

ADVANCE CONFERENCE PROGRAM

LeadingAge[®]
Illinois



TRANSFORMATION

2021 Annual Meeting & Expo

Virtually: June 22-24

LeadingAge[®]



ARGENTUM
EXPANDING SENIOR LIVING

STATE PARTNER

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Key Deadlines

Early Registration Deadline	Thursday, May 27, 2021
Standard Deadline	Thursday, June 17, 2021
Cancellation/Refund Deadline	Thursday, June 17, 2021



Visit leadingageil.org/annual-conference to register and to view updates, the exhibitor list, and more.

Annual Meeting and Expo Schedule

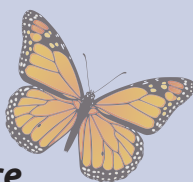
	Tuesday, June 22	Wednesday, June 23	Thursday, June 24
8:15 - 9:00 a.m.	Special Programs (Honoring Excellence, Recognition, Business Meeting)		
9:00 - 10:00 a.m.	Session		
10:30 - 11:30 a.m.	 Keynote Speaker	Session	 Keynote Speaker
11:30 - 12:30 p.m.	EXPO Open		
12:30 - 1:30 p.m.	Session		
1:30 - 2:00 p.m.	EXPO Open		
2:00 - 3:00 p.m.	Session		
3:00 - 4:00 p.m.	Special Topic Networking Sessions		

**Save the Date
for next year!**

**2022 Annual Meeting
and Expo
May 17-18, 2022**
Renaissance Schaumburg
Convention Center
and Hotel

Keynote Address

Tuesday Keynote Speaker



Making a Difference

Making a Difference focuses on the conscious choices people make every day that impact the lives of others. Steve takes attendees on an eye-opening journey that will show them how to positively influence people in every imaginable way, regardless of position or status. Listeners will hear new ideas, workable tactics, and useful tools that, when put into practice, will make a

considerable impact in their professional and personal lives. Everyone has the potential to transform the culture of an organization through actions and attitude. This presentation centers on three empowering dynamics:

- *Purpose*: It's what drives you!
- *Passion*: It's what fuels you!
- *Pride*: It's what defines you!

Participants will:

- Learn how to improve performance and deliver excellence within an organization
- Discover the skills and attributes necessary to have people follow them and their vision
- Discover the essentials to fostering communication and creating a more stimulating work atmosphere
- Determine how to find their "leadership voice" that will influence people and motivate them to impact others beyond your own influence

Steve Gilliland, CSP, was inducted into the Speaker Hall of Fame in 2012, has been recognized by Who's Who for Speakers and Business Professionals, and can be heard daily on SiriusXM. The *Pittsburgh Business Times* named his company one of the fastest growing privately held companies in the region. Author of four books which identify practical lessons that grow people and their businesses, he has made his publisher's bestseller list each year.

Thursday Keynote Speaker



In Forward Motion

To move forward doesn't mean to push past where we have been. On the contrary, to truly move our organizations forward, we must leverage where we have been to become stronger and smarter. *In Forward Motion* focuses on building on the lessons from the COVID era to help inform change and progress for elder care providers. A blend of messages to motivate and ideas to

implement, *In Forward Motion* is for anyone who works in the field of elder care.

Participants will:

- Identify lessons learned from COVID
- Understand more about resilience and the choices of resilience
- Understand the issues of ageism and how they were impacted by COVID

Carol Silver Elliott is the President and CEO of the *Jewish Home Family*, a continuum of services for older adults located in northern Bergen County, New Jersey. She began her career in acute care and transitioned to the world of elder care services in 2007. Currently, she serves as chair of *LeadingAge*, in addition to sitting on the board of *LeadingAge* New Jersey and Delaware. A skilled communicator, Carol blogs regularly for *LeadingAge* and *The Times of Israel*, and speaks frequently on both healthcare and personal growth topics.



LeadingAge Illinois
Leadership Academy

Learning Themes

Finding Your Authentic Leadership Voice
Building and Leading Teams
Becoming a Visionary Leader
Discovering a Work/Life Balance

Join the Leadership Academy Class of 2021-22!

Are you looking to develop and transform
your leadership skills?

Do you want to learn to how influence and implement
change within your organization?

The LeadingAge Illinois Leadership Academy was created to develop leaders who are passionate, empowered, visionary and committed to life-long learning so they can successfully advocate for older adults while evoking excellence within their organizations.

Applications will be available on-line only at the end of April. Visit leadingageil.org/leadership-academy for an application and program details.

Board of Directors/Trustee Program

LeadingAge Illinois member Trustees NOT employed by a provider or vendor can attend at no extra cost if employees from the member organization are registered to attend the Annual Conference. CE credit not provided.

Sessions and conference activities that would be of greatest interest to those serving our members in volunteer leadership roles are listed below.

Tuesday, June 22, 2021

9:00 – 10:00 am

Timely Update on COVID-19 Relief Funds and PPP: What's Next?

No Excuses: Strategically Creating a Modern Independent Living Environment

GENERAL SESSION

10:30 – 11:30 am

Making a Difference
Steve Gilliland

12:30 – 1:30 pm

Top Trends in Aging Services for 2021 and Beyond: Transitioning to a New Landscape

2:00 – 3:00 pm

Saying Yes When You Want To Say No: Development Strategies in Unusual Times and COVID Lessons Learned

Wednesday, June 23, 2021

9:00 – 10:00 am

Technology Lessons Learned from 2020: How to Create an Actionable Technology Strategic Plan

Navigating Senior Living Nonprofits: Serve Like a Nonprofit, Perform Like a Business

10:30 – 11:30 am

Active Adult: Moving Upstream to Attract the Younger Consumer

12:30 – 1:30 pm

State of Senior Living: 2021 & Beyond (part 1)

2:00 – 3:00 pm

Exceptional Governance for a Sustainable Future

State of Senior Living: 2021 & Beyond (part 2)

Thursday, June 24, 2021

9:00 – 10:00 am

Stronger Together: Trends in Senior Living Affiliation, Acquisition & Partnerships

GENERAL SESSION

10:30 – 11:30 am

In Forward Motion
Carol Silver Elliott

12:30 – 1:30 pm

Creating Healthy Environments: Designing Beyond COVID

2:00 – 3:00 pm

How Times Have Changed: Pre-, During, and Post-COVID and Delivering Care

A Message from the Board Chair

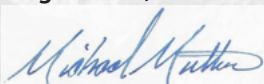
COVID-19 is the ultimate disrupter, and continues to change how we serve older adults. Still, some things remain the same. We still need to serve seniors and their families. We still need to support our hard-working staff. We still need to be informed and find opportunities to transform our organizations and industry so that we can serve and support. And we still need to connect with each other.

After the upheaval of the past year, we are happy to offer a mainstay: the Annual Meeting & Expo. We've re-worked our in-person spring tradition into an interactive and engaging virtual conference experience that offers value. The virtual format will allow you to access over 90 sessions in 6 tracks, whether in real time or after the conference ends.

Though the format has changed, you'll still find everything that you've come to expect from the Annual Meeting. Through knowledgeable speakers and industry experts, quality education, solution stations, and networking, you'll find what you need to serve, support, and transform.

Thank you for all your resiliency, passion, care, and strength the past year. Together we can continue to advance excellence and innovation in adult life services during the pandemic and beyond.

