

# ELEVATING CARE



**Spring 2023**  
**CONFERENCE & EXPOSITION**  
May 23-25, 2023 • Park Hyatt Beaver Creek

**CHCA**  
Colorado Health Care Association  
& Center for Assisted Living

## SCHEDULE

### TUESDAY, MAY 23

TIME	FUNCTION	
Noon	Golf Event (Red Sky Golf Course)	Nathan Mead
11:00 AM - 3:00 PM	Exhibitor Set Up	
6:00 PM - 7:30 PM	Member Reception	Vendors & Attendees Welcome
	<b>Dinner On Your Own</b>	

### WEDNESDAY, MAY 24

TIME	FUNCTION	SPEAKER
7:30 AM - 8:30 AM	Registration & <b>Exhibitor Set-up</b>	
8:30 AM - 9:30 AM	1. Keynote: AHCA National Update	Mark Parkinson, American Health Care Association
9:30 AM - 10:30 AM	<b>Exhibit Viewing</b>	
10:30 AM - 11:45 AM	2. Achieving Staff Stability: Recruit and Retain in 2023	Lou Ann Brubaker, Brubaker Consulting
11:45 AM - 12:30 PM	<b>Exhibit Viewing</b>	
12:30 PM - 1:45 PM	Lunch	
1:45 PM - 3:00 PM	3. HR Law in Colorado	Kelly Murphy, Lighthouse H/R
	4. Living with PDPM: Are We Where We Need to Be?	Patricia Scheets, Infinity Rehab Mark Shaw, Clermont Park
3:00 PM - 4:00 PM	<b>Prize Giveaway in Exhibit Hall</b>	
4:00 PM - 5:15 PM	5. Spring Into Quality Assurance & Performance Improvement (QAPI)	Courtney Ryan, Telligen
	<b>Dinner On Your Own</b>	

## THURSDAY, MAY 25

TIME	FUNCTION	SPEAKER
8:00 AM - 9:00 AM	<b>Complimentary Breakfast</b>	
9:00 AM - 10:30 AM	6. Enhancing Efficiency in Your Medicaid Population	Mike Sciacca, Zimmet Healthcare
10:30 AM - 10:45 AM	<b>Break</b>	
10:45 AM - Noon	7. Coffee Chat with Jo Tansey & Chad Fear	Jo Tansey, Chad Fear Colorado Dept. of Public Health and Environment

Relax at the Park Hyatt Beaver Creek Resort as the Colorado Health Care Association and the Center for Assisted Living Presents our 2023 Annual Spring Conference, May 23-25, 2023 in Beaver Creek.

This year’s conference promises to deliver a dynamic blend of staff development seminars balanced against the relaxing backdrop of spring in the Rocky Mountains. CHCA/CCAL also offers a variety of special events to compliment our informative and innovative programming.

## TUESDAY, MAY 23

### Welcome Reception | 6:00 PM – 7:30 PM

Weather permitting, informal welcome reception will be held outside

### Sponsorship Opportunities

Afternoon Break Refreshments (\$1,500)  
 Breakfast (\$2,000)  
 CHCA App (\$2,000)  
 Coffee Service (\$500)  
 Educational Programs (\$1,000)

In-Kind Donation  
 Lunch (\$3,000)  
 Member Reception (\$4,000)  
 Prize Giveaway for Members (\$500)  
 Wi-Fi Internet Password (\$2,500)

Please complete a [Sponsorship Opportunity Form](#) to support Colorado Long-Term Care Communities at the CHCA 2023 Spring Conference.

WEDNESDAY MAY 24

1. | 8:30 AM - 9:30 AM

**Keynote: AHCA National Long-Term Care Update**

*Mark Parkinson, American Health Care Association*

**Mark Parkinson, President and CEO of AHCA/NCAL, will give a national update on actions that have taken place in DC and what we can expect as we continue to recover from the pandemic.**



Mark Parkinson is the President and CEO of the American Health Care Association (AHCA), which represents over 13,700 skilled nursing facilities and assisted living centers. Parkinson served as the 45th Governor of the State of Kansas. Prior to that, he was the owner and operator of long-term care facilities in Kansas and Missouri. Under Parkinson's leadership, AHCA focuses on delivering policy solutions to the Hill and CMS, with a special emphasis on quality care. AHCA is now the largest association in long term care and is at record membership.

