

# Kansas Adult Care Executives presents:

## “Satisfied Customers Seldom Sue”



### With Carol Marshall M.A., Risk Manager

**Thursday, June 19, 2014**  
**Capitol Plaza Hotel**  
**1717 SW Topeka Blvd. (Emerald Ballroom)**  
**Topeka, KS 66612**

**Friday, June 20, 2014**  
**DoubleTree by Wichita Airport**  
**2098 S. Airport Rd.**  
**Wichita, KS 67209**

Carol Marshall M.A., Risk Manager, will present 2 full day seminars:

- **Hands-on, “put it to work” tomorrow tools to increase customer confidence and reduce risk of claims**
- **Specific steps to manage the Difficult Family**
- **QAPI and Customer Service, yes, it can be tracked, trended and improved**
- **Cross-Generational Management: “You mean I don’t get a trophy?”**
- **Telling the family: Bad news, good relationships; preparing for the inevitable**
- **Reputation: Hard to gain, easy to lose**
- **Roll out a Customer Service Program that improves staff morale, resident satisfaction and family involvement**
- **You know you are having a bad day when the 60 Minutes® van is in the parking lot**

As a risk management and regulatory specialist, based in Fort Worth TX, and a skilled trainer, she has trained owners, administrators, managers and staff members in long-term care facilities about the benefits of exceptional customer service, Medicare compliance, quality improvement, corporate compliance, worker’s compensation and risk management. Marshall’s expertise includes regulatory compliance consulting, site audits and regulatory research for skilled units, rehabilitation units, and other post-acute and long-term care settings.

Throughout her career she has held positions as a University Professor, a clinician in private practice, vice president of risk management, board member and a clinician and manager in both acute and post-acute care settings. She is the author of *Risk Management Through Exceptional Customer Service* (HCPPro, Inc., 2006) and *Satisfied Customers Seldom Sue* (HCPPro, Inc., 2009) as well as numerous articles on clinical and regulatory issues. She obtained her Bachelor’s Degree from Los Angeles State University and her Masters from San Francisco State University.

**Join us for this fun filled and informative day. Carol promises to bring a new and fresh approach to essential relationships to reduce the risk of claims, improve reputations and boost customer service.**

#### **Continuing Education Credit:**

**Administrators**—This course is approved for **seven continuing education clock hours** for adult care home administrators in the core area of resident care hours.

**Nurses**—CNE’s will be available for nurses.

**Attendance Certificates will be available for all other attendees.**



## REGISTRATION FORM

**“SATISFIED CUSTOMERS SELDOM SUE” with Carol Marshall, M.A.**

**June 19 (Topeka) & June 20 (Wichita)**

8:30 A.M. – Registration

9:00 A.M. – 4:30 (12:00 P.M. – 1:30 P.M. Lunch on your own)

**Conference Registration Fees (must be received by Monday, June 16, 2014)**

**Registration Fee: \$95 per person for members and \$110 for non-members**

Registration fees includes speaker costs, meeting room cost, one morning break, one afternoon break, and handout materials from the speaker.

**Choose one:**

**Topeka Session (June 19, 2014) Capitol Plaza Hotel, 1717 SW Topeka Blvd, Emerald Ballroom, Topeka**

**Wichita Session (June 20, 2014) DoubleTree by Wichita Airport, 2098 S. Airport Rd., Wichita**

Payment Method: Visa  MasterCard  Discover Card  American Express  Check  Invoice

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Facility or Personal Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Facility or Personal Phone Number \_\_\_\_\_ Email Address \_\_\_\_\_

Participant Name(s)	Title(s) & License Numbers(s)	Session (Topeka or Wichita)	Conference Fee (\$95 or \$110 per person)
_____	_____	_____	_____
_____	_____	_____	_____
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Total Amount Enclosed \$ \_\_\_\_\_

**Registration Policy:** Please register in advance using this form or online at [www.kaceks.org](http://www.kaceks.org)



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Phone: (785) 273-4393 Fax: (785) 273-8681

E-mail: [kace@kaceks.org](mailto:kace@kaceks.org) or Register online at [www.kaceks.org](http://www.kaceks.org)

**No refunds will be given for cancellations. Substitutions are welcome.**