

NYSHFA

NYSCAL



THE SEVENTY-SECOND

ANNUAL CONFERENCE

Today's Challenges Navigate Tomorrow's Success



EARN UP TO

20.5

NAB APPROVED CEUs
for LNHAs & ALAs

CPAs can only receive credit for LIVE sessions

APR 29th
MAY 6th
MAY 13th

2021

EDUCATION-AT-A-GLANCE

Welcome...

TO THE NYSHFA | NYSCAL 72ND VIRTUAL ANNUAL CONFERENCE



STEPHEN B. HANSE, ESQ.

PRESIDENT & CEO
NYSHFA | NYSCAL

As we navigate our way through the second year of the COVID-19 pandemic, the NYSCAL | NYSCAL staff and Board of Directors are so grateful for your commitment to the residents for whom you have worked tirelessly to keep safe and well day after day. We know many of you, your staff and your loved ones have experienced immeasurable grief during this pandemic.

The COVID-19 pandemic has challenged us all relentlessly. It has required continuous shifting of course in order to adapt to ever-changing directives, policies and data requests. We are so proud to be your partners during this crisis. There have been struggles and significant challenges, but even more, creative initiatives developed to succeed in the face of those challenges.

This year's conference theme "*Today's Challenges Navigate Tomorrow's Success*" embraces that concept. Hope for the future and resiliency are the keys to ongoing excellence and achieving new aspirations.

The NYSHFA | NYSCAL Annual Conference Committee has exceptional educational sessions, inspirational stories and celebrations of innovation and staff achievements planned for you this year. Our unique group of experts from across the country are here to re-energize you, provide expert advice and practical strategies as we move forward together to our next chapter in healthcare.

In this second year of a "Virtual Conference", we have expanded our education offerings to provide a potential of **20.5 CEUs**; implemented initiatives to provide higher quality live and recorded sessions; and improved our conference platform to be more user friendly and efficient. Additionally, the 2021 NYSHFA | NYSCAL Virtual Conference will offer specific concurrent sessions for both skilled nursing and assisted living providers and another year of outstanding Keynote Speakers for all.



VINCENT MANISCALCO

BOARD CHAIR
NYSHFA | NYSCAL

Thank you for all your sacrifices, dedication and perseverance. You have done amazing work!

We are so happy to invite you to this year's NYSHFA | NYSCAL Virtual Annual Conference. Do not delay, make plans to attend today!

DAY ONE APRIL 29, 2021

9:00 am – 10:30 am	AL SNF	OPENING KEYNOTE: LIVE THE HAPPINESS ADVANTAGE: LINKING POSITIVE BRAINS TO PERFORMANCE SHAWN ACHOR • NY TIMES BEST SELLING AUTHOR
10:45 am – 11:45 am	AL SNF	PEOPLE FIRST, PATIENTS SECOND ANTON GUNN • FORMER SENIOR ADVISOR TO PRESIDENT BARACK OBAMA
11:45 am – 12:45 pm	AL SNF	THREE SECRETS FOR BOOSTING OCCUPANCY IN ANY MARKET ERIC COLLETT • A MIND FOR ALL SEASONS
1:45 pm – 2:45 pm	AL	COVID: STORIES AND EXPERIENCES FROM THE FIELD
1:45 pm – 2:45 pm	SNF	COVID: STORIES AND EXPERIENCES FROM THE FIELD
3:00 pm – 4:00 pm	AL	BEST PRACTICES: DESIGNING TELEMEDICINE FOR SENIOR LIVING DR. ANURAG GUPTA • TEMBO HEALTH
3:00 pm – 4:00 pm	SNF	DEVELOPING FUTURE STRATEGY IN THE AFTERMATH OF A PANDEMIC AMY LEE • CORETACTICS HEALTHCARE CONSULTING

