

**Activities & Recreation:** Activities are truly everybody's business! Programs in this track should be geared toward the experienced activity professional and/or recreational therapist. Presenters must be able to share new and innovative ideas that will engage even the hardest to please resident. Programs will also take into account the changing demographics of residents in both assisted living and skilled nursing facilities. Some topic suggestions are: one-on-one activities, socializing for the younger resident, hands-on projects that can be taken back and implemented into the activity calendar immediately, exercise programs, family/community engagement, volunteer programs, fundraising, using technology, engaging the interdisciplinary team.

**Advocacy:** Participation in the legislative process by individuals and organizations is key to the success of initiatives important to the long term care community. Through Grassroots efforts Members of Congress and our State Legislators know that long term care professionals are involved and informed. Sessions in the Advocacy track should help attendees gain a more complete understanding of the legislative process and assist them in determining how they will be able to broaden the ways in which they make an impact on the issues that are important to their business.

**Business Management:** Programs in this area will focus on marketing the facility admissions, customer service and resident satisfaction. Specific topic suggestions include: census building; improving payer mix; community relations; working with hospitals, discharge planners and other health care providers; public speaking; marketing & social calls; team approach; understanding your product; selling skills, admissions policies & procedures, service recovery, programming, crisis communication, advertising development, web development, understanding the educated consumer, marketing budgets, customer satisfaction surveys.

**Care for the Caregiver:** Give, give, give. This is what most healthcare providers do. It is important to take time to focus on oneself and reflect on what we want to improve in our lives. Presentations for this track should address: decreasing stress, improving time management, conflict resolution, motivation and inspiration, health and exercise.

**Clinical Care Practice:** The success of LTC is directly tied to the skills and professionalism of care professionals and staff. Programs in this topic area recognize the importance of clinical experience and seek to provide cutting-edge and implementable practices to be taken back to the facility or applied to your own professional development. Care practice sessions can relate to nurses, dietary staff, social workers and many other members of the interdisciplinary team. If your program is specific to one discipline, be sure to denote that on the application (i.e. Diabetes Management for Dietary Professionals). Specific topic suggestions include: chronic disease management, falls & fractures, disease states such as diabetes, osteoporosis, wound care, Urinary Incontinence/Overactive Bladder, COPD, Diabetic Peripheral Neuropathic Pain (DPNP), eMAR, Dementia/Alzheimer's Disease, Depression/Anxiety; restorative nursing, therapy, psychotropic medications, titration, weight management, behavior management, and quality improvements programs.

**CNA/Caregiver Day:** This annual event is held to provide specialized education for front-line staff. Similar to the Featured Profession track, topics should be tailored to the needs of CNA's and Caregivers. Topic ideas include, communication, time management, care practice, patient safety, and self care.

**DD & MI:** Providers caring for individuals with DD or MI need to be prepared for almost anything. Programs appropriate for this track include empowering clients and their families, effective communication techniques, meaningful activities, care planning, behavior management, medication management, end-of-life, therapy techniques, best practices in disease management, chronic illness, obesity, guardianships, etc.

**Featured Profession - Dietary/Kitchen Aides:** Each year, IHCA-ICAL holds a 1-day track of sessions for a "Featured Profession". This year, we will be recognizing Dietary/Kitchen Aides. Presentations in this track should address topics such as customer service, sanitation, proper plate presentation, and resident dignity. Each presentation should be tailored to the needs of Dietary/Kitchen Aides.

**Finance & Reimbursement:** Navigating the complex world of Medicare and Medicaid is a challenge that requires an understanding of the important interplay between Medicare and Medicaid. Both play an important role in sustaining quality care. In addition, maintaining a healthy bottom line through best practices in collections, admissions and smart business growth are all important areas of discussion. Specific topic suggestions include: Medicare and/or Medicaid reimbursement issues, ICF/MR reimbursement, managing Medicaid consolidation services, receivables and other billing topics, new project financing and reimbursement, admissions, ancillary services, therapy maximizations, home and community based waivers, strategic development, VA benefits, managed care, long-term care insurance, succession planning, compliance programs, budgeting and Green initiatives.

**Leadership Excellence:** How facility leaders function and communicate has a tremendous impact on both customer and staff satisfaction. Programs in this topic area will emphasize leadership in long term care as a means of enhancing the living and work environment and overall organizational culture. Specific topic suggestions include: communication skills, leadership skills, how to be an effective manager, cultivating new managers, mentoring, conflict management, time management, team building and coaching.

**Medical Director:** The aspects of physician care in skilled nursing facilities will be covered during this track. Topic areas for consideration include: case studies, review of clinical practice guidelines, disease specific information/updates, reimbursement, CMS guidelines, and resident care. Although physicians are preferred as instructors for these sessions, presenters with alternate backgrounds will be considered if their presentation is pertinent.

**Nutrition Services:** This topic area will focus on excellence in nutrition and medical nutrition therapy practices. These sessions should provide participants with practice opportunities & hands-on learning activities to reinforce information & skills that can be integrated to the workplace. **Before submitting a Call for Presentation to address this topic area, please contact the IHCA-ICAL Education Coordinator for more information.**

**Risk Management:** This topic area will focus attention on current issues and/or situations that may create potential risk for providers in today's healthcare delivery environment. Presenters will need to discuss and provide practical solutions and take away tools that help attendees address specific areas. Specific topic suggestions include: coping with the increasing number of residents with progressive dementia and the legal issues arising from their care and treatment; how a proper admissions agreement can be the facility's first line of defense to ensure proper resident placement and payment; internal investigation skills for reporting of abuse/neglect, medication errors or employee complaint; disaster preparedness skills, legal issues, documentation skills, risk analysis, managing your insurance coverage – hazard and vulnerability planning.

**Social Services:** Programs in this area should focus on the principal components of social work services in long-term care settings including: assessment, treatment, rehabilitation, and supportive care, and preservation and enhancement of social functioning. Education about physical, psychological, and social interventions and family support, must promote an optimal level of psychological, physical, and social resident functioning.

**Survey & Regulations:** The aspects of operating a skilled nursing facility, assisted living community or DD residential care organization will be emphasized in this topic area. Specific topic area suggestions include: tools that a facility can use to improve their survey outcomes; tools to implement a truly successful quality assurance system; current survey and regulatory trends; techniques for conducting an internal investigation following an incident, tips for quality indicator surveys; OSHA; abuse and neglect; life safety code, immediate jeopardy trends and strategies. Please keep in mind that survey and regulatory topics can relate to nurses, dietary staff, social workers, activity professionals, environmental services and many other members of the interdisciplinary team. If your program is specific to one discipline, be sure to denote that on the application.

**Technology:** Much like in the world of consumer electronics, what's "hot" in the health information technology arena can quickly become old news. The LTC technology professional faces the demands of changing documentation and reporting practices, privacy issues, and technology enhanced care practices. This must all be done while staying current with industry trends and with an eye towards technology as an investment that will ultimately strengthen the bottom line. Programs in this track should address: using technology to increase patient safety, quality of care, quality of life, security, why facilities should implement electronic medical records – the pros and the cons, how to properly use data collection tools and what that can mean for the facility, how residents are using technology today.