

***Celebrating Our Healthcare Heroes
PADONA's 33rd Annual Convention
October 19-22, 2021 at The Hotel Hershey, Hershey, Pennsylvania***

PRE-CONVENTION PROGRAMS

Get Your Mojo Back: Help Your Team Recover from the Trauma of the Pandemic

Presented by: Donna Cutting

You and your team pulled together and stepped up during an impossible time. Perhaps you worked with purpose as never before. Now, though, you notice that everyone is stressed, short with each other, and even angry. No surprise. We have been through a collective trauma, and a war. No surprise the ones on the front lines are going through some post-traumatic stress. It's now time to get bet back to business as usual. This session will walk you through a step-by-step process for helping your team (and yourself) get through the post-pandemic stress and re-emerge better. Then we will re-imagine your plan for attracting, engaging, and retaining excellent team members who have found their purpose.

Learning Outcomes:

1. Recognize the very real effects of post-traumatic stress disorder on your team after the pandemic.
2. Apply a step-by-step process for getting through this stressful period and getting your team working together again.
3. Revise and reimagine your plan for attracting, engaging, and retaining team members who work with purpose.

Act 52 and Infection Prevention Reporting - Demystifying the Requirements

Presented by: JoAnn Adkins

The Health Care-Associated Infection Prevention and Control Act of 2007, Act 52, requires long-term care facilities to report specific healthcare-associated infections (HAIs) to the Authority and the Department of Health via the Patient Safety Reporting System using nationally recognized guidelines and definitions. Surveillance for and identification of infections by the application of criteria is a needed skill for the Infection Prevention Designee. This presentation will discuss Act 52 requirements, the application of criteria to identify infections, review the reporting timeframes and provide strategies on how to utilize the data you are collecting to improve resident safety.

Learning Outcomes:

1. Discuss the application of constitutional criteria and the conditions that must be met when applying criteria to identify an infection.
2. Define the elements of the McGeer criteria and discuss tools to assist in the application of criteria.
3. Recall the reporting requirements of Act 52.

CONVENTION PROGRAMS

Evaluating the Effectiveness of Compliance and Ethics Programs: RoPs and Other Considerations

Presented by: Paula Sanders

Phase 3 of the Requirements of Participation (RoPs) for compliance and ethics programs (F895) was supposed to be implemented November 28, 2019. If it has not been implemented yet, it will be soon. While survey enforcement looms on the horizon and remains in its infancy, governmental expectations and best practices regarding what organizations should have in place to demonstrate the effectiveness of their compliance and ethics programs have matured significantly over the past few years.

Using F895 and guidance from the Office of Inspector General, the Department of Justice, the Health Care Compliance Association, and others, we will help you move quickly beyond the basic elements to a more fulsome understanding of what you can be doing now to evaluate your program to identify your strengths, weaknesses, opportunities and threats. You will leave this session with valuable tools that you can take back to your facility and team to reassess and reexamine where you are and where you need to be with your compliance and ethics program.

Learning Outcomes:

1. Describe the Centers for Medicare and Medicaid Services (CMS) Phase 3 Requirements of Participation (RoPs) for compliance and ethics programs.
2. Understand the difference between the RoPs, other governmental expectations and best practices for compliance and ethics programs.
3. Conduct a strengths, weaknesses, opportunities, and threats (SWOT) analysis of your compliance and ethics program to develop a strategy for improvement.

***Celebrating Our Healthcare Heroes
PADONA's 33rd Annual Convention
October 19-22, 2021 at The Hotel Hershey, Hershey, Pennsylvania***

3 Reasons You are Losing Employees In The First 90 Days (And What to Do About It)
Presented by: Donna Cutting

It is no secret that it costs money to onboard a new employee. According to the Human Capital Benchmarking Report by the Society of Human Resource Management (SHRM), the average cost-per-hire is \$4,129.00 with an average of 42 days to fulfill a position. So, it is incredibly frustrating when your new hires are out the door within the first few months. Often, you can prevent the revolving door of employees if you take the time to determine the right fit and set people up to succeed. There are at least 3 reasons why your new nursing assistants are leaving before they even get started. This session will explore those reasons, and what you can do to attract, engage, and retain the people who are a right fit for your department.

