



For Immediate Release  
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## **CALENDAR ANNOUNCEMENT**

### **National Executive Symposium to Address Critical Issues and Emerging Trends in Long Term Care**

*Orlando tapped as site for FHCA's long term care leadership symposium*

**Tallahassee, FL** - The Florida Health Care Association (FHCA) will bring together long term care and health system decision-makers from the national, state and facility levels for a **National Long Term Care Executive Leadership Symposium** on **December 3 – 4, 2009 at the Buena Vista Palace Hotel and Spa in Orlando**. The event will feature nationally-recognized speakers who will share insight on reimbursement and quality care challenges in today's economy; the regulatory impacts of MDS 3.0 and the Five Star Rating System; the importance of understanding clinical practices and budgeting; culture change and affordable designs for long term care facilities; labor relations issues and the future of health care reform as it relates to the long term care continuum.

Notable speakers include **Larry Deans, President of Golden Living, Inc.**; leading long term care financing experts, **Joe Lubarsky of Eljay, LLC** and **Doug Burr of Cypress Health Care Management**; **Cheryl Field, of PointRight, Inc.**; **Lyn Bentley and Sandra Fitzler of the American Health Care Association**; Society for the Advancement of Gerontological Environments representative and life safety expert, **Skip Gregory of the Florida Agency for Health Care Administration**; and Vanderbilt research expert on the Quality Indicator Survey, **Jack Schnelle**.

Representatives from the SEIU and the Claude Pepper Foundation will present, as well as several long term care chief executives, who will provide their perspective on leadership and the link between quality care and funding in today's changing environment. The dynamic symposium will conclude with a panel of point/counterpoint presenters on the future of health care reform and its impact on long term care in the U.S. Attendees will also benefit from a long term care product and services showcase, which includes access to the latest technology products supporting Electronic Medical Records.

"Despite the uncertainty of today's economy, long term care remains a necessity for the nation's growing aging population," said Emmett Reed, FHCA Executive Director. "FHCA recognizes that investing in executive leadership is important to a strengthened long term care workforce, and we are thrilled to host this event. Attendees will gain tremendous knowledge, while also taking advantage of Orlando's many family-friendly activities and the amenities of this premier hotel, which is just minutes from the Disney theme parks."

For more information about the **National Long Term Care Executive Leadership Symposium**, including online registration or sponsorship opportunities, visit the FHCA Web site at [www.fhca.org](http://www.fhca.org).

#### **ABOUT THE FLORIDA HEALTH CARE ASSOCIATION**

The Florida Health Care Association (FHCA) is a federation which serves nearly 1,000 members and represents over 500 long term care facilities that provide skilled nursing care, short-term rehab, assisted living and other services to the frail elderly and individuals with disabilities in Florida. FHCA was founded on the premise that its members have a moral obligation to the residents they serve, and since 1954 the Association has worked diligently to improve quality of care and quality of life for the state's growing elder care population. For more information about the Florida Health Care Association, visit [www.fhca.org](http://www.fhca.org).

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*Representing the Florida Long Term Care Community*

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