



American Conference Institute's 5<sup>th</sup> Annual Forum on

# Preventing and Defending Long Term Care Litigation

*Expert Risk Mitigation and Defense Strategies for Nursing Home and Assisted Living Facility Providers*

January 29-30, 2015 • Conrad Miami • Miami, FL

Pre-Conference Workshop A: LTC Litigation Boot Camp • January 28, 2015

Post-Conference Workshop B: Master Class on Communication • January 30, 2015

Network with an exceptional in-house faculty of long term care experts including:

*Mary Adams, RN-BSN, CLNC, FNC*  
Corporate –Legal Nurse Consultant  
UHS-PRUITT CORPORATION

*Tara Clayton*  
Associate Counsel, ELMCROFT SENIOR LIVING

*Theresa Creagh*  
General Counsel, GRANE HEALTHCARE CO.

*Lauren Crow*  
Vice President Claims, CARING COMMUNITIES  
SHARED SERVICES LTD

*Lynn K. Fieldhouse*  
VP – General Counsel of Litigation Services  
SIGNATURE HEALTHCARE

*Debbi S. Mann*  
Claim Manager-Aging Services, CNA HEALTHCARE

*Debbie Miller*  
Chief Compliance and Privacy Officer  
THE ENSIGN GROUP

*Dr. Nancy Munoz, DCN, MHA, RDN, LDN, FAND*  
Clinical Nutrition Manager  
GENESIS HEALTHCARE LLC

*Erin M. Pope*  
Chief Privacy Officer and Asst. General Counsel  
GOLDEN LIVING

*Pam Roberts*  
Assistant General Counsel – Litigation  
GOLDEN LIVING

*Frank Russo*  
Vice President of Risk Management, SILVERADO

*Bill Shadburne*  
Director of Risk Management  
SIGNATURE HEALTHCARE

*Ari Starwis*  
Director of Revenue Cycle, CENTERS FOR CARE

*Alissa Anne Watts*  
Corporate Healthcare Risk Manager  
GREYSTONE HEALTHCARE MANAGEMENT

*Beverly B. Wittekind*  
Vice President and General Counsel  
THE ENSIGN GROUP

... And Many More

**A View From the Bench: Formulate your long term care litigation strategies based on how judges are interpreting evidence and arguments. Hear from:**

*The Honorable Jannie M. Lewis*  
District Judge  
Circuit Court of Holmes  
County, Mississippi

*The Honorable James L. Robart*  
District Judge, United States  
District Court for the Western  
District of Washington

*The Honorable John M. Young*  
First Judicial District of  
Pennsylvania Court of  
Common Pleas

**As plaintiffs' firms' long term care litigation strategies continue to evolve and regulations grow increasingly complicated, our proficient faculty of in-house counsel, clinicians, risk management professionals, and top litigators are prepared to give you the leg up in this complex industry with practical solutions on how to:**

- Avoid excessive fines, violations, and negative surveys by being in compliance with the recent OIG Work Plan and the Affordable Care Act
- Defend ALFs against allegations that the resident's placement was negligent based on their acuity
- Utilize the best litigation tools to defend against Reptile theory and other plaintiffs' firms' tactics
- Devise protocols that protect your residents, your staff and your records during an emergent crisis
- Prepare for challenges to arbitration agreements before a claim is ever filed
- Minimize the risk of litigation by establishing policies and procedures that improve staff communication and reduce employee turnover

**New This Year: TWO interactive sessions designed to give you the competitive advantage in long term care litigation and risk management:**

**A LTC Litigation Boot Camp ~ Best Practices for Litigation Fundamentals: Plan of Action, Depositions, Pleadings, Experts, and Cross Examinations:** Take this unique opportunity to gain practical insights with visual and interactive presentations on how to improve your litigation skills and update your playbook of strategies.

**B Master Class on Communication ~ Best Practices and Techniques to Improve Communication and Create a More Secure Environment While Cutting Staffing and Litigation Costs:** Don't miss this rare chance to experience first-hand how empathy and improving communication between staff, residents, and families, can improve care, compliance and save you millions in litigation.

Gain the competitive edge in this exceedingly complex industry at the only long term care conference that brings you a faculty with supreme in-house presence, senior attorneys from the top defense firms, as well as highly respected jurists and arbitrators...

