

MOMENTUM

2022 Annual Conference & Expo



MAY 18 - 20, 2022

We-Ko-Pa Resort & Conference Center

LeadingAge™
Arizona

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MOMENTUM

2022 Annual Conference & Expo

WELCOME

To continue the valuable work that you contribute to your organization every day, you have to take care of yourself too. Arizona LeadingAge understands the challenges you've faced over the last two years and we want to help you refuel and refocus in the months ahead. Join us for the 2022 Arizona LeadingAge Annual Conference & Expo from May 18-20, 2022.

By exploring critical topics like workforce, the public perception of aging, and diversity, equity, and inclusion in leadership, you'll connect with like-minded aging services professionals to replenish your mental and emotional coffers so you can return to work feeling ready for whatever comes next. Step outside your office and join us for a restorative experience, where you'll rediscover your passion for the aging services field, ignite your creativity, and enhance your ability to keep moving with forward MOMENTUM.

SCHEDULE AT A GLANCE • DAY ONE – WEDNESDAY, MAY 18

TIME	DETAILS
11:00am - Noon	Roundtable Discussions (1 CEU) ROOM 107
Noon - 6:00pm	Registration CONFERENCE CENTER FOYER
1:00pm - 1:30pm	Welcome to the Annual 2022 Conference & Expo • Refresh. Recharge. Renew. MOMENTUM (0.5 CEUs) Pam Koester & Bhakti Gosalia
1:30pm - 3:00pm	General Session • Session 1: Showing Up Authentically (1.5 CEUs) Todd Kane
3:15pm - 4:45pm	Breakout Sessions (1.5 CEUs) Session 4: Creating a Culture to Obtain, Retain, and Sustain Outstanding Staff ROOM 107 Cheryl Goodwin, Tana Luger Motyka, Sukumarakurup Krishnakumar, Scott Motyka Session 5: AHCCCS Update on Home and Community-Based Services in Residential Settings ROOM 109 Danielle Ashlock & Dara Johnson Session 6: Maximizing Knowledge and Minimizing Assumptions: Learning to Let the Person with Dementia Take the Lead Mollie Heiden & Amanda Weiler ROOM 110 Session 7: Gaining Momentum: Harnessing Rehab's Skills to Reduce Hospital Readmission ROOM 108 Jeanne Copeland, Lynn Chatfield, & Sarah Cooper
5:00pm - 8:00pm	Trade Show Opens; Cocktails & Chef Tasting Party EXHIBIT HALL
7:00pm - 8:00pm	BINGO Tournament - Stay and Support the Foundation! EXHIBIT HALL

SCHEDULE AT A GLANCE • DAY TWO – THURSDAY, MAY 19

TIME	DETAILS
7:30am - 8:30am	Trade Show Opens; Breakfast EXHIBIT HALL
7:30am - 6:00pm	Registration CONFERENCE CENTER FOYER
8:30am - 8:45am	Welcome to the Annual 2022 Conference & Expo • Refresh. Recharge. Renew. MOMENTUM
8:45am - 10:15am	General Session • Session 8: Could vs Should (1.5 CEUs) Kelly Paxton
10:30am - 12:00pm	Breakout Sessions (1.5 CEUs) Session 9: Implementing Digital Learning in Your Community • Alexander Stark ROOM 104 Session 10: Risk Leadership: Inspiring Teams to Embrace and Manage Risk • Melanie Lockwood Herman ROOM 110 Session 11: The “Millennial Lifestyle” for Today’s Seniors • Daniel J. Cavolo ROOM 108 Session 12: Improving Quality of Life by Incorporating Human Touch • Julie Boggess ROOM 109 Session 13: Empathic Listening to Ease Inner and Outer Conflict • Paige Hector ROOM 107
12:00pm - 1:00pm	Exhibit Hall Lunch / Trade Show Open until 3pm
12:30pm - 2:30pm	Experience Room – The Blind Cafe (2 CEUs) • Pre-Registration Required; Additional Fee of \$20 ROOM 106 Conference participants have the opportunity to participate in The Blind Café Experience, an award-winning positive social impact discussion, food tasting, and music experience all held in 100% darkness - no blindfolds! You'll be challenged to socially engage as you participate in a tasting experience, participate in a social impact discussion, and experience an intimate music concert in 100% darkness. Featuring Music in the Dark by Guest Performing Artists: Dango Rose (of Elephant Revival) + Richie Flores + Rosh & the Blind Cafe Orchestra. Also available at 5:45 pm.
1:00pm - 2:00pm	Breakout Sessions (1 CEU) Session 14: The Great Balancing Act: How Quality Improvement Organizations Can Support Post-Acute Care Providers in a Post-Pandemic World • Keith Chartier ROOM 107 Session 15: Deconditioning & Reconditioning: Rebounding Post-Pandemic • Dr. Kathleen Weissberg ROOM 110 Session 16: Update on National Affordable Housing Efforts • Linda Couch ROOM 104 Session 17: Overview & Outlook: Senior Living Mega Trends • Daren Bell & Mary Munoz ROOM 109 Session 18: How “Internalized Ageism” Impacts Sales, Marketing, and Census (And What You Can Do About It!) Cynthia Thurlow Cruver, Derek Dujardin, & Don Warfield ROOM 108
2:00pm - 3:00pm	Exhibit Hall Drawings; Exhibits Close at 3:00pm
3:00pm - 3:15pm	Break
3:15pm - 4:15pm	Breakout Sessions (1 CEU) Session 19: Going Beyond “Great Job!” with Appreciation that Impacts Lives • Paige Hector ROOM 107 Session 20: Inspired Governance: Unleashing Your Board's Potential • Melanie Lockwood Herman ROOM 110 Session 21: All About the Outcomes – Rethinking Your Approach • Colleen Oakley ROOM 108 Session 23: Fall Prevention in Long-Term Care • Darlene Banzhaf ROOM 109
4:15pm - 4:30pm	Break
4:30pm - 5:30pm	Breakout Sessions (1 CEU) Session 24: What to Do with No Room to Grow – Navigating Growth on a Landlocked Campus ROOM 108 Cole Marvin, Beau Dromiack & Theresa Schultz Session 25: Senior Housing and Care Market Trends: From the There-and-Then to the Here-and-Now ROOM 104 Lana Peck Session 26: NCIA Update • Jack Confer ROOM 107 Session 27: Workforce Development Initiatives with Mercy Care • Sarah Hauck ROOM 109 Session 28: One Voice: Effect of Inter-Team Communication on Quality • Dr. Kathleen Weissberg ROOM 110
5:45 pm - 7:45 pm	Experience Room – The Blind Cafe (2 CEUs) • Pre-Registration Required; Additional Fee of \$20 ROOM 106 See description of 12:30 pm session.

SCHEDULE AT A GLANCE • DAY THREE – FRIDAY, MAY 20

TIME	DETAILS
7:30am - 8:30am	Breakfast
8:00am - Noon	Registration CONFERENCE CENTER FOYER
8:30am - 9:30am	<p>Breakout Sessions (1 CEU)</p> <p>Session 29: Successful Management of Home Care, Home Health, and Hospice through National Benchmarks and Metrics • Melinda Coley & Joan Punch ROOM 108</p> <p>Session 30: Person-Centered Care: Improving Care & Caregiver Effectiveness • Linda Buscemi ROOM 109</p> <p>Session 31: ADHS: Skilled Nursing Facility Updates • Diane Eckles ROOM 110</p> <p>Session 32: Senior Living Trends 2022 and Beyond • Jesse Howell ROOM 104</p> <p>Session 33: Creating Momentum Towards Workplace Citizenship to Strengthen Employee Retention and Engagement • Bruce Berlin ROOM 107</p>
9:45am - 10:45am	<p>Breakout Sessions (1 CEU)</p> <p>Session 34: University-Based Retirement Communities: Designing for Intergenerational Connections ROOM 108 Lindsey Beagley, Adam Payn, Darla Esnard, & Jason Erdahl</p> <p>Session 35: Ensuring Enterprise Fiscal Success in 2022 & Beyond • Elisa Bovee ROOM 107</p> <p>Session 36: ADHS: Assisted Living Facility Updates • Harmony Duport ROOM 110</p> <p>Session 37: The Heart-to-Heart Project, a Connectivity Program Promoting Residents' Well-Being ROOM 109 Jane Cuendet</p> <p>Session 38: The Digital Transformation of Senior Living: Adoption & Implementation • Nick Patel ROOM 104</p>
11:00am - 2:00pm	<p>Closing General Session • Session 39: MOMENTUM Starts with Us (1.5 CEUs) Pam Koester</p> <ul style="list-style-type: none"> • Annual Membership Meeting & New Board Installation • Remarks from the CEO of Arizona LeadingAge • Awards Luncheon
2:00pm	Conference Adjourned & DOOR PRIZES - Grab your red tickets! You may be a winner.

