AGENDA

7:45 – 8:30 a.m.	**Registration / Check-in**
8:30 – 8:45 a.m.	**Welcome**
8:45 – 9:45 a.m.	**"Firing Up"** **Mary Tellis-Nayak** Commission on Accreditation of Rehabilitation Facilities-CARF- Washington, D.C.
9:45 – 10:30 a.m.	**"Tending the Flame: The Ideal Nursing Home"** **Part 1 - Eric Haider** President & Founder, Person Centered Care, Bethany, MO
10:30 – 10:45 a.m.	**Break**
10:45 – 11:45 a.m.	**"Tending the Flame"** **Part 2 - Eric Haider**
11:45 – 12:30 p.m.	**Lunch Buffet**
12:30 – 1:30 p.m.	**Culture Change Panel Discussion**
1:30 – 2:30 p.m.	**"The Fire Within - Empowering Staff"** **Jeff Jerebker** Piñon Management, Denver, CO
2:30 – 2:45 p.m.	**Break**
2:45 – 3:45 p.m.	**"Playing with Fire: The Business Case for Culture Change"** Jeff Jerebker

PRESENTERS

Eric Haider, President and Founder of the "Person Centered Care" model, has received national attention for his innovative program changing traditional long term care, using a person-centered care model called Ideal Nursing Home. Eric's program breaks through old traditions of how we're caring for our seniors in long-term care and changes the ways it is perceived. His successfully employed model has boosted employee morale, cut costs, and increased satisfaction among residents and staff. His innovative ideas have been presented to CMS, legislatures, surveyors, and long term care providers. He has been invited to speak at several state, national and international conferences and has been featured in several newspapers, trade magazines (Contemporary Long Term Care, McKights, Caring for Ages, etc.) and TV News.

Jeff Jerebker is President and CEO of Piñon Management. His unique vision of developing facilities that offer quality of life and profitable financial returns has made Piñon the largest independently owned management company in Colorado. Seen as a visionary for long-term care, Jeff has been in the forefront of many of Colorado's health care trends helping to effectuate changes that benefit residents and providers alike. His extensive expertise in program management and comprehensive accounting services is complemented by his strong commitment to the long-term care industry. Jeff has served as a consultant to the Colorado Department of Health and the Colorado Department of Health Care Policy and Finance. With appointments to various professional bodies addressing care issues for the elderly, Jeff has demonstrated his leadership, experience and expertise.

Mary Tellis-Nayak is currently with the Aging Services Customer Service Unit at the Commission on Accreditation of Rehabilitation Facilities (CARF). Throughout her career, Mary has initiated, led, and participated in quality improvement programs across the spectrum of long-term care. In leading the Joint Commission on Accreditation of Healthcare Organizations' program for long-term care accreditation for ten years, she developed the first set of standards for dementia care units, sub acute care, and long-term care pharmacies. Most recently, she was the president/CEO of the American College of Health Care Administrators, based in Alexandria, Va. She has also worked as a bedside caregiver in a hospital-based skilled nursing facility, a manager of a home health agency, a director of nursing in a freestanding nursing home, and the chief clinician in a large multi-facility organization. Her leadership programs for certified nursing assistants, directors of nursing, and nursing home administrators have made Mary a widely sought speaker and consultant in the United States and abroad. At present, she is seated on the board of The Eden Alternative and the editorial board of Caring for Ages.

REGISTRATION

Registration deadline: October 10th, 2005

1. Register online *(preferred method)* with a credit card at www.vanha.org by clicking "VCCC Conference Registration" on the home page.

2. Payments by check should be sent to:
VANHA 4201 Dominion Blvd., Ste. 100
Glen Allen, VA 23060

Complete the following only if registration online is not possible.

Name _____
Facility/Co. _____
Title: _____
Address: _____
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Phone: _____
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Email: _____
Payment: ___Check
___Credit Card __Amex __Visa __MC
Card Name: _____
Number: _____
Expiration: Mth./Yr. _____

Substitutions will be honored.
Cancellations will not be refunded.

Conference Fee: $50.00 per person
(Includes lunch buffet, breaks & materials)

Hotel Accommodations:
Holiday Inn Select, 1021 Koger Center Boulevard, Richmond, VA 23235-4756 (804) 379-3800
A block of rooms has been reserved for workshop participants with a special rate of **$74.00 before October 17, 2005**. Individuals may call the hotel's Reservation Department directly at 804-379-3145 or the hotel's special toll free number at 800-397-1034 and ask for **Group Block HQC**.

For additional questions, call 804-965-5500.

LIGHTING THE FLAME

This exciting conference is the first of its kind in Virginia. Mark your calendars to attend this informative event with your facility team. Participants will be introduced to practical applications of *Culture Change* in long-term care. Culture change reflects a shift from the "one size fits all" traditional medical model to one that seeks to improve the quality of life for elders, while fostering an atmosphere of community for residents and staff alike.

Building on concepts from the Pioneer Network, Wellspring and Eden Alternative models among others, national experts will share their practical experience with culture change efforts. Learn from them as they provide concrete examples of how to start and continue a transformational change journey.

The **Virginia Culture Change Coalition** (**VCCC**) is a newly formed statewide coalition whose mission is to promote and foster improved and meaningful quality of life for Virginia's elders in multiple care settings. The coalition has identified long-term care as its initial focus in order to support the national and statewide nursing home quality initiatives (NHQI).

This workshop is targeted for staff in long-term care, assisted living and continuing care retirement community settings.

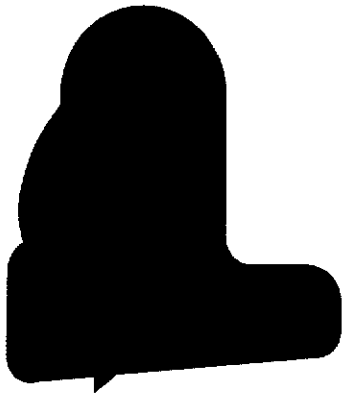
Certificates of attendance will be provided for workshop participants.

Virginia Center on Aging
Virginia Commonwealth University
P.O. Box 980229
Richmond, VA 23298-0229

"Lighting the Flame"

A Culture Change Workshop

November 1, 2005
Holiday Inn Select
Koger Center
Richmond, VA



Join long-term care providers from across the state to embrace elder care for the future. Learn from those who have succeeded.

Presented by

Virginia Culture Change Coalition

In partnership with

Office of the State Long-Term Care Ombudsman
Virginia Association of Area Agencies on Aging
Virginia Association of Nonprofit Homes for the Aging
Virginia Center on Aging
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