Join the American Health Care Association and National Center for Assisted Living for its 2nd Annual Quality Symposium: Inspiring Excellence in Long Term Care. This dynamic, must-attend event provides advanced practitioners and beginners with a broad spectrum of programming built upon the tenants of Continuous Quality Improvement.

Don’t just learn about some of the best practices in performance excellence—be part of the experience! Sessions are designed to be highly interactive, with idea sharing and networking opportunities. Choose from more than 20 individual sessions during two days and hear from inspiring and informative keynote speakers.

We invite you to join us in Baltimore to begin or continue your journey toward performance excellence.

About Our Program

AHCA/NCAL supports many quality initiatives and approaches for achieving performance excellence. Ultimately, we believe that achieving and sustaining performance excellence requires a systems perspective such as the one developed by the Malcolm Baldrige National Quality Award program. The learning tracks for the quality symposium have been developed from this framework. The sessions are defined in two ways – by the degree of difficulty of the concepts presented and by where they fall within the Baldrige framework.

SESSION DESIGNATIONS
Quality and performance excellence is more of a journey than a program. The journey must start with an understanding of how the concepts of continuous quality improvement are different from the traditional ways that most organizations function. We recognize that people are at different stages of the quality journey. The key to quality improvement is being willing to honestly assess where you are. To that end we have designated session content appropriate as follows:

- **Transition Sessions** are for those professionals who are new to the quality journey.
- **Commitment Sessions** are for those professionals who have examined their organizations and begun the process of implementing policies and practices to further their quality goals.
- **Advanced Sessions** are for professionals who have achieved performance excellence and are looking for ways to sustain their gains.
Welcome and Keynote Address
AHCA/NCAL Elected Leadership

Keynote: Building a Team of Engaged Employees
Bryan Williams, President, BW Enterprises, formerly with Ritz Carlton, Bowie, MD

Learning Outcomes:
- Understand the goals and objectives of the symposium
- Gain insight into the commitment to quality made by AHCA/NCAL
- Learn the concepts associated with building a team of engaged and committed employees

Finding a Pathway to Continuous Quality Improvement using the AHCA/NCAL National Quality Award
Tim Case, Administrator, AHCA/NCAL National Quality Award Program, Central Point, OR; Jon Frantsvog, Administrator/CEO, St. Benedict’s Health Center & Benedict Court, Dickinson, ND; Jeri Reinhardt, RN, Director of Quality, Benedictine Health Services, Cambridge, MN

Creating Effective Quality Improvement Teams
Bernie Dana, Associate Professor of Business, Evangel University, Springfield, MO; Dorothy Ray, RN,BC, Senior Nurse Health Liaison, Alegent Health/Immanuel Health Systems, Omaha, NE

Learning Outcomes:
- Understand and embrace the role of team dynamics in process improvement
- Identify the key success factors of quality improvement teams
- Explain how to form, train and nurture an effective team — including the use of team meeting skills, a quality improvement methodology, basic root cause analysis techniques, storyboards and recognition.

Tuesday at a Glance
Driving Improvement in Survey, MDS, and Key Quality Measures with Statistical Quality Control  
**Session Leaders:** John Sheridan, President, eHealth Data Solutions, Cleveland, OH; 
**Provider Presenter** *(invited)*

**Learning Outcomes:**
- Understand why SPC is a key element to ensure that quality measurement and improvement efforts are continuous
- Learn how to read and interpret SPC charts to accurately analyze special cause, trends, and patterns that contribute to quality performance
- Use SPC in conjunction with your state and national averages to set benchmarks to improve your publicly reported measures of quality and strengthen trust in skilled care

The Quality Journey (Especially for CEOs and Executive Staff)  
**Session Leader:** Dale Thompson, CEO, Benedictine Health Systems, Cambridge, MN

**Learning Outcomes:**
- Learn how to create a quality culture across your organization
- Understand the bottom-line value of the commitment to performance excellence
- Discuss challenges, successes and best practice policies in a peer-to-peer environment

