



Alabama Nursing Home Association

2021 Virtual Mid-Year Convention

April 20-22

April 27-29

May 4-6

The Alabama Nursing Home Association's 2021 Virtual Mid-Year Convention will provide education to keep you up-to-date and the CEUs you need. Each week, the virtual convention will cover topics related to infection control, regulatory updates and positioning your facility to succeed in the future. This convention will feature the knowledgeable, trusted speakers you've come to expect from the ANHA.

The ANHA 2021 Virtual Mid-Year Convention is approved for 12 clock hours by the Alabama Board of Nursing Home Administrators and the Alabama Board of Social Work Examiners (Provider #0012) and 14.4 contact hours for nurses. The Alabama Board of Nursing has approved the Alabama Nursing Home Association as a continuing education provider (Provider #ABNPO151 –expires 1/22/2025). The Association for Long-Term Care Quality Improvement has approved the ANHA 2021 Virtual Convention for 12 hours of CEUs for Risk Managers.

Click on the webinar title to register for that session.

Here are important items attendees need to know:

- Only the person registered for the individual webinar will receive CEU credit.
- If multiple people need CEU credit, each person must register on their own and watch the webinar on their own.
- Registration cannot be shared.

Virtual Mid-Year Convention Schedule-at-a-Glance

Tuesday, April 20, 1:30 p.m. – 3:00 p.m.

[Protecting Workers: Guidance on Mitigating and Preventing the Spread of COVID-19 in the Workplace](#)

Wednesday, April 21, 1:30 – 3:00 p.m.

[Moving Forward as the Pandemic Winds Down: Getting Ready for a Robust Survey Environment](#)

Thursday, April 22, 1:30 – 2:30 p.m.

[Simple Strategies to Potentially Protect Your Bottom Line – A Crash Course on Insurance Coverages for the Senior Living Industry](#)

Tuesday, April 27, 1:30 – 3:00 p.m.

[Creating an Infection Prevention and Control Plan – What Is It and Why Do I Need One?](#)

Wednesday, April 28, 1:30 – 3:00 p.m.

[Alabama Department of Public Health: Survey Hot Topics](#)

Thursday, April 29, 1:30 – 2:30 p.m.

[Essentials of Effective Digital Marketing](#)

Tuesday, May 4, 1:30 – 3:00 p.m.

[11 Things You Can Control Every Day of Your Life](#)

Wednesday, May 5, 1:30 – 3:00 p.m.

[Using a Multidisciplinary Approach to Develop a Sustainable Water Management Plan in Long Term Care Facilities](#)

Thursday, May 6, 1:30 – 2:30 p.m.

[2021 Alabama Legislative Update](#)

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ANHA Virtual Mid-Year Convention

Week 1

Protecting Workers: Guidance on Mitigating and Preventing the Spread of COVID-19 in the Workplace

Tuesday, April 20, 1:30 p.m. – 3:00 p.m.



OSHA released new guidance on mitigating and preventing the spread of COVID-19 in the workplace and President Biden issued an Executive Order on protecting worker health and safety in January. This order includes direction for OSHA to issue revised guidance on COVID-19, to consider whether any emergency temporary standards on COVID-19 will need to be issued, to review enforcement efforts around COVID-19, and outreach to industries hit hardest by COVID-19.

This program will focus on the guidance issued and ensuring that workers have appropriate measures in place to prevent the spread of COVID-19 to keep workers safe and to avoid costly OSHA fines. This session will also cover how we expect guidance and precautions to roll back to a “new normal,” i.e., less testing, masks, etc., but with stronger infection control and pandemic preparedness policies.

Moving Forward as the Pandemic Winds Down: Getting Ready for a Robust Survey Environment

Wednesday, April 21, 1:30 – 3:00 p.m.



During this seminar, attendees will learn about necessary preparation and planning for a post-COVID LTC world, to include:

1. Changes Here to Stay – Telemedicine and Permanent Airborne Precautions
2. Returning to the Way Things Were
 - Are we still following our policies and procedures (and if not, do we need to change the policy or change our practice)?
 - Making sure our QA efforts are thorough and meaningful
 - Getting back to the basics on oversight of medication passes, peri care, tube feeding, glucometer use, and wound care
 - Is our system for tracking and following advance directives foolproof?
 - Are we providing a safe environment for our employees?

