

VHCAVICAL

Conference Speakers



Clif Porter
AHCA/NCAL Senior VP,
Government Relations



Bill Bolling
Former Lt. Governor



Dr. Bob Holsworth
Managing Principal
DecideSmart



Dr. Daniel Carey
Virginia Secretary of Health
and Human Resources



Dr. Jennifer Lee
DMAS Director



Dr. M. Norm Oliver
State Health Commissioner



Duke Storen
DSS Commissioner

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**Virginia Health Care Association
Virginia Center for Assisted Living**

2112 W. Laburnum Avenue, Suite 206
Richmond, VA 23227
(804) 353-9101
www.vhca.org

VHCAVICAL

Collaborating to Enrich Lives.



2019 Legislative Conference

**February 12 - 13, 2019
Omni Richmond Hotel**

Register online at www.vhca.org

Conference Highlights

- AHCA/NCAL Vice President of Government Affairs Clif Porter will discuss how Washington politics and federal regulatory activity are affecting the sector.
- Dr. Bob Holsworth will share his thoughts on the impact of the 2018 elections and look to the 2019 General Assembly races.
- Former Virginia Lieutenant Governor Bill Bolling will tackle what he calls, "The Challenge of Our Time: How to Make Government Work Again."
- State agency leaders, including Secretary of Health and Human Resources Daniel Carey, MD, will provide updates on the priorities of the Northam Administration.
- VHCA-VCAL's lobbying team will fill you in on the happenings at the General Assembly.
- Breakout sessions with leaders from the managed care organizations (MCOs) participating in CCC Plus and a focus on assisted living issues.
- An opportunity to meet with your General Assembly members at their offices to talk with them about the pressing issues at your center and the annual Legislative Reception.
- Earn 8.25 hours of NAB-approved continuing education.

Register online at www.vhca.org or use the enclosed form by February 5, 2019.

Accommodations

Omni Richmond Hotel, 100 South 12th Street, Richmond, Virginia 23219

Book your room at the Omni Richmond Hotel. Reservations may also be made by calling (804) 344-7000 or (800) 843-6664. The room rate for the VHCA-VCAL block is \$171 per night (plus taxes and fees). The reservation deadline is January 28, 2019.



Legislator Visits

The Legislative Conference is timed to give you the opportunity to meet with your delegate and senator in the General Assembly while they are in session. Following a briefing from the VHCA-VCAL lobbying team, you'll have time to visit their offices to discuss priorities like Medicaid reimbursement and legislation affecting nursing care centers and assisted living communities.

We recommend you try to schedule your appointments in advance for a time between 10:00 – 11:30 am on February 12, 2019. General Assembly members' offices are located in the Pocahontas Building at 900 E. Main Street in Richmond, just three blocks from the Omni Richmond Hotel. Shuttle service will be provided. If you need help contacting your delegate or senator, call Amy Hewett at (804) 212-1691.



Schedule of Events

Tuesday, February 12

(4.75 hours)

7:30 – 8:30 am Registration and Continental Breakfast

**8:30 – 9:30 am
The Challenge of Our Time:
How to Make Government Work Again**
The Honorable William T. Bolling | Senior Fellow in Residence for Public Service | James Madison University

Former Virginia Lieutenant Governor Bill Bolling believes that hyper partisanship and ideological rigidity have seemingly paralyzed government. He will talk about what happens when government does not work the way it was intended to work, what has caused this problem, and what can be done to make government work again.

**9:30 – 10:00 am
Legislative Update**
Keith Hare | President and CEO | VHCA-VCAL
Steve Ford | Senior Vice President of Policy and Reimbursement | VHCA-VCAL
April Payne | Vice President of Quality Improvement and Director of VCAL | VHCA-VCAL
Scott Johnson | Director | Hancock, Daniel, and Johnson, PC

VHCA-VCAL's lobbying team and issue experts will brief you on legislation and state budget issues affecting operations in nursing centers and assisted living communities. This briefing will prepare you to meet with your legislators, so you can share your input on how their policy decisions will affect their constituents.

10:00 – 11:30 am Legislator Meetings

Visit the General Assembly Building to meet with your delegate and senator. *(Reminder – Make your appointments before coming to Richmond.)*

11:30 – 12:30 pm Lunch

12:30 – 2:00 pm Perspectives from Virginia's Health Policy Leaders

The Honorable Daniel Carey, MD | Virginia Secretary of Health and Human Resources
The Honorable Jennifer Lee, MD | Director | Department of Medical Assistance Services
The Honorable M. Norman Oliver, MD, MA | Commissioner | Virginia Department of Health (invited)
The Honorable Duke Storen | Commissioner | Virginia Department of Social Services

Virginia's top health care policymakers will provide updates on their agency priorities and initiatives.

2:00 – 2:15 pm Break

2:15 – 3:00 pm Reducing Preventable Rehospitalizations

April Payne | Vice President of Quality Improvement and Director of VCAL | VHCA-VCAL

VHCA-VCAL is proud to announce it has been awarded a two-year civil monetary penalty (CMP) grant by CMS to help Virginia's nursing homes improve the quality of care for residents by reducing preventable hospital readmissions. VHCA-VCAL and partners from the Pathway Health will outline the training tools, including Pathway's INTERACT Tool, and resources that will be available to nursing homes.

