



# 55<sup>th</sup> WHCA/WiCAL ANNUAL SPRING CONFERENCE AND EXPOSITION

Kalahari Resort & Convention Center • Wisconsin Dells, WI

CONFERENCE DATES

APRIL 5 - 7 2017

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# You're Invited to the

# 55<sup>th</sup> WHCA/WiCAL ANNUAL SPRING CONFERENCE AND EXPOSITION

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Each year, Spring brings renewed growth and rejuvenation. Blossoming flowers, chirping birds, and a warming sun inspire optimism and bring fresh energy. This Spring marks the 55th Annual WHCA/WiCAL Spring Conference, which will be held April 5-7 at the Kalahari Resort in the Wisconsin Dells!

Just as new life sprouts up this Spring, WHCA/WiCAL continues to grow to meet the needs of an ever-changing LTC landscape. Providers face new challenges, but also new opportunities to grow and succeed. Spring Conference's educational offerings are tailor-made to help skilled nursing and assisted living facilities meet compliance requirements and exceed quality standards. Spring Conference's 41 educational programs will meet your continuing education needs with dynamic, informative presentations on the issues that matter most to the long-term care provider community!

You'll come for the premier educational programming, and you'll want to stay for the fun and fellowship that is a cornerstone of Spring Conference! This year, dust off your Members Only® jacket, pack your neon leotard, and get ready for the "Back to the '80s" themed party and Hospitality Hop! Vendors at the trade show exposition will be donning their favorite iconic '80s-era costume (everything from Footloose to Madonna to Top Gun), and we encourage all attendees to join in the '80s fun!

Spring Conference offers attendees invaluable continuing education, fun and recreation, and networking with the top vendors in LTC. This year, join a growing movement of providers, staff, vendors, and other stakeholders as we prepare for a year of growth and opportunity. You'll leave the 55th Annual Spring Conference with new tools and a renewed passion to serve!

## WHCA/WiCAL Elite Business Partners







# BACK

## TO THE 80s

*with WHCA/WiCAL*



### WHERE WE'RE GOING, WE DON'T NEED ROADS

WHCA/WiCAL is pleased to offer '80s themed fun and entertainment at the 2017 Spring Conference! Bust out your swatch watch, grab your neon jacket, and get ready to party like the Brat Pack!

#### WEDNESDAY, APRIL 5

**Hospitality Hop/District Member Networking**  
5:30 p.m. - 7:30 p.m.

The Hospitality Hop brings the fun and more than a dozen hospitality suites to you in one ballroom. Each suite will be decked out in an iconic '80s theme, so feel free to join in by dressing up in your favorite '80s attire! The event will give you a unique opportunity to network with LTC providers in a casual atmosphere, but not only that, you'll have a lot of fun, too! We'll provide the hors d'oeuvres and music, and exhibitors will provide any additional food and beverages.

We pity the fool who misses this fun event!

#### THURSDAY, APRIL 6

**Exhibition Hall Trade Show**  
11:45 a.m. - 2:00 p.m.

Part of maintaining high quality care is making sure you have the right support services to meet your residents' needs. The Spring Conference Exhibition Trade Show offers an opportunity for you to meet with premier vendors who are committed to aiding you in your mission as a care provider. This year's trade show will feature the "Back to the '80s" theme, complete with '80s-themed booths and '80s trivia and games. RELAX - you'll gain facetime with top vendors in a fun and casual atmosphere!

#### Back to the '80s Party

7:00 p.m. - ?

Thursday night, we'll party hardy as we're taken back to the time of new wave hairdos and shoulder pads! Join fellow care providers and other LTC stakeholders as we spin you right round at a party you won't soon forget. We'll have an '80s DJ playing all the hits, fun '80s-themed games, and a "best-dressed" contest. It is sure to be an excellent adventure, so come ready to have a ton of fun and relive the iconic '80s!







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# Wednesday, April 5, 2017

1:15 pm - 2:30 pm

101

**New Requirements of Participation - Knowing Your Organization, Your Residents, Your Staff and Your Resources - Facility-Wide Resource Assessment**

**Session Speaker:**



*Leah Killian-Smith*  
Pathway Health

*Leah.smith@pathwayhealth.com*

This “hot topic” presentation will offer providers the necessary skills to begin creating their facility-wide resource assessment that is due in Phase 2 of the New Requirements of Participation for skilled nursing facilities. This session will be dynamic in that discussion and in-depth review of this code of federal regulations will provide leadership with tools and resources to accomplish this requirement.

**Learning Objectives:**

1. Recognize the key concepts of the new facility-wide resource assessment in the New Requirements of Participation for skilled nursing facilities.
2. Describe the required elements of the facility-wide resource assessment and how different areas of your operation need to be included.
3. Summarize three leadership strategies for operational success.



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102

**PEAL: Assisted Living/PEAL Quality Improvement Process: Operationalizing your Quality Committee Approach to Resident Satisfaction and Facility Compliance (Session 1)**

**Session Speaker:**



*Brian Purtell, Attorney*  
WiCAL Executive Director

*bpurtell@whcawical.org*

A central focus of the WiCAL PEAL program is the development and utilization of a “Quality Committee” for assisted living performance improvement. Whether your assisted living community is a participant in the WiCAL PEAL program or not, this session will review the critical components and processes for developing and operationalizing the Quality Committee in furtherance of overall performance improvement. The first of two sessions will discuss the importance of having a dedicated quality review process; review and discuss formation and composition of a committee; identify important organizational and operational documents; and consider methods and processes for an efficient and effective committee.

This session will benefit all assisted living providers, regardless of PEAL participation or where they are in the program, as we will focus the balance of the program on how best to integrate the quality committee and processes into operations, to both guide proactive efforts, as well as to address adverse or challenging events.

**Learning Objectives:**

1. Attendees will gain a clearer understanding of the importance of developing and maintaining a quality committee in furtherance of overall performance improvement efforts.
2. Participants will gain knowledge of important documentation and processes to promote efficient and effective efforts, including how to gain some confidentiality protections for certain review activities.
3. Attendees will identify methods to operationalize the quality committee and its processes to advance efficient and effective efforts.

Brian Purtell, WiCAL Executive Director, will guide the discussion with assistance of additional WHCA/WiCAL staff and association partners.

**DeWitt**  
Ross & Stevens LLP  
Law Firm

**WHCA/WiCAL Elite Business Partners**



# Wednesday, April 5, 2017

1:15 pm - 2:30 pm

## 103 Disease State Management - Redesigning and Aligning Your Clinical Department

### Session Speaker:



*Sue LaGrange*  
Pathway Health

*Susan.lagrange@pathwayhealth.com*

As the health care delivery market continues to reform itself, size and efficiency become important issues for providers. New models of clinical care delivery are evolving, including disease specific practice. Post-acute care providers are key in the new or revised clinical models. Join this presentation to gain a further understanding of the top three disease states that are currently included in the new models of clinical care.

### Learning Objectives:

1. Understand how to set up a system to assist licensed professionals to improve competencies around specific disease states.
2. Develop disease state assessment expectations.
3. Identify key expectations for disease state management across provider continuum.