Week 1 – Continued

[Simple Strategies to Potentially Protect Your Bottom Line – A Crash Course on Insurance Coverages for the Senior Living Industry](#)

Thursday, April 22, 1:30 – 2:30 p.m.



Insurance | Risk Management | Consulting

This webinar will explore the potentially greatest exposures facing the Senior Living Industry as it applies to insurance coverages and ways to properly mitigate their impact from an insurance standpoint.

Objectives

1. Evaluate Senior Living potential exposures and how these exposures can have a financial impact on a facility's bottom line
2. Identify and discuss various types of insurance coverage that could apply to these potential exposures
3. Discuss scenarios that would fall within each coverage option
4. Review take-a-ways from this discussion

ANHA Virtual Mid-Year Convention

Week 2

[Creating an Infection Prevention and Control Plan – What Is It and Why Do I Need One?](#)

Tuesday, April 27, 1:30 – 3:00 p.m.



Participants in this session will learn how to develop an infection prevention and control plan, its purpose, and how this plan guides what needs to be reported QAPI for infection prevention and control. The key sections of the infection control plan will be discussed including the surveillance plan and infection prevention and control program goals and objectives.

Objectives

1. Describe the purpose of an infection prevention and control plan.
2. Identify key components of the plan and the QAPI infection control monthly report.
3. Provide 4 examples of measurable infection prevention and control objectives that could be included in the plan.

Week 2 – Continued

Alabama Department of Public Health: Survey Hot Topics

Wednesday, April 28, 1:30 – 3:00 p.m.



During this session, hear from the regulators themselves as they update attendees on issues of importance related to COVID-19 and recent developments and interpretations from the Centers for Medicare and Medicaid Services (CMS) regarding nursing home regulations and guidance.

Essentials of Effective Digital Marketing

Thursday, April 29, 1:30 – 2:30 p.m.



As the pandemic continues to disrupt many traditional communication lines, it's increasingly critical for senior care providers to build a robust digital advertising pipeline. This webinar will help you consider a strategically sound approach that delivers value to your most important audiences, while avoiding costly mistakes or ineffective one-size-fits all solutions. Maximize your marketing budget with a focused approach and new

technologies that enable you to reach even highly targeted audiences, such as individual referral sources, with a new level of precision and personalization – connecting to the right people with the right message at the right time.

ANHA Virtual Mid-Year Convention

Week 3

11 Things You Can Control Every Day of Your Life

Tuesday, May 4, 1:30 – 3:00 p.m.



We all know how it feels to lose control of our day. A resident has “issues” before you can even get into the door of the facility. Staff members have left messages on your voice mail and notes

all over your desk. Families feel that you were hired “just for them...” And that’s just at work!! What about when you get home? Feel like the world is spinning out of control? Ever said, “It’s just out of my hands...?” Those thoughts can result in doubts about your abilities as a caregiver, devalue your worth as a person, foster a lack of confidence in your skills as a professional and just plain “wear you out!” Whatever the events happen to be, there is little we can do to prevent them from occurring. However, we should realize that there are some things in life that we CAN control. We can prevent life’s little diversions from completely derailing us day after day. This session will offer guidance and recommendations for exercising techniques to regain “control” of your life and work.

Using a Multidisciplinary Approach to Develop a Sustainable Water Management Plan in Long Term Care Facilities

Wednesday, May 5, 1:30 – 3:00 p.m.



During this session, hear from our Quality Improvement Organization Alliant Quality as they provide information to help long-term care facilities

understand the risk of waterborne illness and how to utilize a multidisciplinary team to help identify and mitigate water pathogens threats within the facility. In addition, discussion on the importance of teamwork to support quality assurance and performance improvement (QAPI) efforts will also occur.

