

DEC 2024



2024 Annual Report

This report provides information about:

- 2024 educational activities
- Results from the 2025 needs analysis survey
- Educational activity plans for 2025

Table of Contents

3	2024 Event Summary	9	Summer Retreat
4	2024 Educational Topics	14	Convention & Trade Show
5	2025 Educational Needs Survey	20	2025 Educational Activities

2024 Event Summary

EVENT	MONTH	PROVIDER ATTENDEES	HOURS
Leadership Academy	March-August	16	9
Power Hours (Virtual Live)	February - October	96	16
Summer Retreat	June	84	11
Silver Award Workshop	August	8	12
Convention & Trade Show	September	295	12
Bronze Award Workshop	November	8	4





2024 Topics

- 5 Star Rating
- AI
- Aging
- AHCA/NCAL Quality Awards
- Antipsychotic Reduction
- Armed Intruder/Active Shooter
- Change Management
- CMS/HHSC Guidance
- Communication Style
- Consolidated Billing
- Culture & Strategy
- Data Driven Decisions
- Dementia
- Difficult Conversations
- Emergency Management
- Ethics
- Facility Assessments
- Generations at Work
- Infection Prevention & Control
- Legislative Updates
- MCO's
- MDS
- Managing Conflict
- Managing Meetings & Projects
- Mental Health
- Mindset
- Provider Owned Networks
- PDPM
- Person Centered Care
- QIPP
- Resident Activities / Care
- Resilience
- Recruitment & Retention
- Schizophrenia
- Substance Abuse
- Staff Performance/Recognition
- Value Based Care
- Wound Care
- Workforce/Education Partnerships

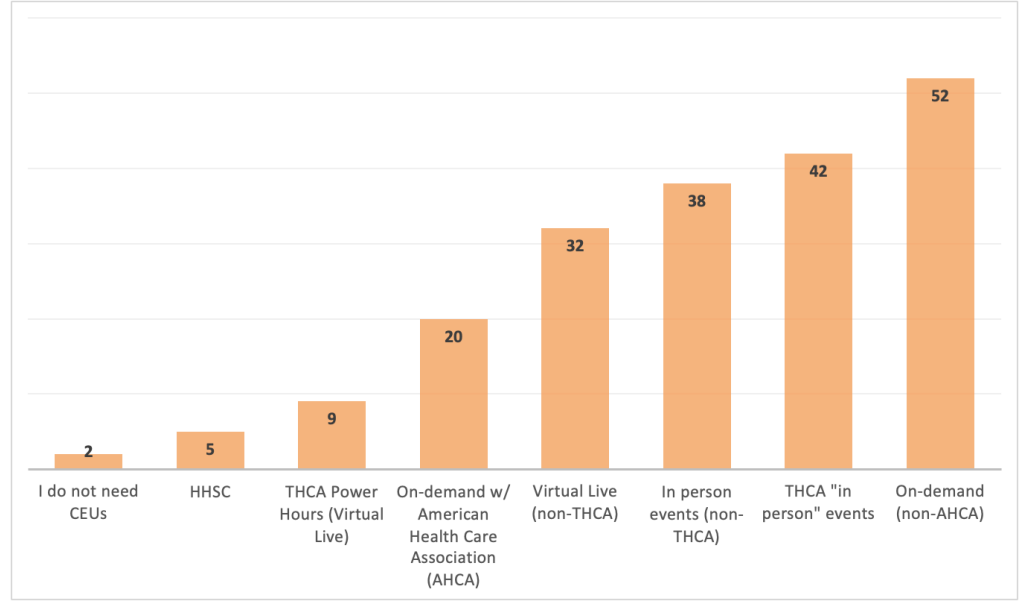


2024 CEU

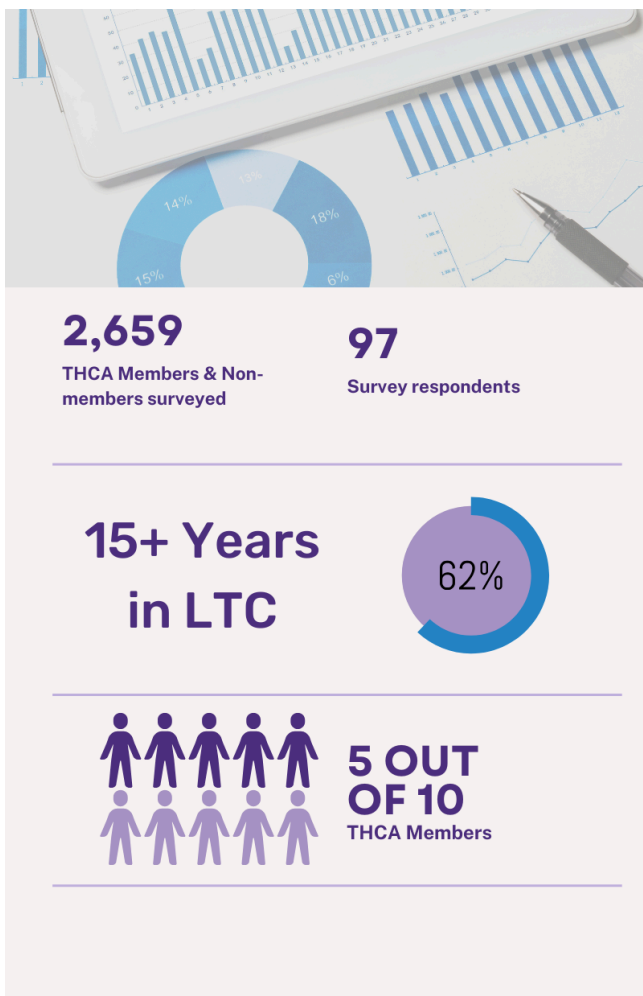
Participant hours Offered by THCA

- LNFA/ALM: 55
- CNE: 39
- CPA: 39
- SPHR/PHR: 39
- Activity Directors/NCCAP: 11
- Ethics: 5.5

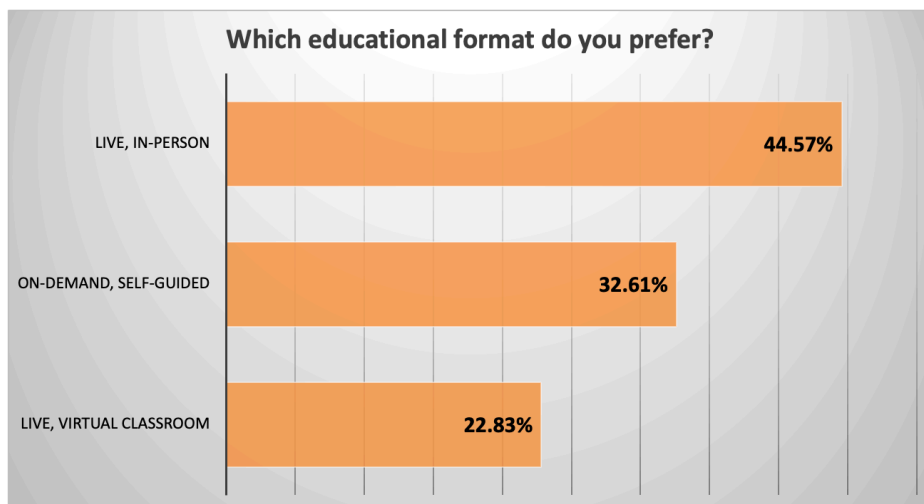
Earning CEU in 2024



2025 EDUCATIONAL NEEDS SURVEY



Q: Which educational format do you prefer?



