, LPA

Human resources professionals are often called upon to recommend when, how, and indeed whether an investigation of alleged wrongdoing should be conducted. Allegations may come from diverse sources such as employees, residents or their families, governmental agencies, audits, or whistleblowers. The allegations may involve employee activities, abuse of residents, financial malfeasance, Medicare fraud, violation of equal employment laws, or sexual harassment, and may arise in the context of litigation or threatened litigation.

This session will cover principles and recommendations useful in deciding why, when, and how to conduct an internal investigation and what use should or could be made of the results of the investigation. The principles and recommendations will be applicable in a variety of situations and will constitute an approach toward discerning the facts with objectivity while developing an appropriate response to the allegations. The importance of maintaining the attorney-client privilege will also be discussed.

11:00 a.m. – 12:15 p.m. - Select One

9. How To Hire and Retain Engaged Staff Members

Presented by Andre Boykin, Managing Partner, CAPITAL IDEA

Learn a proven process to hire the right people, reduce turnover and gain staff engagement. This session discusses how to create a job benchmark to determine what a job requires in behaviors, workplace motivators, and personal skills/attributes; why job attributes are so important to rounding up the right person that will perform well and be engaged; how to use the job benchmark to develop, plan, and implement a behavioral based job interview that will predict future performance. We'll cover the five questions that must be asked and answered before bringing anyone into the organization.

10. Newly Protected Classes

Presented by Janis E. Susalla Foley, Attorney, Cooper & Walinski, L.P.A.

For years, anti-discrimination laws protected applicants and employees based on race, gender, age, religion, and a few other well-known protected classes. Now there is an entire treasure trove of newly protected--or expanded--categories including sexual orientation, gender identity or expression, race and color, caregivers, military service, genetic information, and "regarded as disabled." It's time to learn the wide range of employee Protected Activities. Employers who stay abreast of updates in this cutting-edge area will lower their risk of costly discrimination and retaliation claims.

1:00 p.m. – 2:00 p.m. - Select One

11. HR Open Discussion

Members of the OHCA/OCAL Human Resources Committee will moderate open discussion and sharing of ideas between and with registrants in this session.

This session will feature registrant-initiated discussion on a number of operational topics facing long-term care managers and human resource professionals, including:

- Controlling Increasing Unemployment Costs
- In-house Employee Publications
- Employee Benefits – Strategies/Challenges
- Impact of recent NLRB appointments
- Vacation and Sick Leave versus PTO
- FMLA and Intermittent FMLA
- Employee Engagement and Motivational Programs
- Perfect Attendance Policies
- Performance Evaluation Systems/Programs
- Creative Staffing Solutions

12. Tried and True Secrets to Becoming a Better Manager

Presented by: Kim Hofmann, Owner, Get To The Point-Presentations With Purpose

Don't reinvent the wheel. Learn four easy, effective, and proven secrets that will help you become a better administrator and director. These secrets are based on research that goes back since 400 BC. The best part is—they work! Interested? The secrets aren't difficult to understand or hard to use, but they are exceptionally potent. Come join Kim as she explores behavior styles and personality differences; knowledge of which will help you understand why employees and associates behave the way they do. Learn specific techniques for working with all types of people—especially the ones you believe are difficult and, as an added benefit, eliminate much of the unnecessary tension, conflict, and discomfort found in your workplace. Oliver Wendell Holmes once said: Man's mind, once stretched by a new idea, never regains its original dimensions. Stretch your mind. Learn how to understand people and treat them how THEY want to be treated. If you do, you will gain higher productivity from your employees, less conflicts, reduced tension, and greater job satisfaction. Come join me and learn the four secrets to working successfully with others!



Continuing Education Credits:

13 hours of credit (August 3 = 6 hours; August 4 = 6 hours plus 1 bonus hour) have been requested for the following group. For final approval status, please contact the OHCA office at 614/436-4154 or refer to the website at www.efohca.org.

Human Resource Professionals:

This program has been submitted for 12.0 recertification credit hours toward PHR, SPHR and GPHR recertification through the Human Resource Certification Institute (HRCI).

This program has been approved for 13 hours of continuing education credit (August 3 = 6 hours; August 4 = 6 hours plus 1 bonus hour for the following:

Accountants:

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

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.

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.

What Is Included in My Registration Fee?

Full Conference:

- Up to 13 hours of Continuing Education Credit
- Continental Breakfast Each Day
- Lunch Buffet Each Day
- Continuous refreshment service each day
- Handouts of all education sessions
- The DiSC® Preview assessment

One Day:

- CEUs for day attended
- Continental Breakfast
- Lunch Buffet
- Continuous refreshment service
- Handouts of all education sessions
- The DiSC® Preview assessment (*Tuesday attendees only*)

Register 4 or more people from the same organization on line and save 15%

Conference Location:

The Conference Center at NorthPointe

9243 Columbus Pike, Lewis Center, Ohio 43035
Phone: 614.880.4300

Nestled in a village-like setting of Georgian architecture and cobblestone streets, The Conference Center at NorthPointe is an all-encompassing facility which includes 120 well-appointed guest rooms and suites, a private conference dining room and an on-site pub, complete with a surround sound theatre room. For the active set, guests may enjoy the fitness center, racquetball court, full size gymnasium and outdoor swimming pool, all located on meticulously landscaped grounds overlooking a picturesque two-acre pond.

