

# Leadership/Management Track

CE SESSION #3

## **Navigating the Transition of Care for Critically-Ill Patients** (Leadership/Management)

*Presenter(s): Gustavo Ferrer, MD, Intensive Care Experts*

**Speaker Bio:** Dr. Gustavo Ferrer is an intensive care specialist who has enlightened thousands of families about the health care system and how to make difficult decisions. He is the author of *Graceful Exit: How to Advocate Effectively, Take Care of Yourself, and Be Present for the Death of a Loved One*.



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CE SESSION #9

## **Five Star Staffing Strategies That Work** (Leadership/Management)

*Presenter(s): Peter Corless, Executive Vice President, OnShift*

**Speaker Bio:** Peter Corless is the Executive Vice President of Enterprise Development of OnShift, a leader in human capital management software for post-acute care and senior living. He is also currently the Associate Business Member President on AHCA/NCAL's Board of Governors. He is a recognized HR leader in post-acute care and is well-known for his achievements at some of the country's largest post-acute care organizations, including Kindred Healthcare and Genesis HealthCare. As an experienced, International Chief Administrative and Human Resources Officer within these organizations, he developed strategies that reduced turnover, improved recruiting and hiring strategies, and reduced labor costs. Peter received his BA from the University of Waterloo and his MBA from York University's Schulich School of Business.



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CE SESSION #9

## **Five Star Staffing Strategies That Work** (Leadership/Management)

*Presenter(s): Irene Fleshner, Principal, Reno, Davis & Assoc. Inc.*

**Speaker Bio:** Irene Fleshner, RN, MHA, FACHE is a Principal for the consulting firm of Reno, Davis and Associates, Inc. where she provides consulting services, to professional associations, nursing organizations, and businesses in the acute and long term care sectors. Her expertise is in the areas of nursing leadership and professional development, clinical operations, business strategy and quality improvement. She spent 20 years as an executive at Genesis HealthCare, most recently as the Senior Vice President for Clinical Operations and Chief Nursing Officer. In addition, she worked in acute care where she held roles as both an Operations and Nurse Executive and practiced as a Critical Care Nurse.

# Leadership/Management Track

CE SESSION #15

**Engagement in Service, Culture and Census** (Leadership/Management)

*Presenter(s): Luke Neumann, Vice President of Service and Relationship Development, Palm Garden Healthcare*

**Speaker Bio:** Luke Neumann is Vice-president of Service and Relationship Development for Palm Garden Healthcare. They own and operate 14 skilled nursing centers, outpatient rehabilitation, and home health throughout the state of Florida. He has a Masters Degree in Economics from Eastern Illinois University. His background includes work in the pharmaceutical, orthopedic, and post-acute industries. Luke is from Streator, Illinois. After grad school he loaded up everything he owned in a 1985 Plymouth Voyager he bought for cash and drove to Miami. He was going to get rich in Investment Banking. Orthopedics took him all over the state and he settled in St. Petersburg where he lives with his wife and three kids, Cray, Avery and Nolan. A catastrophic health event brought him to post-acute. Since joining Palm Garden he has worked in the areas of Culture Enrichment, Service Delivery Design and Application, Culture Enrichment and Census Development.



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CE SESSION #21

**Leadership in Health Care** (Leadership/Management)

*Presenter(s): Brian Ross, Sales Director, Family Heritage*

**Speaker Bio:** Brian Ross grew up in Atlanta, Georgia and now lives in Jacksonville, FL with his wife, two daughters and labrador retriever. He worked with a publishing company for 16 years and now Family Heritage for 10 years. He has recruited, hired and trained over 2,500 sales professionals and team leaders. He has also been a keynote speaker on several occasions throughout his career. In his 20's, he started to learn the fundamentals of leadership and was also exposed to certain life philosophies and success principals. In his 30's he really began to focus on the topic of leadership when he started working exponentially through others. He is now in his 40's and bringing it all together with confidence.



# Leadership/Management Track

CE SESSION #26

**Crisis Communications: What Every Long Term Care Center Should Know**  
(Leadership/Management)

*Presenter(s): Ron Sachs, Founder and CEO, Sachs Media Group*

**Speaker Bio:** Ron Sachs is considered to be among the top media consultants and crisis managers in the U.S. today. As Founder and CEO of Sachs Media Group, he has built it to be among Florida's and the nation's top independent full-service public relations agencies. Sachs Media Group is FHCA's public affairs/public relations consultant and included in that service is the member crisis counsel support.