The stakes for long term care litigation are higher than ever with continued multimillion dollar verdicts and plaintiffs' attorneys who are bolder than ever. By attending this conference you will gain practical and effective methods to defend against state and federal *statutory claims*, incessant *eDiscovery demands*, aggressive onslaughts against *arbitration agreements* and new campaigns which appeal to the emotionality of the *reptile* more than ever.

*Long Term Care is one of the most regulated industries in the country. Keeping up with the changes is as important for reimbursement and compliance, as it is for risk management and litigation.*

At this in-depth strategy session on the nuances of long term care litigation, attendees will gain the tools to execute a bulletproof defense based on the expertise of in-house professionals from Caring Communities Shared Services, Centers for Care, CNA Healthcare, Elmcroft Senior Living, Genesis HealthCare, Greystone Healthcare Management, Golden Living, Grane Healthcare, Signature Healthcare, Silverado, The Ensign Group, UHS-Pruitt and many more. Our accomplished faculty—a veritable "Who's Who" of the long term care defense bar—will provide comprehensive updates and strategies to the latest long term care challenges. Highlights of the program, include:

- A distinguished in-house panel on the most effective means of **managing staff** to decrease costs, turnover, and risk
- Effective approaches for addressing **ALF specific challenges** in balancing a resident's rights with the facility's exposure
- Strategies and policies on handling a **crisis in an emergency situation**
- In-depth analysis on how **trends and observations** from judges, in-house counsel and arbitrators can help you avoid pitfalls
- Best practices for responding to **False Claims Act** allegations and **ethical dilemmas**

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Add value to your experience by attending our NEW interactive workshops:

- A Pre-Conference Workshop: LTC Litigation Boot Camp ~ Best Practices for Litigation Fundamentals, Plan of Action, Depositions, Pleadings, Experts, and Cross Examinations**
- B Post-Conference Master Class: Communication ~ Best Practices and Techniques to Improve Communication and Create a More Secure Environment While Cutting Staffing and Litigation Costs**

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There is no other setting which provides for such intimate networking, while also providing masters level benchmarking and advanced strategies. In the increasingly costly and ruthless battle of long term care litigation, not a moment can be lost. Don't delay – register now by calling 1-888-224-2480, faxing your registration form to 1-877-927-1563, or logging onto [www.AmericanConference.com/LTCLitigation](http://www.AmericanConference.com/LTCLitigation).

I look forward to discussing these exciting developments with you in January.

Kind regards,

*Rachel A. Long*

Rachel A. Long, Esq., Conference Director

## Who You Will Meet

- ✓ In-House Counsel for Long Term Care facilities including:
  - Skilled Nursing Homes
  - Assisted Living Residences
  - Hospitals and Health Care Systems
  - Hospice Facilities
- ✓ Litigation attorneys specializing in long term care defense
- ✓ Regulatory attorneys specializing in long term care
- ✓ Risk management and insurance professionals specializing in long term care coverage
- ✓ Clinicians and trial-tested expert witnesses
- ✓ Distinguished jurists and arbitrators practiced in long term care cases

Wednesday, January 28, 2015

2:00 p.m. to 5:00 p.m. (Registration begins at 1:30 p.m.)

A

### LTC Litigation Boot Camp ~ Best Practices for Litigation Fundamentals: Plan of Action, Depositions, Pleadings, Experts, and Cross Examinations

*Thomas E. Beach*

Partner

Beach Cowdrey Owen, LLP (Oxnard, CA)

*Rosevelie Márquez Morales*

Member

Harris Beach PLLC (New York, NY)

*David C. Marshall*

Partner

Hawkins Parnell Thackston & Young (Atlanta, GA)

The consequences for lack of knowledge are escalating. No provider or counsel can remain armed only with previous strategies for defense against the new increasingly aggressive tactics by the plaintiffs' bar. To provide a robust defense in this increasingly hostile environment, litigators must be equipped with razor sharp litigation skills and the most up-to-date approaches to this niche area of law.

In preparation for discussion of the main conference topics, join us for this **unique interactive approach to enhancing your litigation fundamentals**. Experience watching mock and video depositions, gain a new line of attack to combat plaintiffs' firms' latest pleading strategies, and attain new insights to utilizing experts in a forum where questions and participation are welcomed.

