

**TRSA VIRTUAL**

# HEALTHCARE CONFERENCE

**DECEMBER 1-3 • 11 AM-3 PM ET**

- Unique, online community featuring more than 200 executives, decision makers and influencers from independent, regional, national, and international operators for healthcare market-focused enrichment and collaboration
- Virtual Plant Tour Featuring Ecotex Healthcare Linen Service
- Live, Interactive General Sessions, Panels and Breakouts with Small Group Discussions

## WHO SHOULD ATTEND

- Independent Owners/Operators
- Executive Managers
- Next Generation Managers
- Regional, General and Production Managers
- Associate Supplier Partners



## FEATURED KEYNOTE:

**JEFFREY C. BAUER, PH.D.**  
*The Future of Healthcare—Post COVID—and What You Can Do About It*

## OTHER TOPICS INCLUDE:

- *Healthcare Benchmarking Survey Results*
- *How to Build Personal Clothing Laundering Capabilities/Service LTC Facilities*
- *The Hygienically Clean Certification Process: Lessons Learned*
- *Plant Disinfection Guidelines for COVID-19 Prevention*
- *Reusable Healthcare PPE*
- *Using UV Lighting for Disinfection*
- *Workplace Diversity, Equity and Inclusion*
- *Closing Panel: Coronavirus Impact, Response & Recovery: How Has the Industry Evolved?*



# HEALTHCARE CONFERENCE

## SCHEDULE AT A GLANCE

TUESDAY, DECEMBER 1	
11 am–12:30 pm ET	<b>Hygienically Clean Healthcare Advisory Board Meeting</b> Advisory Board members only
1–2 pm ET	<b>Hygienically Clean Healthcare Users Group Meeting</b> Representatives of certified plants only
2:30–4 pm ET	<b>CEO/Executive Roundtable—Healthcare</b>
7–8pm ET	<b>R&amp;R: Welcome Reception + Recap</b>
WEDNESDAY, DECEMBER 2	
11 am–12 pm ET	<b>Welcome</b> by TRSA President & CEO, Joseph Ricci and Vice President of Government Relations, Kevin Schwalb <b>KEYNOTE SESSION: <i>The Future of Healthcare—Post COVID—and What You Can Do About</i></b> Speaker: Jeffrey C. Bauer, Ph.D., Internationally Respected Health Futurist and Medical Economist
12:15–1 pm ET	<b>Reusable Healthcare PPE</b>
1:15–2 pm ET	<b>CONCURRENT BREAKOUT SESSIONS</b> <b>Healthcare Benchmarking Survey Results</b> Speakers: Rick Kislia, COO (Retired), Crescent Laundry and Chuck Rossmiller, Director, Laundry Programs, Medline Industries Inc. <b>Workplace Diversity, Equity &amp; Inclusion</b> Speakers: Coretha Rushing, SHRM-SCP, Retired Fortune 500 Corporate Chief People Officer, HR Consultant and Executive Coach, Coretha Rushing Consulting (CRC)
2:15–3 pm ET	<b>CONCURRENT BREAKOUT SESSIONS</b> <b>The Hygienically Clean Certification Process: Lessons Learned</b> Speakers: Certification Inspector, Bob Corfield, CEO, Laundry Design Group, LLC; Carlos Iniguez, Quality Manager, HandCraft Services Inc.; Kelsey Van Miert, Vice President of Customer Relations, Northwest Health Care Linen <b>Using UV Lighting for Disinfection</b> Speakers: Andrew Rupnow, Founder & Chairman, OMNI Solutions; Plato Spiliou II, Co-President, Crown Uniform and Linen Service (others pending)
3–3:30 pm ET	<b>Networking + Entertainment</b>
THURSDAY, DECEMBER 3	
11 am–12 pm ET	<b>Virtual Plant Tour + Q&amp;A</b> <b>Ecotex Healthcare Linen Service   Kelowna, BC</b> Panelists: Bryan Bartsch, President; Randy Bartsch, CEO; Rod Reeder, General Manager; Jeff Scott, Director of Client Services; and Dan Steele, Corporate Director of Engineering, Ecotex Healthcare Linen Service
12:15–1 pm ET	<b>CONCURRENT BREAKOUT SESSIONS</b> <b>How to Build Personal Clothing Laundering Capabilities/Service LTC Facilities</b> Speakers: Mike Lang, Process Analyst, Unitex Healthcare Laundry Services; Cecil Lee, Director of Healthcare Laundry Marketplace, Standard Textile Co. Inc.; and Brian Polatsek, CEO, EcoBrite Linen Moderator: Liz Remillong, Vice President, Strategic Alliance, Crothall Laundry Services <b>Plant Disinfection Guidelines for COVID-19 Prevention</b>
1:15–2 pm ET	<b>CLOSING PANEL: Coronavirus Impact, Response &amp; Recovery: How Has the Industry Evolved?</b> Panelists: Rich Bott, CEO, Emerald Textiles; Joseph LaPorta, President & CEO, Healthcare Linen Services Group; David Potack, President, Unitex Healthcare Laundry Services and David Stern, CEO, Novo Health Services Moderator: Joe Ricci, TRSA President & CEO



