



Promoting Quality Care During COVID-19

Virtual Seminar

Six 2-hour sessions over a 2-week period

March 22-24, 2021

April 6-8, 2021



Educator. Motivator. Communicator. Consultant. Author... **Catherine R. "Cat" Selman, BS**, uses her dynamic personality and compelling presence to spread the message of positive, realistic, and common-sense strategies for the aging services professional. She presently serves as President and Co-owner of The Cat Selman Company, a company specializing in continuing education for healthcare professionals. Ms. Selman received her degree from Trevecca Nazarene University, with continued graduate work at the University of Southern Mississippi.

With over 40 years' experience in management, education and consultation, Ms. Selman has trained providers and surveyors in all 50 states. Since 1989, she has often been requested by the Centers for Medicare and Medicaid Services (CMS) to sit on stakeholder/expert panels responsible for the revision of surveyor guidance and compliance issues. In demand, and on topic, she is considered an authority in aging services.

COVID-19 has upended everyone's lives! Most of us have never experienced a full-blown, out of control, pandemic. Unfortunately, nursing homes have borne the brunt of this terrible virus. Fear, anxiety, and so much death have not only filled the headlines, but our personal lives as well. However, through all of these months, our professionals have shown up every day, every shift, to care for this most vulnerable of populations.

Even during a pandemic, professionals need current, timely, and accurate information and continued education, especially since guidance and recommendations seem to change on a daily basis. That's why we are offering our annual 2-day training virtually this year. This is different for all of us, but a necessary adjustment to meet provider's needs. The topics that have been chosen for this training have been some of the most requested topics by providers nationwide.

If you have heard Cat present before, you already know the material will be presented in an accurate, common-sense, practical and entertaining way. You probably also know that the sessions will not be boring... Since this course will be conducted virtually, online, we are able to offer a special discounted price for Facility registrations. (See registration form.) Take advantage now!

Dates

March 22-24, 2021

April 6-8, 2021

9:00a.m. - 11:00a.m. CST

Program Fees

\$500 per facility (up to 5 people)

\$200 per person - All 6 sessions

\$45 per person - per session

Special Note: Licensed Social Workers MUST attend all 6 sessions in order to receive CE credit. This is a NASW requirement of the course.

Important Instructions:

The training will be conducted as a ZOOM meeting. You may join the meeting by clicking on the link that will be sent to you after registering. For the first time only, once you click on the link, Zoom will give you prompts to download and run their program (if the program has not already been installed on your computer). It is suggested that you do this prior to the first session, to make certain that you don't run into any problems. Once you have installed the Zoom application, you will get prompts to join the meeting. Be sure and check all of your settings, making certain that you have enabled both your Audio and Video, so that we will be able see and hear you. If we cannot see your face on screen, you will be required to take a test for each session.

Program Schedule

Registration: Link opened 15 minutes prior to each session
Presentation: 9:00a.m. - 11:00a.m. CST on each scheduled day

Education Credit

Applications for a total of 12 hours of education credit have been submitted to the appropriate approval bodies for the following disciplines: (2 hours each session)

- Nursing Home Administrators (MS Board only)
- Nurses (see statement below)
- Social Workers - National Board (NASW)
- Activity Professionals - National Board (NCCAP)

This activity has been submitted to the Mississippi Nurses Foundation, Inc for approval to award contact hours. The Mississippi Nurses Foundation is accredited as an approver of nursing continuing professional development by the American Nurses Credentialing Center's Commission on Accreditation.

Register today on-line, by mail, or e-mail!

Make check payable and mail to:

The Cat Selman Company

1147 Kahite Trail

Vonore, TN 37885

www.catselman.com

Call
(601)497-9837
with any
questions

Registration Form

1. Seminar: "Promoting Quality Care During COVID-19"

Facility - Entire Course (\$500) {Up to 5 persons}

Individual - Entire Course (\$200)

Sessions only (\$45 per session)

Please indicate desired session(s) below:

Session 1 - March 22, 2021

Session 2 - March 23, 2021

Session 3 - March 24, 2021

Session 4 - April 6, 2021

Session 5 - April 7, 2021

Session 6 - April 8, 2021

2. Facility Name: _____

Address: _____

Phone: _____

3. Attendee(s) Name & Title (Please print or type.)

4. Contact Information: **** REQUIRED**

(Please type or print clearly.)