Learning Outcomes:

1. Identify ways to screen out un-committed candidates so there are no surprises once they start the job.
2. Design an effective orientation program that will excite, engage, and make your new hires glad you chose them and glad they chose you!
3. Develop a stronger mentoring program that will set new team members up for a successful start.

Nursing Home Abuse and Neglect - Uncovered
Presented by: Jennifer Snerr and Suzanne Sheaffer

The goal of our presentation is to engage with the management and administrative staff of skilled nursing facilities and healthcare entities and make them aware that our office is tasked with investigating and prosecuting abuse and neglect of care-dependent persons. Many of these cases result in the death of the victims. Frequently, paid caregivers are the very people who are responsible for abusing and/or failing to provide the care to these individuals for which they are being paid.

Learning Outcomes:

1. Become more aware of the care dependent abuse and neglect statutes.
2. Develop your skills as a nurse to know when something is wrong.
3. Learn how and when to report crimes to the police/OAG.

A Deep Dive into the Most Frequently Cited Clinical Areas
Presented by: Candace McMullen and Sophie Campbell

The outcome of your state survey inspections is so important to many aspects of your operations.... insurability, Five Star rating, resident and family satisfaction and confidence, employee morale, and occupancy are directly linked to your regulatory compliance. This session will examine the most frequently cited regulations, outlining the deficient practice(s) most often identified through the survey process. We will explore the high risk areas for non-compliance that pose the greatest threat to providers in today's environment.

Learning Outcomes:

1. Identify the most frequently cited deficient practice(s) identified in Pennsylvania nursing facilities.
2. Explore the root cause(s) of the deficient practice(s) and identify the gap(s) in regulatory compliance.
3. Discuss best practices in clinical care delivery systems to avoid non-compliance.

Giving Bad News: Powerful Strategies to Help Make These Difficult Conversations ... Less Difficult to Deliver
Presented by: Edward Leigh

The manner in which difficult news is delivered to residents and their family members has a significant impact both physically and psychologically. Delivering the news in an ineffective manner can destroy the resident-professional relationship, decrease compliance and compromise outcomes. This content-rich and engaging session will provide a straightforward three-step process to delivering difficult news. The first step is preparing for the news, which entails learning what words/phrases to use and planning the proper environmental settings. Next, the process of delivering news is reviewed, including the precise sequence of items. The last step involves what to do after the news is delivered, including handling intense emotions, and moving toward developing a plan. It is never easy delivering bad news; however, this session will provide the framework to organize the process and enhance your relationship with residents.

Learning Outcomes:

1. Identify methods of effectively preparing to deliver the bad news, including what information is needed to share and planning for environmental factors.
2. Demonstrate the chronological order and precise language to use with a resident when delivering the news.
3. Identify methods of managing residents after the news is delivered, including appropriate planning.

***Celebrating Our Healthcare Heroes
PADONA's 33rd Annual Convention
October 19-22, 2021 at The Hotel Hershey, Hershey, Pennsylvania***

How COVID-19 changes our view of Emergency Preparedness: Lessons learned from COVID-19 and key strategies for preparedness moving forward

Presented by: Joe Tibbs

COVID-19 is one of the most impactful pandemics in human history. While the future of this and future pandemics remains uncertain, there is no better time than now to understand some preparedness gaps exposed by the pandemic, and to plan for the future.

The presenter and their organization were deeply involved in local, state, and national pandemic response efforts and will highlight key lessons learned from the pandemic and propose ways that healthcare leaders can apply these lessons to mitigate short- and long-term risk and improve general levels of preparedness for the future.

Learning Outcomes:

1. Attendees will investigate how issues with planning, education, and resources in the years leading up to 2020 caused many of the negative impacts felt by frontline healthcare organizations and front-line workers.
2. Attendees will gain an understanding of key ways they could influence their short- and long-term preparedness efforts that apply lessons learned from COVID-19 and help improve short- and long-term levels of organizational preparedness.
3. Attendees will be provided an idea framework to help support individual strategy and planning efforts for their own organizations.

