



HOME HEALTH

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 home health 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.

54-B. Expand Your Mission and Market with Continuing Care at Home

Continuing Care at Home (CCaH) offers the services of a life plan community to older adults while they live independently in their own homes. Providers of aging services have long worried that CCaH programs could dissuade older adults from moving to a life plan community. Those concerns will be eased during this session when representatives of three life plan communities describe how CCaH helped them expand their mission, grow their market territory, and increase their revenue diversification. You'll gain valuable guidance to help you use the CCaH model to serve older adults who remain at home, motivate waitlist prospects to commit to your organization, and attract a younger, more diverse population to your life plan community.

- **Cecily Laidman**, Executive Director, Springpoint Choice
- **Erin Strain**, Executive Director, Givens Choice, Givens Choice
- **Michelle M Pandolfi**, Executive Director, Thrive at Home, Whitney Center, Inc.
- **James Tavormina**, Vice President of Sales, Springpoint Senior Living

88-B. Value-Based Care: Transforming Aging Services at the Bedside

Medicare Advantage, accountable care organizations, and other value-based care payment models are playing a growing role in aging services. However, the aging services model must change significantly before providers can successfully transition from a volume-focused fee-for-service approach to one that supports prevention and population health management. This session will explore the policy, technology, and clinical changes necessary for a successful transition. Presenters will describe technologies that could enable providers of aging services to access real-time data and provide virtual access to specialty care, all at the bedside. They will also introduce you to the models and technologies that promise to transform care delivery, teach you about potential barriers to delivery system transformation, and give you reasons for optimism.

- **Fred Bentley**, Managing Director, ATI Advisory
- **Tom Haithcoat**, President, Ceptor Consulting, LLC
- **Adam Perry**, Health Policy & Aging Fellow, ATI Advisory

Sunday, October 27, 2024, 4:00 - 5:00 p.m.

16-C. Preserving Owner-Occupied Homes with a Health Action Plan

Health Action Plans offer affordable housing developers an evidence-based process for embedding health-promoting features into the design of new housing or the repair of existing structures. This session will explore how six community-based organizations used these plans to address the health of older adults while repairing and modifying their homes. You'll learn how to identify the health needs of older homeowners, ensure their full engagement in the home modification process, and work with design and public health partners to select healthy building materials. Presenters will describe Health Action Plans used to preserve owner-occupied housing in Michigan and Maryland. You'll take home templates you can use to implement a Health Action Plan in your community.

- **Claire Louis**, Director of Thome Aging Well Program, Enterprise Community Partners
- **Mary Ayala**, Senior Program Director, National Initiatives, Enterprise Community Partners
- **Jessica Eiland Anders**, Michigan Program Director, Thome Aging Well Program, Enterprise Community Partners

103-C. Accompanying Families on the Dementia Journey

Being a caregiver for a person with dementia is demanding and requires substantial support. Three-quarters of dementia care partners express concerns about their health, and more than half report experiencing elevated emotional stress. This session will show you how providers of aging services can help. Presenters will introduce you to the KnAC© approach, which provides a framework for care partners to focus and ground their thoughts, attitudes, and actions. A senior living executive and a dementia expert will guide session participants through the KnAC© process so they can help caregivers make decisions, set care goals, and change their environment, mindset, attitudes, knowledge, and emotions. Learn how to help caregivers connect with the person living with dementia, the community, and themselves.

- **Anne Kenny**, Kendal at Home
- **Lynne Giacobbe**, Chief Executive Officer, Kendal at Home

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

59-D. Beyond the Continuum: Embracing an Aging-in-Place Model

The traditional continuum of care model, which provides care in segmented settings, no longer meets the preferences of consumers who want to access a suite of services in a variety of physical settings. In response to this shift in consumer preferences, more providers of aging services are adopting an age-in-place model featuring wellness clinics, nurse practitioners, in-house home care, and hospice services. Join representatives of LeadingAge Gold Partner Greystone to explore the operational, physical plant, and marketing strategy changes providers must make before adopting an age-in-place model. Presenters will offer guidance on mitigating the aging-in-place model's financial impact on the traditional life plan community.

