

PCA NuScriptRx Spring Symposium

Meet Your Speakers

Lou Ann Brubaker

The SNF Leader's Guide to Occupancy & Mix: Addressing Current Challenges & Preparing for the NEXT BIG ONE!

The national average for skilled nursing occupancy is 81.7% (6/17), but many facilities are enjoying occupancy in the mid-to-upper 90s with a substantially higher Med A, Private Pay and insurance mix.

This unique session addresses the **IMMEDIATE** actions that skilled nursing facility leaders can take to enhance both occupancy and mix, and ready their facility for the ever increasing acute care/payer expectations, greater scrutiny of length of stay, and more dollars flowing to home and community based services. Participants will also receive a proprietary outline for their use crafting their outreach report to acute care leadership in describing why the facility should receive referrals.

Taught in an engaging, straightforward, non-theoretical approach, attendees will be able to enhance their processes and identify opportunities that will carry them successfully forward.

The session's immediately implementable steps can produce a huge census impact in a short time—without increases in the facility's marketing budget or personnel.

Learning Objectives:

1. Differentiate between what once were competitive advantages and ones that are NOW valuable in today's post-acute care marketplace
2. Explain why a primary focus on the number of monthly admissions distracts from what should be the CORE focus
3. Calculate the three benchmarks required in monitoring occupancy and mix achievement, as well as the pro-active strategies to use in advance of uptick or downturn in referrals
4. Leverage the outcomes acute care referrers (and other payers) are utilizing to identify down-stream post-acute care referral recipients
5. Craft the higher-level (C-suite) report for owners and facility leadership to use with acute care organizations that provides the compelling argument regarding why you should be selected as a primary referral facility
6. Describe the impact of the upcoming Resident Classification System 1 (RCS-1) Medicare payment model upon referral opportunities and what facilities should be examining in preparation for it
7. Evaluate down-stream, post-discharge partners to assure their support of the skilled facility's marketing message and outcomes

About Lou Ann Brubaker

Lou Ann Brubaker is the Founder and President of Brubaker Consulting, a company providing management and marketing educational assistance and programming. Since 1988, she has worked with hundreds of senior care providers and taught thousands of senior care professionals, including **Executive Directors, Administrators and Directors of Nursing, RNs**, LPNs and CNAs, physicians, marketers, HR staff, dietitians, therapists, customer service staff, and individuals at the C-suite (executive) level of their organizations.

Lou Ann Brubaker's diverse professional experience ranges from administration of a senior citizen utility assistance program, the transitioning of an in-house advertising agency to a revenue-generating division and the management of more than 35 satellite operations and 500 sales representatives within a senior care products organization. Ms. Brubaker is Past-Chair and Past-Director of the Board of Trustees for The Beacon Institute (the educational affiliate of Mid-Atlantic Lifespan, the largest senior care association in Maryland). She also served as a nationally elected Director of the Business & Professional Women's Foundation.

For more information, visit her website at www.brubakerconsulting.com.



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Rob Leffler, R.Ph.

Pharmaceutical Management of Stroke and Behaviors

Caring for patients with behaviors and/or caring for patients who have suffered a stroke can be expensive propositions for long-term care facilities. This is true, especially if they don't know what the common treatment modalities for these conditions are. This session will broaden the long-term care professional's knowledge of how to become experts on caring for these patients, what medications are going to be necessary and how to help healthcare dollars go as far as possible.

In this session, attendees will be able to:

1. Understand the various types of stroke
2. Learn about the pharmaceutical treatment of a patient after a stroke
3. Discuss the ways to economically treat patients after a stroke
4. Discuss the treatment of behaviors in long-term care residents
5. Understand methods for managing behaviors

About Rob Leffler, R.Ph.

Rob Leffler joined PCA Pharmacy in 2014 and currently serves as the Vice President of Clinical Services. He has worked in the long-term care industry for the majority of his pharmacy career with experience ranging from consulting, dispensing, leading operations and regional clinical teams, to currently leading the entire clinical team at PCA Pharmacy.

Consultant nurses and pharmacists who work in the field report to Rob, and they have worked together to make the clinical team one of the highest scoring areas on PCA Pharmacy's Customer Satisfaction Survey.

Rob has been an active member of the American Society of Consultant Pharmacists for over 20 years and currently serves on the Board of Officers for the Kentucky chapter. He is a frequent speaker for Leading Age in Michigan, Indiana, and Kentucky and has also spoken several times for the Kentucky Association of Healthcare Facilities. In 2018, he will speak for the Ohio Assisted Living Association. He has been a source of education not only for PCA Pharmacy customers, but also for our industry partners on topics such as the Mega Rule, Antibiotic Stewardship Programs, Pain Management, the Opioid Crisis and Pharmacogenomics.

Register Now

Date
Tuesday,
March 20th, 2018

Time
8:00 am - 4:15 pm CST
Breakfast and Lunch Provided

Location
Loveless Cafe
8400 Hwy 100
Nashville, TN 37221

Register at pcapharmacy.com/PCANuScriptRxSymposium

-Or-

Visit pcapharmacy.com and click the drop-down menu.