



*51st Annual
Spring Conference*



March 28-30, 2023
Caesars Atlantic City Hotel & Casino

ATTENDEE PROSPECTUS

Registration Information

There is no online registration option for this conference.

WITHOUT EXCEPTION, FACILITY REGISTRATION CLOSES ON FRIDAY, MARCH 10, 2023. REGISTRATIONS RECEIVED AFTER THIS DATE WILL INCUR A LATE PROCESSING FEE AS INDICATED ON THE REGISTRATION FORM.

All registrations must be accompanied by payment in full. Checks should be made out to HCANJ.
(Reminder: You must register using the name that is on your active license.)

REGISTRATION INCLUDES: Access to education sessions, exhibit hall, prize drawings, buffet breakfast & lunch, and refreshment breaks (*Kosher lunch available upon advance request*).

Each individual must be registered and have paid the daily fee in order to take advantage of that listed above.

COVID-19 POLICY: Please do not attend if you are not feeling well. Be advised that should COVID infection levels increase, screening may be required in advance of the conference.

BADGES/PROGRAM MATERIALS Please make certain to print your information clearly on your registration form to avoid badge errors. Badges cannot be mailed in advance. Each registered individual must pick up their own badge at the onsite registration desk. ID may be required at the time of badge pick-up.

CANCELLATIONS/REFUND POLICY HCANJ reserves the right to cancel any program for which registration fees received are insufficient to support budgeted expenses. When HCANJ cancels a program and rescheduling fails, all registration fees are refunded in full with notification. A 50% refund will be offered for cancellations made at least 30 days in advance. After that time, HCANJ regrets that we are unable to offer refunds for canceled registrations or no-shows, nor can we offer credit for future programs. In the event of inclement weather, call the HCANJ office at (609) 890-8700 for cancellation information.

REGISTRATION SUBSTITUTIONS If the individual who originally registered is unable to attend the program, we encourage substitution from the same facility. Since badges are not transferable, individuals wishing to make a substitution should email the change request to michelle@hcanj.org by the **Tuesday before the event**. Be sure to include the replacement attendee's name, title and email in order to process the change and so that a new badge can be prepared in advance of the conference.

EXHIBITOR PRIZE DRAWINGS All prize drawings will take place in the exhibit room during lunch. Attendees wishing to participate must visit with exhibitors on a daily basis, complete their ballots, or drop off business cards prior to each drawing. Participants must be registered for the conference and must be present in the exhibit room to win or another name will be drawn and announced.

LODGING All lodging is made and paid by the participant and not included in your registration fee. A limited amount of rooms are blocked at the discounted rate of \$89/night plus applicable taxes on a first-come, first-served basis. The discounted block will be held through March 6, 2023.

To reserve a room at Caesars Atlantic City:

- Call the hotel directly at 888-516-2215 (8 a.m. - 2 a.m. EST, 7 days a week).
- Give the group name and code: **Health Care Association of New Jersey 2023 / SC03HC3**. There is a maximum of four
- persons per guest room. Each additional person will be charged at a rate of \$20 per person, per night. **All callers will be asked for this code but can also book by saying "Health Care Association."*

OR

Reserve your room online [HERE](#).

CONTINUING EDUCATION AND CONTACT HOURS Credit hours are indicated for each day of the conference. All attendees will be scanned both in and out of each program in order to track and award accurate education credits/contact hours. All attendees will be required to fill out an evaluation which will be collected at the conclusion of each program.

HCANJ reserves the right to make alterations, additions, or omissions to the program or schedule when, in our opinion, such alteration is necessary.

ADMINISTRATOR EDUCATION CONTACT HOURS This continuing education program is approved for LNHA and CALA by the Health Care Association of New Jersey (HCANJ) and is in compliance with N.J.A.C. 8:34-7.3 to provide licensed nursing home administrator (LNHA) and certified assisted living administrator (CALA) education credits accepted by the Nursing Home Administrators Licensing Board (NHALB). This education activity may only be used for continuing education credit and not to meet academic college credits.

New Jersey and New York credits have been approved. Pennsylvania credits are pending approval.

LNHA and CALA certificates will be available on the HCANJ website 30 days after the close of the conference. Certificates can be printed at <http://ceu.hcanj.org/>. Rutgers will contact attendees directly regarding nursing certificates.

NURSING EDUCATION CONTACT HOURS This activity has been submitted to Rutgers Biomedical and Health Sciences and is accredited by the American Nurses Credentialing Center (ANCC), the Accreditation Council for Pharmacy Education (ACPE), and the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing education for the healthcare team.

The nurse planner and speakers have been cleared that there is no presence of conflict of interest for this event. There is no sponsorship received for this event.

