

Certified Executive for Assisted Living®



The Seal of
Assisted Living
Leadership in Ohio

2022 Information

Why Should I Earn the CEAL Certification?

Here are a few things to consider.

Validates Your Knowledge and Tests for Your Specialty – Working toward a certification helps you demonstrate not only to others, but also to yourself, that you are competent and knowledgeable in your field. The CEAL certification also tests for advanced knowledge and provides you with thorough information you may not receive elsewhere.

Shows Credibility and Earns Respect – Consumers and prospective employers like to see evidence that you have the education and the skills required to perform your job well, and residents appreciate being taken care of by qualified professionals. Becoming a CEAL also demonstrates your commitment to assisted living and shows that you are passionate to gain advanced knowledge in order to provide the best care to your residents.

Keeps You Up-To-Date in Your Field – Regulations are constantly changing, and consequently, so are the expectations of assisted living executives. By maintaining your credential through recertification, you get to review and/or learn the most current knowledge, expectations, and best practices in assisted living and attest that your expertise is up-to-date.

Voluntary Vs. Mandatory – Since the CEAL certifications elevates the standard of knowledge and skills in the assisted living profession, the more CEALs we have, the longer we can expect the State Of Ohio to not mandate licensure of assisted living executive directors.

Professional Advancement Opportunities – While the state of Ohio currently does not require a certification or license to be an administrator of a residential care facility (RCF), several states do require assisted living administrators to be licensed. Therefore CEAL has aligned its program curriculum with the National Association of Long Term Care Administrator Boards (NAB) Residential Care/Assisted Living Administrators Examination thereby allowing credentialed assisted living executives in Ohio to meet national competency standards

Obtaining the Ohio CEAL will empower you to excel in the profession you love. And it will enhance your distinction within Ohio's growing and competitive assisted living marketplace.

Become part of the elite within Ohio's assisted living profession. Begin the process today.

Become an Ohio CEAL!

Empower Excel Succeed

Certified Executive for Assisted Living[®]

A Certification for the Elite
in Assisted Living Management

Over 400 professionals have earned
the CEAL[®]

Don't Delay,
Become a CEAL[®] Now!

Attention NHAs – due to changes with NAB, your national exam to become a CEAL is only 55 questions and puts you one step closer to becoming an Health Care Services Executive (HSE)



What Our Graduates Are Saying . . .

"Even though I am a licensed nursing home administrator with over 38 years of experience, I enjoyed being updated on the current trends affecting Assisted Living. I believe that CEAL® Certified elevates the profession of Assisted Living Director and improves the lives of the residents we serve."

*Roger Lee Reynolds LNHA, CEAL®, Administrator
Community Commons Assisted Living*

"With over thirty years of experience in the senior housing field, I was motivated to participate in the CEAL® course to validate for myself that I was current with the day to day operational requirements of an assisted living community. Sure enough, there were a few things that I needed to brush up on and I was able to take the knowledge I gleaned and apply it immediately."

*William C. Wexler, CEAL®, Executive Director
Bridgeway Pointe-Assisted Living*

"Before a promotion to the Director of Assisted Living, I had worked for 18 years as a SNF Admissions Director. I felt like the program was a huge advantage to me in expanding my financial knowledge, as well as increasing my understanding of the regulations that apply to Assisted Living. I would highly recommend the program to anyone who is interested in a management role in an Assisted Living."

*Brenda Newman, CEAL®, Director of Assisted Living
Vancrest of Eaton*

"I would highly recommend this training for Administrators/DONs/ key managers in the RCF setting. It is comprehensive and prepares you for survey; the course also supplies you with the skills needed to handle the various aspects of running or managing a facility."

Jennifer See, HSE, LNHA, CEAL®, QCP, CDP, DTR



Is CEAL® Right for You?

Are you an experienced assisted living executive looking for a competitive edge in the marketplace?

Are you interested in obtaining the necessary skills to successfully lead an assisted living community in Ohio or, even possibly, nationwide?

Then CEAL® is
the certification for you!



Ohio CEAL® is a comprehensive certification program designed to elevate skills and professionalism



Is CEAL Right for You?

Ohio CEAL® is a comprehensive certification program designed to elevate the skills and professionalism of assisted living executives in Ohio by combining national competency standards along with Ohio's most comprehensive state-specific training.

While the state of Ohio does not require a certification or license to be an administrator of a residential care facility (RCF), several states do require their assisted living administrators to be licensed. Therefore CEAL® aligned its program curriculum with the *National Association of Long Term Care Administrator Boards (NAB) Residential Care/Assisted Living Examination* thereby allowing credentialed assisted living executives in Ohio to meet national competency standards.

Obtaining the Ohio CEAL® will **empower** you to **excel** in the **profession you love**. And it will enhance your distinction within Ohio's growing and competitive assisted living marketplace.

What is NAB?

About the National Association of Long Term Care Administrator Boards (NAB) NAB is the nation's leading authority on licensing, credentialing, and regulating administrators of organizations along the continuum of long term care.