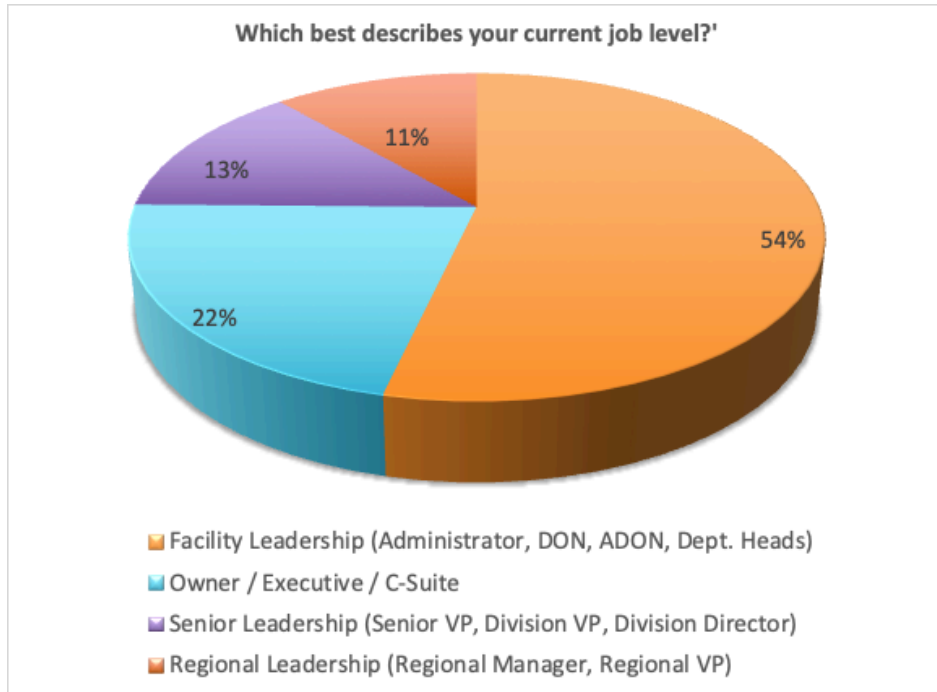
The 2025 Educational Needs Analysis Survey launched **October 3rd** to THCA members and HHSC licensed SNFs and AL facilities in Texas. Responses were collected **through November 13th**.

55% of respondents were **facility leadership**.

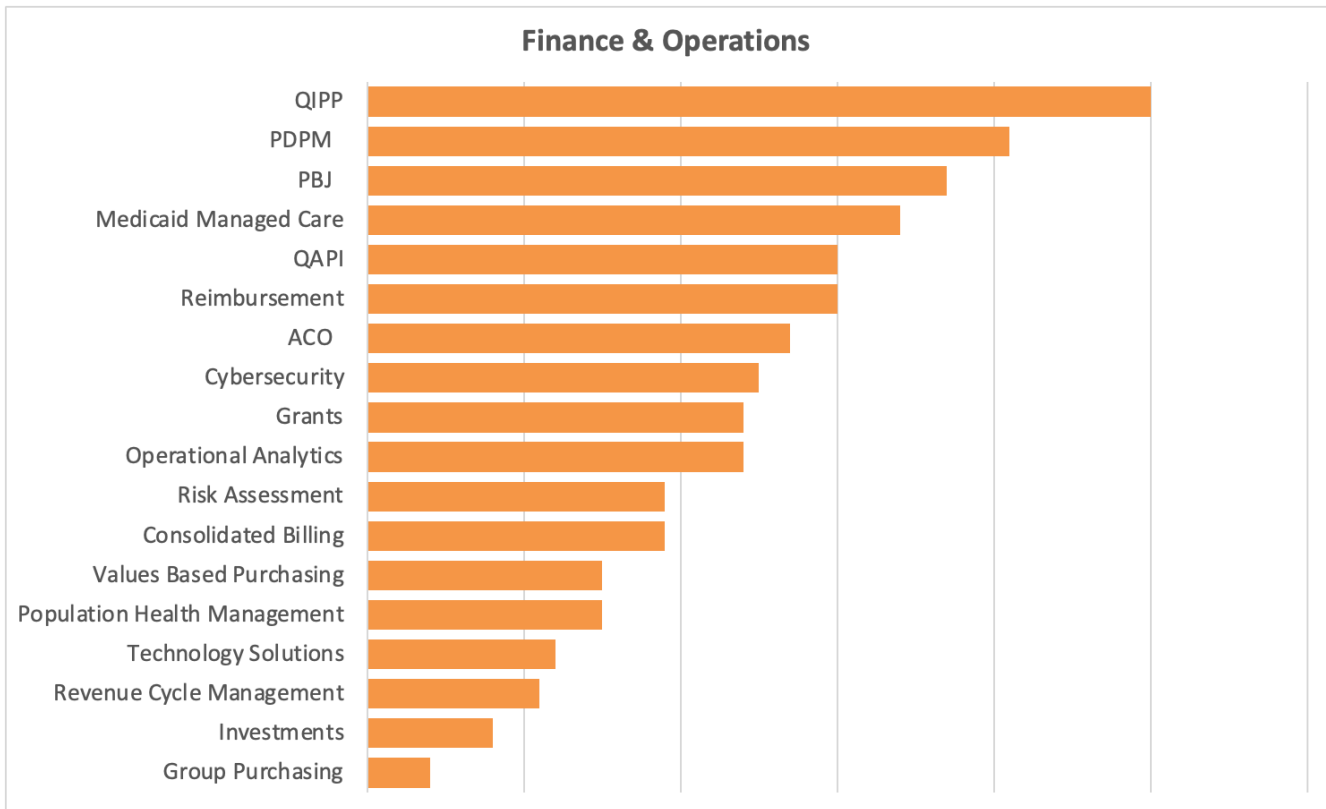
35% were regional, senior, or **C-Suite** leadership.