CE SESSION #32

**The Power of Influence - Improving Staff Engagement**  
(Leadership/Management)

*Presenter(s): Martie Moore, Chief Nursing Officer, Medline Industries, Inc.*

**Speaker Bio:** Martie Moore is the Chief Nursing Officer of Medline Industries, Inc. To date, Moore holds the Certified Professional in Healthcare Quality (CPHQ) certification. She serves as a Corporate Advisory Council Member for both the National Pressure Ulcer Advisory Panel (NPUAP) and American Nurses Association (ANA), and on the Dean's Advisory Board for the University of Central Florida College of Nursing. Prior to joining Medline, Moore was the Chief Nursing Officer at Providence St. Vincent Medical Center in Portland, OR, a hospital within Providence Health & Services and a designated Magnet center. In her leadership role as CNO, Moore led the center through its third and fourth Magnet designation. Moore has also served as an adjunct faculty member at multiple universities, most recently at George Fox University in the Healthcare Administration Program. In Moore's early years, she received a Bachelor of Science in Nursing and her Master's in Organizational Management. Based upon her knowledge and expertise, Moore publishes and presents nationally and internationally on transforming health care.



# Leadership/Management Track

CE SESSION #38

**CyberSecurity Risk and Compliance: Understanding How to Protect Data and Still be Able to Use It** (Leadership/Management)

*Presenter(s): Lee Painter, Principal, CliftonLarsonAllen*

**Speaker Bio:** Lee Painter is a Principal in the CLA Information Security Services. He has 18 years of experience in CyberSecurity and technology positions. As the Threat Analysis/Network Forensics Director at Navy Cyber Defense Operations Command, he was responsible for the day to day protection and strategic vision for the defense of the world's largest enterprise network. Transitioning to the private sector, he realized he had a passion for assisting clients in the health care Industry. Since Lee has been with CLA, he has spent the majority of his time providing IT, Security Risk, and Consulting services to clients in healthcare.



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CE SESSION #43

**The Leadership Advantage** (Leadership/Management)

*Presenter(s): Carletta Clyatt, Senior Vice President, The Omnia Group, Inc.*

**Speaker Bio:** Carletta Clyatt, Senior Vice President at The Omnia Group brings over 17 years of business-to-business consulting experience to help companies effectively select, manage and engage their biggest asset - people. She understands that the more you invest in their success, the more you get back. Carletta specializes in employee behavioral assessments for companies of any size in any profession. She can help you uncover the behavioral preferences that lead to top notch employee performance. Her presentations are enlightening, engaging and always impactful. Carletta is a frequent speaker at corporate meetings, associations and conventions, such as American Collectors Association, Recreational Vehicle Dealers Association, Auto Success Best Practices Summit, Association of Insurance Management Consultants, American Staffing Association, Honeywell, Independent Insurance Association, the National Association of Broadcasters and many more. She speaks and consults on topics such as Authentic Communication, Creating a Sales Culture and Power Interviewing. You can expect to gain employee selection, retention and development guidance, along with keen self-awareness insight, to take your team and business to the next level. Carletta holds a Bachelor of Science Degree in Social Work from the University of South Florida and a certification in Negotiation for Senior Executives from Harvard Law School. Using her leadership and sales experience, she is dedicated to working with companies to hire right, decrease turnover, increase profitability and manage more effectively. She is continually seeking out new and innovative tools to help drive businesses forward.



# Leadership/Management Track

CE SESSION #48

**Corporate Compliance: First Things First** (Leadership/Management)

*Presenter(s): Farlen Halikman, CPA, MSL CPAs & Advisors*

**Speaker Bio:** Farlen Halikman is a Shareholder at MSL and manages the audits and reviews, financial reporting and quality assurance for health care and higher education providers. He also provides progressive consulting services in the areas of internal accounting department structure, compliance issues, financing of new projects, mergers and acquisitions, and compensation issues. Farlen regularly gives presentations on auditing standards, accounting and regulatory topics at national and regional industry conferences. He has also taught accounting courses at the University of Central Florida. As a primary client contact, he frequently makes presentations to clients' Boards of Directors regarding audit results and financial statement reporting. He serves as editorial reviewer and contributor to the AICPA Health Care Industry Audit Risk Alert and the AICPA Audit and Accounting Guide for Health Care Entities.



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CE SESSION #48

**Corporate Compliance: First Things First** (Leadership/Management)

*Presenter(s): Sandy Swindling, Shareholder, MSL CPAs & Advisors*

**Speaker Bio:** Sandy Swindling, CPA, MBA is a Shareholder at MSL CPAs and Advisors, leader of the firm's Healthcare Practice Group, and a member of the firm's Long-Term Care Practice Group. He has over 40 years of experience providing comprehensive consulting services to long-term care facilities. Numerous skilled-nursing, intermediate care, mental health and psychiatric facilities have benefited from his expertise in compliance matters and his ability to resolve complex issues specific to the health care profession.



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CE SESSION #60

**Management Challenges in the Work Place, Managing Baby Boomers Versus Millennials**  
(Leadership/Management)

*Presenter(s): Colette O'Hanlon, CEO, The Right Hire Inc.*

**Speaker Bio:** Colette O'Hanlon has been recruiting, building, and managing teams for ten plus years. She is the CEO of The Right Hire Inc., a Southwest Florida based recruiting company. The Right Hire is on a mission to provide hand picked, quality CNA's that Senior Care Providers can trust will take care of their clients.