The mission of a NAB member state regulatory board or agency includes public protection of the residents and clients of America's skilled nursing facilities, assisted living communities, and home and community based services. As such, NAB strives to support member boards and agencies in carrying out their mission through the development and provision of entry-level competency examinations, standards, shared resources, and tools to assist them in their role of licensure of nursing home, assisted living, and home and community based services administrators. NAB examinations are also used as a component in meeting the eligibility criteria for professional certification programs.



Ohio CEAL® Certification

Within 30 days of completing CEAL® training, candidates will be required to register for the NAB Residential Care/Assisted Living Administrators Examination. The Ohio CEAL® will be awarded to candidates based on 100% class participation including completion of the open-book test and in-class quizzes as well as successful passage of the NAB Residential Care /Assisted Living Administrators Examination.

Course Prerequisite

To register for the course, candidates must be:

- 1.** Licensed as a nursing home administrator
or
- 2.** Meet **one** of the following criteria:
 - a. Has three thousand hours of direct operational responsibility for a senior housing facility, health care facility, residential care facility, adult care facility or any other group home licensed or approved by the state
 - b. Has successfully completed one hundred credit hours of post high school education in the field of gerontology or health care
 - c. Holds a baccalaureate degree
 - d. Is a licensed health professional as defined in Ohio Administrative Code (OAC) 3701-17-07.1, *examples include, RN, LPN, licensed therapist, this is not all inclusive.*



Training Course **Format**

The course begins with two days of state-specific training encompassing the current climate of assisted living in Ohio. Training will cover such things as residential care facility (RCF) regulations from admission through discharge, legal compliance, risk management, personnel requirements as well as person-centered policies and care planning to support a high-quality resident experience.

Highlighted within the training will be mock surveys at a licensed RCF and person-centered practices to support consumers with Alzheimer's Disease and dementia.

Following the initial two days of training, participants will be given self-study materials and will be required to successfully complete the projects prior to the beginning of the final two days of training which will occur a few weeks later.

The final two days of training will cover NAB's areas of practice within the residential care/assisted living arena. This training includes details on:

- Customer Care, Supports, and Services
- Human Resources
- Finance
- Environment
- Management and Leadership



Quizzes and small group activities will reinforce the content through an overview of national best practices.

About the **Exams?**

NAB examinations have been offered across the country and are the required examination in many states for licensure. Hundreds of candidates sit for the national exam, both from states that require the RC/AL as a condition of licensure and from voluntary candidates seeking to enhance their employment opportunities and showcase their dedication and knowledge of assisted living.





To become a CEAL[®], candidates will take **the following examinations:**

NAB National Core of Knowledge Exam for Long Term Care Administrators (CORE) (110 questions)

The purpose of the CORE entry level competency examination is to protect the public by ensuring that entry-level administrators and executive directors have mastered the foundation of skills and knowledge for all long term care lines of service while demonstrating the skills and abilities essential to competent practice within the profession. First-time candidates are encouraged to schedule their CORE and Line of Service (LOS) exams concurrently to obtain discounted pricing when purchased together. As some states may mandate concurrent scheduling, please check with your state board regarding concurrent scheduling requirements. If you are a current licensed nursing home administrator, you may not need to take the CORE examination.

NAB National Residential Care/Assisted Living Administrators Line of Service Examination Program (RC/AL) (55 questions)

The RC/AL line of service exam measures the entry-level knowledge of residential care/assisted living administrators. The RC/AL examination is required as a component of licensure requirements in several states.



The purpose of the RC/AL examination is to protect the public by ensuring that entry-level residential care/assisted living administrators have mastered a specific body of knowledge while demonstrating the skills and abilities essential to competent practice within the profession.

Recertification

In order to ensure continued competency, Ohio CEAL®s must renew their certification annually. Renewal is accomplished by completing 15 hours of approved continuing education per year on subjects relevant to assisted living operations, management and philosophy.

Faculty

Ohio CEAL® training will be conducted by **expert instructors** including:

- **attorneys**
- **seasoned assisted living operators**

Become part of the elite within Ohio's assisted living profession.

Begin the process today.

Become an Ohio CEAL®!



Course **Materials**

Candidates will receive the following as part of their training course fee:

- The Principles of Health Care Administration by Joseph E. Townsend, (2020) (a \$115 value).
- Assisted Living Administration & Management, 400-page book by Springer Publishing (a \$ 80.00 value)
- Ohio Residential Care Facility Licensure & Survey Manual (a\$ 99.95 value)
- Accounting Made Simple: Accounting Explained in 100 Pages or Less by Mike Piper (a \$ 12.00 value)
- Comprehensive handout materials & resources

Course **Schedule**

Classes will be held on line from approximately 8:00 am to 5:00 pm each day. A final course schedule and further details will be sent out a few weeks before the class begins.

This program has been approved for twenty eight (28.0) hours of continuing education credit for Ohio nursing home administrators, CEHCH and nurses. All attendees will receive a certificate of attendance.