- **Starting Off on the Right Foot: Strengthen Your Litigation Plan of Action**
  - Improve communication between in-house and outside counsel on litigation strategy and controlling defense costs
  - Determining when to settle early and when to be aggressive out the gate: A cost benefit analysis
- **Countering Plaintiffs' Attorneys Latest Pleading Maneuvers**
  - Addressing the increasing number of parties named by plaintiffs' attorneys
  - Thwarting attempts to pierce the corporate veil
  - Responding to criminal claims pled in an effort to introduce the criminal reasonable doubt standard and bypass the civil litigation standard
  - Defending civil rights claims under the Federal Nursing Home Reform Act
  - Addressing allegations of failure to accommodate under the Fair Housing Act
- **Interactive Deposition Techniques**
  - Watch a demonstration of an expert being deposed
  - Observe a mock deposition of an Apex party
  - Witness a cross examination of a medical expert
- **Practical Methods of Expert Analysis**
  - Practical tips and discussion on how to select an expert witness
  - 3-D medical models utilized as tools to illustrate root cause analysis

7:00 **Registration and Continental Breakfast**8:00 **Co-Chairs' Welcoming Remarks**

*Donna Fudge*

Partner (FL, WI, IL, IA, NY, PA, MN)

Fudge & McArthur, P.A. (St. Petersburg, FL)

*Beverly Wittekind*

Vice President and General Counsel

The Ensign Group (Mission Viejo, CA)

8:15 **In-House Roundtable: Investing In Staff – A Cost Benefit Analysis of Decreasing Turnover, Improving Care and Minimizing Penalties and Risks**

*Mary Adams, RN-BSN, CLNC, FNC*

Corporate –Legal Nurse Consultant

UHS-Pruitt Corporation (Northcross, GA)

*Tara Clayton*

Associate Counsel

Elmcroft Senior Living (Louisville, KY)

*Ari Starwis*

Director of Revenue Cycle

Centers for Care (Bronx, NY)

*Beverly B. Wittekind*

Vice President and General Counsel

The Ensign Group (Mission Viejo, CA)

**Moderator**

*Kathleen Reilly*

Partner

Damon Morey LLP (Buffalo, NY)

- Expanding your training program to increase staff's understanding of why complying with corporate policies and procedures is so crucial and the potential fallout of failing to do so
- To apologize or not to apologize, what if your employee already did?
- Fostering better relationships with staff and clarifying their relationships with residents and families
- Analyzing disciplinary procedures to not only ensure compliance, but to encourage loyalty
- Training staff on LGBTQ residents and their rights
- Social media and technology, an update on risk management policies and procedures regarding postings, videos and pics
- Nanny cams-should you allow them? How to handle family, press and going viral when abuse is caught on tape

9:45 **Establishing a Plan for Emergencies and Crisis Situations**

*Norris Cunningham*

Chair, Litigation Practice Group

Hall Render Killian Heath & Lyman, PC (Indianapolis, IN)

*Bill Shadburne*

Director of Risk Management  
Signature Healthcare (Louisville, KY)

- With lives and potential criminal prosecution at risk, what do facility administrators need to have in place, via security protocols, policies, and evacuation plans, for when severe weather hits
  - Katrina cases
  - Northern California earthquake
- How do you alert staff and notify residents when there is an elopement, natural disaster, or active shooter/active intruder situation?
  - Are you prepared for such events?
  - Who contacts the families?
  - Who talks to the press?
- Ensuring there is a back-up system in place for documentation during a storm, blackout, IT crash or other crisis: Don't wait until after a crisis to discover you have no records at a time when you need them the most
- When a resident alleges sexual assault by a staff member or fellow resident, what measures should be taken to preserve evidence, notify the family, and ensure the safety of the accuser?
- Establishing protocols which provide back up and additional precautions for potentially failing safeguards such as medical alerts and door alarms, in situations where technology may be compromised

10:45 **Morning Refreshment Break**

11:00 **Reptile Strategy: How to Explain Unavoidable Skin Breakdown, Malnutrition and Falls, in a Way Even the Reptile Can Understand**