Conference participants have the opportunity to participate in The Blind Café Experience, an award-winning positive social impact discussion, food tasting, and music experience all held in 100% darkness – no blindfolds! You'll be challenged to socially engage as you participate in a tasting experience, participate in a social impact discussion, and experience an intimate music concert in 100% darkness. Featuring Music in the Dark by Guest Performing Artists: Dango Rose (of Elephant Revival) + Richie Flores + Rosh & the Blind Cafe Orchestra.

The Blind Café is a social impact experience that uses the concept of social engagement in 100% darkness that profoundly impact people's social perspective. The Blind Café works for positive social change by creating and embracing ground-breaking and innovative ideas that identify problems in society and then work proactively to create scalable and sustainable solutions in the dark. When we lose our sight entirely at The Blind Cafe, there is a relinquishing of control that must happen. The attendees don't have their cell phones to habitually check every few minutes, they have to trust in their fellow attendees and our blind staff to navigate through the experience.

The attendees have to learn to listen better, be more acute with their presence in the moment, and dig deeper inside themselves to communicate with each other. All their little habitual habits are interrupted and there is a window there while they are in the dark to touch in on a different way of relating to their world.

Separate Registration Fee \$20 • Limited Seating

EXPERIENCE ROOM



GENERAL SESSION SPEAKERS

Todd Kane • Kane Enterprises



SHOWING UP AUTHENTICALLY (1.5 CEUS)

Todd Kane is a Diversity, Equity, & Inclusion, (DE&I) performance strategist for the LGBTQIA+ community and its allies. Todd has spent over 30 years developing the gifts and talents of diverse people around the world. A proven leader of individuals and teams in both the military and private sector, Todd has mastered the transformative, multiplying power of inclusion.

As a leader, educator, and artist at the highest level of industry, Todd has served as a Captain in the United States Army deployed in theaters of operations around the world. He led operations for an international manufacturing company and trained a national team of 300+ agents for an insurance powerhouse. As an educator, Todd has served as a national accounts' education specialist for a global hair care and color company, teaching 6000 professionals a year with his creativity and passion. He has also founded an international non-profit organization to conquer cancer.

Todd's accomplishments have been awarded and recognized internationally, and his works published over twenty times around the world. His multi-faceted background brings a unique perspective to creating and sustaining effective diversity, equity, & inclusion programs. As a father of two, Todd acknowledges the privilege and responsibility to teach his children and others how to successfully navigate a world that typically rejects difference and is fooled by fear.

Kelly Paxton • K Paxton LLC



COULD VS SHOULD (1.5 CEUS)

Kelly Paxton is a Certified Fraud Examiner, Private Investigator, and Professional Speaker. She also is the founder of Great Women in Fraud, a podcast. She published *Embezzlement: How to Prevent, Detect, and Investigate Pink-Collar Crime* in December 2020.

Embezzlement by trusted employees, workplace investigations, background investigations of employees, due diligence, open-source intelligence, and civil matters involving litigation support are all types of cases Kelly Paxton has experience with.

Prior to starting Financial CaseWorks LLC, she worked as an analyst for the Washington County Sheriff's Office Fraud Identity Theft Enforcement Team (FITE).

Before joining the FITE team she performed background investigations for the Washington County Sheriff's Office. She also has 7 years of experience as a contract special investigator for the Office of Personnel Management and the Department of Homeland Security.

Ms. Paxton was a Special Agent for the US Customs Office of Investigations from 1993-1998. During this time, she was assigned to the money laundering and white-collar crime unit.

Wednesday Schedule

11:00am - Noon
Roundtable Discussions

Noon - 6:00pm
Registration

1:00pm - 1:30pm
Welcome

1:30pm - 3:00pm
General Session

3:15pm - 4:45pm
Breakout Sessions

5:00pm - 8:00pm
Trade Show Opens;
Cocktails &
Chef Tasting Party

7:00pm - 8:00pm
BINGO Tournament

CONFERENCE SESSIONS • DAY ONE – WEDNESDAY, MAY 18

11:00am - 12:00pm

Roundtable Discussions

ROOM 107

1 CEU

PAM KOESTER, MA | CEO, ARIZONA LEADINGAGE

Members within the senior living field have faced unprecedented challenges over the past two years. As Arizona LeadingAge returns to an in-person conference, we will be providing a roundtable discussion over a variety of areas including Human Resources, Organizational Management with Administrators and Assisted Living Managers, Sales & Marketing, IT, and Community & Spiritual Life. Hot topics on each of these areas will be discussed during the roundtables.

SESSION OBJECTIVES

- Discuss challenges within your community and receive ideas and best practices from peers.
- Identify hot topics that impact your role within your community.
- Identify ideas to counteract the multi-faceted challenges faced by the senior living field.

TARGET AUDIENCE | GENERAL

CEO - Administrator; DON - Nurse Manager; Resident Services - Social Services; Sales & Marketing; Human Resources; Dining; Wellness - Activities

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living - Residential Care; Nursing Home; Market Rate Independent Living; Affordable Housing; Home and Community Based Services, including Homecare; Adult Care

1:00pm - 1:30pm

Welcome to the Annual 2022 Conference and Expo - Refresh. Recharge. Renew. MOMENTUM

0.5 CEU

BHAKTI GOSALIA, MSW, MHA | VICE PRESIDENT OF OPERATIONS, SUN HEALTH

PAM KOESTER, MA | CEO, ARIZONA LEADINGAGE

To continue the valuable work that individuals contribute to our organizations every day, you must take care of yourself too. Arizona LeadingAge understands the challenges organizations have faced over the last two years, and we want to help attendees refuel and refocus in the months ahead. By exploring critical topics like workforce; the public perception of aging; and diversity, equity, and inclusion in leadership, attendees will connect with like-minded aging services professionals to replenish their mental and emotional coffers so they can return to work feeling ready for whatever comes next. In this presentation, we will discuss how to move our organizations and the field of aging services forward by refreshing, recharging, and renewing our mindset. Rediscover your passion for the aging services field, ignite your creativity, and enhance your ability to keep moving with forward MOMENTUM.

SESSION OBJECTIVES

- Explore the challenges organizations have faced over the last two years.
- Understand methods to refresh, recharge, and renew mindset.
- Discuss and identify ways senior living will move forward in Arizona.

TARGET AUDIENCE | GENERAL

CEO - Administrator; CFO - Finance; Resident Services - Social Services; Human Resources; Residents; Dining; Wellness - Activities; Trustees; Facilities; Sales & Marketing; DON - Nurse Manager

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Nursing Home; Adult Care; Home and Community Based Services, including Homecare; Market Rate Independent Living; Assisted Living - Residential Care; Affordable Housing

CONFERENCE SESSIONS • DAY ONE – WEDNESDAY, MAY 18

1:30pm – 3:00pm

1 General Session | Showing up Authentically

1.5 CEUs

TODD KANE, MBA | DIVERSITY, EQUITY, AND INCLUSION CONSULTANT, KANE ENTERPRISES

How we "show up" matters, and when we do so authentically, we fill the space we occupy with confidence and trust. In this space, our relationships, activities, and conversations THRIVE – anchoring principles tied to an inclusive mission statement that best serves the individual, organization, and community as a whole. Who are you, and what do you believe? Many of us have become numb to feeling misled or uninformed and have chosen to ignore issues and behaviors with which we might otherwise take issue. When we show up authentically, we express ourselves openly and honestly. And when we do so, we inspire others to do the same.

SESSION OBJECTIVES

- Identify what it takes to show up authentically.
- Practice an exercise in discovery of self.
- Discuss the interaction between integrity and authenticity.

