Welcome to Missouri Health Care Association’s 69th Annual Convention. Our theme this year, “The Spirit of Missouri” incorporates not only the challenges our industry faces but also the amazing things we can overcome to still provide quality care and quality of life for our residents.

The Events & Education Committee, under the co-leadership of Penny Kampsper and myself, are excited to bring to you another year of the most requested and up-to-date education sessions available. We are offering a range of sessions to meet the needs of your entire staff; from Certified Nurse Assistants to owners. The 2017 Convention offers the opportunity for attendees to earn 20.5 Continuing Education Units (CEUs).

We are thrilled to reveal that this year’s schedule allows not only plenty of time for learning but also networking and maybe even some shopping or shows! Come in on Sunday and kick off your Convention with a fun round of golf, some great education sessions and then join us for the President’s Welcome Reception that evening. The Opening General session on Monday will not only showcase a phenomenal speaker, Barbara Bartlein, but we will also recognize the district winners for the Employee, CNA, Adult & Teen Volunteer of the Year and the David Duncan Administrator of the Year. And the state winner from each category will be revealed at that time! What better way to kick off Convention than acknowledging those that make our homes so great!

Widely regarded as the leading long term care trade show in Missouri with over 170 booths, your time spent in the Exhibit Hall Monday and Tuesday afternoon will offer you the latest products, innovations, and people who support our profession. Come prepared to see and learn about the best companies and products available in long term care and the potential to win some great booth giveaways.

Join us Tuesday evening for our Member Gala where we will induct our 2017-2018 Board of Directors and then wrap-up your Convention on Wednesday with an intensive 4-hour session on the Phase 2 Requirements of Participation or some of the other great concurrent sessions!

A special “Thank You” goes out to the amazing coordinators behind this event: the MHCA Staff, Events & Education Committee Members, Exhibitors and Sponsors who make this event an unparalleled success!

Sincerely,

Larry Howdeshell, Jr.
MHCA Events & Education Co-Chair
**Schedule At A Glance**

**Sunday, August 27**

9:00 a.m.  
Golf Welcome

10:00 a.m. - 5:00 p.m.  
Convention Registration

10:00 a.m.  
Golf Shotgun Start

12:00 p.m. - 2:00 p.m.  
Education Session & Luncheon  
(*Purchase of Meal Pass is Required*)

2:15 p.m. - 4:15 p.m.  
Education Session

2:30 p.m. - 6:00 p.m.  
Board of Directors Meeting

4:30 p.m. - 6:00 p.m.  
Education Session

6:00 p.m. - 7:00 p.m.  
President’s Welcome Reception

**Monday, August 28**

7:00 a.m. - 4:00 p.m.  
Convention Registration

8:00 a.m. - 10:30 a.m.  
Opening General Session & Awards Ceremony

11:00 a.m. - 12:45 p.m.  
Ms. Missouri Nursing Home Pageant

11:00 a.m. - 4:00 p.m.  
Exhibitor Set-Up

12:30 p.m. - 1:30 p.m.  
Delegate Credentialing

1:00 p.m. - 2:30 p.m.  
Education Session & Luncheon  
(*Purchase of Meal Pass is Required*)

2:00 p.m. - 3:00 p.m.  
Education Session for Exhibitors

3:00 p.m. - 4:30 p.m.  
Concurrent Education Sessions

4:30 p.m. - 7:00 p.m.  
Exhibit Hall Open

**Tuesday, August 29**

7:00 a.m. - 3:00 p.m.  
Convention Registration

8:00 a.m. - 9:30 a.m.  
Education Session & Breakfast  
(*Purchase of Meal Pass is Required*)

8:00 a.m. - 11:00 a.m.  
Delegate Credentialing

10:00 a.m. - 12:00 p.m.  
Concurrent Education Sessions

12:00 p.m. - 2:00 p.m.  
Exhibit Hall Open (*Complimentary Lunch Served*)

2:15 p.m. - 4:15 p.m.  
MHCA Business Meeting

6:00 p.m. - 7:00 p.m.  
Member Gala Social Hour

7:00 p.m. - 9:00 p.m.  
Member Gala (*Purchase of Meal Pass is Required*)

**Wednesday, August 30**

7:00 a.m. - 10:00 a.m.  
Convention Registration

8:00 a.m. - 12:00 p.m.  
Education Session & Breakfast  
(*Purchase of Meal Pass is Required*)

9:30 a.m. - 11:30 a.m.  
Concurrent Education Sessions
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ARE YOU PREPARED FOR ALTERNATIVE PAYMENT MODELS?

BKD Outcomes Compass™ combines our experience working with long-term care and senior living providers with our data-driven approach to help you prepare for the future while operating under fee-for-service.

Start the conversation with your BKD advisor.

Brian Hickman // bhickman@bkd.com
Camille Lockhart // clockhart@bkd.com

BKD National Health Care Group
Convention Highlights

Remember your team when registering. This conference will benefit staff at every level of your organization, including:

- Skilled & Assisted Living Administrators
- Directors of Nursing
- Owners / Operators
- CNAs / Caregivers
- Social Workers
- Nurses
- Business Office Managers
- Environmental Services
- Dietary Staff
- Activity Professionals

Convention highlights you won’t want to miss!

Golf Tournament - Shotgun start at 10:00 a.m. in a 4-person scramble at the beautiful Thousand Hills Golf Course.

Exceptional Education - Enjoy top-notch speakers while earning up to 20.5 CEUs.

Opening General Session & Awards Ceremony - Participate in the celebration of the annual awards ceremony recognizing our district’s CNA, Employee, Adult & Teen Volunteer, and David Duncan Administrator of the Year. The state winner from each category will be announced. We will also recognize the first place essay contest winner for their submission on the topic, “How Helping Our Residents Has Helped Me!” This event will also feature our keynote speaker, Barbara Bartlein, who is an expert in workplace ethics and culture with over 30 years of experience.

