



NURSING HOME

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 nursing home 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

87-A. Moving Forward Coalition: 2024 Update

The Moving Forward Coalition recently began its third year of work to advance recommendations from a 2022 National Academies of Sciences, Engineering & Medicine report to improve nursing home quality. With new funding from The John A. Hartford Foundation, the coalition has begun a second phase of work focused on implementing three action plans to address residents' goals, preferences, and priorities; strengthen resident councils; and using apprenticeship programs to expand career pathways for certified nursing assistants. Join this session to discover what the coalition accomplished during its first two years of work and what it hopes to achieve in the future.

- **Isaac Longobardi**, Project Director, LeadingAge

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.

2-B. Using Data to Improve Resident and Organizational Health

Data is revolutionizing the landscape of senior living. During this session, representatives of LeadingAge Gold Partner Sentrics will help you understand how your organization can leverage data to enhance operational efficiencies and resident well-being. Presenters will share examples of how data and analytics can improve social determinants of health for residents and positively impact their lives. They'll also explore how senior living organizations can use data and analytics to streamline operations and optimize resource allocation, staffing, and facility management. You'll gain a new appreciation for how data can promote positive outcomes across the entire spectrum of senior living programs.

- **Kunaal Goel**, VP of Analytics & Insights, Sentrics

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

102-B. Helping Residents Manage Mental Health Challenges Across Settings

Providers of aging services across the continuum strive to address the needs of residents who live with untreated mental health and substance use conditions. This session will highlight how Westminster Communities of Florida is helping residents manage these conditions. Representatives of that organization will be on hand to review statistics showing the enormous challenges facing older adults in need of mental health support. They will demonstrate how strong metrics, data sharing, and collaboration can strengthen resident health and well-being outcomes in nursing and assisted living settings and how housing professionals with limited resources can support residents experiencing ongoing or acute mental health crises. Learn how these interventions can improve team member and resident satisfaction—and the bottom line.

- **Alex Piriz Mookerjee**, Executive Director, Westminster Communities of Florida, Inc.
- **Jacqueline Sahhar**, Health Services Administrator, Westminster Communities of Florida, Inc.
- **Brian Parks**, Assistant Executive Director, Westminster Point Pleasant

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

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

104-C. Empowering Residents through Community Forums

Residents who don't have feelings of empowerment, agency, and purpose may have difficulty thriving in their senior living community. Engaging older adults and their families in open dialogue about what matters most to them can help. This session will explore the benefits of resident and family engagement, which allows aging services providers to hear everyone's ideas, brainstorm solutions, and implement changes based on suggestions. Presenters will share strategies for developing three engagement opportunities: community councils for the general resident population, community forums for residents with varying cognitive abilities, and family forums for residents' loved ones. Find out how this engagement process can enhance resident satisfaction and demonstrate your commitment to resident well-being.

- **Rhonda Glyman**, Executive Director, Assisted Living, NewBridge on the Charles
- **Leticia Prieto Alvarez**, Program Manager, Expressive Therapies and Brain Health Initiatives, Hebrew SeniorLife
- **Bonnie Lundquist-Edes**, Program Specialist, Assisted Living, NewBridge on the Charles

120-C. Federal Nondiscrimination Laws: Updates and Considerations

A plethora of federal laws prohibit discrimination against care recipients and employees based on disability. This session will provide an overview of how these federal laws apply to aging service providers. Presenters will outline regulations and guidance released in 2024 that enforce these federal requirements. They will also address practical issues facing providers and identify steps and strategies for assessing risks and establishing and maintaining effective programs to support compliance.

- **Jonathan Lips**, Vice President, Legal Affairs, LeadingAge

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

43-D. How to Lead Your Organization Through Polarizing Situations

Effective decision-makers in aging services recognize that diverse perspectives can help their organizations navigate the complex challenges they face. In this session, coaches from the LeadingAge Connecticut Leadership Academy will define contrasting yet interrelated viewpoints—called polarities—that leaders must recognize and manage so they can foster a resilient culture in their organizations. Presenters will show you how to lead your teams through polarizing situations by inviting opposing perspectives and outcomes. Learn how to use polarities to manage opposing forces, make effective decisions, and welcome diversity of thought. You'll return home with a new appreciation for the inherent complexity of issues and the value of balancing multiple perspectives.

