Washington Health Care Association
ANNUAL CONVENTION
VIRTUAL SERIES
MAY 18-22, 2020
Avast, ye maties! We welcome you to the 2020 WHCA Virtual Series brochure. Virtually dance the Hempen Jig with us on May 18-22, 2020, for a Pirate Adventure that will have you Hooked on Quality! We will sail through relevant educational topics to get you “hooked!”

We look forward to connecting with you!

REGISTRATION INFORMATION
There are two registration options for providers:

Individual Registration
WHCA Members $149 per person
Non-Members $298 per person
This registration option allows an individual to register.

Per-Facility Registration
WHCA Member Facility $499 per facility
Non-Member Facility $998 per facility
This registration option allows a facility to have as many individuals from the same facility (or from the same corporate office) for one low price. Once registered as a facility/corporate entity, the initial registrant will receive a priority code so they can register individuals at later dates. Please note, only individuals who are registered from a facility will receive CEUs.

CANCELLATION POLICY
All cancellations received in writing on or before Friday, May 15, 2020, are subject to a $25 cancellation fee. There will be no refund for cancellations after May 15, 2020.

Continuing Education Units
Attendees of the WHCA Virtual Series can earn up to 15 continuing education units (CEUs) over the course of the entire series. The CEU code will be sent to the email entered in the online registration form. It is the responsibility of the virtual series attendee to keep track of which classes they attend.

This series is approved for CEUs for assisted living and skilled nursing professionals who participate in the live sessions or who complete the recorded webinars through July 31, 2020. Each session with an asterisk (*) next to it is DSHS-approved for AL CEUs. All sessions are approved for SNF CEUs.

SCHEDULE OF EVENTS

Monday, May 18, 2020
9:30 a.m. Skilled Nursing Session*
1:00 p.m. Assisted Living Session*
3:00 p.m. General Session*

Tuesday, May 19, 2020
9:30 a.m. Skilled Nursing Session
1:00 p.m. Assisted Living Session*
3:00 p.m. General Session*

Wednesday, May 20, 2020
9:30 a.m. Skilled Nursing Session*
1:00 p.m. Assisted Living Session*
3:00 p.m. General Session*

Thursday, May 21, 2020
9:30 a.m. Skilled Nursing Session
1:00 p.m. Assisted Living Session*
3:00 p.m. General Session*

Friday, May 22, 2020
9:30 a.m. Skilled Nursing Session*
1:00 p.m. Assisted Living Session*
3:00 p.m. General Session*
WHCA would like to thank the following organizations for supporting the Hooked on Quality Virtual Series by sponsoring an educational session and providing quality content.

WHCA AFFINITY PARTNERS

We appreciate the Associate Business members who support WHCA at a level of $10,000 per year or more. Their support enables us to offer quality education and resources to promote quality care and service. Thank you!
EDUCATION SESSIONS

The WHCA Hooked on Quality Virtual Series educational sessions are split up into three tracks and are marked so you know the intended audience for each.

♦ Skilled Nursing
♦ Assisted Living
♦ General Audience

Monday, May 18, 2020
9:30 – 11:00 a.m.
♦ Wrapping Up Your Care of Residents with Lower Extremity Wounds; Ryan Dirks and Dr. Carmen Hudson
Wounds on your residents’ feet and legs are by far the most common location for skin problems. Often these wounds are caused by a mix of vascular, diabetic, and sometimes pressure-related conditions. This session will help you understand the different causes of lower extremity wounds and how to successfully treat them, while at the same time avoiding costly regulatory and legal risks. Sponsored by United Wound Healing.

1:00 – 2:30 p.m.
♦ Framing and Fostering Critical Conversations: How to Have a Voice and Authentic Dialogue with Respect; Claudia Blumenstock
It can be hard to build effective and productive streams of communication in the workplace in which all members of the community can thrive. Discontent, misunderstandings, or differing opinions can severely impact team interactions and compromise the ultimate success of the organization. Broadening our understanding of differing perspectives and creating strategic thought processes to address communication difficulties reduces misunderstandings and improves teamwork and productivity. During this session we will examine the challenges that hamper the ability to have difficult conversations and the use of root cause analysis in identifying the cause of conversation conflicts. In addition, we will identify self-reflective practices that assist in overcoming potential barriers that interfere with hearing and acknowledging other perspectives. We will also identify skills to overcome impediments in the conversation process and strategies to create more transparent and authentic dialogue. Sponsored by Consulting Resources.

