

2021 Session Lineup

Featured Keynotes



PHCA State of the Association Address: The Road to Reinvention

Join PHCA President and CEO Zach Shamberg as we officially kick off this year's annual convention and trade show with a State of the Association address, detailing the past 18 months, looking ahead, and honoring you, our healthcare heroes.



Work Like You Own It - Six Habits of Service Superstars

Don't miss our opening keynote session with Dr. Bryan Williams, an international speaker and author, who focuses on service excellence and leadership effectiveness. His mission? To serve others so they may better serve the world. In this session, you'll learn about key approaches to service that all world-class employees have with a special focus on the six habits of service superstars. You'll leave this keynote session with practical and real-world takeaways you can use in your facilities and communities immediately.



Purpose - How to Stand Out in Your Industry

What engages hearts, heads and hands in serving your residents better than your competition? What inspires teams to be their best and continue to excel through various seasons? What lasts longer and takes you farther than you could without it? Purpose. You won't want to miss this keynote session with Elizabeth Dixon - speaker, writer, strategist and entrepreneur - as we walk through the benefits of defining and implementing purpose in your organizations and teams and how to do it.

Breakout Sessions

Session Track Key

- Skilled Nursing
- Assisted Living / Personal Care
- Clinical
- Workforce
- Operations

Palliative Medicine, Hospice Care and End of Life Symptom Management



Join Dr. Maria Olender, medical director with Hospice of Central PA, for a collaborative presentation with a palliative care nurse and hospice social worker to discuss the benefits and differences of palliative medicine and hospice care, end of life pain and symptom management while highlighting the importance of this support for residents and their loved ones as part of the end-of-life journey.

PHCA Quality: Outcome Aware, Purpose and Process Driven



Don't miss this session hosted by Chris Fisher, director of quality initiatives, and Zane Barrick, data administrator, for a discussion on PHCA's quality programs, resources, tools and capabilities. This session will help you gain an understanding of clinical practices and operational systems to help you track your progress toward meeting identified quality initiatives, review and understand strategic quality outcomes and a look to the future on ways to improve quality care.

How Nurses Can Help Drive Healthcare Innovation



Nurses are uniquely equipped to revolutionize the healthcare innovation landscape as we know it - but they have never had a seat at the table - until now. In this educational session, Rebecca Love, RN, MSN, FIEL, will explain how nurses have transformed medical practice throughout history, and expand on the transformational impact of having nurses at the helm of healthcare innovation.

A Collaborative COVID-19 Recovery Program



In a world of unknowns and isolation, managing a comprehensive and collaborative COVID-19 recovery is of the essence. Join the team at EncompassCare for a session focused on the need for a holistic, interdisciplinary approach to successful COVID recovery and the unique needs of patients with COVID-19 across the continuum of care.

2021 Long -Term Care Provider State and Federal Legal Update



Join representatives from Latsha Davis & Marshall, P.C. for a special session focused on the legal issues associated with the long-term care provider community's response to and experience with the COVID-19 pandemic. You'll review the legal issues and liability risks caused by the pandemic, its continuing impact on operations and identify ways to manage the related liability and survey/enforcement compliance risks.

PHCA Advocacy and Government Relations Update



Don't miss this roundtable update on all things advocacy, government relations, and the hot-button issues impacting long-term care providers at both the state and federal levels. You'll learn more about some of the most effective advocacy strategies we've implemented over the past 18 months and ways we'll need to engage lawmakers to make our voices heard moving forward.

Promoting a Person-Centered Approach to Dementia Care and the Stoplight Program



Making the decision to seek out long-term care can carry a stigma for both residents and their loved ones. Patient-centered care is crucial to improve the lives of residents who call these facilities home. Join EncompassCare for a session focused on how promoting a Montessori-based environment and creating individualized, therapeutic activity and ADL programs can decrease falls, reliance upon medications, improve communication, feeding and quality of life.

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Why Every Nursing Home Should Be Offering Telemedicine Services and Other Technologies



During this session, you'll take a deep dive into the world of telemedicine, review of the challenges and pitfalls of launching a telemedicine program, best practices to help ensure success and most importantly, identify recommendations for gaining physician support. You'll also review new technologies that can be used to improve care and generate revenue for your skilled nursing facility.

Best-In-Class Recruitment Marketing Strategies to Find Top-Notch Talent



When it comes to finding top talent, we are all fishing in the same pond. But what if we thought differently when it comes to recruiting staff and look beyond the job board? Join the team at LeaderStat and start thinking outside the box and learn new and creative marketing recruitment strategies to attract top talent.