- **Kelly Papa**, CEO/President, Duncaster
- **Patricia Morse**, CEO/President, Connecticut Baptist Home
- **Michelle M Pandolfi**, Executive Director, Thrive at Home, Whitney Center, Inc.
- **Heather Stanton**, VP Resident Services & Community Life, Duncaster
- **LeaAnn Blanchard**, Executive Director, The Orchards at Southington

77-D. Transform your Brand Experience with Storytelling

Does your brand spark feelings of connection and authenticity? If not, you may be spending too much time focusing on your logo and tagline and not enough time listening to the human-interest stories living within your senior living community. Those stories can convince prospective residents and employees that something special is happening within your walls. This session will explore how older adult storytelling can captivate audiences and encourage deeper engagement with your brand, especially when those stories go viral on social media. Presenters will give you practical strategies for harnessing the storytelling potential of residents in your community and showcasing the authenticity that today's buyers crave.

- **Jill Janes**, Vice President of Sales & Marketing, Methodist Retirement Communities
- **Nathan Jones**, Founder, Dash Media
- **Jack York**, Founder/Chief Story Teller, TaleGate

91-D. How to Become a Data-Driven Organization

Your senior living organization is collecting and generating more data than ever before. But are you making the best use of that data? This session will help you recognize the value of your organization's raw data and how solid data aggregation and reporting strategies can lead to better resident care, improved business operations, and success for your whole team. Presenters will explain how to implement data aggregation and reporting strategies and offer tips for determining your objectives for leveraging data, identifying available data sources, applying data to your organization, and making data a part of its culture. The emerging role of artificial intelligence and machine learning will also be discussed.

- **Terry Freed**, President & CEO, Prelude Services
- **Bruce Shearer**, Vice President of Technology, Presbyterian Senior Living
- **Bryan McCrea**, Director of Software Development, Prelude Services

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.

5-E. How HIT Incentives and Federal Interoperability Standards Can Ease Today's Staffing Challenges

Across our industry senior care providers recognize the role that health information technology (IT) can play in addressing the ongoing staffing crisis. This session will explore how adopting interoperable technology solutions can help to improve productivity and enable professional caregivers to perform their jobs more efficiently. Representatives of LeadingAge Gold Partner, PointClickCare, will discuss the importance of access to technology and how widespread adoption will lead to improved outcomes and happier team members. You'll gain insights into the importance of interoperability standards and why aligning state and federal standards can ensure that health IT investments benefit clinical staff and high-need residents.

- **Bill Charnetski**, EVP, Health System Solutions and Government Affairs, PointClickCare

44-E. Succession Planning for Mid-Level Managers

Across our industry senior care providers recognize the role that health information technology (IT) can play in addressing the ongoing staffing crisis. This session will explore how adopting interoperable technology solutions can help to improve productivity and enable professional caregivers to perform their jobs more efficiently. Representatives of LeadingAge Gold Partner, PointClickCare, will discuss the importance of access to technology and how widespread adoption will lead to improved outcomes and happier team members. You'll gain insights into the importance of interoperability standards and why aligning state and federal standards can ensure that health IT investments benefit clinical staff and high-need residents.

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

106-E. Sexual Intimacy: How to Support Choice While Managing Risk

A person's need for intimacy doesn't disappear as they age, even if their level of cognition declines. However, respecting a resident's right to intimacy can lead to awkward situations and uncomfortable conversations with other residents, family members, and surveyors. This session will give you the tools to protect and promote each resident's choice, even in the face of occasional adverse responses. An attorney and a nurse will describe the challenges associated with supporting the intimacy needs of residents, with particular emphasis on residents living with dementia. Presenters will also explain how dementia and memory loss may affect intimacy and decision-making. Learn how to manage resident and family expectations and understand the regulatory implications of intimacy.

- **Kari Everson**, Director of Clinical Care / Nurse Consultant, LeadingAge Minnesota
- **Robert Rode**, Attorney, Voigt, Rode & Boxeth, LLC

140-E. Add a Little Fun to Your Workplace Culture

What's the secret to creating an exciting, enjoyable work environment that can help you retain current employees and attract new talent? It's simple: Don't take yourself too seriously. This session will show you how to add a little fun to your workplace culture by creating an atmosphere of trust, levity, lightness, and enjoyment that will tickle team members and bring joy to residents. The speaker will share ideas for sparking fun during huddles, meetings, and one-to-one conversations, promoting meaningful workplace relationships, and encouraging employees to let their personalities shine. You'll return home ready to cultivate a work environment that makes your organization a desirable, engaging, and fun place to work.