TARGET AUDIENCE | GENERAL

CEO – Administrator; CFO – Finance; DON – Nurse Manager; Resident Services – Social Services; Sales & Marketing; Facilities; Human Resources; Dining; Wellness – Activities; Trustees; Residents

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living – Residential Care; Nursing Home; Market Rate Independent Living; Affordable Housing; Adult Care; Home and Community Based Services, including Homecare

3:15pm – 4:45pm

Breakout Session

4 Creating a Culture to Obtain, Retain, and Sustain Outstanding Staff

ROOM 107

1.5 CEUs

SCOTT MOTYKA, PhD, MBA, MS | DIRECTOR OF BUSINESS DEVELOPMENT AND TECHNOLOGY, COVENANT HEALTH NETWORK

CHERYL GOODWIN, MCJ, BS | CHIEF STRATEGY OFFICER, COVENANT HEALTH NETWORK

SUKUMARAKURUP KRISHNAKUMAR, PhD, MBA | ASSOCIATE PROFESSOR, MANAGEMENT; KECK GRADUATE INSTITUTE

TANA LUGER MOTYKA, PhD | DIRECTOR OF RESEARCH AND ANALYTICS, COVENANT HEALTH NETWORK

The current staffing crisis at all levels of post-acute service is large and increasing. There is no magic bullet but requires a transformation of leadership culture. This session will outline the evidence behind models of staff turnover and work engagement. Strategies for staff supports will include mental health, leadership role and culture, and technology applications.

SESSION OBJECTIVES

- Participants will be able to describe at least two predictors of employee turnover and two predictors of employee work engagement.
- Participants will be able to identify the methods their organization utilizes to predict staff turnover and work engagement.
- Participants will develop an action plan reflecting two strategies (mental health, leadership role, technology, predictor identification) discussed in presentation.

TARGET AUDIENCE | GENERAL

CEO – Administrator; DON – Nurse Manager; Human Resources; Dining; Trustees

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living – Residential Care; Nursing Home; Market Rate Independent Living; Home and Community Based Services, including Homecare

CONFERENCE SESSIONS • DAY ONE – WEDNESDAY, MAY 18

3:15pm – 4:45pm

Breakout Session

5 AHCCCS Update on Home and Community-Based Services in Residential Settings

ROOM 109

1.5 CEUs

DARA JOHNSON, MA, BS | PROGRAM DEVELOPMENT OFFICER, ARIZONA HEALTH CARE COST CONTAINMENT SYSTEM (AHCCCS)

DANIELLE ASHLOCK, BS | QUALITY MEASUREMENT SPECIALIST/PROGRAM MANAGER II, ARIZONA HEALTH CARE COST CONTAINMENT SYSTEM (AHCCCS)

The Arizona Healthcare Cost Containment System (AHCCCS) has come out with rules regarding home and community-based services (HCBS). This presentation will profile how the new HCBS rules affect assisted living centers and assisted living homes. The speakers will be providing a quick overview of the new HCBS rules.

SESSION OBJECTIVES

- Overview of the Arizona Healthcare Cost Containment System.
- Understand how to effectively respond to the new home and community-based service rules.
- Learn how the rules affect assisted living centers and assisted living homes.

TARGET AUDIENCE | GENERAL

CEO – Administrator; DON – Nurse Manager; Sales & Marketing; Facilities

TARGET AUDIENCE | PROVIDER TYPES

Assisted Living – Residential Care; Home and Community Based Services, including Homecare; Life Plan Communities (CCRCs)

3:15pm – 4:45pm

Breakout Session

6 Maximizing Knowledge and Minimizing Assumptions: Learning to Let the Person with Dementia Take the Lead

ROOM 110

1.5 CEUs

MOLLIE HEIDEN, BSM, CTRS | LIFE ENRICHMENT SPECIALIST, BEATITUDES CAMPUS

AMANDA WEILER, BS | COMFORT MATTERS EDUCATOR, BEATITUDES CAMPUS

What is the best way to support our dementia care teams? It should start by helping our teams make decisions based on knowledge instead of being guided by assumptions. This session will provide a foundation to understand the progression of dementia and teach teams to utilize what they know about the person to direct their care. By acknowledging each team member's knowledge, we can build their confidence and eliminate the guess work when caring for people with dementia.

SESSION OBJECTIVES

- Compare how the original purpose of nursing homes in America differs from its purpose today.
- Describe the changes in the brain that occur throughout the progression of dementia and how the team's understanding of this information impacts care.
- Identify at least two methods to help the team use what they know about the person to eliminate assumptions while providing care.
- Create a plan to foster confidence in each member of the team by acknowledging the experience they bring to the team.

TARGET AUDIENCE | GENERAL

CEO – Administrator; DON – Nurse Manager; Resident Services – Social Services; Facilities; Human Resources; Dining; Wellness – Activities; Residents

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living – Residential Care; Nursing Home; Market Rate Independent Living; Affordable Housing; Adult Care; Home and Community Based Services, including Homecare

CONFERENCE SESSIONS • DAY ONE – WEDNESDAY, MAY 18

3:15pm – 4:45pm

Breakout Session

7 Gaining Momentum: Harnessing Rehab's Skills to Reduce Hospital Readmission

ROOM 108

1.5 CEUs

JEANNE COPELAND, MS, CCC-SLP, RAC-CT, PNAP | CLINICAL DIRECTOR, GENESIS REHAB SERVICES
LYNN CHATFIELD, OTR/L | CLINICAL DIRECTOR, GENESIS REHAB SERVICES
SARAH COOPER, PT, DPT, GCS | CLINICAL DIRECTOR, GENESIS REHAB SERVICES

Statistics show that 19.6% of Medicare beneficiaries are re-hospitalized within 30 days and 34% within 90 days, leading to increased healthcare costs and reduced quality of life. Rehabilitation specialists play an important role in improving overall outcomes and reducing risk of readmission for those with chronic conditions.

SESSION OBJECTIVES

- Examine the common diagnoses and contributing factors that lead to hospital readmissions.
- Explore the role of rehab within the interprofessional team in reducing preventable hospital admissions and readmissions.
- Apply interprofessional techniques to mitigate rehospitalizations and improve resident outcomes throughout the continuum of care.

TARGET AUDIENCE | GENERAL

CEO – Administrator; DON – Nurse Manager; Resident Services – Social Services; Sales & Marketing; Dining; Wellness – Activities

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living – Residential Care; Nursing Home; Market Rate Independent Living; Affordable Housing; Adult Care; Home and Community Based Services, including Homecare

Thursday Schedule

7:30am - 8:30am

Trade Show Opens;
Breakfast

7:30am - 6:00am

Registration

8:30am - 8:45am

Welcome

8:45am - 10:15am

General Session

10:30am - 12:00pm

Breakout Sessions

12:00pm - 1:00pm

Exhibit Hall Lunch /
Trade Show

12:30pm - 2:30pm

Experience Room
The Blind Cafe

1:00pm - 2:00pm

Breakout Sessions

2:00pm - 3:00pm

Exhibit Hall Drawings

3:00pm - 3:15pm

Break

3:15pm - 4:15pm

Breakout Sessions

4:15pm - 4:30pm

Break

4:30pm - 5:30pm

Breakout Sessions

5:45pm - 7:45pm

Experience Room
The Blind Cafe

CONFERENCE SESSIONS • DAY TWO – THURSDAY, MAY 19

8:45am – 10:15am

8 General Session: Could vs. Should

1.5 CEUs

KELLY PAXTON, CFE, PI | PRINCIPAL, K PAXTON LLC

Ethics is a topic that every person, employee, manager, and leader can relate to. However, everyone has different views on ethics. Things are more than black and white. Ethical decision-making is easy when the choices are right versus wrong. What happens when the ethical choice is between right versus right? Does changing from a *should* mindset to a *could* mindset help in these situations?

SESSION OBJECTIVES

- What is moral insight?
- Why is right vs. right so much harder than right vs. wrong?
- What are relevant examples of right vs. wrong and right vs. right?
- Thinking outside the box. It can be good but there are also challenges with being too creative.
- Cutting-edge research that will help participants identify resources for ethical dilemmas.