DAY TWO MAY 6, 2021

9:00 am – 10:30 am	AL SNF	KEYNOTE: LIVE WASHINGTON UPDATE MARK PARKINSON, SCOTT TITTLE & DR. DAVID GIFFORD • AHCA/NCAL
10:45 am – 11:45 am	AL SNF	THE FINDINGS... COVID-19 RESEARCH & MORE DR. DAVID GRABOWSKI • PROFESSOR OF HEALTH CARE POLICY, HARVARD MEDICAL SCHOOL
12:45 pm – 2:15 pm	AL SNF	LIVE ELECTION OF NYSHFA OFFICERS GENERAL MEMBERSHIP MEETING STEPHEN B. HANSE, Esq. • NYSHFA NYSCAL
		2021 LEGAL CHALLENGES AND STRATEGIES STEPHEN B. HANSE, Esq. • NYSHFA NYSCAL CORNELIUS MURRAY, Esq. & KURT BRATTEN, Esq. • O'CONNELL & ARONOWITZ
2:45 pm – 4:00 pm	AL SNF	BEATING STRESS BACK INTO SUBMISSION DR. EARL SUTTLE • LEADERSHIP SUCCESS INTERNATIONAL, LLC

DAY THREE MAY 13, 2021

9:00 am – 10:15 am	AL SNF	KEYNOTE: LIVE IGNITE THE BURNED OUT JESSICA RECTOR • JESSICARECTOR ENTERPRISES
10:30 am – 11:30 am	AL SNF	THRIVE IN THE AGE OF DISRUPTION - CULTIVATE PEAK PERFORMANCE MIKE EVANS • AWARD-WINNING AUTHOR & SPEAKER
11:30 am – 12:30 pm	AL SNF	NAVIGATING LIFE SAFETY AND EMERGENCY MANAGEMENT COMPLIANCE DURING THE PANDEMIC DAVID HOOD & COLIN McKAY • RUSS PHILLIPS ASSOCIATES, A JENSEN HUGHES COMPANY
1:30 pm – 2:30 pm	AL	STAYING POWER: HOW TO KEEP EMPLOYEES LONGER CARA SILLETTO • MAGNET CULTURE
1:30 pm – 2:30 pm	SNF	SAFETY AND WELLNESS INTEGRATION FOR STAFF JOSEPHINE BOTTITTA, ALISON DUNN & PAUL CODERRE • ONEGROUP
2:45 pm – 4:00 pm	AL SNF	RESILIENCY IN THE MIDST OF UNCERTAINTY PAUL KRISMER • AUTHOR & SPEAKER
2:45 pm – 4:00 pm	AL	THE ENGAGED THEORY: REDUCING SOCIAL ISOLATION THROUGH INNOVATION AND EMPOWERMENT JULIET KERLIN • iN2L



9:00 am – 10:30 am

SNF | AL

CONFERENCE OPENING & WELCOME

STEPHEN B. HANSE, Esq.
NYSHEA | NYSICAL

The Happiness Advantage: Linking Positive Brains to Performance

OPENING KEYNOTE: SHAWN ACHOR

Shawn Achor is the bestselling author of *The Happiness Advantage* and *Big Potential*. He spent 12 years at Harvard, where he won over a dozen distinguished teaching awards, and delivered lectures on positive psychology in the most popular class at Harvard.

Shawn has since become one of the world's leading experts on the connection between happiness and success. Shawn has now worked with over a third of the Fortune 100 companies, and with places like the NFL, the Pentagon and the U.S. Treasury. To do his work, Shawn has traveled to 51 countries, speaking to farmers in Zimbabwe, CEOs in China, doctors in Dubai and schoolchildren in South Africa. In 2014, Oprah Winfrey did a two hour interview with Shawn on the science of happiness and meaning. His research on happiness made the cover of *Harvard Business Review*, his TED talk is one of the most popular of all time with over 16 million views, and his lecture airing on PBS has been seen by millions.

Don't miss Shawn Achor's presentation! He will explain how positive psychology works, and how we can apply *The Happiness Advantage* in the midst of change and challenge.

.....10:30 am – 10:45 am BREAK.....



10:45 am – 11:45 am

SNF | AL

People First, Patients Second

ANTON GUNN
Former Senior Advisor to President Barack Obama

As a former healthcare advisor to President Barack Obama and a C-level executive in a top US News ranked academic health system, Anton Gunn has seen the negative impact a stressed, disengaged, and burned-out care team can have on the patient experience and on reimbursement rates. According to *Harvard Business Review*, patient satisfaction and quality outcomes are highly dependent on the engagement, commitment, dedication, and skills of the healthcare workforce.

In **this empowering presentation**, Mr. Gunn will demonstrate that by embracing 7 key principles you can transform patient experience and outcomes with a more engaged healthcare team.