- **Julie Thorson**, President/CEO & Head Coach, Friendship Haven

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

109-F. We Wrote a Musical: Fostering A Culture of Creative Resident Collaboration

When life plan communities create conditions that nurture spontaneous creative activity, the results can be spectacular for individuals and the community. That's what happened at Carolina Meadows in Chapel Hill, NC. Community residents wrote and performed an original musical called Movin' for more than 1,000 people during five performances in 2023. The musical addressed such themes as retirement, unspoken community rules, death, widowhood, new relationships, hip fractures, and early dementia. This session will combine video footage of performances and rehearsals with presentations by the show's resident organizer and music director, a geriatrician involved in the project, and the community's administrator. Join this session to discover how resident-generated creative activity can enhance community spirit.

- **Hugh Tilson**, Resident, Carolina Meadows
- **Philip Sloane**, Geriatrician and Distinguished Professor, University of North Carolina at Chapel Hill

125-F. SNF Regulations, Surveys and Employment Law: Get the Clarity You Need to Succeed

Regulatory changes and survey trends impact all licensed senior living providers. Presenters will review and evaluate key healthcare and labor/employment regulatory developments from the past year, including an update on the staffing mandate and any long-term care regulations. Presenters will identify current survey trends, reviewing the top survey citations both nationally and regionally. Throughout the session, attendees will be invited to discuss their common challenges, anticipate contingencies, and share best practices related to regulatory developments and survey trends in skilled nursing.

- **Sean Fahey**, Attorney, Hall Render Killian Heath & Lyman PC (IN Office)
- **Maddie Spearman**, Attorney, Bradley Arant Boult Cummings

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.

94-G. Build Your Quality Improvement Skills

Data is at the heart of the Quality Assurance & Performance Improvement (QAPI) process established for nursing homes by the Centers for Medicare & Medicaid Services. But nursing home providers need special skills to successfully use the process to identify and analyze quality data. This session will introduce you to some of those skills, including conducting root cause analyses, prioritizing quality areas, and developing innovative action plans to help you maintain and improve safety and quality. Presenters will offer guidance on using QAPI to improve care practices, resident quality of life, and staff satisfaction while reducing the risk of unfavorable surveys and litigation. 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.

- **Sandy Delgehausen**, Regional Director of Clinical Quality Support/Metrics, Cassia
- **Heidi LaFave**, DON, Haven Homes Skilled Nursing

110-G. Boosting Engagement and Reducing Medications in Memory Care

I'm Still Here® uses research-based, non-pharmacologic approaches to treat the agitation, aggression, apathy, and anxiety that individuals living with dementia often experience. The new approach combines meaningful activities, specialized communication techniques, and an enriched environment to provide engagement, choice, and true purpose regardless of the level of a person's cognitive challenge. This session will explore how Abe's Garden Community in Nashville, TN, is implementing the I'm Still Here® approach. Presenters will use case studies to demonstrate how you can use engagement, in concert with clinical best practices, to decrease the need for medications and improve the quality of life for residents who live in a memory support community.

- **Chris Coelho**, Interim Executive Director, Abe's Garden
- **Donna Finto-Burks**, Senior Director of Clinical Care, Abe's Garden

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

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

9-H. Embracing Innovation through a Tech Center of Excellence

How can an aging services organization create a mechanism for continuous innovation through new technology? Establishing a Center of Excellence (COE) could be an excellent first step. This session will explore the role of COEs in long-term digital transformation planning. Presenters will delve into the pivotal role that artificial intelligence (AI), automation, and analytics play in helping providers overcome staffing shortages, caregiver burnout, operational inefficiencies, software interoperability, and insufficient returns on investment. Join this session to learn how to develop a long-term digital transformation plan that analyzes the current technology landscape, explores the impact of emerging technology, and integrates new technologies into your organization.

