

**South Carolina
Health Care
Association**

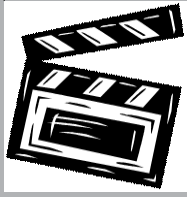


**Directing
the Future of
Healthcare
Convention & Showcase**

**April 18-21, 2010
Kingston Plantation
Myrtle Beach, South Carolina**

CONVENTION

Events



Red Carpet Welcome Reception

Sunday, April 18

8:00 PM - 11:00 PM

It's time to dial up the footlights, wax the limo and fluff out the Boas. Some megawatt starpower (psst that's you) is headed to the red carpet.

Join for a great time, complete with entertainment and refreshments.



Membership Meeting

Monday, April 19

9:00 AM - 10:00 AM

Join us as we officially open our 23rd Annual Convention with our Membership Meeting. Our Association Chairman, President and Committee Chairpersons will give their reports.

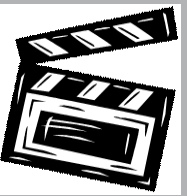
Long Term Care Nurses' Luncheon & Program

Monday, April 19

12:30 PM - 2:00 PM

All Long Term Care Nurses are invited to attend the LTC Nurses' Luncheon. The luncheon will include an educational program, along with a business meeting and officer elections.

Pre-registration is required; please indicate if you are planning to attend on your registration form.



Directing the Future of Healthcare

Tuesday, April 20

Exhibit Hours: 12:00 PM - 4:00 PM

Lunch: Available from 12:00 - 2:00

Visit over 130 exhibits and see the latest products and services. A box lunch will be served during the exhibit time so you'll have time to visit all of the booths. Up to 3 hours of continuing education are available.

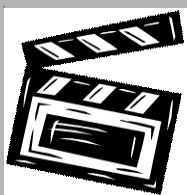


"It's a Wrap" Reception

Tuesday, April 20

4:30 PM - 6:30 PM

Come celebrate the end of another "successful production" following the Showcase. This reception is for all exhibitors and attendees to meet in a relaxed atmosphere.



Exhibitors

Abbott Nutrition
Aegis Therapies
Allied Health Resources
American Mobile Imaging
Apollo/Medcare
Arkray
Arthur J Gallagher Risk Mgt Svcs
Ascension Hospice
AssureSouth, Inc
Basic American Medical Products
BB&T Insurance-Boyle Vaughan
Beyond This Day
BHL Insurance
Brame Specialty Company
Brookcare of NC, Inc
Carolina Medicare Ambulance
Carolina Nutrition Consultants
Carolina Senior Care
Clinical Resources
Contract Supply
Covidien Healthcare
Creative Environments Aviaries
CuraeLase, Inc
DermaRite Industries
Employment Screening Services
Evonik-CliniShield Brand
Eye Care One Nursing Home Care
EZ Way, Inc
Felder Services
First Quality Products
Ford & Harrison, LLP
Functional Pathways
Genesis Rehab Services
Gentiva Hospice
Goff d'Antonio Associates
Gregory Pest Solutions
Grove Medical
Harbor Linen
Healthcare Services Group
HealthLines of the Carolinas, Inc
HealthPro Rehabilitation
Heritage Healthcare
Hill-Rom Company
HPSI
HS Pharmaceuticals
IH Services, Inc
Innovatix, LLC
Invacare Continuing Care
Joerns Healthcare, Inc
LifeGas
Management Solutions, LLC

Mashburn Construction
McCrary Construction
McKesson
McNeary, Inc
MDI Achieve
Medical Modalities
Medical Nutrition USA
Medline
Merchants Foodservice
Mobilex USA
MOTA Industrial Services, LLC
Navigator Group Purchasing
Neil Medical Group
Nestle HealthCare Nutrition
Network Healthcare
Nutrition Plus
OmegaCare Online
Omnicare Pharmacies
On Sight Senior Care
Palmetto Ambulance
Palmetto Long Term Care
Pharmacy
Paragon Rehabilitation
Penner Patient Care, Inc
Personal Care Ambulance
PharMerica
ProCare Rx
RecoverCare
Regional Ambulance
Rehab Solutions
RehabCare
Reliable Medical Supply
Rx Care Assurance Powered by
Schmoyer and Company, LLC
Select Medical Rehabilitation
Services
Select Rehabilitation, Inc
Senior Living Guide (Fairfax
Publishing)
Shannon Sales - Specialty Floors
Solaris Hospice
SC Dietary Managers
Southeastern Paper Group
SouthMed, Inc
Span-America
StaffScheduleCare
Supplemental Health Care
Sysco Foods
TekTone Sound & Signal
The Marlin Company
Turbeville Insurance Agency

