



**2022
WHCA
CONVENTION**

whca

Sunshine
state of mind

May 23-25

The Davenport Grand Hotel | Spokane, WA

You Are Invited!

We are excited to be back in person for the 2022 WHCA Annual Convention. Convention is an exciting time to network with your peers, learn, and share. Join us this year for an exciting lineup of educational sessions, networking opportunities, social events, fundraising for the WHCA-PAC, and connecting in person. We are preparing the Annual Convention app, and it will be packed with all the information and resources you need to enjoy the convention experience.

The app will include the full schedule of events, a listing of registered providers, and a listing of Associate Business members who will be exhibiting and/or sponsoring part of the convention. In addition, the app will feature all the session overviews, speaker bio information, and handout materials.

Another helpful feature of the Annual Convention app is the Eye2i feature enabling you to set up time to re-connect with friends, colleagues, and business partners. The app is designed to help you navigate your way through the convention and ensure you don't miss out on any of the educational sessions and of course, the fun!

We are glad to host this year's convention in person; however, we know that not everyone can be away from their communities. We've made plans to share each session virtually as well. This will enable those not available to travel to Spokane to participate in the educational programming. All sessions will be recorded and will be available to both in-person and virtual attendees. You may only be able to participate in one session at a time when you attend in person, but you can listen to the other sessions later and still receive CEUs.

The WHCA Annual Convention would not be complete without some FUN in the mix! Join us on Monday for the WHCA-PAC Spring Golf Invitational and a Welcome Reception early that evening. We have left Monday evening open for Dine Around so you can meet up with friends, customers, and business partners for dinner. Spokane has several great restaurants to enjoy! On Tuesday, we hope you will join us for the Exhibit Showcase and the Sunshine State of Mind WHCA-PAC Fun Night event.

We are looking forward to a great time in Spokane. Register today, reserve your room early, and make plans to enjoy, engage, and be enriched by your WHCA convention experience.

Accommodations

It's never too early to begin planning your trip to Spokane and your participation at the WHCA Annual Convention 2022 – *Sunshine State of Mind!* **Please note, the convention ends on Wednesday, May 25, at 2:30 PM. You may not need an overnight room for Wednesday night.**

The convention will be held at [The Davenport Grand Hotel in Spokane](#). The Davenport Grand Hotel is located at 333 W Spokane Falls Boulevard in Spokane. All guest rooms are configured with the ultimate in comfort featuring a King Bed or King/King beds versus the standard Queen/Queen setup at most hotels. Each room and suite is non-smoking.

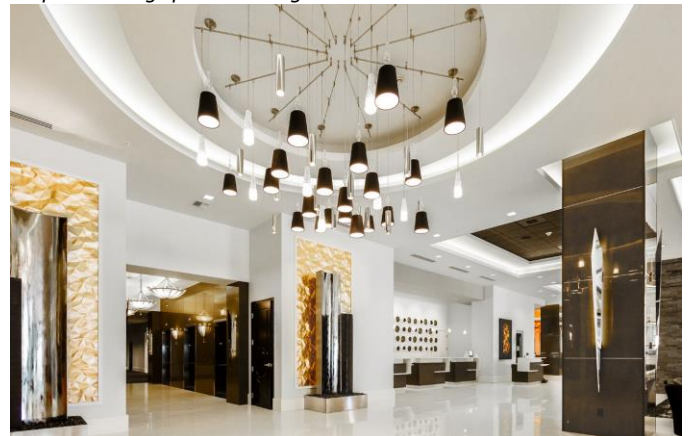
Click [here](#) to reserve online!



WHCA has negotiated a room rate of \$159 per night.



Ample meeting space with high-tech services!



A grand foyer with lots of room to connect and network!

Schedule of Events

Monday, May 23, 2022

11:00 AM	WHCA-PAC Golf Registration Opens
12:00 PM	WHCA-PAC Golf Tournament Begins
12:30 PM	Convention Registration Opens
1:00 PM	Education Begins
2:30 PM	Break
3:00 PM	Breakout Sessions
4:30 PM	Education Adjourns
5:00 PM	WHCA-PAC Golf Tournament Ends
5:30 PM	Welcome Reception
Evening	Dine Around

Tuesday, May 24, 2022

7:30 AM	Registration Opens
8:00 AM	Opening Ceremonies/Kick-off!
10:00 AM	Break
10:15 AM	Breakout Sessions
11:45 AM	Hope for Heroes Luncheon
1:00 p.m.	Breakout Sessions WHCA Board Meeting
2:30 p.m.	Break
3:00 PM	Breakout Sessions
4:30 PM	Exhibit Showcase
6:00 PM	Exhibit Showcase Closes
6:30 PM	Sunshine State of Mind WHCA-PAC Fun Night

Wednesday, May 25, 2022

7:30 AM	Registration
8:00 AM	Breakout Sessions
9:30 AM	Break
10:00 AM	Breakout Sessions
11:30 AM	You are My Sunshine Recognition Luncheon
1:00 p.m.	Breakout Sessions
2:30 p.m.	Convention Adjourns



Join us
Monday, May 23
5:30 – 6:30 PM
Grand Ballroom AB

For the
**2022 Annual Convention
WELCOME RECEPTION**

Come and catch up with friends and colleagues, enjoy a drink, and get ready for a great convention experience.

Many thanks to our sponsors...



Cancellation Policy

If you are not able to attend once you have registered, cancellations received in writing on or before Thursday, May 12, 2022, will be subject to a \$25 cancellation fee per person. Cancellations made after May 12, 2022, are not eligible for refund. Substitutions are encouraged.

Thank You to Our Sponsors!

We appreciate the following organizations for sponsoring and supporting our annual convention!



We appreciate the following organizations for sponsoring an educational session!



We appreciate the following Associate Business members that will be attending to network and connect!

The Exhibit Showcase will be held Tuesday, May 24 from 4:30 – 6 PM!

Actriv Healthcare
 Advanced Lifeline Respiratory Services
 Advantage Surgical and Wound Care
 Aegis Therapies
 Aria Care Partners
 Arris Health
 Basic American Medical Products
 Behavioral Health Solutions
 BOK Financial
 Cascade Natural Gas Conservation Incentive
 Program
 CirrusDX
 CMP Pharma
 Consonus Healthcare Services
 Consulting Resources
 Copeland Group
 Crown Health
 Daiya Healthcare PLLC
 Eldermark Software
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EmpowerMe Wellness
 Fidalab
 Hansen Hunter and Co. P.C.
 HPSI Purchasing Services
 Independence Rehab
 Interactive Medical Systems, Inc.
 Kore Group
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 Mannington Commercial
 Matrx Pharmacy
 McKesson Medical-Surgical
 Medline
 Mercury Pharmacy Services, Inc.
 Navigator Group Purchasing
 Omni Staffing Services
 Omnicare, a CVS Health Company
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 PayneWest Insurance, Inc.
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Post Acute Medical (Asenda)
 Professional Medical Corp
 Propel Insurance
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 Reliant Rehabilitation
 RTG Medical
 Select Rehabilitation, LLC
 Serengeti Home Care
 Soundview Medical Supply
 TeamHealth
 The Partners Group
 Time Equipment Company
 TridentCare
 TwinMed Medical
 United Wound Healing
 US Foods
 Walker Consulting & Resources
 Woodruff Sawyer

Educational Sessions

The WHCA Annual Convention educational sessions are split into several tracks and marked so you know the intended audience for each.

- ◆ Assisted Living | ◆ Skilled Nursing
- ◆ General Audience | ◆ Safety | ◆ Leadership

Monday, May 23, 2022 | 1:00 PM

- ◆ Knowing the Why and the How in Mitigating the Spread of Infections in Assisted Living
- ◆ Depth Perception: Methods and Ideas for Filling Gaps, Connecting Dots, and Taking Steps, Part I (DEI)
- ◆ Creating Happy Trails for Residents Who Need to Move: Successful Transfer and Discharge in LTC
- ◆ "Holding" Your Organization and Staff: A Key to Reducing Turnover

Monday, May 23, 2022 | 3:00 PM

- ◆ Infection Control – It's More than COVID-19!
- ◆ Depth Perception: Methods and Ideas for Filling Gaps, Connecting Dots, and Taking Steps, Part II (DEI)
- ◆ The Staff Experience that Can Make or Break Our Workforce: Keys to Recruitment and Retention
- ◆ Getting to Know ICAR: Your Free Resource for Infection Prevention

Tuesday, May 24, 2022 | 8:00 AM

- ◆ Opening Ceremonies and Keynote:
 - A National Update from AHCA/NCAL, *Mark Parkinson, President & CEO of AHCA/NCAL*
 - After the Storm: Healing a Traumatized Industry, *Barbara Speedling*

Tuesday, May 24, 2022 | 10:15 AM

- ◆ Wading Through the Do's and Don'ts of Med Administration in the Assisted Living Setting
- ◆ Workplace Wisdom: Using Good Judgment in the Workplace
- ◆ Medicare and Medicaid Payment Update
- ◆ Top 10 Fire Code Violations in AL and SNF and How to Prevent Them
- ◆ Resident Satisfaction Does Not Equal Brand Loyalty
- ◆ Employee Safety Regulatory Updates
- ◆ Managing Unconscious and Implicit Bias in Today's Workplace

Tuesday, May 24, 2022 | 1:00 PM

- ◆ Assisted Living Continuing Education and Facility Instruction
- ◆ Crisis and Disaster Management: CMS Emergency Preparedness Requirements, Part I
- ◆ Managing the Business of People
- ◆ Boosting Up to Make Sunny Days Even Brighter
- ◆ From Signing to Closing - Keys to Successful Senior Living Transactions
- ◆ What to Expect When You're Not Expecting DOSH Compliance Inspections
- ◆ Battling the Great Reshuffle by Being an Employer of Choice

Tuesday, May 24, 2022 | 3:00 PM

- ◆ Leading with Strength and Resilience
- ◆ Crisis and Disaster Management: CMS Emergency Preparedness Requirements, Part II
- ◆ Financial Wellness Best Practices
- ◆ Nursing Residency Program for LTC in WA State
- ◆ Commercial Insurance Trends
- ◆ Incident Review and After Action
- ◆ Why Diversity, Equity, and Inclusion Efforts Fail: How Leaders Can Leverage the Power of Emotional Intelligence to Create Winning Workplaces

Wednesday, May 25, 2022 | 8:00 AM

- ◆ Leading and Managing in Unprecedented Times
- ◆ Don't Let Your Wound Care Leave You Wounded: Preparing Your Center for Successful Skin and Wound Care Surveys
- ◆ Dealing with Bloodborne Pathogens as a Healthcare Worker
- ◆ Identifying the Biggest Threats and Opportunities Facing LTC
- ◆ Mandatory Vaccination Policies and Reasonable Accommodations – What Now?

