



**62nd Annual Convention & Trade Show
November 5—8, 2012
Grand Hyatt San Antonio
San Antonio, Texas**

2012 Call for Presentations

Deadline for Proposals is April 4, 2012

“Innovation: The Key to Quality”

**Help tear down the barriers to innovation
and join us to create real innovations for long term care.**

Information for Speakers aka Innovators

The 2012 THCA Annual Convention and Trade Show is all about creating real innovation and delivering quality care and services to the elders and disabled in our care. We are seeking speakers for keynote sessions and breakout sessions as well as poster sessions. The convention runs four days and includes a golf tournament, a major exhibition, THCA committee and council meetings, Nurses Day, Assisted Living Day, Awards Luncheon, keynote sessions, concurrent break-out sessions, the annual meeting of the House of Delegates, an awards and installation banquet, and numerous networking and social events. Educational seminars are offered throughout the convention. This brochure provides you with all the basic information about our Convention and your part in it. You are invited to submit one or more proposals.

We are seeking experiential and substantive didactic presentations in the following general areas that reflect innovative ideas and methods designed to inspire and lead to sustainable quality outcomes by and for individuals and entities involved in long term care. We are also interested in receiving your ideas for poster sessions.

Help tear down the barriers to innovation and create real innovation and sustainable solutions.

Opening and Closing Keynotes on:

- ◆ What is and what is not Innovation?
- ◆ Methods and Tools for Innovation in LTC
- ◆ Barriers to Innovation in LTC
- ◆ Measures of Innovation for LTC
- ◆ Creating an Environment that Fosters Innovation

Breakout sessions on bringing innovation to:

- ◆ Leadership and Management Styles
- ◆ Communication
- ◆ Delivery of Clinical Care and Services
- ◆ Providing Person-Centered Care
- ◆ Delivering Behavioral Health Services
- ◆ Medication Management
- ◆ Alternative Health Care Approaches
- ◆ The Benefits-to-Costs Ratio
- ◆ Building Community
- ◆ Marketing and Census Growth
- ◆ Financial Management
- ◆ Labor and Employment Issues
- ◆ Reimbursement and Billing
- ◆ Assessment and Care Planning
- ◆ Service Plan Development
- ◆ Use of Resident Assessment Data and Quality Measures
- ◆ Meeting Federal and State Regulations
- ◆ Health Care Reform Initiatives

Poster Sessions: Same topics as above. More details will be provided later this spring.

Disciplines in Attendance

- ◆ Nursing Home Administrators
- ◆ Assisted Living Administrators
- ◆ Registered Nurses
- ◆ Rehab Therapists
- ◆ Social Workers
- ◆ Licensed Vocational Nurses
- ◆ Registered Dietitians and Registered Dietetic Technicians
- ◆ Activity Professionals

Information for Presenters aka Innovators

Style: Presenters are encouraged to incorporate different methods appropriate for adult learning, including but not limited to: experiential methods, case studies, demonstration, humor and interactive teaching strategies as well as lecture. We ask that you make every effort to provide tools, action plans and materials that can be implemented immediately.

Audience: Depending on a topic's demand, speakers can expect 25 to 300 attendees at a break-out seminar but the final number will vary. Keynote sessions will attract 500+ attendees. The audience will consist of nursing home administrators, nurses, owners, assisted living managers, social workers, activity professionals, rehab therapists and other professionals who work in long term care settings or companies that provide products and services for providers of long term care.

Audio/Visual Equipment: Please indicate all audiovisual equipment needs. Also indicate what equipment you will be bringing for your presentation. We ask speakers to please plan to use their own laptop for their presentation. THCA-EF will ensure other AV equipment is available as requested.

Speaker Expenses: THCA-EF is a non-profit organization operating on a limited budget to bring fine quality education to our members. While we do hire outside speakers, the majority of our speakers receive no speaker fee and are responsible for their own travel and hotel. Travel reimbursement and speaking fees are offered on a very limited basis and are individually negotiated with speakers.