Tuesday, May 19, 2020
9:30 – 11:00 a.m.
♦ Where Were We, Where Are We Now, and Where Are We Going? Elena Madrid
In this webinar, we will discuss the SNF climate related to federal and state requirements and guidance that was in effect or pending prior to the COVID-19 outbreak, the current status of affairs, and anticipated transition of requirements and regulations over the next few months. Discussion will focus on providing clarity on what is in effect from CMS and our state requirements, what actions are anticipated, and facility participation/sharing of needs and concerns moving forward. Sponsored by PayNorthwest.

1:00 – 2:30 p.m.
♦ The Art of Deliciousness – Reimagining the Culinary Experience in Senior Living; Eric Christianson and Sam Currie
Attendees will be challenged to rethink their culinary and dining programs to improve how residents think, feel, and experience senior living. They will learn about a multiyear culinary experiment that resulted in enhanced resident, family, and guest satisfaction and a lower financial cost to the communities. Sponsored by The Springs Living.

3:00 – 4:30 p.m.
♦ Promoting a Mentally Healthy Workplace and Workforce; Meagan English
According to the World Health Organization, a healthy workplace can be described as one where workers and managers actively contribute to the working environment by promoting and protecting the health, safety and well-being of all employees. The workplace can be a key location for activities designed to improve well-being among adults. Workplaces that promote mental health and support their people are more likely to reduce absenteeism, increase productivity, and benefit from associated economic gains. In this one-hour presentation, participants will learn to identify the risk factors that may be present in their work environment and will learn various strategies that they can deploy to embrace and support a mentally healthy workforce. Sponsored by PayNorthwest.
Senior living communities are susceptible to reputational crises of all kinds. While many companies have plans and protocols in place to handle common challenges like the threats posed by natural disasters, senior living communities need to prepare for a much wider range of potential crises, including resident accidents, deaths, allegations of abuse, or other employee misconduct. Beyond the legal challenges these situations pose, they have the potential to incur significant damage to your company’s brand, employee morale, and ultimately your bottom line.

Learn from experts the legal and regulatory issues to manage during a crisis with real life examples addressing criminal, civil, and regulatory implications, and best practices for communications planning, including media protocol and owning your message with internal and external audiences. Sponsored by Lane Powell.

**Wednesday, May 20, 2020**

9:30 – 11:00 a.m.

**Avoiding Failures – Creating Successful Systems and Processes; Demi Haffenreffer**

Today’s long term care landscape is complex and requires critical thinking and strategic vision to implement successful systems and processes that drive quality and positive outcomes. Sometimes in spite of focused effort and careful design, there is a failed practice. This workshop will help attendees discover the major systems and processes that should be in place in your facility to ensure you are utilizing every possible resource to facilitate quality care and prevent failed practice. Learn how to utilize critical thinking, leadership qualities, and interpersonal communications with your team. We will discuss the ten major causes of failed practice and solutions to resolve issues and maintain compliance. Sponsored by Consulting Resources.

1:00 – 2:30 p.m.

**COVID-19: Lessons Learned. Looking Back, Planning Ahead; Vicki McNealley**

This session will give a broad overview of the COVID-19 landscape in Washington State, paying particular attention to its impact on assisted living facilities. We will explore success stories, frustrations and fears, and plans for the future to better prepare. Sponsored by PayNorthwest.

3:00 – 4:30 p.m.

**Crisis Management: How to Prepare for and Manage Crisis Events; Carin Marney and Marc Berger**

Senior living communities are susceptible to

**Thursday, May 21, 2020**

9:30 – 11:00 a.m.

**The Guide to MDS Coding During COVID-19; Demi Haffenreffer**

This webinar will provide facilities with the information they need to know about the MDS codes most significant during the COVID-19 pandemic. During this session, we will review CMS waivers for completion of the MDS, section I0020B - COVID ICD 10 code and review the section O0100M and Isolation /Quarantine for active Infectious Disease. Sponsored by Consulting Resources.