Ms. Nursing Home Pageant - This very special event is one you won’t want to miss. Come and join our charming contestants as they share their life experiences, challenges and advice as we celebrate their lives while earning 1.0 Patient Care Hour.

Trade Show - Please visit the two-day “Spirit of Missouri” themed 2017 trade show, featuring approximately 170 booths consisting of top providers in cutting edge long term care goods and services. Don’t miss your chance to win a raffle or booth drawings as well as complimentary food and beverages.

Member Gala - Start your evening at the Social Hour from 6:00 - 7:00 p.m. before your fine dining experience at the Gala. Help us welcome the incoming MHCA Executive Committee and congratulate this year’s recipient of the Member of the Year Award.

Convention Giveaway - Be sure to pick up your free carry-all bag in the MHCA registration area. We would also like to say “Thank You” to the 2017 package sponsors for making this giveaway possible!

FEATURED SPEAKERS!

Barbara Bartlein
RN, MSW, CSP, Workplace Culture Expert, Pianist and Singer

Eric Collett
Owner of “A Mind For All Seasons, LLC”

Sharon Thomas
BSN, RN, RAC-CT

Lou Ann Brubaker
President of Brubaker Seminars

AUGUST 27-30, 2017 FOR MORE INFORMATION: WWW.MOHEALTHCARE.COM/CONVENTION
For 77 years we have dedicated our business to helping our customers grow their operations. Industry knowledge helps drive that success. We understand the challenges of the industry and work alongside our customers to provide long-term solutions.

**Top 5 Industry Challenges As We See Them Today:**

- A Government Mandated Five-Star Rating System
- Reimbursement Changes – Making it Difficult to Sustain Normal Operations
- Labor – Hiring and Maintaining Quality Staff
- Constant Updates and Changes to Industry Regulations
- Resident Satisfaction/Census Maximization

The partnerships we establish from day one allow us to evaluate these challenges as they relate to each organization and to customize a program that will enhance dining operations, impact financial goals and improve clientele nutrition.
Certificate of Attendance & CEUs

MHCA provides each attendee with a name badge that includes a unique identifying barcode. This barcode must be scanned at each seminar the attendee enters in order to track CEUs. Attendees are required to sign the CEU Attendee Listing, located at the MHCA Convention Registration desk, for hours to be applied. The listing will be available throughout the Convention and only needs to be signed once. CEU reports will be generated after the Convention concludes using the data collected from the barcode scanners. A CEU report will be emailed to each attendee within two weeks. **Badges must be worn to gain admittance to all Convention events.**

The Missouri Health Care Association is an approved Training Agency for the Missouri Board of Nursing Home Administrators. (TA-002-917)

Sessions are approved for credit toward the continuing education requirements for nursing home administrators. The number of hours and type are indicated next to each session title.

Session Handouts & Evaluations

Session Handouts will be available both on the MHCA Convention Mobile App and the MHCA website. Attendees can print a copy of the handouts if they choose to do so. **Hard copies will not be available on-site.**

Each attendee is asked to complete a session evaluation on the seminars they attend. These evaluations provide key feedback and assist the Association in ensuring we are providing seminars on topics that are important to you. Evaluations can be completed through a link MHCA will provide you or a hard copy version that will be available on-site.

Breakfast and Luncheon Sessions

In order to attend the breakfast and luncheon sessions, you must purchase a meal pass. Name badges will be stamped on the back for each meal pass purchased. Monitors will check your badge for the appropriate stamp as they scan you into the session.

Which Sessions are Right for Me?

To help you better determine which sessions are right for you, we have color-coded the title of each session to correspond with specific conference tracks. The conference tracks are described above and a quick reference guide is at the bottom of each education page.

In addition, please look for the **“Licensure Classifications”** listed below the color-coded block title of each session to determine the best fit for you.
## Education Sessions

### Sunday, August 27

<table>
<thead>
<tr>
<th>Time</th>
<th>Hours</th>
<th>Session Title</th>
<th>License Classification</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 - 2:00 p.m.</td>
<td>2.0 Administrative Hours</td>
<td>Overview of Requirements of Participation - Phases 1 &amp; 3 (Luncheon Session)</td>
<td>Skilled, Assisted Living</td>
</tr>
<tr>
<td>2:15 - 4:15 p.m.</td>
<td>2.0 Patient Care Hours</td>
<td>Cheer’em On!</td>
<td>Skilled, Assisted Living</td>
</tr>
<tr>
<td>4:30 - 6:00 p.m.</td>
<td>1.5 Administrative Hours</td>
<td>Recruiting &amp; Retaining Quality Senior Care Staff</td>
<td>Skilled, Assisted Living, Residential</td>
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### Overview of Requirements of Participation - Phases 1 & 3 (Luncheon Session)

**Presenter:** Sharon Thomas, BSN, RN, RAC-CT

By now your facility is underway with the Phase 1 Requirements of Participation but maybe you still have some questions about the changes that have been put into place. Some homes have been cited for non-compliance in some areas. This session is designed to help reassure you that your facility is on the right track. Even though Phase 3 of these changes may seem forever away, keeping an eye on those expectations will help you see how the puzzle pieces fit together so that the work you do today provides the foundation for the November 2019 changes. *(Purchase of Meal Pass is Required)*

### Cheer’em On!

**License Classification:** Skilled, Assisted Living

How to help your team win with RoP and 5-Star. Care plans, discharging, culture change... a lot of obstacles come into play when striving for success in your community. Join us as we share game plans on how to condition your staff, residents, and family to score big against these challenges. Just like any game, practice is necessary in order to achieve victory. Training ideas, tools, and other drills will be run so you can return to your home with plays that will get you ready for the big game!