TARGET AUDIENCE | GENERAL

CEO – Administrator; CFO – Finance; DON – Nurse Manager; Resident Services – Social Services; Sales & Marketing; Facilities; Human Resources; Dining; Wellness – Activities; Residents

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living – Residential Care; Nursing Home; Market Rate Independent Living; Affordable Housing; Adult Care; Home and Community Based Services, including Homecare

CONFERENCE SESSIONS • DAY TWO – THURSDAY, MAY 19

10:30am - 12:00pm

Breakout Session

9

Implementing Digital Learning in Your Community

ROOM 104

1.5 CEUs

ALEXANDER STARK | DIGITAL SOLUTIONS ANALYST, SUN HEALTH

The pandemic has brought new challenges to bringing health education into our communities – making the use of technology a crucial next step in making resources available. Join Alex Stark as he talks about how Sun Health overcame these hurdles in their creation of their Health Education Platform LiveWell Learning™

SESSION OBJECTIVES

- Understand the importance of continued education
- Benefits of different education mediums
- Using technology for Wellness
- Delivering Digital Wellness Programs
- Maintaining and growing your offerings

TARGET AUDIENCE | GENERAL

Resident Services – Social Services; Sales & Marketing; Facilities; Wellness – Activities; Residents

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living – Residential Care; Market Rate Independent Living; Home and Community Based Services, including Homecare

10:30am - 12:00pm

Breakout Session

10

Risk Leadership: Inspiring Teams to Embrace and Manage Risk

ROOM 110

1.5 CEUs

MELANIE LOCKWOOD HERMAN, JD | EXECUTIVE DIRECTOR, NONPROFIT RISK MANAGEMENT CENTER

This workshop explores the wide world of risk facing nonprofit senior housing and elderly services providers. The speaker for this program is the long-time CEO of a national nonprofit that provides risk guidance and support to a myriad of nonprofits. Attend this session for practical tips and inspiration to understand, appreciate, and take action in the face of risks within—and outside—your control. Learn how to stop worrying about the risks facing your organization and how to embrace a practical, action-oriented approach that involves colleagues across your agency.

SESSION OBJECTIVES

- Sharing a clear, compelling vision of the connection between risk management and mission success.
- Equipping attendees with practical tools for ‘unpacking’ troubling risks.
- Inspiring an action-focused approach to external and preventable risks.

TARGET AUDIENCE | GENERAL

CEO – Administrator; CFO – Finance; DON – Nurse Manager; Sales & Marketing; Trustees

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living – Residential Care; Adult Care; Market Rate Independent Living; Nursing Home; Home and Community Based Services, including Homecare

CONFERENCE SESSIONS • DAY TWO – THURSDAY, MAY 19

11

10:30am - 12:00pm

Breakout Session

The “Millennial Lifestyle” for Today’s Seniors

ROOM 108

1.5 CEUs

DANIEL J. CAVOLO, MBA | PRESIDENT, THE LOYOLA GROUP, LLC

Create and maintain a “culture of now” for all levels of care and all services your community provides. Let us create the “culture of now” for our residents. Let us design homes and communities with the “millennial culture” in mind. Let us streamline operations with the “millennial worker” as the target staff member.

SESSION OBJECTIVES

- Identify a strategy for building a smart home with services your staff can deliver today 24/7.
- Identify methods for using smart phone apps to better service residents, families, and inform staff.
- Leverage technology to provide services to residents now while attracting employees interested in working a schedule that meets their lifestyle.

TARGET AUDIENCE | GENERAL

CEO – Administrator; CFO – Finance; Resident Services – Social Services; Sales & Marketing; Human Resources; Dining; Wellness – Activities; Trustees; Residents

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living – Residential Care; Market Rate Independent Living; Home and Community Based Services, including Homecare

12

10:30am - 12:00pm

Breakout Session

Improving Quality of Life by Incorporating Human Touch in Caregiving

ROOM 109

1.5 CEUs

JULIE BOGGESS, LNHA, CDP | VICE PRESIDENT, AGEUCATE TRAINING INSTITUTE

Learn how your staff can improve the wellbeing and quality of life for elders through the clinical practice of Compassionate Touch, an approach that helps long-term care communities create an environment that promotes comfort, attachment, inclusion, and love. This is accomplished by teaching employees how to integrate touch techniques as a non-pharmacologic approach into their care protocols to calm, soothe, and connect with elders.

SESSION OBJECTIVES

- Identify the effects that the lack of touch has on elders.
- Validate how human touch promotes wellbeing.
- Discover how touch can be incorporated as a non-pharmacologic approach to respond to and prevent behavioral expressions in persons with dementia.

TARGET AUDIENCE | GENERAL

CEO – Administrator; DON – Nurse Manager; Resident Services – Social Services; Wellness – Activities

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living – Residential Care; Nursing Home; Adult Care; Home and Community Based Services, including Homecare

CONFERENCE SESSIONS • DAY TWO – THURSDAY, MAY 19

10:30am - 12:00pm

Breakout Session

13

Empathic Listening to Ease Inner and Outer Conflict

ROOM 107

1.5 CEUs

PAIGE HECTOR, LMSW | CLINICAL EDUCATOR & PROFESSIONAL SPEAKER, PAIGE AHEAD HEALTHCARE EDUCATION & CONSULTING, LLC

Working in a healthcare setting can be stressful and fraught with conflict, sometimes with situations that stimulate strong emotions that activate our biological stress response. When activated, we are more likely to say or do something that we regret. By strengthening our empathic listening skills, we can show up in these difficult situations more resourced and make choices that align with our values. This session teaches Nonviolent Communication skills that support empathic connections with ourselves and others to make work more enjoyable and to increase wellbeing for all.

SESSION OBJECTIVES

- Use the Line of Choice concept to shift from reaction to response in emotionally charged situations.
- Discuss empathy and the connection between feelings and needs and how this understanding supports choice.
- Describe empathy blocks and identify which one is your "go to."

TARGET AUDIENCE | GENERAL

CEO - Administrator; CFO - Finance; DON - Nurse Manager; Resident Services - Social Services; Sales & Marketing; Human Resources; Dining; Wellness - Activities; Residents

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living - Residential Care; Nursing Home; Market Rate Independent Living; Affordable Housing; Adult Care; Home and Community Based Services, including Homecare

12:30pm - 2:30pm

Experience Room: The Blind Cafe

ROOM 106

2 CEUs

PAM KOESTER, MA | CEO, ARIZONA LEADINGAGE

The Blind Cafe is a social impact experience that uses the concept of social engagement in 100% darkness that profoundly impact people's social perspective. The Blind Cafe works for positive social change by creating and embracing ground-breaking and innovative ideas that identify problems in society and then work proactively to create scalable and sustainable solutions in the dark. When we lose our sight entirely at The Blind Cafe, there is a relinquishing of control that must happen. The attendees do not have their cell phones to habitually check every few minutes, they must trust their fellow attendees and blind staff to navigate through the experience of dining in the dark. The attendees learn to listen better, be more acute with their presence in the moment, and dig deeper inside themselves to communicate with each other. While the attendees are in the dark, a window of opportunity is created to touch on a different way of relating to their world.

SESSION OBJECTIVES

- Deepen attendees connection, empathy, diversity, and/or understandings in disabilities inclusion.
- Develop an understanding of challenges faced by residents served and staff.
- Learn the process an individual without sight goes through to complete a meal.

TARGET AUDIENCE | GENERAL

CEO - Administrator; DON - Nurse Manager; CFO - Finance; Resident Services - Social Services; Sales & Marketing; Facilities; Human Resources; Dining; Wellness - Activities; Trustees; Residents

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Nursing Home; Adult Care; Assisted Living - Residential Care; Market Rate Independent Living; Home and Community Based Services, including Homecare; Affordable Housing

CONFERENCE SESSIONS • DAY TWO – THURSDAY, MAY 19

1:00pm – 2:00pm

Breakout Session

14

The Great Balancing Act: How Quality Improvement Organizations Can Support Post-Acute Care Providers in a Post-Pandemic World

ROOM 107

1 CEU

KEITH CHARTIER, MPH, BA | DIRECTOR, HEALTH SERVICES ADVISORY GROUP

The COVID-19 pandemic underscored how vital strong infection-control programs are to post-acute providers. This importance is reflected in the Medicare Quality Improvement Program's new priority areas, which focus on reducing infections, adverse drug events, and hospital readmissions while also improving disaster preparedness and immunizations. This presentation will profile how Health Services Advisory Group will support post-acute providers in meeting these important national priorities while still balancing work on the frontlines of care.

