

DELAWARE HEALTH CARE  
FACILITIES ASSOCIATION

# ASSISTED LIVING CONFERENCE 2023



**Modern Maturity Center**  
1121 Forrest Ave.  
Dover, DE 19904  
8 am - 4 pm

This program has been approved for  
Continuing Education for 5 total participant  
hours by NAB/NCERS-  
Approval #20240502-6-A93282-IN

**EXHIBIT AND SPONSOR  
OPPORTUNITIES AVAILABLE**

5

CEs  
NHAs and RNs

**Thursday, May 4**  
**Modern Maturity Center**  
**Dover, DE**

## SESSIONS



**Quality Assurance (QA)  
Seminar for  
Assisted Living Facilities**

**RUTHANN LANDER, MSN, RN**



**What's on the National  
Horizon for  
Assisted Living**

**JILL SCHEWE, NCAL**

## KEYNOTE



**Selling the Senior Living  
Experience**

**MICHAEL MARLOW, SVP,  
WATERCREST SENIOR LIVING**

### MEMBERS:

**\$155 first person / \$120 each addtl**  
**\$90 afternoon only for Admission/  
Marketing Managers**

**NON-MEMBERS: Add \$35 pp**

**MORNING PROGRAM | 8:45 AM – 12 PM**

## **Quality Assurance (QA) Seminar for Assisted Living Facilities**

**LED BY: RuthAnn Lander, MSN, RN**

The Quality Assurance (QA) Seminar for Assisted Living Facilities will enable management teams to formulate a Quality Assurance Program that meets the Delaware regulation; and utilize a standard strategic process for improving outcomes. Management teams will gain confidence in their ability to identify and analyze quality measures using data they already collect in their unique facility. Processes for improvement will build upon the elements of a Plan of Correction which they already utilize to achieve compliance for cited deficiencies. Content will be presented in a didactic format, reinforced with handouts of various tools, followed by small group exercises to practice with case studies.

### **Learning Objectives**

After completing the Quality Seminar, the ALF management team will be able to:

- Formulate a quality assurance program
  - Define Quality Assurance
  - Identify measures for monitoring performance and resident satisfaction
  - Analyze ongoing internal measures
  - Create a system for documenting the program
- Utilize a standard strategic process to improve outcomes and compliance
  - Review Plan Do Study Act improvement process
  - Demonstrate Root Cause Analysis approaches
  - Identify System and Process Factors (not people)
  - Differentiate Weaker vs Stronger Actions
  - Evaluate Outcomes

### **About RuthAnn Lander, MSN, RN**



RuthAnn Lander, MSN, RN is a Nurse Consultant expert serving long-term care, rehabilitation, and assisted living facilities in the Southeastern Pennsylvania and Delaware area. With over 25 years of teaching and management experience in a wide variety of healthcare systems and organizations of all shapes and sizes, she guides healthcare teams through customized consulting and coaching.

*She specializes in developing/revising systems (QAPI, Infection Control, Informatics/EMR and Survey Preparation/Management, etc.) by mentoring teams through focused analysis, strategic planning, and practical implementation facilitated by team collaboration.*

### **SPONSORS**



***DHCFA is requesting Continuing Education for 5.0 total participant hours for this program from NAB and the Delaware Board of Nursing***

**AFTERNOON PROGRAM | 1:30 PM – 4:15 PM**

**KEYNOTE: Selling the Senior Living Experience**

**LED BY: Michael Marlow, Vice President of Sales Education at Watercrest Senior Living Group**

In this highly interactive presentation, attendees will be challenged to take a fresh look at their approach to increasing occupancy and revenue. This research-based information will describe a "Time and Skills" approach and why it is superior to a "Velocity and Volume" approach. We **MUST** see our customers as individuals and create experiences for each that are meaningful, memorable and unique, **while they are still considering choosing to live in our communities**. This "Selling to the Individual" approach allows us to demystify our wonderful industry and eliminate much of the fear and mistrust surrounding senior living. Each attendee will receive a one-page takeaway describing the 8 Sales Standards which will allow them to share these Standards with their community team members. Let's serve more seniors.

**Learning Objectives**

Attendees will gain the following:

- Current research-based data to share with various customer groups
- The 8 Selling Standards that will move the attendee's mindset from a "marketing to the collective" mindset to one of "selling to the individual"
- An understanding that this new culture of selling will be effective in their individual market, no matter the competition



**About Michael Marlow**

Michael Marlow has been involved in the Senior Living industry for over 28 years beginning his career with Hillhaven and has served in various senior level sales management and sales training roles with Brookdale Senior Living, Atria Senior Living and LCS. These roles have ranged from Regional Sales Director to National Vice President of Sales. He currently serves as the Vice President of Sales Education at Watercrest Senior Living Group. Michael also serves as the President of The Marlow Group, Inc., a sales training and consulting company.

