



*The Virginia Health Care Association  
and the Virginia Center for Assisted Living present the*

# **2010 Winter Legislative Conference**

February 23-24, 2010    Omni Richmond Hotel

## CONFERENCE HIGHLIGHTS

Again this year, long term care is at a crossroads. The stability and adequacy of public funding for all health care services, including long term care, is seriously threatened by a lingering recession and inadequate government revenues and both the state and federal level. Significant Medicare payment reductions are under negotiation in Washington as part of the health care reform debate while on the state level; Virginia nursing facility providers continue to confront the uncertainty of Medicaid reimbursement. In this year's 60-day General Assembly Session, Virginia's new Governor, Bob McDonnell and legislators will address Virginia's budget crisis and consider additional deep and painful budget cuts to Medicaid.

The annual Winter Legislative Conference provides a highly effective venue for long term care professionals to lend their voices to a critical debate about the future of health care. In addition to exploring budgetary issues, members will learn about new models of medical practice and how they fit into long term care; review proposed legislative changes designed to clarify the 2009 amendments to Virginia's Health Care Decisions Act; hear from the five facilities awarded Medicaid grants to improve quality in their facilities; and discover how key national and state health care leaders intend to respond to the political and operational challenges of health reform.

Time has been set aside on Tuesday morning beginning at 10:30 a.m. to visit legislators. VHCA members are strongly encouraged to take advantage of this opportunity to meet with their legislators during a visit to the General Assembly and at the evening legislative reception. We urge members to make appointments now to meet with their Delegate and Senator – face-to-face meetings are one of the most effective options for delivering our message about the critical need for adequate funding for long term care. Transportation will be provided to and from the Capitol.

**Help us make the difference in the outcome of this year's General Assembly session! Register today and make plans to take the long term care message directly to the General Assembly.**

## PARTICIPANTS WILL

- Receive a briefing on legislative actions in the 2010 General Assembly
- Understand the consequences of Budget decisions on Virginia's Medicaid funding
- Interact with members of the General Assembly on key issues affecting long term care and fiscal implications of any payment changes
- Discuss new models of medical care and the coordination of services between acute and long term care
- Review proposed changes to Virginia's DDNR requirements and amendments to our Advance Directive laws
- Learn how five Virginia facilities are implementing "best practices" programs using two-year grants with Medicaid CMP funds
- Understand the gravity of reductions to Medicare with passage of Health Care Reform
- Learn how Government Relations principals are addressing Congressional decisions on health care

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## PROGRAM INFORMATION

**What:** VHCA's Annual Winter Legislative Conference  
**When:** Tuesday, February 23, 2010      9:00 a.m. – 4:45 p.m.  
Wednesday, February 24, 2010      8:30 a.m.– 11:45 a.m.  
**Where:** Omni Richmond Hotel  
100 S. 12th Street  
Richmond, VA 23219  
804.344.7000 FAX: 804.648.6704

## HOTEL & PARKING INFORMATION

Call the hotel directly to reserve your room at 804.344.7000 or toll free at 800.843.6664. *Please remember to identify yourself as a VHCA conference participant.* Parking is available at the Omni Hotel at a cost of \$20 for valet , \$21 per day for self park, or \$3.50 per hour. ***Other parking options are available and a list will be sent to registrants with registration confirmation.***

**FEBRUARY 23, 2010** (5 Hours CE)

- 8:15 – 9:00 a.m. Registration & Continental Breakfast
- 9:00 – 10:30 a.m. **Legislative Briefing - VHCA Lobbyists**
- 10:30 – 12:00 p.m. **Trip to the Capitol**
- 12:00 – 1:00 p.m. Lunch
- 1:00 – 2:15 p.m. **The Past, Present and Future of Health Care**  
*Richard W. Lindsay, MD, Former director of the University of Virginia's Division of Geriatrics, Charlottesville, Virginia*
- 2:15 – 3:15 p.m. **Proposed Changes to Virginia's DDNR Regulations and Advance Directive Laws**  
*Michelle Calloway, Esquire, Hancock, Daniel, Johnson & Nagle, P.C.*
- 3:15 – 3:30 p.m. Break
- 3:30 – 4:45 p.m. **Best Practices to Improve Quality**  
*Jilene Whitenack, Administrator, Autumn Care of Portsmouth, David M. Rumford, FACHE, CEO, Birmingham Green, Manassas, Virginia, Vernon M. Baker, Administrator, Dogwood Village of Orange County, Lori Martin, Administrator, Francis Marion Manor, Tabitha Payne, RN, DON, Trinity Mission of Charlottesville*
- 4:00 p.m. Board Meeting
- 6:00 – 7:30 p.m. **Legislative Reception**  
*Omni Richmond Ballroom*