U.S. Foodservice
UHS Pruitt
UniStaff Administrative Services
United Hospice
United Medical
United Mobile Imaging
United Pharmacy
United Rehab
White Oak Pharmacy
Winyah Diagnostics
Winyah Pharmacy Solutions

(as of 2/23/10)

SUNDAY, APRIL 18

EARLY BIRD SESSION

1:30 PM - 3:30 PM

**Medicaid Eligibility 101
The Basics and Beyond**

Presented by: Schutjer Bogar LLC

For many long-term care providers, qualifying residents for Medicaid eligibility can be a challenging and time-consuming process. It doesn't have to be! This seminar gives providers an understanding of the basics of how to secure Medicaid benefits for its residents, including the many intricacies of the applications and appeal process. Along with a basic understanding of the process, this seminar demonstrates how to implement internal policies and practices with a proven track record in establishing Medicaid benefits.

Two (2) Credit Hours (applied for)

MONDAY, APRIL 19

GENERAL SESSION

10:15 AM - 12:15 PM

Creating a Culture of Service Excellence

*Presented By: Bryan K. Williams
BW Enterprises*

This session is designed to equip attendees with the knowledge and tools needed to develop a sustainable culture of service excellence. Special emphasis will be placed on how to deliver exceptional service and how to keep a team engaged. All attendees will leave this session with practical and applicable tools/concepts to use immediately.

Two (2) Credit Hours (applied for)

CONCURRENT SESSIONS

2:00 PM - 4:00 PM

7 Principles of EngageMe

*Presented By: Bryan K. Williams
BW Enterprises*

This workshop is designed to explore ways to use the 7 Principles of EngageMe™. The 7 Principles are #1 Be eager to serve, #2 Be welcoming, #3 Create an inclusive Atmosphere, #4 Create a total experience, #5 Turn customers into ambassadors, #6 Offer a gracious goodbye, #7 Earn your customers' confidence... reap the reward. These principles will be reviewed and emphasis will be placed on how to deliver and sustain exceptional service.

Two (2) Credit Hours (applied for)

Enteral Feeding

Presented by: Keith Hoffman, Covidien

This informative program will discuss enteral feeding, proper hydration (feed/flush), pumps and proper use/care, along with preventative measures for related F-Tags

Two (2) Credit Hours (applied for)

LTC Trend Tracker

*Presented by: William Hartung, Vice Pres.
Research, American Health Care Association*

LTC Trend Tracker is a web-based tool for tracking and utilizing key metrics to help improve the performance of your nursing facility. Through a simple and easy-to-use report builder, your facility or company will have access to a wealth of reimbursement, cost, quality, and survey information to explore the performance of your facility over time, and to compare the performance of your facility against your peers. Track trends and compare performance on: 5-Star Ratings ; Quality Measures; Survey Citation Findings; Operational Metrics; Staffing Patterns; Resident Characteristics and Medicare Utilization.

Two (2) Credit Hours (applied for)

TUESDAY, APRIL 20

GENERAL SESSION
9:00 AM - 12:00 Noon

Take Your Facility Risk Temperature

What is it & why you should do it!

Presented by: Robin Bleier, RN, HCRM

RB Health Partners

This is an action packed training appropriate for all levels of facility management as well as corporate or executive level learning. Our speaker who provides Clinical Risk & Regulatory Services works in facilities nationally which are pending or have been de certified to help them return to compliance and or support those back in to stay in regulatory compliance and avoid what CMS terms “yo yo non compliance”. Topics include a discussion on Clinical Risk Management (CRM) and what the CRM scope includes, as well as the federal scope & severity process. The method to determine root cause and documentation of anticipated negative outcome.

Three (3) Credit Hours (applied for)

SHOWCASE

12:00 Noon - 4:00 PM

Spend the afternoon visiting with our exhibitors and learn about new products and services.

Three (3) Credit Hours (applied for)

WEDNESDAY, APRIL 21

GENERAL SESSION
9:00 AM - 11:00 AM

MDS 3.0 is on Its Way

Presented by: Robin Bleier, RN, HCRM

RB Health Partners

MDS 3.0 has been a long time coming. Without question, this is the largest industry change since MDS and PPS began over a decade ago. Don't miss this sneak – a-peek program which will introduce you to the most drastic changes and provide you with insight into how to prepare your staff for MDS 3.0.