In gratitude,



Michael Mutterer
Chair, LeadingAge Illinois

Continuing Education Credits

Education Sessions: Up to 10.0 hours

- General Sessions: 1.0 for each presentation (in addition to the hours noted above)

Continuing education can only be earned during the virtual conference by:

- Viewing sessions during their initial broadcast
- Attending a session for the full scheduled time
- Completing an evaluation for immediately following each session (date and time stamped for verification)

CE Credit is Available for the Following Occupations

• Illinois Licensed Nursing Home Administrators

LeadingAge Illinois is an approved sponsor of continuing education credit through the Illinois Department of Financial and Professional Regulation for licensed nursing home administrators. License #139-000011

• Illinois Licensed Clinical Social Workers/Licensed Social Workers

LeadingAge Illinois is an approved sponsor of continuing education credit through the Illinois Department of Financial and Professional Regulation for licensed clinical social workers/licensed social workers. License #159-000161

• Illinois Licensed Occupational Therapists and Occupational Therapy Assistants

LeadingAge Illinois is an approved sponsor of continuing education credit through the Illinois Department of Financial and Professional Regulation for licensed occupational therapists and occupational therapy assistants. License #224- 000020

• Illinois Licensed Physical Therapists and Physical Therapy Assistants

LeadingAge Illinois is an approved sponsor of continuing education credit through the Illinois Department of Financial and Professional Regulation for licensed physical therapists and physical therapy assistants. License #216-000036

• Illinois Registered Public Accountants

LeadingAge Illinois is an approved sponsor of (CPE) continuing education credit through the Illinois Department of Financial and Professional Regulation for registered public accountants. License #158-000942

• Illinois Licensed Nurses

LeadingAge Illinois is an approved sponsor of continuing education credit through the Illinois Department of Financial and Professional Regulation for nurses. License #236-000019

• Illinois Licensed Professional Counselors/Clinical Counselors

LeadingAge Illinois is an approved sponsor of continuing education credit through the Illinois Department of Financial and Professional Regulation for registered professional counselors/clinical counselors. License #197-000195

• Activity Professionals

LeadingAge Illinois will apply for 9.0 clock hours of continuing education through the National Certification Council of Activity Professionals.

• Certified Aging Services Professionals (CASP)

Graduates of the Certified Aging Services Professionals (CASP) Program may use continuing education credits earned at this meeting towards their CASP recertification.

• Certified Dietary Managers (ANFP)

LeadingAge Illinois will apply for a maximum of 10.0 general hours and virtual exhibit food show hours through the Certifying Board for Dietary Managers.

Final number of food show hours will be dependent on the number of virtual booths. Please email meetingservices@leadingageil.org for questions.

• NAB: National Association of Boards of Examiners of Long-Term Care Administrators

LeadingAge Illinois will apply for Continuing Education clock hours from NAB/NCERS.

All sessions including the keynote address will be submitted for NAB approval.

• NAB: CE Registry Requirements

To have attendance reported to NAB, provide your NAB CE Registry ID to LeadingAge Illinois within 7 days of the conference. (LeadingAge Illinois will no longer report attendance to state boards). LeadingAge cannot report attendance for individuals who do not have a NAB Registry ID at the time of registration. LeadingAge Illinois will provide a link to submit your Registry ID and your name as it is listed in the NAB Registry. Visit <https://www.nabweb.org/ceregistry> to sign up with the NAB Registry to obtain a NAB ID.

• Human Resource Professionals

LeadingAge Illinois will apply for (General) recertification credit hours toward aPHR™, PHR®, PHRca®, SPHR®, GPHR®, PHRi™ and SPHRi™ recertification through HR Certification Institute® (HRCI®). Please check the LeadingAge Illinois conference website for sessions submitted for HRCI credit. Only the sessions submitted will be approved for HRCI credit.

• Other Professional Groups

All other professionals are encouraged to submit detailed information on the sessions attended (LeadingAge Illinois brochure and handout materials) along with a copy of the Certificate of Attendance to a professional organization for consideration of continuing education credit. Due to the large number of credentialing bodies and professional organizations, it is impossible for LeadingAge Illinois to obtain prior approval of conference programs from each of them.

Continuing Education Credit Policy for the Virtual Annual Meeting

When offering CE credit, LeadingAge Illinois must abide by the rules and regulations of all applicable professional accrediting boards and agencies. As such, LeadingAge Illinois cannot provide CE credit to attendees who arrive late or leave prior to the conclusion of the session, including the Q&A components of a session. Attendees must be present for the entire duration of the session to receive full credit. Continuing education certificates will be made available no later than 60 days from last day of the meeting.

Session Planner – Tuesday, June 22

9:00 - 10:00 AM

12:30 - 1:30 PM

2:00 - 3:00 PM

Care and Services	Who is Responsible for Reducing Falls? Telehealth is the New Normal	Infection Prevention and Control Essentials! Music as Medicine to Address Immunity, Isolation and other COVID Challenges	A New Frontier in Senior Care: Leveraging a Progressive Approach to Population Health A Trauma-Informed Approach to Disaster or Pandemic: Strategies for Caregivers
Marketing & Consumer Behavior	Getting Started with Marketing Automation	How to Reshape Your Marketing Message for the "Post" Pandemic World	Stepping Dining Up a Notch
Operational Excellence	There's No Turning Back! Resident Technology Support is a Must-Have in 2021 and Beyond Timely Update on COVID-19 Relief Funds and PPP: What's Next?	Turn Those Blurry Receivables into Clear Collections Reactive to Proactive Technology Practices	Key Traits of Organizations That Succeed With Technology
Public Policy and Legal Issues	Master the Survey Process Federal and State Public Policy Update for Senior Living Providers	Contractual Risk Shifting: Insurance, Contractual Risk Shifting Provisions, and Additional Insureds HIPAA Changes Are On The Way! What You Need To Know Exploring Care in the Home	Federal Tax Update: What Non-Profit Providers Need to Know Proactive Updates - A Look at Best Practices for Updating Employee Training to Best Prevent Risk
Strategic Growth	No Excuses: Strategically Creating a Modern Independent Living Environment	Top Trends in Aging Services for 2021 and Beyond: Transitioning to a New Landscape	Saying Yes When You Want To Say No: Development Strategies in Unusual Times and COVID Lessons Learned
Workforce and Leadership Development	Leadership Beyond COVID-19: Ignite the Passion Within	Follow Me	Interviewing for Retention Strategies for Recruiting and Retaining an Aging Services Workforce Exceptional Leadership in Crucial Moments

Tuesday Keynote

10:30 AM - 11:30 AM

See page 3 for
more information.



TRANSFORMATION

Session Planner – Wednesday, June 23

	9:00 - 10:00 AM	10:30 - 11:30 AM	12:30 - 1:30 PM	2:00 - 3:00 PM
Care and Services	Clinical Strategies to Counter Bias: How You and Me Become WE Multi-Sensory Stimulation Rooms for Persons with Dementia: Design-on-a-Dime	Improving Falls, Pressure Injuries and Completing Needed Trainings During Adverse Events Virtual Reality: Combating Social Isolation Through The Power of Shared Experiences	Why Does My Food Taste Like Cardboard? Planning Your Last Party: Helping People in Planning Their Funeral, Memorial, or Remembering Time	Cooking Up An Unforgettable Dining Experience The New Role of the Infection Preventionist in Congregate Care
Marketing & Consumer Behavior	WOW 'Em with a Red Carpet Tour and Move-In Experience!	Clean Slate Project: Envisioning a New Future	Marketing and Sales in the New Reality: The Path to Rebuilding and Sustaining Census	Actionable Marketing Strategies to Shorten Your Buyer's Journey and Improve Results
Operational Excellence	Facilities Planning: Strategies to Avoid Band-Aid Fixes The "Biggest Misses" of PDPM	Mastering the Focused Infection Control Survey Process Cleaning the Environment is Important! Did We Forget That?	Refocus on Security: Balancing Protection with Convenience Health Care Technology Agreements and Long Term Care: Navigating the Digital Age	Steering the Course on Supply Chain Strategies During COVID-19 Understand How Reimbursement Rates Are Calculated
Public Policy and Legal Issues	Crisis Response: What To Do When Media, Law Enforcement, and Regulatory Agencies Are At the Door What is the Future of Nursing Homes After COVID?	Disaster Preparedness for Affordable Multifamily Housing Providers Litigation in the Post-COVID Setting	Assisted Living Update Linking Emergency Preparedness Plan to Infection Control	Mental Illness and Related Disabilities in the Senior Living Workplace: Strategies for Legal Compliance IPDH Nursing Home Update
Strategic Growth	Navigating Senior Living Nonprofits: Serve Like a Nonprofit, Perform Like a Business Technology Lessons Learned from 2020: How to Create an Actionable Technology Strategic Plan	Active Adult: Moving Upstream to Attract the Younger Consumer	State of Senior Living: 2021 & Beyond	State of Senior Living: 2021 & Beyond (cont.) Exceptional Governance for a Sustainable Future
Workforce and Leadership Development	COVID-19 Impact on Nurses: Long Term Care	Using Technology to Address Employee Feedback and Reduce Turnover Cancelled	Extreme Makeover: New Hire Orientation and Onboarding Edition	REVEAL AGING: The Next Generation of Aging Services Training and Education