**Presenters:** Erika Kramer, LNHA  
Kyndra Hamblin, RD, LD

### Recruiting & Retaining Quality Senior Care Staff

**License Classification:** Skilled, Assisted Living, Residential

It is heartbreaking when tremendous energy has been invested in recruiting senior care staff and then termination or resignation is the outcome. When this happens, it puts the financial, regulatory, occupancy and customer goals of the facility at risk. In this insightful session, the goals of hiring great staff and retaining them is distilled into clear strategies that can be immediately implemented by participants.

Following this fun program, participants will be able to:

- Describe why “post” and “pray” recruiting just isn’t as effective in today’s senior care
- Explain what types of questions provide greater insight during the interview process
- Evaluate current orientation processes to see if they support reduction in 30-day turnover, including the one question that new hires should NEVER be asked
- Discuss what part money plays in staff retention
- Compare the four types of staff and what to do with each in respect to employee orientation, retention and even discipline

**Presenter:** Lou Ann Brubaker
# Education Sessions

## Monday, August 28

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
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<tbody>
<tr>
<td>8:00 - 10:30 a.m.</td>
<td>Opening General Session &amp; Awards Ceremony</td>
</tr>
<tr>
<td></td>
<td><strong>Licensure Classification: Skilled, Assisted Living, Residential</strong></td>
</tr>
<tr>
<td></td>
<td>Participate in the heart-warming celebration of the annual awards ceremony recognizing our district’s CNA, Employee, Adult &amp; Teen Volunteer, and David Duncan Administrator of the Year. The state winner from each category will be announced. We will also recognize the first place essay contest winner for their submission on the topic, “How Helping Our Residents Has Helped Me!” This event will also feature our keynote speaker, Barbara Bartlein, who is an expert in workplace ethics and culture with over 30 years of experience.</td>
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<td>11:00 a.m. - 12:45 p.m.</td>
<td>Ms. Missouri Nursing Home Pageant</td>
</tr>
<tr>
<td></td>
<td><strong>Licensure Classification: Skilled, Assisted Living, Residential</strong></td>
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<tr>
<td></td>
<td>Join us as the seven MHCA District Queens compete for the state title of 2017 Ms. Missouri Nursing Home Queen! Listen and learn as the contestants give on-stage interviews as well as personal bios written by them that not only highlight their lives but will give you a chance to see from a resident’s perspective their feelings on the care they receive, activities they participate in, and much, much more! Speakers will be the seven District Queens from around the state.</td>
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<tr>
<td>1:00 - 2:30 p.m.</td>
<td>Dementia: A Guide to Caregiving (Luncheon Session)</td>
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<tr>
<td></td>
<td><strong>Licensure Classification: Skilled, Assisted Living, Residential</strong></td>
</tr>
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</table>
|                    | This session is geared towards the skilled nursing and assisted living professionals and will focus on three of the biggest concerns facilities have for their residents with a diagnosis of dementia.  
|                    | 1. Person-Centered and baseline care planning  
|                    | 2. Compliance strategies related to the CMS Requirements of Participation  
|                    | 3. Acceptable behaviors of residents with dementia; what are reportable incidents and how do you conduct a care plan  
|                    | *(Purchase of Meal Pass is Required)*                               |
|                    | **Presenter: Johnna Lowther**                                       |
| 2:00 - 3:00 p.m. | Optimizing Your Trade Show Investment                              |
|                    | **For Exhibitors Only**                                            |
|                    | For over 27 years, Lou Ann Brubaker has provided training support to exhibit trade show staff – increasing their overall trade show acumen and success. At this engaging session, she’ll address:  
|                    | *Why people attend trade shows*  
|                    | *What constitutes a “lead”*  
|                    | *How to better align your offerings to the four great challenges of senior care providers*  
|                    | *Pre-show work that can be valuable*  
|                    | *Five vital steps in trade show exhibit work*  
|                    | *Ways to get commitment to continue the sale process*  
|                    | *How to eliminate barriers to your approachability*  
|                    | *The immutable rules of working the booth*  
|                    | **Presenter: Lou Ann Brubaker**                                    |
Education Sessions

Monday, August 28 (continued)

3:00 - 4:30 p.m.  1.5 Administrative Hours

Emergency and Disaster Preparedness - Intro to the National EP Requirements for Medicare/Medicaid Participating Providers and Suppliers

Licensure Classification: Skilled, Assisted Living, Residential

This session will:
- Assist LTC professionals in understanding/preparing themselves, operations, staff implement/comply/respond to the national EP Requirements for Medicare/Medicaid-Participating-Providers
- Discuss published EP requirements, enhanced focus on patient safety and establishment of more coordinated/defined responses to natural/man-made disasters
- Discuss key LTC EP elements: Background, Components, Resources and Basics, Collaboration and Coalitions, Evacuation and Shelter-In-Place, “All Hazards Risk Assessment”, Training and Testing plus Table Tops
- Discuss/view portions of FEMA’s links, websites, individual registration process and content to become familiar with and develop “next steps” for attendees to complete the NIMS and ICS adoption journey

Learning Objectives: At the conclusion of this session, participants will be better able to:
1. Identify and explain key elements in the proposed National Emergency Preparedness requirements for Medicare and Medicaid-participating providers and suppliers
2. Evaluate and update their current plans in accordance with the published requirements
3. Understand and participate in FEMA’s NIMS and ICS

Presenter: Ray Miller

3:00 - 4:30 p.m.  1.5 Administrative Hours

The Future of Medicare - Strategies for SNF Success

Licensure Classification: Skilled, Assisted Living, Residential

In this program BKD presenters will provide an update on actual and proposed changes to Medicare reimbursement, including the impact on SNF operations. The presentation will also discuss the importance of data analytics and collaboration between acute and post-acute providers, including best practices and suggestions on how to effectively operate in the current reimbursement environment, while navigating the challenges brought forth under advanced payment models, such as bundled payment programs and ACOs.