SESSION OBJECTIVES

- Explain the new post-acute care priorities for Medicare Quality Improvement Organizations, including patient safety, care coordination, COVID-19, immunizations, and staff training.
- Describe new tools and resources post-acute care providers can use to improve resident care, reduce infections, and improve care coordination.
- Discuss how providers can get involved with their Quality Improvement Organization.

TARGET AUDIENCE | GENERAL

CEO – Administrator; DON – Nurse Manager; Resident Services – Social Services

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Nursing Home

1:00pm – 2:00pm

Breakout Session

15

Deconditioning and Reconditioning: Rebounding Post-Pandemic

ROOM 110

1 CEU

KATHLEEN D WEISSBERG, MS, OTD, OTR/L, CMDCP, CDP | NATIONAL DIRECTOR OF EDUCATION, SELECT REHABILITATION

All environments serving residential elders have been stressed to secure resident safety while continuing to provide care. Moving into successive phases of pandemic and recovery, it is critical that leaders have an eye on the future – in 'rebounding' residents, staff, and themselves. An essential step is to critically examine populations for effects of physical, cognitive, and social/emotional deconditioning and begin building a plan of action for reconditioning. Anticipating there may not be a firm post-pandemic 'finish line' where we return to pre-pandemic operations, this course discusses hybrid models of reconditioning presented in emerging literature to achieve goals of wellness. The session reviews and reports results of focus groups conducted with post-acute providers to hear experiences related to deconditioning; key contributing factors; strategies employed during pandemic to engage IDT in addressing decline; and strategies in categories of technology, loneliness/activity, outcome measures, and others beneficial for continuing in a post-pandemic world.

SESSION OBJECTIVES

- Describe the physical and cognitive impact the COVID pandemic and related isolation has had on older adults.
- Explore strategies to address and mitigate functional and cognitive decline related to COVID and isolation.
- Hear from peers the practical strategies they have employed to address and prevent this from occurring in their residents.
- Identify the effects of COVID-19 sheltering on the resident with dementia.

TARGET AUDIENCE | GENERAL

CEO – Administrator; DON – Nurse Manager; Resident Services – Social Services; Wellness – Activities

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Nursing Home

CONFERENCE SESSIONS • DAY TWO – THURSDAY, MAY 19

16

1:00pm - 2:00pm

Breakout Session

Update on National Affordable Housing Efforts

ROOM 104

1 CEU

LINDA COUCH, MPA, BA | VICE PRESIDENT, HOUSING POLICY; LEADINGAGE

This session will provide an update to attendees on LeadingAge's efforts on affordable housing at the U.S. Capital including but not limited to policy, funding, and the latest research.

SESSION OBJECTIVES

- Receive an insider's perspective on federal affordable housing policy and funding, including HUD and housing credits.
- Explore opportunities to assert affordable housing for older adults as a priority issue in 2020 and beyond.
- Understand the latest research at the intersection of affordable housing and services and how it's impacting federal policy.

TARGET AUDIENCE | GENERAL

CEO - Administrator; CFO - Finance; Resident Services - Social Services; Sales & Marketing; Facilities; Human Resources; Trustees

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living - Residential Care; Nursing Home; Affordable Housing

17

1:00pm - 2:00pm

Breakout Session

Overview & Outlook: Senior Living Mega Trends

ROOM 109

1 CEU

MARY MUNOZ, MBA | SENIOR MANAGING DIRECTOR, ZIEGLER

DAREN BELL, BBA | DIRECTOR, ZIEGLER

This session will highlight Ziegler's strategic and industry-based senior living research findings, giving attendees the ability to identify critical trends for both single-site and multi-site providers in areas such as growth trends through partnerships and affiliations, home and community-based services, campus repositioning and development, and technological innovation.

SESSION OBJECTIVES

- To increase awareness among attendees regarding the key threats and mega trends inherent in the not-for-profit senior living sector.
- To understand how to effectively respond to these influencers in a proactive way.
- To provide an update on the current lending environment and senior living capital markets.

TARGET AUDIENCE | GENERAL

CEO - Administrator; CFO - Finance; Resident Services - Social Services; Sales & Marketing; Facilities; Human Resources; Trustees

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Nursing Home; Assisted Living - Residential Care; Market Rate Independent Living; Home and Community Based Services, including Homecare

CONFERENCE SESSIONS • DAY TWO – THURSDAY, MAY 19

1:00pm – 2:00pm

Breakout Session

18

How “Internalized Ageism” Impacts Sales, Marketing, & Census (And What You Can Do About It!)

ROOM 108

1 CEU

DON WARFIELD | VICE PRESIDENT, ACCOUNT SERVICES, AND SALES COACH; 3RD PLUS MARKETING
DEREK DUJARDIN, BA | CREATIVE DIRECTOR AND BRAND STRATEGIST, 3RD PLUS MARKETING
CYNTHIA THURLOW CRUVER, BA | FOUNDER AND PRINCIPAL, 3RD PLUS MARKETING

We all know that 92-year-old who tours a community and says, “I can’t live with all these old people!” and leaves. That biased mindset is part of a deeply rooted psychological construct known as “internalized ageism,” and it presents a considerable hurdle when marketing to the mature market. In this eye-opening presentation, the presenters will help you better understand the psychological triggers behind internalized ageism and how it shapes perceptions. The presentation includes real-world examples of what kinds of key messages to use and those to avoid, along with both subtle and overt cues in architecture, dining, design, language, images, events, offers, etc. In addition, you’ll learn how to refocus prospects on positive associations of communal living and how to evaluate your own marketing and selling via the lens of internalized ageism to make it more effective.

SESSION OBJECTIVES

- Explain the psychological term “internalized ageism” and the outsized role it plays in both the individual and society and how we are all conditioned by Western culture to “be prejudiced against our feared future self.”
- Demonstrate the implications of internalized ageist mindset and how it can impact the bottom line.
- Attendees will walk away from the presentation armed with the new level of discernment to identify content and environmental cues that could trigger an internalized ageist response in their sales prospects. Plus, they will see real-world videos and designs that present alternatives to market to modern adults that avoid these triggers.

TARGET AUDIENCE | GENERAL

CEO – Administrator; CFO – Finance; Resident Services – Social Services; Sales & Marketing; Dining; Wellness – Activities; Trustees; Residents

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living – Residential Care; Market Rate Independent Living; Adult Care; Home and Community Based Services, including Homecare; Nursing Home; Affordable Housing

3:15pm – 4:15pm

Breakout Session

19

Going Beyond “Great Job” with Appreciation that Impacts Lives

ROOM 107

1 CEU

PAIGE HECTOR, LMSW | CLINICAL EDUCATOR & PROFESSIONAL SPEAKER, PAIGE AHEAD HEALTHCARE EDUCATION & CONSULTING, LLC

We all share the same need to feel appreciated for our contributions. Yet only 3 in 10 US employees strongly agree that in the last seven days they have received recognition or praise for doing good work (Gallup, 2017). A contributing factor is that we are socialized to express judgments, positive and negative, that result in approval seeking and disempowerment. Using an interactive exercise, this session will explore a different way of expressing appreciation that supports connection and wellbeing.

SESSION OBJECTIVES

- Differentiate between a judgment and appreciation.
- Identify the feelings and needs beneath an expression of appreciation.
- Apply the elements of effective appreciation using an example of someone you would like to express appreciation to at work.

TARGET AUDIENCE | GENERAL

CEO – Administrator; CFO – Finance; DON – Nurse Manager; Resident Services – Social Services; Sales & Marketing; Human Resources; Dining; Wellness – Activities; Residents

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living – Residential Care; Nursing Home; Market Rate Independent Living; Affordable Housing; Adult Care; Home and Community Based Services, including Homecare

CONFERENCE SESSIONS • DAY TWO – THURSDAY, MAY 19

20

3:15pm – 4:15pm

Breakout Session

Inspired Governance: Unleashing Your Board's Potential

ROOM 110

1 CEU

MELANIE LOCKWOOD HERMAN, JD | EXECUTIVE DIRECTOR, NONPROFIT RISK MANAGEMENT CENTER

The Board of every nonprofit organization should be a highly motivated mission partner. Yet many Boards fail to meet their potential, and some Boards and board members cause unproductive disruption and turmoil. Attend this workshop to learn how to adopt inspired, practical governance practices that will transform your Board in the months and years ahead. The speaker for this workshop is an experienced nonprofit CEO, Board Member, and management consultant who will share real-world examples and strategies that can be implemented at no cost and without delay.