**WHO SHOULD ATTEND?**

The 2010 Winter Legislative Conference is designed for administrators, owners, and key staff of long term care facilities.

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**FEBRUARY 24, 2010** (3 Hours CE)

- 8:00- 8:30 a.m. Registration
- 8:30 – 9:30 a.m. **Join government relations leaders for breakfast!**  
*Robert Van Dyk, Chairman, American Health Care Association (AHCA), President and Chief Executive Officer, Van Dyk Health Care, Ridgewood, New Jersey*
- 9:30 – 10:30 a.m. **Health Care Leaders Panel**  
*Laurence F. Lane, Vice President, Government Relations, Genesis Health, Kennett Square, Pennsylvania*  
*Clifton J. Porter, II, Assistant VP of Government Relations, HCR Manorcare Health Services, Toledo, Ohio*  
*Ted A. LeNeave, President & CEO, American Health Care, LLC, Roanoke, Virginia*  
*Jack A. MacDonald, Senior Vice President, Golden Living, Dedham, Massachusetts*
- 10:30 - 10:45 a.m. Break
- 10:45 - 11:45 a.m. **Discussion Continues**



Register  
on-line at  
[www.vhca.org](http://www.vhca.org)

**2010 Winter Legislative Conference**  
**February 23 - 24, 2010**  
**Omni Richmond Hotel**  
*8 hours of continuing education*

Facility \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

**Please print or type the following information and be sure to specify the name desired on name badge**

Name \_\_\_\_\_  
*First Middle Last*

Badge Name \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_

**CONTINUING EDUCATION**

NAB Certified Sponsor

**8 hours of continuing education**

*Virginia Health Care Association is a Certified Sponsor of professional continuing education with the National Association of Boards of Examiners of Long Term Care Administrators (NAB). This educational offering has been reviewed by the National Continuing Education Review Service (NCERS) of the National Association of Boards of Examiners of Long Term Care Administrators (NAB) and approved for 8 clock hours and 8 participant hours. State licensure boards, however, have final authority on the acceptance of individual courses.*

**REGISTRATION:**

**Registration Fee For Members \$295**

*(Includes Programs, Legislative Reception, Breakfast, Lunch, Breaks and Materials)*

**One person per application.**

*[If you have a disability or need which might require special services, please contact VHCA so that any necessary arrangements can be made.]*

**PROGRAM REGISTRATION DEADLINE**

**Tuesday, February 16, 2010**

Registrations received after this date are assessed a \$25 late fee per facility.

**PLEASE RETURN COMPLETED FORM WITH PAYMENT TO**

Virginia Health Care Association  
2112 W. Laburnum Avenue, Suite 206  
Richmond, Virginia 23227  
Phone: 804.353.9101  
Fax: 804.353.3098

**HOTEL RESERVATION DEADLINE**

**Friday, February 5, 2010**

A block of rooms has been reserved at the **Omni Richmond Hotel** for \$138.00 single or double (plus tax). Call the hotel directly to reserve your room at 804.344.7000 or toll free at 800.843.6664. *Please remember to identify yourself as a VHCA conference participant.*

**CANCELLATION POLICY**

Cancellations for credit card payments are subject to a 10% service fee. All other cancellations that are received by **Tuesday, February 16, 2010** will receive a full refund. Cancellations received after the registration deadline but no later than three working days prior to the program will receive a refund of one-half the cost of registration. No refunds will be granted if cancellation is received after the three working day deadline. *Substitute registrations are always welcome.*

**PAYMENT OPTIONS**

Check Enclosed       MasterCard/Visa

Account # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Three Digit Card Verification Code *(on back of credit card)* \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Signature \_\_\_\_\_

Credit Card Billing Address \_\_\_\_\_