- **Stuart Jackson**, Executive Vice President, Greystone
- **Brad Straub**, Executive Vice President, Greystone
- **Melissa Heiss**, Senior Manager, Greystone
- **Justin Spooner**, Senior Vice President, Greystone

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.

61-E. Your Lifecycle Stage: What is it and Why Does It Matter?

What stage in the Nonprofit Lifecycle does your organization find itself? Is it a young organization at the Idea Stage or the Startup Stage? Or has it moved into the Growth, Maturity, Stagnation, or Decline stages? Knowing the answer to these questions can help your organization develop critical capacity-building, growth, and regeneration strategies that could contribute to its long-term strength and sustainability. This session will help you identify your organization's current Lifecycle Stage and explore strategies to help you keep moving forward. Two LeadingAge member organizations—one at the Growth Stage and the other at the Maturity Stage—will describe how their boards aligned their planning processes with their Lifecycle Stage to adopt regeneration strategies for their organizations.

- **Beverly Asper**, Director, Baker Tilly
- **Alicia Titus**, Chief Experience Officer, Messiah Lifeways
- **Nadia Geigler**, CEO, The Admiral at the Lake

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.

6-F. Harnessing Technology to Bring Joy to Dementia Care

Personalized engagement technology can help providers of aging services create moments of joy, connection, and stimulation for individuals living with dementia. This session will introduce you to a variety of dementia-friendly technologies, including resident engagement systems, robotic animals, virtual reality, and exergames. An aging services provider, neuroscientist, and technology vendor will share scientific research exploring the pivotal role these technologies can play in improving quality of life, mood, engagement, and frustration levels among people with dementia. Presenters will offer practical strategies to help you select and implement engagement technologies, measure success, and address problems as they arise.

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

143-F. Embracing Students as Future Leaders in Aging Services

The field of aging services faces a pressing challenge: finding innovative strategies to recruit and retain employees to meet the projected demand of 20 million caregiving positions by 2040. Fresh approaches are essential to tackle this critical need. This session will present a solution that includes actively recruiting from colleges and universities that offer aging services and gerontology programs. Representatives from Metropolitan State University of Denver will demonstrate how to stay ahead of the recruitment curve by creating entry-level job opportunities, volunteer experiences, intergenerational learning moments, and internships to attract college graduates to the field. Attendees will hear from current students, alumni, and faculty and leave with practical strategies for collaborating with educational institutions to address the workforce shortage.

- **Amy Dore**, Professor & Program Director, Aging Services Leadership, Metropolitan State University of Denver
- **Jessica Flores-Faisal**, Student, Metropolitan State University of Denver
- **Jackie Schwartz**, Student, Metropolitan State University of Denver
- **Nikia Tucker**, Student, Metropolitan State University of Denver
- **Kris Geerken**, Adjunct Instructor, Metropolitan State University of Denver

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

127-G. Mismanaged Care: How to Succeed at Medicare Advantage

Do you spend hours on hold with Medicare Advantage plans trying to get services approved or explaining what services should be covered? Do you repeatedly send hundreds of pages of documentation to a plan, only to have critical information missed and your requests for care denied? Are your Medicare Advantage payments audited and clawed back? Are you entering data in numerous plan portals? If you answered yes to any of these questions, you should attend this session. Presenters will share lessons they learned from skilled nursing facilities and home health agencies about negotiating Medicare Advantage contracts, getting prior authorizations approved, and having claims paid. Learn about the work LeadingAge is doing to ensure that beneficiaries are protected and plans follow the rules.

- **Nicole Fallon**, VP, Integrated Services and Managed Care, LeadingAge
- **Alex Nieto**, Executive Director - Health Center, Larksfield Place
- **Colleen Frankenfield**, President & CEO, Lutheran Social Ministries of New Jersey
- **Grant Swemba**, VP, Managed Care, Strategic Health Care

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.