SESSION OBJECTIVES

- Sharing insights on 3 modes of governance that can transform a nonprofit board and amplify its effectiveness.
- Equipping attendees with practical tools to address unproductive Board behaviors and inspire productive collaboration.
- Inspiring an action-focused approach to evolving your Board into a mission partner.

TARGET AUDIENCE | GENERAL

CEO – Administrator; CFO – Finance; DON – Nurse Manager; Sales & Marketing; Trustees

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living – Residential Care; Adult Care; Market Rate Independent Living; Nursing Home; Home and Community Based Services, including Homecare

21

3:15pm – 4:15pm

Breakout Session

All About the Outcomes - Rethinking Your Approach

ROOM 108

1 CEU

COLLEEN OAKLEY, OTR/L NHA RAC-CT | CLINICAL REIMBURSEMENT SPECIALIST, FUNCTIONAL PATHWAYS

This session will provide insight and considerations for examining your current practice of delivering clinical services and capturing the appropriate reimbursement through:

- Review of the evolution of LTC reimbursement and how it has impacted therapy service delivery and dosing.
- Defining the metrics that impact your facility income and patient outcomes.
- Using predictive analytics to inform care and drive outcomes.
- Examining the PDPM CMI components and common MDS coding pitfalls.

SESSION OBJECTIVES

- Examine the evolution of therapy service delivery models: From minute-driven to value-based, outcome driven reimbursement and how therapy dosing impacts those outcomes.
- Analyze your facility's processes and learn strategies for optimizing success under PDPM.
- Review factors that increase revenue and improve patient outcomes.
- Understand how interdisciplinary collaboration ensures quality functional outcomes.
- Identify MDS coding pitfalls and tips for improving CMI and patient outcomes.

TARGET AUDIENCE | GENERAL

CEO – Administrator; CFO – Finance; DON – Nurse Manager; Resident Services – Social Services

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living – Residential Care; Nursing Home

CONFERENCE SESSIONS • DAY TWO – THURSDAY, MAY 19

3:15pm – 4:15pm

Breakout Session

23

Fall Prevention in Long-Term Care

ROOM 109

1 CEU

DARLENE BANZHAF, PharmD | CONSULTANT PHARMACIST, OMNICARE

As we age, there is an increase in the likelihood that we will experience a fall. As long-term care providers, how can we work with our interdisciplinary team and resident to decrease the negative impact of a fall on a resident? The first step is to understand the negative impact a fall has on an older adult. By understanding the impact and the common risk factors, we can increase the safety of residents in a long-term care setting. Every older adult that enters the community has a different level of risk. This session will discuss the common risk factors seen by professionals in the field and interventions to reduce an individual's risk.

SESSION OBJECTIVES

- Understand the negative impact falls can have on older adults.
- Recognize common risk factors for falls.
- Identify ways to potentially reduce fall risk.

TARGET AUDIENCE | GENERAL

DON - Nurse Manager; Resident Services - Social Services; Wellness - Activities

TARGET AUDIENCE | PROVIDER TYPES

Assisted Living - Residential Care; Nursing Home; Adult Care

4:30pm – 5:30pm

Breakout Session

24

What to Do with No Room to Grow - Navigating Growth on a Landlocked Campus

ROOM 108

1 CEU

THERESA SCHULTZ, MS, LEED AP | DIRECTOR OF CONSTRUCTION, RYAN COMPANIES US, INC.

COLE MARVIN, MBA | EXECUTIVE DIRECTOR, FRIENDSHIP VILLAGE TEMPE

BEAU DROMIACK, AIA, DBIA, SCUP, NCARB | REGIONAL DIRECTOR OF ARCHITECTURE, RYAN A+E, INC.

Friendship Village Tempe and Ryan Companies are navigating a multi-year, multi-phased project to maximize growth on a landlocked campus. Learn about the process, challenges, successful outcomes, and prioritized trends within a market growth strategy of parallel activities, resident involvement, and an integrated design-build team culture before, during COVID, and currently.

SESSION OBJECTIVES

- Market trend awareness and determining trends that provide the best market endurance for the expenditure.
- How to leverage a team's strengths to achieve creative solutions for what seem to be impossible goals on limited land.
- A check list for successful operational remodels and new campus construction.
- How to engage with the local municipality and community to create a dynamic relationship of support for campus growth.
- Share operational lessons on how to realize an operational renovation during the pandemic through design considerations.
- Overcoming Challenges: How to sell while renovating a landlocked campus during COVID.

TARGET AUDIENCE | GENERAL

CEO - Administrator; Facilities

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living - Residential Care; Market Rate Independent Living

CONFERENCE SESSIONS • DAY TWO – THURSDAY, MAY 19

4:30pm – 5:30pm

Breakout Session

25

Seniors Housing and Care Market Trends: From the There-and-Then to the Here-and-Now

ROOM 104

1 CEU

LANA PECK, MSFCS-GERON, MSM | SENIOR PRINCIPAL, NATIONAL INVESTMENT CENTER FOR SENIORS HOUSING & CARE (NIC)

Learn how the pandemic impacted move-ins and move-outs, occupancy rates, and more. National Investment Center (NIC) MAP data covering occupancy performance, inventory growth, and demand measures will be shown to illustrate recovery. Additionally, a discussion about the opportunities and challenges for seniors housing and care operators will round out the presentation.

SESSION OBJECTIVES

- Identify the current market fundamentals for seniors housing and care including occupancy, inventory growth, and demand measures.
- Learn about occupancy recovery in Arizona and across the country.
- Examine the disruption in the status quo and how the pandemic is leading to the transformation of senior housing and care.

TARGET AUDIENCE | GENERAL

CEO – Administrator; CFO – Finance; Sales & Marketing

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living – Residential Care; Market Rate Independent Living

4:30pm – 5:30pm

Breakout Session

26

NCIA: Update

ROOM 107

1 CEU

JACK CONFER, BS | EXECUTIVE DIRECTOR OF THE NCIA BOARD OF EXAMINERS, THE BOARD OF NURSING CARE INSTITUTION ADMINISTRATORS AND NURSING HOME ADMINISTRATORS

Jack Confer, Executive Director of the NCIA Board of Examiners that oversees Arizona's Nursing Home Administrators and Assisted Living Managers, will be providing information on the types of complaints received by the Board, tips on how to identify fraudulent caregiver certificates, and impact of the legislation on the NCIA Board of Examiners on Managers and Administrators throughout the state of Arizona.

SESSION OBJECTIVES

- Understand the effects of legislation on the NCIA Board's processes.
- Learn about the types of complaints received by the Board.
- Obtain tips on how to identify fraudulent Caregiver certificates.

TARGET AUDIENCE | GENERAL

CEO – Administrator; DON – Nurse Manager

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living – Residential Care; Nursing Home

CONFERENCE SESSIONS • DAY TWO – THURSDAY, MAY 19

4:30pm – 5:30pm

Breakout Session

27

Workforce Development Initiatives with Mercy Care

ROOM 109

1 CEU

SARAH HAUCK, MC | WORKFORCE DEVELOPMENT ADMINISTRATOR, MERCY CARE

The staffing crisis, within the long-term care industry, is a multi-faceted challenge that requires multi-faceted responses. This session will provide an overview of the pilot program by Mercy Care tracking trends of recruitment and retention initiatives within the long-term care industry. This interactive session will pull from trends found to facilitate a discussion with participants on initiatives they have tried within their community and initiatives they would not recommend to others.

SESSION OBJECTIVES

- Overview of the Mercy Care workforce development pilot program.
- Discuss trends in the data from recruitment and retention initiatives.
- Identify opportunities to improve hiring and retention strategies within your organization.

TARGET AUDIENCE | GENERAL

CEO – Administrator; DON – Nurse Manager; Resident Services – Social Services; Sales & Marketing; Human Resources

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living – Residential Care; Nursing Home; Market Rate Independent Living

4:30pm – 5:30pm

Breakout Session

28

One Voice: Effect of Inter-Team Communication on Quality

ROOM 110

1 CEU

KATHLEEN D WEISSBERG, MS, OTD, OTR/L, CMDCP, CDP | NATIONAL DIRECTOR OF EDUCATION, SELECT REHABILITATION

While communication within a team can be functional or even successful, an organization is ultimately measured by its ability to project a shared, unified voice across many such teams. Achieving this 'one voice' can be a challenge. Individual breakdowns tend to be resolved by a team's strongest-performing members, but the organization's quality is only as strong as the junctions that occur between teams. Here, a strong individual performance cannot overcome. With special attention paid to identifying your organization's overt and covert trends, finding and leveraging your strategists, and the common pitfalls for those of us in leadership, this course provides usable skills and insights to begin to bridge your silos and reach the pinnacle of organizational communication: one voice.