Learning Objectives:
1. Participants will gain an understanding of recent regulatory changes and the impact on their operations
2. Participants will learn about available claims data, how that data is being used and interpreted by all provider types, and how SNF providers can gain a competitive advantage by translating key operating data into actionable information
3. Participants will learn practical strategies for success in the current and future reimbursement environments

Presenters: Eric Rogers, M. Ed., R.T.(R)
            Brian Hickman, CPA
            Sherri Robbins, BSN, RN, LNHA, CLNC, RAC-CT
Education Sessions

Monday, August 28 (continued)

3:00 - 4:30 p.m.  1.5 Patient Care Hours

Behavior Management of Personality Disorders & Traumatic Brain Injury

Licensure Classification: Skilled, Assisted Living, Residential

Research indicates that at least 1 in 3 residents in facilities have a diagnosable personality disorder which will cause staff frustration, avoidance of care, resistance to care, and contribute to staff burnout and resident disruption. This presentation conveys key information regarding best practices in mental health, identifying personality disorders, how personality disorders create complexity and barriers to care, and how to intervene with behavioral or non-pharmacological interventions. The presenters will provide clear examples highlighting how to provide integrated best practices in medical and mental health services to comply with non-pharmacological interventions with difficult personality disorders.

Presenters: Dr. Deborah Theis
Cynthia Baker, LCSW

3:00 - 4:30 p.m.  1.5 Patient Care Hours

Person Centered Care Plans and New Regulations

Licensure Classification: Skilled, Assisted Living, Residential

The importance of care planning is increasing every day. The 3-part roll out of new regulations focuses on care planning and seeing the individual resident. Join us as we talk about our residents and how we incorporate the new changes without writing a novel!

Presenters: Carol Siem, MSN, RN, BC, GNP
Wendy Boren, BS, RN

Tuesday, August 29

8:00 - 9:30 a.m.  1.5 Administrative Hours

Critical Supervisory Strategies That Encourage Long-Term Staff Retention
(Breakfast Session)

Licensure Classification: Skilled, Assisted Living, Residential

Nearly every survey about employee turnover reveals that managers’ under-developed supervisory skills consistently drive employees out the door. The bottom line is staff stability increases when supervisors know how to encourage staff, provide feedback that resonates, set expectations AND address performance problems when they occur.

Following this session, participants will be able to:
- Use both formal and informal coaching opportunities
- Provide descriptive (not evaluative) feedback
- Write measurable performance goals for any situation
- Address sub-par performance when required

(Purchase of Meal Pass is Required)

Presenter: Lou Ann Brubaker

Conference Tracks: General  Finance  Leadership  Direct Care Staff
Education Sessions

Tuesday, August 29  (continued)

10:00 a.m. - 12:00 p.m.  2.0 Administrative Hours
Reporting Guidelines

Licensure Classification: Skilled, Assisted Living, Residential

Challenges for nursing homes are coming right and left. Most of those challenges are coming at a very high cost. The presenters will help guide participants through management, communication, strategies and interventions by reviewing and discussing what and when to report.

Presenters: Nicky Martin, LNHA
Libby Youse, LNHA

10:00 a.m. - 12:00 p.m.  2.0 Patient Care Hours
The QAPI Cookbook

Licensure Classification: Skilled, Assisted Living

This seminar reviews the QAPI requirements described in the new CMS Requirements of Participation, and walks the participants through the steps of developing a QAPI, from priority area identification, root cause analysis, implementation planning and evaluation. Participants will take away tools they can use for the development of future QAPI initiatives.

Learning Objectives:
• Describe the key requirements of a QAPI program as described in the Requirements of Participation
• Identify two strategies that can be used to prioritize QAPI initiatives
• Describe the steps in the process for improvement, and describe the role of the interdisciplinary team in that process
• Create a draft QAPI plan
• Discuss the process for evaluating the effectiveness of an individual QAPI plan and an overall QAPI program

Presenter: Catherine Gill, MS, PT, MHA

10:00 a.m. - 12:00 p.m.  2.0 Patient Care Hours
Activity Programming: The Keystone of Operational Effectiveness

Licensure Classification: Skilled, Assisted Living, Residential

For most of long term care history, the activity department in many facilities has been treated as a necessary but less important part of the organizational structure. It has been a way to keep residents occupied while professionals go about the challenging tasks of finding new residents, moving them in and assisting them with medication, dietary needs, ADLs, managing chronic illnesses and other physical needs. This engaging presentation, designed for administrators, marketing directors, and nurses as well as activity directors, will turn such thinking on its head and help participants understand:

• How a truly effective activity program drives high occupancy and marketing efforts
• Ways programming can be used to increase both staff and resident retention
• How programming does more to communicate what you believe and value than any other aspect of the organization
• How to overcome “departmentalized” thinking
• How to avoid the “task trap”
• Ways to leverage great programming that leads to better survey outcomes
• Ways the industry can and should set our own measures of success rather than relying on surveys and rules to set the bar

Presenters: Eric Collett
Education Sessions

Tuesday, August 29  (continued)

10:00 a.m. - 12:00 p.m.                            2.0 Administrative Hours
Emergency Preparedness - Armed Intruder / Active Shooter - Preparation

**License Classification: Skilled, Assisted Living, Residential**

Emergency Preparedness and Disaster Prevention must focus on resident, staff and visitor safety. It's best accomplished as a process of steady-vigilance, ongoing preparation, collaboration and cooperation, clear individual/organizational responsibilities AND ongoing practice and learning. Developing an AI/AS annex for existing EOPs (Emergency Operations Plan) is based on fundamental steps: 1) risk hazard assessment, 2) policy / program development and 3) implementation and training. We'll focus on the process and fundamental steps particularly as they apply to armed intruder and active shooter scenarios.