Wednesday, May 25, 2022 | 10:00 AM

- ◆ Selling the Senior Living Experience, Part I
- ◆ Functional Improvement Quality Measures: Section GG and a Whole Lot More!
- ◆ What to Do When Time Does NOT Heal All Wounds: Updates to Wound Healing Best Practices 2022
- ◆ Beyond the Burn: The Secret World of UTIs

Wednesday, May 25, 2022 | 1:00 PM

- ◆ Selling the Senior Living Experience, Part II
- ◆ Learn How Your Skilled Nursing Home Can Benefit from Civil Money Penalty Funding to Improve Resident Quality of Life and Care
- ◆ Trends, Transformation, and Opportunities: Building the LTC Nursing Workforce
- ◆ Benign Prostatic Hyperplasia: A Growing Concern for Older Men

SUNSHINE State of Mind

WHCA-PAC Fun Night

May 24 | 6:30 PM

Heads or Tails?

50-50 Raffle

Ring Toss!

Wine
Walk

Desert Dash

Silent Auctions

Thank you to our sponsors...



Perks and Provisos

- You can earn up to 14 CEUs by attending the in-person sessions. There are a total of 63.5 CEUs available by completing the recorded sessions (available for two weeks after the convention ends) in addition to the in-person sessions. *Please note, DSHS-approved CEUs for assisted living total 55.*
- You will have the opportunity to network with other providers, exhibitors, speakers, and professionals in long term care.
- You will find surprises around every corner—you might even win a prize!
- Per Facility registrations DO NOT include any meal tickets. Please be sure to purchase meal tickets if you wish to join us for lunches or dinner.
- You will get a tote bag full of goodies, access to electronic handouts, access to the WHCA Annual Convention app, opportunities to win prizes, and an invitation to evaluate the convention.
- All cancellations must be made in writing ([email](#)) and are subject to a \$25 per-person cancellation fee if made on or before May 12, 2022. After that, no refunds—however, you may send a substitute.
- Presentations may not be recorded by attendees in any fashion.
- Educational sessions are NO CELL PHONE zones. Please silence cell phones and take any necessary calls outside of session rooms.
- The convention attire is business casual. Please be sure to dress comfortably and to bring a light jacket or sweater in case meeting room temperatures are a bit chilly for you.
- Individuals registering to attend the convention must be employed by the company listed on the registration form. Per-facility registrations are for employees from the same facility or the same corporate office.

Registration Information

There are two registration options for providers and one registration option for Associate Business partners this year:

Individual Registration | In-Person Attendance

The Full Package IN PERSON registration includes all features of the convention: education, Convention app and Eye2i meeting platform, social events, lunches, refreshments, and PAC Night.

Per-Facility Registration | In-Person Attendance

Facility Registration includes entry to all convention educational sessions, the Convention app and Eye2i meeting platform, and refreshment breaks for any number of employees from the same facility or corporate office. Facility Registration cannot be used for employees from multiple sites or locations of the same company. Facility Registration does not include lunches or the PAC Night. Facility Registrations cannot blend corporate staff with facility staff. Corporate offices must register their staff separate from facility registrations. This registration option is designed to encourage more individuals from facilities to attend. Corporate staff may utilize the Per Facility registration for the corporate office staff, but they may not register with a facility.

Individual Registration | Virtual

The Full Package virtual registration includes remote access to all educational sessions via Zoom, the WHCA Convention app and Eye2i meeting platform, and up to 63.5 continuing education if you complete all individual sessions and quizzes.

Per-Facility Registration | Virtual

Facility Registration virtual includes remote access to all educational sessions via Zoom, the recorded sessions, and the Convention app and Eye2i meeting platform for any number of employees from the same facility or corporate office. Facility Registration cannot be used for employees from multiple sites or locations of the same company.

Business Class Registration

Associate Business members and partners must register using the Business Class registration. The initial registration fee for each organization includes up to three representatives from that company; additional representatives are \$99.

WHCA-PAC Spring Golf

INVITATIONAL

REGISTER NOW

THANK YOU!

We appreciate the following companies for supporting the WHCA-PAC through some level of sponsorship.

EXCLUSIVE HOLE SPONSORS

Advanced Lifeline Respiratory Services
Avventura Senior Living
Caldera Care
Cascadia Healthcare
Employer Resources Northwest
EmpRes Healthcare Management
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Lument
PharMerica
Prestige Care, Inc.
Senior Services of America
Village Pharmacy Services

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Nuvodia

If you would like to sponsor, please [email](#) Lauri St. Ours or call her at (800) 562-6170, extension 104. Or, click [here](#) to register for sponsorship now!

TOURNAMENT DETAILS

LINKS GOLF CLUB

10623 N Chase Road | Post Falls, Idaho

Monday, May 23, 2022

11 AM Registration | 12 PM Modified Shotgun Start

The WHCA-PAC Spring Golf Tournament is a scramble format golf tournament with prizes for the first and second place teams, as well as longest drive and closest to the pin for ladies and men. Catch up and reconnect with your friends or entertain your clients at this popular event.

Playing and Sponsor Options

Single Player	\$150
Individual Super Golfer Package	\$20
Team Super Golfer Package	\$60
Shared Hole Sponsor	\$300
Team of Four	\$550
Shared Hole Sponsor and Team of Four	\$800
Exclusive Hole Sponsor	\$1000
Exclusive Hole Sponsor and Team of Four	\$1500

TOURNAMENT SPONSOR



sunshine
HEALTH FACILITIES

QUESTIONS?

[Email](#) Diana Hitchings or call her at (800) 562-6170, extension 116

Educational Session Overview

- ◆ Assisted Living | ◆ Skilled Nursing
- ◆ General Audience | ◆ Safety | ◆ Leadership

Monday, May 23, 2022 | 1 – 2:30 PM

◆ **Knowing the Why and the How in Mitigating the Spread of Infections in Assisted Living**

Sara A. Busacca, RN, BSN, MBA, LNHA, RAC-CT, QCP

During this session, we will review the importance of infection control protocols in the assisted living environments. It takes a team of healthcare providers, residents, and families to understand the whys and the how's to prevent the spread of infection! In this session we will review not only some of the basic infection control protocols endorsed by the Joint Commission, but also the CDC, and embrace the importance of consistent good practices. Learn the importance of assessing risks in your community to implement proper protocols, identify gaps and to engage the team in improving those identified gaps. In addition, we will review current standards for employee health, regulatory requirements, and frequently cited infection control areas.

◆ **Creating Happy Trails for Residents Who Need to Move: Successful Transfer and Discharge in LTC**

Vicki McNealley, PhD, MN, RN & Elena Madrid, RN, BSN

Issuing an involuntary resident transfer or discharge notice is one of the most difficult steps a skilled nursing or assisted living facility administrator can take. It is also one of the most contested topics in long term care, one that rarely ends on a positive note. This session highlights methods to create a constant communication flow to ensure a notice to move from the facility does not come as a surprise to the resident or family members. This session will cover to whom an involuntary discharge notice must be delivered, and how. As well, the presenters will discuss what needs to be included in a written discharge notice, when the discharge notice must be provided, and how long a resident may remain in the building once notice has been given. Learn about the limited reasons why a notice may be issued as well as how to write a successful and binding discharge notice. Attendees will also learn the ramifications of a poorly written and issued notice. This session blends real-life experiences with regulatory overtones to result in the exploration of human and legal sides of involuntary move-outs.

◆ **"Holding" Your Organization and Staff: A Key to Reducing Turnover**

Claudia Blumenstock

The concept of “holding” has a specific meaning in psychology. It is used to describe the way in which a person, often an authority figure or informal leader, contains and interprets what is happening in times of uncertainty. This person can decrease distress and help others make sense of a confusing or ambiguous situation. For organizational leaders, “holding” is a way to support and maintain a sense of cohesion, connection, and hope for the future. Research tells us that staff retention is tied to leaders who know how to welcome, value, and care for staff. The COVID 19 pandemic has taught us that “holding” staff is a key factor in reducing turnover. This interactive session will assist leaders in examining the skills necessary to “hold their organizations and staff” successfully. Using activities and engaging discussion, leaders will have the opportunity to identify and develop practical “holding” strategies to reduce the potential for staff turnover and help their organizations not only survive, but grow stronger together.

◆ **Depth Perception: Methods and Ideas for Filling Gaps, Connecting Dots, and Taking Steps, Part I**

Michael E. Perry, Ph.D., Wendy M. Perry, MSN

Diversity, equity, and inclusion (DEI) has become a focal point for many organizations, and many are looking for ways to spark the conversation and for guidance on how to begin a journey on the DEI pathway. During this two-part session, experts from KATALIS will deliver a presentation designed to create a productive space for dialogue around the purpose and process of discussing, incorporating, and implementing DEI principles. Key elements of the sessions will include why DEI is worth consideration, where to begin the conversation, what there is to gain and what there is to lose, establishing safety and building trust, and bringing everyone along for the conversation. Because DEI principles and practice is a relatively new area for some, the presenters will place a high priority on building relationships and establishing a space where everyone involved can walk away having been heard and feeling intact and whole.

Monday, May 23, 2022 | 3 – 4:30 PM

◆ Infection Control - It's More Than COVID-19!

Sara A. Busacca, RN, BSN, MBA, LNHA, RAC-CT, QCP

The key to a successful Infection Control Program (ICP) is to create a culture that reduces the risk of all infections and requires an interdisciplinary (IDT) approach. The COVID-19 outbreak resulted in a significant impact to our healthcare industry that brought to light many lessons learned. During this session we will review current recommended infection control standards that are necessary to sustain best outcomes in all areas of the facility and ensure the team is meeting state and federal requirements. In addition, we will review how the Infection Preventionist (IP) can use an Infection Control Assessment to identify risk gaps and drive process/policy changes to improve IP practices throughout the facility. CMS guidance for QAPI mandates that nursing homes collect meaningful data to identify issues, recognize trends, and complete a root cause analysis (RCA) in determining possible underlying causes. In this session we will review examples of infection control performance improvements based on the surveillance data.

