



## HOSPICE

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 hospice communities.

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

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### **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

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### **27-B. Harnessing the Strength of Leaders from All Generations**

The field of aging services is preparing to welcome a new generation of professionals as record numbers of its current leaders get ready to retire. These new leaders will bring a range of perspectives to their leadership roles. This session will help you make the most of these varying perspectives. Panelists will include a baby boomer with 40 years of service, a Gen X executive with over 25 years of experience, and a Millennial/Gen Z administrator. Speakers will explore the impact of generational differences on organizations and the importance of creating environments where these differences can be shared and appreciated. Discover how your organization can shape the future by harnessing the strengths of all generations.

- **Jere' Hales**, Chief Operating Officer, Lambeth House
- **Scott Crabtree**, CEO/President, Lambeth House
- **Cayla Scott Kennedy**, Administrator, Lambeth House

### **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

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### **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.**

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### **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

### **122-D. Workforce Policy: Charting the Future**

Workforce challenges remain one of the most pressing issues facing aging services. This session will explore the intricacies and nuances of federal workforce policy opportunities and challenges, including the finalized nursing home staffing standard and its implications across the care continuum. Through interactive and candid discussions, participants will gain a deeper understanding of pending workforce legislation and hear how LeadingAge is shaping the conversation on Capitol Hill to preserve access to care, expand pathways into the aging services sector, and increase opportunities for international caregiver recruitment.

- **Nicole Howell**, Director, Workforce Policy, LeadingAge

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

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### **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

## 92-E. Improving Transitions of Care through EMS Partnerships

Emergency medical services (EMS) and aging services providers share a common mission to provide high-quality services to older adults. Yet, transitions of care often suffer because these two providers only interact during times of crisis when both are under tremendous pressure. During this session, an EMS professional and the top executive of a senior living organization will discuss how aging services and EMS providers can improve care transitions by learning to be collaborative and transparent. Presenters will review past, current, and emerging EMS models, explain how these models impact aging services, and offer best practices for working with EMS providers to improve care transitions.

- **Diana Delgado**, President & CEO, Eaton Senior Communities, Inc.
- **Garrett Chism**, Faculty, Metropolitan State University of Denver

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### 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.

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### 33-G. Feeling Heard and Respected: A Grassroot Approach to DEIB

Large organizations can make a significant impact when they take a grassroots approach to promoting diversity, equity, inclusion, and belonging (DEIB) so everyone feels heard and respected. This session will focus on the DEIB work carried out by Hartford HealthCare (HCC), whose 41,000 employees provide healthcare services in nearly 500 locations throughout Connecticut. Presenters will explain how the promotion of DEIB has become a shared mission for all of HCC's many departments, including its Center for Healthy Aging. Discover how large organizations can take a grassroots approach to promoting DEIB, the steps you can take to get started, and the keys to maintaining and measuring sustainable change.

- **Luz Renteria**, Resource Coordinator, Hartford HealthCare Senior Services

## **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.**

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## **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

## **—START OF DEDICATED HOSPICE PROGRAM—**

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

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## **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

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

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### **133-J. Why It's Critical to Understand Your Hospice CAHPS Score**

The Centers for Medicare & Medicaid Services (CMS) uses the Consumer Assessment of Healthcare and Provider Assessments & Systems (CAHPS) survey to share the star ratings of hospice providers with the public. Because star ratings are a relatively recent phenomenon in the hospice sector, it's essential for hospice providers to better understand these data points and how the public views them. During this session, the presenters will explain the tools CMS uses to identify quality hospice care, offer tips for making quality data seem less daunting, and share strategies for improving quality scores and star ratings. Learn how to view star ratings as an opportunity for your hospice to grow, learn, improve patient experience, and ensure quality care.

- **Kristi Strawser**, Chief Executive Officer, EverHeart Hospice
- **Nara Oliveira**, Quality, Regulatory and Compliance Coordinator, Good Shepherd Community Care
- **Margaret Gloria**, Medical Director, Goodwin House Bailey's Crossroads

**Wednesday, October 30, 2024, 9:30 - 10:30 a.m.**

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### **134-K. A New HOPE: Understanding the New Hospice Tool**

A New HOPE: Understanding the New Hospice Tool The Hospice Outcomes and Patient Evaluation (HOPE) tool, first announced in 2019, is now ready for implementation. During this session, the LeadingAge Policy Team and clinical specialists will walk you through the new HOPE tool so you'll understand how it compares with the previous Hospice Item Set, and how the Hospice Quality Reporting Program (HQRP) is expected to change. Presenters will help you understand guidance from the Centers for Medicare & Medicaid Services that will help you accurately collect required data for the reporting program. They'll also use fun and challenging HOPE application scenarios to illustrate the tool's rules. Join us and become masters of HOPE.

- **Katy Barnett**, Director, Home Care & Hospice Operations and Policy, LeadingAge
- **Lindsey Buzzard**, Director of Home Health and Hospice, LeadingAge Ohio

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

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### **135-L. Are You Ready to Implement New Hospice Program Changes?**

Are you ready to implement changes to the new hospice program so you can avoid audits and survey deficiencies and ensure operational efficiencies? This session can help. Finance, compliance, and operations experts will examine current and future risks associated with reimbursement, audits, and staffing as the Centers for Medicare & Medicaid Services implements the Hospice Outcomes and Patient Evaluation (HOPE) tool. Don't miss this chance to review critical steps hospices must take to stay ahead of the changes, such as improving workflow efficiencies to avoid difficulties implementing new regulatory requirements.

- **Judi Lund Person**, Principal, LundPerson & Associates LLC
- **Richard Russell**, President/CEO, Hospice of Northwest Ohio
- **Anne Shelley**, Director of Professional Development & HH/Hospice Regulatory Relations, LeadingAge Ohio
- **Katy Barnett**, Director, Home Care & Hospice Operations and Policy, LeadingAge