11:45 am – 12:45 pm

SNF | AL

Three Secrets for Boosting Occupancy in Any Market

ERIC COLLETT

A Mind for All Seasons

The pressure to continually achieve and maintain high occupancy rates in the context of a very competitive and highly regulated industry is a recipe for burnout for many people working in assisted living, skilled nursing and ICF settings. **Wouldn't it be nice if there was a proven pattern that would allow organizations to attract and retain more residents? THERE IS!** Based on the best of social science research, business case studies and industry experience, this insightful session will outline the steps you can take to develop the kind of organization customers will line up to support.

..... 12:45 pm – 1:45 pm LUNCH

1:45 pm – 2:45 pm

SNF

AL

COVID: Stories & Experiences from the Field

Separate Programs Held Concurrently

The COVID-19 Pandemic has been an unprecedented public health emergency. How did skilled nursing and adult care facilities throughout New York manage the responsibility of bridging the gap of an unchecked, unknown communicable disease with the need to provide comprehensive care to residents left alone, sick, and frightened?

Our skilled nursing and adult care panels of front-line healthcare staff will share their individual, compelling stories of survival to highlight their heroic efforts battling coronavirus in their facilities. They took tremendous effort to save the lives and provide comfort care to the residents they never once deserted. The messages of courage and perseverance under pressure will help all be better prepared for the next round of communicable diseases facing the healthcare profession.

..... 2:45 pm – 3:00 pm BREAK

3:00 pm – 4:00 pm

SNF

AL

Developing Future Strategy in the Aftermath of a Pandemic

AMY LEE

Coretactics Healthcare Consulting

2020 was a year unlike any other in our lifetime. **For providers it was a year of bold heroism** in the face of unprecedented challenges including unexpected loss of life, worsened staffing challenges, exhausted caregivers, PPE shortages and supply chain disruptions.

This session will bring forward discussion on lessons providers have learned and how we can use these as steppingstones to change strategic operations in preparation for "the new norm."

Ms. Lee will review new and proposed regulatory standards under the CARES Act and the enhanced enforcement actions for non-compliance; describe the process change leaders need to make to prepare their operations for the next infection control threat; and recognize the power of data management and quality assurance in ensuring your operations are on the right track.

Best Practices: Designing Telemedicine for Senior Living

DR. ANURAG GUPTA

Tembo Health

As a practicing emergency medicine physician, Dr. Gupta shares clinical and business insights to provide impactful solutions to healthcare organizations.

Dr. Gupta will outline **what it takes to launch a successful telehealth program in senior living and skilled nursing facilities**. This session will address key advice for choosing technology, training staff, and creating an excellent resident experience.



**3-DAYS OF
GIVEAWAYS!**

*Register Early &
Grab Your Chance to Win!*

DAY ONE
APR 29

9:00 am – 10:30 am

SNF | AL

Washington DC Update

KEYNOTE PANEL:

MARK PARKINSON,
SCOTT TITTLE &
DR. DAVID GIFFORD
AHCA/NCAL

Learn the latest from AHCA | NCAL on **what they are doing in Washington to strengthen long term care in New York.** Hear about their efforts on the Hill and their dialogues with CMS and the CDC that continue to be critical to your delivery of services during the COVID-19 pandemic and beyond.

.....10:30 am – 10:45 am BREAK.....



10:45 am – 11:45 am

SNF | AL

The Findings... COVID-19 Research & More

DR. DAVID GRABOWSKI
Professor of Health Care Policy, Harvard Medical School

One of the top national health care policy experts, David Grabowski, PhD, will share his research on long term and post-acute care, specifically during the COVID-19 pandemic. Learn how this research is being used to influence future initiatives.

Dr. Grabowski is a member of the Medicare Payment Advisory Commission (MedPAC), an independent agency established to advise the U.S. Congress on issues affecting the Medicare program. He has also served on several CMS technical expert panels.

Dr. Grabowski's research includes being the Principal Investigator for five National Institute on Aging projects related to the value of post-acute care, skilled nursing facility payment, demand for long-term care insurance, specialization in dementia care, and nonprofit provision of nursing home care. His research has also been supported by several private foundations. Dr. Grabowski also led a team at Harvard in the evaluation of the CMS Nursing Home Value-Based Purchasing Demonstration.