## FEATURED KEYNOTE

Wednesday, December 2 • 11:00 am–12:00 pm ET

### *The Future of Healthcare—Post COVID—and What You Can Do About It*



**Jeffrey C. Bauer, Ph.D.**

- Internationally respected health futurist and medical economist
- Author of 250+ publications on health care delivery
- Frequent speaker regarding key trends in medical science, technology, reimbursement, public policy, health reform, strategy and creative problem solving



## GENERAL SESSION

Wednesday, December 2 • 12:15–1:00 pm ET

### *Reusable Healthcare PPE*

2020 has proved what the industry has been saying all along—reusable healthcare PPEs are better for the environment, more cost effective and eliminate the angst over supply shortages. Get up to speed on PPEs:

- Discuss the different types of reusable healthcare PPEs
- Refresh your knowledge base with laundering best practices
- Review your approach to this market and make sure you're asking the right questions for sourcing



## CLOSING PANEL

Thursday, December 3 • 1:15–2:00 pm ET

### *Coronavirus Impact, Response & Recovery: How Has the Industry Evolved?*



**Panelists:** Rich Bott, CEO, Emerald Textiles; Joseph LaPorta, President & CEO, Healthcare Linen Services Group; David Potack, President, Unitex Healthcare Laundry Services and David Stern, CEO, Novo Health Services

**Moderator:** Joe Ricci, TRSA President & CEO

This panel of executives will discuss the impact of the COVID-19 crisis on the industry, how the industry has changed 9 months in, and how it will continue to change. Hear from industry operators and supplier partners who will address these questions and more:

- How quickly did our industry react to the challenges that were brought about by the pandemic?
- What new challenges were presented that actually turned into opportunities?
- What new products or services are laundries looking at offering moving forward?
- How has the pandemic impacted the end user, provider, supplier?
- Where do we go from here?

Attendees will have the opportunity to ask the panel questions during a live, facilitated Q&A. Don't miss it!

TRSA VIRTUAL

# HEALTHCARE CONFERENCE

## VIRTUAL PLANT TOUR + Q&A

Thursday, December 3 • 11:00 am



### ECOTEX HEALTHCARE LINEN SERVICE

Kelowna, British Columbia



**Panelists:** Bryan Bartsch, President; Randy Bartsch, CEO; Rod Reeder, General Manager; Jeff Scott, Director of Client Services; and Dan Steele, Corporate Director of Engineering, Ecotex Healthcare Linen Service

Take this opportunity to participate in an interactive virtual tour of the **2020 TRSA Best Laundry Plants of the Year Award** Winner (March 2020)!

This 2017 healthcare laundry features innovative concepts that will be featured in short segments to explore the various aspects of the plant. The Kelowna laundry by the numbers:

- 35,000 square foot facility
- 100% rental healthcare linens are processed
- 18 million pounds—annual production tally of certified Hygienically Clean linens
- 80 hospitals, clinics and healthcare clients are served by this laundry
- One shift, operating seven days a week
- 80% productivity increase since opening in 2017

#### VIRTUAL TOUR FORMAT:

- Six separate segments featuring a roughly two-minute intro video followed by a discussion covering what, why and how for each segment
- Each segment is approximately seven to eight minutes in length
- A live Q&A will follow each segment

#### PLANT TOUR SPONSORS:



## CONCURRENT BREAKOUT SESSIONS

Wednesday, December 2 • 1:15–2 pm ET

### Healthcare Benchmarking Survey Results—Phase Two



**Speakers:** Rick Kislia, COO (Retired), Crescent Laundry and Chuck Rossmiller, Director—Laundry Programs, Medline Industries Inc.

