

AGENDA



HCP23

FALL CONFERENCE

Nursing Home



TITLE SPONSOR

St. Louis, MO October 16-18, 2023

<p>11:30am–4:00pm</p>	<p>PROVIDER REGISTRATION This special Provider Registration is for all Nursing Home Leaders and GPO Executives. Relax and enjoy a light meal and networking with your peers as you register for the conference. Lunch for Providers will be served between 11:30am and 3:00pm.</p>
<p>11:30am–7:00pm</p>	<p>SUPPLIER REGISTRATION</p>
<p>12:00pm–4:00pm</p>	<p>SUPPLIER SHOWCASE Select Suppliers will showcase their products, services and technology. Showcases are designed to provide a limited number of supplier attendees with an opportunity to demonstrate their products, services and solutions for the provider executives. To maximize this experience for everyone, only Providers and Supplier attendees from companies with a showcase exhibit will be permitted into the showcase area. Please contact us to learn how you can participate. Please note that lunch is not provided for Suppliers or Showcase exhibitors. There are several restaurant outlets in the convention center which are available at your convenience.</p>
<p>2:00pm–2:30pm</p>	<p>SUPPLIER ORIENTATION All Suppliers are welcome to attend this orientation meeting. This informational orientation meeting is an excellent opportunity for first time Supplier attendees to gain a clear understanding of our conference, specifically the reverse expo and how it works.</p>
<p>4:15pm–5:30pm</p>	<p>PROVIDER ORIENTATION & SPONSOR SPOTLIGHT All Nursing Home Leaders and GPO Executives are required to attend this orientation meeting, which will provide important information pertaining to the conference and introduce a few of our sponsors.</p>
<p>5:30pm–6:00pm</p>	<p>WELCOME RECEPTION & NETWORKING EVENT <i>(ALL ATTENDEES)</i></p>
<p>6:00pm–9:00pm</p>	<p>HOSPITALITY SUITES HOSTED BY OUR SPONSORS <i>(ALL ATTENDEES)</i></p>

7:00am–6:00pm

7:00am–8:00am

8:00am–9:30am



REGISTRATION DESK OPEN

Our Registration Desk will be staffed throughout the conference. If you have questions or need assistance with anything, please stop by and let us know. We are happy to help.

BREAKFAST (ALL ATTENDEES)

OPENING REMARKS & KEYNOTE ADDRESS (ALL ATTENDEES)

BECOMING AN IDEA FACTORY: HOW TO TURN YOUR ORGANIZATION INTO AN INNOVATION MACHINE (EVEN WHEN TIMES ARE TOUGH)

KYLE SCHEELE

Kyle Scheele has been called “the patron saint of crazy ideas”. Whether he’s having a Viking funeral for the regrets of 21,000 people, hosting the world’s first fake marathon, or gaining a million TikTok followers in just 25 hours, Kyle is always on the lookout for crazy ideas that produce wildly outsized outcomes.

Over the last decade, his projects have been featured in outlets like Fast Company, WIRED, The Washington Post, Yahoo!, BuzzFeed, Upworthy, Goalcast, and more. His videos have been viewed over 250 million times, and he has spoken to hundreds of thousands of audience members across the United States. More than anything, Kyle hopes that his story can inspire others to chase their own crazy ideas and become the people they were meant to be.

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LEARNING OBJECTIVES

AFTER ATTENDING THIS PRESENTATION, ATTENDEES WILL LEARN TO:

- *Get more (and better) ideas out of themselves and their team by using the practical tips from the presentation*
- *Identify the 5 things that every idea needs*
- *Understand how to avoid common idea-killers in an organization*
- *Recognize the role that constraints play in the ideation process*

9:30am–9:45am

COFFEE BREAK

10:00am–12:00pm



The Nursing Home Leaders and GPO Executives host the exhibit booths in this very unique **reverse** expo.

