



MONDAY MAY 20

8:00am–7:00pm

SUPPLIER REGISTRATION

11:30am–4:00pm

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.

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12:00pm–4:00pm

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 hotel which are available at your convenience.

2:00pm–2:30pm

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.

4:15pm–5:30pm

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.

5:30pm–6:00pm

WELCOME RECEPTION (ALL ATTENDEES)

6:00pm–9:00pm

HOSPITALITY SUITES HOSTED BY OUR SPONSORS (ALL ATTENDEES)

TUESDAY MAY 21

7:00am–6:00pm

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.

7:00am–8:00am

BREAKFAST (ALL ATTENDEES)

8:00am–9:30am

OPENING REMARKS & KEYNOTE ADDRESS (ALL ATTENDEES)

GETTING TO GREAT PERFORMANCE

THE WATER COOLERS

Do you ever feel like you've got all your eggs in one basket, six balls in the air, 2 kids waiting to be picked up from lacrosse practice, and 7000 emails to return? Well gather 'round. This award-winning singing comedy act delivers a high powered, laugh-out-loud combination of sketch comedy and music about what we go through just making each day happen - life, work, kids, husbands, wives, travel, technology - and trying to balance them all. THE WATER COOLERS hilarious brand of song and sketch comedy celebrates anyone who's ever been held captive by a help line, pretended to understand an IT guy, weathered a Zoom call or furiously Googled "retrieve sent email". Like a mash up of high-end song parody and American Auto, THE WATER COOLERS uses top NY talent to answer the question "does this stuff happen to anyone else?"

THE WATER COOLERS have been making audiences laugh since 2000 with their unique blend of music and comedy performed by top Broadway singers and comedians. THE WATER COOLERS writing team is made up of professional comedy writers and people working in the "real world" and is headed up by one of the creators and co-authors behind New York's longest running comedy hit ever, TONY 'N TINA'S WEDDING. They have twice been named the best entertainment in the events industry. See what made one magazine writer exclaim, "I laughed so hard my cheeks hurt."



the
water
coolers™

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LEARNING OBJECTIVES

AFTER ATTENDING THIS PRESENTATION, ATTENDEES WILL LEARN TO:

- *Share skills and secrets to assist performance in leadership*
- *Place yourself in a better place for building relationships and collaboration*
- *Improve methods to focus on task and goals*



TUESDAY MAY 21

9:30am–9:45am

COFFEE BREAK

10:00am–12:00pm

reverse expo  **SESSION 1**

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

12:15pm–1:15pm

LUNCH 'N' LEARNS *(BY INVITATION ONLY)*

TUESDAY MAY 21

1:30pm–2:30pm



JOLENE JOHNSON



BILL ULRICH



DEEPAK GADDIPATI



RON HICKS

EDUCATIONAL SESSION

PAYROLL BASED JOURNAL PANEL DISCUSSION

MODERATOR: JOLENE JOHNSON, RAC-CTA

Jolene Johnson RAC-CTA is the Founder/CEO for Luminate Healthcare. 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.

PANELIST: BILL ULRICH

Bill Ulrich has more than 30 years of experience in the long term care profession as a financial and Medicare consultant. Prior to founding Consolidated Billing Services, Inc [CBSI] in 1998, Bill worked for two large multinational long term care providers. Over 30 years, Bill developed the technical acumen and expertise in operational reimbursement that made him a sought-after health care consultant and speaker. Bill is a nationally recognized expert and frequent speaker on Medicare, Medicaid and billing issues.

PANELIST: 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.

PANELIST: RON HICKS

Ron Hicks is a Licensed Nursing Home Administrator at Life Care Center of Grandview near Kanas City Missouri. He has a Masters in Social Gerontology and has been in the field of aging since 1996 working for the State of Missouri as an Adult Protective Service worker and Nursing Home Inspector.

Ron started working in the industry as a Social Services Director, Marketing and Business Development Coordinator, and Public Relations, before starting as a night Administrator at a 400 bed SNF and later accepted the role of Administrator at various Skilled Nursing Facilities in both Kansas and Missouri over the last 15 years.

LEARNING OBJECTIVES

AFTER ATTENDING THIS PRESENTATION, ATTENDEES WILL LEARN TO:

- Navigating Current CMS Audit and Review Processes
- Identifying and Avoiding Common Submission Errors
- Understand the Utilization of PBJ Data by Stakeholders
- Stay Updated with PBJ Submission Standards
- Comprehend the Impact of CMS's Staffing Star Ratings Freeze

TUESDAY MAY 21
2:45pm–3:45pm

EDUCATIONAL SESSION
TRANSFORMING SENIOR CARE WITH AI
DEEPAK GADDIPATI

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LEARNING OBJECTIVES
AFTER ATTENDING THIS PRESENTATION, ATTENDEES WILL LEARN TO:

- Identify AI and how do AI solutions help senior care
- Quantify not all AI is the same, how to quantify valuable 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)
A WINDOW INTO WASHINGTON
KEN PEREZ

Ken Perez is a healthcare industry thought leader with over 20 years of experience working for public and privately held healthcare IT companies. Ken serves as the Chief Strategy Officer and Director of Health Policy for ScriptPro. From 2014 to 2023, Ken served as the Vice President of Healthcare Policy and Government Affairs for Omnicell, and from 2009 to 2013, he served as Senior Vice President of Marketing and Director of Healthcare Policy for MedeAnalytics.