Using Case Examples to Prevent and/or Investigate Incidents and Abuse Allegations

Presented by: Denise Getgen and Erin Walters

Many of us are not investigators; however, we are routinely asked to review incidents and investigate allegations of abuse, neglect, exploitation, and abandonment. This session is designed to provide instructive tips to ensure your investigations are thorough and meet the regulatory requirements.

Learning Outcomes:

1. Identify the difference between an incident and an abuse allegation.
2. Identify the elements of a comprehensive investigation.
3. Develop a plan to address findings of the investigation.

Why the Right Diagnosis Code Matters

Presented by: Maureen McCarthy

Under the Patient Driven Payment Model (PDPM), a keen understanding of appropriate diagnosis coding has become essential to facility compliance and accurate reimbursement. This session will explain the impact that effective diagnosis identification, capture and coding can have on the revenue cycle. This concept is a significant concern for compliance plans, and effective auditing can avoid costly mistakes. Join presenter, Maureen McCarthy, for an in-depth review to ensure your team is selecting correct and compliant diagnosis codes.

Learning Outcomes:

1. How to choose a primary diagnosis in the MDS assessment and two key compliance factors for determining an active diagnosis.
2. Explore the importance of using an interdisciplinary focus on care and documentation.
3. Determine how an interdisciplinary approach may assist in avoiding revenue recoupment during a medical review.

Telemedicine in the Post-Pandemic World

Presented by: Alissa Meade

A lot has changed in our industry since the start of the COVID pandemic. The world, and in particular nursing homes, have had to figure out ways to continue to provide the best care for patients despite the many restrictions of the pandemic. Prior to 2020, telemedicine was still a concierge service. There were those cutting-edge homes that invested in technology and additional provider support, but many continued to believe it was a "nice to have" service. This has now changed. Telemedicine became a "must have" clinical tool in many facilities as utilization skyrocketed. The service became widely utilized in households, hospitals, physician offices, nursing homes, and assisted living facilities across the country. Is telemedicine here to stay? What are provider and resident expectations in a post-pandemic world? What are the challenges? What are the opportunities? Find out from telemedicine experts the direction telemedicine is headed and how to maximize technology services to provide a high standard of quality clinical care in this challenging environment.

Celebrating Our Healthcare Heroes
PADONA's 33rd Annual Convention
October 19-22, 2021 at The Hotel Hershey, Hershey, Pennsylvania

Learning Outcomes:

1. What effects the pandemic has had on telemedicine.
2. Identification of opportunities to utilize telemedicine to its highest potential.
3. The latest on telemedicine and what is here to stay.

Ethics in Long Term Care

Presented by: Michael Gillette

This highly interactive, case-based ethics seminar will begin with an introduction to key strategies for identifying, analyzing and resolving ethical issues as they arise in the clinical setting. We will review some of the most interesting and difficult ethical issues that emerge in the provision of long-term care services including concepts of autonomy, family control and professional responsibility. We will concentrate on the ethical implications of disagreement among staff, family and resident surrounding medication management and the refusal of indicated clinical services.

Learning Outcomes:

1. To provide a practical process for ethical decision making in the clinical setting.
2. To review the concepts of autonomy, paternalism, and distributive justice.
3. To clarify possible responses to the multi-faceted ethical conflict between an individual's right to make potentially dangerous decisions, a family's desire to control services, and staff's obligation to protect individuals from harm.

Department of Health Update

Presented by: Susan Williamson

This session will include a review and discussion of Statewide Facility and Survey statistics, including frequently cited deficiencies and frequently filed complaints. Following this session, the attendee will have an understanding of all the recent updates from The Department of Health.

Learning Outcomes:

1. Provide data and statistics related to PA Department of Health annual and complaint surveys.
2. Provide responses to attendee questions related to state and federal surveys and regulations.
3. Provide information related to the survey process and federal and state regulations.

PRESENTERS

Donna Cutting, CSP is an organizational culture consultant and the Founder & CEO of Red-Carpet Learning Systems, a firm that helps senior living and health care professionals co-create cultures of happy, caring people who roll out the red carpet for their residents and patients. She is the author of 3 books including 501 Ways to Roll Out the Red Carpet for Your Customers (Career Press, 2015) and the forthcoming Employees First! Inspire, Engage, and Focus on the Heart of Your Organization (to be released in March 2022).