The findings of Dr. Grabowski's research will no doubt influence the future of long term care and post acute care in the US.

You won't want to miss this impactful session.

.....11:45 am – 12:45 pm LUNCH.....



12:45 pm - 2:15 pm

SNF | AL

**ELECTION OF NYSHEA OFFICERS
& GENERAL MEMBERSHIP MEETING**
NYSHEA | NYSCAL



2021 Legal Challenges and Strategies

STEPHEN B. HANSE, Esq. *NYSHEA | NYSCAL*
CORNELIUS MURRAY, Esq. & KURT BRATTEN, Esq. *O'Connell & Aronowitz*

Our panel will outline the legal priorities facing long term care including COVID specific challenges, reimbursement, regulatory and more. **Find out the status of the most pressing legal challenges** and how the Association's Counsel is addressing these matters.

..... 2:15 pm – 2:30 pm BREAK

2:45 pm – 4:00 pm

SNF | AL

Beating Stress Back into Submission

DR. EARL SUTTLE
Leadership Success International, LLC

Participants will take away **strategies and techniques to manage stressors** before they manifest into stress that can affect both personal and professional performance. This session, based on Dr. Earl's book, "Stressed to Blessed" can be utilized for your workplace and for all levels of management and team members.

DAYTIME
MAY 06



**THE NOMINATIONS ARE IN...
NOW SEE WHO'S WON!**

NYSHFA | NYSCAL
AWARD CEREMONY

Don't miss this daily feature!



9:00 am – 10:15 am

SNF | AL

Ignite the Burned Out

JESSICA RECTOR
JessICARector Enterprises

Employees feel unappreciated, stagnant, and stuck, which decreases performance, morale, and bottom-line results. **How much is burnout costing you?** Jessica shares how organizations can anticipate burnout, how teams can stop burnout and how leaders can empower employees to build resilience, create a thriving culture and tackle challenges without burnout.

..... 10:15 am – 10:30 am BREAK



10:30 am – 11:30 am

SNF | AL

Thrive in the Age of Disruption – Cultivate Peak Performance

MIKE EVANS
Award-Winning Author & Speaker

What must individuals, teams, departments, and organizations do to thrive and excel in 'The Age of Disruption – The New World of Work?'

Few rules apply. The fast, adaptive, and agile will replace the slow, over-thinking, and complacent. In the past, change was episodic, transient, and gradual; now, change is constant as business, technology, and society continue to evolve at an unprecedented pace.

Today's New World of Work is about ideas, speed, talent, distinction, and leadership. It is about maintaining a competitive edge amidst chaos. It is about achieving success when the stakes are high and ever-changing. Do you know what it will take? This session will provide the insights needed for success.



11:30 am – 12:30 pm

SNF | AL

Navigating Life Safety and Emergency Management Compliance During the Pandemic

DAVID HOOD & COLIN McKAY
Russ Phillips Associates, a Jensen Hughes Company

The response to COVID-19 has dominated the time and attention of the long-term care industry leaders and staff. While CMS relieved some burden through the application of 1135 waivers, fire safety, life safety and emergency management are still critical areas that require deliberate attention. During this session, we will review these areas with **specific focus on hot topics, survey trends, waiver application and COVID related compliance challenges.**

..... 12:30 pm – 1:30 pm LUNCH

1:30 pm – 2:30 pm

SNF

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Safety and Wellness Integration for Staff

JOSEPHINE BOTTITTA, ALISON DUNN & PAUL CODERRE
OneGroup

Let's look at the "whole" worker as we **discuss the importance of safety and wellness integration** along with workplace wellness. This session will address both occupational and lifestyle issues on the job; the relationship between work, life, and health; and integrating wellness and occupational health and safety.

Staying Power: How to Keep Employees Longer

CARA SILLETTO
Magnet Culture

While some of today's workforce is made up of deep-rooted, dependable staff, a larger number of positions are now a revolving door of employee turnover. Based on her award-winning book, "Staying Power: Why Your Employees Leave and How to Keep Them Longer," workforce thought leader, Cara Silletto, will share insights on why staffing is so challenging today and additional ways to gain greater staffing stability. Learn how to slow the revolving door, more **effectively manage the modern shorter-term workforce, and maximize the time you have with each employee.**

..... 2:30 pm – 2:45 pm BREAK

2:45 pm – 4:00 pm

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Resiliency in the Midst of Uncertainty

PAUL KRISMER
Author & Speaker

A powerful emotional context permeates all aspects of our lives — uncertainty. Global pandemic, economic threat, and political strife are layered onto our already hectic, and demanding lives. **How can people not only cope, but thrive personally and professionally?** Paul Krismer brings the science of positive psychology to bear. With practical advice coupled with funny storytelling, Paul provides a practical, inspiring toolkit for resilience! Learn practical ways to amplify momentum. Discover insights about how to powerfully engage teams and change corporate culture.

