

Are You Ready for PBJ? *Payroll-Based Journal (PBJ) Staffing Data Submission*

by Shelly Maffia, RN, MSN, MBA, HEA, QCP Proactive Clinical Consultant

In an effort to promote greater accountability for long-term care facilities, the Affordable Care Act requires facilities to electronically submit direct care staffing information based on payroll and other auditable data. To meet this requirement, CMS developed the Payroll-Based Journal (PBJ) system for facilities to submit staffing and census information on a regular basis. Access to this system is available to all long term care facilities at no cost.

CMS began offering facilities the opportunity to submit staffing and census data through the PBJ system on a voluntary basis beginning October 1, 2015. Providers will be required to submit staffing and census information through the PBJ beginning with the 7/1/16-9/30/16 fiscal quarter. The data must be submitted in the PBJ system no later than 45 days after the last day of each fiscal quarter. For example, data for the quarter ending September 30, 2016 will be required to be submitted no later than November 15, 2016.

Keep in mind that this process will drive the staffing component of your CMS Five Star Rating moving forward. Your ability to report this data accurately will impact your facility's Five Star rating.

You should begin to review your current processes for collecting and reporting staffing information for employees within your organization, as well as contract
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“...this process will drive the
staffing component of your CMS
Five Star Rating moving forward.”

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ADVISOR is the official journal of the Kentucky Chapter of the American College of Health Care Administrators and is produced as an informational tool for Kentucky Chapter members and prospective members.

Article submission is encouraged!
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“PBJ” *continued from page 1*

employees such as therapy staff and physicians. You will need to formulate processes and systems to ensure that all hours worked within the facility, including those by employees who do not clock in and out and agency or contract staff, can be collected and monitored with an auditable document trail.

In addition to reviewing your current processes and systems for collecting and reporting staffing information, Proactive Medical Review encourages you follow the following action steps recommended by CMS to prepare for the upcoming mandatory PBJ staffing data submission:

View the PBJ Training Modules available on the QTSO e-University at <https://www.qtso.com/webex/qiesclasses.php>. Obtain a CMSNet User ID, if you do not already have one for other QIES applications (<https://www.qtso.com/cmsnet.html>)

Obtaining a PBJ QIES Provider ID for CASPER Reporting and PBJ system access (https://mds.qiesnet.org/mds_home.html) Voluntarily submit XML files or manually enter staffing and census data for work performed on or after October 1, 2015 through the CASPER Reporting and PBJ systems (https://mds.qiesnet.org/mds_home.html)

For more information on the PBJ system, please contact Proactive Medical Review at 812-471-7777.

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About ACHCA

Founded in 1962, the American College of Health Care Administrators is the only professional association devoted to meeting the professional needs of today's long term care leader.

The College's mission focuses on advancing leadership excellence in long term care through the provision of leadership education, the promotion of professional advancement programs such as professional certification and advancement to Fellow, and the facilitation of leadership development.

The College's diverse membership includes administrators and executives of assisted living communities, nursing homes, subacute facilities and retirement communities, as well as academics and other industry leaders.

Our Mission Statement

The ACHCA aspires to be the leading force in promoting excellence in leadership among long term care administrators.

Our Values and The College

- identifies long term care leaders
- recognizes long term care leaders
- supports long term care leaders
- advocates for the mission of long term care leaders
- promotes professional excellence among long term care leaders

Code of Ethics

ACHCA members are guided by a strong Code of Ethics.

For a copy of the ACHCA Code of Ethics, visit our national website: www.achca.org

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Message from the President

Israel Ray, CNHA, M.H.A., FACHCA



Dear Colleagues,

March 2-4th was another outstanding District 3 conference for our chapter at the Rising Sun Casino and Resort in Indiana! We had a good showing from Kentucky, Indiana, and Ohio attendees alike. This was the largest attendance in the history of the D3 conference! At the event's awards banquet the following earned recognition: 1) Mel Pfister received the Public Service Award, 2) PCA Pharmacy received the Distinguished Service Award, 3) Trevor Davis received the New Administrator Award, 4) Encore Therapy received the Business Partner Award, and 5) MedCare Pharmacy received the Champion Award. As your Chapter President it was an honor to present the awards to each of the well deserved recipients. It was a proud evening professionally and personally!