His vision has brought Parkinson recognition. He has been named a Top Association CEO by CEO Update and a top lobbyist for seven consecutive years (2013-2019) by The Hill, a leading Capitol Hill newspaper. Parkinson also has the distinction of being selected as one of the "100 Most Influential People in Healthcare" by Modern Healthcare in 2015. Most recently, Parkinson was named Top CEO in the small-employer category by The Washington Post 2019 Top Workplace survey



## WEDNESDAY, MAY 24

## 2. | 10:30 AM - 11:45 AM

**Achieving Staff Stability: Recruit and Retain in 2023**

*Lou Ann Brubaker, Brubaker Consulting*

**Long before COVID-19 senior care providers were in a recruitment/retention crisis. For many, the pandemic simply exacerbated the problem. There is little reason to believe that this will get any easier in the future. This 90-minute, real-world session targets how care providers can improve their outreach, candidate handling, interviewing, first day/weeks' post-hire strategies, and the actions that maintain ongoing staff engagement without just throwing more money at the problem.**

**Following this program, participants will be able to:**

- **Correct the barriers that discourage applicant interest**
- **Increase desire to join their team (before speaking/meeting with the applicant)**
- **Prepare for a new team member's start**
- **Explain why 'on-boarding' shouldn't be the primary focus**
- **Make retention a team sport**
- **Describe why exit interviews are done at the wrong time**
- **List 2 staff engagement strategies that should happen each year**
- **Address the major drivers of why someone quits**
- **Explain what earns staff trust.**

*Lou Ann Brubaker is a highly accomplished Senior Health Care Consultant, Entrepreneur, and Educator with more than 36 years of success within the post-acute care marketplace. Leveraging extensive experience working with individuals from the C-suite to the front line, Lou Ann is a valuable asset to senior care provider organizations in market strategy, leadership development, occupancy growth, customer service, and board governance. She works with senior care providers throughout the US. Lou Ann is the President and Founder of Brubaker Consulting. Lou Ann is a highly sought after speaker at both national- and state-level senior care conferences. Most requested topics currently include staff stability, occupancy/mix development, and front-line leadership skills. She has a remarkably diverse background. Her earliest work included administration of a senior citizen utility assistance program, as well as writing governmental policy. She transitioned an in-house advertising agency of a leading senior care medication distribution systems company to a revenue-generating division, while also directing the company's sales efforts.*

WEDNESDAY, MAY 24

3. | 1:45 PM - 3:00 PM

**HR Law in Colorado**

*Kelly Murphy, Lighthouse H/R*

**The presentation will cover the latest updates in human resource and employment law. This includes employment laws implemented within the last several years and newly passed labor laws for the state of Colorado. Participants will gain valuable insights on how to effectively implement these regulations within their work environments. The presentation will be informative and interactive, to help participants better understand the complex legal environment.**

*Kelly Murphy brings a wealth of knowledge with over 30 years of human resource experience (with 27 years in healthcare HR). She provides expertise in various human resource categories including employee relations, performance management, HR form creation/review (employee handbooks, job descriptions, etc.), employee/management training, workplace investigations, etc. Her human resource certifications include PHR (Professional in Human Resources) and SHRM-PC (Society for Human Resource Management Certified Professional). She received her certification for Advanced Workplace Investigations in March of 2022. Kelly attended Colorado Mesa University and Waldorf University where she earned her degree in Human Resource Management and Business Administration with Summa Cum Laude honors.*



## WEDNESDAY, MAY 24

### 4. | 1:45 PM - 3:00 PM

#### Living with PDPM: Are We Where We Need to Be?

Patricia Scheets, Infinity Rehab & Mark Shaw, Clermont Park

**In this presentation we will unpack some of the myths around rehabilitation and discover what truly matters for improving the lives of older adults in post-acute care. Over the last 15 years, rehabilitation science has grown in depth and breadth, but evidence-based standards of care are not yet usual care in all settings. We'll explore strategies for getting better care to patients consistently examine patient-related factors that impact their responsiveness to best-evidence care. Based on findings from large-scale data analytics, we will explore the nuances of different types of rehabilitation patients in post-acute care and discuss the implications for the amount and type of care needed to deliver consistently high value outcomes. We will use video examples, accessible data visualization strategies, informal polling, and questions and answers to engage the participant and enhance learning.**

**Patricia L. Scheets** PT, MHS, DPT, NCS, is the Vice President of Quality and Compliance for Infinity Rehab. She is recognized as an innovative and highly accomplished rehabilitation leader with a record of success in implementing evidence-based rehabilitation in the context of operational constraints and challenges. She has expertise in training, coaching, and developing clinicians in order to enhance skills and align attitudes and behaviors with an articulated vision.

Patty is the President of the Academy of Neurologic Physical Therapy. She received her professional and post-professional degrees from Washington University in St. Louis. She is a board certified clinical specialist in neurologic physical therapy and has worked extensively with patients with stroke, neurological disorders, and balance and vestibular disorders.

Mark Shaw, MDS Coordinator, Clermont Park.



Creating communities where aging is honored and celebrated.