Two (2) Credit Hours (applied for)

Sponsors

PREMIER PLUS

Regional Ambulance

PREMIER

**American Association of LTC
Nurses**

Nexsen Pruet

Palmetto Ambulance

Schmoyer & Company

United Pharmacy

United Hospice

GOLD

Covidien

Dixon Hughes

First Quality

HCSG

Heritage Healthcare, Inc.

Shutjer Bogar, LLC

SILVER

Medical Arts Pharmacy

NHC HealthCare

White Oak Pharmacy

BRONZE

Capstone Insurance

Ford & Harrison, LLP

McKesson

Sysco Foods

Turbeville Agency

US Food

Winyah Pharmacy

SUNDAY, April 18

1:00 PM - 4:00 PM **Convention Registration**

1:30 PM - 3:30 PM **Early Bird Educational Seminar**
2 hrs CEU

2:00 PM - 3:30 PM **DHEC Advisory Committee Meeting**

3:30 PM - 4:30 PM **Executive Board Meeting**

8:00 PM- 11:00 PM **The Red Carpet Welcome Reception**
Featuring The Mighty McFly

MONDAY, April 19

8:30 AM - 4:00 PM **Convention Registration**

9:00 AM - 10:00 AM **Membership Meeting**

10:15 AM - 12:15 PM **General Keynote Session**
2 hrs CEU

12:30 PM - 2:00 PM **LTC Nurses' Luncheon**

12:30 PM - 2:00 PM **Lunch**
(On your own)

2:00 PM - 4:00 PM **Concurrent Educational Sessions**
2 hrs CEU

TUESDAY, April 20

8:00 AM - 10:00 AM **Convention Registration**

8:00 AM - 11:00 AM **Exhibitor Move-In**

9:00 AM - 12:00 Noon **General Educational Session**
3hrs CEU

10:00 AM - 10:30 AM **Exhibitors' Meeting**

11:00 AM - 12:00 Noon **Exhibitor's Lunch**

12:00 PM - 4:00 PM **Directing the Future of Health Care Showcase**

Lunch available for attendees anytime between 12:00 - 2:00

4:30 PM - 6:30 PM **"It's a Wrap" Showcase Reception**

WEDNESDAY, April 21

9:00 AM - 11:00 AM **General Education Session**
2 hrs CEU



HOW TO REGISTER

To register for the 26th Annual Showcase and Convention, please visit the on-line registration form at www.schca.org and select a package you wish to attend.

With On-Line Registration, payments may be made by check (an invoice prints out for payment) or credit card (Visa and MasterCard).

REGISTRATION PACKAGES

(Please note that if you are registering for a package other than Full Registration, at least one person from your facility or company must be registered for a Full Package.)

Full Package - \$ 340.00

Includes up to 14 hours of CEU Educational programs, receptions on Sunday and Tuesday evenings, Membership Meeting, admission to Showcase, Showcase Lunch, Refreshment Breaks, Name Badge and all other convention materials.

Showcase/ Social Package - \$ 95.00

Includes receptions on Sunday and Tuesday evenings, Showcase, Showcase Lunch and Name Badge

Showcase & Lunch - \$30.00

Includes Showcase Lunch and Showcase.
(This does not include the "It's a Wrap" reception following the Showcase.)

Registration and Cancellations must be received by April 9, 2010.

Space is limited for certain events so please register early.

HOTEL RESERVATIONS

Kingston Plantation
9800 Queensway Blvd., Myrtle Beach SC 29572
(843) 449-0006

Make your reservation On-Line by visiting the SCHCA Website at www.schca.org

The Kingston Plantation will serve as our host for the Showcase and Convention. Convention attendees must make their own reservations with the hotel.

Be sure to mention SCHCA when making reservations to receive our special rates. To guarantee your room rate you must reserve it by **March 17, 2010**. Limited rooms available....

Room Rates are:

Oceanview Hotel Suite	\$173.00*
2 Bedroom Oceanside Condo	\$213.00
2 Bedroom Villa	\$183.00
3 Bedroom Oceanside Condo	\$243.00
3 Bedroom Villa	\$225.00

**includes complimentary buffet breakfast and manager's reception daily.*

DRESS

The dress for the **Directing the Future of Health Care Showcase and Convention** is primarily business casual. Listed are dress suggestions for special events:

Seminars and Membership Meeting

Business Attire

A light jacket or sweater for your comfort

Receptions

Casual Business Attire