****Name:** _____

****Phone:** _____

****E-mail:** _____

Method of Payment: Money Order Facility Check MasterCard Visa Today's Date _____

Name as it appears on Credit Card: (Please print) _____

_____ Credit Card Number

_____ Expiration Date

_____ 3-Digit Security Code

Amount to be charged: _____ Signature: _____

If paying by credit card, address MUST match billing address on record. My signature authorizes The Cat Selman Company to make the above charge to my credit card. No personal checks will be accepted. Credit Card receipts will be provided to individuals by email.

Agenda/Sessions

March 22, 2021 (Monday)

9:00 a.m. CST - 11:00 a.m. CST

“Managing the Long-Term Effects of Dealing with COVID-19 - Who’s Taking Care of You??”

A pandemic generates in human beings one of the most primitive reactions at the psychological level: fear. Throughout the COVID-19 pandemic, we have witnessed increasing numbers of anxiety, depression, loneliness, and other mental health concerns. COVID-19 has had a profound negative effect on the mental health of the nation, especially among those who are faced with combatting the virus. Health care workers, expose themselves to the virus every day. They are experiencing conditions that have been compared to a war zone, continuously witnessing the direct effects of the pandemic as it spreads throughout communities. Our caregivers share the increased probability of suffering different consequences, including “burnout,” as well as an overbearing feeling of sadness. Additionally, anxiety, fear of death or contagion, and quarantine/isolation, provide the foreseeable feeling of Post Traumatic Stress Disorder (PTSD) and depression. In a recent survey, 93% of health care workers experienced stress; 86% reported experiencing anxiety; 77% reported frustration; 76% reported physical exhaustion and burnout; and 75% said they were overwhelmed. So...who takes care of the health care worker while they are taking care of the residents? In this session, Cat will discuss symptoms and triggers that we CANNOT ignore, as well as providing effective techniques to face these psychosocial challenges. Cat will address what we, as employers and coworkers, can do to help address these issues for our staff. Suggestions/recommendations for coping strategies to help take care of ourselves during this time will also be discussed. Let’s face it...we could all use a little help...Our world is certainly going to be even more different after COVID-19. Will your team be prepared to face that new world?

March 23, 2021 (Tuesday)

9:00 a.m. CST - 11:00 a.m. CST

“1-1 Activities from Around the World”

COVID-19 turned everyone’s world upside down: in addition to the horror of the illness and death, group activities were cancelled, no communal functions/dining/events could be scheduled, residents have been isolated and confined to their rooms, and have had no physical contact with anyone from their families or the community. The format and philosophy of activity programming HAD to change during this time to be responsive to the safety and well-being of our residents. As a result, and by default, nursing homes converted the delivery of all activity services to the provision of 1-1 activities. Although a number of states have reopened, the data shows that we have not yet successfully emerged from the first wave of COVID-19. In fact, reported cases are increasing, and we are assured of a second wave of the virus some time in the fall or winter. 1-1 Programming is going to be the primary format for delivery of activity services for the foreseeable future. How do you develop a 1-1 program that is designed to meet the needs of each individual resident? How do you involve ALL staff (which is a required component to be successful)? How do you capitalize on the use of technology? And WHERE do you come up with enough ideas?? In this session, Cat will answer all those questions, plus provide participants with a list of 1-1 activities from nursing homes around the world!

March 24, 2021 (Wednesday)

9:00 a.m. CST - 11:00 a.m. CST

Coping with Grief and Loss - Facing the Changes Brought by COVID-19

Grief is a natural response to loss, and feelings of loss can be compounded during a crisis like the COVID-19 pandemic. Sometimes, grief-related pain and symptoms—which can be emotional, physical, cognitive, and spiritual—can feel overwhelming, especially for those who are caring for the elderly and see these losses on a daily basis. Bereavement is a painful, stressful, and difficult journey at the best of times. But grieving the loss of a loved one, or grieving lost “moments,” and your “normal way of life,” may be especially challenging during the COVID-19 pandemic. During this crisis it is important to grieve what has been lost, and it is also important to find meaning and hope in how life has changed. So, how do we do that? How do we face, and adjust to, all the losses that COVID-19 has presented us with? In this session, Cat will give compassionate guidance in the grief process, as well as suggestions for finding hope and joy through the process. This is an issue that ALL of us are facing - let’s do it together.