## 104 Welcome Aboard! Making a Great Start for Every New Employee

### Session Speaker:



*Stephanie Ferrario*  
Wipfli LLP

*sferrario@wipfli.com*

The first 90 days of any new employee's work experience are absolutely critical in improving the probability they will be a long-term hire. In this session, we will explore several pre-hire activities and considerations from the new person's perspective, some alternatives for the paperwork jungle and required training for the first several days on the job, and important milestones with questions to ask your new employees during their first few months on the job. Every new person you hire could potentially stay with you until they retire!

### Learning Objectives:

1. Define onboarding, orientation, and training.
2. Outline opportunities to get a jump start on relationship building before the first day.
3. Explore ways to engage employees over the course of the first 90 days and beyond.



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Jena Jackson  
877-575-6625  
jenaj@discovercesolutions.com





105

Hello....Is Anyone in this Building Listening to Me?

**Session Speaker:**



*Tina Belongia*  
MedBridge Legal Nurse Consulting LLC  
[t.belongia@live.com](mailto:t.belongia@live.com)



*Lori Koepel*  
Koepel Health Care Solutions LLC  
[lori@koepelhcs.com](mailto:lori@koepelhcs.com)

Do you sometimes wonder why your staff isn't doing what you asked them to do? Are they intentionally ignoring you? Did they really FORGET that you just re-trained them at the last all staff meeting by reading the policy to them and having them sign off that they understood it? Do people complain that there is a "lack of communication" in your organization? Then this one hour session is for you!

**Learning Objectives:**

1. Learn how to assess the type of learner they are.
2. Learn how to assess the way people in their organization learn.
3. Discover approaches and tools to foster effective communication with the different learning types within their organization.
4. Understand strategies to foster open and honest communication within the organization.
5. Learn how to gain better cooperation from those within your organization.



106

PEAL: Assisted Living/PEAL Quality Improvement Process: Operationalizing your Quality Committee Approach to Resident Satisfaction and Facility Compliance (Session 2)

**Session Speaker:**



*Brian Purtell, Attorney*  
WiCAL Executive Director  
[bpurtell@whcawical.org](mailto:bpurtell@whcawical.org)

Whether or not your assisted living community is a participant in the WiCAL PEAL program, this session will examine and discuss how to use performance improvement processes to identify, prioritize and develop action plans to address satisfaction of residents and family members, as well as proactive and reactive compliance efforts.

Receiving "high marks" or "would strongly recommend" from your residents and family members, or strong compliance results is not achieved by luck; rather, dedicated proactive and reactive efforts are necessary to attain or sustain positive results and operational success.

This session will explore and examine using an operationalized quality committee and a dedicated performance improvement process to measure success, identify strengths and opportunities for improvement, establish goals, and develop action plans to be responsive to the resident needs and preferences, as well as compliance expectations.

Using case-examples, presenters will provide "real life" compliance and satisfaction challenges to demonstrate how communities can use dedicated processes to effectively and efficiently identify, review, and develop sustainable efforts to improve satisfaction and compliance results.

**Learning Objectives:**

1. Attendees will improve knowledge and skills as to effective use of their quality committee to identify opportunities for improvement in the areas of resident/family satisfaction and compliance expectations.
2. Participants will gain enhanced understanding of how to effectively establish goals and action plans to address identified opportunities for improvement.
3. Attendees will benefit from case examples to provide tangible and practical information to better guide their efforts within their communities.

Brian Purtell, WiCAL Executive Director, will guide the discussion with assistance of additional WHCA/WiCAL staff and association partners.



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107

### Antibiotic Stewardship for Long-Term Care - Expectations for Success!

#### Session Speaker:



Sue LaGrange  
Pathway Health

[Susan.lagrange@pathwayhealth.com](mailto:Susan.lagrange@pathwayhealth.com)

Long-Term Care facilities will be required to understand, develop and implement a robust antibiotic stewardship program. What exactly is the role of the DON and NHA and Infection Preventionist relative to an Antibiotic Stewardship Program? How do you work together to impact health inspection and clinical outcomes? This engaging and interactive presentation outlines key leadership roles and facility expectations per the CDC and CMS guidelines and its impact to your operational and clinical systems.

#### Learning Objectives:

1. Understand the new requirements and expectations of an Antibiotic Stewardship Program.
2. Identify key clinical processes requiring revision to align with the new requirements.
3. Describe 3 key leadership strategies for implementation and quality monitoring for successful outcomes.



108

### The Medical Importance of Pest Management

#### Session Speaker:



Shane McCoy  
Wil-Kil Pest Control

[smccoy@wil-kil.com](mailto:smccoy@wil-kil.com)

The implication of a pest control issue in a healthcare facility stretches well beyond an uncomfortable patient. Pests can damage facilities, carry diseases, compromise sterile environments, and taint reputations. There are five primary pests of medical significance in healthcare facilities including: cockroaches, mice, pharaoh ants, phorid flies, and wasps or hornets. While all pests come with some risks, these five are of greatest concern because of the actual medical impact they can have on our patients.

Cockroaches and mice are known to carry over 30 diseases each! Their presence in healthcare facilities could lead to the spread of diseases such as E. coli and Salmonella to patients with compromised immune systems. Additionally, both cockroaches and rodents carry allergens that could impact your patients or trigger an asthma attack. Pharaoh ants and phorid flies also carry pathogens, but their risk goes deeper than that due to where they like to nest and reproduce. Finally, wasps and hornets, though generally not nesting indoors, may inhabit outdoor spaces, putting those allergic to stinging insects at risk.

Due to the risks associated with the pests mentioned above and the sensitive environments found in healthcare facilities, the industry best practice for control is an Integrated Pest Management (IPM) strategy. This concept takes into account multiple methods of control to proactively address pests. An IPM strategy involves all members of the healthcare staff, from medical staff to facilities staff, to properly achieve control. Wil-Kil will walk through the elements that make up a successful IPM program so participants will walk away with actionable ideas.

#### Learning Objectives:

1. Learn of the types of pests that have a true medical significance in healthcare facilities including: cockroaches, mice, pharaoh ants, phorid flies, wasps and hornets.
2. Explain the risks associated with each of these pests.
3. Identify the best practices associated with minimizing your risk of these pests.



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# Thursday, April 6, 2017



8:00 am - 9:15 am

## 201 Staffing by Acuity-How Does Your Facility Compare?

### Session Speaker:



*Pat Boyer*  
Wipfli LLP  
[pboyer@wipfli.com](mailto:pboyer@wipfli.com)

More changes are occurring in the industry and it has become more and more important to understand how acuity of care affects staffing in facilities. This workshop will dive into the staffing calculations being utilized to evaluate the Five Star staffing component, discuss how surveyors may be utilizing these numbers to evaluate your compliance with staffing requirements, and evaluate how you can meet these challenges. In addition, we will focus on the MDS Focused Surveys which expanded nationwide in 2015 and will now add a staffing component. You will walk away with a staffing tool that can be implemented to assist you in monitoring your facility acuity and staffing.

### Learning Objectives:

1. Identify how staffing is evaluated in the Five Star Program.
2. Determine how new electronic staffing requirements will affect your facility.
3. Describe other initiatives that can result in staffing deficiencies.

