

## Strategies to Survive a Future with ACOs, Medicare Bundled Programs and Changing Hospital Referral Practices: Accessing and Using the Post-Acute and Long Term Care Demand Model

### Seminar Description:

After two years of intense development, the MSCA/CliftonLarsonAllen **Demand Model** is completed and ready for distribution to Association members. Individuals registering for one of these regional seminars will gain access to the model in advance of other non-attendees and learn from the Model's creators how to use it to predict future demand for post-acute and long term care services. The highly interactive, easy to use Model will be demonstrated to workshop participants. It will help those in attendance answer a number of questions vital to future survival including what services consumers will seek in the next 10 to 20 years, where will your customers of the future come from, and how will referral sources decide between you and your competition. How you position your company in response to these and other similar futuristic questions will literally determine whether your organization will survive!

These **member-only** programs will also help you explore the future of post-acute and long term care services in small settings that encourage dialogue and interactivity. The program is designed for anyone with administrative, financial, marketing, or clinical responsibilities within your skilled nursing facility or company, including administrators, directors of nursing, operations managers, admission directors, clinicians, business staff, and social workers.

### Objectives:

At the conclusion of this program participants will be able to:

- Learn how to access and use the MSCA/CliftonLarsonAllen Demand Model to predict the demand for post-acute and long term care services in your market 10 and 20 years from now;
- Know what services your customers will want in the future and learn how the Demand Model may be used to help your organization chart a strategic direction for the future;
- Understand how Medicare post-acute care will be organized and financed and how that will change the skills you will need to attract and keep future customers; and
- Learn which strategies your organization can implement to help you survive in the future.

### Speakers:

Michael F. Slavik, Principal, CliftonLarsonAllen  
Douglas P. Fiebelkorn, Principal, CliftonLarsonAllen  
W. Scott Plumb, Senior Vice President, Mass Senior Care Association



MASSACHUSETTS  
SENIOR CARE  
ASSOCIATION



### Dates and Locations:

<u>Location</u>	<u>Date</u>	<u>Time</u>
Mass Senior Care Office, Newton	Friday, February 3, 2012	9:00 a.m. - 12:00 p.m
Mount Saint Vincent Care Center, Holyoke	Tuesday, February 7, 2012	9:00 a.m. - 12:00 p.m
Briarwood Continuing Care Community at Knollwood Nursing Center, Worcester	Wednesday, February 8, 2012	9:00 a.m. - 12:00 p.m
Southpointe Rehab & Skilled Care Center, Fall River	Thursday, February 9, 2012	9:00 a.m. - 12:00 p.m

Please check off the program date you will be attending:

\_\_\_\_\_ 2/3/12 Mass Senior Care Office, Newton

\_\_\_\_\_ 2/7/12 Mt. St. Vincent, Holyoke

\_\_\_\_\_ 2/8/12 Briarwood at Knollwood, Worcester

\_\_\_\_\_ 2/9/12 Southpointe, Fall River

**Registration:**

Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email Address: \_\_\_\_\_

License #: \_\_\_\_\_

Facility: \_\_\_\_\_ Title: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

**Payment:**

Credit Card:  MasterCard  Visa  AMEX

Account Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

CID Code: \_\_\_\_\_ Name on Card: \_\_\_\_\_

Billing Address (if different than above): \_\_\_\_\_

Please make checks payable to & mail to:

Amount Paid: \$\_\_\_\_\_

**Massachusetts Senior Care Association**

2310 Washington Street, Suite 300

Newton Lower Falls, MA 02462

\*Seminar Registration Fees must be paid prior to entry to the seminar

**Fee:**

**\$70 for Mass Senior Care Members**

**This is a Mass Senior Care Members Only Program**

**CEUs - 3**

The Massachusetts Senior Care Association has qualified for "deemed status #NH-09015-007" from the Board of Registration of Nursing Home Administrators for **Administrators**. We have applied for 3 contact hours to the National Association of Social Workers for **Social Workers**. This program also meets continuing education requirements for **Nurses** in Massachusetts. All will receive certificate of attendance.