1:00 – 2:30 p.m.

**Leadership Practice and Behaviors for the Everyday Manager; Robin Albers**

Leadership is not about having a title or position of formal authority. Rather, leadership is a way of living life. This course will introduce the Five Practices of Exemplary Leadership as proposed by Kouzes and Pozner. Model the Way is the first practice that teaches leaders to find their voice and values while setting an example for others. This sets the stage for Inspiring a Shared Vision which includes painting an exciting picture of the future while bringing others along. We then challenge the status quo, seeking out new ways to get work done through Challenge the Process. The fourth practice is demonstrating leadership behaviors that will Enable Others to Act, through delegation and finding strengths and passion among individuals.
Lastly, creatively rewarding others for their contributions and strengthen the team when success has been achieved. Attendees will participate in learning activities designed to help recognize the leadership opportunities around them.

Attendees will develop an understanding of the five leadership practices and be able to demonstrate those in everyday situations. Attendees will also learn how to use proven tools to gain better insight into their own perspectives about leadership, including their leadership strengths and how to use those insights to impact patient care practices. 

*Sponsored by Infinity Rehabilitation.*

3:00 – 4:30 p.m.  
♦ Leading in Times of Crisis: A Session Decompression; Claudia Blumenstock  
This virtual gathering offers the opportunity to acknowledge the overwhelming responsibility that has fallen to long term care leaders over the past several months. Crises can provoke feelings of powerlessness, frustration, fear and anger. These hardships take a mental toll, which can affect the ways in which leaders and staff respond to one another.

This interactive session provides a setting to discuss how leaders have felt about carrying the responsibility for the health and safety of residents and staff during the pandemic. Collective discussion will focus on coping mechanisms and problem-solving techniques that have been used throughout the crisis. Workforce engagement strategies will be explored, which are designed to help staff process this experience in a way that supports their resilience. Learning objectives include understanding the ways in which long term care leaders manage in a crisis; exploring methods and approaches in overcoming crisis obstacles and impediments; and understanding collaborative communication and problem-solving techniques to assist staff in managing through a disaster.  

*Sponsored by Woodruff Sawyer.*

Friday, May 22, 2020  
9:30 – 11:00 a.m.  
♦ Get Hooked on Antibiotic Stewardship and Infection Control; Buffy Lloyd-Krejci  
Are you feeling overwhelmed by the new federal regulations for antibiotic stewardship and infection control? This fun and interactive session will assist you in implementing the new requirements in a step-by-step, easy to follow process.  

*Sponsored by Consulting Resources.*

1:00 – 2:30 p.m.  
♦ A Guide to Nurse Delegation during COVID-19; Demi Haffenreffer  
This webinar will provide nurses with the information they need to know about the Washington State Delegation Process during the COVID-19 pandemic. We will review the Washington State Nursing Commission Delegation Process Rules, and waivers to the delegation rules during COVID-19.  

*Sponsored by Consulting Resources.*

3:00 – 4:30 p.m.  
♦ All I Ever Wanted to Know About Fire Sprinklers; Kimberly Bloor  
Fire sprinklers are some of the most effective safety equipment that is available today. Fires today are spreading much more rapidly than in the past. Fire sprinklers save lives by putting a firefighter in each of the areas containing a sprinkler. Learn about the tests that are required and their frequency. Learn how to prevent having to redo your inspections due to incorrect information, saving money in the long run. Learn how to be compliant and safe.  

*Sponsored by the Washington State Patrol.*
PRESENTERS

Robin Albers, MA, CCC-SLP, is the Area Rehab Director for our WAS Region. Robin has been in this position since July of 2016 and supports therapy teams in Idaho, Nevada and Washington State. Her primary focus is working with teams to help support quality patient outcomes in the sub-acute rehab and acute care settings. Robin is a member of the Infinity Rehab Leadership Academy coach team. Robin received her master’s degree from Washington State University in 2003. She has worked as a Speech-Language Pathologist over the past 15 years, serving the geriatric population in SNF, acute care, home health, and out-patient settings. She has advanced training with Modified Barium Swallow Studies, serving as a mentor for SLPs and CFs to gain competence with this skill set. She is certified in vital-stim and has a passion for working with patients with progressive neurological diseases. Robin has also worked as a professional speaker in a variety of settings. Academic instructor, a side-line reporter for live national television, and presenting to live audiences in sixteen states are highlights of her speaking career to date.

