

# LEAD

LEADERSHIP | EXCELLENCE | ADMINISTRATION | DEVELOPMENT

*The LEAD (Leadership Excellence Administration Development) Program has been specifically designed by professionals to enable assisted living executives to excel. The curriculum has been written and compiled by the presenters and trainers under the direction of the Washington Health Care Association and meets the requirements for administrator training, WAC 388-78A-2520*



• LIVE •  
WEBINAR

## Course Domains

- Overview of Assisted Living in Washington
- Resident Care, Support, & Services
- Human Resources Management
- Marketing & Census Building
- Staff Safety & Education
- Survey & Regulatory Management

## Provisos

- A desktop or laptop computer
- Reliable internet access
- Uninterrupted time to engage in all sessions
- Class materials (virtual or physical)
- Ability to navigate Zoom

***This program is approved for 28 continuing education units certified by the Washington State Department of Social and Health Services. This program fulfills the requirement for administrator training in assisted living and is state-specific for Washington.***

## Contact Us:

 360-352-3304

 <https://www.whca.org/calendar>

# COURSE OVERVIEW

The LEAD (Leadership Excellence Administration Development) Program has been specifically designed by professionals to enable assisted living executives to excel in their administrative duties and achieve success in their profession. The curriculum has been written and compiled by the presenters and trainers under the direction of the Washington Health Care Association and meets the requirements for Washington state assisted living administrator training, WAC 388-78A-2520.

This virtual experience will be offered in a series of meetings on seven different days. The training will include 28 hours of presentation allowing for Q&A and will be offered via Zoom platform.

Executives will embark on a journey of education, training, and proficiency that will culminate with confidence, capability, and efficiency. Assisted living professionals at every level and with any amount of experience will be enhanced by this training program.

Each participant will receive all training materials prior to the initial class. Materials can be ordered in hardcopy form and will be sent via FedEx to the address used during the registration process. Electronic materials are available at a discounted rate and downloadable.

# COURSE SCHEDULE

The LEAD Executive Training Program is being offered virtually and requires that participants engage in each session to complete the course. Participants will need a quiet place without interruption as they will be required to engage in each session via video and audio to ensure participation in discussion and small group activities that are part of the course. Participants need to ensure they have a computer, internet access, uninterrupted time to participate in sessions, and course materials.

The LEAD class Zoom session schedule spans two weeks, Tuesday-Friday, and the following Tuesday-Thursday, with a morning session (9:00-11:00) and an afternoon session (1:00-3:00).

# COURSE OUTLINE

## *Overview of Assisted Living in Washington State*

- What is Assisted Living?
- Assisted Living Physical Plant
- What sets assisted living apart from other settings?
- Assisted Living Resident Profile
- Services in Assisted Living
- Resident Payment Options
- Assisted Living Communities in Washington and Medicaid Contracts
- Additional Care Options

## *Staff Safety & Education*

- Employee Training and Development
- Staff Records
- Orientation and Safety Training
- Basic Training
- Food Handler Cards
- Bloodborne Pathogens
- CPR/First Aid
- Specialty Training
- Continuing Education
- Employee Risk Management
- Worker's Compensation Claims
- Drugs and the Workplace
- Communication methods amongst managers and staff, including verbal, written, and electronic

## *Resident Care & Services*

- Intermittent Nursing Services
- Medication Management
- Pharmacy Services
- Medication Storage
- Family Assistance with Medications
- Medication Records
- Medication Errors
- Returns, Destruction
- Policies and Procedures Relating to Medication Services
- Pre-move-in Information
- Move-in Process
- Discharge/Move-out Process
- Documentation/Resident Information Management
- Assessment
- Negotiated Service Agreement (NSA)
- Activities/Life Enrichment
- Dining
- Policies and Procedures
- Meals and Refreshments
- Transportation
- Surrogate Decision Makers
- Capacity to Consent, Hierarchy of Consent
- POLST
- Death with Dignity

# COURSE OUTLINE, continued

## *Human Resources Management*

- Policies and Procedures
- Workplace Rules
- Employee Disciplinary Steps
- Employee Grievances
- Absenteeism
- Classification
- Exemption Status
- Recruitment, Selection, Retention Practices
- Employee Evaluation Programs
- Employment Termination
- Compensation and Benefits
- Employee Health and Safety Programs
- Evaluation of Employee Satisfaction, Engagement, and Organizational Culture

## *Marketing*

- Sales versus Marketing; more specifically
- Selling to the Individual versus Marketing to the Collective
- Share data on recent occupancy trends and why these results occurred
- Research on what is the more efficient means to fill a community
- Selling "behaviors" versus Selling "processes"