TUESDAY, FEBRUARY 9, 2010, 12:00PM – 1:30PM (LUNCHEON SESSION)

The Leadership Perspective  
**Moderator:** Mary Jane Koren, Assistant Vice President, Quality of Care for Frail Elders, The Commonwealth Fund, New York, NY

**CEO Panelists:** Roger Bernier, CEO, Chelsea Senior Living, Fanwood, NJ; George Hager, President, Genesis Health Care, Kennett Square, PA *(invited)*; David Horazdovsky, President & CEO, The Evangelical Lutheran Good Samaritan Society, Sioux Falls, SD *(invited)*; Dale Thompson, CEO, Benedictine Health Systems, Cambridge, MN

**Learning Outcomes:**
- Learn the systematic approaches organizations take to empower staff
- Understand how organizations measure and review quality outcomes and sustain improvement
- Discover system changes organizations have made to hear and respond to the voice of the customer

TUESDAY, FEBRUARY 9, 2010, 1:45PM – 3:15PM

A Focus on Prevention: Finding the Root Cause  
**Session Leader:** John “Chick” Stepahin, Vice President, Stebbins Five Companies, Longview, TX

**Learning Outcomes:**
- Learn how to shift focus from inspection to prevention
- Understand root cause analysis methodology
- Learn to implement the methodology within your process improvement teams

Leading Change: Creating and Sustaining Organizational Changes  
**Session Leaders:** Doug Olson, Professor, University of Wisconsin – Eau Claire, Eau Claire, WI; Step III award recipients *(invited)*

**Learning Outcomes:**
- Identify effective strategies to create and sustain organizational change
- Understand why people, including leaders, are hesitant to accept change
- Learn to weigh the risks and benefits of change and how to adopt policies that encourage and sustain desired change

Creating a Learning Organization Through the AHCA/NCAL Quality Award Program  
**Session Leaders:** Demi Haffenreffer, RN, MBA, President, Haffenreffer and Associates, Portland, OR; Anna Bojarczuk-Foy, LNHA, ElderWood Health Care at Wedgewood, Amherst, NY; Bob Chur, CEO, ElderWood Senior Care, Williamsville, NY

**Learning Outcomes:**
- Describe the key terms and concepts of the Malcolm Baldrige criteria related to learning and how this related to AHCA/NCAL’s National Quality Award program
- Discuss critical elements of a “Learning Organization” and how one CEO supported the process
- Compare and contrast various “Learning” methods from National Quality Award recipients

TUESDAY, FEBRUARY 9, 2010, 3:30PM – 5:00PM

Process Improvement Methodology: The Key to Sustainable CQI  
**Session Leaders:** Chris Boldt, Vice President of Operations, Benedictine Health Systems, Cambridge, MN; Jeri Reinhardt, R.N. Director, Quality

**Learning Outcomes:**
- Learn the importance of a systematic approach to process improvement and root cause analysis that can be taught at all levels of the organization
- Understand the basic steps of the Plan, Do, Check, Act (PDCA) Model and tools to utilize in the process
- Understanding the application of P-D-C-A through a case study

Culture Change in Multi-Facility Systems  
**Session Leaders:** Mary Tess Crotty, MA, Vice President, Quality Management, Genesis HealthCare, Northeast Area, Andover, MA; Ed McMahon, PhD., National Director for Alzheimer’s Care and Quality of Life, Golden Living, Fort Smith, AR

**Learning Outcomes:**
- Explore methods used to sustain progress and recognize success in implementing person-centered care
- Articulate the components of the collaborative improvement process
- Describe how to incorporate the Artifacts of Culture change into the development of a culture change plans

Coaching for Peak Performance  
**Session Leader:** JoAnne Smikle, President, Smikle Speaks, Baltimore, MD