Student Program

LeadingAge Illinois is excited to once again offer full-time, undergraduate or graduate students enrolled in an accredited college or university the opportunity to attend the 2021 Annual Meeting and Expo. The purpose of the program is to expose students to the many career opportunities that exist and introduce them to the cutting-edge practices and the transformational, forward-thinking leaders who are shaping the future of aging services.

The Student Program conference experience includes:

- Opportunities to network with aging services professionals
- Choice of 90 education sessions and 2 general sessions
- Product and service vendors in the Expo



Students must be at least 18 years of age to participate and must demonstrate proof of full-time status. Conference registration scholarships are available to a limited number of students for the 3-day event.

To apply, please contact info@leadingageil.org and include full name, school name, pending degree or program, address, phone, e-mail and proof of full-time status. Refer to p. 17 for information on Joint Student Membership.



Session Planner – Thursday, June 24

9:00 - 10:00 AM

12:30 - 1:30 PM

2:00 - 3:00 PM

Care and Services	<p>Maximizing Post-Incident Practices to Minimize Liability Risk</p> <p>COVID-19 as Creative Catalyst for Resident Engagement and Wellness Programs</p>	<p>Functional Assessment and Activity Monitoring Technology: Provider Case Studies</p> <p>Bringing the Team Together for Effective Care Planning</p>	How Times Have Changed: Pre-, During, and Post-COVID and Delivering Care
Marketing & Consumer Behavior	Website Improvement Checklist: How to Make Your Website a Top Lead Generator	Operationalize Your Sales Process	
Operational Excellence	Let's Get Back to Quality Data and Outcomes	Creating Healthy Environments: Designing Beyond COVID	ICD-10-CM Coding, PDPM, and COVID-19: Where Are We Now?
Public Policy and Legal Issues	<p>Successfully Navigating the Regulatory Landscape: A Former Surveyor's Perspective</p> <p>Scan of the Latest Research on Affordable Senior Housing</p>	<p>Risk Management for Skilled Nursing Homes</p> <p>Supportive Living Program Policy Forum</p>	<p>What to Chart and When from a Legal Perspective: Good vs. Poor Charting</p> <p>The "Carve In"</p>
Strategic Growth	<p>Planning for Change: Understanding the Master Planning Process</p> <p>Stronger Together: Trends in Senior Living Affiliation, Acquisition & Partnerships</p>	The Middle Income Puzzle	Modular Housing
Workforce and Leadership Development	Internal Customer Service: Roll Out the Red Carpet for Your Staff	Laughing at Stress	<p>The COVID Era: Workforce Strategies For Adapting and Succeeding</p> <p>How Virtual Reality Changes the Way Caregivers Learn</p>

Thursday Keynote

10:30 AM - 11:30 AM

See page 3 for
more information.



TRANSFORMATION



Education Sessions

Care and Services

Who is Responsible for Reducing Falls?

Tuesday, June 22 9:00 AM - 10:00 AM

1 CE

- Review the most common clinical and environmental conditions that lead to falls
- Understand how collaboration across functional teams can actually prevent falls
- Learn best practices gleaned from effective cross-functional communication and interaction

FACULTY

Sandy Stoub, MA, AEA, Director of Programming, Symbria, Inc.

Derek Brown, Senior Director, Pharmacy Operations, Symbria, Inc.

Leanna Bahwell, DPT, CLT, RAC-CT, Corporate Clinical Consultant, Symbria, Inc.

Telehealth is the New Normal

Tuesday, June 22 9:00 AM - 10:00 AM

1 CE

- Describe 3 types of virtual services
- Recognize how telehealth supports improved healthcare services
- Identify 2 action steps for telehealth sustainment

FACULTY

Nell Griffin, EdM, CHC, CPHQ, Senior Quality Improvement Facilitator, Telligen QIN-QIO

Christine LaRocca, MD, Medical Director, Telligen

Infection Prevention and Control Essentials!

Tuesday, June 22 12:30 PM - 1:30 PM

1 CE

- Verbalize the impact of COVID-19 and Long-Term Care key concerns
- Discuss the importance of a solid system for identification, clinical pathways and evaluation of change in condition
- Identify 3 key employee competency topics for the Infection Prevention and Control Program

FACULTY

Susan LaGrange, RN, BSN, Director of Education, Pathway Health Services, Inc.

Music as Medicine to Address Immunity, Isolation and other COVID Challenges

Tuesday, June 22 12:30 PM - 1:30 PM

1 CE

- Discover the science behind how active music making impacts neurological, physical, and emotional health
- Communicate at least 3 best practices when implementing top-tier musical care to colleagues during and after the COVID pandemic
- Recognize the technological tools available to care for those age 65 and over

FACULTY

Andy Tubman, Co-founder and Chief Clinical Officer, Musical Health Technologies aka SingFit

A New Frontier in Senior Care: Leveraging a Progressive Approach to Population Health

Tuesday, June 22 2:00 PM - 3:00 PM

1 CE

- Learn how to build strategic and collaborative network alliances with conveners, hospitals, insurance, and ACOs
- Understand how to access expertise (clinical & strategic) via partnerships based on quality/growth/risk incentives
- Learn how to leverage and align technology solutions to access predictive analytics and data needed to inform strategies, initiatives, and partnerships

FACULTY

Kristy Yoskey, SVP of Clinical Strategies, HealthPRO Heritage

A Trauma-Informed Approach to Disaster or Pandemic: Strategies for Caregivers

Tuesday, June 22 2:00 PM - 3:00 PM

1 CE

- Define the key elements of a trauma informed approach to care and apply these to a pandemic environment
- Identify suggested guidance and practical strategies for addressing residents and staff during crisis
- Describe techniques supervisors can utilize to address trauma and secondary trauma in employees

FACULTY

Kathleen Weissberg, Education Director, Select Rehabilitation

Clinical Strategies to Counter Bias: How You and Me Become WE

Wednesday, June 23 9:00 AM - 10:00 AM

1 CE

- Describe how paternalism and implicit and explicit biases manifest in the care-planning process
- Identify an audit tool in the literature that measures the clinician's ability to seek participation in care planning
- Identify potential solutions available to overcome common barriers in shared care planning