Ken is also a journalist, with over 200 published articles. He has served as a health policy columnist for hfm, the peer-reviewed journal of the Healthcare Financial Management Association, for 12 years.

Ken holds a bachelor’s degree in International Relations with an emphasis in Economics from Stanford University and an MBA with concentrations in Finance and Accounting from UCLA Anderson.

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LEARNING OBJECTIVES
AFTER ATTENDING THIS PRESENTATION, ATTENDEES WILL LEARN TO:

- The most significant health policies and legislation of the past year
- The proposed healthcare policies of the leading presidential candidates
- What health policies and legislation can be expected in the coming years

TUESDAY MAY 21

&



DINNER & ENTERTAINMENT

6:00PM–9:00PM

Y'ALL ARE INVITED TO A RIP-ROARIN' TEXAS HOEDOWN!

Join us on Tuesday evening for a night of Texas sized fun. Dust off your cowboy hat and polish those boots because you'll be kickin' up your heels all night long at Gilley's Dallas. Gilley's Dallas is a vibrant must-see for the movie fanatic. The original Gilley's is featured in the 80's movie *Urban Cowboy* as the place where John Travolta's character Bud struggles to win and keep the heart of Sissy (played by Debra Winger). The original bull used in the movie, El Toro, still occupies this world-class music venue today.

This party will be as big as the Lone Star State itself and you won't want to miss it. There will be plenty of cold beverages, games and good ol' boot-scootin' boogies from a live band. Sink your teeth into mouthwatering brisket and all the fixins' that will make your taste buds holler "Yeehaw!"

Can't wait to see y'all there for a boot-stompin', BBQ-eatin', two-steppin' good time!



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WEDNESDAY MAY 22

7:00am–12:00pm

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.

6:45am–7:45am

BREAKFAST (ALL ATTENDEES)

8:00am–9:30am

EDUCATIONAL SESSION

MANAGED CARE: HOW TO THRIVE, NOT JUST SURVIVE THE RAPID CHANGES IN REIMBURSEMENT

CO-PRESENTER: DEE DONATELLI, RN, BSN, MBA

Dee Donatelli is an experienced healthcare professional and nationally recognized expert in the field of healthcare value analysis and Supply Chain management. She holds a Bachelor of Science in nursing and a master's in business administration. Having served the industry for over 40 years she is a popular speaker on the subject of clinical integration in healthcare supply chain. Donatelli has advised some of the country's leading healthcare organizations on cost reduction and has established hundreds of value analysis committees nationwide. As a registered nurse Dee is poised to lead efforts guiding organizations and suppliers to an expanded realization of value through enhanced clinical integration in their value analysis process and spend management.

Dee is an active member and former president of the Association of Healthcare Value Analysis Professionals (AHVAP) where she helped to facilitate the creation of Value Analysis Certification. Dee is a current member and past Chair of the Association for Healthcare Resource and Materials Management (AHRMM). She has held certifications with both national organizations and has published and spoken at numerous conferences.

Dee is currently the Senior Director of Spend Commercial Operations at symplr. Previously, Dee served as the President and CEO of Mid-America Service Solutions, representing over 250 acute care and 1200 non-acute care facilities in a ten-state region. She has held numerous consultative leadership roles in high profile consulting organizations including, Cap Gemini Ernst and Young, Owens & Minor, VHA, Hayes Inc., Navigant, and Vizient.

CO-PRESENTER: LINDA JUSTICE, RN, MCSM

Linda Justice is an experienced healthcare professional and nationally recognized expert in the field of healthcare analytics. She was named a 2012 Health Information Technology Woman of the Year. Linda's publications include entries in the American Journal of Perinatology.

Having served the industry for over 45 years she is a recognized leader in utilizing the power of analytics to drive improvements in healthcare. As a registered nurse Linda's career has spanned Emergency Nursing, Critical Care, Medical and Surgical Nursing, Women's Health, Infection Prevention, Quality Management, Decision Support and Case Management.

Linda is currently an active member of the Clinical Leadership Team at symplr, the leading Healthcare Operations vendor. Her passion is helping care team members to use technology to gain efficiencies while improving quality of care, helping decrease burnout in healthcare.

LEARNING OBJECTIVES

AFTER ATTENDING THIS PRESENTATION, ATTENDEES WILL LEARN TO:

- *Identify the history of Managed Care as a payment model*
- *Identify how a symbiotic relationship of care providers across the continuum is vital to success*
- *Identify the impact of value analysis on quality of care and financial success.*



WEDNESDAY MAY 22

10:00am–12:00pm

reverse  SESSION 2

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

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FALL CONFERENCES OCTOBER 14-16, 2024

LAS VEGAS



HOSPITAL SUPPLY CHAIN HOSPITAL O.R. & SURGICAL RADIOLOGY & IMAGING NURSING HOME