Agenda/Sessions

April 6, 2021 (Tuesday)

9:00 a.m. - 11:00 a.m. CST

Session 1: “Effective Care Plan Interventions for the Resident Who Is Depressed”

This session will examine depression in the elderly and how it is commonly presented in nursing homes among elderly residents. CMS indicates that mood distress, a serious condition that is under-diagnosed and under-treated in the nursing home. They further state that between 40%-60% of our residents experience depression. COVID-19 has presented a different “face” to the depression and mood state of our residents. The lockdowns and isolation have caused numerous residents to simply “give up” on living. It’s time to develop realistic care plans that address this area of care. We need to move beyond the standard “provide emotional support” care plans, and develop individualized, person-centered interventions. In order to do this, our staff need to know a resident’s story! From the moment we meet a new “admit,” the “facts” begin pouring in! Birth date, marriages, education, occupation, children, significant health issues, finance...and on and on it goes... However, we usually don’t “discover” the “person” until they die, and we read their obituary. This one document is filled with such insight and “stories,” that we think, “I wish I had known that.” And here’s the sad reality: we **should** have known that information!! We **should** have met the **PERSON**, not the **RESIDENT**! Once we discover a person’s “real story,” the story of their lives, we can begin to meet needs, preferences, and interests on a more individualized basis. The key is for staff to **know** those personal stories. **Additionally, CMS continues to stress and focus on “person-centered care” during surveys.** Come and learn as Cat teaches us the role we play in developing an elder’s story; and how we can develop individualized care plans to meet the needs of our elders.

April 7, 2021 (Wednesday)

9:00 a.m. - 11:00 a.m. CST

Session 2: “Infection Control for Activities & Social Services”

Our facilities face an elevated risk of COVID-19 outbreaks. Residents, living in congregate settings, are older and have more underlying medical conditions. As a result, the provision of activity services and delivery of social services has had to change. As we all know, infection control has become the primary focus of surveyors during this time. Although our facilities have strong infection prevention and control policies and process in place, the Activity and Social Service Departments need to have very specific, individualized protocols for this focused area. In this session, Cat will be addressing infection prevention and control for these departments, as well as providing specific recommendations/policies that should be followed when reopening our facilities during the various Phases as outlined by the current Administration’s Guidelines for Opening Up American Again. She will also be addressing the new CMS Guidance for Visitation in Nursing Homes. We will probably be facing these challenges for the foreseeable future. Let’s do it correctly to keep our residents and employees safe!

April 8, 2021 (Thursday)

9:00 a.m. - 11:00 a.m. CST

Session 3: “Motivating Your Staff During a Pandemic”

In order for nursing homes to succeed during the coronavirus (COVID-19) pandemic and this uncertain economic climate, it is more important than ever to focus on employee well-being and overall morale. It’s also time to help your team navigate the emotional and psychological challenges they’re currently facing because of the COVID-19 outbreak. How do you keep your staff motivated when they are physically and emotionally exhausted? How do you keep them engaged when they observe sadness and death almost daily? How do they maintain pride in the care they are giving, when news and social media have made nursing homes the “whipping post” for the nation? There is so much happening outside of our control right now, which leads to frustration, disconnection and low morale. But the lack of staff morale affects companies in more ways than expected. Overtly stressed and anxious employees result in poorer quality of work, as well as disengaged employees. And many times, it can even lead to a higher turnover rate. It is a challenging time for all of humanity, but especially for the healthcare professionals who work in long term care. **HOWEVER**, there is always **HOPE**! Come and listen as Cat shares successful tips and effective strategies on keeping your staff engaged and motivated. She continues to remind us that it is usually the “little things” that make all the difference in the world.