## 202 Conflict Resolution

### Session Speaker:



*Stephanie Bellin*  
ThedaCare  
[Stephanie.bellin@thedacare.org](mailto:Stephanie.bellin@thedacare.org)

Conflict is a part of every workplace. This training teaches skills to deal with conflict situations in healthy and constructive ways through the use of constructive conflict tips and a step-by-step process of assertive communication.

### Learning Objectives:

1. View conflict as constructive and seek to invite constructive conflict.
2. Outline clear constructive conflict tips for keeping conflict from becoming deconstructive.
3. Outline clear steps for assertive communication in promoting constructive conflict.



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## WHCA/WiCAL Elite Business Partners







# Thursday, April 6, 2017



8:00 am - 9:15 am

## 203 Leadership in Assisted Living: What is needed for Quality in LTC? (Session 1)

### Session Speaker:



Mary Tellis-Nayak  
My Innerview  
mary@myinnerview.com

Change has affected every aspect of our work: customer needs and desires, employee expectations, the availability of money to meet these needs, and the looming shortage of caregivers to care for the Boomers.

The new world of eldercare calls for new leadership and requires different management skills. The traditional long-term care model has fostered compliancy managers. This does not fit the future of aging services.

We now have the research that demonstrates not only the importance of leadership, but also that it is necessary for excellence in long-term care.

This session will look at leadership - define it and differentiate it from management, look at leadership theories, the characteristics of excellent leaders, and what leaders do (and don't). We will spend time on how leaders identify and hire "talented" staff. We will explore YOUR leadership style and help you to identify opportunities to improve your leadership/management skills.

### Learning Objectives:

1. Identify 3 characteristics of the leaders we need to promote the quality agenda.
2. Articulate the characteristics of your own leadership style.
3. Enumerate three ideas you heard about leading and managing.
4. Identify something you will do differently when hiring.
5. State 2 things you are going to do differently as a result of this session.



## 204 National Emergency Preparedness Requirements for Medicare and Medicaid-Participating Providers and Suppliers

### Session Speaker:



Ray Miller  
Direct Supply  
rmiller@directs.com

This presentation is designed to assist the post-acute care professional to understand and better prepare themselves and staff to implement, comply with and respond to the Proposed National Emergency Preparedness Requirements for Medicare and Medicaid-Participating Providers and Suppliers.

We will discuss the proposed emergency preparedness requirements, the enhanced focus on patient safety during emergencies and the "end game" of establishing a more coordinated and defined response to natural and man-made disasters.

We will also discuss the three key elements (as defined in the proposed rule) of LTC emergency preparedness:

- 1] Subsistence (§ 483.73(b)(1)) ;
- 2] Training and Testing (§ 483.73(d)) and
- 3] Generator Testing (§ 483.73(e)).

### Learning Objectives:

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** current plans in accordance with the proposed requirements.
3. **Understand and participate** in FEMA's NIMS and ICS.



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# Thursday, April 6, 2017



8:00 am - 9:15 am

205

Celebrating "HOME" Together: Helping Transform Your LTC Institutions into a Community by Embracing the Spiritual Heart of "Culture Change"

Session Speaker:



Rev. J. Scott Cartwright  
shome57@aol.com

LTC "culture change" offers vital opportunities for a facility's residents, families, and staff, but can also engender divisive fears and resistance in the same parties. Question: What can bridge the systemic, institutional gaps between present fears and future possibilities? Answer: a common embrace of "HOME." This rich interactive exploration of the spirituality of "HOME" will equip you to help transform your segmented LTC institution into a growing community wherein all can experience, and celebrate "HOME" together.

Learning Objectives:

1. Explore and articulate the rich spirituality of "HOME" from a diversity of perspectives including key spiritual and religious leaders, creative artists, innovative intentional communities, and the practical wisdom of Elders and others gained through shared experience in LTC settings.
2. Explore and articulate the rich spirituality of "Community" from a diversity of perspectives including key spiritual and religious leaders, creative artists, innovative intentional communities, and the practical wisdom of Elders and others gained through shared experience in LTC settings.
3. Recognize and understand systemic factors within an Elder care institution/organization that can hinder the full embrace of "HOME"/Community, and systemic factors that can nurture the same.
4. Begin to personalize and integrate these ideas with respect to one's own LTC professional role and setting.

*We are looking forward to seeing you!*



**John Vander Meer**  
WHCA  
Executive Director



**Brian Purtell**  
WiCAL  
Executive Director



**Jeff Schueller**  
WHCA President  
Mary Jude  
Nursing Home



**Dale Kelm**  
WiCAL Council  
Chair Person  
Birch Haven



**Shellie Sonnentag**  
Education Committee  
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**Jim Deignan**  
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### 206 Competency Based Staffing: What Do You Need To Do?

#### Session Speaker:



Pat Boyer  
Wipfli LLP  
[pboyer@wipfli.com](mailto:pboyer@wipfli.com)

As new Requirements of Participation are implemented and with increased acuity of residents, it is critical that facilities look at staffing competency. This workshop will discuss how staffing competency is defined and interpreted by the Centers for Medicare and Medicaid Services (CMS). We will discuss how your facility can ensure your staff is competent to care for the residents you admit. You will be given ideas of tools that are available to document those competencies.

#### Learning Objectives:

1. Define staff competencies.
2. Evaluate how to identify staff competencies needed to care for your residents.
3. Discuss tools available to evaluate staff competency.

### 207 Performance and Motivational Management

#### Session Speaker:



Stephanie Bellin  
ThedaCare  
[Stephanie.bellin@thedacare.org](mailto:Stephanie.bellin@thedacare.org)

Handling unsatisfactory performance is every manager's challenge at some point in his or her career. This training covers tools to handle performance issues when they develop. You will learn to deliver difficult performance-related messages in ways that prove effective. More importantly, the focus of this training is to provide ways to motivate your employees before a performance problem exists.

#### Learning Objectives:

1. Outline ways to motivate employees of all levels of performance.
2. Outline a supervisory "code of conduct."
3. Discuss best practices of performance review; intervene early, evaluate, discuss.

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# Thursday, April 6, 2017



9:30 am - 10:45 am

## 208 Leadership in Assisted Living: What is Needed for Quality in LTC? (Session 2)

### Session Speaker:



Mary Tellis-Nayak  
My Innerview  
mary@myinnerview.com

Change has affected every aspect of our work: customer needs and desires, employee expectations, the availability of money to meet these needs, and the looming shortage of caregivers to care for the Boomers.

The new world of eldercare calls for new leadership and requires different management skills. The traditional long-term care model has fostered compliance managers. This does not fit the future of aging services.

We now have the research that demonstrates not only the importance of leadership, but also that it is necessary for excellence in long-term care.

This session will look at leadership - define it and differentiate it from management, look at leadership theories, the characteristics of excellent leaders, and what leaders do (and don't). We will spend time on how leaders identify and hire "talented" staff. We will explore YOUR leadership style and help you to identify opportunities to improve your leadership/management.

### Learning Objectives:

1. Identify 3 characteristics of the leaders we need to promote the quality agenda.
2. Articulate the characteristics of your own leadership style.
3. Enumerate three ideas you heard about leading and managing.
4. Identify something you will do differently when hiring caregivers.
5. State 2 things you are going to do differently as a result of this session.