◆ The Staff Experience that Can Make or Break Our Workforce: Keys to Recruitment and Retention

Claudia Blumenstock

Have you ever contemplated recruitment and retention from the perspective of a new employee? What if we shifted our perspective and examined how your “customer”, a perspective new staff member, experiences the hiring and onboarding process? In this changing employment environment, it is critical to adapt to the needs and interests of employees, particularly younger people, to attract and keep them employed in our organizations. Does your hiring and onboarding process engage new employees and encourage them to stay beyond a couple of months? Based on the stories of actual staff members, this interactive session creates an opportunity to explore the experiences of new employees during hiring, onboarding, and as they acclimate to their new positions. It examines the key elements of positive and healthy work environments that attract and retain younger people, as well as those negative elements that makes them leave. Group interactions and activities will help to broaden understanding of the roles that leaders, at every level of the organization, must play to grow and maintain a stable staff. Essential components of an engaging employment process will be considered.

◆ Getting to Know ICAR: Your Free Resource for Infection Prevention

Lisa Hannah, Poulline Castillo, BSN, RN

You know infection prevention is important and want to do the very best for your staff and residents. With all the guidance and best practices information available, it can be hard sometimes to know exactly how to apply it in your facility. In this session you will learn about a free, non-regulatory service provided by experts in infection prevention at the Washington State Department of Health and your local health jurisdictions. It's called an Infection Control Assessment and Response (ICAR) visit. This tool helps long-term care facilities of all sizes with hands-on, practical applications of infection prevention guidance and advice that is tailored to your specific questions and needs. Infection prevention is about more than COVID, and ICARs also help facilities prepare to prevent transmission of influenza, norovirus, MRSA, C. diff and other pathogens. Attend this session to learn about how to access an ICAR for your facility, what to expect during your ICAR visit, and other ways that public health can help you succeed in preventing infections. *Sponsored by the Washington State Department of Health*

◆ Depth Perception: Methods and Ideas for Filling Gaps, Connecting Dots, and Taking Steps, Part II

Michael E. Perry, Ph.D., Wendy M. Perry, MSN

Diversity, equity, and inclusion (DEI) has become a focal point for many organizations, and many are looking for ways to spark the conversation and for guidance on how to begin a journey on the DEI pathway. During this two-part session, experts from KATALIS will deliver a presentation designed to create a productive space for dialogue around the purpose and process of discussing, incorporating, and implementing DEI principles. Key elements of the sessions will include why DEI is worth consideration, where to begin the conversation, what there is to gain and what there is to lose, establishing safety and building trust, and bringing everyone along for the conversation. Because DEI principles and practice is a relatively new area for some, the presenters will place a high priority on building relationships and establishing a space where everyone involved can walk away having been heard and feeling intact and whole.

Tuesday, May 24, 2022 | 8 – 10 AM

◆ **Opening Keynote: After the Storm: Healing a Traumatized Industry**

Mark Parkinson, President and CEO of AHCA/NCAL and Barbara Speedling

We will begin with an opening update from Mark Parkinson. He will provide insight on the advocacy, legislative, and quality work being done at the federal level. After that, Barbara Speedling will provide an inspiring keynote message. Long term care leaders are traumatized, fatigued, disillusioned and, in some cases, hopeless to recover from the COVID-19 pandemic. With many seasoned leaders opting out of the next chapter of long term care, valuable experiential knowledge and support is out of reach for a new generation of leaders. As we move forward in a post-pandemic world, appealing to new populations of staff and restoring consumer confidence will require a rethinking of what is person-centered, homelike, and rich in the potential for growth and recovery. Listen as the next generation of long term care consumers tell you what they want and need. This multi-media program will inspire a renewed energy and willingness to move ahead in those contemplating jumping ship. Moreover, this conversation will motivate a new leadership perspective, moving all leaders to be creative and tenacious in meeting the challenges of the emerging culture of long term care. *Sponsored by PayneWest Insurance*

Tuesday, May 24, 2022 | 10:15 – 11:45 AM

◆ **Wading Through the Do's and Don'ts of Medication Administration in the Assisted Living Setting**

The FDA receives more than 100,000 reports every year that are related to medication errors. Many of these errors lead to hospitalization and even death. This discussion will cover the do's and don'ts of administering medication to residents in an assisted living setting and will incorporate the Washington State guidelines and regulations. This presentation will include discussion on getting the medication administration record right the first time and techniques and guidelines that medication administration staff can use to increase accuracy. Attendees will receive a brief overview of Washington State regulations and related guidance and learn what to look for when passing medications or viewing residents during the day. Finally, this presentation will cover proper documentation during and after medication administration. *Sponsored by PharMerica*

◆ **Workplace Wisdom: Using Good Judgment in the Workplace**

Jean Steel

Without even thinking about it, we are constantly making judgments; from what we should wear to work to what we should say in front of our staff, clients and co-workers. Your best judgment matters! So, let's heighten our awareness and learn how we can make our best judgments throughout the day. We will discuss decision making, workplace safety, the dangers of making assumptions, and why we people use poor judgment.

◆ **Top 10 Fire Code Violations in AL and SNF and How to Prevent Them**

Kimberly Bloor

You know we will be coming! Let's teach you how to best prepare for, and have a citation free inspection to ensure the safety of everyone in the facility. During this interactive presentation, the presenter will share the top ten fire code violations for assisted living and skilled nursing centers and how to best prevent and/or fix the problems associated with these top ten citations. Attendees will be asked to give examples of how their facilities prevented an issue or how they fixed an issue. Also, the presenter will review the important players in a facility and how they all can ensure compliance – from maintenance personnel to outside vendors to the administrators.

◆ **Resident Satisfaction Does Not Equal Brand Loyalty**

Melinda Gisbert

Do you ever wonder why seemingly happy residents are moving out of your community once a new competitor opens nearby? Or why residents and families seem happy, yet the census is still lower than anticipated? Resident satisfaction and brand loyalty tend to be thrown around interchangeably, but they are two separate measurements. Resident satisfaction measures what has already happened, and brand loyalty measures what your happiest residents and family members are willing to do in the future for your organization. By becoming clear and measuring resident satisfaction and brand loyalty, your organization can more easily identify gaps in the marketing process and build a strong foundation for conquering your organizational objectives and goals. By the end of this session, you and your team will walk away with the clarity needed to begin the differentiation process, complete a gap analysis, and identify your highest organizational goals for optimal success. *Sponsored by Big Buzz, Inc.*

◆ Employee Safety Regulatory Updates

Shamus Harmon

Safety is a top priority for long term care workers. The past couple years have seen a lot of changes to employee safety standards. These changes can seem bewildering. They can seem difficult to navigate. They can be challenging to keep up with. They seem to have lasted so long they're almost permanent (they're not). During this session, the presenter will discuss the temporary standards that apply to employee safety in long term care. As well, attendees will learn how to navigate them and what is expected right now. The presenter will also provide information on any permanent changes to employee safety standards that have come about, or are being contemplated by L&I. This session will help you understand what it takes to be in compliance now and how to plan for future changes.

Sponsored by ERNwest

◆ Managing Unconscious and Implicit Bias in Today's Workplace

Rudy Bailey

Unconscious or implicit bias training is one of the best steps that organizations can take to help employees at every level to recognize, understand, and manage hidden biases. If left unchecked, these behaviors can lead to poor decision making and undermine DEI initiatives and goals. Some common examples of unconscious bias may include believing that male employees are better at physical work, or making assumptions that individuals or certain groups have a particular skill because of their race. This session will discuss the science of implicit bias and why it is important for leaders to recognize and address the behaviors, actions, and communications that represent signs of microaggression, stereotypes, and other forms of bias present in today's workplace. The concept of how conscious and unconscious factors make organizations more susceptible to further negative impacts will also be explored. This session will provide learners with insights as to why "self-awareness" is a short-term response and an inadequate solution to create sustainable change. This dynamic session aims to provide learners with walk-away strategies that can result in increased employee engagement, inclusion, and workplace productivity.

◆ Medicare and Medicaid Payment Update

The 2022 Washington State legislative session resulted in additional funding for skilled nursing facilities. During this seminar we will provide an update to the Medicaid nursing home payment system in addition, we will provide tools to help providers navigate new funding Low Wage Earners. The Low Wage Earner funding is designed to increase the wages for low-wage workers in both Direct Care and Indirect Care. We will provide insight on the funding and the forthcoming adoption of rules to establish a verification process for skilled nursing providers to demonstrate how the wage equity funding was utilized to increase wages for low-wage workers. Given the significant increase in funding, we will review tips and techniques to avoid a direct care payback. *Sponsored by Consolidated Billing Services, Inc.*

Tuesday, May 24, 2022 | 1 – 2:30 PM

◆ Assisted Living Continuing Education and Facility Instruction

Dave Chappell

Ongoing educational requirements for individuals working in assisted living are important for maintaining credentials and to keep informed of emerging and best practices to provide quality care and services. During this presentation, a DSHS Training Unit expert will provide an overview of the current regulations for continuing education for those working in assisted living, the application process to get CEUs approved, the waivers still in place because of the COVID-19 pandemic, any waivers that have or are ending soon, and what rules surrounding continuing education may become permanent. Attendees will also learn about becoming a facility instructor and learn more about curricula that the team at DSHS is currently developing. This session will also provide time for questions from attendees. This session will help providers understand their obligations for continuing education for those working in assisted living centers. *Sponsored by DSHS*

◆ **Crisis and Disaster Management: CMS Emergency Preparedness Requirements, Part I**

Kenneth Daily

Our profession has and is experiencing a once-in-a-lifetime event responding to the COVID-19 Pandemic. Beginning more than 18 months ago, our facilities have responded to a highly transmissible deadly virus emergency which forced us to significantly alter our core business practices and services we deliver daily. The state and federal government expects senior living facilities to be prepared for emergencies with a set of comprehensive regulations. Earlier this year CMS posted a QSO Notice updating Appendix Z that outlines emergency preparedness requirements. The new guidance adds significantly to CMS expectations relating to Emerging Infectious Disease outbreaks, evacuation and shelter-in-place, use of emergency generators, alternate care sites facility risk assessment and aims to strengthen their training and exercise regime. This program will explore the CMS requirements and best practices for senior living facilities and will recommend policies and templates for meeting the comprehensive standards. Kenneth Daily will review the requirements established by CMS and review the critical components of a facility's Emergency Preparedness plan.

