

NYSHFA | NYSCAL

THE 71<sup>ST</sup> ANNUAL

CONFERENCE & EXPO  
**LEADERSHIP  
INSPIRES...**  
VIRTUAL

SEPTEMBER 10th | SEPTEMBER 17th | SEPTEMBER 24th

THREE DAYS OF EDUCATION

EARN ♦ **16.5** ♦ CEUs



» CPAs can only receive credit for live sessions.

» Administrators must complete and pass a post-test for all on-demand sessions.

NYSHFA-NYSCAL.ORG

STAY CONNECTED!   

2020 PLATINUM SPONSORS:

PointClickCare ▪ ProCare LTC Pharmacy ▪ Zimmet Healthcare Services Group

» SEPTEMBER 10th

**Day 1**

LIVE KEYNOTE»

1.5 CEUs | 9:00 am – 10:30 am

**Ken Gronbach**

*Charting the Course through Demographic Change*



**KEN GRONBACH** is President of KGC Direct, LLC and the author of "Upside: Profiting from the Profound Demographic Shifts Ahead". Ken is an internationally respected demographer with twenty years of experience. His understanding of worldwide demographics, fertility, migration, aging, immigration, and dying have enabled him to forecast societal, political, economic, cultural, and commercial phenomena with uncanny accuracy. He has an unusual blend of marketing savvy and special brand of wit, humor and common sense that makes him a must listen.

SESSIONS ON-DEMAND»

BREAK | 10:30 am – 10:45 am



1.5 CEUs | 10:45 am – 12:15 pm

*Brand Story: The Secret to Market Leadership*

«**Mike Gustin**

BRAND & MARKETING STRATEGIST | MIKE GUSTIN LTD.

EXPO & LUNCH | 12:15 pm – 1:15 pm



1.5 CEUs | 1:15 pm – 2:45 pm

*Restart Your Success*

«**Clint Maun, CSP**

PRESIDENT & SENIOR PARTNER | MAUN-LEMKE SPEAKING & CONSULTING

BREAK | 2:45 pm – 3:00 pm



1.0 CEU | 3:00 pm – 4:00 pm

*When Bad Things Happen  
to Good Organizations*

«**Andrew Rush**

ASSOCIATE PARTNER | PC PUBLIC AFFAIRS

VIRTUAL  
**COCKTAIL  
RECEPTION**

5:00 pm – 6:30 pm



*Stay tuned! Details to follow!*

## LIVE SESSION»

1.5 CEUs | 9:00 am – 10:30 am

### Mark Parkinson & Dr. David Gifford

*In the Midst of Historic Change*



**Mark Parkinson**, former Governor of Kansas, is President and CEO of the American Health Care Association (AHCA) and the National Center for Assisted Living (NCAL). AHCA/NCAL represents more than 11,000 for- and not-for-profit nursing homes, assisted living residences, and facilities for the care of individuals with intellectual and developmental disabilities across the United States.



**Dr. David R. Gifford MD, MPH**, is the Senior Vice President of Quality and Regulatory Affairs of the American Health Care Association (AHCA) and National Center for Assisted Living (NCAL). In this capacity, Dr. Gifford leads AHCA/NCAL's internal quality department while pioneering initiatives on quality improvement in long term care.

## SESSIONS ON-DEMAND»

BREAK | 10:30 am – 10:45 am



1.0 CEU | 10:45 am – 11:45 am

«Tish James

NEW YORK STATE ATTORNEY GENERAL

Charles E. Schumer»

U.S. SENATE MINORITY LEADER



EXPO & LUNCH | 11:45 am – 12:45 pm



1.5 CEUs | 12:45 pm – 2:15 pm

*Leading through Unprecedented Financial Uncertainty*

«Marc Zimmet

PRESIDENT & CEO | ZIMMET HEALTHCARE SERVICES GROUP, LLC

BREAK & EXPO | 2:15 pm – 2:30 pm



1.5 CEUs | 2:30 pm – 4:00 pm

*Observations and Strategies from the COVID-19 Front Line*

«Roger Bernier

PRESIDENT & CEO | CHELSEA MANAGEMENT GROUP

**Roya Agahi RN, MSHCM, WCC»**  
CHIEF NURSING OFFICER | CARERITE CENTERS



«MaryPat Carhart

VICE PRESIDENT CLINICAL SERVICE | UPSTATE SERVICES GROUP



»SEPTEMBER 24th

## Day 3

## LIVE PANEL»

1.5 CEUs | 9:00 am – 10:30 am

### Neil Murray, Kurt Bratten & Stephen Hanse

*LTC Litigation and Enforcement –  
“Legal Distancing” from COVID-19 Risk*



**NEIL MURRAY, ESQ.**, is senior partner at O'Connell & Aronowitz in the Health Law practice. He represents numerous clients in the health care industry and is currently General Counsel for NYSHFA where he focuses on issues involving complex Medicare and Medicaid reimbursement, regulatory compliance and Certificates of Need.



**KURT E. BRATTEN, ESQ.**, is partner at O'Connell & Aronowitz in their Health Law Department. His primary focus is on counseling health care providers regarding various compliance and transactional matters such as state and federal data security and privacy requirements, managed care and other contractual matters, and state and federal regulatory requirements.