- **Vipin Bhardwaj**, CEO, NuAlg
- **Travis Gleinig**, VP of Innovation & CIO, United Methodist Communities
- **Peter Kress**, Senior Vice President & Chief Innovation Officer, Acts Retirement-Life Communities, Inc.

112-H. Perfect Pair: Connecting Generations Two People at a Time

Recent research shows that a third of older adults report feeling isolated, and more than two-thirds of college students reported feeling "very lonely" over the past year. This session shares the story of a national, student-run organization dedicated to changing those statistics. Leaders of "Perfect Pair" will explain how their program pairs older adults and college students so they can spend quality time together while re-engaging in shared passions and interests. Presenters will describe their extensive catalog of creative programming, which is available to pairs at no cost. Explore two of Perfect Pair's national initiatives, which offer memory care-specific programming and connect LTBTQ+ older and younger adults. Find out how you can bring this intergenerational program to your community.

- **Emily Lerner**, Executive Director, Perfect Pair
- **Madison Daminato**, Operations Coordinator, Perfect Pair

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

130-H. Enhancing Quality of Care in Nursing Homes

The landscape of nursing home regulations is evolving rapidly. This session will provide a comprehensive overview of that evolution. Presenters will share valuable perspectives and practical strategies to help you stay informed about critical policy updates from the Centers for Medicare & Medicaid Services and their implications for nursing home operations and resident well-being. You'll learn more about the future of nursing home regulations affecting staff training, development initiatives, quality improvement projects, and resident and family engagement efforts. You'll return home more prepared to develop actionable strategies that foster a culture of continuous improvement in your nursing home.

- **Jodi Eyigor**, Director, Nursing Home Quality & Policy, LeadingAge
- **Janine Finck-Boyle**, VP, Health Policy & Regulatory Affairs, LeadingAge

146-H. Three Ingredients for an Engaged Workforce

Aging services providers won't achieve a stable workforce unless they make sure employees are engaged in their organization's culture. In this session, professionals in the field of aging services will identify the ingredients for promoting that engagement: people, place, and technology. A human resource professional will explain how Cedar Community in West Bend, WI, nurtures a culture of belonging among the people who work there. An architect will explore how the design of physical space can foster employee engagement. Finally, a representative of WeCare Connect will show you how to use technology to collect employee feedback that could lead to organizational change. Don't miss this opportunity to learn how to make employee engagement a priority in your organization.

- **Shelley Daenzer**, VP of Sales and Marketing, WeCare Connect
- **Tracy Blaubach**, VP Human Resources, Cedar Community
- **Jennifer Sodo**, Senior Living Market Leader, Eppstein Uhen Architects

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

35-I. How Dementia Care Can Intersect with Your DEI Strategy

Diversity of cognitive ability and care is often overlooked as an important component of organizational DEI efforts. What if we intentionally embraced diversity, equity, and inclusion when supporting residents living with cognitive change? This session will explore how discrimination in favor of people who do not have disabilities (ableism) affects how people with dementia view themselves and how they are perceived. Together we will explore how to acknowledge personal biases in dementia care and view dementia through the lens of diversity, equity, inclusion, and ableism. You'll hear the voices of people with dementia and their care partners and be invited to consider how their lived experiences could inform your overall approach to dementia care.

- **Jen Wilson**, Vice President of Well-Being, Carol Woods Retirement Community
- **Caroline Edasis**, Assistant Vice President of Resident Engagement, Mather
- **Malcolm Frazier**, Director of Pastoral Care, Asbury Methodist Village

113-I. Community Partnerships That Advance Person-Directed Care

How can providers of aging services develop mutually beneficial community partnerships that enhance resident engagement, encourage team building, and expand volunteer opportunities? This session will show you how. Representatives of A.G. Rhodes in Atlanta, GA, will describe how they partnered with a youth development organization to create an intergenerational program that could fit any organization's structure and goals. Presenters will identify factors that make for a thriving community partnership and offer tips for incorporating the principles of person-directed care into volunteer programs. You'll be surprised by how you can enhance quality of life for residents and employees by being more intentional about forming meaningful partnerships with other community-based organizations.

