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**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**

**ACHCA Announces 2015 Winter Marketplace Education Schedule**

**Alexandria, VA – September 8, 2015** –The American College of Health Care Administrators (ACHCA) is expecting over 200 long term care professionals to attend the 22<sup>nd</sup> Annual Winter Marketplace, December 4-6, 2015 at Bally's Las Vegas Hotel and Casino in Las Vegas, Nevada. With 15.75 hours of educational sessions, attendees will have a variety of ways to learn new trends, gather best practices and gain new insights. The conference theme, *Against All Odds: Successful Leadership in Uncertain Times*, sets the stage for post-acute and aging services leaders to discover strategies to enhance their leadership skills and improve the long term viability of their organizations.

2015 brings an exciting educational opportunity for attendees by offering the highly acclaimed Lean Six Sigma Intensive program. The Lean Six Sigma Intensive Program, *A3 Thinking and QAPI Fundamentals*, will be presented by Evelyn Catt, a Lean Six Sigma Black Belt and Principal for TTAC Consulting, LLC. This program is limited to 40 participants. The course provides a deep dive into Lean Six Sigma and A3 Thinking concepts and tools. This interactive classroom environment will enable participants to learn and apply these principles and methods using hands-on exercises and entertaining demonstrations. Multiple dimensions of problem solving and strategic thinking will be explored to give participants an opportunity to identify and prioritize their current business challenges, while maintaining a constant focus on the needs and preferences of residents and families.

In addition to the Lean Six Sigma Intensive program, the 2015 Winter Marketplace also includes two dynamic general session speakers. On Friday, December 4, Ray Miller will present *Keeping the CARE and the CARING Connected*. Through powerful examples, attendees will hear ways in which transformational change has been successfully achieved ensuring that the needs, interests, desires and choices of residents remain at the center of care. Mr. Miller is responsible for the development and implementation of resident and employee safety, risk management and loss prevention programs, as well as providing education, training and insight in the LTC environment, for Direct Supply.

Irving Stackpole, President of Stackpole & Associates, Inc., a marketing, market research, customer service and sales training firm, will present *Goodbye Volume, Hello Value: The New Rules of Post-Acute Care Marketing* on Saturday, December 5. This session will guide attendees on how to market their organization during a time when healthcare reform and progress toward the Triple Aim is having effects on every sector in healthcare, including post-acute care.

In addition, the exhibit marketplace will allow attendees to visit with many of the leading healthcare product and service companies dedicated to providing the latest solutions to deliver resident care cost-effectively and efficiently.

Founded in 1962, the American College of Health Care Administrators (ACHCA) is the only professional association devoted solely to meeting the professional needs of today's post-acute and aging services leaders. Focused on advancing leadership excellence, ACHCA provides professional education and certification to administrators from across the spectrum of long term care. For more information about ACHCA or the 2015 Winter Marketplace, contact the national office at (202) 536-5120 or visit [www.achca.org](http://www.achca.org).

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