*Mary Adams, RN-BSN, CLNC, FNC*  
Corporate – Legal Nurse Consultant  
UHS-Pruitt Corporation (Northcross, GA)

*Roseann Lynn Brenner*  
Co-Managing Partner  
Goldfein & Joseph, P.C. (Philadelphia, PA)

*Karen L. Kennedy-Evans, RN, FNP, APRN-BC*  
President  
KL Kennedy LLC (Tucson, AZ)

*Dr. Nancy Munoz, DCN, MHA, RDN, LDN, FAND*  
Clinical Nutrition Manager  
Genesis HealthCare LLC (Kennett Square, PA)

- Learn from medical experts how to tame the Reptile's need for safety by presenting an empathetic defense of how these symptoms can be unavoidable and how their occurrence may be part of the body's natural breakdown or dying process
- Communicating the differences between a Pressure Ulcer and a Kennedy Terminal Ulcer
- How to document a residents' care and appropriately update families so it won't haunt you later in depositions or during trial testimony
- Utilizing medical records to present the chronology of injury when establishing causation
- Differentiating for a jury symptoms of dementia from abuse or neglect

- What attorneys need to know about a resident's medical file and never thought to look for
- Refuting allegations that post-admission contractures are evidence of mistreatment or negligence per se

12:15 **Networking Lunch**

1:30 **Defending Assisted Living Facilities in a Climate Where Resident Acuity and Exposure are at Their Highest**

*Rebecca Adelman*  
Partner  
Hagwood Adelman Tipton (Memphis, TN)

*Chastiti Horne*  
Partner  
Ebanks Horne Rota Moos (Houston, TX)

*William J. Mundy*  
Member  
Burns White (Philadelphia, PA/Cherry Hill, NJ)

*Frank Russo*  
Vice President of Risk Management  
Silverado (Irvine, CA)

- How to talk to families and residents when an ALF isn't appropriate but a SNF is not what they want
- Refuting plaintiffs' attorneys' claims that an incident/injury wouldn't have occurred if the resident was moved to a higher level of care, even if they refused, or reimbursement could not be secured
- Sex, alcohol, and drugs: Balancing residents' rights v. the facility's exposure
- Defending contradictions: When regulations forbid restraints, such as bedrails, how to respond when failure to provide them is alleged as negligence
- Reimbursement v. risk management: What to do when a resident isn't approved for a SNF but continuing in an ALF is creating exposure for your organization
- How do you reshape a jury's perception of the admission/entrance fee?
- How to provide appropriate expectations of care to residents and families
  - What needs to be said before admission?
  - Determining when that conversation needs to be revisited as a resident's health declines

2:45 **LTC Trends ~ An Overview of Recent National Decisions, Arbitration Awards, Settlements and Defense Safeguards Which You May Have Never Heard of**

*Theresa Creagh*  
General Counsel  
Grane Healthcare Co. (Pittsburgh, PA)

*Lynn K. Fieldhouse*  
VP – General Counsel of Litigation Services  
Signature Healthcare (Louisville, KY)

*Pam Roberts*  
Assistant General Counsel-Litigation  
Golden Living (Plano, TX)

*Alissa Anne Watts*

Corporate Healthcare Risk Manager  
Greystone Healthcare Management (Tampa, FL)

Moderator

*Donna Fudge*

Partner (FL, WI, IL, IA, NY, PA, MN)  
Fudge & McArthur, P.A. (St. Petersburg, FL)

Experience this rare opportunity to gather important updates on what's going on in the LTC industry throughout various jurisdictions. Representatives from some of the largest LTC organizations will present their take on recent tort reform legislation, judicial decisions, arbitration awards, and settlements. Stay informed on what administrators and in-house counsel are doing to combat plaintiffs' firms' aggressive advertising campaigns and means of safeguarding documents under the federal protection of Patient Safety Organizations.