FACULTY

Craig Nelson, BS, MS, Occupational Therapist, Retired

Bob Tripicchio, PT, D.Sc., President, Community Physical Therapy & Associates

Jennifer Wegner, BA, Program Director, Community Physical Therapy & Associates

Multi-Sensory Stimulation Rooms for Persons with Dementia: Design-on-a-Dime

Wednesday, June 23 9:00 AM - 10:00 AM

1 CE

- Identify calming and stimulating sensory interventions and the benefits of these for persons with dementia
- Enumerate design principles to consider when designing a multi-sensory space
- Recognize everyday objects, activities, lo-tech and sensory inputs to include in a multi-sensory environment to facilitate purposeful engagement

FACULTY

Kathleen Weissberg, Education Director, Select Rehabilitation

Improving Falls, Pressure Injuries and Completing Needed Trainings During Adverse Events

Wednesday, June 23 10:30 AM - 11:30 AM

1 CE

- Share 2 no-cost fall prevention and pressure injury prevention programs
- Identify 3 strategies to meet staff training needs during COVID
- List 3 action step options for improving falls and pressure injuries and meeting identified staff training needs

FACULTY

Nell Griffin, EdM, CHC, CPHQ, Senior Quality Improvement Facilitator, Telligen QIN-QIO

Christine LaRocca, MD, Medical Director, Telligen

Virtual Reality: Combating Social Isolation Through The Power of Shared Experiences

Wednesday, June 23 10:30 AM - 11:30 AM

1 CE

- Understand the prevalence of social isolation, the breadth of comorbidities associated with prolonged isolation, and how this has been exacerbated throughout the COVID-19 pandemic
- Understand the role that virtual reality plays in reducing social isolation
- Learn how to customize the experience for individuals and why personalization makes a difference

FACULTY

Kyle Rand, CEO & Co-Founder, Rendeavor

Why Does My Food Taste Like Cardboard?

Wednesday, June 23 12:30 PM - 1:30 PM

1 CE

- Describe 3 changes that occur with taste and smell as people age
- Evaluate taste profiles and apply to culinary programs
- List 3 symptoms and solutions that occur in older adults as it relates to changes in taste and difficulty swallowing

FACULTY

Erin Van Valkenburgh, Director of Nutrition and Wellness Support, Morrison Living

Gabe Martinez, Business Development Director, Morrison Living

Planning Your Last Party: Helping People in Planning Their Funeral, Memorial, or Remembering Time

Wednesday, June 23 12:30 PM - 1:30 PM

1 CE

- Describe the process for planning an event with elders
- Learn best verbiage use in engaging the topic of planning one's life celebration
- Learn examples of specific choices elders can make in planning their own celebration

FACULTY

Doreen Sterba DeZur, BME, MMUS, MDIV,

Chaplain, Plymouth Place Senior Living

Christina Vosteen, RN, MS, MDIV, MA, Chaplain, Plymouth Place Senior Living

Cooking Up An Unforgettable Dining Experience

Wednesday, June 23 2:00 PM - 3:00 PM

1 CE

- Explore how design, branding, operations, and creative solutions impact the dining experience and safety of residents and guests
- Learn first-hand lessons from experienced Directors of Food and Beverage from various settings
- Learn take-away tools to apply these principles for practical applications

FACULTY

Hillary DeGroff, IIDA, LEED AP ID+C, Associate Principal, Perkins Eastman

John Belter, Director of Fun (and Food and Beverage), LondonHouse Chicago

Phillip Dopson, Vice President of Design and Retail, Morrison Community Living

Bill Dalesandro, Senior Director of Culinary Services, Lifespace Communities



COVID-19 as Creative Catalyst for Resident Engagement and Wellness Programs

Thursday, June 24 9:00 AM - 10:00 AM
1 CE

- Apply practices for enhancing engagement via technology, telephone, personal devices, and in house broadcast channels
- Apply strategies for enhancing collaborative practices within senior living employees and residents
- Explore how disruption can produce creativity and innovation with future engagement and wellness programs

FACULTY

Caroline Edasis, Director of Creative Arts, The Mather
Beth Bagg, Director of Reprimment, The Mather
Chrissy Fernandez, Life Enrichment Manager, The Mather
Katherine Brooks, Manager of Reprimment Services, The Mather

Maximizing Post-Incident Practices to Minimize Liability Risk

Thursday, June 24 9:00 AM - 10:00 AM
1 CE

- Explain post-incident investigation strategies with a focus on root-cause analysis
- Identify ways staff can communicate to express caring and empathy
- Describe defensive documentation that will support efforts in the event of litigation

FACULTY

Lori Heilstedt, RN, MS, CPHRM, CPPS, Healthcare Safety Educator, Assurance
Vivianne Adelagun, Clinical Director of Risk Management, Legacy Health Care HC
Rick Wittmer, Principal, Kitch Drutchas Wagner Valitutti & Sherbrook

Bringing the Team Together for Effective Care Planning

Thursday, June 24 12:30 PM - 1:30 PM
1 CE

- Identify the regulatory requirements related to Care Planning
- Develop an effective person-centered plan of care that focuses on the goals of each resident
- Implement effective systems for IDT involvement in care plan development and revision

FACULTY

Eleisha Wilkes, Clinical Consultant, Proactive Medical Review

Functional Assessment and Activity Monitoring Technology: Provider Case Studies

Thursday, June 24 12:30 PM - 1:30 PM
1 CE

- Learn about the most important functions and features to look for when selecting an activity monitoring technology solution
- Explore the different types of commercially available functional assessment and activity monitoring technologies for long-term care and post-acute care settings
- Discuss the lessons learned from providers who have successfully implemented functional assessment and activity monitoring technologies in their organizations

FACULTY

Majd Alwan, Ph.D., Sr. VP of Technology and Business Strategy, LeadingAge
Scott Code, Senior Director, LeadingAge CAST

How Times Have Changed: Pre-, During, and Post-COVID and Delivering Care

Thursday, June 24 2:00 PM - 3:00 PM
1 CE

- Describe procedures, policies, and best practices now and going forward
- Identify way to do client management for existing clients and how to attract new clients in our new world
- Learn techniques to continue to grow and expand a business post-COVID

FACULTY

Laura Shaw deBruin, MSW, Executive Director, Norwood Seniors Network

Marketing and Consumer Behavior

Getting Started with Marketing Automation

Tuesday, June 22 9:00 AM - 10:00 AM
1 CE

- Define Marketing Automation vs. Email/Drip Campaigns
- Review examples of journeys to improve marketing ROI on both MQL and MSL prospects
- Learn options for easy vs. hard approaches to deploying marketing automation at a community

FACULTY

Dylan Pattenau, National Director of Digital Strategies, Covenant Living Communities & Services
Mackenzie Hurlbert, Digital Strategies Manager, Covenant Living Communities and Services

How to Reshape Your Marketing Message for the "Post" Pandemic World

Tuesday, June 22 12:30 PM - 1:30 PM
1 CE

- Gain insight through a group discussion on what others in the industry have found to be important to future residences in a post-pandemic society
- Understand how a community can develop its authentic voice by engaging its whole team in examining and outlining its core values and competitive advantages
- Learn what it takes to get an entire team on board to update brand messaging

FACULTY

Dan Gartlan, President, Stevens & Tate Marketing

Stepping Dining Up a Notch

Tuesday, June 22 2:00 PM - 3:00 PM
1 CE

- Identify means and methods to enhance the dining program
- Understand how food and nutrition play a role in marketing
- Understand how the trends of "healthy", MIND diet, and choices drive behavior

FACULTY

Gretchen Robinson, Marketing Dietitian, Martin Bros. Distributing

WOW 'Em with a Red Carpet Tour and Move-In Experience!

Wednesday, June 23 9:00 AM - 10:00 AM
1 CE

- Identify ways to personalize the tour and move-in experience for prospects and new residents
- Understand how every team member can make red carpet first impressions
- Employ strategies for making new residents feel welcome in their new home

FACULTY

Donna Cutting, CSP, Founder & CEO, Red-Carpet Learning Systems, Inc.