JoAnn Adkins is a registered nurse and senior infection preventionist for the Patient Safety Authority. She is a graduate of the Reading Hospital School of Nursing. Ms. Adkins graduated magna cum laude with her Bachelor of Science degree in Nursing from Eastern University in St. Davids, Pennsylvania. Ms. Adkins is board certified in infection control and epidemiology (CIC) and is a Fellow of the Association for Professionals in Infection Control and Epidemiology (FAPIC). Ms. Adkins is a 2019 recipient of APIC's Heroes of Infection Prevention Award for Education. She is a member of the Association for Professionals in Infection Control and Prevention where she serves on the Member Services Committee, the Sigma Theta Tau International Nursing Honor Society, and the Pennsylvania Association Directors of Nursing Administration/Long Term Care.

Paula Sanders is a Principal and Co-Chair of Post & Schell's national healthcare practice and Chair of the Firm's COVID-19 Task Force. She focuses her practice exclusively on healthcare law. Ms. Sanders represents clients on both substantive and procedural aspects of health facility regulation and compliance, such as licensure and certification; OSHA; Medicare/Medicaid; compliance; payer audits; fraud and abuse; OIG investigations and voluntary disclosures. She is skilled in dealing with multiple regulatory and law enforcement agencies and coordinating an integrated response to their issues. Ms. Sanders' clients include continuing care retirement communities, long-term care facilities, assisted living providers, hospitals, hospices, home health agencies, drug and alcohol treatment facilities, and adult day care centers, as well as intellectual and developmental disability providers.

Celebrating Our Healthcare Heroes
PADONA's 33rd Annual Convention
October 19-22, 2021 at The Hotel Hershey, Hershey, Pennsylvania

Ms. Sanders has written and lectured extensively on topics affecting the health care industry. She speaks regularly before international, national, and statewide organizations. Ms. Sanders is an appointed member of both the American Health Care Association's and LeadingAge's national legal committees.

Jennifer Snerr has been employed by the Pennsylvania Office of Attorney General for 21 years, all of those years with the Medicaid Fraud Control Section. She started as a Special Agent working both care-dependent neglect cases and Medicaid fraud cases. In 2013 she was promoted to a Supervisory Special Agent position specifically for the Care-Dependent Neglect team with state-wide responsibility. Currently she is the Director of Outreach for the Section. As the Director of Outreach, she has the ability to travel across the state to speak on abuse and neglect in all care settings. She is able to meet with law enforcement and members of the County DA's Offices regarding specific cases to provide assistance and resources. Jen works very closely with the Section's Nurse Analyst, Dr. Suzanne Sheaffer.

Jen came to the Attorney General's Office from the Pennsylvania Department of State where she was employed in an investigative capacity and prior to that time from the Pennsylvania Office of Inspector General where she also worked as an investigator. Jen has a Bachelor of Arts in English and a Master of Science in Administration of Justice. She lives in York County with her husband and 2 children.

Dr. Suzanne Sheaffer has been a nurse since 1983. She often says she has never been sorry with her decision to become a nurse. Suzanne has spent the last 20 years of her career as the first Nurse Analyst / Forensic Nurse for the Pennsylvania Office of Attorney General. As a forensic nurse, she has had the opportunity to educate the public as well as law enforcement officers across the Commonwealth on abuse and neglect of care-dependent persons. She is able to speak from the perspectives of how to protect loved ones who are care-dependent and how to conduct the criminal investigation into their care. Suzanne works with law enforcement from a medical perspective to medically reconstruct what happened to our victims.

Suzanne has a Bachelor's Degree in Nursing from York College of Pennsylvania. She also has a Bachelor's Degree in Criminal Justice from Central Pennsylvania College, a Master's Degree from Saint Leo University majoring in Criminal Justice and a second Master's degree from Fitchburg State University in Forensic Nursing. She recently completed her Doctor of Nursing Practice at Duquesne University in December 2020.

