

Massachusetts Senior Care Association  
2019 Spring Conference & Trade Show

Wednesday, April 10, 2019  
Boxboro Regency Hotel & Conference Center, Boxborough  
9:30 am – 3:00 pm

# PDPM: THE JOURNEY CONTINUES

Join us for a dynamic and informative program featuring experts in the clinical, legal and compliance aspects of the Patient Driven Payment Model (PDPM) who will share their knowledge and provide best practices to prepare you for a successful implementation of PDPM in your facility this October.

## Morning Session:

### **Welcome and Answering the Call to Care Campaign Update**

*Tara Gregorio, President, Massachusetts Senior Care Association*

### **PDPM: Beyond The Basics**

*Jennifer Gross, BSN, RN-BC, RAC-CT, CPHIMS*

*Senior Healthcare Specialist, PointRight*



Jennifer Gross

By now, you know the basics of PDPM and how the various payment components are determined. The next step: putting your knowledge into practice! This session will discuss the moving parts of PDPM that are driven by your interdisciplinary processes. Learn about potential PDPM pitfalls, as well as effective strategies to put into place now to ensure success on October 1 and beyond.

## Afternoon Session:

### **Compliance Under PDPM: The New Frontier**

*Mark Reagan, Managing Partner*

*Hooper Lundy & Bookman PC*



Mark Reagan

The development of PDPM represents an intentional departure from the RUGs system and its incentives. However, this does not mean that the PDPM system is free of compliance risk. This program will address the compliance issues presented by PDPM and how to prepare for these challenges.



MASSACHUSETTS  
SENIOR CARE  
ASSOCIATION

DAY AT A GLANCE

8:30 am – 9:30 am	Registration & Continental Breakfast
9:30 am – 11:30am	Morning Session (2 CEUs)
11:30 am – 1:00 pm	Trade Show and Buffet Lunch
1:00 pm – 3:00 pm	Afternoon Session (2 CEUs)

Premier Sponsor





## 2019 Spring Conference & Trade Show Sponsorship Opportunities

### 2019 Spring Conference & Trade Show

**Date:** Wednesday, April 10, 2019 **Anticipated Attendance:** 600

**Location:** Foxboro Regency Hotel & Conference Center, Foxborough

**Attendees:** Owners, Corporate Staff, Administrators, Purchasing Agents, Department Heads, and staff from all areas of facility operations

#### Lanyard Sponsor \$3,000 exclusive

- Sponsor name/logo recognition on neck cord distributed to 600 attendees
- One complimentary exhibit booth with prime location at the trade show
- Signage with sponsor name/logo at attendee registration area
- Recognition in conference handouts and program slideshow
- Thank you from the podium during the morning program

**SOLD OUT**

#### Conference Tote Bag Sponsor \$3,000 exclusive

- Sponsor name/logo recognition on conference tote bags distributed to 600 attendees
- One complimentary exhibit booth with prime location at the trade show
- Signage with sponsor name or logo at attendee registration area
- Recognition in conference handouts and program slideshow
- Thank you from the podium during the morning program

#### Charging Station Sponsor \$3,000 exclusive

- Sponsor name/logo recognition on two cell phone charging stations, one located at exhibit booth
- One complimentary exhibit booth with prime location at the trade show
- Signage with sponsor name/logo at attendee registration area
- Recognition in conference handouts and program slideshow
- Thank you from the podium during the morning program

#### Notepad and Pen Sponsor \$2,500 exclusive

- Sponsor name/logo recognition on notepad distributed to 600 attendees
- One complimentary exhibit booth with prime location at the trade show
- Signage with sponsor name/logo at attendee registration area
- Recognition in conference handouts and program slideshow
- Thank you from the podium during the morning program

**SOLD OUT**

#### Trade Show Buffet Lunch Sponsor \$2,000

**4 Opportunities Available! 2 REMAINING**

- Signage with sponsor name/logo at three food stations in trade show
- One complimentary exhibit booth with prime location at the trade show
- Recognition in conference handouts and program slideshow
- Thank you from the podium during morning program and during the tradeshow raffle

#### Continental Breakfast Sponsor \$1,000

**5 Opportunities Available!**

- Signage with sponsor name/logo at breakfast area
- One vendor table at the primary breakfast area with up to two representatives
- Thank you from the podium during the morning program

#### General Session Sponsor \$650

- This opportunity is available for Associate Members to attend the Spring Conference & Trade Show who do not wish to exhibit, includes 2 registrations
- Signage with sponsor name/logo at registration area
- Recognition in conference handouts and program slideshow

Please contact Jennifer Chen at 617.558.0202 or [jchen@maseniorcare.org](mailto:jchen@maseniorcare.org) for additional information on sponsorship opportunities.