Learning objectives are:

- Verbalize the risks of waterborne illness, such as legionella, to nursing home residents.
- Perform a risk assessment to identify and mitigate water pathogen threats within the facility.
- Develop a deliberate approach to teamwork and psychological safety as a core component of quality assurance and performance improvement (QAPI).
- Assemble a multidisciplinary team who will be responsible for the early identification, surveillance, monitoring, and mitigation of waterborne illness risks.

Week 3 – Continued

2021 Alabama Legislative Update

Thursday, May 6, 1:30 – 2:30 p.m.



The 2021 Alabama legislature began meeting in early February and is expected to meet through early May. Throughout the session many bills were introduced that would impact Alabama nursing homes. During this session, you can expect a comprehensive review of all passed legislation that impacts nursing homes.

Speaker Biographies

Tuesday, April 20

Protecting Workers: Guidance on Mitigating and Preventing the Spread of COVID-19 in the Workplace

Michael Arther, NHA is the Owner of MCA Consulting, LLC. MCA Consulting has partnered with long-term care owners, operators and associates for more than 15 years. Devoted to occupational incident management programs, MCA guides health care employers toward OSHA compliance as well as refining their workers' compensation management programs. MCA continually consults with safety/health professionals and occupational legal experts across the nation to provide its clients with up to date regulatory and inspection trends in the health care industry. Michael is a graduate of Jacksonville State University with a B.S. in Occupational Safety and Health Administration. He is a licensed nursing home administrator in Alabama with more than 20 years of loss/cost control experience.

Weathers Bolt, Esq. is a partner in Starnes Davis Florie's Mobile office. His practice is devoted to general civil litigation with a focus in the areas of commercial transactions and malpractice litigation. He handles matters involving financial services, warranty claims, product liability, physician malpractice, nursing home malpractice, fraud, and personal injury claims. He has tried jury and bench trials to a verdict and has experience compelling and defending claims in arbitration. He has also defended several actions brought by governmental agencies, helping to resolve them through both settlement and trial.

Wednesday, April 21

Moving Forward as the Pandemic Winds Down: Getting Ready for a Robust Survey Environment

Rick E. Harris, J.D. Rick's practice is devoted to regulatory compliance issues affecting health care facilities. Prior to joining Starnes Davis Florie, he worked as an attorney and senior manager at the Alabama Department of Public Health. For the last 15 years of his career at ADPH, Rick directed the agency that inspects and regulates all Alabama health care facilities. Rick was admitted to the bar in 1980 and is a graduate of the University of New Hampshire and

the University of Pennsylvania School of Law. Rick has taught investigative skills to the staffs of health care facility surveyors in several states, and has presented programs on investigative skills and assisted living regulation for numerous associations. He crafted many of the regulations and statutes that govern health care facilities in Alabama. Rick has also served as a professional consultant to the Centers for Medicare and Medicaid Services on the issues of complaint investigation, supervisory review, guidance for declaring immediate jeopardy, and inconsistency in the citation of deficiencies.

Thursday, April 22

Simple Strategies to Potentially Protect Your Bottom Line – A Crash Course on Insurance Coverages for the Senior Living Industry

Alex Burton is Area President-Alabama for Arthur J. Gallagher & Co. Mr. Burton holds a degree in Risk Management, Insurance and Financial Planning from Mississippi State University. Alex oversees all operations of the Gallagher-Birmingham office.

Sam Moody, CLCS, is a client executive for Gallagher with a specific focus on the senior living industry. Sam's specific focus is on the structuring, marketing and implementation of optimal insurance solutions for clients within the Senior Living space, but he also prides himself on his dedication to communicating emergency risks, changing exposures and innovative ideas within the senior living industry in order to continuously educate and inform clients. Sam holds a Bachelor's of Science degree in Risk Management and Insurance from Troy University. He is also a Commercial Lines Coverage Specialist (CLCS).

Gerry H. Gilbert, MBA, is an Area Vice President – Senior Living Practice Regional Director with Gallagher. Gerry's primary focus is in designing and managing insurance and risk management programs for the Senior Care Industry, as well as additional segments of the Health Care Industry. Gerry graduated with a Bachelor's degree from Samford University and a MBA degree from Rockhurst University in Kansas city with a double concentration in Healthcare Management and Finance.