3:00 – 4:00 pm Virginia's Political Outlook in 2019

Robert Holsworth, PhD | Managing Principal | DecideSmart

Renowned Virginia political analyst Dr. Bob Holsworth joins us again to share his thoughts on Virginia politics from the shifts in the makeup of our Congressional Delegation to the fall 2019 General Assembly races.

4:00 pm Board of Directors' Meeting

6:00 – 7:30 pm Legislative Reception

Invite your legislators to join us for this annual event.

Wednesday, February 13

(3.5 hours)

7:30 – 8:30 am Registration and Breakfast

8:30 – 9:45 am Perspective from Washington DC: 2019 Legislative and Regulatory Outlook

Clif Porter | Senior Vice President, Government Relations | AHCA/NCAL

With Republicans and Democrats dividing control of Congress, Clif Porter will explain what this could mean for providers. He will offer his perspective on what issues lawmakers are expected to tackle in the coming term from regulatory reform to funding issues.

9:45 – 10:30 am What Just Happened?! Communicating through a Crisis

Dave Saunders | Chief Idea Officer | Madison+Main

Nationally recognized brand and marketing expert Dave Saunders will share strategies on how to communicate during a crisis drawing from the fallout from the recent nursing home attack ad campaign. Saunders will review the importance of being prepared and how to manage your organization's reputation.

10:30 – 10:45 am Break

10:45 – 12:15 pm / Concurrent Sessions

CCC Plus: Perspectives from the MCOs

Marvin Brown, MS | Director, LTSS Provider Relations | Anthem, Inc.
Roger Gunter | Chief Executive Officer | Aetna Better Health of Virginia
Ryan Johnson | Chief Operating Officer | UnitedHealthcare
Alicia Turner | Associate COO | Virginia Premier
Steven Whitehead, CPA | Director, Product Performance | Medicaid MLTSS | Optima Health
Magellan Health (invited)

Representatives from the managed care organizations participating in CCC Plus will share their perspectives on CCC Plus after one full year of implementation. Panelists will discuss their interactions with VHCA-VCAL members, acknowledging the challenges, and describing their thoughts on the changing Medicaid environment.

Update on VCAL Initiatives

April Payne | Vice President of Quality Improvement and Director of VCAL | VHCA-VCAL
Robin Gordon | Director of Nursing | The Terrace of Beth Shalom

April Payne and VCAL Chair Robin Gordon will review the recent activities of the VCAL Committee. They will describe the ongoing projects to develop a survey readiness binder for assisted living facilities, efforts to identify assisted living-specific quality measures, and develop data analytics.



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Registration Options

- Register online at www.vhca.org/calendar by February 5, 2019.
- Mail with payment to: VHCA-VCAL | 2112 W. Laburnum Avenue, Suite 206 | Richmond, VA 23227
One person per application. Please feel free to copy this form.

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** Required for administrators*

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Full registration includes breakfasts, lunch, the Legislative Reception, and materials.

Check one: Member \$365 Prospective Member \$730

Payment Options

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Registration Deadline: February 5, 2019. Payment for non-members is due with registration form. Return forms to: VHCA-VCAL, 2112 W. Laburnum Avenue, Suite 206, Richmond, VA 23227; Fax: (804) 353-3098.

VHCA-VCAL Cancellation and Refund Policies: The administrator of a center may cancel without a penalty if federal or state surveyors/inspectors are in a center. Cancellations for credit card payments are subject to a 10% service fee. Refunds will be granted as follows: full refund if received by the specified registration deadline; one-half of the registration fee if cancellation received three working days prior to the scheduled event. No refunds or credits will be granted if cancellation is received after the three working days deadline. Substitutions are always welcome.

Hotel Reservation Deadline: January 28, 2019. A block of rooms has been reserved at the Omni Richmond Hotel for \$171.00 per night (plus tax). Reserve your room online or by following the link provided on our website, or call the hotel directly at (804) 344-7000 or toll free at (800) 843-6664. Please remember to identify yourself as a VHCA-VCAL participant.

Continuing Education: This program has been approved for Continuing Education 8.25 total participant hours by NAB/NCERS—Approval #20200211-12.75-A50858-IN. Visit www.nabweb.org for information on the NAB CE Registry.

Important Notices: By registering for and/or attending this event, I acknowledge and agree that photographs, video, and other recordings of the event may be taken by VHCA-VCAL or parties acting on behalf of VHCA-VCAL, and that these photographs, video, and other recordings may be used by VHCA-VCAL in any media now known or later invented for any purpose related to VHCA-VCAL's mission, including education, promotional, and awareness related use. I give VHCA-VCAL unlimited permission to use my name, likeness, image, statements, and other information I may give to VHCA-VCAL, whether through registration, at the event, or otherwise, that may be necessary for VHCA-VCAL to make use of its rights in the photographs, video, and other recordings.