Kimberly Bloor is a Deputy State Fire Marshal with the Washington State Patrol, State Fire Marshal’s Office (SFMO). Kimberly has been with the SFMO for over five years and is responsible for a variety of fire and life safety inspections and does quality assurance for all healthcare fire and life safety inspections.

Claudia Blumenstock, founder of Copernicus, Inc., is a nationally-recognized presenter and consultant whose work focuses on providing a more engaging aging experience for older adults. Her educational programs deliver innovative and interactive learning experiences about loss, humor, communication, relationships, and collaboration to caregivers in long-term care environments and at home. Through a visceral learning model, session participants gain an empathetic awareness of aging, which deepens their understanding of how to be compassionate and caring and at the same time, multiplies their opportunities for richer encounters with the older population. Ms. Blumenstock also works with organizations to expand social, civic engagement, and lifelong learning pursuits of the 55 and older population. Her cutting-edge approach utilizing an advisory committee model creates the ability for universities and active adult communities to develop collaborative programs, services, and events through affiliative relationships. Ms. Blumenstock is an Oasis Program Master Trainer, a person-centered approach to dementia care. She presents extensively on the topic of active aging, collaborative partnerships and engaging residents in meaningful living, and has been published nationally about methods to more meaningfully engage baby boomers in the health care environment.

Eric Christensen joined The Springs Living in February 2015, as the Executive Director for The Springs at Tanasbourne. Eric was promoted to Regional Director of Operations in June 2016, while maintaining his role of Executive Director for The Springs at Tanasbourne. He was recruited by a Senior Living organization based in Portland, Oregon, after several years as a sales professional and a pastor. It was not a quick recruitment as Eric’s association with senior living was tainted by a negative experience his grandmother lived through in a nursing home. After insistence from his wife, a Registered Nurse, Eric agreed to reconsider the opportunity. Ultimately, it was Alice, a whitty senior in a power chair, who sealed the deal for Eric. “I had just finished my first interview when I met Alice. She insisted that I come down to her level so she could talk to me then proceeded to tell me a dirty joke! I knew then and there that this was not my grandmother’s nursing home.” Before joining The Springs Living, Eric served as the Executive Director at Waterford at Fairway Village (now called “Touchmark at Fairway Village”) in Vancouver, Washington, and as the Executive Director of The Quarry Senior Living in Vancouver, Washington. Eric earned a Bachelor of Arts in Psychology and Biblical Studies from Grand Canyon University in Phoenix, Arizona, and received a Master of Divinity from Western Seminary in Portland, Oregon. Away from work, Eric and his family enjoy traveling, gardening — including canning the fruits of their garden— woodworking, hiking, camping and spending time with friends. For Eric, the highlight of every year is a family vacation in a remote cabin in the woods of Northern Wisconsin where, as he likes to boast, you have to drive over an hour just to get to Walmart.

Sam Currie joined The Springs Living in May 2015 as the Director of Culinary Services. In this role, Sam sets the vision for how food contributes to the overall wellness of our residents. Several years ago, The Springs Living prioritized locally-sourced, seasonal ingredients for its
Meagan English asks questions that help get clients to the root of issues, then cuts to the chase with humor, compassion, strategic thinking and, ultimately, a plan and a commitment to help her clients stay motivated and accountable. Meagan's 15 years of experience as a leader in healthcare operations has given her a thorough understanding of people, first and foremost, followed closely by corporate dynamics and organizational change. She is no stranger to the very real challenges that companies (and their leaders and employees) face and enjoys helping others navigate those challenges. Today, Meagan supports leaders and teams living and working in high stress environments using traditional coaching and workshop strategies, equine team building events, and management consulting.