Simone Klein, AIC, AI, is a litigation specialist with Gallagher. Simone brings over 20 years of experience to the insurance industry to the Health Care Division of Gallagher Risk Management Services. Simone graduated from the University of Louisiana at Lafayette and has obtained the AIC and AI designation.

Tuesday, April 27

Creating an Infection Prevention and Control Plan – What Is It and Why Do I Need One?

A.C. Burke, MA, CIC is the Vice President for Healthcare Quality for RB Health Partners, Inc. and is the primary author for the Nursing Home Infection Prevention Program, NIPP©... NIPPING Infections in the Bud. She holds a master's degree in health management and is board certified in infection control. Her 21 years of experience includes working in public health preparedness and response roles, serving as the manager of the Healthcare-associated Infection Prevention

Program for the Florida Department of Health as well as the Director of Infection Prevention for Mayo Clinic Florida.

Wednesday, April 28

Alabama Department of Public Health: Survey Hot Topics

Wykeshia D. Horne currently serves as the Quality Assurance Director/Complaint Intake Supervisor and CMP Coordinator with the Alabama Department of Public Health, Division of Health Care Facilities, Long-Term Care Unit. She has been with the agency since January 2007, where she is qualified to inspect and make compliance decisions regarding the care and services rendered in Alabama licensed and federally certified long-term care facilities, having successfully passed the Surveyor Minimum Qualifications Test. In January 2018, Wykeshia successfully completed the National Certified Investigator & Inspector Training. In August 2019, Wykeshia received her Level One Certified Investigator designation. Prior to employment with the Alabama Department of Health, she worked in various health care settings to include long-term care, hospice, skilled nursing, pediatric hospice, home health and physical rehabilitation. Wykeshia graduated from the University of South Alabama with a Bachelor of Science in Therapeutic Recreation. She lives in Pelham, AL with her husband, Eric and daughter, Kennedy. She is an active board member of the Parent Teacher Organization for Pelham Ridge Elementary School and within her church, where she serves in the Children's Ministry.

Lisa Pezent, RN, BSN, graduated from the University of North Alabama in 1991 with a BS in Nursing. She began her nursing career in an acute care hospital before joining the Alabama Department of Public Health in 1994. Mrs. Pezent has served in various capacities with the Bureau of Health Provider standards, first as a Licensure and Certification Surveyor, surveying Long-Term Care Facilities as well as conducting surveys of hospitals and abortion clinics. In 1997, Mrs. Pezent was promoted to Licensure and Certification Supervisor where she served as the Complaint Unit Supervisor. While complaint unit supervisor, she supervised individuals who were responsible for investigating nursing home complaints and hospital complaints. In 2004, Mrs. Pezent transferred to the Training Unit where she was responsible for the training program for Long-Term Care Surveyors. In 2007, Mrs. Pezent appointed as the Acting Long-Term Care Director and was then promoted to the position in 2008. Mrs. Pezent's roles as an employee with ADPH has provided her with opportunities in speaking to provider association groups to include the Alabama Nursing Home Association, LeadingAge Alabama, and the Alabama Medical Director's Association. Mrs. Pezent has been with ADPH for more than 26 years and plans to continue her career representing the citizens of Alabama.

Thursday, April 29

Essentials of Effective Digital Marketing

Erin Hefflinger – Digital Media Strategist, Digital has become table stakes in any successful multi-channel marketing strategy. But a vast range of platforms, targeting capabilities and constantly evolving information can make it hard to determine the best approach to connect with your audiences and drive impactful results. Not to mention ensuring your marketing dollars don't go to waste in the immense, world wide web. That's where Erin comes in. Erin

constantly explores innovative ways to connect with and elicit engagements from the many influential audiences in the senior care industry, from family caregivers to professional referral sources. She ensures clients' marketing strategies deliver the right message to the highest impact individuals through the most targeted digital channels. Translating measurements and complex analytics data into clear insights and actionable steps, Erin helps her clients continually refine strengthen ROI and outline new opportunities for growth.