It is hard to believe that our illustrious American College of Health Care Administrators is having its 50th annual Convocation in April 2016! I will be representing our Kentucky Chapter at the 50th annual Convocation in

Philadelphia, PA. At the convocation I am humbled to receive an award from the National Awards Committee. Our very own Melanie Eaton will also be honored and awarded. In addition, we will have two student members, Stephanie Molnar and Amanda Waid, from WKU attending the convocation to demonstrate their selected poster research sessions. Look for photos to follow in the next issue of the Advisor Newsletter!

A little closer to home, on May 18th from 10-4 p.m. a very significant CE presentation and workshop will be offered to members of the Kentucky Chapter. Nationally renowned speaker, presenter, and educator - Dr. Jude Rabig will be leading a workshop at the National Corvette Museum in Bowling Green, KY! This will be an event that you will not want to miss! The food, education, and location will be remembered for years to come. In order to make this event special on all levels we will be limiting the registration numbers, first come first served. The cost



for the entire day, including a wonderful catered luncheon and a VIP tour of the Corvette Museum, is only \$50 for members, \$75 for aspiring members, and \$25 for student membership. We could not offer these prices if it were not for our two wonderful co-sponsors - HTS Therapy and Novaerus!

Lastly, I would like to welcome our new Editor for the Advisor Newsletter, Mr. Justin Ladd! Justin serves as the Director of Corporate Compliance for Eidetik, Inc. In this role, Justin works with Executive Directors of the Eidetik affiliates to provide risk assessment, ensure ongoing regulatory compliance, and conduct adverse event investigations. Prior to this role, Justin served as the Administrator for two CCRCs based in Western Kentucky, Breckinridge Place Retirement Community and River's Bend Retirement. Justin earned his Bachelor of Science degree in Healthcare Administration from Western Kentucky University and a Master of Business Administration degree from University of the Cumberlands. Welcome Justin as our new editor of The Advisor Newsletter!

Respectfully,

Israel S. Ray, CNHA, M.H.A., FACHCA
Kentucky Chapter President



Meet Justin Ladd, Director of Corporate Compliance for Eidetek, Inc. Justin is the new editor of the Advisor newsletter.

Photos, from far left:

MedCare Pharmacy received the Champion Award.

PCA Pharmacy received the Distinguished Service Award.

Encore Therapy received the Business Partner Award.

Trevor Davis received the New Administrator Award.



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ACHCA KY Chapter Leadership Summit Training Event

National Corvette Museum, Bowling Green, Kentucky
Dr. Jude Rabig, nationally renowned speaker
May 18th, 2016, 10-4 p.m. EST
350 Corvette Drive, Bowling Green, KY 42101

Presentation overview:

*"Shifting the Paradigm -
Long Term-Care for the Long Term Future"*

Examines the changes and challenges of LTC in the world of evolving customer, reimbursement, and expectations. Uses exercises, lectures, discussion and video to explore the present and envision the future of LTC. Provides opportunities to utilize white box thinking, design thinking, root cause analysis, workforce re-deployment, empowerment and outcomes measurement to solve issues and challenges. Dr. Jude Rabig has traveled the world speaking to long-term care leaders on how to deinstitutionalize nursing facilities to create a more home-like environment while maintaining our regulatory guidelines.

Learning Outcomes:

At the end of this workshop the participants will be able to:

- Discuss the current shifts in LTC reimbursement
- Discuss new trends in service delivery and analyze how they will affect their current operating model.
- Perform a GAP analysis on their current operation
- Design a plan for outcomes based management
- Perform a LEAN analysis on targeted areas of their operation
- Incorporate person centered care principles in policy reviews
- Build a QAPI plan that will support their operating model
- Utilize the various problem solving methods to seek solutions to operational issues.