◆ **Managing the Business of People**

Barbara Speedling

Staff recruitment and retention has emerged as a growing concern for many facilities. Complicated by the COVID-19 Pandemic, the nation faces a significant nursing shortage, staff turnover- particularly at the management and supervisory levels, causing the facility to remain in a state of instability. Achieving an environment of care that speaks equally to the quality of life for residents and the quality of work life for staff requires education and training that goes beyond addressing what the resident needs. It's time to begin asking what those working in the facility need. This session offers practical guidance in developing an effective strategy for anticipating and addressing the organizational behaviors that challenge the facility's ability to achieve its goals.

◆ **Boosting Up to Make Sunny Days Even Brighter**

Kathy Bay

The COVID-19 vaccine has greatly reduced deaths and severe illness related to the SRS-CoV-2 virus in assisted living and skilled nursing settings. The vaccine is safe and effective – especially against becoming seriously ill – and very important for vulnerable older adults and people who care for them. During this session, learn more about the COVID-19 vaccine, its efficacy, and how staying up to date with boosters can help your staff and the residents they care for protect those around them. Learn ways to motivate and encourage residents and staff to get vaccinated as well as how to communicate opportunities available to receive the vaccine. This session will also provide a review of the proper storage, orders, and administration of the COVID-19 vaccine in long term care as well as other vaccines that should be considered for long term care residents. Attendees will have the opportunity to ask questions as well.

Sponsored by DOH

◆ **From Signing to Closing - Keys to Successful Senior Living Transactions**

Greg Pyle

The market for Senior Living communities (IL, AL, Memory Care, SNF, CCRC) continues to be very active year after year. While all such transactions are unique, most Senior Living transactions contain some similar elements including a very robust set of parallel processes and milestones that need to be satisfied in order to "close" the transaction. This presentation will cover the life cycle of a Senior Living transaction including negotiation, structuring, signing, and closing, but will focus on important processes that occur between the signing and the closing and have a material impact on the success of the transaction including: (a) regulatory and licensing, (b) reimbursement, (c) due diligence, (d) transitioning employees, (e) transitioning vendors. We will provide practical advice, tips, and resources for navigating these important processes. We will also cover some important differences in terms of transaction structures and the differences between 1-2 property transactions and full portfolio level transactions. *Sponsored by Lane Powell*

◆ **What to Expect When You're Not Expecting DOSH Compliance Inspections**

Shamus Harmon

DOSH inspectors can show up at any time. With current emphasis programs including long term care in their net, it is more likely now that your building will be visited by a DOSH inspector. A DOSH inspection is not only a disruption to your day, if there are findings, it can be a costly disruption to your business and operations. Knowing how to prepare for an inspection and what to expect from an inspector will allow you to better navigate the inspection and come out the other side unscathed. Attend this presentation for insight on the emphasis being placed on long term care inspections, what to do when an inspector arrives, and information on things they are finding and fining. *Sponsored by ERNwest*

◆ **Battling the Great Reshuffle by Being an Employer of Choice**

Robert Moore

A record number of people are leaving their current job or company now that the COVID tide has retreated. Because of this, it is essential to retain as many current employees as possible. In addition, companies must differentiate themselves to attract new employees by becoming an 'Employer of Choice'. In this session, take an assessment of your organization's current retention levels. Then, learn how to harness the Great Reshuffle by creating an environment that prospective employees want to join. Finally, be exposed to new technologies that help your organization become an Employer of Choice. *Sponsored by Time Equipment Company*

Tuesday, May 24, 2022 | 3 – 4:30 PM

◆ **Leading with Strength and Resilience**

Jean Steel

What does “good leadership” look like during and after a pandemic? These days the world is experiencing a “new normal” and some handle it better than others. Many long term-care leaders are rising to the occasion, using a myriad of skills from: learning to pivot, understanding the dynamics of change, dissecting the barriers to innovation and practicing and growing their own resilience skills. The buzz word “self-care” has become a critical component of health and happiness. We often associate change with discomfort, but when change is so constantly happening all around us, it’s time to start embracing it! Leave with an action plan to develop one trait to increase your stress hardiness.

◆ **Crisis and Disaster Management: CMS Emergency Preparedness Requirements, Part II**

Kenneth Daily

This session is Part II. Our profession has and is experiencing a once-in-a-lifetime event responding to COVID-19 Pandemic. Beginning more than 18 months ago our facilities have responded to a highly transmissible deadly virus emergency which forced us to significantly alter our core business practices and services we deliver daily. The state and federal government expects senior living facilities to be prepared for emergencies with a set of comprehensive regulations. Earlier this year CMS posted a QSO Notice updating Appendix Z that outlines emergency preparedness requirements. The new guidance adds significantly to CMS expectations, relating to Emerging Infectious Disease outbreaks, evacuation and shelter-in-place, use of emergency generators, alternate care sites facility risk assessment and strengthen their training and exercise regime. This program will explore the CMS requirements and best practices for senior living facilities recommended policies and templates to meeting the comprehensive standards. Kenneth Daily will review the requirements for established by CMS and review the critical components of a facility’s Emergency Preparedness plan. Facility leadership is critical in developing and deploying effective and innovative multi-disciplinary disaster response to ensure reducing losses, protecting lives and a quicker recovery.



◆ Financial Wellness Best Practices

Kristina Keck, Jeff Colby

Financial wellness is fast becoming a necessary life skill and important employee benefit. The challenge most employers have is how to implement a program, and more importantly, make sure employees stay engaged long term. Learn from industry experts' strategies around employee engagement and how financial wellness can positively impact your bottom line. The pandemic has affected employees' lives on many levels, including their financial wellbeing. Remote working, home schooling, physical and mental health concerns have upended everyone's lives. Increased unemployment and concerns for employees' financial futures continue to be a top stressor. Has the pandemic affected employees' financial wellness? We found that employees are rapidly reconfiguring their lives to cope with new financial realities and employers are in a unique position to help them. During this session learn not only how to implement financial wellness, learn how it can grow your bottom line by reducing costs.

Sponsored by Woodruff Sawyer

◆ Nursing Residency Program for LTC in Washington State

Angela Kokinakos, DNP-PMHNP

The impact of the COVID-19 pandemic has complicated what was an already stressed nursing workforce in Washington. Chronic understaffing drives negative perceptions and makes the provision of quality care more challenging. During this session, attendees will learn about an exciting new venture being developed as the Nursing Residency Program for LTC Facilities in Washington State. The purpose and main objective of this program is to create, refine, synthesize, and organize educational information into web-based learning modules accessible online for use in a nursing residency program across Washington. During this session, the project developer will share insights and information on what this program could look like, what it could bring to the nursing profession in long term care, and how individuals can support the ongoing development of the program. *Sponsored by UW Nursing*

◆ Commercial Insurance Trends

Deanna Winchester

The senior care industry has experienced significant rate increases over the past several years. During this session, we will discuss why premiums are increasing and what factors are contributing to the hard insurance market. We will look at emerging trends for professional liability insurance, property insurance, employment liability insurance, cyber insurance, and the significant impact the pandemic has had on the insurance industry. The session will include insights into what factors the underwriters consider when rating your policies and the increased need for risk management and loss control plans to be implemented. Tips will be provided on what can be done to secure the best pricing from the carriers. *Sponsored by Propel Insurance*

◆ Incident Review and After Action Plan

Shamus Harmon

Nobody wants a workplace incident. However, when one occurs the ensuing minutes and hours are critical both to how a potential worker's compensation claim will go and to business recovery and improvement. Do the right things early on, and the claim will go easier, or you might avoid a claim altogether. Do the right things and your business will recover quickly, and take lessons learned to prevent similar incidents in the future. Utilizing examples pulled from over a decade of work with hundreds of long term care facilities, this session will explore what causes incidents, which elements can be controlled, which can be influenced, what you can neither control nor influence, but need to be aware of, how you can tell the difference in those crucial moments after an incident occurs, and, most importantly, how to take what you've learned forward to prevent future occurrences. While it is always better to prevent any incident, the next best thing is preventing it from happening again. Thorough incident analysis and the right actions afterward can make that happen. *Sponsored by ERNwest*

◆ **Why Diversity, Equity, and Inclusion Efforts Fail: How Leaders Can Leverage the Power of Emotional Intelligence to Create Winning Workplaces**

Rudy Bailey

This session is designed for leaders, change-agents, or individuals interested in improving their emotional intelligence skills, knowledge, and effectiveness as it relates to leading Diversity, Equity, and Inclusion (DEI) efforts across the organization. Due to the seismic shifts in today's workplace, crisis has become constant, and leading change and winning the transformation battle is critical. Leveraging emotional intelligence to inspire DEI efforts is a key differentiator that can make leaders of organizations and teams successful in this regard. Research shows that 80% of all successful human interactions and relationships is tied to an understanding of emotional intelligence. This session will primarily focus on ways that leaders can become more adept at thinking, acting, and communicating in a manner that demonstrates dignity, respect, and inclusion towards others. Learners will also be introduced to the main reasons why DEI efforts fail and the evidence-based strategies that can be employed to create dynamic culture change. This session will provide micro-actions, valuable insights, and tools that can be immediately applied to current or future workplace DEI initiatives.

Wednesday, May 25, 2022 | 8 – 9:30 AM

◆ **Leading and Managing in Unprecedented Times**

Bionca Lindsey

Did you ever imagine working in the times faintly resembling those that you have during the past two years? To say the last couple of years have been challenging is an understatement. Somehow you have managed and maneuvered through one of our nation's and the world's hardest time. Whether you consider it a calling, if you were selected, or just aimlessly tried out this field of service in rendering care to others, our jobs lately have been more than a test, they have been downright exhausting and sometimes unforgiving. You might feel that you have worked in positions you were not trained in or never signed up for. You have learned new skills, trained more, and received less than ever before. Saying you are a hero is nice and true but looking at your underlying superpowers is what we will do during this session. Together, we are going to talk about how our span of control has changed, look at how resilient you have been, and identify skillsets necessary to continue to serve into the future. This will be an interactive session in which attendees will talk with one another, share, and learn from each other.

◆ **Don't Let Your Wound Care Leave You Wounded: Preparing Your Center for Successful Skin and Wound Care Surveys**

Ryan Dirks

With annual surveys resuming, the risk of citations related to skin and wound care are higher, now more than ever. The pandemic and staff shortages have left many centers exposed to expensive and time-consuming Ftags. This course will provide you with a checklist and basic framework to ensure your center is ready and prepared. *Sponsored by United Wound Healing*

◆ **Dealing with Bloodborne Pathogens as a Healthcare Worker**

Brodie Loushin

The course is designed for those who are at risk for on-the-job exposure to blood and other bodily fluids in the workplace. Come and learn how bloodborne pathogens are spread, how to avoid exposure and what to do if exposed to infectious material. The requirements of the OSHA Blood Borne Pathogen will also be discussed including OSHA recording of sharps injuries, Hepatitis B shots, and requirements of a workplace exposure plan. After taking this course, staff should work with their employer to review their facility rules and regulations to make sure they are in compliance with the OSHA Bloodborne Pathogen Standard. This helps to create a safer work environment if an employee should be exposed to bloodborne pathogens in the workplace.