Clean Slate Project: Envisioning a New Future

Wednesday, June 23 10:30 AM - 11:30 AM
1 CE

- Discover how futurists in the fields of global research, technology, and healthcare are planning for the 55+ consumer
- Understand the drivers of change and how multiple markets are converging to force innovation in senior living
- Learn how Clean Slate scenarios could help redirect and reinvent organizations

FACULTY

JinHwa Paradowicz, AIA, LEED, AP BD+C, Associate Principal, Perkins Eastman
Will Carney, Managing Director, Ziegler Investment Banking
Janice Maloney, MBA, CPA, Principal, Sawgrass Partners

Marketing and Sales in the New Reality: The Path to Rebuilding and Sustaining Census

Wednesday, June 23 12:30 PM - 1:30 PM
1 CE

- Assess senior living prospects' current thinking
- Describe the foundational pieces of a successful 2021 marketing plan
- Differentiate branding and messaging strategies to motivate prospects to move forward in the sales process

FACULTY

Lisa Pearre, Principal, Chief Client Services Officer, Love & Company
Jim Gentry, Copy Director, Love & Company
Joan Kelly-Kincade, Senior Sales Advisor, Love & Company

Actionable Marketing Strategies to Shorten Your Buyer's Journey and Improve Results

Wednesday, June 23 2:00 PM - 3:00 PM
1 CE

- Understand 4 interconnected strategies to attract prospects post-pandemic
- Learn how to draw visitors to a website and convert them into qualified sales leads
- Understand how marketing strategies and marketing automation can improve the buying journey

FACULTY

Nicole Wagner, Bachelors Advertising/Marketing, Internet Marketing Director, Stevens & Tate Marketing

Website Improvement Checklist: How to Make Your Website a Top Lead Generator

Thursday, June 24 9:00 AM - 10:00 AM
1 CE

- Understand how to improve and evolve the brand messaging and user-friendliness of a website
- Discover how to keep increasing a website's exposure to regularly attract high-quality prospects
- Ascertain how to continually track and evaluate conversion points on a website to turn visitors into leads and prospects

FACULTY

Nicole Wagner, Bachelors Advertising/Marketing, Internet Marketing Director, Stevens & Tate Marketing



*Operationalize Your Sales Process***Thursday, June 24 12:30 PM - 1:30 PM**

1 CE

- Describe the important segments of the sales process including hiring, strategic marketing, and successful move-in, and the challenges with each step
- Learn how an operational approach to each step mitigates the challenges
- Demonstrate the use of sales-focused management tools that can effectively set expectations, improve productivity, and produce exceptional results

FACULTY

Veronica Fogelman, President, Ledgerock Consulting LLC

Operational Excellence*Timely Update on COVID-19 Relief Funds and PPP: What's Next?***Tuesday, June 22 9:00 AM - 10:00 AM**

1 CE

- Gain confidence in understanding the funding requirements for reporting and how to efficiently prepare for future reporting
- Identify new sources of funding as well as any compliance or reporting requirements that may be required
- Prepare for future impact of existing and future funding

FACULTY

Chad Kunze, Principal, CLA

*There's No Turning Back! Resident Technology Support is a Must-Have in 2021 and Beyond***Tuesday, June 22 9:00 AM - 10:00 AM**

1 CE

- Learn trends and expectations in senior living resident technology
- Learn about options available to provide personalized technology support to residents
- Learn how one community integrated Tech@Home on their campus to meet their residents' technology needs

FACULTY

Amber Bardon, PMP, CEO, Parasol Alliance

*Turn Those Blurry Receivables into Clear Collections***Tuesday, June 22 12:30 PM - 1:30 PM**

1 CE

- Review key items management should have in place to review and monitor revenue cycle performance
- Understand when the collection process begins and how to maximize an organization's ability to recover all monies owed
- Apply industry benchmarks to determine revenue cycle performance compared to state and national averages

FACULTY

Juli Pascoe, CPA, Partner, BKD, LLP
Brian Stines, Attorney, Vanek, Larson & Kolb, LLC
Jennifer Barboa, Senior Consultant II, BKD, LLP

*Reactive to Proactive Technology Practices***Tuesday, June 22 12:30 PM - 1:30 PM**

1 CE

- Understand what technology skills are necessary to prepare for unexpected circumstances
- Learn about the latest trends in the most advanced technology world and its relevance
- Dive deeper into how technology adoption can become a core value in terms of future services for older adults

FACULTY

Vivian Chazen, Emerging Tech Consultant & Content Director, VRespawn

*Key Traits of Organizations That Succeed With Technology***Tuesday, June 22 2:00 PM - 3:00 PM**

1 CE

- Discover shared characteristics of organizations which succeed with technology
- Learn what an organization can do right away to be better positioned to adopt new technology and innovate in the industry
- Explore what can be learned about technology adoption from businesses outside of the senior care industry

FACULTY

Steven VanderVelde, Senior Living Enterprise Architect, ProviNET Solutions

*The "Biggest Misses" of PDPM***Wednesday, June 23 9:00 AM - 10:00 AM**

1 CE

- Explore the importance of the Interim Payment Assessment and opportunities
- Gain a clearer understanding of MDS Section GG considering the impact of changes in function on the nursing and therapy case mix groups
- Understand the different areas of the MDS that impact the IPA and how they relate to one another

FACULTY

Linda Kolleng, Vice President, Clinical Operations, Symbria, Inc.
Aaron Hagopian, Senior Director of Analytics, Symbria

*Facilities Planning: Strategies to Avoid Band-Aid Fixes***Wednesday, June 23 9:00 AM - 10:00 AM**

1 CE

- Understand industry trends and best practices in facilities management
- Comprehend how to draft an annual maintenance budget and capital expense forecast
- Appreciate the value of technology in an EVS Facilities department

FACULTY

Frank Muraca, President, ARCH Consultants, Ltd.
Brit Vipham, Communications Director, ARCH Consultants, Ltd.

*Cleaning the Environment is Important! Did We Forget That?***Wednesday, June 23 10:30 AM - 11:30 AM**

1 CE

- Understand environmental cleaning as a universal infection control strategy
- Discuss environmental cleaning and disinfecting as a defense for COVID-19 and other infectious pathogens
- Explain how environmental staff can impact patient outcomes and ultimately lead to a positive experience

FACULTY

Caryn Humphrey Arnold, Medical Science Liaison, Medline Industries, Inc

*Mastering the Focused Infection Control Survey Process***Wednesday, June 23 10:30 AM - 11:30 AM**

1 CE

- Describe the procedures used by surveyors when conducting focused infection control surveys
- Explain enhanced enforcement actions associated with infection control citations
- Apply strategies to prevent infection control citations

FACULTY

Shelly Maffia, Director of Regulatory Services, Proactive Medical Review

*Health Care Technology Agreements and Long Term Care: Navigating the Digital Age***Wednesday, June 23 12:30 PM - 1:30 PM**

1 CE

- Learn about Telemedicine and technological advances in healthcare for assisted living and nursing home facilities
- Learn about issues to consider when adopting, shopping, or implementing technology for a facility
- Learn about latest trends in contracting and technology transactions

FACULTY

Neville Bilimoria, Partner, Health Law Practice Group, Duane Morris LLP

*Refocus on Security: Balancing Protection with Convenience***Wednesday, June 23 12:30 PM - 1:30 PM**

1 CE

- Realize the importance of instilling a "security mindset" at a facility
- Realize the importance of security and convenience
- Learn how to implement security measures as a means, and create value as an end goal