Schedule at a Glance (4.5 NAB approved CE Hours for Administrators - *all times are EST*)

9 - 10AM	Check in
10 - Noon	Presentation
Noon - 1PM	Lunch (catered by Mariah's)
1 - 3PM	Presentation
3 - 3:15PM	Break
3:15 - 3:45PM	Closing presentation
3:45 - 5PM	Door prize give aways and VIP tour of National Corvette Museum

COST: \$25 Student Members - \$50 ACHCA Members - \$75 Future ACHCA Members

REGISTER: Online at www.achcaky.org

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Welcome New Members!

The Kentucky Chapter would like to welcome the following New Members who joined after our last newsletter went to press:

Stephanie Molnar,
Deborah Evans



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Survey Says???

2016 Will Be the Costliest Yet for ACA Compliance

by Cathy Aitken, President, Corporate Benefits Analysis

The Affordable Care Act has brought increased health care costs to many employers, but a 2015 survey found the majority of organizations believe the largest cost increases are yet to come.

One-third of employers (33 percent) expect the greatest cost increase from ACA implementation to take place in 2016, according to, 2015 Employer-Sponsored Health Care: ACA's Impact, conducted by the International Foundation of Employee Benefit Plans. Just over one-quarter (27 percent) expect the largest cost increase in 2018.

Twenty percent state the impending excise tax, or Cadillac tax, will be their future top cost driver, followed by general administrative costs (19 percent) and costs associated with reporting, disclosure and notification requirements (13 percent).

"Employers need to devote significant time and energy to maintain compliance with the law," explained Julie Stich, CEBS, director of research at the International Foundation. "The extensive amounts of data that employers are required to collect can take hours of manpower and even require complex IT infrastructures. The process has meant a cost increase for many, especially smaller organizations."

Most employers (71 percent) think the costliest years are yet to come, but that doesn't mean they aren't already feeling a financial impact. Eighty-two percent say the law is increasing their organization's costs this year, with most projecting a one to six percent increase.

"Interestingly, we have seen a trend of employers continually anticipating the worst, where each upcoming year looms with the largest costs. In 2014, the majority felt 2015 would bring the largest costs. In 2015, 2016 seems to be the worst," said Stich.

High-Deductible Health Plans a Popular Option for Controlling ACA Costs

Employers are taking a number of steps to help control costs due to the Affordable Care Act. A significant number report that, due to the law, they have increased their emphasis on, have

added or are considering adding a high-deductible health plan (HDHP). Forty-two percent have or are considering an HDHP with a health savings account (HSA), 13 percent an HDHP with a health reimbursement arrangement (HRA) and 11 percent an HDHP with no account.

Nearly one-in-ten organizations has adopted a full-replacement HDHP due to ACA, and an additional 19 percent are considering doing so.

"High-deductible health plans are proving a popular option among employers that are looking for a way to hold both current and future health care costs in line," stated Stich. "As employers face the upcoming Cadillac tax, it's likely that HDHPs will continue to gain popularity."

The survey found that just over half of the employers are on pace to trigger the Cadillac tax in 2018, but only three percent actually plan to pay the tax. Of those looking to avoid the tax, 53 percent have added or plan to add a high-deductible health plan. Thirteen percent report they will not incur the tax because they have already taken action to avoid it.

On Dec. 18, 2015, President Barack Obama signed a \$1.1 trillion year-end spending agreement into law that prevented a government shutdown and funds the federal government through the 2016 fiscal year. Among its many provisions, the new legislation affects three major Affordable Care Act

(ACA) taxes, the most controversial, the Cadillac tax. The Cadillac tax was slated to take effect at the beginning of 2018; however, the new legislation delays its implementation another two years (until 2020). The new law also makes the Cadillac tax a tax-deductible expense for employers, which could help alleviate the tax's burden. The future of the Cadillac tax remains uncertain, especially with the upcoming presidential election. Republican and Democratic presidential candidates alike have stated that they support a repeal of the Cadillac tax—putting its future into jeopardy. Despite the delay and the uncertainty surrounding the tax, employers if surveyed today would likely continue to feel the same as they did back in the March 2015 survey, constant review of their health plans to determine if they could be held liable if the tax is implemented as well as identify any additional cost-saving strategies that can be taken in the meantime.

