

WHERE GREAT MINDS  
GATHER

CONFERENCE FOR  
SPRING 2024 **CEOs**  
& EXECUTIVE LEADERS

# SCHEDULE

MONDAY  
MAY

6

## EDUCATION

## SESSIONS

TAKE PLACE IN  
THE ADDISON  
BALLROOM

3:15pm – 3:45pm

### Welcome, Introductions, and Sponsor Recognition

**Tina D. Thomas**, Senior VP of Operations, Mission Health, AHCA/NCAL  
Regional Multifacility Council Chair

**Brian Bernander**, CEO & Owner, St. Otto's Care Center, AHCA/NCAL  
Independent Owner Council Co-Chair

3:45pm – 4:45pm

### What's Happening in Washington?

A lively exchange on the state of all things related to politics, policy, and the impact on the sector.

**Mark Parkinson**, AHCA/NCAL President & CEO,  
**Clifton J. Porter, II**, AHCA/NCAL Senior VP, Government Affairs  
**LaShuan Bethea**, NCAL Executive Director

#### JOINED BY

**Bob Russell**, Founding Partner, Simmons Russell Group  
**Bob Wood**, Principle, BGR Government Affairs

4:45pm – 5:45pm

### Opening Keynote: Using Hard Trends and AI to Transform Skilled Nursing & Long Term Care

As this world becomes increasingly digital, incorporating Generative AI into your business strategy is critical to both lowering costs and fueling growth. AI is not replacing humans in healthcare; it is augmenting our abilities in new and powerful ways. In this eye-opening and highly motivating presentation by one of the world's leading global futurists, disruptive innovation experts, and New York Times bestselling author of seven books, **Daniel Burrus** will share AI tools and strategies that can be used to transform processes and services in long term care. As a strategic advisor to both the military and leading companies on AI, Burrus will examine the current state of AI technology and its potential to free up human resources to focus on higher-value activities to accelerate growth. He will also be sharing what not to do with Generative AI to protect your digital, and real-world assets. In addition, Burrus will teach attendees how to identify the Hard Trends based on future facts that will happen and how to use those certainties, and the game-changing opportunities they provide, to transform long term care.

6:15pm – 9:00pm

**Welcome Reception and Dinner [CATHEDRAL ROOM]**

9:00pm – 11:00pm

**After Dinner Lounge [MB SUPPER CLUB]**

TUESDAY  
MAY 7

## EDUCATION

### SESSIONS

TAKE PLACE IN  
THE ADDISON  
BALLROOM

7:30am – 8:00am

#### Breakfast Buffet [SPANISH TERRACE]

8:00am – 9:00am

#### From Distress to Success: A Roadmap for Turning Around Underperforming Buildings

AHCA/NCAL President & CEO **Mark Parkinson** moderates a panel of providers who have successfully navigated the complex landscape of purchasing underperforming nursing homes and turning them around to benefit residents, staff, and the bottom line. Joining Mark on the panel are **Bill Weisberg** (CEO, Saber Healthcare), **Tina D. Thomas** (SVP of Operations, Mission Health), and **Nathan Freund** (CEO, Aspire Health Group).

9:00am – 9:45am

#### Raising the Bar: Best Practices for Achieving & Sustaining Deficiency-free Ratings in Nursing Facilities

Moderated by **Holly Harmon** (AHCA SVP, Quality, Regulatory & Clinical Services), the panel will discuss the tipping point within their organizations that led them to create and maintain strong organizational processes and culture related to successful surveys. Panelists include **Francine Rainer** (Chief Clinical Officer, PruittHealth), **Scott Pilgrim** (CEO, Diakon Group), and **Susan VanWey** (Regional Nurse, SC Region National HealthCare Corporation).

