A physician in an emergency room is attacked by an enraged patient. A social worker visiting a patient’s home in a dangerous neighborhood is attacked by a group of thugs looking for drugs or money. A CNA in a long term care facility is attacked by a confused resident. A psychiatric patient corners a nurse and nearly is able to attack her before help arrives. A hospital security officer is stabbed in the abdomen while trying to prevent a group of gang members from entering an emergency department where a fellow gang member is being treated...

Steve Wilder, author of the text *The Essentials of Aggression Management in Healthcare* has trained thousands of healthcare professionals across the nation in dealing with aggressive behavior. This program teaches a simple and unique aggression continuum that trains the healthcare professional to recognize the six behavioral changes a person goes through between “calm” and “physically violent”, as well as ways to defuse the aggressive behavior at each (or ‘every’) level. In addition, the program covers basic DO’s and DON’T’s for dealing with aggressive behavior, and steps the healthcare professional can take to lessen the chances of injury.

Presented by,

**PRfect Media**

This seminar is designed to coach long-term care management on what to do in the event of a crisis emergency at the facility. The seminar will discuss the importance of controlling the flow of information regarding the crisis and options for dealing with the media during a crisis.

5 real-life long term care facility crisis situations will be presented to demonstrate how to deal with each, as well as discussing the importance of developing a Crisis Communications Plan for the facility.
**Agenda**

**Friday, April 30th, 2010**
Reception - Wyndham Grand Desert *(details to follow)*
7:00 PM Welcome to Las Vegas

**Saturday, May 1st, 2010**
Educational Event - Excalibur - Luxembourg Rm.
09:00 AM Breakfast
09:00 – 09:10 AM Introduction of speakers and review outline
09:10 – 11:15 AM Crisis Communication
11:30 – 12:30 PM Lunch
12:45 – 03:45 PM Recognizing & Defusing Aggressive Behavior
Tournament of Kings Dinner Show - Excalibur
6:00 PM Group Dinner

**Sunday, May 2nd, 2010**
Day Trip
9:00 AM Historical Hoover Dam Tour *(approx. 5.5 hrs)*

**Prices**

**Option A**
Reception - Welcome to Las Vegas
Educational Event - Crisis Communication; Recognizing & Defusing Aggressive Behavior *(Breakfast and Lunch Incl.)*
Tournament of Kings Dinner Show - Group Dinner
Hoover Dam Day Trip *(incl. transportation and tour only)*

$375 CCRRG members
$425 non-members

**Option B**
Reception - Welcome to Las Vegas
Educational Event - Crisis Communication; Recognizing & Defusing Aggressive Behavior *(Breakfast and Lunch Incl.)*

$475 CCRRG members
$525 non-members

Discount Room Rates at Excalibur Hotel $96/night if reserved by 04.08.10.
For reservations, call 800.937.7777 Group Code XMAGNOL required when making reservation.

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**Magnolia LTC Management Services, Inc.**

**Facility:**

**Address:**

City: __________ State: ______

**Email:** __________

Phone: ________

Fax: ________

Registrants’ Name / Title / Education Hrs. (i.e. RCFE / NCERS-NAB / BRN):

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**Payment:** Option A ________ x Qty: ________ / Option B ________ x Qty: ________

**Total:** $ ________ Check Enclosed: ________ or:

**Credit Card** - Email PayPal Invoice to: ________

Checks should be made payable to Magnolia LTC Management Services, Inc.

No refunds will be given.

Calvin Groeneweg, RN, C-AL, Director of Risk Management
Magnolia LTC Management Services, Inc. 716 College Ave., Ste. B Santa Rosa, CA 95404
PH: 877-227-7452 FAX: 707-571-7464 Email: cgroeneweg@magnoliatl.com

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**Crisis Communication**
Recognizing & Defusing Aggressive Behavior

April 30 – May 2, 2010  Las Vegas