**Learning Objectives:**
- Implement the DRAw Coaching Model that will enable them to create sustainable performance improvements throughout the organization
- Evaluate their competencies as coaches
- Integrate coaching into their existing leadership style
### Wednesday, February 10, 2010

#### General Session  
**Successful Quality Initiatives from Concept to Reality**  
*Session Leaders: Paul Diaz, CEO Kindred Healthcare, Louisville, KY; Neil Kurtz, MD, CEO & President, Golden Living, Fort Smith, AR (invited)*

**Learning Outcomes:**
- Learn about a successful organization-wide quality initiative
- Discuss the process involved to achieve stated objectives
- Discuss lessons learned, value added, positive gains, and bottom line impact

#### Keynote Address  
**Innovation & Ingenuity: Jump-Starting Spectacular Performance**—JoAnne Smikle, President, Smikle Speaks, Baltimore, MD

**Learning Outcomes:**
- Build the individual and organizational capabilities required to get a sustainable competitive advantage
- Lobby and build constituencies able to move innovations from ideas to action
- Analyze the viability of large-scale innovations and anticipate obstacles

#### Wednesday, February 10, 2010, 8:00AM – 10:00AM

**General Session:**  
**CEO Perspective:** Successful Quality Initiatives from Concept to Reality  
**Keynote:** Innovation & Ingenuity: Jump-Starting Spectacular Performance  
**Session limited to 70 participants**

#### 10:15am to 11:45am

<table>
<thead>
<tr>
<th>Learning Level</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Using Flowcharting to Identify and Improve Inefficiencies: Case Study</strong></td>
<td>Session Leader: Marsha Moxley, RN, CPHQ, BSN, MA, Vice President of QI and Education, Golden Living, Fort Smith, AR</td>
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<tr>
<td><strong>Achieving Staff Satisfaction and Improving Performance—Practical Strategies that Work</strong></td>
<td>Session Leader: David Farrell, Director of Organizational Development, SNF Management, West Hollywood, CA</td>
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<tr>
<td><strong>Keep the Flywheel Turning: It’s Time for Step III</strong></td>
<td>Session Leaders: Mary Bostwick, National Institute of Standards, Gaithersburg, MD; Jon Frantsbog, Administrator/CEO, St. Benedict’s Health Center &amp; Benedict Court, Dickson, ND; Ed McMahon, PhD., National Director for Alzheimer’s Care and Quality of Life, Golden Living, Fort Smith, AR</td>
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#### Noon to 1:30pm

**Lunch and Peer-to-Peer Networking**

**Putting Theory into Practice—Quality Award Examiners at each table to facilitate discussion**

#### 1:45pm to 3:15pm

**Creating Effective Quality Improvement Teams (Repeat)**  
*Session Leaders: Bernie Dana, Associate Professor of Business, Evangel University, Springfield, MO; Dorothy Ray, RN,BC, Senior Nurse Health Liaison, Alegent Health/Immanuel Health Systems, Omaha, NE*  
**Learning Outcomes:**
- Understand and embrace the dynamic of teams in process improvement
- Identify the key success factors of quality improvement teams
- Explain how to form, train and nurture an effective team — including the use of team meeting skills, a quality improvement methodology, basic root cause analysis techniques, storyboards and recognition

**Creating Effective Quality Improvement Teams (Repeat of February 9th session) (Session limited to 70 participants)**  
**Session Leaders:** Tim Case (invited), Jon Frantsbog (invited), Administrator/CEO, St. Benedict’s Health Center & Benedict Court, Dickson, ND; Ed McMahon (invited), PhD., National Director for Alzheimer’s Care and Quality of Life, Golden Living, Fort Smith, AR

**Learning Outcomes:**
- Explain how to form, train and nurture an effective team — including the use of team meeting skills, a quality improvement methodology, basic root cause analysis techniques, storyboards and recognition

**The Ultimate Challenge: Becoming a Quality Award Examiner**  
*Session Leader: William Hartung, Vice President, Research, American Health Care Association, Washington, DC*  
**Learning Outcomes:**
- Review the ideas and concepts presented during the symposium
- Discuss ways to implement key concepts upon return to the workplace
- Develop a network of other professionals to use as a support system

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**Wednesday, February 10, 2010, 12:00PM – 1:30PM (Lunch & Learn)**

**Putting Theory into Practice** — A discussion on concepts learned at the Symposium and the best way to implement them and maintain momentum back in the workplace.