Foundational Systems for Clinical Success: Getting Back to Basics in a COVID Era



In this clinical-focused session, you'll learn key foundational systems that can be incorporated into your daily clinical operations to achieve and maintain success and mitigate risk. You'll familiarize yourself with the process framework for monitoring quality through QAPI and identify key systems that can be utilized for process improvement initiatives and ongoing quality monitoring.

Complying with OSHA COVID-19 Regulations: What You Need to Know



Beginning July 21, 2021, nursing homes and assisted living facilities are required to comply with OSHA's Emergency Temporary Standards (ETS) to protect workers from COVID-19. These new regulations have created a number of new requirements for employers including implementing mandatory medical removal policies and procedures that will keep employees financially whole, even if the employee did not contract COVID-19 at the workplace. OSHA has expanded authority under the ETS to impose additional sanctions for violations. Join Paula Sanders of Post & Schell, P.C. for an important session focused on these new OSHA ETS regulations and how they intersect with other OSHA regulations being applied in COVID-19 investigations. You will also explore the anatomy of an OSHA COVID-19 related investigation, discuss what may trigger such an event, and consider what you can be doing now to prepare.

Bullying Among Older Adults: Not Just a Playground Problem



While the communal-living nature of senior living communities can open the door for socialization and friendship, it can also create opportunities for cliques, gossip and bullying behavior. In this session, you'll learn about bullying in adult living communities, the characteristics of older adult bullies as well as their targets and gender differences. You'll also learn reasons why bullying occurs as well as the five different types of bullies and how to minimize and prevent bullying while mitigating its effects to create caring and empathic communities for all residents and staff members.

The Canary in the Mine: Reinventing Your Sales and Marketing Culture



For more than a year and a half, we have been distracted and focused on one thing: keeping our residents and staff safe. As we look to the future, we must tackle the changes and challenges of revenue generation, census development and market dominance. But is there a canary in the mine? In this session, you'll learn what CEOs, owners, administrators, and other leaders think about the future and the steps necessary to develop a sales culture. You'll also explore some of the early challenges and identify new ways to adapt to meet future changes.

Threat Level Midnight: Recruiting Amidst a Staffing Crisis Like We've Never Seen



According to the Bureau of Labor Statistics, the nursing and residential care facility workforce decreased by 10% during the COVID-19 pandemic. As workers flee our industry, how can we continue to provide quality care? In this session, you'll learn which old habits it's time to retire, new tips and strategies for recruiting new staff, and reasons to be optimistic about the future of staffing in long-term care.

Antibiotic Surveillance: Preparing for Increased Oversight of Infection Prevention and Control Programs



According to the Centers for Disease Control and Prevention (CDC), antibiotics are among the most frequently prescribed medication in nursing facilities; however, 40-75% of those prescribed antibiotics may be unnecessary. Monitoring and tracking antibiotic use in nursing facilities is an arduous and painstaking process to improving outcomes. In this session, you'll learn how the right technology can help by not only automating the tracking and reporting of antibiotic use across your facility but also by identifying the early warning signs of infection, highlighting the need for possible testing to determine the appropriate drug interventions.

"You talkin' to me?": Engaging Families on Difficult Issues



Fear, confusion, concern, anger, apathy - the list of emotions and responses from your residents' loved ones are endless, especially with the rise of new technologies and as we prepare for a post-COVID world. In this session, you'll learn new strategies and ways effective communication can not only increase customer satisfaction but its essential role in reducing litigation. You'll leave with takeaways for how to keep the satisfaction high and the litigation temperature low.

Leverage Performance-Driven Data to Land More Referrals, Post-Pandemic



As the Centers for Medicare and Medicaid Services (CMS) shift toward value-based care and bundled payment models, skilled nursing facilities have an opportunity to proactively show hospitals ways they can be successful partners in improving the patient care continuum. In this session, you'll learn the quality measures hospitals are looking for in preferred network providers and how performance-driven data can improve care and lower costs, resulting in increased referrals.

Environmental Revival: Recreating the "WOW" Factor at Your Community Both In Person and Online



In today's competitive post-pandemic environment, facilities need to be in the best condition possible, both in person and online, to remain a relevant option in the marketplace. During this collaborative session, you'll hear from a panel of industry experts as they discuss affordable ways to "spice up" your facility by improving curb appeal, refreshing the interior spaces and increasing online traffic to your website.

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We Belong Together: Morale and Retention Through Team Engagement



Throughout the pandemic, many leaders have struggled to maintain morale among their team all while facing a staffing crisis. In the midst of this perfect storm, we all need practical and easy-to-implement ways to engage our teams to create positive culture change. In this session, you'll learn new strategies to help you overcome communication barriers and walk away with real tools to use on your journey.