Christine Kilman - Vice President, Account Management, Christine knows the best value comes from deep knowledge of each client's business combined with relationships that build trust. She applies more than two decades of account service experience to provide proactive insights and answers that contribute to our clients' continued growth. Much of Christine's career has been leading strategic marketing initiatives for Fortune 500 companies. She now applies those disciplines, metrics and expertise in all media to help our healthcare clients better connect with their audiences and achieve measurable success. As much as Christine values data-driven strategy, she treasures the human connections even more. She works to build relationships and earn trust so she can freely discuss the "tough questions" that often unlock new opportunities. Christine also relies on clear, consistent communication to make sure client priorities and goals transfer seamlessly to our team working to communicate each brand, value proposition and message platform. Christine's balance of strategic rationale and heart-felt passion is a beautiful blend for all who are privileged to work with her.

Tuesday, May 4

The 11 Things You Can Control Every Day of Your Life

Cat Selman is an educator, motivator, communicator, consultant, and author. Her dynamic personality and compelling presence provide specific messages directed to any given professional field. As a seasoned lecturer, Cat has more than 30 years of experience in management, social work, activities/recreation, education and consultation. Her presentations include: Motivational Keynotes; discipline-specific topics, detailing regulatory/compliance criteria, as well as care planning and documentation requirements; Generic/Plenary - appropriate for all settings; and designed specifically for healthcare professionals. As a speaker in all fifty states, Cat is in demand and on topic. Her sessions are one to six hours. Whether short or long, it doesn't matter - the audience is transfixed! Their attention comes not only from the impact of Cat's message but also from her qualification to deliver it.

Wednesday, May 5

Using a Multidisciplinary Approach to Develop a Sustainable Water Management Plan in Long Term Care Facilities

Amy Ward, MS, BSN, RN, CIC, is an Infection Prevention Specialist with Alliant Quality. Amy is a registered nurse with a diverse background in acute care nursing, microbiology, epidemiology, and infection control. She is passionate about leading and mentoring new and future infection preventionists in their career paths. Over the past several years, her focused efforts in *C. Difficile* infection reduction led to significant local improvements in patient outcomes, antimicrobial use, and *C. Difficile* rates.

Beth Greene, MSW, LGSW, is a Senior Quality Advisor with Alliant Quality. Beth is responsible for coordinating and implementing clinical and quality improvement activities with designated providers. Includes evaluating appropriateness, efficiency and effectiveness and recommending improvements through virtual and/or on-site visits, meetings, phone consultation and abstraction data. Beth holds a MS in Social Work from the University of Alabama.

Thursday – May 6

2021 Alabama Legislative Update

Christy Cain deGraffenried, MS, is Legislative Director for the Alabama Nursing Home Association. She represents the ANHA and its members at the Alabama Legislature to promote legislation that is beneficial to nursing homes. She regularly meets with legislators to discuss and solve the concerns of long-term care providers. In addition, she coordinates special projects such as Workforce Development. Prior to joining the ANHA, Christy was Executive Director of Alabama Children First for 12 years. Before entering government relations, she was Associate Dean of Admissions and Financial Aid at two colleges, Huntington College in Montgomery, Alabama, and Brevard College in Brevard, North Carolina. She was a high school guidance counselor earlier in her career. Christy holds a Master of Science in Management from Troy University, and a Bachelor of Science in Family and Child Development from Auburn University.

Angie C. Smith is a Partner in the law firm Burr & Forman and is in the firm's Health Care Industry Group where she devotes her practice to defending health care providers against medical malpractice claims as well as defending health care providers in false claims litigation. Angie's experience includes developing and implementing compliance programs for a variety of clients as well as representing health care providers before state licensing boards such as the Alabama Board of Medical Examiners, the Alabama State Board of Pharmacy, the Alabama Board of Nursing and the Alabama Board of Examiners in Psychology. Angie currently serves as the Alabama Nursing Home Association's legal counsel.