Learning objectives: Participants in the session will be better able to:
1. **(Knowledge)** Describe the concepts and program elements of: 1) the “all threat” risk/hazard assessment, 2) an Active Shooter Emergency Operations Plan (EOP) and Objectives, 3) emergency communications and 4) pre-event, time-of-event and post-event roles and responsibilities.
2. **(Comprehension)** Explain: 1) the “Run, Hide, Fight” concept, 2) post-event psychological first aid, 3) the importance of incorporating NHICS in the facility EOP, 4) the requisite use of the many training healthcare-based resources and 5) the requirement to collaborate with external organizations.
3. **(Application)** Demonstrate: 1) the use of NIMS (National Incident Management System), FEMA, NHICS, NIOSH tools and resources, 2) the necessity of the “Run, Hide, Fight” concept, 3) the application and importance of incorporating the Standardized Emergency Health Care Code system and emergency communications and 4) the process and significance of the “all hazards” assessment approach.

**Presenter: Ray Miller**

Wednesday, August 30

8:00 a.m. - 12:00 p.m.                            4.0 Patient Care Hours
Phase 2 Intensive Session (Breakfast Session)

**License Classification: Skilled, Assisted Living**

Join us for this 4-hour intensive session focused on Phase 2 of the Requirements of Participation. Areas covered will include: Behavioral Health Services, QAPI, Infection Control-Facility Assessment and Antibiotic Stewardship, and Physical Environment smoking policies. This session will break down the requirements and provide resources, tools and more to get your facility ready!  *(Purchase of Meal Pass is Required)*

**Presenter: Sharon Thomas, BSN, RN, RAC-CT - QIPMO**

9:30 - 11:30 a.m.                                    2.0 Administrative Hours
Grassroots Advocacy...What Is It and How Do I Do It?

**License Classification: Skilled, Assisted Living, Residential**

When it comes to the Missouri Legislature, everyday is a new day with different twists and turns that can be very overwhelming for everyone, including the legislators! The vast majority of people in the Capitol are not experts on skilled nursing facilities and how they function, but you are! Our job as an association is to educate those legislators on how things work and what we need to ensure the best care for our residents. Luckily, MHCA has made it easier than ever to connect with your legislator. Attend this session to learn how to be involved and how much your involvement means to your legislator.

**Presenter: Sarah Schlemeier**
Many activity directors love their work and the residents they serve but feel the calendar is getting a bit stale. Some struggle to create high-level social experiences within low-level budget constraints. This inspiring presentation will help activity professionals and those who support them discover new ways of thinking about their role in the organization. Participants will learn:

- Different ways of defining “activities”
- Why and how a great activity program is the keystone to the entire organization’s success
- How to leverage the strengths of the entire organization to offer more to residents without adding more to the bottom line
- How to overcome “departmentalized” thinking
- How to avoid the “task trap”
- How to use the activity department to fuel high occupancy
- How to develop a curriculum of active, engaging programs rather than passive activities that keep residents busy but unfulfilled

Participants will also learn about and hear examples of specific programs they can begin implementing right away to enhance their calendars.

Presenter: Eric Collett

Market Your Menu: A Fresh Take on Food & Nutrition Services

Licensure Classification: Skilled and Assisted Living

Reinforce person centered care over institutional practice. Elevate your foodservice department with a focus on choice, quality, and customer satisfaction. Improve perceptions and awareness of nutritional care through education and training. Be the reason the residents and staff smile!

Presenter: Rebecca Shinn, Rd, LDN
Cynthia Baker, LCSW
Since 2013, Cynthia has been a Clinical Provider and Regional Clinical Manager for Deer Oaks Behavioral Health. Cynthia is licensed to practice therapy in three states and has earned a Clinical Specialty in Gerontology endorsed by the National Association for Social Workers. Besides providing Therapeutic Support to residents in assisted living and nursing care communities, Cynthia supervises more than 35 Licensed Clinical Providers throughout four states. In addition to this role, Cynthia applied and helped Deer Oaks receive ACE Certification from the Association for Social Work (ASWB) to provide Accredited Clinical Continuing Education to its more than 300 Clinical Providers in 24 states.

Barbara Bartlein, RN, MSW, CSP
Barbara is an expert in workplace ethics and culture. For over 30 years, her presentations and seminars have helped professionals, teams and leaders build high performing workplaces. Barbara’s high energy keynotes and seminars improve teamwork and increase cooperation and productivity. Barbara is a high content speaker who educates, entertains and motivates professionals to improve workplace performance.

Wendy Boren, BS, RN
Wendy is a Clinical Educator/Coordinator for QIPMO. She has worked as an ADON, Assisted Living Coordinator, MDS Coordinator and charge nurse in LTC. She currently serves as a VP on the Board of Directors for MC5 and as co-representative for the southeast region. Wendy also serves as an Alzheimer’s Association Community Educator and has developed special activities and educational training materials for caregivers, nurses, CNAs and administrative staff for caring for people with dementia. Her mantra is simple, “We have one job as nurses in LTC – help people live the best life they can – laugh, smile, be human. Life doesn’t change just because you need a little help.”

Lou Ann Brubaker - Brubaker Seminars
Lou Ann is the President of Brubaker Seminars, a company she founded in 1988 to exclusively serve senior care. Since then she has taught thousands of senior care professionals--from executive leaders and mid-level managers to front-line staff. Her unique knowledge base has established her reputation as one of America's leading senior care training providers. A diverse professional expertise enables her to address today's most critical skill development needs, including daily management of staff, creation of higher performance teams, handling of conflict, dynamics of change within senior care, census development and strategic planning at the board level.