Getting Back on Track with Immunizations, Injection Safety, and Infection Prevention for Aging Services



The COVID-19 pandemic highlighted the need for innovation and the reinvention of many aspects of care delivery for aging services. In this session, you'll learn the importance of routine immunizations and safe injection practices through the lens of an infection preventionist as well as the key elements of an effective immunization program and the role of infection prevention in aging services provider organizations including skilled nursing and assisted living/personal care service lines.

Medicaid Eligibility: Current Solutions to Common Problems



During this interactive session, you'll identify solutions to the most common Medicaid eligibility problems plaguing nursing homes across the Commonwealth using real-world examples, including uncooperative residents and family members, transfer penalties, collection matters, BHA stipulations and much more. Additionally, you'll be brought up to date on the current status of any COVID-related changes implemented in 2020.

Convergence: How



Reimbursement, compliance, and "value" represent only three broad categories that define the opportunity for nursing homes, with each component comprised of dozens of smaller variables that resonate down to the market level. "Convergence" is the point at which all these variables intersect. Success is defined by how operators identify, manage, and arbitrage a facility's unique position that ensures skilled nursing remains a force along the healthcare continuum.

Diversity, Equity & Inclusion: What Is It and Why Is It Important?



The COVID-19 pandemic exposed the large health disparities impacting people of color (BIPOC) - both your residents and caregivers. We'll discuss the acute importance of adopting a racial equity lens as it impacts service delivery, your operations and the morale of staff and patients.

The Ups & Downs of Staffing: Get Off the Ride



It's time to get off the staffing rollercoaster! The greatest challenge of healthcare is retention and recruitment - in that order. During this session, you'll get insights into the top reasons employees leave and new research-backed retention strategies for how to keep them.

Get Smart: Conducting Internal Investigations



Internal investigations are essential to determining the root cause for an issue or incident. Time constraints, knowledge deficits, and lack of processes are blockades to completing thorough investigations. During this session, you'll learn frameworks for implementing an investigatory process and improve on existing processes to elevate results and ensure regulatory compliance.

Questions Every Nursing Administrator Needs to Ask



Asking the right questions during the early stages of a nursing home resident's admission process is critical to proactively addressing issues confronting a potential resident. During this session, you'll explore key questions administrators should consider for each resident including resident competency, limits of Power of Attorney documents, and major Medical Assistance application issues.

The Past is Behind Us: Control the Future and Tell Your Story



Challenge creates opportunity! The past 18 months have been a challenge, to say the least; however, it has presented us with numerous opportunities to shine. It is now up to all of us to ensure that your story is being told properly to potential team members, potential residents, and to your insurance companies.

AL/PC Census Growth: Taking the First Step Forward



Whether in the midst of a global pandemic or workforce shortage, no matter the size or profit status of your organization, there is one undeniable truth - no money, no mission. In this session, you'll learn how to position your organization internally and externally for revenue growth as the AL/PC industry moves forward from the past 18 months. We'll review questions to ask yourself and your team to determine if your organization is willing and able to move forward, as well as ways to hold the sales team accountable to expectations.

Increasing Customer Service and Security



Sometimes moving forward means first taking a step back. There are thousands of companies selling technology and security gadgets, but what if you already have what you need and just need a refresher on the skills necessary to enhance your organizational safety, security, comfort, and convenience? During this session, you'll gain a better understanding of the critical elements necessary to begin to establish a preparedness plan and the appropriate mindset as well as new solutions to consider.

How Technology Can Improve Care Delivery: Lessons in Aligning Business and IT Initiatives



Business and technology are intertwined more than ever before, and senior living providers can no longer rely on outdated, manual practices. Having a comprehensive IT strategy is essential for providers that want to raise the bar on new standards of service and care, meet business goals and achieve compliance. During this session, you'll learn about the importance of developing an IT strategy that is aligned with your business objectives and designed to evolve with organizational and regulatory changes.

Maintaining Superior Senior Patient Care Amidst a Nursing Shortage



Anyone in the healthcare industry knows there's a serious nursing shortage - and it's getting worse. Nursing shortages are nothing new, but today's workforce challenges are far different than those we've seen before. Partnering with a Provider Sponsored Institutional Special Needs Plan (I-SNP) like best-in-class Provider Partners Health Plans can help you navigate the nursing shortage and still provide quality care to your residents. During this session, you'll learn how the I-SNP model can help to coordinate care for members, allowing you to improve residents' care and outcomes, while also increasing revenue.