SESSION OBJECTIVES

- Identify communication trends with an impact on organizational quality.
- List the observed traits of a 'communication strategist.'
- Recognize 7 communication pitfalls and match them to an improvement approach.
- Apply communication response strategies to an organizational crisis.

TARGET AUDIENCE | GENERAL

CEO – Administrator; DON – Nurse Manager; Resident Services – Social Services; Human Resources

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living – Residential Care; Nursing Home

CONFERENCE SESSIONS • DAY TWO – THURSDAY, MAY 19

5:45pm – 7:45pm

Experience Room: The Blind Cafe

ROOM 106

2 CEUs

PAM KOESTER, MA | CEO, ARIZONA LEADINGAGE

The Blind Cafe is a social impact experience that uses the concept of social engagement in 100% darkness that profoundly impact people's social perspective. The Blind Cafe works for positive social change by creating and embracing ground-breaking and innovative ideas that identify problems in society and then work proactively to create scalable and sustainable solutions in the dark. When we lose our sight entirely at The Blind Cafe, there is a relinquishing of control that must happen. The attendees do not have their cell phones to habitually check every few minutes, they must trust their fellow attendees and blind staff to navigate through the experience of dining in the dark. The attendees learn to listen better, be more acute with their presence in the moment, and dig deeper inside themselves to communicate with each other. While the attendees are in the dark, a window of opportunity is created to touch on a different way of relating to their world.

SESSION OBJECTIVES

- Deepen attendees connection, empathy, diversity, and/or understandings in disabilities inclusion.
- Develop an understanding of challenges faced by residents served and staff.
- Learn the process an individual without sight goes through to complete a meal.

TARGET AUDIENCE | GENERAL

CEO – Administrator; DON – Nurse Manager; CFO – Finance; Resident Services – Social Services; Sales & Marketing; Facilities; Human Resources; Dining; Wellness – Activities; Trustees; Residents

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Nursing Home; Adult Care; Assisted Living – Residential Care; Market Rate Independent Living; Home and Community Based Services, including Homecare; Affordable Housing

Friday Schedule

7:30am - 8:30am
Breakfast

8:00am - Noon
Registration

8:30am - 9:30am
Breakout Sessions

9:45am - 10:45am
Breakout Sessions

11:00am - 2:00pm
Closing General Session

2:00pm
Conference Adjourned

CONFERENCE SESSIONS • DAY THREE – FRIDAY, MAY 20

8:30am – 9:30am

Breakout Session

29

Successful Management of Home Care, Home Health, and Hospice through National Benchmarks and Metrics

ROOM 108

1 CEU

MELINDA COLEY, MBA, CPA | SENIOR DIRECTOR OF FINANCE AND OPERATIONS, SENIOR OPTIONS LLC

JOAN PUNCH, RN, BSN, MS | SENIOR DIRECTOR OF CLINICAL OPERATIONS, SENIOR OPTIONS LLC

In this session, we will look at home care, home health, and hospice lines of business to take an effective look at how to utilize operating metrics and benchmarks. Many Continuing Care Retirement Communities (CCRCs) are thinking about adding, or are already running, some Home and Community Based Services within their continuum of care. They are recognizing shifts in the healthcare landscape and understanding the customer's desire to have healthcare needs met in the place they call home. This session will map key performance indicators which are paramount in successfully making home care, home health, and hospice an integral part of their care delivery model.

SESSION OBJECTIVES

- Identify what question to ask when considering adding home care, home health, and/or hospice to your care continuum.
- Demonstrate a performance improvement process to incorporate into operational success.
- Discover measurements, both qualitative and quantitative, which affect the success of a Home and Community Based Services (HCBS) program and overall care management delivery systems.

TARGET AUDIENCE | GENERAL

CEO – Administrator; CFO – Finance; DON – Nurse Manager; Resident Services – Social Services; Human Resources

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living – Residential Care; Nursing Home; Home and Community Based Services, including Homecare

8:30am – 9:30am

Breakout Session

30

Person-Centered Care: Improving Care & Caregiver Effectiveness

ROOM 109

1 CEU

LINDA BUSCEMI, PhD | CHIEF CLINICAL OFFICER, TAPROOT INTERVENTIONS & SOLUTIONS

Person-centered care has been in the spotlight for years and continues to evolve with advances in technology. This session will explore how to leverage person-centered approaches to prevent and reduce resident reactions and the need for tracking the trends to support best practices and the continuum of care. Case studies will be reviewed discussing how to effectively assess and integrate these approaches for both dementia and mental health. You will learn how interactive interventions improve resident care and increase caregiver engagement, as well as some suggestions to track outcome measures with or without technology allowing communities to capture value and long-term success.

SESSION OBJECTIVES

- Foundation and utilization of person-center care.
- Value based care and need for outcome measures.
- Attendees will review case studies.

TARGET AUDIENCE | GENERAL

DON – Nurse Manager; Resident Services – Social Services; Facilities; Wellness – Activities

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living – Residential Care; Market Rate Independent Living

CONFERENCE SESSIONS • DAY THREE – FRIDAY, MAY 20

8:30am – 9:30am

Breakout Session

31

ADHS: Skilled Nursing Facility Update

ROOM 110

1 CEU

DIANE ECKLES, BS | BUREAU CHIEF, BUREAU OF LONG TERM CARE, ARIZONA DEPARTMENT OF HEALTH SERVICES

This session presents important Arizona Health Department Skilled Nursing Facility updates impacting Facilities in Arizona. What does the survey process look like with COVID? What are the complaint trends? What are the most common deficiencies? How do you effectively implement the new CMS rules?

SESSION OBJECTIVES

- Overview of the Bureau of Long Term Care Licensing.
- Understand complaint and deficiency data trends.
- Agency updates impacting Skilled Nursing facilities in Arizona.

TARGET AUDIENCE | GENERAL

CEO – Administrator; DON – Nurse Manager; Wellness – Activities; Dining; Facilities

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Nursing Home

8:30am – 9:30am

Breakout Session

32

Senior Living Trends 2022 and Beyond

ROOM 104

1 CEU

JESSE HOWELL, CPA | MANAGER, CLIFTONLARSONALLEN LLP

This session will use a recent CliftonLarsonAllen (CLA) survey as well as other publicly available data identifying the most significant trends effecting Senior Living Providers. Not just a list of trends but actions that can be taken by providers to address these trends into the future.

SESSION OBJECTIVES

- Understanding of market trends and changing landscape of senior living locally and nationally.
- Using available data, understand the operational and financial trends that impacted providers through COVID-19 and beyond.
- Address how home and community based services may impact your strategic direction in response to many of the trends identified.

TARGET AUDIENCE | GENERAL

CEO – Administrator; CFO – Finance

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs)

CONFERENCE SESSIONS • DAY THREE – FRIDAY, MAY 20

8:30am – 9:30am

Breakout Session

33 Creating Momentum Towards Workplace Citizenship to Strengthen Employee Retention & Engagement

ROOM 107

1 CEU

BRUCE BERLIN, BS | FOUNDER AND CHIEF EXPERIENCE OFFICER, PRIORITEAMS

Just as the 7 Domains of Well-Being was the framework for staff improving the living experience & well-being of residents, it can also be used by leaders to improve their staff's working experience & well-being, by meeting their critical needs & enlisting them as empowered citizens of their community.