The Engaged Theory: Reducing Social Isolation Through Innovation & Empowerment

JULIET KERLIN
iN2L

Senior living organizations that embrace innovation and person-centered care understand the importance of empowering staff members. **Professionals who have access to the tools necessary to actively engage residents can reap rewards** that are transformative to the work environment of all care providers and improve the quality of life of residents.



30-DAYS OF ON-DEMAND ACCESS

Earn Your CEUs at Your Leisure!



NYSHEFA | NYSCAL

*There are no shortcuts to any place worth going.
You made a difference.*

THANK YOU!



ANNUAL CONFERENCE

NYSHFA | NYSCAL's Virtual Annual Conference is offering AMAZING incentives for those who REGISTER by April 8th!



FIRST 150 REGISTRANTS WILL HAVE A CHANCE TO WIN AIRPODS PROs!

Name: _____ Phone: _____

Title: _____ NAB Identifier: R _____

Facility Name: _____ SNF AL

Address: _____

Attendee Email: (Required) _____

ATTENDEE MEMBERSHIP INFORMATION: (check all that apply)

- NYSHFA | NYSCAL Facility Member
 Non-Member
 NY Chapter ACHCA Member
 Southern NY Association
 NYSHFA | NYSCAL Associate Member
 NYPA Member
 NYALTCA Member
 Greater NY Association

PLEASE SEND REGISTRATION FORM TO ERIN ARMSTRONG VIA

EMAIL: earmstrong@nyshfa-nyscal.org MAIL TO: NYSHFA | NYSCAL 33 Elk St, Suite 300, Albany, NY 12207 FAX: 518.426.4051

Online registration available to NYSHFA | NYSCAL Members, Non-Members and Associate Members. Multi-Facility Members see registration instructions below.

MULTI-FACILITY PACKAGE	MEMBER	NON-MEMBER
<input type="checkbox"/> MULTI-FACILITY GROUP REGISTRATION <i>(Includes All Three Days)</i> REGISTER ALL EMPLOYEES FOR A COMBINED GROUP FEE! Email your registration form to earmstrong@nyshfa-nyscal.org Once received a spreadsheet will be provided to you to submit your attendees	\$4000 ⁰⁰	\$4200 ⁰⁰
FULL VIRTUAL PACKAGE	MEMBER	NON-MEMBER
<input type="checkbox"/> REGISTRATION FEE <i>(Includes All Three Days)</i>	\$600 ⁰⁰	\$700 ⁰⁰
SINGLE DAY SESSION	MEMBER	NON-MEMBER
<input type="checkbox"/> DAILY REGISTRATION <i>(Fee Is Per Day Attending)</i> <input type="checkbox"/> DAY 1 - APRIL 29th <input type="checkbox"/> DAY 2 - MAY 6th <input type="checkbox"/> DAY 3 - MAY 13th	\$250 ⁰⁰	\$350 ⁰⁰

» CPAs can only receive credit for live 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. Substitutions are permitted and encouraged.

CANCELLATIONS must be received prior to the start of the program and should be emailed to Erin Armstrong, earmstrong@nyshfa-nyscal.org. Telephone cancellations will NOT be accepted. No refunds will be provided for cancellations received after the Conference begins on April 29th. NO SHOWS WILL BE BILLED.



NYSHFA | NYSCAL

THE SEVENTY-SECOND

ANNUAL CONFERENCE

Today's Challenges Navigate Tomorrow's Success

NYSHFA-NYSCAL.ORG

STAY CONNECTED!   



ZIMMET HEALTHCARE
SERVICES GROUP, LLC

QUESTIONS?

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Erin Armstrong
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518-462-4800 ext. 22

EARN UP TO

20.5

NAB APPROVED CEUs
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