# 2019 Spring Conference & Trade Show Sponsorship Reservation Form

Company Name: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Address: \_\_\_\_\_ City, State  
Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Email: \_\_\_\_\_

## SPONSORSHIP OPPORTUNITY

Lanyard Sponsor

**SOLD OUT**

Charging Station Sponsor  
(\$3,000 Exclusive)

Notepad and Pen Sponsor

**SOLD OUT**

Conference Tote Bag Sponsor  
(\$3,000 Non-Exclusive)

Trade Show Buffet Lunch Sponsor  
(\$2,000 Non-Exclusive)

Continental Breakfast Sponsor  
(\$1,000 Non-Exclusive)

General Session Sponsor  
(\$650 Non-Exclusive)

## METHOD OF PAYMENT (Please Print):

A. Check enclosed  Please make checks payable to: Massachusetts Senior Care Association

B. Charge to: MC  VISA  AMEX

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ 3 or 4 digit security # \_\_\_\_\_

Name on Card: \_\_\_\_\_

Home Zip Code (if personal card): \_\_\_\_\_

Signature: \_\_\_\_\_

Please Note: All sponsorships and exhibit booths must be paid 7 days prior to the trade show. Exhibit booths canceled prior to March 10, 2019 will be refunded, minus a \$100 processing fee. No refunds will be issued for cancellations made after March 27th. All cancellations must be submitted in writing and emailed to Loan Nguyen at [lnghuyen@maseniorcare.org](mailto:lnghuyen@maseniorcare.org).

Please mail payment to:  
Massachusetts Senior Care Association  
800 South Street, Suite 280, Waltham, MA 02453  
TEL (617) 558-0202 · FAX (617) 558-3546



MASSACHUSETTS  
SENIOR CARE  
ASSOCIATION

**Spring Conference & Trade Show**

**Wednesday, April 10, 2019**

**Boxboro Regency & Conference Center, Boxborough**

*Please list the information below exactly as you would like it to appear to attendees of the Trade Show.*

**Exhibitor Reservation Form**

<b>Company Name:</b>		<b>Type of Business (limit 3 words):</b>	
<b>Address:</b>			
<b>City, State, Zip:</b>			<b>Phone #:</b>
<b>Website:</b>	<i>This information will be included in the Exhibitor Directory.</i> <b>Contact Person:</b> <b>Contact Email:</b>		
<b>Number of Booths:</b> _____	<i>Please feel free to add an additional email for a trade show contact.</i> <b>Trade Show Contact:</b> <b>Email Address:</b>		

**Trade Show will be from 11:30am - 1:00pm in the Parade Room.**

Each booth will be 10' wide by 8' deep and will be constructed with an 8' high backdrop, 3' high side rails, an 8' skirted table, two folding chairs, one wastebasket liner, and an Exhibitor ID sign with booth number. The exhibit hall will be carpeted. Once we receive your reservation form, you will receive an **exhibitor service kit from our decorator, SER Exposition Services**, which will include information on shipping, storage, electricity, telephone/computer lines and other services. Within 14 days of the tradeshow you will receive a confirmation package from Mass Senior Care including booth number assignment, directions, agenda and set-up and breakdown times.

**Additional Charges:** Electrical outlets and telephone lines can be purchased directly from the Boxboro Regency by using the order forms in your exhibitor service kit.

**Fee: \$650 PER BOOTH**

**Total Amount Due: \$** \_\_\_\_\_

**Method of Payment:**

Credit Card:  MasterCard  Visa  AMEX

Account Number: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

CID Code (3 or 4 digit): \_\_\_\_\_ Name on Card: \_\_\_\_\_

Billing Address (if different than above): \_\_\_\_\_

Check for \$ \_\_\_\_\_ enclosed

**Make check payable to and mail to: Massachusetts Senior Care**

**Please return this form to:**

Massachusetts Senior Care Association

800 South Street, Suite 280

Waltham, MA 02453

Tel: (617) 558-0202 | Fax: (617) 558-3546

Email: LNguyen@maseniorcare.org

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