WEDNESDAY, MAY 24

5. | 4:00 PM - 5:15 PM

### Spring Into Quality Assurance & Performance Improvement (QAPI)

Courtney Ryan, Telligen

**Is your Quality Assurance and Performance Improvement (QAPI) program high functioning? Is it possible you could receive or have already received a F865, F866, F867 or F868 deficiency tag for not being compliant with regulation code 483.75 Quality Assurance and Performance Improvement? Join us for an interactive session to learn how to implement and sustain QAPI methods and instill these practices into daily tasks. Participants will gain skills for how to build teams with quality improvement knowledge and information needed to continue practicing the learned methodologies.**

*Courtney Ryan, is a Sr. Quality Improvement Facilitator at Telligen with over 20 years of experience in the healthcare industry. Her role with Telligen is to support long-term care facilities with quality measure reporting and coaching quality improvement methodologies. Her work has spanned across many areas within the healthcare industry, including being a certified nursing assistant, administrative duties including ED admissions/discharges, billing/coding and serving as a Quality Improvement Specialist for the Colorado State Office of Rural Health for 6 years. She has lived and worked in rural America and understands the challenges, barriers, and qualities that come with small town living. She values co-creating communities that make you proud to call the place you live home. Ms. Ryan holds a Bachelor of Healthcare Administration degree from Colorado Christian University, and certifications in Leadership and Organizing in Action, Kirkpatrick Model Evaluation, Certified Medication Assisted Treatment Advocate for substance use disorder, Interact, and Lean Six Sigma.*





### THURSDAY, MAY 25

#### 6. | 9:00 AM - 10:30 AM

##### Enhancing Efficiency in Your Medicaid Population

Mike Sciacca, Zimmet Healthcare

Medicaid reimbursement continues to be the primary concern for the majority of skilled nursing providers. Monitoring resident acuity and accurately capturing reimbursement sensitive services is elusive to the interdisciplinary care planning team. The addition of care management through institutional special needs plans ("ISNPs") further muddies the water. This session will provide attendees with benchmarked State performance metrics and demonstrate how to leverage technology to enhance management efficiency. This session will also focus on establishing consistent and effective interdisciplinary protocols to identify changes in resident acuity.

*Michael Sciacca is joined Zimmet Healthcare in 2007 as a Clinical Reimbursement Consultant, specializing in therapy program development and performance enhancement for SNFs operating under Medicare PPS and Medicaid CMI payment systems. He was promoted to Director of Therapy Services in 2011 and, after leading the department to 400% growth, was appointed as the firm's first Director of Operations in 2016.*

#### 7. | 10:45 AM – 12:00 PM

##### Coffee Chat with Jo Tansey & Chad Fear

**This hour should not be missed by anyone involved in their facility survey. Join this informal discussion group to hear what the surveyors are seeing, trends in citations and get all your survey questions answered.**

*Jo Tansey joined CDPHE as a nursing facilities surveyor in 2007 and became the Section Manager of nursing facilities in September 2014. She holds a degree in sociology and has worked as a Case Worker for 10 years. She was also an Assisted Living Administrator for 8 years.*

**Chad Fear** is the Nursing Facilities Section Manager, he was the Nursing Facilities Supervisor for the previously, and Surveyor of community programs and nursing facilities for over 11 years. Chad has over twenty years experience working with individuals with developmental disabilities with an emphasis in behavior health, legal issues and serving individuals with developmental disabilities living in nursing homes.



ZIMMET HEALTHCARE  
SERVICES GROUP, LLC



## THURSDAY, MAY 25

### Hotel Information

#### Park Hyatt Beaver Creek Resort and Spa 136 E Thomas Pl, Beaver Creek, CO 81620

CHCA Hotel Room Rate: \$165

#### Make A Reservation with the Park Hyatt (All Reservations must be made by April 24th, 2023)

Please note that all reservations must be made, modified or canceled individually through Hotel's reservation department by calling 970-949-1234 or 877-803-7534.

Valet Parking is \$10 per day.  
The Resort Fee is \$10 per day.

#### **CHCA recommends the following guidelines prior to attending the Conference:**

Stay up to date on vaccination against COVID-19 and Influenza, including recommended booster doses. The bivalent booster is currently the only available booster for COVID-19, and anyone who has received the primary COVID Vaccine series is eligible to receive it.

If you have had close contact with anyone within the previous 10 days who has a suspected or confirmed infection with a communicable respiratory disease (e.g. COVID-19, Influenza, RSV), we ask that you self-test prior to attending, monitor yourself for symptoms, and wear a mask during the event.

If you have any respiratory symptoms or have tested positive for COVID-19 within the previous 5 days, please do not attend the event.

### EXHIBITORS

Advantage Surgical &

Wound Care

Aria Care Partners

Assembly Health

Continued Care LTC

Pharmacy

Essity

Health Care Services

Group

KARE

Navigator Group

Purchasing, Inc.

PharmcareUSA

PharMerica

ProHealth One

### Spring Conference Registration

#### CHCA Community Attendee Registration

CHCA Community Member Attendee Fee:  
\$325 (per individual)

#### CHCA Exhibitor Registration

CHCA Associate Member Exhibitor  
Registration Fee: \$1000 (per organization)

Non-Member Exhibitor Registration Fee:  
\$1600 (per organization)