Suzanne has been married to her husband, Paul, for 21 years. She is the proud mother of five children, two of whom are Angels. Her daughter Sarah passed in 2012 from terminal illness and twenty-two months later, she lost her son Billy who was active-duty Coast Guard, making her a Gold Star family. She also has seven wonderful grandchildren.

Candace McMullen currently serves as the Executive Vice President of Business Development and Consulting with Affinity Health Services, Inc. In this role, she oversees sales and marketing and leads the consulting division in providing individualized services to meet consulting client objectives and expectations. Candace also provides consulting services to clients in a variety of operational, clinical, and financial capacities. Prior to re-joining Affinity, she served as Chief Operating Officer over the past 13 years overseeing campus operations within various corporate structures. Her experience, as both a provider and consultant, includes working with organizations of varying ownership, operating, and size structures; with her strengths in operations, clinical services, and regulatory management.

Candace's degrees from Pennsylvania State University include a BS in Nursing and a Master of Health Administration. She holds licensure as both a Registered Nurse and Nursing Home Administrator. She is also a Certified Legal Nurse Consultant and Certified Nursing Director Long Term Care. She currently serves as Executive Director/Board Chair of the Pennsylvania Directors of Nursing Association and recently finished tenure as Secretary of the LeadingAge MD board. She frequently serves as faculty for a variety of professional trade associations.

Sophie Campbell is the Director, Clinical Advisory Services at Baker Tilly US, LLP brings greater than 30 years of operational and consulting experience in the healthcare industry, with a focus on long-term care. Her expertise is focused on all factors related to clinical operations in long term care.

Sophie has a Master of Science in Nursing Administration degree from the University of Pittsburgh in Pittsburgh, PA and also received her Bachelor of Science Degree in Nursing from the University of Pittsburgh. Sophie is certified as a rehabilitation nurse, registered nurse assessment coordinator and certified nursing director for long term care. Sophie serves on the PADONA Board of Directors.

Edward Leigh, MA, is the Founder & Director of The Center for Healthcare Communication. He is a national expert on resident and employee engagement. He focuses on creating productive healthcare environments through dramatically improving communication between professionals and residents/patients as well as helping professionals communicate more effectively with each other. He presents high-energy and informative programs for long-term care facilities, hospitals, medical practices, and healthcare associations. His expertise makes him an in-demand media guest with appearances on many national television shows, including The Oprah Winfrey Network, The Today Show, MSNBC News, The Learning Channel, and the Discovery Channel. Katie Couric and Montel Williams have interviewed him. He is the author of the upcoming book, *Engaging Your Patients*.

Celebrating Our Healthcare Heroes
PADONA's 33rd Annual Convention
October 19-22, 2021 at The Hotel Hershey, Hershey, Pennsylvania

Joe Tibbs is the President of HAPevolve and is responsible for its strategy, operations, and growth. HAPevolve is a subsidiary of the Hospital and Health System Association of Pennsylvania (HAP) which is focused on extending expertise to hospitals in Pennsylvania and beyond. HAPevolve was deeply engaged during the COVID-19 response in supporting a number of hospital and senior communities with their pandemic response plans. Joe leads the HAPevolve team in working to address some of the many challenges currently facing health care providers. Joe brings experience from a life-long career in health care consulting and strategic solutions. He is passionate about helping health care organizations successfully transition to the next level of care during a time of significant change. Prior to joining HAPevolve, Tibbs served as vice president of solutions operations for Intalere, a professional supply chain company offering a comprehensive array of services to assist health care providers better manage their non-labor spend and deliver high-level care.

Joe received a Bachelor's Degree in Economics from the University of Utah, and his Master's in Business Administration in strategy and management from Western Governors University.

Denise Getgen has worked for over 29 years in various registered nursing (RN) roles in cardiac/respiratory intensive care units and corrections. She has worked for the state of PA since 2000 for both the PA Department of Health and the PA Department of Aging. Denise assumed her role as Director of Protective Services Office in 2015. The Office is responsible for the administration and implementation of the statewide Older Adults Protective Services Program.

Erin Walters has worked with the PA Department of Aging since January 2012, where she is currently the Supervisor in the Protective Services Office. Prior to her time at the Department, Erin worked at the Cumberland County Office of Aging and served in the United States Army as a Military Police K-9 handler.

