MASSACHUSETTS SENIOR CARE ASSOCIATION

MASS SENIOR CARE'S 2021 VIRTUAL ANNUAL MEETING

November 18, 2021

Sponsor Roundtable Sessions

JOIN ONE OF THE SPONSOR BREAKOUT SESSIONS
HOT TOPICS THAT MATTER TO YOU
11:30AM- 12:00PM

3 Pillars of a Robust Cybersecurity Program
Presented by Randy Romes, Principal, CLA

Healthcare organizations continue to be a target for cyber-attacks, with the highest average total cost per data breach by industry. Reasonably protecting IT systems and properly reacting to threats can avert a breach of personal, customer, or vendor data, irreparable damage to an organization's reputation, and devastating financial loss. Join the CLA team to learn about and discuss the three pillars of developing a robust cybersecurity program. **JOIN CLA'S SESSION.**

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Strategic Approaches to 360 Degree Census Development Across the Continuum
Presented by Erin Dunn, VP of Strategic Partnerships, HealthPRO Heritage

To accomplish network development initiatives and ensure success, there are fundamental and strategic options that differentiate programs and ultimately impact occupancy. Start with the current data analytics and evaluate where programming can support patients and residents in advancing satisfaction and outcomes metrics, including quality measures. During this interactive round table discussion, we will explore innovative tactics and an actionable interdisciplinary team work plan that tackles obstacles to accelerate and maintain referral source loyalty. **JOIN HEALTHPRO HERITAGE'S SESSION.**

HEALTHPRO® HERITAGE

Quality Leader Sponsor

Preparing for a Single Audit
Presented by Urszula Skarzynski, Senior Manager Assurance Services, Marcum LLP

Marcum LLP is delighted to host a roundtable discussion on compliance requirements related to Provider Relief Funds (PRF). Many providers may not realize that they have a compliance audit obligation if they exceed certain (PRF) spending thresholds. The goal of our discussion will be to explain the compliance obligation and provide recommendations on achieving a clean audit. **JOIN MARCUM'S SESSION.**

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