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11:45am–1:00pm

LUNCH (ALL ATTENDEES)

1:30pm–2:30pm

EDUCATIONAL SESSION



PBJ STAR RATING METHODOLOGY: IMPACTS, INSIGHTS + STRATEGY
JOLENE JOHNSON, RAC-CTA

Jolene Johnson is the Vice President of Clinical Reimbursement for The Springs of Arkansas. She is nationally recognized for her expertise in the Payroll Based Journaling, RAI process, and clinical reimbursement. Jolene’s consulting work includes performing Medicare and Medicaid reimbursement reviews and educational programs for skilled nursing facilities and multi-facility operators. In her former roles, she has also served as Medicare consultant and educator, policy developer, and has assisted with the creation of multiple procedures and programs. She also has vast experience in management of PBJ, denials and appeals, auditing and curriculum development, and implementation of MDS programs including regulatory updates to the MDS process. Jolene has a passion for patient-centered care and focusing on developing the skills and abilities of those around her within the ever-changing regulatory environment in which we all practice.

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LEARNING OBJECTIVES

AFTER ATTENDING THIS PRESENTATION, ATTENDEES WILL LEARN TO:

- *Demonstrate knowledge of the new Payroll-Based Journal methodology and how PBJ impacts the Five-Star staffing rating.*
- *Interpret federal requirements, including reportable hours, reportable staff, and reporting frequency.*
- *Prepare for the survey: targeting nurse staffing investigations.*

2:45pm–3:45pm



EDUCATIONAL SESSION

TRANSFORMING SENIOR CARE WITH AI

DEEPAK GADDIPATI

Deepak is a technology visionary with clear business insights whose passion is to fix healthcare. He acquired peerless expertise in machine vision, deep learning, and “IoT” while developing the first commercial full-body, automated scanning system that is widely deployed across most U.S. airports.

Prior to founding VirtuSense, Deepak worked with the U.S. Army, leading a group of multidisciplinary researchers including physicians, and engineers to develop tracking technologies. He is the recipient of several grants and research awards including the PeoriaNEXT seed-grant for scientific/technological research; Marjorie Woods Reynolds Memorial Award for superior leadership and excellence; the Bill & Catherine Kwon Entrepreneur & Convergence Business Award. He has contributed numerous articles to scientific publications and currently holds multiple patents in the fields of machine vision and deep learning.

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LEARNING OBJECTIVES

AFTER ATTENDING THIS PRESENTATION, ATTENDEES WILL LEARN TO:

- *Discuss what is AI and how do AI solutions help senior care*
- *Determine not all AI is the same, how to quantify value in AI solutions*
- *Understand how AI and smart monitoring can support care staff without requiring additional FTE*
- *See how smart tools are designed to improve and maintain resident safety by acting proactively*
- *Explore how senior care is changing to incorporate digital platforms and care at home*

4:00pm–5:00pm



AFTERNOON KEYNOTE (ALL ATTENDEES)

**STAYING POWER: HOW TO KEEP EMPLOYEES LONGER
SHELONDA DARLING**

Workforce Retention Strategist Shelonda Darling from Magnet Culture helps organizational leaders identify what’s happening with the current employment landscape to shift manager mindsets so they can better lead and retain today’s new workforce. Her real-world, engaging approach and tactics make managers more effective in their roles.

Shelonda has discovered the power in storytelling that gives employees a sense of belonging and pride in their company through her variety of corporate roles in Training and Development, Employee Engagement, HR Communications, and Corporate Communications.

And a self-proclaimed Xillennial born in 1980 on the cusp of Gen X and Millennials, she sits in the sweet spot for bridging the generational gaps because she can speak to both the expectations of traditional managers and the evolved expectations of today’s younger workers.

Magnet Culture is a firm committed to reducing unnecessary employee turnover by bridging generational gaps and making managers more effective in their roles. As workforce thought leaders and trainers, the Magnet team presents 200+ programs annually exploring today’s new workforce and sharing proven retention strategies from their book, *Staying Power: Why Your Employees Leave & How to Keep Them Longer*.