55% were **LNFA**, **15%** were **ALM**, and **30%** were **licensed nurses**

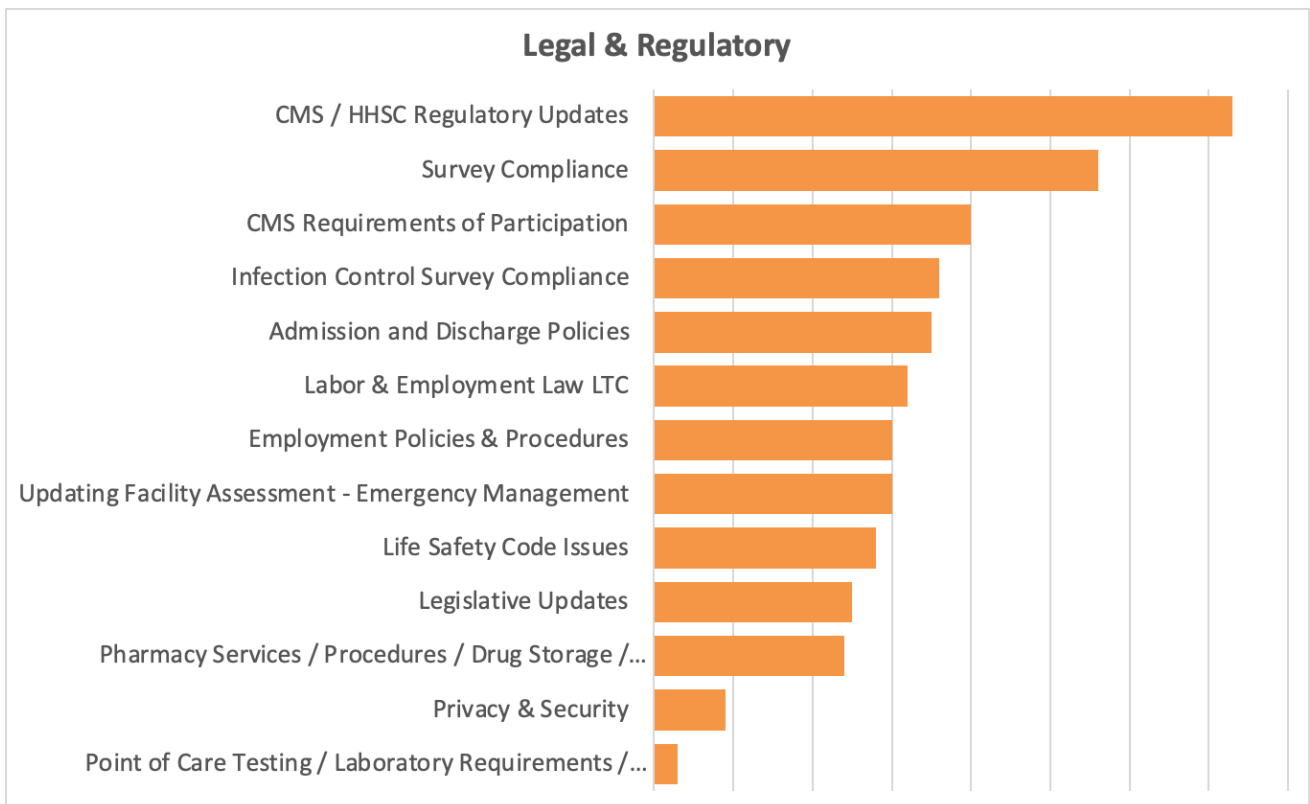
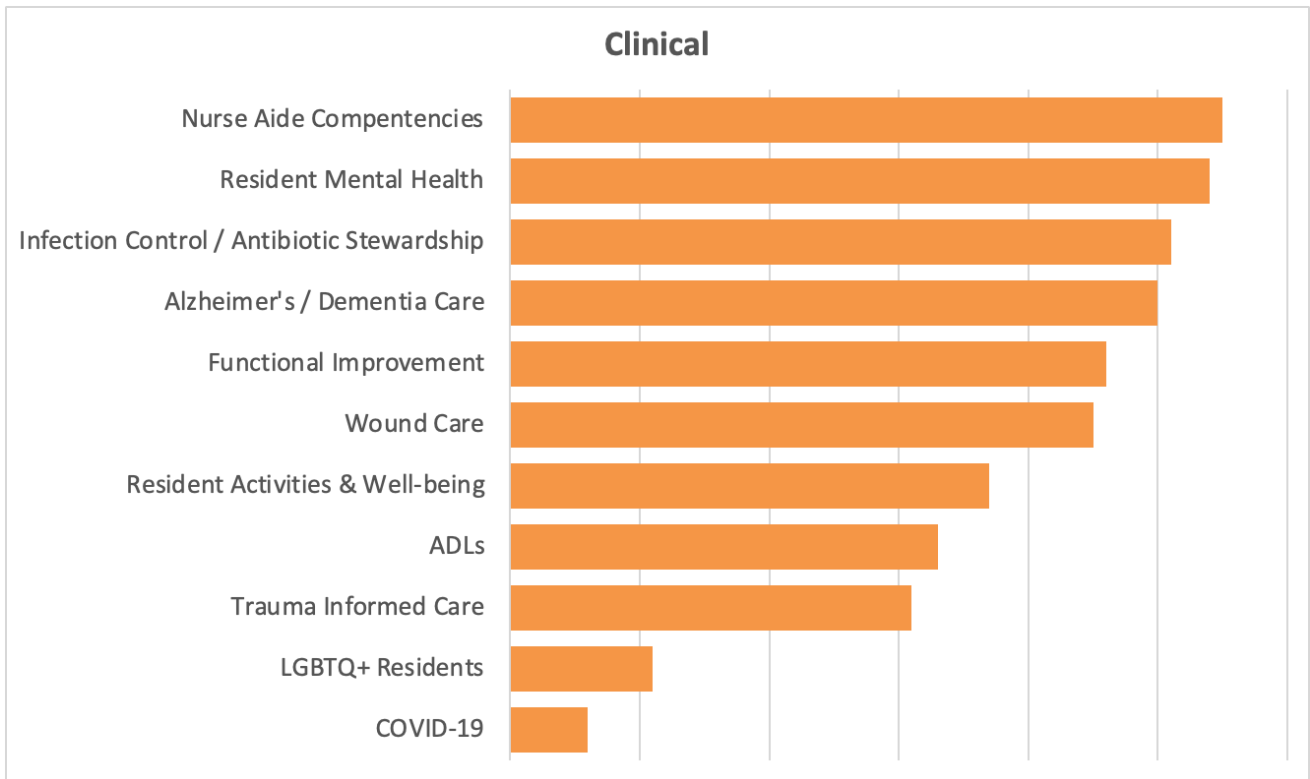
Q: Five most critical training needs by track in 2025