Sponsored by PayneWest Insurance

◆ **Mandatory Vaccination Policies and Reasonable Accommodations – What Now?**

Sarah Swale

Sarah Swale of Jensen Morse Baker PLLC will provide an updated overview of government vaccination mandates and what they mean, who they impact, and when they may end. Sarah will also provide practical considerations for deciding whether and how to implement your own mandatory vaccination policies. She will also discuss the ongoing requirement of providing medical and religious accommodations to unvaccinated workers. Finally, Sarah will take a broader look at the requirement to provide medical and religious accommodations to workers outside of the vaccine mandates. *Sponsored by Jensen Morse Baker PLLC*

◆ Identifying the Biggest Threats and Opportunities Facing LTC

Tatiana Sadak, Ph.D., PMHNP, RN, FAAN, FGSA

The Washington State Nursing Quality Assurance Commission Critical Gaps-LTC workgroup is inviting all representatives of the long term care segment to contribute to informing the LTC priorities for Washington. During this session, Dr. Tatiana Sadak, Chair of the Critical Gaps-LTC workgroup, will facilitate a conversation, soliciting feedback from long term care professionals about opportunities for building reliable infrastructure, improving staff recruitment, retention, and satisfaction, and improving patient outcomes. In addition, Dr. Sadak will solicit feedback on how to improve cultural humility, antiracism practices and equity, and discuss developing training and support for new long term care staff/clinicians. As well, the workgroup is interested in learning how they might optimize and upgrade existing technologies to better serve and support long term care. We hope you will join us and help set the priorities for long term care transformation in our state. *Sponsored by UW Nursing*

Wednesday, May 25, 2022 | 10 – 11:30 AM

◆ Selling the Senior Living Experience, Part I

Michael Marlow

Selling Senior Living is more challenging than ever! Headwinds seem to be everywhere, beginning with the public's perception of who we are and what we do... to our response to, and outcomes from, the COVID pandemic... to the actual approach that we have historically used to grow our occupancy and revenue. 81% occupancy is not acceptable and can be fixed! In this highly interactive session, we will begin by making sure that we, as senior living professionals, know the facts of our industry, including our response to the pandemic. Knowledge is power and that powerful knowledge STARTS with us knowing the facts! Our customers have been given misinformation and it is up to us to share these facts. We will also discuss 8 research-based, sales behavior-centered Sales Standards that ensure that we can achieve 100% occupancy and maximize revenue even in the face of these myriad headwinds. Using real world case studies and senior living-based stories, you will also be provided with the opportunity to prove to yourself that this atypical approach will work in your community, no matter your competition or market pressures. You are not the product of your circumstances; you are the product of your decisions! Let's make the right decision...together!

◆ Functional Improvement Quality Measures: Section GG and a Whole Lot More!

Tracy Fritts

The Impact Act of 2014 required CMS to implement cross-setting functional improvement measures and we began collecting data for MDS Section GG in 2016. By 2018, four functional improvement measures were being calculated based off this data and it went public on Care Compare in 2020. Now we have reached 2022 and there is still a lot of confusion – there are “rehab” outcomes and “facility” outcomes and CASPER “outcomes” and Care Compare “outcomes” and national “outcomes”. Learn what data results in which outcomes (and it’s not just from Section GG) and how to focus on all the right coding through an interdisciplinary process to achieve success! *Sponsored by Consonus*

◆ What to Do When Time Does NOT Heal All Wounds: Updates to Wound Healing Best Practices 2022

Ryan Dirks

A lot has changed in wound care in the recent years. Best practices related to wound hygiene, biofilm, wound infections, and perfusion assessments in chronic wound care have transformed the wound management. This course will provide evidence-based updates to help your assisted living or skilled nursing center ensure you can provide the best resident wound care possible. *Sponsored by United Wound Healing*

◆ Beyond the Burn: The Secret World of UTIs

Adrienne Bambach

You know the impact of UTIs in long term care facilities, but do you know the complexities involved in accurate UTI testing or the impact it has on antimicrobial stewardship? UTIs are far more complicated than most people realize and raise a host of questions: Is urine sterile? Can more than one organism cause a UTI? And what is PCR anyway?! Attend this session and get answers to these “burning” questions...and more! The presenter will guide you through a fun and engaging session where you have the chance to apply your newfound knowledge of the challenges and complexities facing UTI testing in several realistic testing scenarios. You'll learn, play some games, and maybe win fantastic prizes for participating (if you define "fantastic prizes" as chocolate). You'll never look at UTIs the same way again! *Sponsored by CirrusDX*

Wednesday, May 25, 2022 | 1 – 2:30 PM

◆ **Selling the Senior Living Experience, Part II**

Michael Marlow

Selling Senior Living is more challenging than ever! Headwinds seem to be everywhere, beginning with the public's perception of who we are and what we do... to our response to, and outcomes from, the COVID pandemic... to the actual approach that we have historically used to grow our occupancy and revenue. 81% occupancy is not acceptable and can be fixed! In this highly interactive session, we will begin by making sure that we, as senior living professionals, know the facts of our industry, including our response to the pandemic. Knowledge is power and that powerful knowledge STARTS with us knowing the facts! Our customers have been given misinformation and it is up to us to share these facts. We will also discuss 8 research-based, sales behavior-centered Sales Standards that ensure that we can achieve 100% occupancy and maximize revenue even in the face of these myriad headwinds. Using real world case studies and senior living-based stories, you will also be provided with the opportunity to prove to yourself that this atypical approach will work in your community, no matter your competition or market pressures. You are not the product of your circumstances; you are the product of your decisions! Let's make the right decision...together!

◆ **Learn How Your SNF Can Benefit from CMP Funding to Improve Resident Quality of Life and Care**

Melissa Lawton

When CMS imposes a monetary penalty against nursing homes, a portion of the collected CMPs is provided back to the State. Federal law and regulation provide that CMP funds must be reinvested to support projects that benefit nursing home residents and that protect or improve their quality of care/quality of life. Nursing home providers and stakeholders are encouraged to submit CMP grant applications for funding for quality improvement initiatives that benefit nursing home residents. This presentation will provide an overview of the Washington State CMPRP and explain the application process, review the timeline and best practices for a successful application packet, provide information on current and completed projects, and answer questions about bringing a CMP funded project to a nursing home community. Washington currently has 30 actively funded projects totaling over \$8.4 million dollars. These grant-funded projects are making a difference in bringing a variety of quality of life and care improvements to nursing homes across Washington. *Sponsored by DSHS*

◆ **Trends, Transformation, and Opportunities: Building the LTC Nursing Workforce**

Kathy Moisio, Ph.D., RN & Gerianne Babbo, RN, MN, EdD

Prior to the COVID-19 pandemic, long term care providers faced challenges in staffing and workforce, particularly in nursing staff. During this session, presenters will highlight the latest trends, progress, and innovations related to enhancing long term care nursing workforce in Washington State. Attendees will receive an update on the status of COVID-19 waivers and emergency rules as well as 2022 legislation related to nursing assistants and nursing assistant training. In addition, learn what lies ahead with the transformation work for nursing assistant training and testing and the planning of the LPN Apprenticeship pathway. Finally, presenters will discuss the clinical partnership opportunities between long term care and nursing education programs. *Sponsored by DOH*

◆ **Benign Prostatic Hyperplasia: A Growing Concern for Older Men**

Keilana Fisher

Benign Prostatic Hyperplasia (BPH) is a common condition that develops as men age. BPH affects more than fifty percent of men aged 50 and older and can adversely affect their quality of life. Several treatment options are available for men with bothersome symptoms. In this session, we will focus on the causes and symptoms of BPH as well as medication options for treatment. The presenter will convey how to recognize the lower urinary tract symptoms associated with BPH and share insight on medications that can worsen BPH. Attendees will learn to identify the side effects of medications used to treat BPH and understand the special handling precautions for BPH medications.

Sponsored by Consonus

Packages and Pricing

Package Description	Member Price	Non-Member Price
FULL PACKAGE INDIVIDUAL REGISTRATION IN-PERSON The Full Package IN PERSON registration includes all features of the convention: education, WHCA Convention app and Eye2i meeting platform, social events, lunches, refreshments, and PAC Night.	\$499 <i>Per person</i>	\$998 <i>Per person</i>
MONDAY ONLY IN-PERSON Monday Only includes access to the education on Monday, May 23, 2022, refreshments, the Convention app and Eye2i meeting platform.	\$139 <i>Per person</i>	\$278 <i>Per person</i>
TUESDAY ONLY IN-PERSON Tuesday Only includes access to the education on Tuesday, May 24, 2022, educational events, refreshments, Hope for Heroes luncheon, the Convention app and Eye2i meeting platform. This package DOES NOT include the WHCA-PAC fun night.	\$169 <i>Per person</i>	\$338 <i>Per person</i>
WEDNESDAY ONLY IN-PERSON Wednesday Only includes entry to all Wednesday, May 25, 2022, educational events, the Convention app and Eye2i meeting platform, You Are My Sunshine recognition luncheon, and refreshments.	\$169 <i>Per person</i>	\$338 <i>Per person</i>
HOPE FOR HEROES TUESDAY LUNCHEON Includes entry to the Tuesday luncheon and eligibility to win prizes given during the luncheon.	\$59 <i>Per person</i>	\$118 <i>Per person</i>
YOU ARE MY SUNSHINE WEDNESDAY RECOGNITION LUNCHEON Includes entry to the Wednesday luncheon and eligibility to win prizes given during the luncheon.	\$59 <i>Per person</i>	\$118 <i>Per person</i>
SUNSHINE STATE OF MIND TUESDAY WHCA-PAC FUN NIGHT Includes entry to the WHCA-PAC Fun Night dinner event with entertainment, one set of beads for Heads or Tails game (Tuesday, May 24 at 6:30 PM).	\$75 <i>Per person</i>	\$75 <i>Per person</i>
PER FACILITY REGISTRATION IN-PERSON Facility Registration includes entry to all convention educational sessions, the Convention app and Eye2i meeting platform, and refreshment breaks for any number of employees from the same facility or corporate office. Facility Registration cannot be used for employees from multiple sites or locations of the same company. Facility Registration does not include lunches or the PAC Night. PER FACILITY REGISTRATION cannot blend corporate staff with facility staff. Corporate offices must register their staff separately from facility registrations. This registration option is designed to encourage more individuals from facilities to attend. Corporate staff may utilize the PER FACILITY registration for the corporate office staff, but they may not register with a facility.	\$999 <i>Per facility, UNLIMITED individuals.</i>	\$1998 <i>Per facility, UNLIMITED individuals.</i>
Individual Registration Virtual The Full Package virtual registration includes remote access to all educational sessions via Zoom, the WHCA Convention app and Eye2i meetings platform, and up to 63.5 continuing education units if you complete all individual sessions and quizzes.	\$149 <i>Per facility</i>	\$298 <i>Per facility</i>
Per-Facility Registration Virtual Facility Registration virtual option includes remote access to all educational sessions via Zoom, the recorded sessions, and the Convention app and Eye2i meeting platform for any number of employees from the same facility or corporate office. Facility Registration cannot be used for employees from multiple sites or locations of the same company.	\$499 <i>Per facility, UNLIMITED individuals</i>	\$998 <i>Per facility, UNLIMITED individuals.</i>