## 209 The Best Business Office Ever

### Session Speaker:



Larry Lester, Partner  
Wipfli LLP  
llester@wipfli.com



Terri Lee  
Wipfli LLP  
tlee@wipfli.com

A high-performing business office contributes to the financial stability of any senior living organization. Achieving best practices in billing, accounting, and human resources brings cash in the door, provides critical information for decision making, and enhances employee retention. This session will identify and explain the best practices you can implement to increase the value and decrease the cost of your business office.

### Learning Objectives:

1. Improve billing and collections through improved accounts receivable management.
2. Enhance relationships with department heads and owners through the financial reporting and budgeting process.
3. Design and evaluate internal controls to protect business office professionals and minimize the risk of fraud.
4. Understand when outsourcing business office functions makes sense.
5. Make informed and intelligent decisions related to the purchase of new software solutions.



## WHCA/WiCAL Elite Business Partners





# Thursday, April 6, 2017



9:30 am - 10:45 am

210  
Soulful Aging:  
Growing Through the Wisdom of Elders

Session Speaker:



Rev. J. Scott Cartwright  
shome57@aol.com

This educational, inspirational, humorous presentation offers spiritual wisdom of elders encountered in 25 years of Long-Term-Care Chaplaincy, as well as insights from writings and poetry of other elders and those who have respected, honored, and sought to learn from them. Presentation participants will discover healing wisdom, gain knowledge and resources aimed at helping elders in their spiritual journeys, and will be encouraged to assimilate these learnings into their own spiritual journeys of aging.

**Learning Objectives:**

1. Explore specific spiritual resources to be used in the process of living a life of "soulful aging."
2. Recognize and understand metaphors of aging that hinder life-long spiritual growth and those that nurture the same.
3. Begin to integrate these ideas into one's own professional practice with elders, and personal spiritual journey of aging.



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# Thursday, April 6, 2017



## 10:45 pm - 11:45 pm



### **KEYNOTE:** **The Dementia Code**

Session Speaker:



*PK Beville  
Founder & CEO  
Author, Second Wind and  
Virtual Dementia Tour® Series  
[pk@secondwind.org](mailto:pk@secondwind.org)*

Assisting people living with dementia is like trying to crack a code. Most are unable to articulate what is happening to them and what would help. Many of them show us, but unless we are paying attention and know the code, nothing changes. However, learning how to effectively learn from their behavior and view the world from their perspective is allowing us to gain unprecedented access into their world and begin to crack the code. Even deeper, being malleable enough to change the environment depending on their individual needs takes more than breaking a simple codex. We will examine the variables it takes to begin the process and the dynamics necessary to enter the world of dementia. Once we do this, the environment can be responsible

for decreasing unnecessary medications, increasing involvement, decreasing challenging behavior, and the list goes on...

**Learning Objectives:**

1. Learn ways to gain a deeper understanding of dementia, resulting in impactful person-centered care.
2. Learn about competency-based dementia care.
3. Learn how the caregiving environment and the environment in general impacts cognition.



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# Thursday, April 6, 2017

2:00 pm - 3:15 pm

## 211 Ethical Considerations to Inform Policy Making and Behavioral Interventions

### Session Speaker:



Lisa Bradford  
UW Milwaukee

[lisabrad@uwm.edu](mailto:lisabrad@uwm.edu)

This session will review the ethical principles of autonomy, harms, and paternalism. We will discuss how ethical considerations should inform person-centered policy making and person-centered behavior intervention decision-making. Additionally, one or more case studies will be used to practice applying ethical principles in identifying strategies for person-centered behavioral interventions.

### Learning Objectives:

1. Review the ethical principles of autonomy, harms, and paternalism.
2. Discuss how autonomy, harms, and paternalism can inform person-centered policy and behavior intervention decisions.
3. Use ethical principles to identify strategies for making person-centered care decisions in case studies.

## 212 Driving the Right Census: Retooling Care Offerings to Fit the Changing Senior Living Marketplace

### Session Speaker:



Gaurie Rodman  
Direct Supply

[grodman@directs.com](mailto:grodman@directs.com)

Indications are that over the next several years, the senior living marketplace will see a dip in resident population, prior to the projected boom. This projected boom will require operators to retool their current offering and grow their marketplace portfolio to accommodate the rising and changing senior population.

### Learning Objectives:

1. Identify who the "Boomer population" is, what their impact will be on our operations, our business performance, and our facilities.
2. Understand and develop strategies to meet changing industry needs.
3. Retool your current operations and growth strategy to the shifting marketplace.



## WHCA/WiCAL Elite Business Partners





# Thursday, April 6, 2017



2:00 pm - 3:15 pm

## 213 Leadership in Assisted Living: What is needed for Quality in LTC? (Session 3)

### Session Speaker:



Mary Tellis-Nayak  
My Innerview  
mary@myinnerview.com

Change has affected every aspect of our work: customer needs and desires, employee expectations, the availability of money to meet these needs, and the looming shortage of caregivers to care for the Boomers.

The new world of eldercare calls for new leadership and requires different management skills. The traditional long-term care model has fostered compliancy managers. This does not fit the future of aging services.

We now have the research that demonstrates not only the importance of leadership, but also that it is necessary for excellence in long-term care.

This session will look at leadership - define it and differentiate it from management, look at leadership theories, the characteristics of excellent leaders, and what leaders do (and don't). We will spend time on how leaders identify and hire "talented" staff. We will explore YOUR leadership style and help you to identify opportunities to improve your leadership/management.

### Learning Objectives:

1. Identify 3 characteristics of the leaders we need to promote the quality agenda.
2. Articulate the characteristics of your own leadership style.
3. Enumerate three ideas you heard about leading and managing
4. Identify something you will do differently when hiring caregivers
5. State 2 things tyou are going to do differently as a result of this session.



## 214 Liability Claims... Anatomy of a Defense

### Session Speaker:



Patrick Sullivan  
Siesennop & Sullivan Attorneys at Law  
psullivan@s-s-law.com



Deb Mavity  
Hamlin & Burton Liability Management  
debmavity@hamlinandburton.com



Patrick LeMire, CIC  
M3 Insurance  
Pat.LeMire@m3ins.com

This breakout session will include two defense attorneys with experience in defending nursing homes from liability claims and will be reviewing the allegations, defense, and decision of one of their cases.

### Learning Objectives:

1. Develop an increased understanding of the critical importance of accurate record keeping, both at the nursing and CNA levels, for the defense of lawsuits.
2. Understand the importance of the interrelationship between nursing progress notes, MDS documentation, care plans, and ADL data/flow sheets in defending those suits.
3. Review defense strategies and why these strategies are important to providers.



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# Thursday, April 6, 2017



2:00 pm - 3:15 pm

## 215 EXPERIENCE Dementia Live™

### Session Speaker:



*Beth Propp*  
AGEucate Training Institute  
[beth@AGEucate.com](mailto:beth@AGEucate.com)

Dementia Live™ is a not-to-be-missed “Wow” Experience! Participants will have an opportunity for an up-close and personal look at what life might be like with dementia. This hands-on immersion experience will challenge you and transform your understanding and empathy to new levels of awareness. Learn new tools of empowerment to improve communications and care processes, and understand how this tool can be integrated as a powerful foundation for person-centered care practices.