Training **Dates:** *(Winter or Summer)*

Winter - February 23, 24 / March 9, 10

Summer - June 8, 9, 29, 30

Location/Safety:

Quest Conference Center (new location)

9200 Worthington Road, Westerville, Ohio 43082

Free parking is available at the Conference Center.

Nearby Hotels:

Each participant is responsible for his/her own lodging and meal arrangements. We encourage you to make your hotel reservations as early as possible. There are a large number of hotels near the Conference Center. Google hotels on Polaris Parkway for a complete listing.

Live Event Precautions:

We are excited to get back to face to face trainings, however, we need to do that responsibility. Therefore we have selected a conference location that has been vigilant to ensure the health and safety of guests while maintaining the highest levels of customer service in this extraordinary and ever evolving time. Rest assured that the Quest Conference Center will be following all safety guidance and procedures during our event. We will also follow all CDC guidance regarding mask wearing, temperature checks, social distancing, etc.



Certified Executive for Assisted Living®

___ February 23, 24 / March 9, 10

TO REGISTER VISIT:

www.efohca.org

Register online at www.efohca.org

To register by mail or fax, download the registration form :

www.ohca.org/docs/registration.pdf

Please do not staple or tape checks to this form. Make checks payable to Educational Foundation of Ohio Health Care Association (EFOHCA)

Mail to:

EFOHCA

PO Box 447

Lewis Center, OH, 43035

or

Fax: 614 / 436-0939

Course Cost

Rate:

\$945 (prior to February 10)

\$1155 (February 10 and after)

Please note: the cost for the NAB examinations are separate and apart from the CEAL® training. The NAB Core Exam fee is currently \$300 and the RC/AL Exam is \$175. Candidates are encouraged to schedule their CORE and Line of Service (LOS) exams concurrently to obtain a savings of \$75 over the prices listed. This fee will be paid by the student to NAB. Do not send to OHCA. Information on applying for the NAB examinations will be presented during Day 4 of the CEAL® course.

For Attendance & Cancellation Policies visit
www.efohca.org



Testimonials CEAL:

I took the CEAL class because my company had just begun construction on a new assisted living building in Hubbard. Although I am an RN and a licensed administrator and been in longterm care for 20 years, I have very little previous experience in assisted living. The CEAL course far exceeded my expectations and gave me the knowledge and tools necessary to help me through our initial licensure survey with zero deficiencies. Since then I have sent two more employees attend the course.

*Joe Cilone, RN, NHA
President - JCTH Holdings, Inc.*

I took the CEAL class in 2018 in order to progress in my career as an Executive Director of Assisted Living communities. The CEAL course takes an in depth look at what is needed to become a top performing assisted living community in Ohio with topics like financial analysis, Medicaid understanding, and care related concerns. After taking the course I felt fully prepared to complete and pass the CEAL test through NAB. It was an excellent networking opportunity and the ability to learn from other professionals in the field. The instructors were professionals from all walks of the healthcare spectrum from marketers to executive directors to regional team members from all around Ohio. If you are looking to advance your career in assisted living, or long term care in general, the knowledge and experience that comes with the designation of the CEAL certification will benefit you immensely.

Jeremy Freeman LNHA, CDAL, CEAL, MBA

I would recommend this course to others. I think the information is something that someone who runs an RL/AL building should know. Everyone should have this information before day one on the job. It's that important.

Shannon F. Bloomingkemper LPN, CEAL

I wanted to educate myself and be immersed in a group of professionals in the field who I could learn from and share with. I am younger and not as experienced, so I know I have a long way to go in the health care field. I learned a lot and this course gave a great deal of very important information that is needed to be successful.

Noel Pritscher, CEAL



National Opportunities for CEAL[®]s

To become an Ohio CEAL attendees must successfully pass the NAB Residential Care/ Assisted Living Administrator Exam (RC/AL). This exam has been offered by NAB since 2000; hundreds of candidates sit for this national exam, both from states that require the RC/AL as a condition of licensure and from voluntary candidates who are seeking to enhance their employment opportunities and increase their knowledge base. By successfully becoming an Ohio CEAL you may benefit from reciprocity in states that currently require the RC/AL exam as a condition of licensure*.

NAB is also excited to introduce the Health Services Executive (HSE) qualification, a broad-based credential which will allow our most talented administrators to practice along the continuum of health services and supports and enjoy portability of their HSE license. To earn the HSE qualification, an administrator will document their education, experience and pass a comprehensive exam that covers the core of knowledge from all lines of service, as well as modules in NHA, RCAL and Home and Community-Based Services (HCBS).

Ohio CEALs are one step closer to the ability to earn this national credential and become a Health Services Executive (HSE).

Please contact Kathy Chapman (kchapman@ohca.org) at OHCA for more details on the HSE.

NAB Introduces New
Qualification for
Growing Long Term
Care Field
“Health Services
Executive” Combines
Competencies;
Encourages New
Leaders

**Regulations vary by state and additional qualifications may be necessary.*



EFOHCA

EDUCATIONAL FOUNDATION OF
OHIO HEALTH CARE ASSOCIATION

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Lewis Center, OH 43035



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