Speaker Bios

Gerianne Babbo, RN, MN, EdD, Director of Nursing Education at the Washington State Nursing Care Quality Assurance Commission, began her nursing career in direct patient care in the intensive/coronary care units. Certification as a hemodialysis nurse led to roles in hemoperfusion and apheresis. The opportunity to become mobile intensive care unit certified brought additional experiences in patient care. Many years were spent providing trauma/emergency nursing care where the love of teaching grew. Working as a nurse faculty and nursing program administrator facilitated a focus on the development of nursing programs to provide access to nursing education and advance the academic progression of nurses along the nursing career ladder. A career as a nurse educator led to the role of Director of Nursing Education for the Washington State Nursing Care Quality Assurance Commission. Dr. Babbo earned her Diploma of Nursing from Saint Vincent's College of Nursing. A BSN and MN in Advanced Community Health with a Specialty in Occupational Health and a Doctor of Education with an Emphasis in Nursing Education was earned from the University of Washington.

Rudy Bailey is a freelance motivational speaker and managing partner of RGP Consulting LLC, a training and consulting startup launched in 2018. Rudy has an extensive background in various leadership roles over his 25-year career in the private and public sectors. Rudy has spent the past decade working in the long-term care industry where he currently serves as the Director of Employee Performance with oversight of designing and implementing training for organizational leaders and direct care staff in skilled nursing (LTC) and assisted living/community-based settings. Rudy holds a B.S. degree in Healthcare Management, and an MBA in Organizational Leadership in addition to being a Prosci-Certified Continuous Improvement and Change Management Practitioner. Rudy recently achieved the LTC Director's Award for leading an organization-wide sweeping culture change initiative to improve employee morale through the co-creation of an original training called the Power of You, which focuses on the (8) laws of personal engagement. Nearly 90% of all program attendees found the program to be highly memorable and impactful to their individual job roles. Rudy's true passion is helping organizations to achieve lasting culture change and transformation. On a personal level, Rudy resides in Dover, DE, and enjoys going to smooth jazz concerts, traveling, and getting to spend time with his first grandchild, 3-adult children, and wife of over 30 years amongst other fun stuff!

Adrienne Bambach thinks there is nothing more beautiful than yeast under a microscope. She thinks that is why she was destined for a career in microbiology. After completing her Ph.D. in Microbiology and Immunology at Georgetown University, Adrienne completed a fellowship in Medical and Public Health Laboratory Microbiology at the University of Rochester Medical Center. Since that training, she has worked in the Infectious Diseases Diagnostics industry in a variety of roles from Product Management to Clinical and Scientific Affairs. Some of the most fun she has had in her career is taking complex microbiology concepts and making them easier to understand in an interactive and engaging way. Adrienne is a Diplomate of the American Board of Medical Microbiology. When not living the microbiology life, she enjoys playing the piano, hiking with her husband, kicking some tail (martial arts), and loving on her two bunnies.

Kathy Bay has been a registered nurse for 35 years and received a Doctorate in Nursing Practice from the University of San Francisco. Kathy works for the Washington State Department of Health in the Office of Immunizations and Child Profile as the manager of the Clinical, Quality, Epidemiology and School Team.

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 seven 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 and CEO of Copernicus, Inc., is a nationally recognized presenter and consultant with over 30 years of experience in long term care. As a licensed nursing home administrator and health care professional, she has helped to bring facilities through crises by creating work environments that value staff and focus on respectful and trusting relationships. This kind of collaborative atmosphere, in turn, enhances staff engagement and retention. Her innovative and interactive techniques, educational programs and consulting services provide practical strategies to manage adversity, enhance communication skills, build relationships, and improve recruitment and retention. Claudia has been a trainer under the Advanced Training Initiative funded by the New York State Department of Health. She has also been a coach on a New York State grant project whose goal was to improve resident satisfaction in long term care facilities. Working with facilities throughout the country, Claudia has helped leaders grapple with COVID and its effects on workforce hiring and retention, identifying strategies to manage the changing employment marketplace and to attract younger staff to long term care work.



Sara A. Busacca, RN, BSN, MBA, LNHA, RAC-CT, QCP, has served in many roles during her career as a healthcare professional, including but not limited to, Director of Nursing, Administrator, and Quality expert through the Quality Improvement Organization (QIO). In her role at RB Health Partners, Sara provides expertise for the development of quality assessment & assurance (QA&A) and quality assurance performance improvement (QAPI) programs. She has become an accomplished Infection Preventionist and will be testing for her national certification. With this strong understanding of each client's situation, Ms. Busacca facilitates collaboration with all levels of care as a trainer/presenter to reduce risk, improve quality of care, and fully realize CMS reimbursement. When Sara is not at work you will most likely find her walking on the beach or relaxing, listening to the waves, while reading a good book.

Pouline Castillo, BSN, RN, is a professional nurse consultant in the Washington State Department of Health's Healthcare-Associated Infections and Antimicrobial Resistance Section. Her responsibilities as an Infection Preventionist with DOH include providing clinical expertise regarding infection prevention practices, outbreak management and preparation efforts for COVID-19 and other highly pathogenic infections. She also supports surveillance of healthcare associated infections (HAIs) in healthcare and non-healthcare congregate settings, and conducts proactive and reactive tele and on-site infection prevention consultations in hospitals, long term care and other healthcare facilities throughout Washington State. Her prior work includes over a decade of clinical experience as an RN in a variety of roles in Long Term Care Facilities, primarily skilled nursing, as well as case management and nurse consultation positions in an ambulatory care setting and with the Washington State Department of Social and Health Services, Aging and Long Term Support Administration, office of Home and Community services hospital unit. Pouline has a Bachelor of Science in Nursing, from Panpacific University North Philippines and has practiced as an RN in the state of Washington since 2009.

Dave Chappell earned his BA in Spanish/Education from Western Washington University, a Master's in Education Leadership from University of Portland, and School Administrator Certification from University of Puget Sound. As a Fulbright Hayes scholarship recipient, he studied in Chile in 1997 along with 10 other educators from Washington to create school curriculum based on the Chilean culture. Prior to joining DSHS as training unit policy and program manager in 2019, he served as a high school Spanish teacher for 24 years, a high school assistant principal for six years, a high school principal for three years, and as the Dean of the high school program at Bates Technical College for two years. Dave has also served as an elected member of the House of Representatives serving the 20th legislative district from 1992-1996, and as a reserve police officer for the city of Centralia. Dave enjoys photography, travel, music, and riding his motorcycle. He is also a huge dog lover and serves as a home visit volunteer for Golden Bond Dog Rescue of Oregon.

Kenneth Daily is the President of Elder Care Systems Group, a long term health care consulting firm specializing in quality operations consulting, life safety code compliance, safety audits and risk assessment analysis, and emergency preparedness planning and implementation. A licensed NH administrator, Mr. Daily is a recognized expert in life safety and emergency preparedness and has a wealth of experiences in long term health care. He is passionate about helping facilities create the kind of compliance programs to protect lives and to succeed in all senior care settings. Throughout his career Kenn has been active in the development of public policy and standards for long term health care. Kenn is a member of the Ohio Health Care Association Board of Trustees and chairman of the OHCA's Life Safety and Disaster Management Committee. He is a member of AHCA's Life Safety and Emergency Preparedness Committee and a member of the NFPA's Healthcare Section Executive Committee. Kenn is a frequent speaker and has lectured nationwide on ways to improve the service and integrity of long term health care. He is an author and contributing editor of numerous articles and professional guides.

Ryan Dirks, CEO of United Wound Healing, became interested in caring for patients as a Physician Assistant, with the goal of extending the hands of physicians and providing care in under-served areas. His passion for sports as an NCAA athlete and Olympic hopeful made sports medicine a natural fit. In 2011, Ryan was introduced to skilled nursing wound care and felt a unique calling to provide specialty care in an often under-served area. Today Ryan is the CEO of United Wound Healing, a mobile provider of wound care. His dedication to helping patients heal their wounds, along with his commitment to providing wound care education and support to clinical providers, is second to none.

Keilana Fisher worked as an assistant in an independent pharmacy and saw first-hand the opportunities pharmacists had to help people, particularly seniors. As a Consonus pharmacist consultant, she reviews resident medication regimens in assisted living and skilled nursing facilities, and provides recommendations to optimize their safety and effectiveness. "The best part of my job is working with health care personnel to help promote a high quality of life for seniors," she says. "Seeing my patients thrive is a great reward." Keilana earned a Doctor of Pharmacy degree at the University of Washington and completed a PGY1 and PGY2 residence in geriatrics at the Veteran's Health Administration. She holds a Bachelor's degree in biochemistry and has worked in the biotech industry. She is passionate about de-prescribing unnecessary medications. In her free time, she enjoys kayaking, camping, and the occasional karaoke.

