



HCBS and PACE

The 2024 LeadingAge Annual Meeting offers a range of content and events that will be of special interest to aging services providers whose work touches HCBS & PACE communities.

Sunday, October 27, 2024, 1:00 - 2:00 p.m.

26-A. Helping Frontline Caregivers Navigate Microaggressions

Many frontline professional caregivers have experienced microaggressions at one time or another while working in senior living organizations. These everyday slights, insults, and putdowns generally come from well-intentioned individuals who may be unaware they have engaged in demeaning ways. Intended or not, microaggressions can profoundly impact individuals across a wide range of identities. This session will delve into the nature of microaggressions and offer actionable strategies to help individuals and leaders address them. Presenters will demonstrate a mindfulness technique that helps professional caregivers proactively address and cope with microaggressions. You'll return home better able to recognize the manifestations and impact of microaggressions and create a proactive and supportive environment for frontline caregivers in your organization.

- **Marsha Wesley Coleman**, Dir of Leadership Development & Training, Friends Services Alliance
- **Jennifer Jimenez Marana**, CEO/Founder, Marana Consulting

117-A. Federal Policy Updates Across the Continuum

You don't have to be a "policy wonk" to stay current on federal policy issues. You just need to spend an hour with the LeadingAge Policy Team. During this session, those team members will fill you in on the latest federal policy news for provider types spanning the aging services continuum, including affordable housing, nursing homes, and home and community-based services. LeadingAge policy experts will break down the latest news from the congressional, executive, and judicial branches and share their efforts to advocate for improved and expanded access, funding, and regulatory environments.

- **Linda Couch**, Senior Vice President of Policy and Advocacy, LeadingAge
- **Nicole Fallon**, VP, Integrated Services and Managed Care, LeadingAge
- **Mollie Gurian**, VP, Policy & Government Affairs, LeadingAge
- **Janine Finck-Boyle**, VP, Health Policy & Regulatory Affairs, LeadingAge

Sunday, October 27, 2024, 2:30 - 3:30 p.m.

137-B. Testing Ways to Bolster Home Care Profession

Two home care agencies in Richmond, VA, are testing a four-pronged approach they hope will bolster the home care profession by acknowledging the value of professional care providers and increasing their retention rates. The pilot programs are assessing the effectiveness of four interventions: increasing professional caregiver compensation, offering subsidies to increase caregiver access to transportation, providing high-quality training and career advancement activities, and improving the capacity of agencies to track data and measure outcomes. During this session, representatives of the two agencies and a home care aide will share their experiences with the pilot programs and assess the impact those programs have had on both agencies and caregivers. You'll take home lessons you can apply to your organization.

- **Natasha Bryant**, Senior Director of Workforce Research & Development, LTSS Center, LeadingAge

Monday, October 28, 2024, 8:15 - 9:15 a.m.

121-D. Care in the Community: Policy Changes and Opportunities

2024 has been a year marked by monumental Medicaid policy changes that will drive the priorities of state Medicaid programs for years to come. The Program of All-Inclusive Care for the Elderly (PACE) continues to expand. The Medicare home health program remains a program in flux – reimbursement and access challenges persist while demand increases, especially as people desire to age in community. The Centers for Medicare & Medicaid Innovation launched the Guiding an Improved Dementia Experience (GUIDE) Model, which aims to support people living with dementia and their unpaid caregivers. Federal policy to support family caregivers is gaining more attention than ever before. Learn everything you need to know about the community-based care ecosystem and what's in store for 2025.

- **Mollie Gurian**, VP, Policy & Government Affairs, LeadingAge
- **Georgia Goodman**, Director, Medicaid, LeadingAge
- **Katy Barnett**, Director, Home Care & Hospice Operations and Policy, LeadingAge

Monday, October 28, 2024, 3:00 - 4:00 p.m.

44-E. Succession Planning for Mid-Level Managers

There's no shortage of advice for creating a succession plan for your organization's chief executive. However, the coming surge in retirements among aging services leaders won't be limited to the CEO position. Organizations must also prepare for an expected increase in retirements among mid-level, long-tenured directors, managers, and technicians who run teams and have valuable institutional knowledge. This session will examine a process for building and maintaining a succession plan for a variety of positions. Presenters will show you how to use technology, alongside recruitment and mentorship, to position your community to welcome its next generation of leaders at all levels.

- **Francis Glynn**, Director of Environmental Services, Londonderry Village
- **Taylor Furst**, Senior Solutions Consultant, Brightly a Siemens Company

141-E. The Future of Aging in the United Kingdom

The population of the United Kingdom (UK) is undergoing a massive age shift. By 2050, one in four British citizens will be over 65, causing many to wonder whether a financially secure and healthy later life is becoming increasingly unlikely for millions of people. This session will address these developments while focusing on innovations that could help the UK's aging services sector achieve a different future. Hear about recent developments in the UK's care sector, including a growing preference to age at home, significant expansion of small-scale home care providers, and a diverse array of initiatives supporting independence and healthy aging. Consider how these innovations could be applied to other countries around the globe, including the United States.