Oscar Granger is the Safety and Loss Control Manager working with the Washington Health Care Association. Following a tour of 4 years with the US Navy during the VietNam war, Oscar went to school at San Francisco State College and graduated with a degree in Geography. Following college, he spent a number of years working in the Land Use Planning and Zoning field in Oregon and Washington. Those positions landed him a position with Verizon Wireless (formerly US West NewVector Group), where Oscar worked in the area of real estate, locating and permitting cellular tower locations in the Midwest. While with the phone company, Oscar initiated their first Environmental Health and Safety program and managed them in the western United States (18 states – 35,000 employees; about 400 facilities), including call centers, sales offices / stores, regional centers, and warehouses.

Oscar is a certified workers compensation professional and his expertise includes office ergonomics, disaster preparedness and OSHA 300 recordkeeping. Oscar sits onnumerous boards and committees including the hazardous drugs, safety patient handling committee and is an active member of the American Society of Safety Professionals.

Demi Haffenreffer, RN, MBA, President of Haffenreffer & Associates, has made long-term care her profession since 1973, first as a Director of Nursing and for the last 35 years as a consultant. Demi is known as a dynamic and interesting presenter. Her thorough knowledge of the regulations combined with her extensive hands-on experience provide for practical, everyday solutions to the challenges facing the care giver and facility.

In 2011, Demi assisted the Colorado Foundation for Medical Care with a CMS grant to publish the Model Program for Quality Performance called “QAPI.” Demi is a facilitator for the AHCA Leadership Excellence Self-Assessment System and is currently serving on the Washington Health Care Association Quality Improvement Committee. She has served on the American Health Care Association (AHCA)
Quality Improvement Committee, Oregon State Resident Safety Review Council, the Steering Committee of MOVE (Making Oregon Vital for Elders, an outreach of the Pioneer Network), as a member of Oregon Patient Safety Commission, and as a Master Examiner on the Board of Examiners for the AHCA’s Quality Improvement Award, an award granted to the top performing facilities in the nation. Demi has taught workshops nationally and internationally on a variety of subjects pertinent to long-term care and has authored five policy and procedure manuals.

Her depth of knowledge, breadth of experience and communication skills have made her a sought-after resource and advocate for facilities facing regulatory disputes, as well as for expert review and testimony for attorneys facing litigation in the Pacific Northwest and nationwide.

Dr. Carmen Hudson, MD, is a board-certified general surgeon who narrowed her practice to complex wound care about 10 years ago. Carmen has practiced in the post-acute care setting and continues to work toward better delivery. [is something missing here?]

Buffy Lloyd-Krejci comes to you with more than 20 years of expertise in successfully developing and implementing data-driven healthcare and public health programs. She is Board Certified in Infection Prevention and Control (CIC) and currently resides as President for the Arizona Association for Professionals in Infection Control and Epidemiology (APIC) state chapter. As a national consultant, Buffy offers solutions to federal, state and local public healthcare professionals implementing interventions to mitigate healthcare and community-acquired infectious diseases. She specializes in bringing evidence-based infection control and antibiotic stewardship practices to underserved healthcare settings such as long term care facilities (LTCFs). Buffy recently participated in a national Centers for Disease Control and Prevention (CDC) and Centers for Medicare and Medicaid (CMS) collaborative where she supported hundreds of LTCFs enroll into the CDC’s National Healthcare Safety Network (NHSN) and began reporting Clostridiodes Difficle Infection (CDI) monthly surveillance to establish a national CDI benchmark as well as reduce CDI incidence. Buffy is passionate about utilizing surveillance data for action and has recently launched the application of her mobile data tracker for collecting infection control audit data such as hand hygiene compliance. Once data is captured, it automatically uploads to a database and then to a facility-specific dashboard where it tracks measurable outcomes over time. Buffy completed her Bachelor of Science degree in Applied Mathematics where she was a member of the Mathematical Epidemiology Research Group (MERG). She, along with her colleagues, developed and presented at multiple national conferences a standardized infection ratio (SIR) model that described how the human papillomavirus (HPV) spreads within a population among boys and girls, thereby guiding policymakers towards vaccination protocols. Buffy completed her Doctor of Public Health/Epidemiology degree through Capella University in January 2020. Her research study is in partnership with the University Of Arizona School Of Public Health and the CDC where she is working with an LTCF enroll and report surveillance data into the NHSN with the aim to mitigate CDI and improve upon infection control practices.