Q: Five most critical training needs by track in 2025



Q: Five most critical training needs by track in 2025

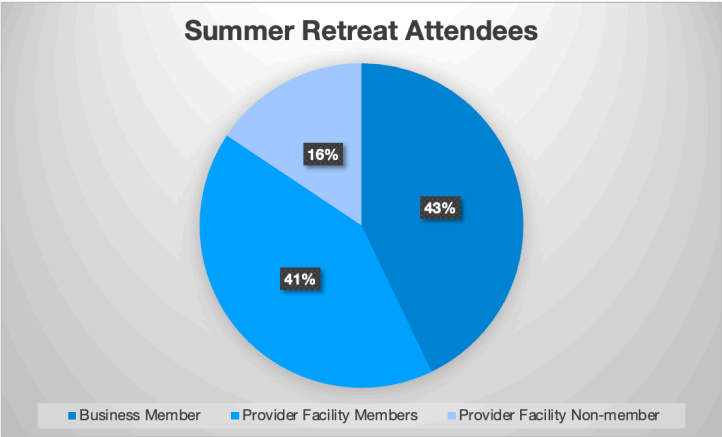


Summer Retreat



TOTAL PARTICIPANTS	PROVIDER MEMBERS	PROVIDER NON-MEMBERS	BUSINESS MEMBERS
147	61	23	63

Total participants does not include staff, volunteers, and some speakers



Summer Retreat Provider Feedback



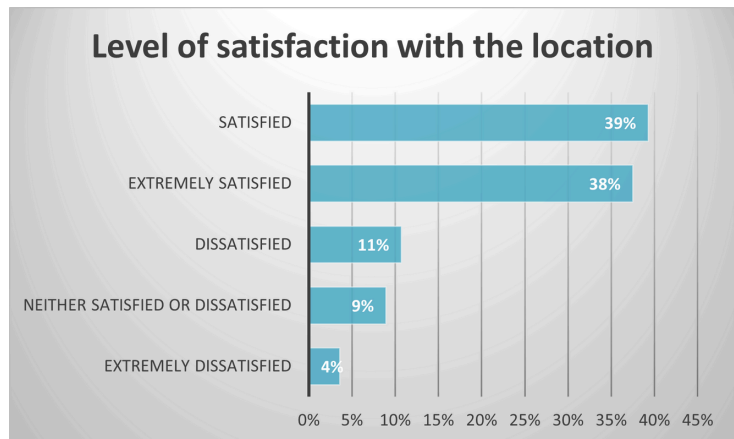
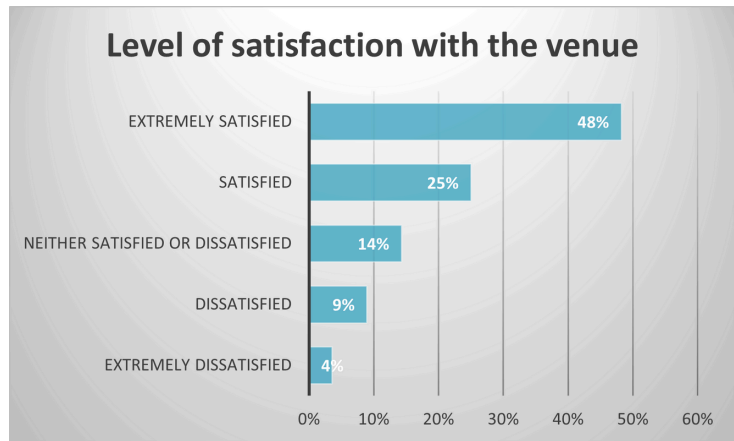
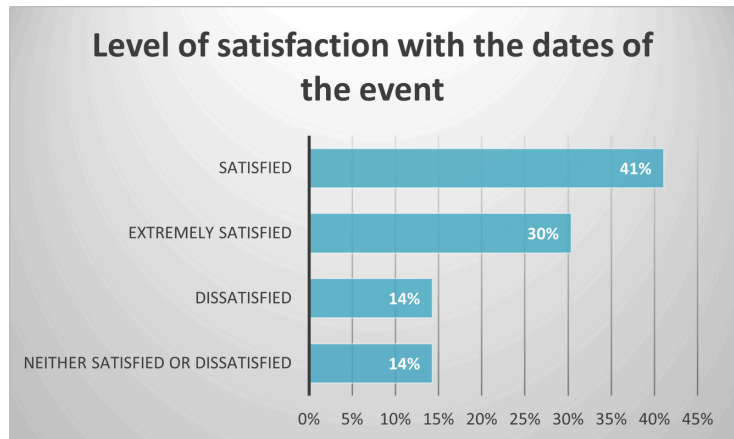
Response Rate 56%
Location & Venue

The THCA Summer Retreat was held at a new property for the first time in 8 years. The rising cost of food and beverage and room rates forced us to find an alternative option for the event.

Margaritaville in Lake Conroe offered a fun, unique environment for participants offering many pool and lake activities.

Overall, provider attendees were satisfied or extremely satisfied with the dates, location and the venue itself.

However, compared with venue and location for this event in the previous 2 years, overall satisfaction decreased.



Summer Retreat Provider Feedback

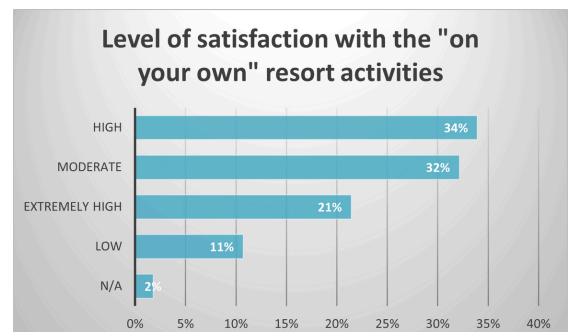
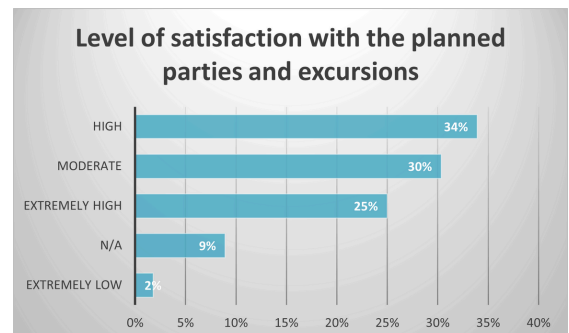
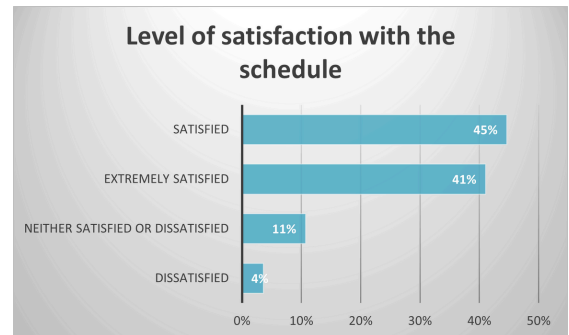
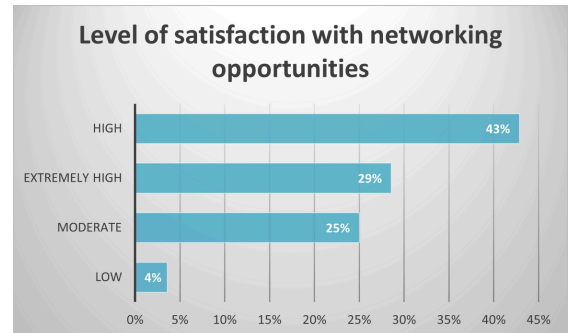


Response Rate 56%
Networking & Activities

Based on last year's feedback, provider attendees enjoyed a modified schedule this year allowing more free time for networking opportunities and on your own activities.