SESSION OBJECTIVES

- Learn how each of the 3 Plagues of Employees (the same 3 Plagues of people living in nursing homes 30 years ago which spurred the beginning of "culture change"). Helplessness (by not being properly equipped to be successful in their jobs, being overwhelmed with tasks, & not being involved in decision-making on the work they do & how they do it), Loneliness (by not being known and valued by co-workers or feeling a sense of belonging due to the lack of social interactions & relationship building opportunities in their community), and Boredom (by not learning new skills, seeing a career path, or believing they are engaged in meaningful work) are impacting staff, resulting in employee disengagement and staff shortages.
- Learn how to utilize the 7 Domains of Well-Being model as the framework to overcome the 3 Plagues, how to meet their employees' five critical needs (to feel a sense of belonging, to be equipped, to be valued, to engage in meaningful work and to have opportunities to grow) and how to create a working experience they desire and will allow them to thrive.
- Learn how to become a Shepherd Leader by learning how to come beside their employees to bring out their best, harness their collective genius, and inspire them to become "citizens" and take an active role in continually supporting and enhancing the well-being of all members of their community.

TARGET AUDIENCE | GENERAL

CEO – Administrator; CFO – Finance; DON – Nurse Manager; Resident Services – Social Services; Facilities; Human Resources; Dining; Wellness – Activities

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living – Residential Care; Nursing Home; Market Rate Independent Living; Affordable Housing; Adult Care; Home and Community Based Services, including Homecare

9:45am – 10:45am

Breakout Session

34 University-Based Retirement Communities: Designing for Intergenerational Connections

ROOM 108

1 CEU

JASON ERDAHL, BArch | EXECUTIVE VICE PRESIDENT, ANKROM MOISAN ARCHITECTS

DARLA ESNARD | PRINCIPAL, ANKROM MOISAN ARCHITECTS

ADAM PAYN, MBA | VP OF SALES, PACIFIC RETIREMENT SERVICES, INC

LINDSEY BEAGLEY, MPA | DIRECTOR OF LIFELONG UNIVERSITY ENGAGEMENT, ASU ENTERPRISE PARTNERS

University-based retirement communities (UBRC) offer older adults lifelong learning, social engagement, and intergenerational connections. But a UBRC doesn't succeed on location alone. Programming, shared space, and university partnership are must-have ingredients for success. This session will describe how Mirabella at ASU ensures its residents realize the full benefits of university-based living.

SESSION OBJECTIVES

- Understand the benefits of university-based retirement communities.
- Know key considerations before embarking on a university partnership or lifelong learning program.
- Understand potential challenges related to integrating older adults into a university or similar organization.
- Learn more about Arizona's newest CCRC, Mirabella at ASU.
- Gain knowledge they can apply at their community, regardless of location.

TARGET AUDIENCE | GENERAL

CEO – Administrator; CFO – Finance; Resident Services – Social Services; Sales & Marketing; Trustees; Residents

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs)

CONFERENCE SESSIONS • DAY THREE – FRIDAY, MAY 20

9:45am – 10:45am

Breakout Session

35

Ensuring Enterprise Fiscal Success in 2022 & Beyond

ROOM 107

1 CEU

ELISA BOVEE, MS, OTR/L, RAC-CT | VICE PRESIDENT OF CLINICAL STRATEGIES, HEALTHPRO HERITAGE

Success in 2022 and beyond will require providers to understand the "long game" of balancing multiple payer systems and being prepared to operationalize an approach -- leveraging reliable data analytics -- to take on risk. The speaker will tackle what is needed to develop a substantive fiscal strategy.

SESSION OBJECTIVES

- Understand evolving models of care and payment systems and how pervasive & quickly our industry is evolving from value-based care to risk-based payment models.
- Identify the need to identify your organization's risk tolerance in order to prepare for alternate contracting models.
- Understand how to balance immediate cash flow needs with upside and down side of risk arrangements.
- Leverage reimbursement and industry changes to your advantage by envisioning everything.

TARGET AUDIENCE | GENERAL

CEO – Administrator; CFO – Finance

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Nursing Home

9:45am – 10:45am

Breakout Session

36

ADHS: Assisted Living Facility Update

ROOM 110

1 CEU

HARMONY DUPORT, RS | BUREAU CHIEF, RESIDENTIAL FACILITIES LICENSING;
ARIZONA DEPARTMENT OF HEALTH SERVICES

This presentation will include an overview of Residential Facilities Licensing and will cover perpetual licensing, the top 10 deficiencies cited in Assisted Living Centers, and what's on the horizon in Residential Facilities Licensing.

SESSION OBJECTIVES

- Overview of the Bureau of Residential Facilities Licensing.
- Assisted Living facility data trends.
- Agency updates impacting Assisted Living facilities.

TARGET AUDIENCE | GENERAL

CEO – Administrator; DON – Nurse Manager; Resident Services – Social Services; Dining; Wellness – Activities

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living – Residential Care; Home and Community Based Services, including Homecare

CONFERENCE SESSIONS • DAY THREE – FRIDAY, MAY 20

9:45am – 10:45am

Breakout Session

37

The Heart-to-Heart Project, a Connectivity Program Promoting Residents' Well-Being

ROOM 109

1 CEU

JANE A. CUENDÉT, EdD | RETIRED EDUCATOR, WESTMINSTER VILLAGE, SCOTTSDALE, AZ

A resident-created, resident-led, and resident-implemented program that promotes the well-being of residents, particularly during the recent Pandemic, and beyond. It advocates for a culture of belonging, security, and physical and emotional balance for all residents of the Westminster Village community. Staff members are highly supportive and involved with the program.

SESSION OBJECTIVES

- Gain knowledge of a program that involves residents in the planning and implementation process.
- Gain knowledge of a program that promotes the well-being and security of residents during unusual and stressful times, as well as times of normalcy.
- Gain knowledge of strategies that evaluate and maintain a program that will continue, yet adjust to changes, to serve residents.

TARGET AUDIENCE | GENERAL

CEO – Administrator; DON – Nurse Manager; Resident Services – Social Services; Wellness – Activities; Residents

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living – Residential Care

9:45am – 10:45am

Breakout Session

38

The Digital Transformation of Senior Living: Adoption & Implementation

ROOM 104

1 CEU

NICK PATEL, BSc, CPA | PRESIDENT, THRIVEWELL TECH

Whether updating old technology systems to meet their needs or implementing new technology and infrastructure initiatives, communities are looking for ways to better serve their communities. We will offer a big picture look around how a proactive, holistic approach to smart technologies, including artificial intelligence (AI) and predictive modeling, can be leveraged to enhance the quality of life of seniors and improve clinical decision making.

SESSION OBJECTIVES

- Break down existing and emerging 'smart' technology ecosystems and trends being incorporated into the master planning of new and repositioned life plan communities.
- Explore the importance of infrastructure design in supporting prominent technology solutions and how this impacts the master planning and overall design of senior living communities.
- Ultimately, gain an understanding of how provider organizations adopt and deploy smart technologies, including AI and predictive modeling. In addition, how these technologies can be leveraged to improve clinical decision-making and enhance the overall sense of community, safety, and quality of life for residents.

TARGET AUDIENCE | GENERAL

CEO – Administrator; CFO – Finance; DON – Nurse Manager; Resident Services – Social Services; Facilities; Human Resources; Dining; Wellness – Activities; Residents

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Assisted Living – Residential Care; Nursing Home; Market Rate Independent Living; Affordable Housing; Adult Care; Home and Community Based Services, including Homecare

CONFERENCE SESSIONS • DAY THREE – FRIDAY, MAY 20

11:00am – 12:30pm

39

Closing Keynote: MOMENTUM Starts with US

1.5 CEUs

PAM KOESTER, MA | CEO, ARIZONA LEADINGAGE

It is time to reconnect. Our collective power is made greater through sharing, learning, and collaboration – so join us for the conversations and connections that will help us navigate our field, forever transformed by the last two years. We will get ideas and answers from those doing best practices in innovation, leadership, and advocacy. We will discover new tools and practices to help us perform better than ever before. We are building momentum toward making Arizona a better place to grow old. This is where progress begins.

SESSION OBJECTIVES

- Discuss best practices in innovation, leadership, and advocacy.
- Identify ways Arizona can move forward to making the state a better place to grow old.
- Understand the progress the aging field has made over the past year.

TARGET AUDIENCE | GENERAL

CEO – Administrator; DON – Nurse Manager; CFO – Finance; Resident Services – Social Services; Sales & Marketing; Facilities; Human Resources; Dining; Wellness – Activities; Trustees; Residents

TARGET AUDIENCE | PROVIDER TYPES

Life Plan Communities (CCRCs); Nursing Home; Adult Care; Assisted Living – Residential Care; Market Rate Independent Living; Home and Community Based Services, including Homecare; Affordable Housing



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