Speaker Benefits: THCA provides education and networking opportunities in long term care. THCA provides a great opportunity for businesses to meet and mix with key owners, operators, administrators, directors of nursing and other professional care givers. Presenting at our seminars offers an excellent opportunity to increase visibility and earn credibility with leaders of the profession. After the convention, speakers will be provided with a list of attendees in their seminar. While speakers are encouraged to distribute business cards and written information about their products and services, this cannot be done during educational activity time or inside the room in which the educational session is being held.

Seminar Information

Continuing Education Credits: Sessions will provide continuing education credits for licensed nursing facility administrators, assisted living managers, registered nurses, licensed vocational nurses, social workers, dietary managers, activity directors and other professionals as appropriate. Continuing education credit will be documented by the Texas Health Care Association - Education Foundation (THCA-EF). THCA-EF will provide all required registration, documentation, record keeping, and certificates. Speakers will work with the THCA-EF to develop and finalize session objectives, content outline, teaching methodology, and qualifications as required for selection and documentation purposes. A set of forms for completion are attached. For your proposal to be considered, please complete and submit the required forms with your proposal by April 4, 2012.

Length: Seminars are typically scheduled for one, two, three and even 6 hours of content time with break time built into the longer sessions. A limited number of slots for full-day sessions are available. Please note that a single educational activity may include multiple speakers. Presentations of one hour or less may be combined with other presentations of closely related topics. THCA-EF staff will communicate with speakers to determine how to best combine and adjust proposals to maximize the quality of the entire presentation.

Content: Content must be educational in nature and may not be used to market specific products or services or be comparable to an "in-service".

Instructional Design: Presenters are asked to use a variety of instructional methods appropriate for adult learners. Audiences are composed of professionals who are NOT accustomed to sitting all day.

Seminar Marketing: Seminars will be marketed through direct mail, emails, announcements at meetings, newsletters, and other media. Presenters' company names and sponsors will be included in all marketing materials.

Speaker Responsibilities

Speaker Agreement Form: After the selection process is completed, THCA will send you a speaker agreement form and any additional forms related to continuing education documentation. Forms sent will be based on which disciplines are being targeted through your activity and must be completed and submitted to THCA-EF within specified time frames.

Handouts: Speakers must supply **handout masters to THCA by October 1, 2012**. Handouts should be mailed or e-mailed. Faxed handouts are not accepted. THCA will make handouts available online for participants. This past year we produced a spiral bound document that included all handouts and tools that presenters provided to us. We did not include the Power Point slides in the spiral although those were included in PDF format online. It is vital that we have handout materials by October 1, 2012.

Travel Arrangements: As noted previously, **THCA will not be responsible** for speaker expenses except in a very limited number of cases. THCA will make hotel reservations for speakers as requested on your speaker agreement. Any travel expenses to be reimbursed to you by THCA must be pre-approved and included on the speaker agreement prepared by THCA.

Information for CE Documentation: The description of your proposed seminar; the target audience; presentation objectives; instructional methods; your biographical data form, your Conflict of Interest Disclosure and the educational documentation form are all gathered as part of the application process to select presentations and develop the convention agenda and brochure. However, additional information may be requested as needed for CE documentation.

Watch your mail: We will send you updated information about the Convention as it becomes available. Please watch your mail for your copy of the registration brochure and other pertinent information.

Process of Selection: The selection of topics and presentations is made by members of the THCA Quality Committee, the THCA Nurse Council, THCA Nurse Planners and THCA staff. The selection process will be completed by the end of April and notification will be made to all selected speakers by the end of May 2012. Proposals not selected for presentation will not be returned and the individuals who submitted the proposal may not be contacted. If you have not heard by June 1, please contact Sue Wilson at swilson@txhca.org.

Questions??? Please contact Sue Wilson at THCA at swilson@txhca.org.

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THCA Presenter Application Form

Please complete the application form and related attachments and return to: THCA, Attention: Sue Wilson, P. O. Box 4554, Austin, TX 78765; Fax 512/467-9575; or email swilson@txhca.org (Please attach a Biographical Data Form and a Disclosure Form for each presenter.)