



Wroten & Associates, Inc.
Attorneys at Law

SERVING THE UNIQUE NEEDS OF LONG TERM CARE PROFESSIONALS

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INNOVATION ACROSS THE SPECTRUM OF CARE

by Kippy L. Wroten

Innovation is a word bandied about often in today's mega-fast, technology laden, "flash" everything world. Characterizing the revolutionary environment generated by the advent of technology shouts "innovation" but long term care? Are we really innovative? Transformative? Has there been a metamorphosis from the old model of delivering care to the new? Revolutionizing the delivery of healthcare under the financial constraints presently strangling efforts to provide even basic care is no simple task. So, how do we do it?

We all know that the LTC professional has been tasked with managing healthcare's version of Pandora's box and old school strategy just isn't enough to get the job done. So, let's think outside the old "box" and amp up our individual creativity using the power that comes when intellect and experience are shared. Now is the time to join forces with your colleagues to jump start solutions we're all in search of. Please join our team and the legion of attendees who will be in attendance at the **6th Annual Wroten & Associates Long Term Care Conference on May 29, 2014**. Be part of the search for solutions in a friendly environment while earning continuing education credits. The cost? Nothing, other than your very valuable time and participation.

This year we're in search of innovative ideas and our attorneys will take the plunge first by offering you a wide spectrum of unique approaches and tools to support your daily work. Here's a sample of what's on board for our day together:

- Use of video shorts to aid the admission process and staff training (we'll even give you one!)
- Practical HIPAA resource tools for covered entities and their business associates.
- "How to" guide to establishing enforceable arbitration agreements.
- Compliance tools to aid in required root cause analysis of adverse events.
- New opportunities to effectuate ongoing collaboration.
- What to expect at a deposition. "The Good, The Bad, The Legal" (a mock deposition presentation where I get to play the part of the plaintiff attorney – now that could be interesting!).

We're also honored to have the following industry leaders who have agreed to share their valuable "in the trenches" experience.

- **Joan Redden**, VP Regulatory & Consumer Affairs, Skilled Healthcare, LLC
- **Eugenia Liu**, VP of Legal Affairs, Emeritus Senior Living
- **Charlie C.H. Lee**, Partner, Moore and Lee, LLP

As always, our own team of attorneys, including our members whose added credentials include risk management, compliance, litigation, and nursing will be there in force to provide our legal insight into what matters to you.

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All we need to complete the picture of a day filled with energy, respect, and new ideas is you. Join us at Disney's Grand Californian Hotel on Thursday May 29, 2014. Let's work together to harness the power of our community for the good of all.

About the Author:

Founder and Shareholder of Wroten & Associates, Kippy Wroten's experience covers a broad spectrum of complex litigation encompassing all areas of healthcare liability including high exposure and class action claims of elder abuse, fraud, and corporate unfair business practices. Ms. Wroten's experience includes the successful defense of individual healthcare providers, independent long term care facilities, ancillary service providers, as well as related corporate enterprises and their executives.

Ms. Wroten started her legal career as a Deputy District Attorney for Orange County where she prosecuted gang, child and spousal abuse cases. Thereafter, she spent 15 years as a litigator for a prestigious healthcare defense firm where she was a shareholder and lead her long term care practice area. Ms. Wroten founded Wroten & Associates in 2006 to better meet the growing challenges of the long term care industry. Wroten & Associates is designed to provide personal service at rational rates.

Ms. Wroten is a sought after speaker who is dedicated to the education of the healthcare industry and legal community. She has been an invited lecturer for the Defense Research Institute, Irvine Medical Center, Chapman University College of Law, and the Association of Southern California Defense Counsel.

More information about Wroten & Associates may be found at www.wrotenlaw.com or by contacting Kippy Wroten directly at kwroten@wrotenlaw.com.