129-H. Finance and Legal Compliance: A Game Show Tour of the Issues

If you don't normally associate finance and legal compliance issues with fun and games, you may change your mind after attending this session. Designed as an interactive game show, the session will invite audience members to test their knowledge of compliance issues by participating in polls and answering multiple-choice questions on their cell phones. A team of presenters will delve deeper into specific compliance and ethical issues involving nonprofit governance, accounting, and government investigations affecting boards of directors, third-party providers, residents, and employees. Along the way, presenters will discuss issues related to bond financing, IRS guidelines, and nonprofit prosecution and enforcement. You'll go home ready to analyze and resolve complex financial and legal issues with your executive team.

- **Daniel Krieger**, SVP Risk, Compliance and Business Development, Presbyterian Senior Living
- **Dyan McAlister**, CFO, Presbyterian Senior Living
- **Hayes Hunt**, Attorney, Cozen O'Connor

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.

10-I. Virtual Reality: Breaking Down Barriers Across the Continuum

The National Institute on Aging's THRIVE study demonstrates that virtual reality technology can decrease social isolation, build connections across physical distances, and improve holistic health for older adults. This session will explore the study's finding that virtual reality technology can enhance quality of life by connecting older adults in senior living communities with family members. Presenters will also highlight two THRIVE pilot programs that use virtual reality technology to connect older adults living at home with their peers in senior living communities. Presenters will explain the potential these pilot programs hold for building relationships across the continuum and re-envisioning senior living sales by encouraging prospective residents to engage with current residents through daily programming.

- **Kyle Rand**, Co-Founder & CEO, Rendever
- **Kate Granigan**, CEO, LifeCare Advocates
- **David Siegelman**, Vice President, Rehabilitation Services, Hebrew Home at Riverdale - RiverSpring Living

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

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

36-J. Are 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, 9:30 - 10:30 a.m.

71-K. Growing Pains: Avoiding Landmines as Your Organization Grows

All senior living organizations strive for growth, but it's not always easy. This session will explore the challenges and opportunities that various organizations have encountered while following a growth strategy. Senior leaders, board members, financing partners, an attorney, and an advisor of Goodwin Living in Alexandria, VA, will tell you how to gain buy-in for your growth plans from residents, employees, lenders, and the local community so your organization can achieve its mission. You'll take home tips for ensuring your organizational growth reflects its corporate structure, governance, and nonprofit status. You'll also learn how to identify long-term goals and make tough decisions if growth-related projects are not proceeding according to plan.

- **Melissa Messina**, Principal, Miles & Stockbridge
- **Robert Liebreich**, President & CEO, Goodwin Living
- **Celia Van Lenten**, Principal, Miles & Stockbridge

115-K. Trauma-Informed Memory Care

Trauma can occur at any time in our lives, but we respond to it differently as we age. That response is often more complicated for a person living with dementia, who may struggle with trauma from their past while trying to navigate an unknown future. This session will show you how to recognize trauma in people living with dementia, help these individuals heal, and prevent re-traumatization. A Montessori dementia care professional and a licensed counselor will introduce you to trauma-informed care and explore how you can build a team to provide this care in your organization. You'll also learn how to conduct effective support groups for people in the earliest stages of dementia and their family members.

- **Hollie Glover**, Director of Education, James L. West Center for Dementia Care
- **Jaime Cobb Tinsley**, V.P. Dementia & Caregiver Education, James L. West Center for Dementia Care

116-L. Engagement for the Full Continuum of Memory Challenges

Are you looking for better ways to serve people with dementia who live outside of your memory care program but are not benefiting from traditional activity programs? Then this session is for you. Presenters will introduce you to an evidence-based model called the Continuum of Cognitive Health (CCH), which you can use to provide high levels of engagement and support to residents and clients in all service lines as their cognitive needs change. Let presenters educate you about the evidence base for adapting engagement experiences for the full continuum of memory challenges. Review case studies demonstrating the effectiveness of this approach from an operational, marketing, and quality-of-life perspective.

- **Kristy Mellons**, Project Manager, Abe's Garden
- **MaryBeth Watson**, Divisional Operations Leader of Hearthstone, Abe's Garden

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