Tracy Fritts fell in love with physical therapy while working as a rehab aide, and she feels privileged to still be part of the dynamic profession. With constantly growing research, better techniques, more high-tech tools, and a commitment to evidence-based practice, she knows the opportunity to improve a client's quality of life has never been greater. Tracy joined Cononus in 1995 as Rehab Director at Marquis Vermont Hills, and her success story has been defined by making the most of the company's career development opportunities. After serving in Area Director positions for Oregon and Washington, she oversaw 51 rehab programs in Oregon, Washington, and Idaho as Regional Vice-President of Operations. Now as Vice-President of Quality and Outcomes, Tracy is responsible for clinical programming and outcomes, strategies for regulatory and payment reform and corporate compliance. Additionally, she occupies a dual role as Vice-President of Leadership Development for both Marquis Companies and Cononus, with oversight of the Internship, Ascend and Administrator-in-Training programs, mentorship of current leaders and coordination of succession planning. Tracy graduated from Oregon State and earned a Master of Science in Physical Therapy from Pacific University. She is a Certified Expert in Exercise for Aging Adults (CEEAA), and over the last decade has attended, mentored, and now facilitates the Leadership Institute for Leading Age of Washington. She serves on the advisory board for the Doctor of Physical Therapy program at George Fox University, as well as the National Association for Long Term Care (NASL). A frequent presenter at industry gatherings, she shares her expertise on topics including functional outcomes, Medicare regulations and effective leadership strategies. A life-long Oregon resident, she lives with her husband and two sons only one exit past the Beaverton home in which she grew up. She loves to cook, attend Zumba classes and read—usually in the bow of the boat while the boys fish off the back. She is also passionate about volunteering and fundraising for the Leukemia and Lymphoma Society.

Melinda Gisbert has consulted with healthcare organizations nationwide to optimize marketing strategies for best results. Melinda received her master's degree in Strategic Leadership in Healthcare from the University of Denver in 2017, where she focused her studies on how best to care for older adults over the next few decades as the population increases while providing recommendations on resource allocation for affordable mental health services. Melinda is Affiliate Faculty for the Master of Health Administration program at Metropolitan State University of Denver, educating students on the importance and value of marketing in the healthcare industry.

Lisa Hannah has over 20 years of experience in nursing and infection prevention and joined the DOH team in 2019. She currently leads a team of infection preventionists and epidemiologists who provide consultative infection prevention assessments to hospitals, long-term care facilities, dialysis centers, dental offices, and ambulatory care settings. This team also advises and supports healthcare facilities and local health jurisdictions during healthcare associated infection investigations. Lisa currently lives in Morton, WA. She is a registered nurse, is certified in infection prevention since 2014 and holds a bachelor's degree as a Paramedic from Central Washington University.

Shamus Harmon has spent almost fifteen years dedicated to safety in long term care. Utilizing his Master's in Occupational Safety and Health education, he has worked in several roles developing and managing employee safety and workers' compensation programs, benefits, and human resources. Shamus has also led quality assurance teams to engage communities in overall operational improvement. Throughout the COVID-19 pandemic, Shamus also worked closely with state agencies and long term care providers to ensure proper fit testing and training for N-95 masking requirements.

Jeff Herr, PharmD., graduated from the University of the Pacific, Stockton School of Pharmacy in 1997 earning a Doctor of Pharmacy degree. Jeff had the honor of representing his fellow classmates as The Class President, 1997 Graduating Class. Upon graduation, Jeff entered the field of retail pharmacy and after two years as a manager, took the position of District Manager for Ralph's Pharmacy covering Northern CA, San Diego and Las Vegas. Jeff was part of the first pharmacy effort in California to offer clinical services in the retail industry with such programs as administration of flu and pneumococcal vaccines, diabetes testing, cholesterol checks and monitoring, and bone density clinics. In January of 2011, Jeff left the retail industry and entered the field of Long Term Care Pharmacy working as a Manager of Clinical Operations for PharMerica on the West Coast - now covering California, Hawaii, and Nevada. Jeff enjoys this field very much as it ties in all of his clinical expertise as well as giving him the opportunity to work with providers and clients and learn from many of the top clinical consultants in the country. Jeff's current responsibilities also cover interaction with state and federal entities regarding clinical and operational regulations, as well as working with clients big and small developing clinical systems to help these LTC facilities give the best pharmacologic health services possible.



Kristina Keck, CPFA, CBFA, leads Woodruff Sawyer's Retirement Plan Practice which was recently recognized as one of the top 100 teams in the US by the National Association of Plan Advisors (NAPA). She has more than 20 years of experience in the corporate pension and the investment industry. Kristina is responsible for ensuring that plan goals are met and that clients are kept abreast of new and creative strategies. She has been recognized as one of the National Association of Plan Advisors (NAPA) Top Female Retirement Advisors, Financial Times Top 401k Advisor, and San Francisco Magazines Five Star Wealth Managers. She is also a Financial Wellness expert focusing her efforts on helping her clients' employees focus on strategies to increase their wealth by reducing debt and saving for retirement.

Angela Kokinakos is a recent UW DNP-PMHNP graduate whose capstone project was the development of a residency program for new graduate RNs in long term care. Angela's strengths lie in organization, communication, public speaking, writing, and leadership. She is passionate about reversing the stigma associated with substance use, new advancements in treating patients coping with depression and/or PTSD and their sequelae (such as SUD or BPD) and advocating for an end to "the war on drugs," which is a war waged on those already suffering. Angela is also interested in hypnotherapy and psychedelic medicine. She is writing a book on surviving depression, both from an anecdotal and clinical perspective. This fall, Angela will begin palliative care certification to explore her interest in the intersection of mental health and chronic illness, and in changing how people perceive death and the end of their lives, with an aim to address the healthcare dollars spent during a person's last year of life. She has made her career focus addressing racism and social injustice in the healthcare system and advocating to ameliorate the underlying issues that support continued disparities. On an individual level, that means a focus on trauma and its aftermaths, such as PTSD, SUD, homelessness, disenfranchisement, criminality and incarceration, and depression/anxiety. She works to address how systemic disenfranchisement generates and reinforces those conditions. This means policy advocacy and a willingness to be involved in influencing both the voting public and legislative bodies on issues that pertain to scientific and medical literacy, and how they manifest in the legal system.

Melissa Lawton is the CMPRP Specialist for Residential Care Services (RCS), Department of Social and Health Services (DSHS), State of Washington and manages the CMP Program. She has served in this role since June 2019. Melissa has a Bachelor of Science degree in Business Administration as well as a Master of Business Administration degree and has spent her entire professional career in positions that help others and is truly passionate about helping bring CMP funded projects to nursing home communities. Prior to joining DSHS/RCS, she managed health and wellness grants and programs for tribal members for several Pacific Northwest Tribes and served as the Executive Director for the Combined Federal Campaign-Overseas, the nation's second largest charity drive for federal government civilians and military members, raising millions of dollars for people in need.

Bionca Lindsey is owner and founder of BCL Consulting LLC. A proven leader with more than 37 years of leadership experience, her "why" and mission is to inspire others to reach beyond the person they see in the mirror. Bionca's work experience includes consulting, public speaking on leadership topics, nutrition services director, domestic violence advocate, gardening, and retiring from the United States Air Force as a Chief Master Sergeant after 30 years of service.

Brodie Loushin is a graduate of Montana Tech and The University of Montana's Occupational Safety and Health Program. He also received his master's degree in Industrial Hygiene in 2009. In addition, Brodie holds certifications from the Occupational Safety and Health Administration (OSHA) in the OSHA 30-hour General Industry Class and is a certified trainer in First Aid/CPR from the National Safety Council. Brodie has been working in the insurance industry for over 10 years assisting clients with health and safety needs to help them stay in compliance with state and federal regulations.

Elena Madrid, RN, BSN, is the Executive Vice President for Regulatory Affairs for Washington Health Care Association (WHCA). She 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 for the Skilled Nursing Quality and Regulatory Executive Advisory Committee, 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 brings a wealth of knowledge regarding long term care requirements and the regulatory issues affecting long term care providers.

Michael Marlow has been involved in the senior living profession for over 25 years, beginning his career at Hillhaven, and has served in various sales training and senior sales management roles with Vencor, Atria, and Brookdale. These roles have ranged from Regional Sales and Marketing Manager to the National Vice President of Sales at Atria. Mike is currently serving as the VP of Sales Education for Watercrest Senior Living Group. Mike is also a nationally published author and a frequent lecturer at many conferences. Mike is the author of an ALFA Best of the Best award-winning sales training program. Mike is a proud graduate of the University of Kentucky and Oklahoma State University. He is even more proud of his two children: Bradley, a Physical Therapy Assistant at Beacon Orthopedics in Erlanger, Kentucky, and Jill, a doctoral student in Occupational Therapy at Belmont University in Nashville, Tennessee.

Vicki McNealley, PhD, MN, RN, is the Director of Assisted Living for the Washington Health Care Association (WHCA). Vicki 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. As staff liaison for the Assisted Living Quality and Regulatory Executive Advisory Committee, Vicki works with members to promote quality care and services at every level. 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.

Kathy Moisia, PhD, RN, Director of Nursing Assistant Programs at Washington State Nursing Care Quality Assurance Commission, began her nursing career in long-term care, serving individuals experiencing dementia and their loved ones in adult day health, clinic, in-home, and 24/7 care settings. Kathy's work included direct care, program management, dementia education for health professionals and family caregivers, support group facilitation, outreach services, and advocacy for funding support and policy change. With a professional mission of supporting quality care for older adults, Kathy has continued her work in these same arenas for more than 25 years—including work at the State Unit on Aging; teaching, clinical, and grant work at Pacific Lutheran University's (PLU's) School of Nursing; operating her own dementia care and consulting business; and now serving as Director of Nursing Assistant Programs at the Nursing Care Quality Assurance Commission. Kathy earned her BSN at the University of Washington in Seattle and her PhD in Adult/Gerontological Nursing from Rush University in Chicago. Kathy also holds a bachelor's in Education from PLU.

Robert Moore is the Director of Training and Marketing for the oldest time and attendance solution provider in the Pacific Northwest, Time Equipment Company. Robert brings his decades of hands-on experience in a variety of industries from non-profit, Fortune 500 companies, and his own company. Time Equipment Company focuses on delivering solutions that make access to work schedules and leave management easily accessible through a customized Workforce Management system. This improves communication and productivity easing many workforce management issues faced by today's organizations. Robert is a graduate of the University of Washington with a degree in Drama and an MBA. He is an active member of the South King County Human Resource Association, and a past board member of the Boy Scouts of America and March of Dimes.

You Are My Sunshine Recognition Luncheon Wednesday, May 25 | 11:30 AM

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Join us to celebrate the heroic work by all individuals working in assisted living and skilled nursing. We recognize the unmatched dedication that all long term care workers have maintained throughout the pandemic, and we wish to celebrate every individual.