- **Vic Rayner**, Chair of the Global Ageing Network and CEO, National Care Forum
- **Ben Allen**, Founder and Chairman, myley Group

Monday, October 28, 2024, 4:30 - 5:30 p.m.

79-F. Senior Living Marketing: Educate Them and They Will Come

Research shows that most Baby Boomers want to age in their own homes. What's unclear is how much Baby Boomers know about the challenges associated with meeting that goal. This session will offer compelling reasons why senior living organizations should move away from the traditional, transactional approach to marketing and toward an approach that educates older adults about senior living options and helps them make informed decisions. Hear about one organization that took an educational approach to marketing its Continuing Care at Home (CCaH) program. Find out what CCaH program benefits resonate most with older adults. Take home tips for implementing an educational approach to marketing that facilitates sales at all levels of care.

- **Carrie Chiusano**, Executive Director, Dementia Center, Presbyterian SeniorCare Network
- **Lydia Nguyen**, Principal Researcher, LifeLoop
- **Jack York**, Founder/Chief Story Teller, TaleGate

Tuesday, October 29, 2024, 8:15 - 9:15 a.m.

8-G. Advancing Aging Services: Embracing Generative AI and Large Language Models

Two out of five nonprofit executives responding to a recent Google survey admitted their organizations were not currently using artificial intelligence (AI) technologies, even though they felt optimistic about the role these technologies could play in their organizations. What's holding these executives back? They are simply unfamiliar with rapidly evolving technologies like Generative AI and Large Language Models (LLM). If a lack of familiarity keeps you from exploring AI, this session is for you. Presenters will share practical examples of how aging services organizations use AI and LLMs to increase administrative efficiency, streamline communications, enhance the resident experience, and support the workforce. you're working to help residents feel at home in your community, this session is for you. A community leader, an inspired resident, and a passionate technology provider will share how they helped create a culture of engagement and belonging at Roland Park Place, a life plan community in Baltimore, MD. Find out what spurred the community to look for a new engagement technology provider, the steps its resident technology committee took to evaluate potential solutions, and how support from a technology partner helped the new cloud-based engagement system earn a 60% adoption rate among residents. Learn from the successes of this tech-leading community and take home lessons for implementing its solutions in your organization.

- **Scott Code**, Vice President, CAST, LeadingAge
- **Joe Velderman**, Vice President of Innovation, Cypress Cove
- **Kurt Rahner**, VP of Information Technology, The Kendal Corporation
- **Richard Foor**, VP of Information Technology, Givens Communities

128-G. Winning Strategies to Lower Unemployment Expenses

How can your nonprofit organization adopt cost-saving strategies that streamline Human Resources processes, ensure regulatory compliance, and create operational efficiencies, all while mitigating risk and lowering costs? This session can help answer that question. Join representatives from UST to explore different unemployment funding options, including a little-known federal exemption, that can help 501(c)3 organizations lower their unemployment expenses. Hear a success story from a LeadingAge member who used these options to save money and time while strengthening its organization.

- **Megan Christopher**, Assistant Vice President, UST Sales and Service, UST

Tuesday, October 29, 2024, 3:00 - 4:00 p.m.

147-H. Can Providers Tackle the Aging Services Wage Dilemma?

Providers of aging services know that low wages make it harder to recruit and retain team members. They have tried to increase wages by applying for COVID-19 relief funds and state grants, reallocating budgets, dipping into reserves, and increasing consumer prices. But they still haven't succeeded in solving the wage puzzle. What can providers do now? This session will walk you through a root-cause analysis of the wage conundrum and explore policy and practice solutions that could help us provide a living wage for all.

- **Jenna Kellerman**, Senior Director, Workforce, PHI National
- **Nicole Howell**, Director, Workforce Policy, LeadingAge

Tuesday, October 29, 2024, 4:30 - 5:30 p.m.

132-I. Is Hospice Meeting Its Promise?

Hospice is a comprehensive, holistic program of care and support for terminally ill patients and their families. In recent years, the program's original promise has been overshadowed by higher costs, bad actors, and consolidation. Is the hospice benefit still working for most Medicare beneficiaries? This session will answer that question by providing an update on Medicare payment and regulatory policies that shape the ability of hospices to care for older adults. Let the LeadingAge Policy Team brief you on their advocacy work related to hospice benefit reform, program integrity, and payment rules. Stay current on hospice-related activity in Congress and at the Centers for Medicare & Medicaid Services.