## *Census Building*

- Specific selling behavior-based tools to develop and execute
- Practice using these tools to confirm applicability in each attendee's community
- Eight specific strategies that, when executed, will provide a blueprint for success



# COURSE OUTLINE, continued

## *Survey & Regulatory Management*

- Department of Social and Health Services divisions and Interaction with Assisted Living
- Washington State Regulations Review
- Inspections
- Plans of Correction
- DSHS Enforcement
- Informal Dispute Resolution
- Appeals of State Citations and Fines
- Abuse/Neglect
- Mandatory Reporting Investigations



# COURSE FACULTY

**Elena Madrid, RN, BSN**, is the Executive Vice President for Regulatory Affairs for Washington Health Care Association (WHCA). She supports WHCA members by providing answers and insight to regulatory questions and expectations. Elena's long and focused background in survey and enforcement as a surveyor and field manager for DSHS provide her with extensive knowledge and insight on regulatory compliance, the survey process, and policies and procedures. Elena also provides support, resources, and training regarding quality. As staff liaison for the Skilled Nursing Quality and Regulatory Executive Advisory Committee, Elena works with members to promote quality care and services at every level. At DSHS Residential Care Services where she was a field manager with oversight of assisted living and skilled nursing communities, Elena was responsible for the supervision of licensors, surveyors, and complaint investigators for assisted living communities, skilled nursing facilities, and adult family homes in eastern Washington. Elena has also worked as a director of nursing in both assisted living and skilled nursing. She is a registered nurse and brings a wealth of knowledge regarding long term care requirements and the regulatory issues affecting long term care providers.

**Vicki McNealley, PhD, MN, RN**, is the Director of Assisted Living for the Washington Health Care Association (WHCA). Vicki is directly responsible for supporting WHCA member assisted living providers through regulatory clarification, nurse consultation, facility system evaluation, advocacy, and education. Vicki is responsible for developing and implementing WHCA programs to support providers in these areas. As staff liaison for the Assisted Living Quality and Regulatory Executive Advisory Committee, Vicki works with members to promote quality care and services at every level. Vicki spent ten years as the assisted living director for WHCA prior to serving as the Corporate Director of Regulatory Compliance for Village Concepts for over six years. She has extensive experience as a teacher, consultant and provider, and has been involved in assisted living operations and policy work since 1999. Vicki has served as a national award reviewer for the American Health Care Association and worked closely with the American Assisted Living Nurses Association to develop its certification exam. Vicki is a registered nurse with a master's degree in community health nursing and a doctorate degree in nutrition.



## COURSE FACULTY, continued

**Sarah Swale** is a partner at Jensen Morse Baker PLLC, where she focuses her practice on employment litigation. Sarah has extensive experience litigating, mediating, and resolving claims of discrimination, harassment, wrongful termination, and failure to accommodate. She has obtained defense verdicts at summary judgment and trial in both ERISA and other employment-related claims. Sarah has also assisted clients through hundreds of agency charges and audits nationwide on federal, state, and local levels. Sarah also takes a proactive approach to compliance by working closely with clients to develop policies and practices tailored to the client's business needs, working collaboratively with clients to resolve workplace issues in the moment, and providing training to managers and staff dealing with employment issues on the front lines. Sarah is also a recognized national presenter on topics ranging from complex wage and hour issues to social media and privacy in the workplace.

**Michael Marlow** has been involved in the senior living profession for over 25 years, beginning his career at Hillhaven, and has served in various sales training and senior sales management roles with Vencor, Atria, and Brookdale. These roles have ranged from Regional Sales and Marketing Manager to the National Vice President of Sales at Atria. Mike is currently serving as the VP of Sales Education for Watercrest Senior Living Group. Mike is also a nationally published author and a frequent lecturer at many conferences.

Mike is the author of an ALFA Best of the Best award-winning sales training program. Mike is a proud graduate of the University of Kentucky and Oklahoma State University. He is even more proud of his two children: Bradley, a Physical Therapy Assistant at Beacon Orthopedics in Erlanger, Kentucky, and Jill, a doctoral student in Occupational Therapy at Belmont University in Nashville, Tennessee.

**Stephanie Scheurich** is Group Manager for the WHCA Group Retrospective Rating Program (GRRP). She earned her bachelor's degree in Sociology from Eastern Washington University and has worked in industrial insurance for over 11 years. She started her career in 2006 as a claims manager at L&I and left in 2011 to advocate for employers. In her current position at Employer Resources Northwest, she is responsible for analyzing the financial performance of employers in the WHCA retro group and providing workers' compensation education and training. She is also a liaison between employers and L&I to improve employers' interactions with the department. Stephanie is passionate about saving employers money in the Washington workers' compensation State Fund program.