Michael is a nationally published author and frequent national and international lecturer with over two hundred presentations delivered to diverse senior living groups such as Leading Age, state Argentum affiliates and at many state and national health care conferences. He is also the author of an Argentum Best of the Best award sales training program in 2014.

**ATTENDANCE AND CANCELLATION POLICIES**

**ATTENDANCE POLICY:** In order to receive CEU credit, you must attend the entire session. Partial credit if available for separate sessions. Certificates of attendance will be sent out in the week following the event. DHCFA will upload attendance credit for NHAs directly to NAB. Nurses must retain their certificates for self-reporting of participation hours.

**PAYMENT, NO-SHOW and CANCELLATION POLICY:** Payment must be received before the start of the conference. There are no refunds, with the exception of a survey in progress. Facilities in survey may receive a credit or a refund upon request. If any registrant cannot attend, you may send a substitute. If you cannot send a substitute and must cancel in advance, you will receive a credit to be applied for any future event by sending a written request to DHCFA in prior to the conference. A no-show does not constitute a cancellation, and no credit will be added to your account. Send substitutions and cancellation requests to: Tomi Morris [tmorris@dhcfa.org](mailto:tmorris@dhcfa.org).

## What's on the National Horizon for Assisted Living

**LED BY: Jill Schewe, Director of Policy and Regulatory Affairs, NCAL**

This session offers updates on emerging assisted living trends and, will give a national update on actions that have taken place in DC, how the COVID-19 has impacted the sector, what we can look to moving forward as we recover from the pandemic, and other initiatives that involve or affect assisted living.

### Learning Objectives

Attendees will gain the following:

- An understanding of what activities federal policymakers are undertaking that impact assisted living
- Knowledge of state and national regulatory and legislative trends and developments
- Current efforts to help assisted living professionals succeed now and in the future



### About Jill Schewe

Jill Schewe is the Director of Policy and Regulatory Affairs for the National Center for Assisted Living (NCAL). Jill works with assisted living provider members and State Affiliate staff to provide guidance and support to aid in their success, including topics related to licensing, policy and regulatory requirements, payment, and operational systems. Jill also works with state and federal stakeholders to assure assisted living providers needs and concerns are represented.

Prior to joining NCAL in June of 2022, Jill spent 10 years with Care Providers of Minnesota, the AHCA/NCAL state affiliate, working directly with assisted living members and state agencies providing resources and support. Jill also has many years of operational experience as a provider where she opened and managed several assisted living communities.

Jill is a licensed assisted living director who understands the needs of providers, older adults and home and community-based services alike. She has a master's degree in management from the St. Mary's University of Minnesota and a bachelor's degree in sociology and gerontology from Winona State University.



**MODERN MATURITY CENTER | 1121 FORREST AVE. | DOVER, DE | AMPLE FREE PARKING**

## DHCFA ASSISTED LIVING CONFERENCE

| Thursday, May 4, 2023 | Modern Maturity Center Dover, DE | 8 am – 4:30 pm |

*A special half-day rate, including lunch, is available for Admissions and Marketing Directors not attending the morning QAPI program.*

**SEATING IS LIMITED! PLEASE REGISTER AS SOON AS POSSIBLE.**

**Registration fees**

(includes continental breakfast, break, lunch):

- First attendee                      \$155
- Additional Attendees              \$120
- Admission/Mktg Mgrs PM        \$ 90
- Non-members add \$35 per person

PROVIDER: \_\_\_\_\_

CONTACT: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

**ATTENDEE 1**

Name:	\$155
Email:	
Title:	
NHA/NAB #:	

PLEASE USE AN ADDITIONAL SHEET IF NEEDED

SUBTOTAL DUE \$ \_\_\_\_\_

# \_\_\_\_\_ Non-Members @ \$35 = \$ \_\_\_\_\_

GRAND TOTAL DUE \$ \_\_\_\_\_

**ATTENDEE 2**

Name:	\$120
Email:	
Title:	
NHA/NAB #:	

**PAYMENT METHOD:**

Check enclosed   
  Invoice   
  Credit Card

Name on Card \_\_\_\_\_

Number: \_\_\_\_\_

Exp Date: \_\_\_\_\_ CVV \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

**ATTENDEE 3**

Name:	\$120
Email:	
Title:	
NHA/NAB #:	

Please return form with payment to DHCFA no later than March 1 by secure fax, mail, or phone.

- Fax: 302-239-4214
- Mail: DHCFA, 501 Silverside Rd. Ste, 51, Wilmington, DE 19809
- Phone: 302-235-6895

**REGISTRATION POLICIES:** *You are responsible for payment if you register but do not attend. You may send a substitute in your place. If your facility is under survey on the date of event, you will be issued a credit. Please notify DHCFA before or on the date of event.*

**PMONLY OPTION/Admission or Marketing Mgr Only**

Name:	\$90
Email:	
Title:	
NHA/NAB #:	

Signature: \_\_\_\_\_

Date: \_\_\_\_\_