**Moderators:** AHCA/NCAL National Quality Award Examiners  
**Learning Outcomes:**
- Review the ideas and concepts presented during the symposium
- Discuss ways to implement key concepts upon return to the workplace
- Develop a network of other professionals to use as a support system

**Wednesday, February 10, 2010, 1:45PM – 3:15PM**

**Tracking Performance Inside and Out:** Implementing AHCA/NCAL Quality Initiatives using TrendTracker  
*Session Leader: William Hartung**  
**Learning Outcomes:**
- Explore what it takes to become an Examiner for the AHCA/NCAL National Quality Award Program, Central Point, OR; National Quality Award Examiners (invited)

**Creating Effective Quality Improvement Teams**  
*Session Leaders: Tim Case, Administrator, AHCA/NCAL National Quality Award Program, Central Point, OR; National Quality Award Examiners (invited)*  
**Learning Outcomes:**
- Review the Baldridge Health Care Criteria, concepts and scoring guidelines
- Explore the components of a successful application
- Discuss challenges to a successful application and how to utilize feedback in improving processes
General Information

Registration Fee

Member rate is $275 and non-member rate is $375. The registration deadline is Monday, January 18, 2010. All registrations include: breakfast on both days, networking luncheon on both days, an evening networking reception, and 13 CEUs. The CMS/Pioneer Network Symposium (Creating Home) is a separate event and requires a separate registration fee.

Registration Methods

AHCA/NCAL members may register online: www.ahcancal.org/events/QualitySymposium/.
Non-member, Government, and Student registrations must be mailed or faxed.

Registration Payment

Payment for the conference can be made by U.S. Check, American Express, Visa or MasterCard and must be submitted with your registration form. AHCA/NCAL will not process your registration without full payment.

To avoid duplicate charges to your credit card, DO NOT mail a copy of your registration form once it has been faxed. Conference registration confirmations will be e-mailed to you within 30 days of receipt.

Substitutions

Substitutions will be allowed up to two (2) days prior to the conference. Conference registration changes and/or substitutions must be made in writing via fax to 202-898-6302, or e-mailed to meetings@ahca.org.

Cancellations/Refunds

Cancellations received on or before Monday, January 18, 2010 will be refunded minus a $55.00 administration fee. Any change or cancellation must be made in writing and faxed to 202-898-6302, or e-mailed to meetings@ahca.org. Refunds will not be issued after the cancellation deadline. Refunds will be processed within 30 days following the end of the conference. Refunds or credits will not be made on no-shows.

Hotel and Transportation Information

Marriott Baltimore Waterfront
700 Aliceanna St
Baltimore, MD 21202
410-385-3000
www.marriott.com

Make Your Reservations Early!

To make your hotel reservations, call the Marriott Baltimore Waterfront at 1-800-228-9290 or directly at 410-385-3000. Online reservation can be made by following this link to the special AHCA/NCAL group housing link https://resweb.passkey.com/go/ahcancal

Please note that a limited block of rooms has been set aside for this conference.

Room Rates/Taxes:

Take advantage of the special AHCA/NCAL group rates of $149.00 per night single or double occupancy plus appropriate tax and service charges. This rate will be extended for three days prior to and after the conference dates based on hotel availability. Reservations must be made by Monday, January 18, 2010. Reservation requests made after this hotel deadline will be based on availability at the prevailing rate determined by the hotel. The hotel requires a first night deposit of room and tax to guarantee accommodations. For more information on the Marriott Baltimore Waterfront visit www.ahcancal.org/events/QualitySymposium/ and click onto “Hotel Information.”