Eric Collett
Eric is the principal and owner of A Mind For All Seasons, LLC, a consulting firm that provides education, coaching and consulting to seniors and the families and professionals who care for them. A passionate learner and educator, Eric believes that lifelong learning is the key to finding creative solutions to vexing problems. Eric is a licensed assisted living administrator and former program director who has been working with seniors, especially those living with dementia, for seventeen years. Eric spent almost seven years as the Executive Director of a memory care community where he developed innovative approaches to person-centered care that made a significant difference in how persons living with dementia experience the world. As a sought-after public speaker and trainer, Eric has taught thousands of nursing students, social workers, CNAs, administrators, family caregivers and many others how to think differently about dementia, leadership, customer service, team building, activity programming, and culture change.

Catherine Gill, MS, PT, MHA
Catherine is a Director with LW Consulting, Inc., with over 30 years of experience in LTC. She has developed improvement programs for both her own organizations and consulted to numerous organizations on the process for the last 20 years. She previously worked for Primaris overseeing the nursing home quality improvement initiatives, formerly a MO Quality Award Examiner and a speaker at local, state and national conferences.

Kyndra has been a practicing Registered and Licensed Dietitian for 18 years. In her current role as a Marketing Dietitian with Martin Brothers Distributing she serves as a healthcare facility dining and nutrition expert. Prior to this role, Kyndra has had a variety of experience in nutrition that includes nutrition education, clinical support, home nutrition and research. Kyndra graduated from the University of Central Missouri with a Bachelor’s degree in Dietetics and completed her internship to become a Registered Dietitian through Kansas State University in 1997.
Speaker Biographies

**Brian Hickman, CPA**
Brian, a member of BKD National Health Care Group, has worked with long-term care and senior living providers for more than 28 years providing consulting and audit services. He currently supervises or assists with more than 400 long-term care and senior living providers served by BKD’s Springfield office. Brian assists clients with Medicare and Medicaid reimbursement consulting, including cost report preparation, review, analysis, rate component analysis and strategic planning. He also provides audit supervision, projection and feasibility study preparation, certificate of need filings and waivers, bond arbitrage calculation and budget preparation and review. He consults on a variety of operational aspects, including accounting, personnel, compliance, organization internal controls and staffing levels.

**Erika Kramer, LNHA - Martin Bros. Distributing Co. Inc.**
Erika Kramer graduated from the University of Northern Iowa with a BA in Business Management. She started as an intern for Martin Brothers in 2005 and became full time in medical supplies in May of 2006. She was the marketing and education director from June 2009 - April 2014, focusing on nursing education events and webinars as well as tools for the nursing side in long term care.

**Johnna Lowther**
Johnna Lowther is a Certified Alzheimer’s Disease and Dementia Trainer, Certified Dementia Practitioner, Certified Assisted Living Home Operator and Certified Activity Director. With over 16 years of experience working in Assisted Living, Long-Term Care and Skilled Nursing Communities, she is a consultant and health educator with Tutera Senior Living and Healthcare, developing and implementing programs that improve daily living for those battling dementia. In addition to partnering with healthcare staff, she also consults with families in supportive services that meet the unique needs of loved ones who are also on this journey. She is the published author of *Through the Eyes of Dementia: A Pocket Guide to Caregiving*, available now on Amazon.

**Nicky Martin, BS, LNHA**
Nicky is a leadership coach for the MU Sinclair School of Nursing who covers the southern and St. Louis regions of the state. Nicky has over 18 years of experience in the long-term care (LTC) industry. She began her LTC career as a business office manager in a 60-bed skilled nursing facility in 1996. Promoted to administrator in 2001, Nicky has been active with all departments within the facility and has experience with operational management, budget analysis and accountability, Medicare/Medicaid billing procedures, facility projects and improvements, and team building. Nicky also holds a Bachelor’s of Accountancy degree.

**Ray Miller**
Director of Risk and Safety Solutions for Direct Supply - Ray’s 36+ years of work experience includes 30-years in ALs/SNFs and 5 years in the acute-care setting. Ray’s current responsibilities include guiding the development and implementation of resident and employee safety, quality and process improvement, risk management and loss prevention programs and providing education, training and insight in the LTC environment.

**Sherri Robbins, BSN, RN, LNHA, CLNC, RAC-CT**
A member of the BKD National Health Care Group, Sherri has more than 20 years of experience, with a focus on long-term care providers. She performs clinical consulting for health care providers and educates providers on Medicare reimbursement strategies. Sherri has trained numerous skilled nursing facilities as well as swing bed and skilled nursing units on proper minimum data set completion to effectively manage the Medicare program. She conducts comprehensive follow-up reviews to assist providers in obtaining appropriate Medicare reimbursement. The reviews are focused on patient-centered care and regulation compliance.

**Eric Rogers, M. Ed., R.T.(R)**
Eric is a member of BKD National Health Care Group. He leads a team of professionals dedicated to helping clients understand and implement new revenue models, including bundled payments and accountable care organizations. Eric also assists health care organizations with emerging reimbursement models, including enhancing physician relationships, understanding post-acute implications and reviewing existing operations for potential changes for success under a new payment model. His hands-on hospital operations experience can help clients with organizational effectiveness, including staffing and productivity analysis.
Sarah Schlemeier
Sarah is the founder of Advocacy 360, a grassroots advocacy firm dedicated to amplifying the voices of legislators’ constituents. Sarah attended University of Missouri from 2010-2014 where she graduated Cum Laude with her Bachelors of Health Sciences and minor in Psychology and Service Learning. She now resides in Columbia, Missouri after living in St. Louis, Missouri for almost 2 years working on grant funded positions in wellness non-profits. Sarah launched her career in association management a couple years ago with another Missouri consulting firm and has recently transitioned over to help with development of grassroots for clients of Gamble and Schlemeier as well as continuing some association management.