9:45am – 10:00am

#### Networking Break

10:00am – 10:45am

#### Navigating the Landscape: Strategies and Best Practices in Managing Successful Managed Care Contracts

Managed care under Medicare and Medicaid is growing with no hint of slowing down. While this landscape can be immensely challenging, there are protections and strategies to not only survive but thrive. Value-based payments, for example, offer much greater upside than traditional fee for service. As Medicare Advantage comes under more federal scrutiny, we can help ensure these plans offer our residents the health services to which they are entitled. As our industry leverages opportunities to drive value-based quality-driven models, **Nisha Hammel** (VP, Reimbursement & Population Health Management) sits down with **Mark Reagan** (Managing Shareholder, Hooper, Lundy, Bookman), **Mark Traylor** (President, Traylor-Porter Healthcare), **Carly Olsen**, JD, NHA, (Managed Care Lead, Ensign Services), and **Marty Grabijas**, (Senior Director, National Contracting, AHCA/NCAL) to explore examples of which strategies and best practices are most impactful to protecting beneficiaries, improving care, boosting quality, and increasing payment in your managed care relationships and contracts.

10:45am – 11:30am

#### Leadership Legacy: Nurturing Tomorrow's Leaders Through Strategic Leadership Development & Succession Planning

**Courtney Bishnoi** (AHCA/NCAL VP, Quality) is joined by **Glenn Van Ekeren** (President, Vetter Health Services), **Dave Chensvold** (Executive Chairman, HealthCARE of Iowa), **Mike Smith** (Division President, Marquis), and **Dr. David Gifford** (AHCA/NCAL Chief Medical Officer) to discuss how to build successful corporate leadership development programs.



*The single biggest way to impact an organization is to focus on leadership development.*

— John Maxwell



## AFTERNOON ACTIVITIES

*Additional registration fees apply. Departure and start times may change. Complete event details can be found on the conference app.*

12:15pm – 2:15pm **Wine Pairing Lunch [HARBORSIDE LAWN]**

12:15pm – 4:00pm **Pickleball Tournament & Lunch [COURTSIDE]**

12:15pm – 4:00pm **Catamaran Tour**

On Your Own

**Golf [CONTACT THE GOLF CLUB, 877-567-3248, FOR TEE TIME AVAILS]**

TUESDAY  
MAY 7

6:00pm – 9:00pm **Cocktail Reception & Dinner** [HARBORSIDE LAWN]

9:00pm – 11:00pm **After Dinner Lounge** [ADULT POOL ROOF]

WEDNESDAY  
MAY 8

7:45am – 8:45am **Independent Owners Breakfast** [SPANISH TERRACE WEST]

Join **Mark Parkinson** and **LaShuan Bethea** for a listening session during breakfast.

8:30am – 9:00am **Breakfast Buffet** [ESTATE BALLROOM]

9:00am – 10:00am **A Nursing Perspective: Improving Staff Retention and Care Quality through Culture Assessment**

What are staff saying about your organization's culture? With the looming nursing home staffing mandate that will also indirectly impact assisted living providers, many CEOs are focusing on recruitment efforts. Still, staff retention can be just as important for long-term stability, cost management, and quality of care. If the staff retention rate is low or turnover is high, a CEO can implement an initiative to review the organization's culture and ensure the work environment is welcoming, supportive, and collaborative for all employees. This includes assessing the culture from multiple vantage points, such as staff values, leadership styles, and communication. In this session, AAPACN Chief Nursing Officer, **Amy Stewart**, MSN, RN, DNS-MT, QCP-MT, RAC-MT, RAC-MTA, will share insights from her nursing career related to achieving a zero turnover rate and what her experiences as a director of nursing services (DNS) taught her about the impact of corporate culture on retention. Attendees will also learn how to work with their leadership to assess their organization's culture and address any identified issues effectively through the quality assurance and performance improvement (QAPI) process using real-life examples.

10:00am

**Conference Concludes**

SAVE  
THE  
DATE

NOVEMBER  
2024

**2024 Fall Conference for  
CEOs and Executive Leaders**

November 12-14, 2024

The Omni Barton Creek  
Austin, TX

*(will include a Regional Multi-facility  
Council Meeting)*

MAY  
2025

**2025 Spring Conference for  
CEOs and Executive Leaders**

May 6-8, 2025

The Breakers  
Palm Beach, FL