FACULTY

Steve Wilder, President and COO, SWA, LLC d/b/a Sorensen, Wilder & Associates

*Steering the Course on Supply Chain Strategies During COVID-19***Wednesday, June 23 2:00 PM - 3:00 PM**

1 CE

- Implement processes and strategies for locating trusted supply chain sources
- Gain awareness of tools that help streamline an organization's supply chain
- Develop aggregation models and methods with other providers

FACULTY

Chet Chandler, Vice President, Strategic Accounts, Value First

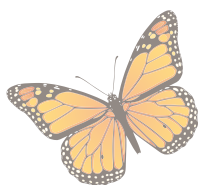
*Understand How Reimbursement Rates Are Calculated***Wednesday, June 23 2:00 PM - 3:00 PM**

1 CE

- Understand how HFS calculates the nursing, support, and capital components of the Illinois Medicaid reimbursement rate
- Understand how CMS calculates the Medicare rates by analyzing each component that makes up the final reimbursement amounts, including the therapy and functional components
- Analyze how rates may change from one period to the next and determine which factors are controllable by a facility

FACULTY

Steven Lavenda, Partner, Marcum LLP
Scott Manson, Managing Director, Marcum LLP



Let's Get Back to Quality Data and Outcomes

Thursday, June 24 9:00 AM - 10:00 AM

1 CE

- Review changes to CMS quality data collection
- Verbalize location of quality measure details
- Develop an action plan for quality improvement based on data

FACULTY

Karolee Alexander, Director of Clinical and Reimbursement, Pathway Health

Creating Healthy Environments: Designing Beyond COVID

Thursday, June 24 12:30 PM - 1:30 PM

1 CE

- Discover which engineering/HVAC systems is the best fit for a community
- Review design strategies to help mitigate future illnesses
- Review interior design strategies to help the spread of viruses and bacteria

FACULTY

Emily Jimerson, AIA, NCARB, LEED AP bd+c, Senior Associate, SFCS Architects

Vernon Feather, AIA, Senior Vice President, SFCS Architects

ICD-10-CM Coding, PDPM, and COVID-19: Where Are We Now?

Thursday, June 24 2:00 PM - 3:00 PM

1 CE

- Describe how ICD-10-CM coding impacts PDPM and reimbursement
- Describe the COVID-19 codes and documentation needed to support them
- Explain how documentation improvement impacts PDPM and reimbursement

FACULTY

Tracey Jenkins, MHI, RHIA, OHCC, HIM Consultant, Carlin & Associates, LTD.

Doris Perry, RHIT, HIM Consultant, Carlin & Associates, LTD.

Public Policy and Legal Issues

Master the Survey Process

Tuesday, June 22 9:00 AM - 10:00 AM

1 CE

- Understand how the CMS and IDPH survey processes work together and how they are different
- Understand key sanctions, including mandatory sanctions and how to avoid them or reduce their impact
- Develop an ongoing plan to reduce risk, address citations when they happen and limit civil liability from survey exposure

FACULTY

Matt Murer, Chair of Health Care Department, Polsinelli, PC

Sara Avakian, Attorney, Polsinelli

Exploring Care in the Home

Tuesday, June 22 12:30 PM - 1:30 PM

1 CE

- Understand the range of services available to care for older adults, including home care, home health, PACE, palliative care, and hospice
- Discuss the impact of the pandemic on services that provide care in the home
- Compare the differences between partnering with existing community organizations or developing your own programs to meet the needs of your area

FACULTY

Brendan Flinn, Director of Medicaid and Home and Community-Based Services, LeadingAge

Mollie Gurian, Director of Hospice, Palliative & Home Health Policy, LeadingAge

HIPAA Changes Are On The Way! What You Need To Know

Tuesday, June 22 12:30 PM - 1:30 PM

1 CE

- Explain, at a high level, the HIPAA Privacy Rule
- Describe the proposed changes to the HIPAA Privacy Rule
- Explain how these changes impact post-acute care organizations

FACULTY

Tracey Jenkins, MHI, RHIA, OHCC, HIM Consultant, Carlin & Associates, LTD.

Doris Perry, RHIT, HIM Consultant, Carlin & Associates, LTD.

Contractual Risk Shifting: Insurance, Contractual Risk Shifting Provisions, and Additional Insureds

Tuesday, June 22 12:30 PM - 1:30 PM

1 CE

- Receive an overview of risk shifting provisions, including indemnity and additional insured requirements, in contracts with third parties
- Learn of potential consequences of risk shifting provisions
- Learn recommendations, best practices, and advice for negotiation for appropriately shifting risks in contracts with third parties

FACULTY

Michael Airdo, JD, Partner, Kopon Airdo, LLC

Mollie Werwas, JD, Partner, Kopon Airdo, LLC

Proactive Updates - A Look at Best Practices for Updating Employee Training to Best Prevent Risk

Tuesday, June 22 2:00 PM - 3:00 PM

1 CE

- Learn how to implement new policies geared towards creating new employee training policies to best reduce risk
- Gain a deeper understanding of how best to implement COVID-19 specific training
- Understand new changes in law that require updates for employee handbooks

FACULTY

Adam Guetzow, JD, Partner, Hinshaw and Culbertson, LLP

Aimee Delaney, Partner and Labor and Employment Practice Group Leader, Hinshaw & Culbertson LLP

David Alfini, JD, Partner, Hinshaw & Culbertson LLP

Federal Tax Update: What Non-Profit Providers Need to Know

Tuesday, June 22 2:00 PM - 3:00 PM

1 CE

- Understand the current federal tax landscape and how it affects critical operational and financing decisions for senior living providers
- Learn about how the current tax reform impacts charitable giving and fundraising
- Explore the latest guidance on hot topics from the IRS

FACULTY

Cory Kallheim, VP of Legal Affairs and Social Accountability, LeadingAge

Crisis Response: What To Do When Media, Law Enforcement, and Regulatory Agencies Are At The Door

Wednesday, June 23 9:00 AM - 10:00 AM

1 CE

- Receive guidance and ideas for preparing for crisis events in the residential care facility
- Learn how to investigate crisis events and prepare for potential litigation by preserving evidence
- Learn about the best practices, policies, and procedures for responding to and mitigating crisis events in the residential care facility

FACULTY

Michael Airdo, JD, Partner, Kopon Airdo, LLC

Mollie Werwas, JD, Partner, Kopon Airdo, LLC

What is the Future of Nursing Homes After COVID?

Wednesday, June 23 9:00 AM - 10:00 AM

1 CE

- Understand the data underlying the impact of COVID on nursing homes: community spread, staff, size, population, and response
- Learn how high-performing nursing homes addressed community spread, infection control, isolation, and staff morale
- Learn how to address public opinion and reassure future and current residents

FACULTY

Janine Finck-Boyle, VP of Regulatory Affairs, LeadingAge

Jodi Eyigor, Director of Nursing Home & Quality, LeadingAge

Disaster Preparedness for Affordable Multifamily Housing Providers

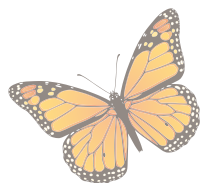
Wednesday, June 23 10:30 AM - 11:30 AM

1 CE

- Learn about natural disasters and emergencies that have impacted affordable housing providers in the context of COVID-19
- Identify HUD requirements in the event of a disaster
- Understand HUD's tools and resources for emergency preparedness and response, including job continuity exercises and risk assessments

FACULTY

Juliana Bilowich, Director, Housing Operations and Policy, LeadingAge



*Litigation in the Post-COVID Setting***Wednesday, June 23 10:30 AM - 11:30 AM**

1 CE

- Gain a deeper understanding of the scope of litigation now being brought against skilled and assisted facilities related to their COVID-19 responses
- Learn how existing state and federal immunity acts have assisted with the defense of COVID-19 litigation
- Better understand how existing policies and procedures may be used against an organization and how best to minimize that risk