Rebecca Shinn, RD, LDN
Rebecca, with Kohl Wholesale, enjoys consulting with skilled and residential care facilities through menu services, food safety training, and continuing education. Rebecca is a Licensed and Registered Dietitian, member of the Academy of Nutrition & Dietetics, and a ServSafe Certified Instructor and Proctor.

Carol Siem, MSN, RN, BC, GNP
Carol is a Clinical Educator with the University of Missouri – Sinclair School of Nursing. She provides clinical consultation to MO nursing homes and has more than 31 years of experience working with the geriatric population in hospital-based skilled nursing facilities and acute rehabilitation units. A member of the MU-MDS Quality Research Team, Carol frequently presents on various topics throughout the state.

Dr. Deborah Theis
Dr. Theis has been providing services in the long term care setting for the last 17 years. Due to the number of residents with mental health disorders, personality disorders, as well as neurological deficits (i.e. dementia), much of her focus has been working with residents and staff in reducing behavioral problems. She has given numerous presentations to LTC staff on dealing with challenging behaviors as well as provided training to new Deer Oaks providers on these topics.

Sharon Thomas, BSN, RN, RAC-CT
Sharon recently retired as a Clinical Consultant/Educator for the MU MDS and Quality Research Team as a member of the Quality Improvement Program for Missouri’s Long-Term Care Facilities (QIPMO) where she had worked since 2005. Her primary role was consultation and quality improvement training in skilled care facilities. Prior to joining the QIPMO Team, she worked in the acute care setting as a staff nurse, nursing manager, and business technology analyst for the hospital’s Information Technology Department.

Libby Youse, LNHA
Libby is a leadership coach for the MU Sinclair School of Nursing who covers the northern and Kansas City areas of the state. She has over 20 years of experience as a licensed administrator of skilled nursing homes. Libby started her career as a nurse’s aide and has served in homes as an effective Administrator showing leadership in developing Quality and Performance Improvement (QAPI) teams, regulatory compliance resulting in good survey outcomes, working with staff in understanding quality measures, proficiency in management, financial accountability and has experience in implementing, encouraging, and developing Culture Change.
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Registration Information

After July 14, 2017, all registration fees increase. Take advantage of the reduced price & register early.

Categories

MHCA Member Facility Fees - $350
The facility registration fee covers registration for an unlimited number of persons from the same facility. All persons registering under the facility category must be employed by that facility. Meal passes are not included.

Non Member Facility Fees - $500
The non member facility fee covers registration for an unlimited number of persons from the same facility. Non member Convention registration fees will be waived if the registration form is accompanied by a membership application, dues for this 2016/2017 membership year, and other membership guidelines are met. Meal passes are not included.

Non Affiliated Individual Fees - $350
An individual can register to attend the Convention as a non affiliate. To qualify for this category, the person can NOT be currently employed by any nursing facility and/or associated with a company that conducts business in long term care. This person should have a state certification license (i.e. Nursing Home Administrator, RN, LPN, etc.) Meal passes are not included.

Corporate Staff
Corporate Staff with member facilities may register under one of their facilities and pay no additional registration fee.

Non Exhibiting Vendor Fees- $900
Any MHCA Business Partner or any Non-Member Vendor Company NOT exhibiting at the Convention can register under this category. The registration fee covers an unlimited number of people from the company. Meal passes are not included.

Exhibitors
Booth personnel can attend education sessions at no additional charge, unless a meal pass is required. Meal passes can be purchased separately. Lunch will be provided on Tuesday in the Exhibit Hall.

Meal Passes
If any Convention attendee would like to attend the Member Gala, breakfast seminars or lunch seminars, a “meal pass” must be purchased per person for each event. MHCA will stamp the back of your name badge next to the appropriate event for each “meal pass” purchased. You MUST present your name badge at all events to enter. Indicate the number of meal passes needed on the registration form.

Credentialing of Delegates
Each MHCA facility member in good standing shall have one (1) delegate per facility with voting privileges. Delegates must present themselves to the Credentialing Committee at the registration area at the appropriate times. Complete the facility pre-credentialing insert form to expedite your on-site credentialing process. The form can also be found on our website under Annual Events.

ADA Accessibility & Special Dietary Requests
For MHCA to ensure compliance with the Americans with Disabilities Act, anyone with special needs or dietary concerns should notify MHCA in writing, no later than August 1, 2017. Please send your written request to Michelle Walters at the Association office or email to michellew@mohealthcare.com.

Photograph & Media Policy
By registering for and/or attending this conference, you acknowledge and agree that photographs, video, and other recordings taken by MHCA or parties acting on behalf of MHCA during the conference may be used by MHCA in any media now known or later invented for any purpose related to MHCA's mission, including educational, promotional, and awareness-related uses.

Cancellation & Refund Policy
If it is necessary to cancel your registration, you must send a written email request to Shauna Frank at shauna@mohealthcare.com by August 17, 2017. Phone cancellations will not be accepted. Cancellations on or before August 17, 2017 will entitle you to a full refund. No refunds will be given for cancellations received after August 17, 2017.

No-Show Policy
Refunds will not be issued to participants who do not attend the conference, do not send a substitute, or do not cancel their registration by August 17, 2017.