#### 4:00 **Afternoon Refreshment Break**

#### 4:15 **Staying Up-to-Date on Changing and More Rigorous Regulation and Compliance Demands: A Roadmap for Enhanced Risk Management and New Strategies to Manage the Potential Pitfalls in Litigation**

*William Hopkins*

Partner  
Husch Blackwell, LLP (Austin, TX)

*Debbie Miller*

Chief Compliance and Privacy Officer  
The Ensign Group (Mission Viejo, CA)

*Bryan M. Rotella*

Outside General Counsel – Opis Management Resource, AdCare Health Systems and Trillium Healthcare Group  
Founder/Managing Shareholder, Rotella Legal Group, PA (RLG), (Tampa, FL)

- Revamping your procedures to minimize the potential for fines and violations
- Mandatory background checks: Who has to have them and who foots the bill?
- Ensuring your Care Plans incorporate discharge plan recommendations
  - What are the potential repercussions when they are overlooked?
- Appealing Medicare and Medicaid audits and how to deal with out of pocket expenses during delays and suspensions
- The Quality Improvement Organizations' use of PEPPER (Program for Evaluating Payment Patterns Electronic Reports) to track billing patterns and uncover any non-compliance in billing
  - What you need to know about it
  - Ensuring you are prepared for it
- How to obtain information on Medicare or Medicaid liens for mediation, arbitration and settlement negotiations
- Preserving attorney-client privilege during surveys and audits
- Mitigating risks that can arise during RAC, MAC, MIC or ZPIC audits
- Dividing the check and the liability when you are contracted partners under the ACA

#### 5:30 **Conference Adjourns to Day Two**

**DAY TWO**

**Friday, January 30, 2015**

#### 7:15 **Registration and Continental Breakfast**

#### 8:00 **Co-Chairs' Welcoming Remarks**

#### 8:15 **View from the Bench: The Judicial Perspective on Litigating a Long Term Care Case**

*The Honorable Jannie M. Lewis*

District Judge  
Circuit Court of Holmes County, Mississippi  
(Lexington, MS)

*The Honorable James L. Robart*

District Judge  
United States Court for the Western District of  
Washington (Seattle, WA)

*The Honorable John M. Younge*

First Judicial District of Pennsylvania Court of Common  
Pleas (Philadelphia, PA)

Moderator:

*John E. Wade*

Member  
Brunini Grantham Grower & Hewes PLLC (Jackson, MS)

Do not miss the unique opportunity to learn from distinguished federal and state judges the legal theories and defenses they have found most effective when deciding a long term care case. Come prepared with your most pressing questions to get the most out of this session. Learn how to craft the arguments that will turn a long term care case in your favor.

#### 9:30 **EMR & eDiscovery: Addressing the Unique Challenges Affecting the LTC Industry in an Increasingly Digital Age**

*Kynda Almefty*

Member  
Hardin, Jesson & Terry, PLC (Little Rock, AK)

*Jennifer O. Mitchell*

Partner  
Dinsmore & Shol LLP (Cincinnati, OH)

*Erin M. Pope*

Chief Privacy Officer and Asst. General Counsel  
Golden Living (Plano, TX)

- Managing the practical aspects of gathering data
  - Who should be responsible for it?
  - Verifying discovery responses are complete so an oversight doesn't set into motion allegations of intentional withholding
  - How to minimize the costs of gathering electronic records
- Transitioning from Paper to Digital: Staffing concerns
  - Ensuring staff knows how, where and what to enter
  - Conveying to staff the importance of their entries, as well as potential consequences for mistakes or omissions
- Formulating procedures that ensure staff serving in different roles are documenting consistently to avoid the appearance of contradictions

- Fully utilizing your EMR software and data mining to enhance your QA program and strengthen your litigation position
- What to do when you experience a digital HIPPA breach
  - What are your notification obligations under HIPPA?
  - What's your best plan of action for damage control?
  - Understanding the process a vendor would implement to minimize your exposure
- Responses to Notices for Production
  - Mounting a robust defense in motion practice
  - Balancing legal strategy and costs
- EMAILS-Protecting communication between administration and staff
  - Discussing budgetary concerns in a way that isn't misinterpreted as "big corporate greed" at trial

### 10:30 Morning Refreshment Break

### 10:45 Open Forum and Discussion on Arbitration – The Triple Threat of Drafting, Executing and Enforcing the Perfect Arbitration Agreement, and Considerations Once You Get There

*Joel I. Fishbein*

Partner

Litchfield Cavo, LLP (Philadelphia, PA)