Last year the TRSA Healthcare Committee reported on their benchmarking initiative and shared data collected from Phase One of this project (demographics, market drivers, healthcare dynamics, employees and changing expectations).

Get on deck for the sharing of Phase Two results, providing you with a deep dive into all aspects of financial performance, revenue sources, trend analysis, and all primary cost drivers.

### Workplace Diversity, Equity and Inclusion



**Speaker:** Coretha Rushing, SHRM-SCP, Retired Fortune 500 Corporate Chief People Officer, HR Consultant and Executive Coach, Coretha Rushing Consulting (CRC)

Promote a welcoming and healthy workplace culture for conversation around today's important topics by exploring new concepts:

- Creating a safe environment for management and employees to speak openly about cultural differences and their perspectives on recent events found in today's news coverage
- Providing your management with the skills to enable equity and inclusion conversations and acts within the workplace
- Creating a plan for your workplace that will become a permanent way forward for your community

Wednesday, December 2 • 2:15–3 pm ET

### The Hygienically Clean Certification Process: Lessons Learned



**Speakers:** Certification Inspector, Bob Corfield, CEO, Laundry Design Group, LLC; Carlos Iniguez, Quality Manager, HandCraft Services Inc.; Kelsey Van Miert, Vice President of Customer Relations, Northwest Health Care Linen

Discover lessons learned and hear success stories not only from laundry operators who have earned TRSA's Hygienically Clean Healthcare certification, but also from certification inspectors. Discussion points will include:

- Process improvements that laundries have implemented due to their certification process
- Tips for using the certification in your marketing and sales efforts to lead to new business
- Unraveling the mystery: the most common reasons laundries don't pass inspections
- How the recent implementation of virtual plant inspections has changed the process

### Using UV Lighting for Disinfection



**Speakers:** Andrew Rupnow, Founder & Chairman, OMNI Solutions; Plato Spilios II, Co-President, Crown Uniform and Linen Service (others pending)

Ultraviolet (UV) light, a natural disinfectant, has been used for years in other industries and is now on the rise in the laundry industry. UV, UV-C, what's the difference and is this for you? Join in to learn more and ask questions.

- Understand how UV kills bacteria where microbial surface contamination is a concern (i.e., clean rooms, soil-sort areas, restrooms and lunchrooms) and its application on washers to help reduce water and gas usage
- Hear from operators who have implemented this technology in their operations to find out the various ways its being utilized
- Get your questions answered by the makers of this technology during the live, interactive Q&A portion following the presentation

# HEALTHCARE CONFERENCE

## CONCURRENT BREAKOUT SESSIONS, CONT.

Thursday, December 3 • 12:15–1 pm ET

### *How to Build Personal Clothing Laundering Capabilities/Service LTC Facilities*



**Speakers:** Mike Lang, Process Analyst, Unitex Healthcare Laundry Services; Cecil Lee, Director of Healthcare Laundry Marketplace, Standard Textile Co. Inc.; and Brian Polatsek, CEO, EcoBrite Linen

**Moderator:** Liz Remillong, Vice President, Strategic Alliance, Crothall Laundry Services

Outsourcing laundry services is a more efficient and cost-effective alternative to in-house laundry at nursing homes and other long-term care (LTC) facilities. Labor shortages, rising wages and an aging population have created opportunities to expand the market into this space. Add these recent months of COVID-19 concerns and the need for this type of service is more urgent.

Join this facilitated discussion where the following questions—as well as your own—will be addressed:

- Is it possible to be profitable on processing personal clothing for LTCs?
- How do you handle the processing of personal clothing without disrupting your high-volume production floor?
- Is there a capital investment to be able to do this (in either hardware or software)?
- What is a good course of action for expanding your service to LTC facilities?

You'll leave this session more prepared to consider building your personal clothing laundering capabilities.