Questions?
Michelle Walters - Director of Education, Meetings, & Events; 573.893.2060 or michellew@mohealthcare.com
Shauna Frank - Education, Meetings, & Events Coordinator; 573.893.2060 or shauna@mohealthcare.com
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## Convention Registration

### Facility Information

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<th>Facility:</th>
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<td>City:</td>
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### Facility Registration Category - registration category definitions outlined on Registration Information page

- MHCA Member Facility - $350
- Non-Affiliated Individual - $350
- Non-Member Facility - $500
- Non-Exhibiting Vendor - $900

**Early Registration Deadline**
July 14, 2017 - 5:00 p.m. (CST)
Registration prices increase by $50 after this deadline

### Name Badge Information - Please make copies of this form as needed for additional attendees.

<table>
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<th>Title:</th>
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### Method of Payment

- MasterCard
- Visa
- American Express (3.5% service charge applies)
- Check
- Bill Me

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Authorized Signature: ____________________________

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**Complete & Return to:**
Missouri Health Care Association | 236 Metro Drive | Jefferson City, MO  65109
shauna@mohealthcare.com  | Fax: 573.893.5248

Register online at www.mohealthcare.com/convention

MEMBERS - Please log-in to your account to receive the member rates
Pre-Credentialing Form

Facility Information

Facility: ____________________________________________________________

Address: __________________________________________________________

City: __________________________ State: _______ Zip: __________ Phone: (___) ________

Voting Representative: ______________________________________________

Business Partners are not eligible to be credentialed on behalf of a member for voting purposes.

MHCA District

Please select the MHCA district in which your facility is located by checking the appropriate box.

☐ District 1  ☐ District 2  ☐ District 3  ☐ District 4

☐ District 5  ☐ District 6  ☐ District 7

MHCA Conferences

Please select all that apply to your facility. Conference definitions are outlined on the adjacent page.

☐ ALF/RCF  ☐ Independent Owner  ☐ Reimbursement

☐ Multi-Facility  ☐ Non-Proprietary  ☐ Owners

Please return this form upon completion to:

Attn: Michelle Walters

Missouri Health Care Association
236 Metro Dr.
Jefferson City, MO 65109

Email: michellew@mohealthcare.com
Fax: 573.893.5248
Voting Guidelines

Guidelines for Voting As Defined in MHCA Constitution and By-Laws

ARTICLE IV - MEMBERSHIP: SECTION 5 - VOTE

A. Each dues paying facility shall have one vote, provided, however, that each facility is in good standing and registered for the meeting at which matters will be voted on. The vote may be cast by any authorized representative of the dues paying facility.

B. A qualified and credentialed member shall be entitled to vote at any legally convened meeting of the Association, but shall not be entitled to vote at meetings of any district other than the one in which he or she is a member.

C. No business partner shall be eligible to be credentialed on behalf of a member for voting purposes at any legally convened meeting of the Association.

ARTICLE VI - MEETINGS: SECTION 5 - VOTE

A. Voting at any annual or special meeting of the Association or District shall be in person and not by proxy.

Conference Chairs as defined by the MHCA By-Laws

ARTICLE XI - CONFERENCES: SECTION 1 - ESTABLISHED CONFERENCES

A. Conferences established to serve the Missouri Health Care Association shall include:

1. Multi-Facility Conference
   a. This conference will be comprised of nursing facility authorized representatives who own and/or operate five or more nursing facilities and/or over 1,000 beds.

2. Independent Owners Conference
   a. This conference will be comprised of nursing facility owners or authorized representatives who are not multi-nursing facility owners as defined above. Ownership for this paragraph is defined as full or part ownership of a nursing facility.

3. Assisted Living and/or Residential Care Conference
   a. This conference shall be comprised of owners or authorized representatives of assisted living and/or residential care facilities.

4. Non-Proprietary Conference
   a. This conference shall be comprised of authorized representatives of nursing facilities that by law rules or regulations are defined as not-for-profit.

5. Reimbursement Conference
   a. This conference shall be comprised of authorized representatives of nursing facilities who participate in the Title XVIII (Medicare) program; and/or participate in Title XIX (Medicaid) program; and/or any third party payor source.

6. Owner Conference
   a. This conference shall be comprised of authorized representatives of member proprietary facilities who own 50% or more of a member facility or directly controls the member facility.

ARTICLE XI - CONFERENCES - SECTION 1 - ESTABLISHED CONFERENCES

D. The conference chairman shall be elected from within the conference at the annual business meeting (for the purpose of holding elections) of the Association.
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Hotel Accommodations

MHCA has reserved a block of rooms at several locations with special group rates. Please indicate you are with the Missouri Health Care Association when calling to make your reservations. The cut-off date to lock in the group rate is **August 1, 2017**. For general questions regarding hotel accommodations, please contact Michelle Walters, Director of Education, Meetings & Events, at 573.893.2060 or michellew@mohealthcare.com.

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**Hilton Branson Convention Center Hotel**
- **Host Hotel - Limited Availability**
- 200 E. Main Street, Branson, MO 65616
- 1.866.442.0959 or 1.417.336.5400
- Group Code - Missouri Health Care Association
- Rate: Standard $139, must be booked by August 1, 2017

**Hilton Promenade at Branson Landing**
- **Host Hotel - Limited Availability**
- 3 Branson Landing, Branson, MO 65616
- 1.866.568.0890 or 1.417.336.5500
- Group Code - Missouri Health Care Association
- Across the street from the Convention Center
- Rate: Standard $139, must be booked by August 1, 2017

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**Best Western Landing View & Suites**
- **Overflow Hotel**
- 403 W. Main St., Branson, MO 65616
- 1.888.670.7234 or 1.417.334.6464
- Group Code - Missouri Health Care Association
- Located 0.5 mile from the convention center
- Rate: Single/Double $88; Business Suite $93; King Suite $98

**Comfort Inn & Suites**
- **Overflow Hotel**
- 5150 Gretna Rd., Branson, MO 65616
- 1.877.746.8357 or 1.417.335.4731
- Group Code - Missouri Health Care Association
- Located 3 miles from convention center
- Rate: Single/Double $89

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