**STEPHEN B. HANSE, ESQ.**, has served as President & CEO of NYSHFA | NYSCAL and President of the Foundation for Quality Care (FQC) since January 2017. He formerly held the position of Vice President & Counsel for the Association beginning in 2013. Prior to joining NYSHFA | NYSCAL Stephen was with the law firm of Featherstonhaugh, Wiley & Clyne where he represented healthcare organizations and Fortune 500 companies before New York's Executive, Legislative and Judicial branches of government.

## SESSIONS ON-DEMAND»

BREAK | 10:30 am – 10:45 am



1.0 CEU | 10:45 am – 11:45 am

«Dr. Howard A. Zucker

COMMISSIONER | NEW YORK STATE DEPARTMENT OF HEALTH

EXPO & LUNCH | 11:45 am – 12:45 pm



1.5 CEUs | 12:45 pm – 2:15 pm

*Resiliency, Sustainability, and Adapting to Change in a COVID-19 World*

«Cheryl Boldt

SENIOR CONSULTANT | MAUN-LEMKE SPEAKING & CONSULTING

BREAK & EXPO | 2:15 pm – 2:30 pm



1.5 CEUs | 2:30 pm – 4:00 pm

*PDPM: Are You Leaving Money on the Table?*

«Maureen McCarthy

PRESIDENT | CELTIC CONSULTING

THE 71<sup>ST</sup> ANNUAL

# CONFERENCE & EXPO LEADERSHIP INSPIRES... VIRTUAL

NYSHFA | NYSCAL's Virtual Annual Conference & Expo is offering AMAZING incentives for those who REGISTER by August 20th and participate each day! *STAY TUNED!*



**FIRST 150 REGISTRANTS WILL HAVE A CHANCE TO WIN 1 OF 3 APPLE WATCHES!**

Name: \_\_\_\_\_

Title: \_\_\_\_\_ NAB Identifier: R \_\_\_\_\_

Facility Name: \_\_\_\_\_ ☐ SNF ☐ AL

Address: \_\_\_\_\_

Attendee Email: (Required) \_\_\_\_\_ Phone: \_\_\_\_\_

Please Check Status of Registered Attendee: (click all that apply)

Members of NYALTCA, NYPA, Southern New York, Greater New York and the NYCACHCA may register at the NYSHFA | NYSCAL Member rate.

Please indicate membership by checking the box below. Online registration is not available.

- |                                                           |                                      |                                                  |                                                  |
|-----------------------------------------------------------|--------------------------------------|--------------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> NYSHFA   NYSCAL Facility Member  | <input type="checkbox"/> Non-Member  | <input type="checkbox"/> NY Chapter ACHCA Member | <input type="checkbox"/> Southern NY Association |
| <input type="checkbox"/> NYSHFA   NYSCAL Associate Member | <input type="checkbox"/> NYPA Member | <input type="checkbox"/> NYALTCA Member          | <input type="checkbox"/> Greater NY Association  |

## PLEASE SEND REGISTRATION TO ERIN FITZGERALD VIA

EMAIL: [efitzgerald@nyshfa.org](mailto:efitzgerald@nyshfa.org) | MAIL TO: NYSHFA | NYSCAL • 33 Elk Street • Suite 300 • Albany • NY • 12207

### MULTI-FACILITY GROUP

- ☐ Includes All Three Days - September 10th, 17th, 24th

**REGISTER ALL EMPLOYEES FOR A COMBINED GROUP FEE!**

Email your registration form to [efitzgerald@nyshfa.org](mailto:efitzgerald@nyshfa.org). Once received a spreadsheet will be provided to you to submit your attendees.

MEMBERS	NON-MEMBERS
\$4000.00	\$4200.00

### THE FULL VIRTUAL PACKAGE

- ☐ Includes All Three Days - September 10th, 17th, 24th

MEMBERS	NON-MEMBERS
\$600.00	\$700.00

### SINGLE DAY SESSIONS - CLICK ALL DAYS ATTENDING

- ☐ SEPTEMBER 10th ☐ SEPTEMBER 17th ☐ SEPTEMBER 24th

MEMBERS PER DAY	NON-MEMBERS PER DAY
\$250.00	\$350.00

» CPAs can only receive credit for live sessions.

» Administrators must complete and pass a post-test for all on-demand sessions.

**Total Amount Due: \$** \_\_\_\_\_

**PAYMENT INFORMATION:** ☐ AMEX ☐ DISCOVER ☐ MASTERCARD ☐ VISA ☐ CHECK (Please Make Checks Payable to NYSHFA)

Credit Card Number:	Exp. Date:
Cardholder Name:	
Authorized Cardholder Signature:	

I authorize NYSHFA / NYSCAL / FQC to use the above AMEX, Discover, MasterCard or Visa to charge applicable registration fees. I also understand that registration fees of those who cancel the day of the program or fail to attend are forfeited. Substitutions are permitted and encouraged.

## THANK YOU TO OUR 2020 PLATINUM SPONSORS!

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