- **Kim Beasley**, Director of Communications and Outreach, A.G. Rhodes Health & Rehab
- **Sonya Williams**, Recreational Therapist, A.G. Rhodes Health & Rehab Cobb

148-I. Your Executive Playbook for Retaining Talent

Are you looking for new ways to slash turnover rates and create a team that's here to stay? Then this session is for you. Presenters will help you achieve retention success by retooling your Human Resources team to ensure long-term retention success and revamping the new-hire experience to keep fresh talent on the job for more than 90 days. Whether you're losing entry-level hires or seasoned leaders, this session will give you an executive playbook for retaining talent you can't afford to lose and fostering a workplace where people want to stay and grow with you. You'll return home prepared to make fundamental changes to improve productivity and quality of care while ensuring your organization's long-term sustainability.

- **Cara Silletto**, President & CEO, Magnet Culture, formerly Crescendo Strategies
- **Ingrid Tenglin**, National Director, Talent Development, Covenant Living Communities and Services
- **Rebekah Erickson**, Executive Assistant, Covenant Living Communities and Services

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. 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

150-J. Reboot Your Organization's Workforce Culture

The aging services workplace changed forever in 2020 when the COVID-19 pandemic wreaked havoc on our organizations and the people we serve. As a result, many pre-COVID organizational processes, structures, and strategies are no longer relevant and must be retooled or replaced. During this session, Human Resources experts will describe the methods they used to reboot their organization's workforce culture by questioning past assumptions about what impacts that culture, building back effective strategies, and experimenting with new approaches. Hear about their successes and failures and take home actionable strategies for helping your organization attract, engage, and retain excellent team members dedicated to enriching the daily lives and experiences of older adults.

- **Derek Fenwick**, Vice President, People & Culture, Infinity Rehab
- **Jeff Tucker**, Vice President of Human Resources, Christian Living Communities

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

12-K. What's Next for AI: Enhanced Care and Optimized Revenue

Artificial intelligence (AI) is transforming every aspect of our lives, including how we care for older adults. What will the next evolution of this technology bring to the senior living field? And how can your organization harness the power of AI to provide high-quality care while improving your bottom line? This session will help you answer those questions. Presenters will describe how providers can use AI to collect and analyze data that can help them make crucial clinical and financial decisions, align staffing levels with care plans, and ensure that revenue reflects the cost of care. Gain insights into how the next wave of AI will help you increase the quality of care you provide while improving your organization's financial health.

- **Shirley Nickels**, Chief Product Officer, SafelyYou
- **Sheri Peifer**, President, Eskaton
- **Nick Lindberg**, Chief Technology Officer, HumanGood Inc.

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 Car

151-K. Reinvent Your Workforce Model through “R” Strategies

If you're a senior living leader facing workforce challenges—and who isn't?—it may be time to employ some “R” strategies in your organization. What are “R” strategies? This session will answer that question by highlighting how Otterbein SeniorLife, a multi-state, multisite organization in Lebanon, OH, used several “R” strategies. For example, the organization RECLAIMED and REINVENTED its workforce strategy and RECONFIGURED its traditional Human Resources model by establishing a dedicated Workforce Department. Otterbein also REDEFINED “talent acquisition” as “workforce development” and REIMAGINED its scheduling techniques, labor models, and data metrics. Let the organization's workforce management executives show you a new way to strengthen your workforce. Come prepared to share innovative ways in which you have reinvented your workforce strategy.

- **Catherine Chiovaro**, VP; Workforce Management, Otterbein SeniorLife
- **Jennifer Feedback**, Director Workforce Management & Scheduling, Otterbein SeniorLife

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

13-L. Using Technology to Increase Staff Retention

Senior living communities are currently experiencing an 85% annual staff turnover rate, according to the National Investment Center for Seniors Housing & Care. Why is our field experiencing so much churn? And can technology solutions help reduce it? This session will explore ways to leverage technology to increase staff satisfaction, reduce team member stress, and allow caregivers to spend more time building fulfilling relationships with residents. Presenters will show you how to use technology solutions to cultivate staff communication, reduce the time team members spend completing time-consuming manual processes, and monitor community performance so areas of deficiency get more support. Learn how to use technology to involve your entire team in promoting resident well-being and engagement.

- **Ashlea Smalley**, National Director of Life Enrichment and Memory Care, Grace Management
- **Cameo Rogers**, Corporate Life Enrichment Manager, Immanuel Communities
- **Rob Fisher**, CEO, LifeLoop

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