- **Katy Barnett**, Director, Home Care & Hospice Operations and Policy, LeadingAge
- **Mollie Gurian**, VP, Policy & Government Affairs, LeadingAge

149-I. Strengthen Your Workforce with Trauma-Informed Care

When the Centers for Medicare & Medicaid Services required providers of aging services to implement trauma-informed care in 2019, few organizations understood what this care entailed and why it was necessary. This session will clear up the confusion. Representatives of LeadingAge Gold Partner KARE will help you understand how childhood trauma affects the health and well-being of older adults and the people who care for them. Presenters will show you how to change your organization's culture, improve frontline caregiver retention, and increase resident satisfaction by addressing employee and resident trauma. Learn how to integrate a knowledge of trauma into organizational policies, procedures, and practices that respect individual differences, trauma histories, and cultural backgrounds.

- **Jean Hartnett**, CEO & Founder, Radical Sabbatical
- **Katie Rhone**, Senior VP of HERO & Employee Experience, KARE

Tuesday, October 29, 2024, 5:30 - 6:30 p.m.

Cocktails and Connection: Sponsored by the Hospice Network

Join LeadingAge's hospice members for drinks and chat on the future of hospice services. This is an opportunity to network with peers and leaders who are shaping not only the future of hospice but of aging services. Find partnership and camaraderie with like-minded organizations that serve older adults.

Wednesday, October 30, 2024, 8:00 - 9:00 a.m.

36-J. Pursuing Health Equity for Community-Dwelling Older Adults

Representatives of three New Jersey-based aging services organizations will be on hand during this session to describe their participation in a regional collaborative that addresses inequities that community-dwelling older adults encounter when accessing preventive and primary care. Presenters will describe the Leaders in Equity and Diversity collaborative and share its successes, lessons learned, pitfalls encountered, and plans to enhance and expand its efforts to identify and address social factors that affect health. Learn how to partner with community-based organizations to combat inequities, identify barriers presented by the social determinants of health, and address unmet needs for care and services among community-dwelling older adults.

- **Carol Silver-Elliott**, President & CEO, Jewish Home Family
- **Donnalee Corrieri**, Chief Communications and Marketing Officer, New Bridge Medical Center
- **Theresa Edelstein**, Regulatory Consultant, LeadingAge New Jersey/Delaware
- **Maureen Cafferty**, Sr. Vice President & General Counsel, Springpoint Senior Living

114-J. Transforming the Living Experience for People with Dementia

People living with dementia shouldn't have to give up their values, purpose, preferences, connections, choices, and autonomy when they move into residential care. Instead, they should have access to models that disrupt traditional institutionalized approaches and enable an exceptional residential experience. This session will describe Possibilities by Baycrest™, a formal approach to delivering care for people living with dementia in residential settings. Representatives of Baycrest Health Sciences in Toronto, Canada, will give you a high-level overview of the model and explain how it maximizes abilities and potential by customizing a living experience for each person.

- **Faith Malach**, Exec. Director Care Innovation and Transformation, Baycrest
- **Melissa Turzanski**, Program Director, Care Innovation and Transformation, Baycrest

Wednesday, October 30, 2024, 11:00 a.m. - 12:00 p.m.

25-L. Retooling the Care Continuum to Create a Sustainable Future

Life plan communities are thinking in new ways about the care continuum as they carry out their missions in the face of overwhelming operational challenges. These communities no longer expect residents to progress in a linear fashion from one level of care to the next. Instead, they are creating an environment that allows residents to participate in the community's life without ever living on campus or receiving long-term care in a dedicated skilled care environment. This session will unveil a new way of thinking about the continuum that blurs the lines between levels of living and care and ensures that care can be accessed and delivered in diverse ways and settings. Find out how your life plan community can help drive this change.

- **Deb Reardanz**, CEO/President, ClarkLindsey
- **Lynn Daly**, Executive Vice President, HJ Sims
- **Daniel Godfrey**, Senior Project Manager, RLPS Architects

152-L. How to Rally Your Team Around a Culture of Excellence

“Organizational culture” can be an overused, theoretical term that is often misunderstood. During this session, aging services providers from Washington State will clarify your understanding of culture and increase your appreciation for its role in your organization. Representatives of Parkshore Senior Living in Seattle will share their formula for building a great employee experience by rallying team members around a Culture of Excellence. The vice president of people at Transforming Age in Bellevue will describe how senior leaders can influence that Culture of Excellence by promoting authenticity, transparency, mission orientation, communication, and trust. Gain practical tools for activating your Culture of Excellence through everyday business practices, including hiring, onboarding, and mentoring.

- **Gary Jacobs**, Executive Director, Parkshore
- **Anthony Milionta**, HR Director, Parkshore
- **Karen Brandt**, VP of People, Transforming Age