Greetings friends,

The American College of Health Care Administrators-Oklahoma Chapter, Inc. (OKACHCA) has a lot of things to be proud of this year. First of all, special congratulations goes to Chapter member Ron Hoffman of Broken Arrow’s Franciscan Villa for winning ACHCA’s “Eli Pick Facility Leadership” award (see Susan Crimmins’ column in this newsletter). Next, our Chapter has earned two ACHCA achievement awards in “Business Affiliate Growth” and “Member Recruitment”. Thank you Sandra Kay and Mike Ricks for submitting our Chapter efforts to ACHCA for these two awards and to Bob Lane for pushing us forward to becoming a viable Chapter.

Your OKACHCA Chapter has seen an unbelievably great increase in membership over the past year with a 200% plus increase. This is great however; we still need more members to help us move even further in our development. As I have stated before, our Chapter needs individuals who not only manage but also serve our aging and sick population. We want leaders who are motivated, enthusiastic and excited about their purpose and/or profession. If you are that individual, we not only want you but need you.

I cannot begin to thank all of our members and friends by name who have provided assistance to our Chapter but I do wish to, in a personal way, thank each and all of you. My primary goals as OKACHCA president continues to be membership development and the streamlining of our organization’s structure to ensure continued viable, vibrant and relevant service to our members.

Ed Hendrix, President, OKACHCA
OKACHCA Educational Event

OKACHCA is proud to announce our meeting event to be held at the POSTOAK Lodge & Retreat located at 5323 West 31st Street North, Tulsa, OK 74127. A reception will be held on Friday evening from 6:00pm until 9:00pm on Friday, June 12, 2015. The education program will be held Saturday morning, June 13, 2015 from 9:00am until noon.

The program “The Administrator as the On-Site Marketing Manager” is an intensive half day seminar approved by NAB for 3.0 CEU’s. Presenter will be Luke Fannon of Premier Coaching & Training (PCT).

OKACHCA members will get reduced pricing for this event. Registration forms and complete program information will be provided soon. Check our website @ www.okachca.org and our Facebook page for updated information.

Thanks,
Ed Hendrix

Area OKACHCA member awarded 2015 Eli Pick Facility Leadership Award

Ron Hoffman has served as administrator of record for Franciscan Villa in Broken Arrow, Oklahoma since 2006. Ron has been licensed as a long term care administrator in Oklahoma since 1998. Mr. Hoffman has over 17 years experience in long term care and previously served as administrator for Frances Streitel Villa in Collinsville. Ron was awarded the 2015 Eli Pick Facility Leadership Award at the ACHCA 49th Annual Convocation and Exposition held in San Antonio on April 11-15, 2015.

Based on the premise that facility excellence is a reflection of leadership excellence, this award recognizes the Administrator of record who provided that leadership throughout the award year. Eligibility for this award is based on three years of skilled nursing facility survey data, including the Health, Fire (Life Safety), and Complaint Surveys, as well as top quartile performance on designated Quality Measures. The criteria also included an 80 percent or greater facility occupancy and a three year avoidance of a Special Focus Facility status. Ron is assisted by OKACHCA member Susan Crimmins, a licensed nursing home administrator who has served as assistant administrator at Franciscan Villa since 2012.
**How do you define success?**

As we finish off “March Madness” and move into the NBA playoffs, it occurs to me that success evolves. What you consider success today isn’t what you would have considered success a few years back, nor should it be what you would consider it to be in the future.

Framed in the basketball analogy, just look at the Oklahoma City Thunder. When they started, we felt successful when they won a game that first year. Later, when that became more common (and it wasn’t common at first), we redefined success as a winning season, then getting into the playoffs, then, winning the division, having an MVP... and we’re still looking forward to winning the NBA title and perhaps establishing a dynasty with the possibility of a second MVP. We have had to redefine success this year due to the myriad of injuries the team has suffered. So, pretty clearly, success evolves.

What does this have to do with being a long term care administrator? Glad you asked... One of the first videos I show students starting AU is actually a “Foot Locker” commercial with Russell Westbrook (if you haven’t seen it, Google it – it’s only about a minute long...). The main question he asks is, “Are you ready...?” and puts it in the context of what it takes to be a “professional” basketball player.

The key word for me is “professional” because when we start to become a long term care administrator, we have to be committed – we have to be ready. We dive in and LEARN enough to pass the exams... our first definition of success. We celebrate when we pass (some don’t pass it the first time – we all know the NAB exam is not an easy exam and requires dedication and commitment).