All of the 120 well-appointed guest rooms and suites blend residential comfort with the office-away-from-home features the business traveler deserves. Rooms include pillow-top beds, refrigerators, microwave ovens, coffee makers with complimentary coffee, IP telephony, voicemail and high speed Internet access.

The Conference Center at NorthPointe recognizes that life balance is critical. At the end of a busy day or between meetings, you can enjoy the beauty of Georgian architecture as you stroll the cobblestone streets. Or, pause for a moment to take in the picturesque pond and meticulously landscaped grounds.

A limited number of rooms are available at the hotel for a special rate of \$181 plus tax (single) or \$138 (double) occupancy per person plus tax. The overnight room rate includes dinner on night of arrival and full breakfast the next morning in the Conference Dining Room for each registered guest. Therefore, those sharing rooms, each individual must check in. Also, should you need to cancel the reservation, both names must be provided upon cancellation.

Rooms go fast so be sure to make your reservations early.

Mention that you are with the OHCA Human Resource Conference when making your reservations to receive this rate.

Phone Number for reservations: 614-880-4300

Should you choose to not stay at The Conference Center at NorthPointe, there are a variety of other hotels near the conference center.

Hyatt Place, 7490 Vantage Drive, 614-846-4355 – OHCA rate is \$99.

Best Western Franklin Park Suites, 2045 Polaris Pkwy., 614-396-5100 - No special rates are available

Candlewood Suites, 8515 Lyra Dr., 614-436-6600. - No special rates are available

Comfort Inn North Polaris, 8400 Lyra Dr., 614-791-9700- No special rates are available

DoubleTree Hotel Columbus–Worthington, 175 Hutchinson Ave., 614-885-3334- No special rates are available

Extended Stay Columbus/Polaris, 8555 Lyra Dr., 614-431-5522- No special rates are available

Hilton Garden Inn Columbus/Polaris, 8535 Lyra Dr., 614-846-8884- No special rates are available

Residence Inn–Worthington, 7300 Huntington Park Dr., 614-885-0799- No special rates are available

Sheraton Suites, 201 Hutchinson Ave., 614-436-0004- No special rates are available

Towneplace Suites–Worthington, 7272 Huntington Park Dr., 614-885-1557- No special rates are available

Wingate Inn–Polaris, 8505 Pulsar Pl., 614-844-5888- No special rates are available

Register by CreditCard or Check Fax or Mail-in Registration

Online at **www.efohca.org**

Register online and save! Register 4 or more individuals from the same facility and receive 15% off the total of registration fees. This discount only applies online.

Human Resources Management & Legal Update Conference • August 3 – 4, 2010

Online Registration: www.efohca.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 #: _____ / _____

2. Registration Fees

Full Conference: OHCA/OCAL/OCDD Members

\$295 prior to July 20, 2010
\$365 July 20, 2010 and after

One Day Only: OHCA/OCAL/OCDD Members

\$175 prior to July 20, 2010
\$220 July 20, 2010 and after

Full Conference: Non Members

\$515 prior to July 20, 2010
\$640 July 20, 2010 and after

One Day Only: Non Members

\$306 prior to July 20, 2010
\$385 July 20, 2010 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 _____

4. Sessions Attending: (It is very important that you complete the section below when registering)

August 3, 2010: Please indicate which session you will be attending

9:00 a.m. All Attendees should plan to attend the general session - *Building a Successful Workforce in Changing and Challenging Times*

10:45 a.m. **Breakout Sessions: Choose one**

1. Remain Union-Free

2. New for Ohio: Group Retro Policies

1:00 p.m. **Breakout Sessions: Choose one**

3. Working in Partnership:

4. Wellness

2:45 p.m. All attendees should plan to attend the general session - *Health Care Reform*

August 4, 2010: Please indicate which session you will be attending

7:15 a.m. Early Riser Session Yes No - *Wake Up! (To Leading Edge Workplace Practices)*

8:30 a.m. **Breakout Sessions: Choose one**

5. More Bang for the Buck

6. It's your problem now:

9:45 a.m. **Breakout Sessions: Choose one**

7. GLEE, The Lawsuit

8. Internal Investigation Principles:

11:00 a.m. **Breakout Sessions: Choose one**

9. How To Hire and Retain Engaged Staff Members

10. Newly Protected Classes

1:00 p.m. **Breakout Sessions: Choose one**

11. HR Open Discussion

12. Tried and True Secrets to Becoming a Better Manager

2:15 p.m. All Attendees should plan to attend the general session - *Social Media*

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.

with support from our champion partners

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