*Earl Harcrow*

Founder/Arbitrator

Law Office of Earl Harcrow (Arlington, TX)

*Alicia Medders Harrison*

Partner

Sarnes Davis Florie, LLP (Birmingham, AL)

*Richard B. Lord*

Arbitrator/Mediator

Shareholder, Upchurch, Watson, White & Max (Orlando, FL)

- Drafting tips to maximize likelihood of enforcement
  - Eliminating arguably unconscionable provisions
  - Making it voluntary and mutual
  - Providing for arbitrator selection procedures that everyone can live with and plaintiffs cannot challenge as unfair
- Execution tips to maximize the likelihood of enforcement
  - Evaluate existing medical evidence of competency
  - Demand a copy of the power of attorney if one exists
  - Consider appointment of guardian for incompetent residents without POAs
- Techniques to persuade plaintiffs' attorneys to agree to arbitration
- Enforcing arbitration agreements in federal court: How to get your case there and addressing issues that arise once you do
- The arbitration process:
  - Trial v. Arbitration
  - What carries the most weight in the arbitrator's mind?
  - The pros and cons of utilizing a single arbitrator versus a panel
  - The value of stipulations

### 12:00 Networking Lunch

### 1:15 Defending Against Plaintiffs' Firms' Latest Practices Under the False Claims Act

*Barbara J. Duffy*

Shareholder

Lane Powell (Seattle, WA)

*Glenn P. Hendrix*

Partner

Arnall Golden Gregory LLP (Atlanta, GA)

- Who is more likely to be your whistleblowers?
- Trends that are encouraging plaintiffs' attorneys to file and employees to come forward
- Worthless service claims: How they are being pursued and prosecuted criminally
- What is your best defense against FCA claims when the DOJ decides not to get involved?
- To settle or defend: Assessing the risk of the substantial verdict in FCA suits

### 2:00 Ethics Concerns in LTC Litigation

*Debbi S. Mann*

Claim Manager-Aging Services

CNA Healthcare (Tampa, FL)

*Danny Merrill Newman Jr., Partner*

Co-Chair, Long Term Care Liability Practice Group

Reminger Co., L.P.A. (Cincinnati, OH)

- Attorney-client privilege pitfalls in QA programs
  - What documents are protected?
- Identifying conflicts between parties in LTC cases
  - Who represents who?
- Clarifying obligations of employers and counsel when parties are facing both civil and criminal prosecution
  - Is the employer obligated to cover defense costs?
  - Is it a conflict to do so?
  - Managing the fallout of the criminal prosecution during the civil litigation

### 3:00 Conference Adjourns

#### Global Sponsorship Opportunities

With more than 300 conferences in the United States, Europe, Asia Pacific, and Latin America, **American Conference Institute (ACI)** provides a diverse portfolio devoted to providing business intelligence to senior decision makers who need to respond to challenges spanning various industries in the US and around the world.

As a member of our sponsorship faculty, your organization will be deemed as a partner. We will work closely with your organization to create the perfect business development solution catered exclusively to the needs of your practice group, business line or corporation.

For more information about this program or our global portfolio of events, please contact:

**Wendy Tyler**

Director of Sales, American Conference Institute

Tel: 212-352-3220 x5242

w.tyler@AmericanConference.com

ETHICS

3:15 p.m. – 5:15 p.m. (Registration begins at 3:00 p.m.)

## B Communication ~ Best Practices and Techniques to Improve Communication and Create a More Secure Environment While Cutting Staffing and Litigation Costs

*Lauren Crow*

Vice President Claims

Caring Communities Shared Services Ltd (Libertyville, IL)

*Karen L. Kennedy-Evans, RN, FNP, APRN-BC (I)*

President

KL Kennedy LLC (Tucson, AZ)

*Kirsten K. Ullman*

Managing Partner and Co-Chair Health Care Practice Group

Lewis Brisbois Bisgaard & Smith, LLP (Tampa, FL)

Building on the knowledge attained in the last two days, receive practical tools through role play, video clips, drafting examples and interactive discussion on how changes in policies, staff training and empathy can save you millions later on.