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LEARNING OBJECTIVES

AFTER ATTENDING THIS PRESENTATION, ATTENDEES WILL LEARN TO:

- *Discover current employee turnover trends and future staffing projections*
- *Uncover the real reasons employees leave most organizations and ways to encourage them to stay*
- *Learn how to become a M.A.G.N.E.T. leader who attracts better applicants and keeps staff longer*

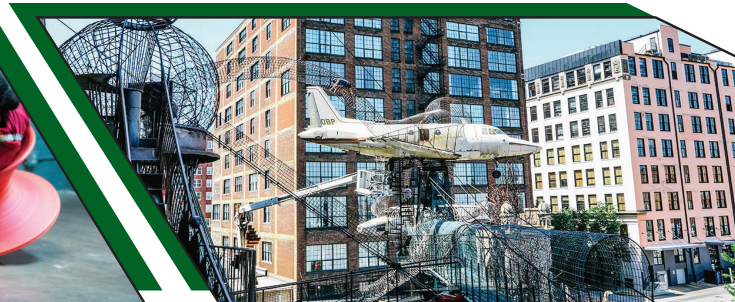


D & DINNER & ENTERTAINMENT

6:00PM-9:00PM

ADVENTURE AWAITS: CLIMB, SLIDE, AND GET LOST AT THE SERIOUSLY FUN AND DELIBERATELY UNUSUAL CITY MUSEUM!

Housed in the former International Shoe Company in Downtown St. Louis, the City Museum is filled with floors of **CONSTANTLY EVOLVING** installations, attractions, collections and much more! This **MASTERFULLY ENGINEERED** experience lets you flex your imagination as you explore this eclectic mix of fun house, surrealistic pavilion and playground. Enjoy delicious smokehouse BBQ and an open bar while networking with your colleagues throughout the caves, tunnels, in the 4-story wrought-iron slinky, 10-story spiral slide, a Rocketship or the World's Largest Pencil. Get a great city view while riding the Big Eli Ferris Wheel on the City Museum's rooftop - and don't forget the DJ and plenty of dancing. Dress to play and prepare yourself for some serious fun!



7:00am–12:00pm

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8:00am–9:30am



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BREAKFAST (ALL ATTENDEES)

EDUCATIONAL SESSION

THE HEALING TOUCH: EMOTIONS, DIFFICULT PEOPLE, AND THE PATIENT EXPERIENCE

BARBARA KHOZAM

As the founder of Barbara Khozam Speaking and Consulting, Barbara is an internationally recognized speaker and trainer having delivered over 1900 presentations to 75,000 people in 12 countries on Customer Service, Patient Experience, Leadership, and Communication. Barbara is known for her “High Energy/High Impact” delivery, outrageous wit, and ability to tackle real issues posed by her audience. In 2019 Barbara was chosen as the Top Customer Service Consultant of the Year by the International Association of Top Professionals. Also in 2019, Barbara was awarded the CSP® (Certified Speaking Professional™) from the National Speaker’s Association. Barbara is one of only three women in the world to have achieved BOTH this designation as well as the Toastmaster Accredited Speaker designation. In 2021, Barbara achieved the Certified Patient Experience Professional “CPXP) designation from the Patient Experience Institute. In her spare time, you can find her on the beaches of southern California playing the best sport ever invented: Beach Volleyball!

LEARNING OBJECTIVES

AFTER ATTENDING THIS PRESENTATION, ATTENDEES WILL LEARN TO:

- Recognize your own “triggers” and learn fast and easy strategies to control them
- Unlock the 3 bottlenecks in your organization that are suffocating employee motivation, and profits.
- Uncover the simple, tried and tested 4 step formula to ensure patient loyalty and, as a result, employee engagement.

10:00am–12:00pm



The Nursing Home Leaders and GPO Executives host the exhibit booths in this very unique **reverseexpo**.

Sponsored By:



CONTACT INFORMATION

SUPPLIER REGISTRATION AND SPONSORSHIPS
DAVE CARSON
 NATIONAL SALES MANAGER
 615-547-8494
 DAVE.CARSON@HLTHCP.COM

PROVIDER REGISTRATION
RAMON COLEY
 PROVIDER RELATIONS EXECUTIVE
 615-619-3066
 RAMON.COLEY@HLTHCP.COM