The majority of provider attendees were satisfied or extremely satisfied with the schedule, while experiencing a high level of value from the networking opportunities, planned parties, excursions, and resort activities.

However, 25-32% of provider attendees only found a moderate level of value with networking, planned parties, excursions, and resort activities.



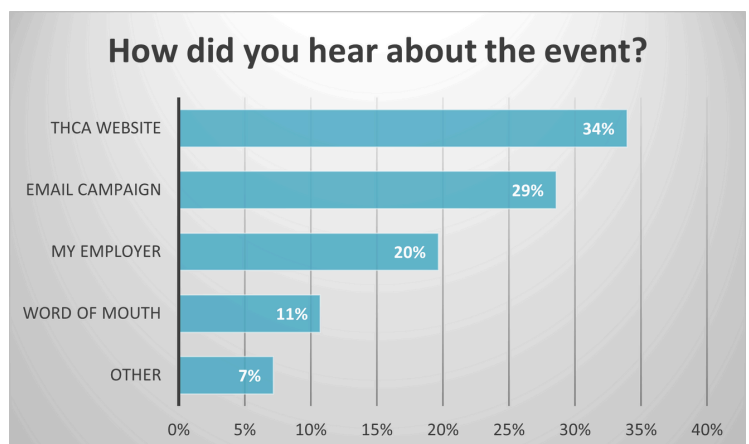
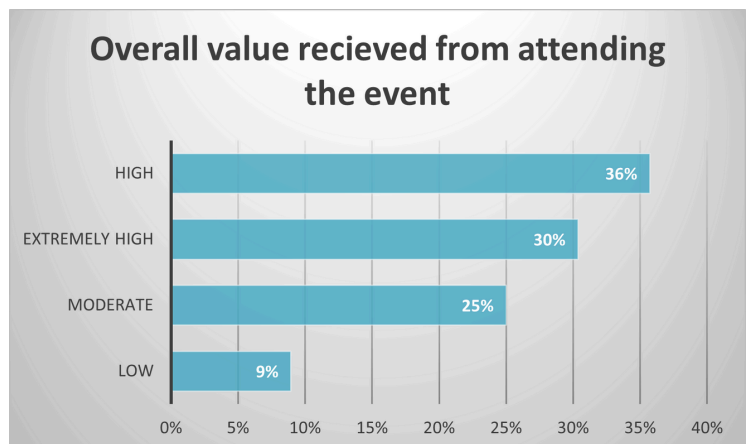
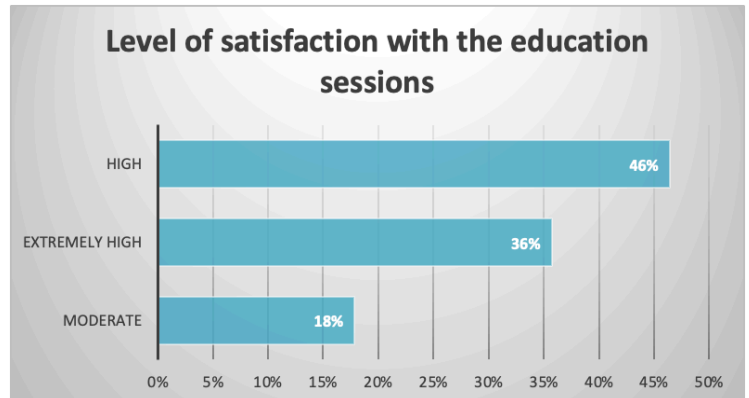
Summer Retreat Provider Feedback



Response Rate 56%
Overall Event & Education

The majority of provider attendees received a high to extremely high level of value from the education sessions, but feel there need to be more CEU options for an almost 3 day event.

Overall, provider attendees received a high level of value from the event. However, 34% only received a moderate or low level of value from attending. This number increased from the previous years event survey, which was 18% moderate and 0% low.



Summer Retreat Business Sponsor Feedback

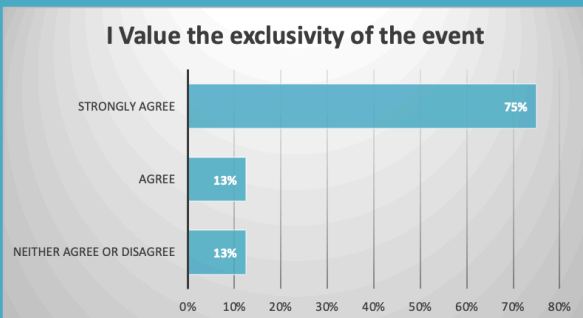
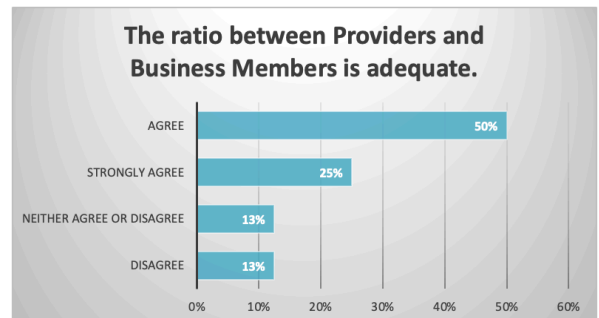
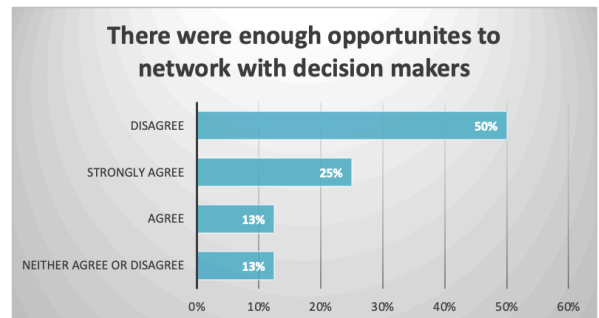
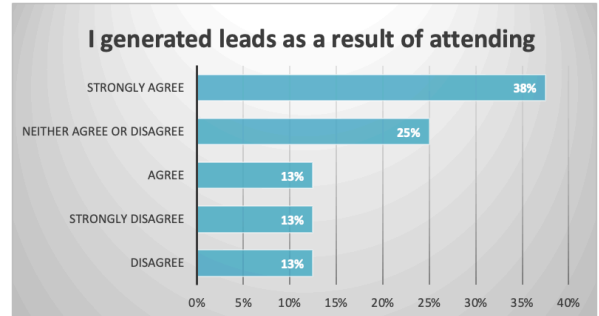
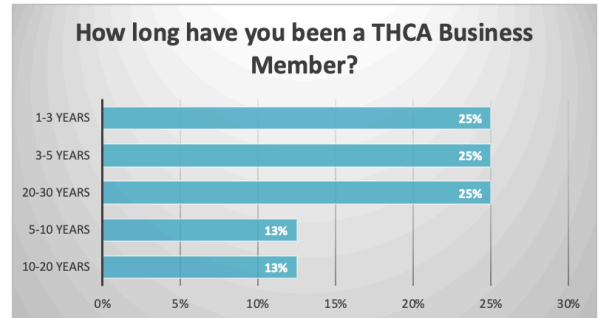


Response Rate 12%

Exactly 1/2 of the business member sponsors who attended the summer retreat have been members between 1-5 years, while 38% have been members for 10+ years.