“Because it is frightening to care for someone you don’t understand.”

### Learning Objectives:

1. As evidenced by learner self-report, state knowledge of sensory and cognitive changes people with dementia may experience.
2. Participate in activities to help reach dementia residents through items and pictures from their past.

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# Thursday, April 6, 2017

3:30 pm - 4:45 pm

## 216 Utilizing QAPI to Develop a Pressure Ulcer Program

### Session Speaker:



*Karolee Alexander*  
Pathway Health  
[Karolee.alexander@pathwayhealth.com](mailto:Karolee.alexander@pathwayhealth.com)

This session will provide your organization with the necessary steps to implement a pressure ulcer program utilizing the QAPI approach. This session will identify the systems needed for the wound care program to meet F314 regulations and standards of practice. The session will provide the education for the facility wound team to set up a skin care prevention and treatment program as well as how to establish effective wound care team meetings.

### Learning Objectives:

1. Describe how to utilize the 5 elements of QAPI to establish a pressure ulcer program.
2. Identify how to have an effective wound care team and wound care meetings.
3. Discuss practical monitoring programs that can be used to evaluate and ensure your wound care program is on track and stays on track.



## 217 Why People Complain and What to Do About It

### Session Speaker:



*Mary Tellis-Nayak*  
My Innerview  
[mary@myinnerview.com](mailto:mary@myinnerview.com)

This session will focus on understanding why people complain, what responses they are seeking, and what communities can do to address their complaints. Research from the Technical Assistance Research Program's (TARP's) first study for the White House Office of Consumer Affairs will establish the foundation for the importance of seeking feedback from residents and their families. Data from resident, family, and employee satisfaction surveys across the post-acute continuum will provide information about the current state of satisfaction. Using this data, we will explore the role of social media in today's world and suggest some of the causes of complaints and recommend some solutions.

### Learning Objectives:

1. Describe why people complain, what they are looking for, and why complaints are decreasing.
2. Explain the role social media is playing relative to satisfaction and recommendation.
3. Articulate how satisfaction data must be integrated into performance improvement activities.



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# Thursday, April 6, 2017



3:30 pm - 4:45 pm

## 218 Overview of the LTC 5-Star Rating System Overview from a Financier and Buyer's Perspective

### Session Speaker:



*Brad Competty*  
Lancaster Pollard  
[bcompetty@lancasterpollard.com](mailto:bcompetty@lancasterpollard.com)



*Brad Granger*  
Lancaster Pollard  
[bgranger@lancasterpollard.com](mailto:bgranger@lancasterpollard.com)



The Nursing Home Compare website features a quality rating system that gives each nursing home a rating between 1 and 5 stars. Hospitals and ACOs are continually looking to build relationships with the highest rated providers. While many of us understand the output (or rating), it is difficult to understand the input and variables that make up the final rating. We will look to provide background on the rating system as well as recent changes that have taken place at the end of January 2017 and how it impacts future ratings. Expertise on the rating system will be provided by Brad Granger as he will dive into ways that you could look to improve your rating during your next survey. In addition, Brad Competty will explore the ways that financiers are viewing the rating system and ultimately what constraints this may have on your financing capabilities. Lastly, we will look at how potential buyers are using the system, especially those from outside the U.S. Specifically, we will look at how the quality and staffing metrics may affect how a buyer perceives the facility and ultimately how they bid on a prospective opportunity in the marketplace.

### Learning Objectives:

1. Learn about what inputs make the 5-star rating system and ways to improve your rating in anticipation of a future financing or sale of your facility.
2. Learn about ways financiers are protecting their loans and their perception of the 5-star rating system.
3. Learn about current M&A market trends in the senior housing sector and how the 5-star system may affect the perceived or actual value of your facility from a buyer's perspective.



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# Thursday, April 6, 2017



3:30 pm - 4:45 pm

219  
Living Well, Dying Well: A Pilot Study in Empowering Communication in End of Life Care at Tealwood Senior Living

Session Speaker:



Gail Sheridan  
Tealwood Senior Living  
Gail.Sheridan@twsl.com



Frank Bennett  
M.Div. Senior Fellow  
University of Minnesota Center for Spirituality & Healing  
fbbennett@artesian.com



Communication about end of life care goals and planning remains one of the hardest aspects for healthcare professionals as they care for both individuals and their families. As an individual's health declines, lack of clarity regarding choices, wants and needs, as well as goals of care and therapeutic decisions can result in stress, confusion, and burnout for both employees and families. This may lead to potential unwanted hospitalizations, tests, and procedures. Quality, satisfaction, and costs all suffer in end of life care due to poor communication. Living Well, Dying Well (LWDW) is a communications model that empowers effective communication in end-of-life care between patients, families, and healthcare professionals. More than Health Care Directives and POLST forms, LWDW is both a process and resource to support and document patient-centered decision making for goals of care and planning, driving care choices and settings. Beginning in 2016, LWDW entered into a pilot study with Tealwood Senior Living to test the model's process and resources in rural, suburban, and urban facilities across diverse care settings, including assisted living, skilled nursing, and memory care. The goals of the LWDW Tealwood pilot are to both improve resident quality of life and utilization in end of life care, while increasing communication amongst residents, families, and employees. Gail Sheridan and Frank Bennett will offer insights and perspective on the LWDW process and resources for introducing, encouraging, and documenting patient-centered communication for effective end of life care, as well as provide an update on pilot

progress and data. This presentation will cover the assessments and interventions developed by LWDW for Tealwood to use in end of life care, including documenting individual goals of care, clarifying health prognosis, inter-professional communication and family conflict resolution in end of life care planning.

Learning Objectives:

1. Identify crucial junctures for effective end of life care communication with residents and their families, including addressing questions, concerns, and decisions regarding care choices toward the end of life.
2. Explore an individual's definition of living well, encouraging residents to articulate their vision of living well: goals, dreams, hopes, sources of strength, meaning, and purpose.
3. Assess, clarify, and document an individual's goals of care through person-centered decision making for end of life care.



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# Thursday, April 6, 2017



3:30 pm - 4:45 pm

220  
Dementia Live™ Mini and Memories

Session Speaker:



Beth Propp  
AGEucate Training Institute  
beth@AGEucate.com

WOW! This group mini experience sampling of the Dementia Live Experience is not to be missed. Take a glimpse into life with dementia in a group setting, with dynamics that many have never really noticed. This personal experience will challenge you and transform your understanding and empathy to new levels of awareness. Then venture into the discovery zone with simple ways to understand and reach the person that is still inside. We will flash back into their memory and find information that will enable staff to connect with residents on different levels.

Learning Objectives:

1. Relate the Dementia Live Experience to real-life challenges for people with dementia.
2. Identify one example of how to apply the awareness gained in the Dementia Live Experience in his or her workplace.