But, have you ever considered that this exam is an “entry-level” exam and we’re really not much beyond the level of the Thunder just starting out and winning a few games. We’re not the total professional, yet, that we should be aspiring to be, are we? Because, how we define success should be continuing to evolve. We’ve not yet won the title or been named MVP...passing the NAB and getting licensed tells us we’re entry-level professionals. We’re the guy that’s sitting the bench, hoping for a chance to get in the game and prove that we’re more than that...

One of the ways we get beyond entry-level is through continuing education. How do you view continuing education? Something you have to do to “fill a square?” That’s really not why it’s required – it actually has a purpose. It’s there to help you reach that next level as you continually redefine success as an administrator.

While I’m likely preaching to the choir here among ACHCA members, those who understand that one of the ACHCA’s goals is to help administrators develop professionally (paraphrasing), I feel that it’s an important topic that reflects on all of us as a profession when we have those who “settle” for getting their license and then attend only those CE seminars that are free or those that are paid for by their company.

And then “attend” and really don’t participate in the learning process and improve themselves as a professional. They sit in the seat for the required number of hours, or they go online and find a course that gives them 4 hours credit in an area that they are already familiar with the material and can skip forward to the post-test and pass the test in only about 30 minutes and get the 4 hours credit...

Yes, people do this. And some of them don’t do it until the last few days of December before it’s due and they’re among us, and representing you...representing the profession. They’re not getting the most out of their CE – and that’s unfortunate.

Consider for a moment another profession. If you had a heart condition, for example, and went to see your cardiologist, would you feel comfortable going into surgery if you thought for a moment that he, as a professional, had only passed the entry level exam and in the last few years since had not advanced his understanding of his profession? Approached his CE as a “square filling” exercise rather than as a continuing competency endeavor? Essentially, pencil-whipped his continuing education and had not strived to go to the next level?

So, as professionals, don’t we owe this same sort of “drive” to get better and improve – not only for the residents that are ultimately our responsibility but also for the direct care providers (nurses, aides, etc.) who we are responsible for as leaders? When you stop and think about it, and we should, we owe it to the residents and the employees – and also to each other, our fellow professionals – to properly represent the profession and continue to redefine success for ourselves...and work to become that next level professional.

**Gaylord “Z” Thomas, Executive Director, OSBELTCA**
OK Chapter mingles at ACHCA Convocation April 11-15, 2015, San Antonio, Texas

Top picture from left to right: Bob Lane, KJ Langlais from KS, Ed Hendrix

Middle picture from left to right:
Dorothy Joyce, OK Chapter VP,
Mike Ricks, OK Chapter member,
Francis Irungu, OK Chapter member

Bottom picture from left to right:
Bob Siebel, CO member, Bob Lane, KJ Langlais, KS member, Ed Hendrix, Dorothy Joyce, Mike Ricks, Kirstin Dunsworth, CO member
Bobby Noon is the Executive Vice-President and Co-Owner of APN Healthcare Inc. with over 24 years of experience in the long term care industry. Bobby provides quality medical products at competitive prices with a focus on outstanding customer service. Bobby excels in working with each customer to determine their particular needs and working to find the best products, at the best price. He strives to make sure that every order is delivered when the customer was promised.

Phoenix Rehab LLC is the leading provider of physical therapy, occupational therapy, speech therapy, and wellness services for the older adult population. Providing skilled therapy, and outpatient therapy, Phoenix Rehab partners with skilled nursing centers, assisted living facilities, independent living facilities, to provide comprehensive therapy services.

Founded in 2004, Phoenix Rehab was created to provide and manage quality comprehensive therapy services on a skilled nursing level and long term care. We are committed to addressing the individual needs of each patient entrusted to our care, with many options to our clients post discharge to ensure continuity in their ongoing rehabilitation.

Phoenix Rehab is proud to be one of 4 providers in Oklahoma to provide both in-patient skilled and outpatient Lee Silverman Big and Loud Therapies (LSVT). These specialized programs are designed to provide intense evidence-based treatment for individuals with Parkinson’s and other neurological disorders. These services are provided by Therapists that are specially certified to provide LSVT services.

Phoenix Rehab also partners with Ampcare’s Effective Swallow Protocol and provides Speech Pathologists with extensive training to provide therapeutic neuromuscular electrical simulation technology. Ampcare is an FDA cleared medical device system for the effective rehabilitation of dysphagia.

Phoenix Rehab works to stay ahead when it comes to advancements in therapy treatments. This provides our clients with the most up to date, state of the art recovery after an accident or illness. We are proud to set the bar in standards of care in the healthcare and therapy industry and will always seek new ways to improve for our clients.