A majority of sponsors generated leads as a result of attending, but did not feel there were enough opportunities to network with decision makers. However, they felt that the ratio between business members and provider members at the event was sufficient.

Business members strongly value the exclusivity of the summer retreat.

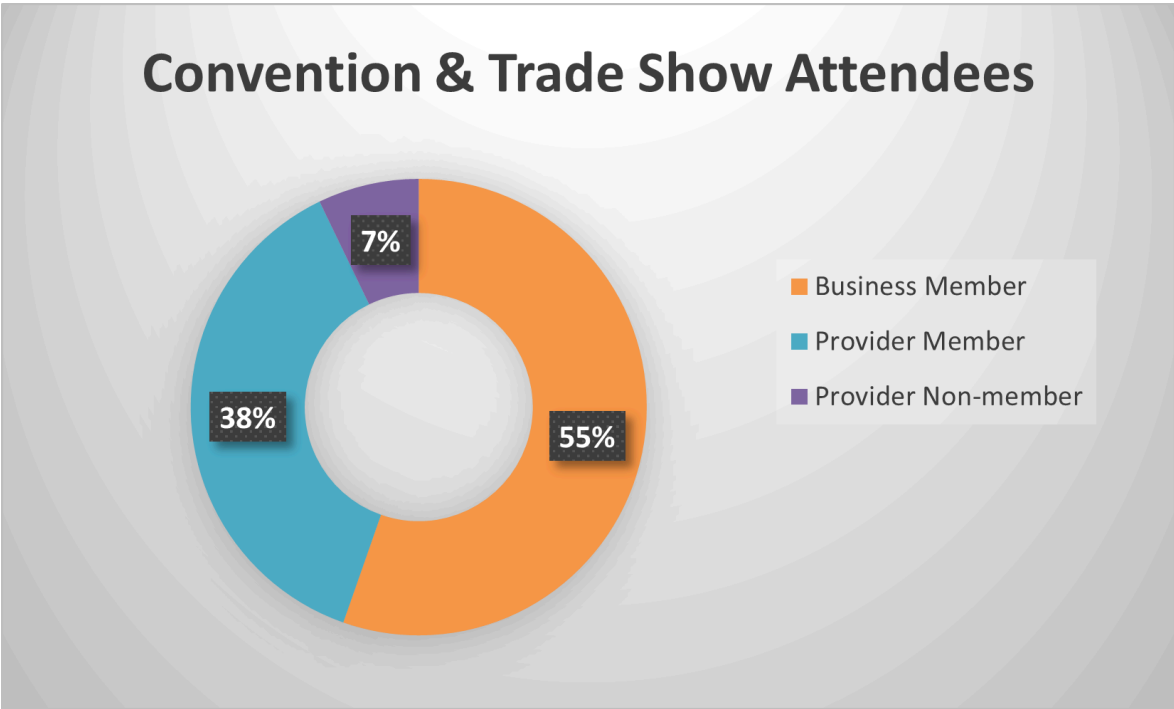


Convention & Trade Show



TOTAL PARTICIPANTS	PROVIDER MEMBERS	PROVIDER NON-MEMBERS	BUSINESS MEMBERS
726	244	51	399

Total participants does not include staff, volunteers, and some speakers

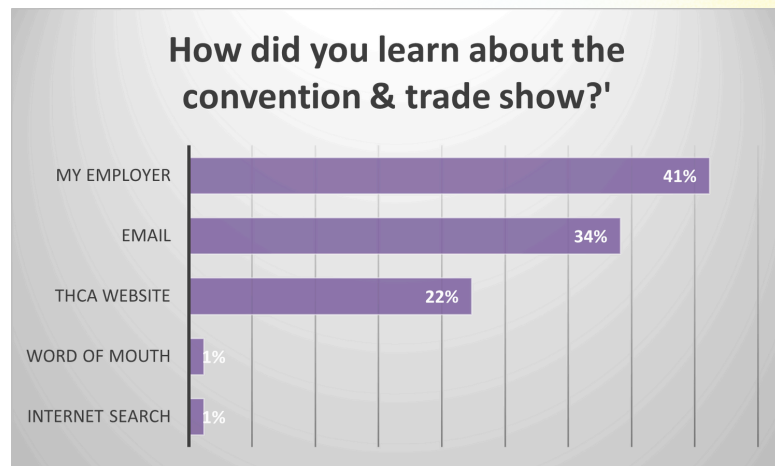
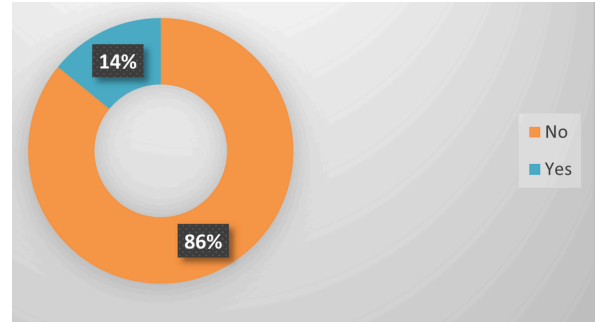