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# Friday, April 7, 2017



## 8:00 am - 9:15 am

### 301 Linking the Facility Assessment and QAPI Plan

#### Session Speaker:



*Cindy Mason*  
Providigm  
[cmason@providigm.com](mailto:cmason@providigm.com)

Administrative requirements in the Requirements of Participation include the development of a facility assessment and of a QAPI plan with implementation in Phase 2, by November 28, 2017. The interaction and interconnection of these requirements should not be underestimated. The facility assessment defines the services provided, needed staff competencies and staffing requirements. Failures in quality may be linked to and analyzed in relation to the facility assessment and the QAPI plan. This session will explore components of the facility assessment, examine the link between the facility assessment and the QAPI plan, distinguish adverse event monitoring, and review regulatory requirements for the facility assessment and QAPI.

#### Learning Objectives:

1. Understand the relationship of the facility assessment and QAPI plan
2. Discuss the use of outcome indicators in the QAPI plan identified in the facility assessment
3. Incorporate the identification of adverse events into the QAPI plan



### 302 A Trendy Discussion about Medicare and Medicaid

#### Session Speaker:



*Larry Lester, Partner*  
Wipfli LLP  
[llester@wipfli.com](mailto:llester@wipfli.com)



*Rob Schlicht*  
Wipfli LLP  
[rschlicht@wipfli.com](mailto:rschlicht@wipfli.com)

The health care industry has always been one of frequent changes, and changes within the Medicare and Medicaid programs seem to happen at a neverending pace. For providers of long-term care services that rely on these programs to stay financially afloat, this often creates many challenges, but also many opportunities. Staying on top of these changes and trends in the industry, and understanding how they will impact your operations both now and in the future, is imperative for the success of every long-term care organization.

#### Learning Objectives:

1. Learn the latest information regarding the Affordable Care Act. Will it stand as originally passed or will it be changed, repealed or replaced by the new Administration? How does this impact you as a provider in your current and future operations?
- 2) Understand the upcoming 2 year State of Wisconsin Medicaid budget and how it impacts providers from a financial and regulatory viewpoint.
- 3) Formulate with ideas and strategies to take back to your organizations and consider for future implementation.



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# Friday, April 7, 2017



8:00 am - 9:15 am

## 303 5-Star Nutrition and Dining More than Just Breakfast, Lunch, and Dinner

### Session Speaker:



*Erika Kramer*  
Martin Bros Distributing  
[ekramer@martinbros.com](mailto:ekramer@martinbros.com)

Navigating today's Nursing Home's 5-Star rating measures has become increasingly important in the modern Senior Living marketplace. Your daily approaches to these measures can secure your fate. Success or failure is up to you. While these ratings are influenced by many Quality Measures that should be examined, we will specifically focus on how your Nutrition and Dining Program can make an ample impact to your 5-Star rating.

### Learning Objectives:

1. Identify the QMs that can be influenced by your Nutrition and Dining Program.
2. Explore resources and tools that can be implemented to guarantee success with these QMs.
3. Discuss the importance of executing a whole team approach to achieve success with these measures.

## 304 Disruptive Innovation - Pushing the Boundaries!

### Session Speaker:



*Lisa Thomson*  
Pathway Health  
[Lisa.thomson@pathwayhealth.com](mailto:Lisa.thomson@pathwayhealth.com)

Disruptive innovation is no longer the occasional exception- it is a leadership expectation. As leaders, we need to proactively create disruption in the way we do business and envision our organization. Leaders today must acknowledge and embrace a life of uncertainty and ambiguity in today's marketplace as they navigate through disruptive change - creating breakthroughs and innovative ideas, service lines, and processes that will catapult your organization to the top.

### Learning Objectives:

1. Understand the concept of disruptive innovation and its impact on your operation.
2. Develop a "leapfrog" mindset for creating change and sustainability.
3. Identify how to lead through uncertainty with 3 key strategies - positioning for success.



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# Friday, April 7, 2017



## 9:30 am - 10:45 am

### 305 RoP - SOM Changes from an Operator's Perspective

#### Session Speaker:



*Lisa Thomson*  
Pathway Health

*Lisa.thomson@pathwayhealth.com*

This enlightening presentation will outline the new and revised sections of the Requirements of Participation for skilled nursing facilities. An in-depth review of the RoP, interpretive guidance and survey process changes will be discussed. Learn how to prioritize for these changes and create a win-win strategy for success.

#### Learning Objectives:

1. Recognize the key changes in the new Requirements of Participation for skilled nursing facilities.
2. Describe the interpretive guidance and survey process changes that will directly impact your operations.
3. Summarize 3 key leadership implementation strategies for operational success.



### 306 Deep Dive: OSHA Electronic Injury Reporting, Anti-Retaliation Final Rule, and OSHA Regulatory Programs Required in Senior Living Facilities

#### Session Speaker:



*Chris Halverson*  
WI Safety Council, M3 Insurance

*Chris.halverson@m3ins.com*

This session will focus on OSHA injury and illness record keeping and reporting requirements. All employers must promptly report workplace fatalities and certain injuries and illnesses. Most employers with more than ten employees are required to keep an annual log of work-related injuries and illnesses, and as of 2017, provide those logs to OSHA annually. OSHA plans to make this information publicly available online through a new searchable database.

The speaker will discuss requirements, and provide guidance on complying with record keeping and a review of OSHA's frequently cited regulations in senior living facilities.

#### Learning Objectives:

1. Identify what needs to be reported to OSHA (injuries, illnesses, and fatalities)
2. Decide if cases are recordable on the OSHA-300 log
3. Determine what is work related under OSHA, and what injuries and illnesses are recorded
4. Recognize what first aid cases do not need to be recorded on the log
5. Address the new anti-retaliation mandates
6. Understand the required OSHA regulatory programs in Senior Living Facilities



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# Friday, April 7, 2017



## 9:30 am - 10:45 am

### 307 An Overview of Family Care

#### Session Speaker:



*Larry Lester, Partner  
Wipfli LLP  
llester@wipfli.com*



*Chad Hable  
Wipfli LLP  
chable@wipfli.com*

The Family Care program was established in 1998 and utilization has been growing each year, yet many providers do not understand key aspects of the Family Care program. This program will educate you on those key aspects and ultimately give you a better understanding of the Family Care program.

#### Learning Objectives:

1. Review the information from the CY 2016 Family Care Capitation Rate Report including a review of the changes in the capitation rates and utilization over the past few years.
2. Discuss key sections of the program contract between Wisconsin Department of Health Services Division of Long-Term Care and the MCO's.
3. Compare billing requirements among the different MCOs.

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### 308 Recruiting, Engaging, and Retaining Tomorrow's Workforce

#### Session Speaker:



*Jim Moran, SPHR, SHRM-SCP  
Sodexo North America  
Jim.Moran@sodexo.com*

A trained and engaged workforce is the foundation for providing quality services for older adults. While many employees are drawn to careers in senior living because of their passion for providing and serving in this industry, it is clear there are demographic challenges and significant competition facing areas of this sector. Recruiting, engaging, and retaining a workforce equipped to meet these challenges in the coming years will be a key to meeting the future needs of older adults.

#### Learning Objectives:

1. Consider why job growth projections for the senior living profession will demand innovation to source employees who have many job options.
2. Understand how employee engagement and issues of diversity can greatly impact both the employee and the resident experience.
3. Learn how to effectively reward and recognize the varied individual employee motivators in today's multi-generational workplace.