FACULTY**Adam Guetzow, JD, Partner, Hinshaw and Culbertson, LLP****Aimee Delaney, Partner and Labor and Employment Practice Group Leader, Hinshaw & Culbertson LLP****David Alfani, JD, Partner, Hinshaw & Culbertson LLP***Linking Emergency Preparedness Plan to Infection Control***Wednesday, June 23 12:30 PM - 1:30 PM**

1 CE

- Identify emergency preparedness regulations and infection control policy and procedure
- Analyze the prevention and management of an infection control plan
- Plan emergency preparedness drills and risk-based analysis

FACULTY**Janine Finck-Boyle, VP of Regulatory Affairs, LeadingAge***Assisted Living Update***Wednesday, June 23 12:30 PM - 1:30 PM**

1 CE

- Examine the most current survey and compliance issues with IDPH
- Understand key areas to prepare for an AL survey
- Learn the latest COVID-19 guidance for AL

FACULTY**Lynda Kovarik, RN, HFSN, Chief, Division of Assisted Living, Senior Public Service Administrator, Illinois Department of Public Health Division of Assisted Living***Mental Illness and Related Disabilities in the Senior Living Workplace: Strategies for Legal Compliance***Wednesday, June 23 2:00 PM - 3:00 PM**

1 CE

- Learn best practices for engaging in the interactive process to determine whether reasonable accommodation is possible
- Gain a working understanding of the state and federal laws governing disability discrimination
- Gain an understanding of the parameters for reasonable accommodation as it applies to mental illness in the senior living space

FACULTY**Adam Guetzow, JD, Partner, Hinshaw and Culbertson, LLP****Aimee Delaney, Partner and Labor and Employment Practice Group Leader, Hinshaw & Culbertson LLP****David Alfani, JD, Partner, Hinshaw & Culbertson LLP***Scan of the Latest Research on Affordable Senior Housing***Thursday, June 24 9:00 AM - 10:00 AM**

1 CE

- Learn from the latest research to help build a case to preserve or build affordable housing
- Understand the latest research on housing needs of older adults, for renters and owners, and how historic racial inequities impact today's needs
- Learn the latest on homelessness among older adults

FACULTY**Linda Couch, Vice President, Housing Policy, LeadingAge***Successfully Navigating the Regulatory Landscape: A Former Surveyor's Perspective***Thursday, June 24 9:00 AM - 10:00 AM**

1 CE

- Describe the relationship between regulations, CMS's guidance to surveyors, and facility generated policies and procedures and the impact each have on compliance decisions
- Describe 2 approaches to address inadequate documentation identified during the survey process
- Identify 3 strategies which contribute to a successful IDR

FACULTY**William Vaughan, BSN, RN, Consultant, Long-Term Care***Risk Management for Skilled Nursing Homes***Thursday, June 24 12:30 PM - 1:30 PM**

1 CE

- Understand the top 10 risk areas in operations, billing, and employment
- Develop simple operational changes to mitigate key risk areas
- Develop systems for monitoring key risk areas, especially in the current challenging market

FACULTY**Matt Murer, Chair of Health Care Department, Polsinelli, PC****Meredith Duncan, Shareholder Attorney, Polsinelli***Supportive Living Program Policy Forum***Thursday, June 24 12:30 PM - 1:30 PM**

1 CE

- Learn about commonly cited non-compliance areas and how to prevent them
- Gain knowledge regarding recent issues impacting the Supportive Living Program
- Become familiar with SLP waiver performance measures and how they relate to a community

FACULTY**Kara Helton, SLP Coordinator, Department of Healthcare & Family Services, Bureau of Long Term Care***The "Carve In"***Thursday, June 24 2:00 PM - 3:00 PM**

1 CE

- Gain a deeper understanding of Medicare Advantage (MA) plans and how they have evolved
- Review of the VBIID demonstration-hospice benefit component
- Learn how to balance provider needs and capabilities with what plans are looking for in a partner

FACULTY**Mollie Gurian, Director of Hospice, Palliative & Home Health Policy, LeadingAge***What to Chart and When from a Legal Perspective: Good vs. Poor Charting***Thursday, June 24 2:00 PM - 3:00 PM**

1 CE

- Learn common mistakes made by the residential care facility with respect to charting
- Understand how these common mishaps can turn a defensible case into an indefensible case
- Learn recommendations, best practices, and advice for educating staff on these common mishaps and how to best prevent them from occurring in the future

FACULTY**Michael Airdo, JD, Partner, Kopon Airdo, LLC****Mollie Werwas, JD, Partner, Kopon Airdo, LLC****Strategic Growth***No Excuses: Strategically Creating a Modern Independent Living Environment***Tuesday, June 22 9:00 AM - 10:00 AM**

1 CE

- Address strategic considerations evaluated to create a new campus living options aimed at a diversified consumer base
- Understand the challenges faced by the organization and project team and outline the key metrics that drive decision making
- Learn about the benefits and liabilities of assembling a team of diverse professionals early with the goal of creating a product that will appeal to future consumers

FACULTY**Jamie Timoteo, MBA, Senior Vice President, Plante Moran Living Forward****Dodd Kattman, Principal, MKM architecture + design***Top Trends in Aging Services for 2021 and Beyond: Transitioning to a New Landscape***Tuesday, June 22 12:30 PM - 1:30 PM**

1 CE

- Identify 10 important trends shaping the aging services profession
- Become familiar with the latest regulatory and payment models affecting senior care and living
- Offer insight into strategies to succeed given new realities

FACULTY**Erin Shvetzoff Hennessey, Chief Executive Officer/Principal, Health Dimensions Group***Saying Yes When You Want To Say No: Development Strategies in Unusual Times and COVID Lessons Learned***Tuesday, June 22 2:00 PM - 3:00 PM**

1 CE

- Learn how to plan and re-evaluate development initiatives
- Discover the different agile approaches to design and construction
- Learn COVID-19's permanent impact in design and construction

FACULTY**Randy Gross, Vice President Project Development, Covenant Living Communities and Services****Craig Witz, Member of Wisconsin State Bar, Principal, Witz Company****John Cassidy, Project Development Manager, Covenant Living Communities & Services**

Technology Lessons Learned from 2020: How to Create an Actionable Technology Strategic Plan

Wednesday, June 23 9:00 AM - 10:00 AM
1 CE

- Learn how to build and execute a technology plan framework based on business goals
- Review communication and implementation strategies to execute a plan
- Learn what technology investments need to be planned to ensure long-range agility and disaster management

FACULTY

Amber Bardon, PMP, CEO, Parasol Alliance

Ryan Preuss, Director of Engineering, Parasol Alliance

Heather Contreras, Director of Network & Security, Parasol Alliance

Navigating Senior Living Nonprofits: Serve Like a Nonprofit, Perform Like a Business

Wednesday, June 23 9:00 AM - 10:00 AM
1 CE

- Learn leading practices for navigating an organization to ensure healthy and ethical direction
- Understand the concept of Enterprise (Strategic) Risk Management and its strategic value and necessity
- Recognize how proactively enhancing governance capabilities and outcomes propels health, reputation, and success to gain a competitive advantage

FACULTY

Bill Bojan, Director, CLA

Chad Kunze, Principal, CLA

Active Adult: Moving Upstream to Attract the Younger Consumer

Wednesday, June 23 10:30 AM - 11:30 AM
1 CE

- Learn how to address an opportunity to attract younger older adults into a community that helps cultivate, nurture, and secure fulfilling relationships with new consumers
- Understand why bringing an active adult lifestyle offering into nonprofits' strategic planning conversations is important for the future of nonprofit organizations
- Learn why making the shift to appeal to this active adult market can be the difference between operators that remain competitive in the future and those operators that are left behind