QUESTIONS? Please call the HCANJ Office at (609) 890-8700 or email Michelle Palko at michelle@hcanj.org

RUTGERS
BIOMEDICAL AND
HEALTH SCIENCES



T u e s d a y

All activities will take place in The Palladium

MARCH 28

(7 hours approved NJ LNHA and CALA. PA, NY LNHA and Nursing Contact Hours pending approval)

9 a.m. - 12 noon

Behavioral Health, Challenges, Strategies and Ethical Decisions Made During COVID-19 & Beyond

Join our panel of professionals as they review the challenges they faced, and are still facing, as a result of the COVID-19 pandemic such as staffing, clinical operations, guidance, the effects of isolation and lack of visitation, and regulatory changes. They will share how they were able to overcome some shortcomings and move through each day keeping both staff and residents safe. The panel will then be joined by frontline workers who will share their successes during that time.

MODERATOR: Bentzy Davidowitz, *Complete Care Management*

PANEL: Dr Matthew Barnas, *Pelorus Elder & Behavioral Health*
Michael Neilson, *Pelorus Elder & Behavioral Health*
Jenny Pourakis, *Senior Care Therapy*
Levi Barash, *Ocean Healthcare Network*

FRONTLINE: Deborah Morales, *Lincoln Park*
Angel Allaire, *The Arbor Company*

1 - 3 p.m.

Crisis Communication and Reputation Management Strategies for LTC Leaders

Crisis comes in all shapes and forms. Knowing how and when to communicate with different stakeholders is key to preserving the reputation of an organization and its leadership. This presentation is intended to help prepare communities to address some of the most common issues facing providers today. Using real-life cases, The Kessler PR Group will share communication tips and strategies for developing effective internal and external communications when things go wrong – including meaningful staff, resident and family communications and impactful media responses. Attendees will have the opportunity to work in small groups to brainstorm the handling of a real-life scenario that requires a timely, strategic communications response to various key stakeholders.

Panel: Karen Kessler, Erin Friedlander and Paul D'Ambrosio, *Kessler PR Group*

3:15 - 5:15 p.m.

What's the Trending Technology in Long Term Care Settings

This session will include demonstrations of the latest technology offered in the healthcare continuum.

Presentations by: Circadia Health
Kane Wound Care
Mindmaze
Real Time Medical Systems
Specialty Rx

Important: Facility Registration closes on Friday, March 10!
Registrations received after this date will incur a late processing fee.

**SAVE
THE
DATES!**

2023 Assisted Living Conference
May 16, 2023

Train the Trainer Workshop
June 8, 2023

2023 Annual Convention & Expo
October 24 & 25, 2023

QUESTIONS? Contact Michelle Palko at michelle@hcanj.org or 609-890-8700

W e d n e s d a y

MARCH 29

(7 hours approved NJ LNHA, 4 hours approved NJ CALA. PA, NY LNHA and Nursing Contact Hours pending approval)

NEW THIS YEAR - Policy Day

Day Two of this year's Spring Conference will be a day to examine policy. You will hear updates from policymakers from the Centers for Medicare & Medicaid Services (CMS), the NJ Department of Human Services (DHS), the U.S. Department of Health & Human Services (HHS), and other experts, as well as legislators, regarding the policies affecting the long term care sector.

9 a.m. - 12 noon

CMS Updates *(no CALA CEs awarded)*

MODERATOR: Dr Jessica Israel, Complete Care Management

PANEL: Dr. Dara Kass, *U.S. Department of Health & Human Services, Region 2*
Kathleen Otte, *CMS New York*
CMS Regulator TBA

1 - 3 p.m.

How Medicaid Payment Can Drive Quality

MODERATOR: Joe DeMattos, *Health Facilities Association of Maryland / Maryland Center for Assisted Living (HFAM/MCAL)*

PANEL: Eric Kaufmann, *NJ Department of Human Services*
John Bowblis, *Miami University of Ohio and Scripps Gerontology Center*
Steven Littlehale, *Zimmet Healthcare Services Group*

3:15 - 5:15 p.m.

A Discussion With Our Legislators

MODERATOR: Andy Aronson, *President & CEO, Health Care Association of New Jersey*

PANEL of New Jersey legislators (TBA)

T h u r s d a y

MARCH 30

(3 hours approved NJ LNHA and CALA. PA, NY LNHA and Nursing Contact Hours pending approval)

9 - 11 a.m.

Strategic Workforce Development Collaboration Through Our School Systems & Healthcare Sector Partners

Career pathways can begin to develop at the early learning levels, which is why it's important to partner with our local schools, to offer students information regarding options for their future and how they can grow in long term care. It is essential that we establish, and develop partnerships with our local schools and agencies to encourage and strengthen the mentorship of those students into our field. Today's panel will discuss collaboration and how we can re-build and establish a sustainable workforce pipeline.

PANEL: Dr. Cynthia Baum, *Thomas Edison State University*
Dr. Edna Cadmus, *Rutgers School of Nursing*
Dr. Aaron Fichner, *NJ Pathways*

11:15 a.m. - 12:15 p.m.

The Biden Administration Winter Playbook Updates

Join HCANJ Director of Quality, Clinical and Regulatory Services, Charles Larobis as he reviews the winter playbook established by the Biden Administration and provides any updates to this playbook affecting the long term care community. The session will end with an interactive infection control game with prizes!!

2023 Annual Sponsors

Click on a logo to be brought to the company's website.



TypoDuctions