### *Plant Disinfection Guidelines for COVID-19 Prevention*

Reducing the risk of exposure to COVID-19 by cleaning and disinfection is an important part of keeping your employees safe and your operation running—and it requires careful planning. Session takeaways include:

- Gaining guidance through a review of ISSA Clean Standards to better manage time, techniques, and manpower for thorough disinfection of your plant
- Developing best practices for disinfecting all equipment/machinery and the highly trafficked areas of your plant
- Hearing how operators are using ATP Testing (Surface Testing) to test their disinfection processes as a form of quality control

Watch [www.TRSA.org/healthcare](http://www.TRSA.org/healthcare) for additional speaker and panelist announcements.



**ENGAGEMENT REQUIRED:  
OPPORTUNITIES FOR  
NETWORKING, COLLABORATION  
AND MORE!**

There will be plenty of opportunities to get comfortable and build relationships with your fellow conference attendees that should last beyond these few days together. Get ready to engage in the following:



**Tuesday, December 1 • 7 pm ET  
R&R: Welcome Reception and Recap**

Grab a drink and a snack and join us for a quick recap of the day's meetings. Catch up with colleagues and meet other attendees in an informal, relaxed setting. Groups will be mixed every 10 minutes to get the most out of your experience.



**Wednesday, December 2 • 3 pm ET  
Networking + Entertainment**

Have fun and unwind! We have a few surprises coming your way; they may be magical; they may reveal hidden talents of TRSA colleagues...tune in and find out!

For the most up-to-date information, visit [www.TRSA.org/healthcare](http://www.TRSA.org/healthcare).

**THANK YOU TO  
OUR SPONSORS**

**EVENT SPONSORS:**



**BREAK-OUT SESSION SPONSORS:**



**NETWORKING/AFTER PARTIES:**





December 1–3, 2020

**4 Easy Ways  
To Register:**

**Online:** [www.trsa.org/healthcare](http://www.trsa.org/healthcare)

**Mail:** 1800 Diagonal Rd, Suite 200, Alexandria, VA 22314

**Email:** [registration@trsa.org](mailto:registration@trsa.org)

**Fax:** 703.519.0026

**Questions?**

877.770.9274

Registrant Information

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Email (required) \_\_\_\_\_

**Please share three major challenges you've had in the face of the global pandemic:**

1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_

**Please share three questions that you would like the closing operator panel to address:**

1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_

**Indicate if you will attend:**

- Hygienically Clean Healthcare Advisory Board (Advisory Board members only): Tuesday, 11 am–12:30 pm  
 Hygienically Clean Healthcare Users Group (representatives of certified plants only): Tuesday, 1 pm–2 pm  
 Healthcare CEO/Executive Roundtable (CEOs only): Tuesday, 2:30 pm–4 pm

**Check All That Apply:**

- EMI Alumni  
 CPLM  
 Military Veteran  
 Attended other TRSA events.

**Your Organization Level  
(check all that apply):**

- Chairman/CEO/Owner/President     Professional/Staff  
 Vice President/COO/CFO     Supervisor  
 Director     Staff  
 Manager     Spouse/Family  
 Manager/Supervisor     Not Provided

**Your Job Function (select one):**

- Administrative     Info Systems Mngt./IT  
 Customer Service     Legal  
 Engineering/Maintenance     Logistics and Transportation/Routes  
 Environmental  
 Executive Manager     Marketing  
 Finance     Production  
 Health and Safety     Purchasing  
 Human Resources     Sales  
     Training  
     Not Provided

Payment

**SUPER EARLY REGISTRATION:** Through October 16 — Save an additional \$100 by using “health100” at checkout!

	Early (by Nov. 13)	Full Registration (after Nov. 13)
<b>TRSA Operator Member</b>	<input type="checkbox"/> \$445	<input type="checkbox"/> \$495
<b>Non-Member Operator</b>	<input type="checkbox"/> \$645	<input type="checkbox"/> \$695
<b>TRSA Associate Supplier Partner</b>	<input type="checkbox"/> \$445	<input type="checkbox"/> \$495

Group discounts also available; [registration@trsa.org](mailto:registration@trsa.org) for details.

**Total \$** \_\_\_\_\_

- Check Enclosed  
 Charge To:  
 Visa     MasterCard     American Express     Discover

Name on Card \_\_\_\_\_

Signature (must sign in order to charge credit card) \_\_\_\_\_

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_