You are invited to submit photos and video clips if you would like To be part of a video presentation for this event.

Click [here](#) for more information on submitting photos and video clips!



Michael E. Perry, Ph.D., Dr. Mike, hails from Portsmouth, Virginia, the launching point for a life and career that have molded him into a powerful leader and influencer in government, corporate, and community organizations. Mike believes that people—not products or processes—are the primary drivers of success in every organization on the planet. He is the Co-Founder and Chief Executive Officer of Catalyst Executive Advising & Development. Leveraging world-class psychology training and world-wide leadership experience, Mike is equipped to help leaders solve people-problems and create places people choose to work every day...and a culture that retains them. Mike refined his leadership skills while serving over 20 years in the U.S. Army, ultimately retiring at the rank of Lieutenant Colonel. He mastered a striking diversity of roles in medical facilities, academic institutions, executive agencies, and combat units across the United States, Asia, and the Middle East. With positions including command, staff, faculty, clinical, and executive functions, Mike has taught and practiced leadership in many contexts. He would say he has been most rewarded by witnessing people grow and rise from junior roles on his teams, into their own style of influential leadership. Mike has assembled a team of coaches and consultants who employ their deep understanding of human learning, motivation, and interaction to deliver a life-changing growth experience for individuals, teams, and entire organizations. Mike and his team equip leaders by revealing the role of the human experience and its influence on how people show up every day in the workplace—better preparing those leaders to transform culture, motivate teams, and exceed their most ambitious goals. Mike earned his Ph.D. in Clinical Psychology and his Master of Science degree in Medical Psychology from the Uniformed Services University of the Health Sciences, also known as “America’s Medical School.” He also holds a Leadership Coaching Certification from Georgetown University and Adaptive Leadership Certificate from Harvard University. Having mastered a curriculum that rivals any in the world, coupled with challenging real-world experiences, Mike is exceptionally well-prepared and uniquely equipped to make the connection between the complex union of thought, biology, and behavior. Mike’s clients include private sector corporations, universities, non-profit organizations, medical facilities, and local, federal and state government agencies. Mike is a committed husband and father. His wife of over 20 years, Lieutenant Colonel (Retired) Wendy Perry, is also his partner on the FamilyLife Ministries Speaker Team and co-leader in marriage ministry for nearly a decade. They have two beautiful daughters—Sydni, a 22-year-old graduate of Agnes Scott College, and Morgan, a 19-year-old Musical Theater major at Syracuse University.

Wendy M. Perry, MSN, a native of Washington, D.C., is an experienced Leader, Healthcare Manager, Registered Nurse, Speaker, Author, and Educator. Wendy is an energetic, compassionate woman who believes her purpose is to inspire leaders to excel through learning, growth and presence. She is the Co-Founder and Principal of Catalyst Executive Advising and Development (C.E.A.D.), through which she shares her expertise as an Executive Coach and Leadership Development Mentor. Wendy has over 22 years of active-duty U.S. Army service and leadership in the local community. Through her experience as a leader, clinician, educator, Veteran, wife, and mother, she engages and empowers others to achieve long-held goals. A Retired Army Lieutenant Colonel and career leader, Wendy has excelled at influencing organizations strategically, operationally, and tactically. Her experience spans across medical facilities, academic institutions, training organizations, and churches nationwide. As a consultant, she has assisted in the development of Veteran Transition and Diversity & Inclusion programs. In 2017 she was appointed as an Ambassador for the Women in Military Service for America Memorial Foundation for the state of Georgia. She actively serves on several Boards that include Veteran and Civic organizations, and the local Chamber of Commerce where she advocates for business and workforce development. Wendy is a highly sought-after orator, having delivered Keynotes for organizations, formal military ceremonies, Women’s History Month, Black History Month, and Veteran’s Day Events. Her notable keynotes include “Being a Female Powerhouse!”, “Work/Life Presence,” “You Are What You Teach,” and “Gender Differences in Communication.” She has a specific passion and focus, that some would refer to as a “calling,” to focus on supporting Women in leadership and is a graduate of the Cornell University Women in Leadership Certificate Program. Wendy holds a Master of Science Degree in Nursing from the University of Maryland, Baltimore, Maryland, as well as Post-Master’s Certification in Health Services Leadership and Management, and teaching in Nursing and Health Professions. Wendy is a graduate of Syracuse University’s V-Wise Program and a Sherpa Certified Executive Coach. She also holds a Diversity & Inclusion Certification from Cornell University. Wendy is a dedicated wife and mother and prioritizes faith and family. She is happily married to Lieutenant Colonel (Retired) Michael E. Perry, Ph.D. She and her husband are active in Marriage Ministry and serve on the Speaker Team for FamilyLife. She has two amazing daughters, Sydni, 22 and Morgan, 19.



Greg Pyle advises clients in corporate and business matters with a particular emphasis on mergers and acquisitions, and healthcare-related transactions. He has unique experience in healthcare and life science business matters. Greg represents clients across the healthcare-delivery system from major research institutions and health-information technology companies, to working with large national senior-living providers on transactions and compliance issues. Greg also assists senior-living and long-term-care communities with complex licensing issues. Prior to law school Greg worked in the Senior Living field developing new SNF and ALF projects from conception through permitting and licensing. He also spent time as a seconded attorney to Fred Hutchinson Cancer Research Center, where he negotiated its clinical trial and other sponsored research agreements with a variety of life sciences companies.

Tatiana Sadak, Ph.D., PMHNP, RN, FAAN, FGSA, is an Associate Professor of Geriatric Mental Health Nursing, a Director of Graduate Education, and a Director of Dementia Palliative Education (DPEN) program at the University of Washington School of Nursing. She is a Ph.D. prepared, Certified Psychiatric Mental Health Nurse Practitioner specializing in Geriatric Psychiatry and Neurodegenerative Disorders. Her research and scholarship focus on informing health care delivery for patients living with dementia and their care partners by generating evidence, creating measurement tools, and developing interventions aimed to support clinicians and families working together to prevent avoidable health crises and enable care partners to manage the health of their care recipients without sacrificing health and wellness. This work has been recognized with Tatiana's selection as a fellow of the American Academy of Nursing and the Gerontological Society of America. Dr. Sadak received awards as a Distinguished Educator in Gerontological Nursing, a Top doctor/nurse practitioner in psychiatry, and was recognized for a distinguished single research manuscript addressing Geriatric/Gerontological Nursing. Dr. Sadak is leading the WA Nursing Commission LTC Workgroup.

Barbara Speedling is an inspirational and motivational speaker, an author, educator, and management consultant at the forefront of person-centered care. An innovator with more than 30 years of practical experience within the adult care community, she is the expert providers turn to when they want to ensure that the services they provide meet not only the physical needs of their residents, but their emotional and psychosocial needs as well. Working from a core belief in the dignity and individuality of all people, Barbara's unique education and training programs have helped countless adult care communities achieve lasting improvements in quality care and quality of life.

Sarah Swale is a partner at Jensen Morse Baker PLLC, where she focuses her practice on employment litigation. Sarah has extensive experience litigating, mediating, and resolving claims of discrimination, harassment, wrongful termination, and failure to accommodate. She also has over twenty years' experience assisting employers with employment-related issues in the long term care, home health care, and senior housing industries. Sarah takes a proactive approach to compliance by working closely with clients to develop policies and practices tailored to the client's business needs, working collaboratively with clients to resolve workplace issues in the moment, and providing training to managers and staff dealing with employment issues on the front lines.

Bill Ulrich has more than 30 years of experience in the long term care profession as a financial and Medicare consultant. Prior to founding Consolidated Billing Services, Inc. [CBSI] in 1998, Bill worked for two large multinational long term care providers. Over 30 years, Bill developed the technical acumen and expertise in operational reimbursement that made him a sought-after health care consultant and speaker. Bill is a nationally recognized expert and frequent speaker on Medicare, Medicaid, and billing issues. Bill currently serves on the Reimbursement Committee for the American Health Care Association [AHCA], Chairs the subcommittee on Billing and Operations, and represents AHCA on the National Uniform Billing Committee [NUBC]. Bill is the past Chair of the Reimbursement Committee for the Washington Health Care Association where he served for the last four years. Bill has served on the legal committee and reimbursement committee for numerous state health care associations. In addition to reimbursement and finance, Bill earned his certification in health care compliance [CHC] through the Health Care Compliance Association in 2012.

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We appreciate the support of our Affinity Partners. These organizations Support WHCA annually with at least \$10,000 in sponsorship.



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Safety Protocols

Washington Health Care Association (WHCA) members and event attendees serve a population vulnerable to COVID-19. To promote the health and safety of all event attendees, speakers, sponsors, staff, and visitors, WHCA is providing in-person protocols for events until further notice. These protocols will be updated as appropriate based on current recommended guidelines from federal, state, and local health authorities as well as current [COVID-19 community transmission levels](#).

Throughout the COVID-19 pandemic, the focus at WHCA has been the health and safety of our members, staff, and communities. Vaccinations have reduced many of the COVID-19 guidelines/mandates regarding face masks, social distancing, and travel. As WHCA moves forward with in-person meetings and events, we continue to monitor the continually evolving guidance released by the CDC, Washington's Department of Health, the event venue, as well as all federal, state, and local government mandates to provide an environment that is as safe as possible for all event participants.

Despite WHCA's reasonable precautions, attendees at in-person meetings, conferences, conventions, retreats, and other events acknowledge and understand that WHCA cannot eliminate the risk of COVID-19 and that there is a risk of contracting COVID-19 infection by attending in-person meetings, conferences, conventions, retreats, or other events. Attendees at in-person meetings further acknowledge and understand that WHCA cannot prevent and is not responsible for such risk of infection to any person who chooses to attend.

If you are experiencing COVID-19 symptoms, please stay home. If you have been exposed to a COVID-19 positive individual, please follow [CDC Guidance regarding quarantine](#). It is important that all in-person event attendees follow protocols to avoid the risk of infection to others. [Symptoms](#) may appear 2 – 14 days after exposure to the virus.

Whenever possible, WHCA will attempt to accommodate more distance between event attendees by spacing out seating to provide for fewer chairs at a table or in a room. WHCA will limit the number of individuals who touch event equipment and convention materials. WHCA is providing all handout materials and convention guidance materials electronically through the convention app to limit the distribution of physical materials. WHCA has worked with the venue to ensure their staff is abiding by current guidance in areas of housekeeping, hospitality, food service, air flow, and protective measures.

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