No Plans to Stop Offering Health Care

Despite the three-in-five respondents who feel the law has had a negative impact on their organization, nearly all employers (96 percent) anticipate they will be continuing to offer health care coverage five years from now.

"Health care benefits are seen as essential for attracting future talent and retaining current high-quality

employees," said Stich. "Employers may change the structure of their health care plans or shift some of the cost burden to their employees, but it doesn't appear they will stop offering health care benefits anytime soon."

About the Survey

2015 Employer-Sponsored Health Care: ACA's Impact was conducted in March 2015 and is the sixth survey in a series on how single employer plans are being affected by the Affordable Care Act. Responses were received from 598 human resources and benefits professionals in the databases of the International Foundation of Employee Benefit Plans and the International Society of Certified Employee Benefit Specialists (ISCEBS). The organizations represent a wide base of employers from nearly 20 industries and range in size from fewer than 50 employees to more than 10,000.

Download the full survey report at www.ifebp.org/ACA2015



Cathy Aitken,
President,
Corporate
Benefits
Analysis



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Three Steps to Getting Your Team Ready to Roll Out the Red Carpet

by Donna Cutting

Joan was searching for an assisted living community for her parents. She started by researching 11 different places online. Based on online reviews, she narrowed it down to six. She knocked two of them off her list based on the way the telephone was answered.

She visited four and, during the tour, watched how staff interacted with residents and each other.

Based on those experiences, she brought her parents to two and let them choose which one of those they liked best.

There's no doubt about it. People are shopping differently. Prospective residents and their family members have more information than ever before.

While good quality clinical care is very important, the customer experience is also a factor that senior living and long-term care organizations must address.

Here are three factors to keep in mind when getting your team red-carpet ready.

Be a Model of Red Carpet Service.

How do you get an hourly employee who has never received world-class service to give it? You must model it for them. You can't expect employees to exhibit basic hospitality skills if you walk



right by them daily without a smile and a friendly greeting. Be the model of what you want to see in your team.

Define the Experience.

Perhaps your organization has a mission and a set of core values. Great! Even better if your employees know what they are and how they apply to their specific jobs. However, do they know what service behaviors are expected? These can be defined several different ways, but there are five general categories.

A Sincere Welcome.

This can manifest as a "nice to see you today" or a "so glad you came down to dine tonight," as well as proactive greetings when marketing tours are in progress.

Take Note & Adjust.

Being able to adjust tone and approach for each person is a skill especially applicable to elder care.

Act with Urgency.

If managers want team members to take action to serve, then they must empower them and reward them for doing so.

Respond & Recover.

Arm employees with language so they know how to gracefully handle an upset family member

Surprise & Delight.

Add in the WOW Factor.

Train for Skill.

When it comes to creating a great experience, your team needs a chance to role play, interact and practice customer service skills in a safe setting.

Model & Define the experience you want to be known for and Train your team how to deliver it. You may find yourself as delighted as Kristen Kearnaghan, Executive Director of the Remington Club in San Diego, CA when she received a call from the daughter of a new resident. Kristen's team had just gone through training for customer service. She was told, "We visited 3 long-term-care communities. Yours won hand down because every single person on your team went out of their way to make my Mom feel welcome and at home."

Donna Cutting is the author of 2 books on customer service including "501 Ways to Roll Out the Red Carpet for Your Customers; Easy-to-Implement Ideas to Inspire Loyalty, Get New Customers, and Leave a Lasting Impression." The Founder and CEO of Red-Carpet Learning Systems, Inc., she and her team work with senior living and other organizations to help leaders turn their workforce into their sales force by improving the resident & customer experience. Visit their website at www.RedCarpetLearning.com




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