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# Friday, April 7, 2017



## 11:00 am - 12:15 pm

### 309 New Rehospitalization and Quality Measures: Are You Ready?

#### Session Speaker:



*Pat Boyer*  
Wipfli LLP  
[pboyer@wipfli.com](mailto:pboyer@wipfli.com)

The SNF Final Rule published in August 2015 gave us a preview of what was to come in 2016. Now, CMS has published the guidelines for the new SNF re-hospitalization measure and new claims based and MDS-based Quality Measures. Major changes are coming between now and 2018, and this workshop will dive into these upcoming changes. We will review areas including re-hospitalization measures, initiatives for Medicare Shared Savings, new MDS information, and new quality measures to be implemented.

#### Learning Objectives:

1. Identify anticipated initiatives from CMS over the next three years.
2. Describe how processes may need to change in your facility to meet the objectives for rehospitalization and the new quality measures.
3. Discuss how to implement strategies to meet these new initiatives.



### 310 Life Safety Code Update

#### Session Speaker:



*David Soens*  
Wisconsin Division of Quality Assurance  
[David.soens@dhs.wisconsin.gov](mailto:David.soens@dhs.wisconsin.gov)

Recent federal adoption of the new 2012 edition of the Life Safety Code (LSC) has taken effect with surveys. Are you in compliance? What steps can be taken to address and avoid emerging compliance issues? This session will explore and discuss common compliance LSC issues that face Wisconsin's federally certified providers. The Wisconsin Division of Quality Assurance will discuss the most pressing issues and how these can be addressed. To further assist your compliance efforts, this session will also include tools on documenting your compliance efforts in order to effectively organize facility record keeping.

#### Learning Objectives:

1. Identify and become familiar with the Top 10 Life Safety Code issues for you to focus your resources effectively.
2. Describe the underlying concepts that drive waiver approvals or denials.
3. Explain the most current areas of emphasis and interpretation of compliance.
4. Know how to monitor, document, and organize your compliance to enable self-identification of problems that require your immediate attention.



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# Friday, April 7, 2017



11:00 am - 12:15 pm

## 311 Pricing, Cost and Profitability in Assisted Living

### Session Speaker:



*Cory Rutledge*  
CliftonLarsonAllen LLP  
[Cory.rutledge@cliftonlarsonallen.com](mailto:Cory.rutledge@cliftonlarsonallen.com)

Most assisted living providers know every detail about their pricing strategy, but do they understand their cost? In this session, we will discuss the pricing mechanisms that we see in the marketplace and how providers are determining the cost of caring for various types of residents. By exploring the financial aspects of an assisted living facility, participants will better understand the drivers of profitability in their assisted living facility.

### Learning Objectives:

1. Understand the various pricing strategies that assisted living providers are employing.
2. Determine the fixed, semi-fixed, and variable costs in a community.
3. Better interpret the drivers of financial success in your community.

## 312 Linking Quality to Compliance

### Session Speaker:



*Lisa Thomson*  
Pathway Health  
[Lisa.thomson@pathwayhealth.com](mailto:Lisa.thomson@pathwayhealth.com)

Quality, quality, quality! Today we will need to have solid systems in place, staff implementing our systems successfully and our data MUST prove our Quality to position ourselves for the future! This one hour presentation will provide an outline for preparing your facility culture for quality and compliance, focusing on the top 3 deficiencies as well as discussion on the upcoming readmission measure!

### Learning Objectives:

1. Identify components of quality system preparation, highlighting the top 3 deficiencies and upcoming readmission measures.
2. Describe key monitoring and oversight of data tactics to stay on top of the game rather than behind the 8 ball!
3. Develop a true facility team approach to quality!



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# General Information



## WHCA/WiCAL 55th Annual Spring Conference & Exposition APRIL 5-7, 2017

Kalahari Resort & Convention Center  
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## GENERAL INFORMATION

### WHCA/WiCAL

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The registration desk will be located just beyond the hotel registration desk to your left as you enter. Registration packets will be available for those who have pre-registered and for walk-in registrations. If you are registering on-site, please allow time for your name badge to be prepared while you check through your convention packet. Those who have pre-registered are advised to leave ample time for the registration, especially on Thursday morning before sessions begin.

#### Badges and Tickets

Each registrant will receive a name badge that must be worn for admission to educational sessions and all other functions. Guests, Speakers, and Exhibitors will be easily identified by the ribbons attached to their badges.

#### Cancellation Policy

Full registration refunds will only be made 72-hours prior to the convention, in medical emergencies and if a facility is under survey.



### CEUs

This educational offering has been submitted to the National Continuing Education Review Service (NCERS) of the National Association of Boards of Examiners of Long-Term Administrators (NAB) for 50 applied hours of credit of which one person is eligible for 12.25 hours of credit.

#### Door Prizes

You must be present to win any of the door prizes.

#### Medical Emergencies

In the event of an emergency contact the hotel registration desk, the convention registration desk or 911 for medical assistance.

#### Phone Messages

Phone Messages will be posted at the Registration Desk.

#### No Smoking Policy

It is a WHCA/WiCAL policy that no smoking will be allowed at any of the scheduled events.

#### Vegetarian Meals

If you need vegetarian meals, they will be provided to you. Simply mark the appropriate spot on the registration form.

### What to Wear

All events are business casual, however, you are encouraged to dress in your favorite '80s-era gear for these events.

### Convention Hotel

Headquarters for the WHCA/WiCAL 55th Annual Spring Conference is the Kalahari Resort & Convention Center, 1305 Kalahari Drive, Wisconsin Dells, WI 53965 (888)710-8345.

Rates are \$115.00 single, double, triple and quad.

### Additional Information

For additional information, or other special needs please contact George W. (Skitch) MacKenzie, NHA, skitch@whcawical.org) or call Office - 608-257-0125 or Cell - 608-444-8421.





Facility/Company \_\_\_\_\_

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Email (for invoicing) \_\_\_\_\_

Persons to be registered. Please type or print. List names as they should appear on badges.

Date _____
Ck. # _____
Amount _____
For WHCA/WiCAL use only

	NAME & EMAIL	TITLE	NHA LIC.	FACILITY REG (\$799.00)	INDIVIDUAL FULL REG (\$369.00)	WED REG (\$139.00)	THURS REG (\$239.00)	FRI ONLY (\$169.00)
1)	.....							
2)	All Others from Same Facility							
3)	.....							
4)	.....							
5)	.....							