Provider Feedback

Response Rate 32%

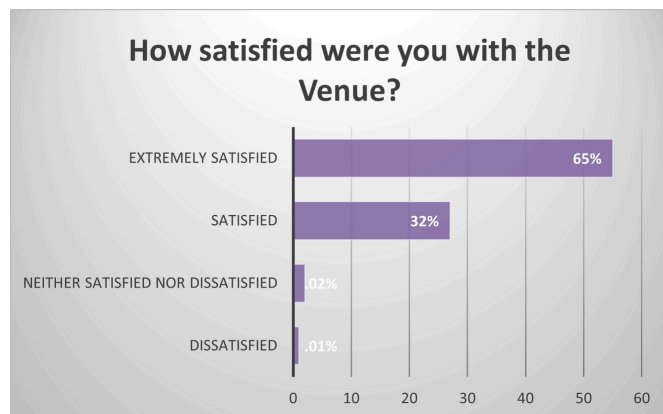
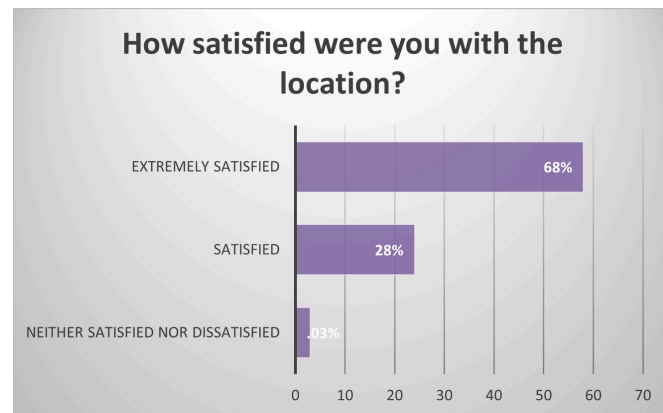
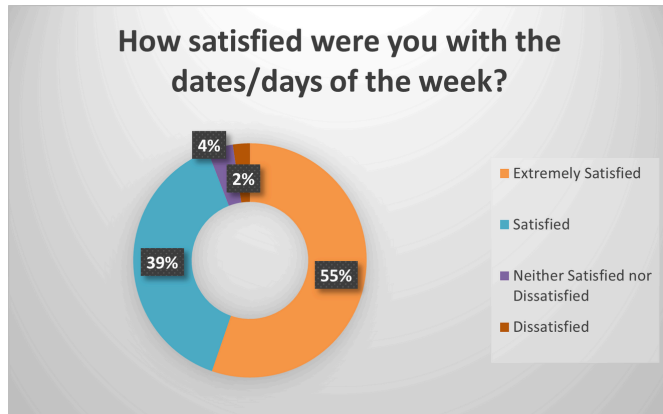
The THCA Convention & Trade Show was not new to Provider attendees. Almost 80% were THCA members and over 85% have attended the event in the past. 60% of Provider attendees were facility leadership, who are licensed facility administrators or registered nurses.

First time attending?



Provider Feedback

Location & Venue



Providers were overwhelmingly satisfied with the event location and the Grand Hyatt Riverwalk in San Antonio. In fact, both Provider members and Business Members mentioned it in this survey and in previous years that Grand Hyatt Riverwalk is their preferred venue and location for the event. They enjoyed the Riverwalk with its choices of restaurants and nightlife close by, and for those traveling by air, the convenience of the airport.

There were two mentions about the high cost of food, beverage, and parking at the hotel.



Provider Feedback

Overall Event & Education

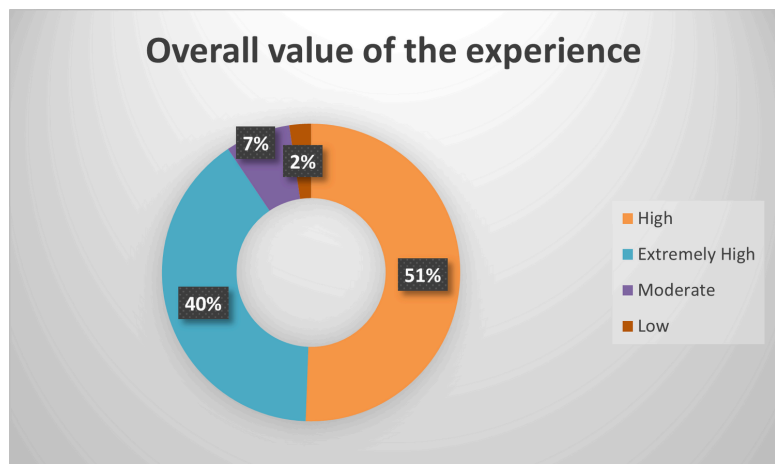
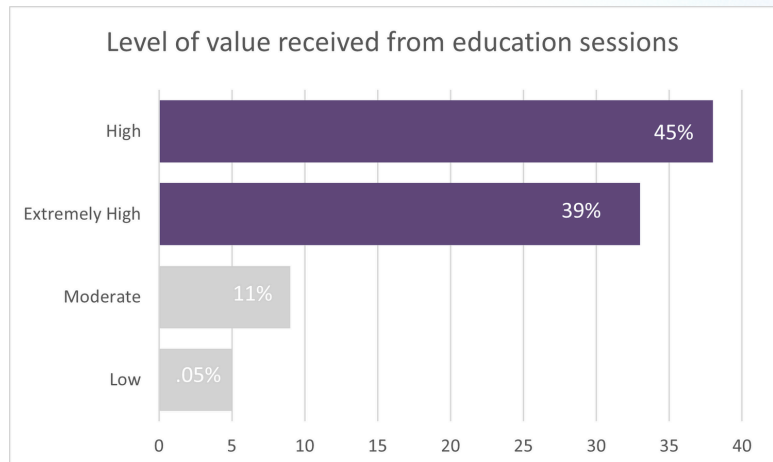
Providers received high to extremely high value from the education sessions. Monday's and Tuesday's keynotes received several mentions in the "extremely high" feedback.

Several comments were made about not enough opportunities for CEU this year and that there was too much free time built into the schedule.

There was mention of needing more ethics sessions and a regulatory nursing and life safety code update.

This year was the first time that time allotted for education was replaced with early afternoon trade show hours. This change to the schedule was in response to business member feedback in 2023 regarding low trade show traffic and evening trade show hours. Business member feedback (also in this report) reveals that evening hours were slower than daytime with the assumption that providers may have opted to leave the property for dinner.

Overall, Providers received high to extremely high value from their experience at the convention and trade show.