- *Staff-*
  - Know your audience—Training staff in a way that is meaningful to them, so they understand why certain language needs to be avoided or included in their communication

- Dispelling intimidation in provider hierarchy: Increasing accessibility between all employees
- Policies to ensure that when CNA's tell nurses, or nurses tell doctors about a concern with a resident that it is not dismissed or forgotten only to be resurrected during litigation
- The powerful tool of validation and how it can increase loyalty and decrease turnover
- *Residents and family members-*
  - Communicating empathy and information: The cost effective process of incorporating simple acts to convey care and understanding when residents complain and families visit
  - A medical professional shares how to talk to families about co-morbidity by going through the chart with them
  - Understanding why discussing the seriousness of a loved one's condition with families is worth taking the time for in more ways than one
  - Clarifying why medical alarms, bedrails and feeding tubes can result in more harm than good
- *Marketing and presentation materials-*
  - How to avoid setting up false expectations of safety and supervision that appeal to the reptile on admission but bite you back during litigation
  - Review your advertising materials with a fresh eye for potentially misleading information that could contribute to huge jury verdicts

## Continuing Legal Education Credits



Accreditation will be sought in those jurisdictions requested by the registrants which have continuing education requirements. This course is identified as nontransitional for the purposes of CLE accreditation.

ACI certifies that the activity has been approved for CLE credit by the New York State Continuing Legal Education Board.

ACI certifies that this activity has been approved for CLE credit by the State Bar of California.

You are required to bring your state bar number to complete the appropriate state forms during the conference. CLE credits are processed in 4-8 weeks after a conference is held.

ACI has a dedicated team which processes requests for state approval. Please note that event accreditation varies by state and ACI will make every effort to process your request.

Questions about CLE credits for your state? Visit our online CLE Help Center at [www.americanconference.com/CLE](http://www.americanconference.com/CLE)



## American Conference Institute:

*The leading networking and information resource for counsel and senior executives.*

Each year more than 15,000 in-house counsel, attorneys in private practice and other senior executives participate in ACI events – and the numbers keep growing.

### Guaranteed Value Based on Comprehensive Research

ACI's highly trained team of attorney-producers are dedicated, full-time, to developing the content and scope of our conferences based on comprehensive research with you and others facing similar challenges. We speak your language, ensuring that our programs provide strategic, cutting edge guidance on practical issues.

### Unparalleled Learning and Networking

ACI understands that gaining perspectives from – and building relationships with – your fellow delegates during the breaks can be just as valuable as the structured conference sessions. ACI strives to make both the formal and informal aspects of your conference as productive as possible.





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# Preventing and Defending Long Term Care Litigation

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## REGISTRATION FORM

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YES! Please register the following delegate for **Preventing and Defending Long Term Care Litigation**

### CONTACT DETAILS

NAME	POSITION	
APPROVING MANAGER	POSITION	
ORGANIZATION		
ADDRESS		
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TELEPHONE	FAX	
EMAIL	TYPE OF BUSINESS	

I would like to receive CLE accreditation for the following states: \_\_\_\_\_ . See CLE details inside.

FEE PER DELEGATE	Register & Pay by Nov 21, 2014	Register & Pay by Jan 6, 2015	Register after Jan 6, 2015
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<input type="checkbox"/> Conference & Communication Master Class <input type="checkbox"/> B	\$2395	\$2495	\$2695
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\*ELITEPASS is recommended for maximum learning and networking value.

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**PLUS**, don't miss the in-depth and interactive sessions that will give you the litigation expertise to truly set yourself apart from the competition:

### PRE CONFERENCE WORKSHOP:

LTC Litigation Boot Camp ~ Best Practices for Litigation Fundamentals: Plan of Action, Depositions, Pleadings, Experts, and Cross Examinations

### POST CONFERENCE MASTER CLASS:

Communication ~ Best Practices and Techniques to Improve Communication and Create a More Secure Environment While Cutting Staffing and Litigation Costs

### Registration Fee

The fee includes the conference, all program materials, continental breakfasts, lunches and refreshments.

### Payment Policy

Payment must be received in full by the conference date. All discounts will be applied to the Conference Only fee (excluding add-ons), cannot be combined with any other offer, and must be paid in full at time of order. Group discounts available to individuals employed by the same organization.

### Cancellation and Refund Policy

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