Check here if you will be a Monitor

Check here for Vegetarian Meals

Do you plan to attend Hospitality Hop?  Yes  No

Do you plan to attend '80s Party?  Yes  No

**Facility Fee (All Facility Staff) ..... \$799.00**  
(Includes: CEUs, Handouts, Hospitality Hop, Exhibit Hall Snacks & Refreshments, '80s Party & Breaks)

**Individual Full Registration ..... \$369.00**  
(Includes: CEUs, Handouts, Hospitality Hop, Exhibit Hall Snacks & Refreshments, '80s Party & Breaks)

**Wednesday Registration ..... \$139.00**  
(Includes CEUs, Handouts, Hospitality Hop & Breaks)

**Thursday Registration: ..... \$239.00**  
(Includes CEUs, Handouts, Exhibit Hall Snacks & Refreshments, '80s Party & Breaks)

**Friday Registration: ..... \$169.00**  
(Includes: CEUs/Handouts & Breaks)

Facility Fee (All Facility Staff) \_\_\_\_\_ x \$799.00 = \$ \_\_\_\_\_

Individual Full Registration \_\_\_\_\_ x \$369.00 = \$ \_\_\_\_\_

Wednesday Registration \_\_\_\_\_ x \$139.00 = \$ \_\_\_\_\_

Thursday Registration \_\_\_\_\_ x \$239.00 = \$ \_\_\_\_\_

Friday Registration \_\_\_\_\_ x \$169.00 = \$ \_\_\_\_\_

*Make check payable to*  
WHCA/WiCAL Convention and return  
with completed registration form to:  
WHCA/WiCAL Convention  
131 West Wilson Street, Suite 1001  
Madison, WI 53703  
Phone 608.257.0125  
Fax 608.257.0025

*Payment options*

Check enclosed

Please invoice

*Please charge my*

VISA

MASTERCARD

AMERICAN EXPRESS

Card Number:

csv \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card (Please Print):

Signature:



### AMERICAN DATA

P.O. Box 640  
Sauk City, WI 53583  
John Ederer, NHA  
info@american-data.com  
Heather Ceaser  
info@american-data.com  
Shannon Johnson  
shannon@american-data.com  
www.american-data.com

### CE SOLUTIONS

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Josh Lukkes  
llindstrom@advacaresystems.com  
www.advacaresystems.com

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Nancy McNally, PT CSW  
nancy.mcnally@amtwoundcare.com  
www.amtwoundcare.com

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www.forbo.com

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Kenosha, WI 53144  
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855 Village Center Drive, #336  
St. Paul, MN 55127  
Lynn Hauger  
lynn@growthresourcepartners.com  
Bill Hargis  
bill@growthresourcepartners.com  
www.growthresourcepartners.com

### HARTIG PHARMACY SERVICES

7425 Chavenelle Rd.  
DuBuque, IA 52001  
Michael Clasen  
mclasen@hartigdrug.com  
www.hartigdrug.com

### M3 INSURANCE

828 John Nolen Drive  
Madison, WI 53713  
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chris.kenyon@m3ins.com  
Patrick LeMire  
Pat.LeMire@m3ins.com  
www.m3ins.com

### MARTIN BROS. DISTRIBUTING

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cedwards@martinsnet.com  
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www.martinsnet.com

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130 S. First Street, #400  
Ann Arbor, MI 48103  
Ashley Darling  
ashley.darling@chelsearhone.com  
www.healthcap.com

### HEALTHCARE SERVICES GROUP

3200 Alfa Romeo Rd.  
Green Bay, WI 54313  
Jason Skolaski  
jskolaski@hcsgrcorp.com  
www.hcsgrcorp.com

### HEALTHPRO® REHABILITATION

3703 West Lake Avenue, Suite 200  
Glenview, IL 60026  
Julie Bringas  
jbringas@healthpro-rehab.com  
www.healthpro-rehab.com

### HPSI PURCHASING SERVICES

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Irvine, CA 92618  
Tom Klingman, Purchasing Consultant  
tomk@hpsionline.com  
www.hpsionline.com

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30 West Water Street  
Saint Paul, MN 55107  
Eric Hinz  
ehinz@idea-ma.com  
www.idea-ma.com

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1000 US Highway 202  
Raritan, NJ 08869  
John Trevarthen  
jtrevart@its.jnj.com  
www.jnj.com

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Plain, WI 53577  
Greg Callin  
gcallin@kraemerbrothers.com  
www.kraemerbrothers.com

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www.market-johnson.com

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Jeff Praefke  
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www.medline.com

### MJ CARE, INC.

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Milwaukee, WI 53227  
Richard Bagin  
rich.bagin@mjcare.com  
www.mjcare.com

### MCKESSON MEDICAL SURGICAL

8121 10th Avenue North  
Golden Valley, MN 55427  
Jay Molter  
jay.molter@mckesson.com  
www.mckesson.com

### NAVIGATOR GROUP PURCHASING

1000 Corporate Centre Drive  
Suite 100  
Franklin, TN 37067  
Nick Carroscia  
nick.carroscia@navigatorgpo.com  
Laurie Jochmann  
laurie.jochmann@navigatorgpo.com  
www.navigatorgpo.com

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Milwaukee, WI 53051  
Theresa Lang  
theresa.lang@specializedmed.com  
www.specializedmed.com

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Columbus, OH 53217  
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www.mobilexusa.com

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amy@newhorizonfoods.com  
www.newhorizonfoods.com

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St. Paul, MN 55104  
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mbadenhoff@nwrespiratory.com  
www.nwrespiratory.com

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Pleasant Prairie, WI 53158  
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mphp@novonordisk.com  
Kevin Walter  
kwte@novonordisk.com  
www.novonordisk.com

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201 East 4th Street  
Cincinnati, OH 45202  
Julie Mugnaini  
Julie.Mugnaini@omnicare.com  
www.Omnicare.com

### PATHWAY HEALTH

2025 4th Street  
White Bear Lake, MN 55110  
Lisa Thomson  
consult@pathwayhealth.com  
www.pathwayhealth.com

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9840 Southwest Highway  
Oak Lawn, IL 60453  
John Anderson  
johnchristiananderson6@gmail.com  
Ray Kalinsky  
rayir@pelvip.com@pelvip.com  
www.pulmonaryexchange.com

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South Milwaukee, WI 53172  
Joe Cacchione  
joe.cacchione@pharmerica.com  
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737 Hunter Drive  
Racine, WI 53406  
Briana Silvani  
bsilvani@ppgpc.com  
www.preferredpodiatry.com

### WHCA/WiCAL Service Corporation

131 W. Wilson Street, Suite 1001  
Madison, WI 53703  
George W. (Skitch) MacKenzie, NHA  
skitch@whcawical.org  
www.whcawical.org

### WIPFLI LLP

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lleston@wipfli.com  
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www.prestoabsorbent.com

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www.rehabcare.com

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LaCrosse, WI 54602  
Kathy Bohlman  
KMBohlman@RFSDelivers.com  
www.RFSDelivers.com

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Bridgewater, NJ 08807  
Jodi Brezenski  
jodi.brezenski@sanofi.com  
www.sanofi.com

### SCHENCK SC

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Appleton, WI 54911  
Brian Zaletel  
brian.zaletel@schencksc.com  
www.schencksc.com/longtermcare

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Frederic, WI 54837  
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cfurr@stcroixhospice.com  
www.stcroixhospice.com

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Jeff Grady  
jgrady@threepillarstechnology.com  
www.threepillarstechnology.com

### UNIVERSITY OF WISCONSIN- GREEN BAY

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Green Bay, WI 54311  
Kerry Winkler  
winklerk@uwgb.edu  
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### VOHRA WOUND PHYSICIANS

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Miramar, FL 33027  
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