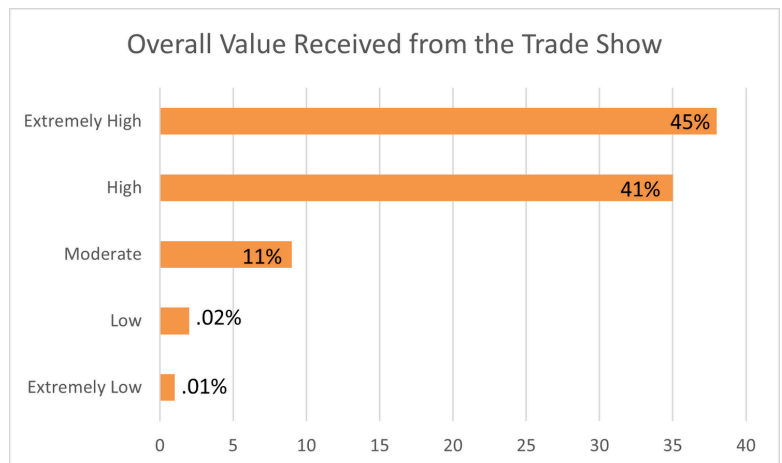
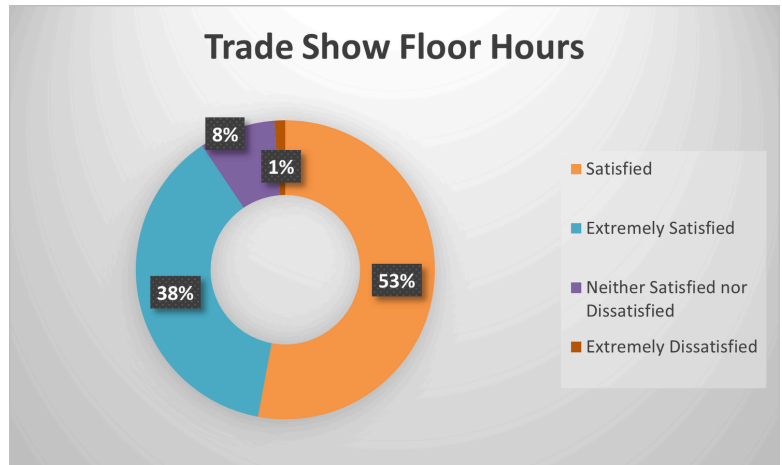
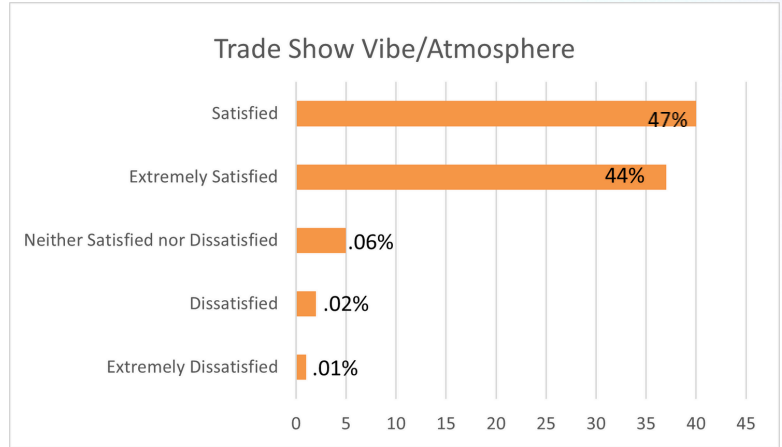
Provider Feedback

Trade Show

90% of Providers appreciated the atmosphere and vibe of the trade show floor and 91% said they were satisfied with the trade show hours.

There were two mentions about the new early afternoon trade show hours but it was more of an oddity than a complaint.

Overall, Providers received a high to extremely high level of value from the trade show, the vendors, and the networking opportunities at the event.



Business Member Feedback

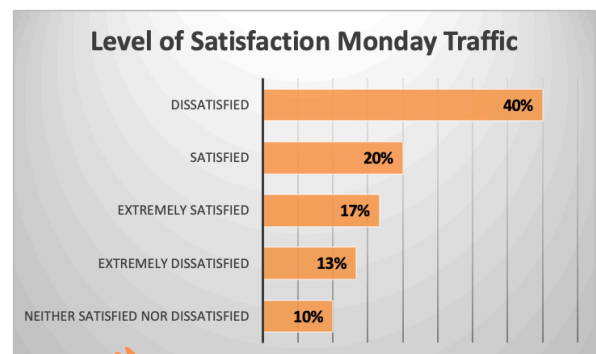
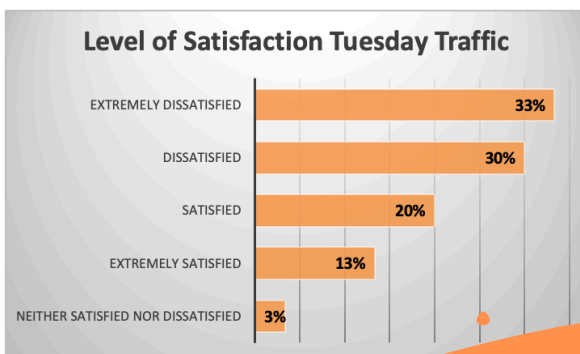
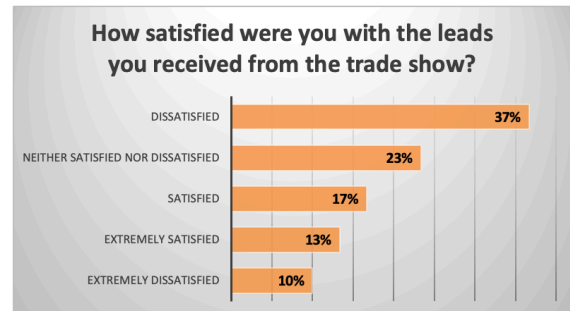
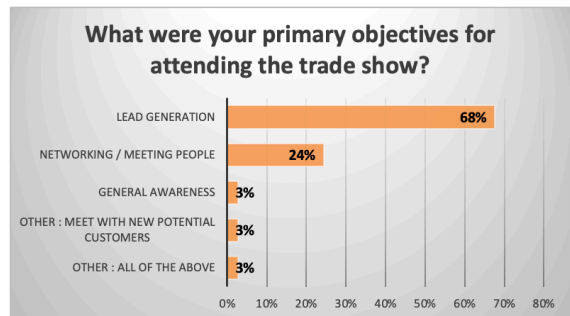
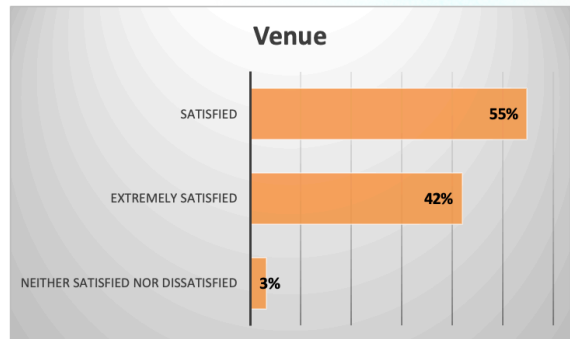
Trade Show
Response Rate 10%

Almost 100% of business members attending the convention & trade show are satisfied with the venue. 33% were first time attendees and 13% have attended a THCA trade show 10 or more times.

Their primary objective was lead generation. Satisfaction levels were low regarding number of leads received from attending, however, almost 57% said they met their primary objectives.

Most business members attending were generally dissatisfied with the trade show traffic on both days. However, written and verbal comments were made that Monday's traffic was better than Tuesday's and that the day time trade show was preferred over the evening one.

Meet objectives	Yes or No
Yes	56.76%
No	43.24%



Traffic and attendance were really low. Tough to take people to dinner with evening hours

Need a game to get people to visit booths. Do the raffle right at the end.



Educational Activities Planned for 2025

1

Leadership
Academy

2

THCA
OnDemand

3

Summer
Retreat

4

75th Annual
Convention &
Trade Show

5

AHCA Quality
Award
Workshops

2025 Educational Activity & Event Goals



- Plan and execute a unique 75th anniversary celebration for THCA
- Increase clinical topics
- Offer on-demand options
- Improve Trade Show traffic



Randa Scott, Director, Professional Development



512-458-1257



rscott@txhca.org