Recommended transportation and cost to/from BWI Thurgood Marshall Airport

A taxi ride between the Marriott Baltimore Waterfront and the airport is an estimated $30-$40 each way. Super Shuttle is $14 each way.

Continuing Education Credits (CEU Credits)

AHCA/NCAL has requested 13 hours of continuing education approval for nursing home administrators, assisted living administrators, and nurses. Individuals seeking approval for all other professional licensures must file independently and should contact professional development staff for the materials needed.

Conference Attire

Business-casual attire is suitable for all meetings, sessions and receptions. Please remember to bring a sweater or jacket for air-conditioned rooms.

Questions

Online: www.ahcancal.org/events/QualitySymposium/
E-mail: meetings@ahca.org
Phone: 202-842-4444
Registration Information

Register only one person per form. Please type or print legibly. Keep a copy for your records.

Full Name __________________________ Title __________________________
Organization Name __________________________
Organization Address __________________________
City __________________________ State _______ Zip Code __________
Telephone __________________________ Fax __________________________
E-mail __________________________
Contact Name (if different from Registrant) __________________________

Special Accommodations:
Do you require any special accommodations?
☐ Yes
☐ No
If so, please specify __________________________

Tell Us About Yourself

1. Your position: Check only one.
☐ Facility Owner/CEO
☐ Administrator/Assistant Administrator
☐ Corporate Staff
☐ Medical Director/Doctor
☐ Director of Nursing
☐ State Affiliate Staff
☐ Other __________________________

2. Type of Facility: Check all that apply.
☐ Nursing Facility
☐ Assisted Living/Residential Care
☐ Nursing Facility and Assisted Living Facility
☐ Sub-acute Care
☐ DD Residential/ICF/MR
☐ Continuing Care Retirement Community
☐ Other __________________________

3. Currently, at which level do you consider your organization or facility to be in regards to quality? (Check only one)
☐ Transition
☐ Commitment
☐ Advanced

4. Has your facility received an AHCA/NCAL National Quality Award? (Check only one)
☐ Yes
☐ No

5. Will your facility apply for an AHCA/NCAL National Quality Award in 2010?
☐ Yes
☐ No

6. Does your facility participate in Advancing Excellence? (Check only one)
☐ Yes
☐ No

Registration Type

Advanced Registration (Postmarked by 1/18/10). All registrations received after this date will be processed on site. (Check only one)
☐ AHCA/NCAL Member: $275.00
☐ Non-Member: $375.00
☐ Student*: $125.00
☐ Government*: $150.00

Total: $ __________

*The student rate is only available to persons currently registered as full time students in a Long Term Care related program at an accredited college or university in the U.S. or Canada. Proof of enrollment required.

*The government rate is only available to full time U.S. government employees. I.D. proof of employment required.

Payment Options

Registrations without payment will NOT be processed.
☐ Check Enclosed (Payable in U.S. Dollars to American Health Care Association)
Please charge my:
☐ American Express
☐ Visa
☐ MasterCard

Account Number __________________________
Exp. Date __________________________
Name As it Appears on Card (please print) __________________________
Signature of Cardholder __________________________
Billing Address (If different from organization address) __________________________

City __________________________ State _______ Zip Code __________

Online: www.ahcanal.org/events/QualitySymposium/
Fax: 202-898-6302 (credit card only)

Mail application and payment to:
AHCA/NCAL Registration Office
1201 L Street, NW
Washington, DC 20005

Registrations without payment will not be processed.
2010 AHCA/NCAL Quality Symposium
February 9 - 10, 2010
Baltimore Marriott Waterfront, Baltimore, MD

Registration Deadline: January 18, 2010

"Great value. The caliber and content of the symposium was excellent." — 2009 Quality Symposium Attendee

Register online: www.ahcancal.org/events/QualitySymposium