

State Culture Change Coalitions Networking Call Summary

June 26, 2008

Topic: Raising Revenue from Conferences

Present: Lynette McKowen (Colorado), Kim McCrae (Georgia), Milissa Lake-Spencer (Indiana); Char Teed (Iowa), Julie Ballard (Missouri), Nora Gibson (Washington), Kay Brown (North Carolina), Bonnie Darwin and Beth Mann (California), Elise Tareshawty (Ohio). Staff: Cathy Lieblich

Ohio Person-Directed Care Coalition (Elise):

- Ohio coalition formed in September 2005 with involvement from three provider associations, Ohio Department of Health, state long-term care ombudsman, QIO, providers and consultants.
- Have had three conferences; everyone pitched in to plan the first conference; second year there were 475 participants and a waiting list. Third year there were over 700 participants.
- The stakeholders are committed to keeping the registration fee low. They charged \$50/person the first year, including six hours of CEUs and lunch. The registration fee is now \$75/person.
- For the first conference, the state ombudsman used a grant to sponsor the speakers. There were 5 exhibitors. For the third conference there were 12 exhibitors. Exhibitor opportunities are limited to vendors involved in culture change such as a nursing home's pharmacy vendor that helped the home make changes to support resident-directed care; food vendors that supply finger foods to decrease the number of residents that need someone to feed them; and vendors of overnight briefs so residents don't need to be awakened in the middle of the night.
- For the first conference, exhibitors paid \$250/table which included a free conference registration, CEUs and lunch. For the third conference, the fee was \$300/table and a vendor sponsored the continental breakfast.
- The net revenue for the first year was \$5,000; \$14,000 the second year and \$23,000 the third year.

Participants' sharing of conference experiences:

- Ohio topics and speakers: The coalition has had general and breakout sessions around three areas/tracks: Leadership, Clinical Care and Direct Care. Three breakout sessions for each topic – beginner, intermediate and advanced. Speakers have included Richard Taylor, Carmen Bowman and David Farrell.
- California: 400 people attended the last conference
- North Carolina is about to have its third conference.
- Three of the coalitions participating in the call have a list serve (Colorado, Missouri, Ohio).
- Colorado conducts monthly educational forums and has invited legislators and policymakers to their conference.