Elena Madrid, RN, BSN, is WHCA’s Executive Vice President for Regulatory Affairs. Elena supports WHCA members by providing answers and insight to regulatory questions and expectations. Elena’s long and focused background in survey and enforcement as a surveyor and field manager for DSHS provide her with extensive knowledge and insight on regulatory compliance, the survey process, and policies and procedures. Elena also provides support, resources, and training regarding quality. As staff liaison to the Skilled Nursing Facility Quality and Regulatory Executive Advisory Committee for WHCA, Elena works with members to promote quality care and services at every level. At DSHS Residential Care Services where she was a field manager with oversight of assisted living and skilled nursing communities, Elena was responsible for the supervision of licensors, surveyors, and complaint investigators for assisted living communities, skilled nursing facilities, and adult family homes in eastern Washington. Elena has also worked as a director of nursing in both assisted living and skilled nursing. She is a registered nurse and brings a wealth of knowledge regarding long term care requirements and the regulatory issues affecting long term care providers.

Carin Marney represents health care and long term care providers in regulatory and litigation matters. She has extensive experience advising clients in this highly-regulated industry on compliance and helping
them resolve disputes, both in and outside of court. Carin serves as the Co-Chair of Lane Powell’s Senior Living and Long Term Care Team. Carin works with a range of long term care providers, including skilled nursing, assisted living, independent living facilities, CCRCs, long term acute care hospitals, dialysis clinics, and other health care providers. Carin has defended long term care clients and other health care providers throughout the Pacific Northwest in high profile litigation involving allegations of neglect and abuse of vulnerable adults and wrongful death. She also routinely advises and represents clients in regulatory matters, such as resolving and avoiding licensing disputes, survey enforcement actions including civil money penalties (CMPs), Informal Dispute Resolution (IDR) and administrative appeals, compliance programs, transfers and discharges, risk management, and disciplinary actions.

**Vicki McNealley, PhD, MN, RN, WHCA’s Director of Assisted Living**, is directly responsible for supporting WHCA member assisted living providers through regulatory clarification, nurse consultation, facility system evaluation, advocacy, and education. Vicki is responsible for developing and implementing WHCA programs to support providers in these areas. Vicki spent ten years as the assisted living director for WHCA prior to serving as the Corporate Director of Regulatory Compliance for Village Concepts for over six years. She has extensive experience as a teacher, consultant and provider, and has been involved in assisted living operations and policy work since 1999. Vicki has served as a national award reviewer for the American Health Care Association and worked closely with the American Assisted Living Nurses Association to develop its certification exam. Vicki is a registered nurse with a master’s degree in community health nursing and a doctorate degree in nutrition.

**Stephanie Scheurich** is Group Manager for the WHCA Group Retrospective Rating Program (GRRP). She earned her bachelor’s degree in Sociology from Eastern Washington University and has worked in industrial insurance for over 11 years. She started her career in 2006 as a claims manager at L&I and left in 2011 to advocate for employers. In her current position at Employer Resources Northwest, she is responsible for analyzing the financial performance of employers in the WHCA retro group and providing workers’ compensation education and training. She is also a liaison between employers and L&I to improve employers’ interactions with the department. Stephanie is passionate about saving employers money in the Washington workers’ compensation State Fund program.
GRRP
Group Retrospective Rating Program

- Claims Management
- Safety Services
- Helpful Communication
- Participant Support
- Refunds on Workers’ Compensation Premium

ATTENTION WHCA RETRO MEMBERS

Preliminary Refund Estimates Available May 19, 2020

Preliminary refund numbers are now available. If your company is interested in finding out an estimated return, please reach out to Stephanie Scheurich with your L&I account number and/or company name.

Stephanie Scheurich | WHCA Group Manager
sscheurich@ernwest.com | 253.237.0837