Maureen McCarthy is the founder, President, and CEO of Celtic Consulting, LLC; nationally recognized as a luminary amongst long-term care operators and clinicians for Reimbursement and Regulatory matters, Audits, Enhancing Operational Efficiency, Education and Litigation Support. She is a registered nurse with over two decades of experience, including direct patient care, MDS Coordinator, Director of Nursing, Rehab Director, and Medicare biller.

She is a Medicare & MDS 3.0 Advisor for several state affiliates, advisor to the Medicare Administrative Contractor (MAC-J13), the Medicare contractor for the National Government Services Provider Advisory Group, the Secretary Elect for the Board of Directors and serves as an Expert Advisory Panel member for the American Association of Post-Acute Care Nurses (AAPACN). Maureen has trained thousands of clinicians and administrators, certified as a Master Teacher for the Director of Nursing course (DNS-MT), MDS (RAC-MT) and Advanced MDS (RAC-MTA) and QAPI processes (QCP-MT).

Alissa Meade is President of Technology Services at Arkos Health and CEO of Arkos' telemedicine business, Curavi Health. Arkos serves health plans and provider organizations by managing their highest-risk and highest-cost populations within an integrated system-of-care comprised of clinical and social services backed by a robust care management platform. By engaging individuals with virtual, in-home, in-clinic and in-facility care options, Arkos Health delivers advanced community-based health services that allow its clients to improve quality care and reduce unnecessary costs for their members.

Previously, Alissa was CEO of Curavi Health, a company focused on improving clinical outcomes and decreasing costs across the post-acute care continuum, including in the home. Prior to leading Curavi, Alissa was a Product Management Lead for the Digital Health vertical platform at UPMC Enterprises, UPMC's venture capital and innovation division. She also led the Strategic Business Solutions & Telehealth verticals for UPMC Health Plan. Prior to her time with UPMC, Alissa was an Associate Partner and Senior Expert at McKinsey & Co. where she was part of the Health Care Systems and Services practice for seven years. She served a large number of the nation's leading payers on a range of topics including ACA readiness, sales strategy, strategic planning and analytics. Alissa was a founder of and led all business development functions for McKinsey Advanced Healthcare Analytics, a team dedicated to developing advanced analytic solutions for payer clients. Before joining McKinsey, Alissa worked in investment banking as a Vice President at Citi focused on Healthcare M&A and as an Associate at Credit Suisse focused on Private Equity.

Dr. Michael Gillette is an ethics expert who has presented numerous keynotes and workshops nationally and internationally over the past two decades. Additionally, he contracts with dozens of healthcare organizations and other agencies to provide ethics case consultations and policy work. His energetic and interactive style engages his audiences and helps them think critically about ethical decisions in their work and beyond.

Dr. Gillette graduated magna cum laude from Brandeis University, with majors in philosophy and classical Greek, where he was elected to Phi Beta Kappa. He earned his Master's and Ph.D. in philosophy at Brown University. He has taught at colleges and universities, published articles in the field of clinical ethics and has received several teaching awards. In 2004, he was elected to the City Council in Lynchburg, Virginia, and subsequently served two terms as Mayor of the City.

Dr. Gillette's wide range of clients include healthcare organizations, social service agencies, long-term care facilities, state, local and county government agencies, EAP organizations, HR professionals, attorneys, physicians, nutritionists, secondary and higher education, business firms, leadership organizations, and more.

Celebrating Our Healthcare Heroes
PADONA's 33rd Annual Convention
October 19-22, 2021 at The Hotel Hershey, Hershey, Pennsylvania

Susan Williamson, RN currently holds the position of Director of the Division of Nursing Care Facilities for the Pennsylvania Department of Health. She is a registered nurse with many years' experience in the long-term care arena. Prior to becoming the Director, she held the assistant director position as well as supervisor of the licensure and certification unit within the division. Susan has over 12 years' experience with the Department of Health and has spent nearly 20 years in the long-term care setting functioning as nurse aide, staff nurse, and Director of Nursing before coming to the Department of Health.