FACULTY

Dana Wollschlager, Partner, Plante Moran Living Forward

Jeff Arnold, Chief Operating Officer, United Group of Companies

Jessica Towles, Vice President of Suburban Property Management, FirstService Residential

Susan Landais, MS, Retired Healthcare Leader & Carillon at Cambridge Lakes Board Member, Carillon at Cambridge Lakes

State of Senior Living: 2021 & Beyond

Wednesday, June 23 12:30 PM - 1:30 PM; 2:00-3:00 PM
2 CES

- Review Ziegler's up-to-the-minute research on the post-COVID marketplace, partnership and affiliation trends and tactics, hot technologies, the latest in home and community-based services, campus repositioning, and winning workforce strategies
- Examine the current state of the senior living capital markets, senior living financing trends, changes in the banking climate and credit ratings
- Engage in conversation with thought leaders as they reflect on the year that was and consider the year ahead

FACULTY

Stephen Johnson, Managing Director, Sponsorship Transition Advisory Practice, Ziegler

Will Carney, Managing Director, Ziegler Investment Banking

Exceptional Governance for a Sustainable Future

Wednesday, June 23 2:00 PM - 3:00 PM
1 CE

- Identify how an organization can create an enduring future by optimizing performance and establishing financial sustainability
- Realize why organizations need to be intentional about strong governance practices, including fiscal stewardship, succession planning, and innovation, to continue to grow their mission faithfully
- Learn how Chicago Methodist Senior Services and its strategic board have successfully expanded their reach through strong joint ventures and partnerships

FACULTY

Jon Sammons, Director, LeaderStat Premier

Bill Lowe, CEO/President, Chicago Methodist Senior Services

Jennifer Schwalm, Partner - Healthcare, Senior Services Leader, Baker Tilly Virchow Krause, LLP

Stronger Together: Trends in Senior Living Affiliation, Acquisition & Partnerships

Thursday, June 24 9:00 AM - 10:00 AM
1 CE

- Explore how rapidly changing market and business forces are converging to threaten the future of many senior living organizations
- Explore how a well-executed affiliation can secure the future success of both organizations
- Examine real-time case-studies from around the country, including sponsorship transitions, joint ventures, mergers, acquisitions and dispositions

FACULTY

Daniel Revie, Managing Director, Senior Housing & Care Practice, Ziegler

Lisa McCracken, Director, Senior Living Research & Development, Ziegler

Stephen Johnson, Managing Director, Sponsorship Transition Advisory Practice, Ziegler

Planning for Change: Understanding the Master Planning Process

Thursday, June 24 9:00 AM - 10:00 AM
1 CE

- Describe the importance of the 4 components of a successful master planning process (Architecture, Operations, Finance, and Marketing)
- Understand the interconnection between the 4 components of a master plan and the impact of solely focusing on only 1-2 aspects
- Utilize a Perspective Based Sensory Assessment (PBSA) tool to better understand and positively change the experience in a community

FACULTY

Andrew Alden, M. Arch, Associate AIA, Senior Associate/Senior Designer, AG Architecture

Eric Harrmann, Chief Design Officer, AG Architecture

Jamie Timoteo, MBA, Senior Vice President, Plante Moran Living Forward

The Middle Income Puzzle

Thursday, June 24 12:30 PM - 1:30 PM
1 CE

- Understand the spectrum of residents caught between too much and not enough income
- Identify actionable ideas that can help a current or future community broaden offerings to attract those left out of the mix
- Learn from successes and failures and what can be done to make current ideas work better

FACULTY

Chris Lee, Designer, BLDD Architects, Inc.

Adam Stack, Architect, BLDD Architects, Inc.

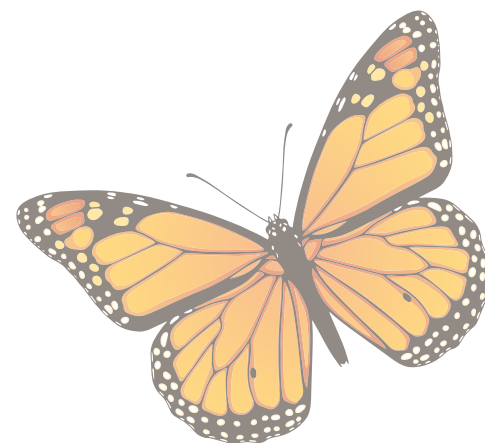
Modular Housing

Thursday, June 24 2:00 PM - 3:00 PM
1 CE

- Determine if modular housing is a fit for the campus
- Understand the "new modular" housing
- Provide parameters for each campus to move forward or not

FACULTY

Keith Sheahan, Senior Project Manager, ARCH Consultants



Workforce and Leadership Development**Leadership Beyond COVID-19: Ignite the Passion Within****Tuesday, June 22 9:00 AM - 10:00 AM**

1 CE

- Describe 3 key concepts for leading in today's health care world
- Learn about fostering creativity and collaboration in a regulated world
- Develop a team that values each others strengths and will improve professional development

FACULTY**Lisa Thomson**, Chief Strategy and Marketing Officer, Pathway Health**Follow Me****Tuesday, June 22 12:30 PM - 1:30 PM**

1 CE

- Learn how to use leadership skills to improve an organization's outcomes
- Discover how to develop staff to become exceptional leaders and retain great employees
- Learn how to grow and influence positive changes with a staff

FACULTY**Steve Gilliland**, CSP, CPAE, Hall of Fame Speaker & Best Selling Author, Steve Gilliland, Inc.**Interviewing for Retention****Tuesday, June 22 2:00 PM - 3:00 PM**

1 CE

- Develop the most effective interview questions
- Probe for the most complete and candid interviewee responses
- Convey a transparent picture of the position and organizational culture to ensure alignment

FACULTY**Candace Fisher**, Director of Organizational Development, HR Source**Lauren Soderstrom**, Senior Organizational Development Partner, HR Source**Exceptional Leadership in Crucial Moments****Tuesday, June 22 2:00 PM - 3:00 PM**

1 CE

- Identify behaviors under stress
- Identify 3 elements during crucial moments in order to be more effective in communicating
- Identify strategies to improve ways to handle difficult situations

FACULTY**Leigh Lachney**, Vice President of Business Development, TMC**Strategies for Recruiting and Retaining an Aging Services Workforce****Tuesday, June 22 2:00 PM - 3:00 PM**

1 CE

- Consider the societal, policy and organizational workforce challenges facing aging services providers
- Hear about practical solutions and promising practices to recruit, retain and develop staff across all professions and care settings
- Explore ways to effectively support and engage workers to improve staff stability and reduce employee turnover

FACULTY**Susan Hildebrandt**, Vice President, Workforce Initiatives, LeadingAge**Robyn Stone**, Senior Vice President of Research, LeadingAge**Natasha Bryant**, Senior Research Associate, LeadingAge LTSS Center @UMass Boston**COVID-19 Impact on Nurses: Long Term Care****Wednesday, June 23 9:00 AM - 10:00 AM**

1 CE

- Discuss the purpose of the COVID-19 Impact on Nurses Study
- Identify strategies to improve nurse well-being and reduce intent-to-leave
- Describe how the Telligen project helps support LTC nurses

FACULTY**Nell Griffin**, EdM, CHC, CPHQ, Senior Quality Improvement Facilitator, Telligen QIN-QIO**Amy Garcia**, Associate Clinical Faculty and Director of Practice at the University of Kansas School of Nursing, University of Kansas School of Nursing**Using Technology to Address Employee Feedback and Reduce Turnover** **Cancelled****Wednesday, June 23 10:30 AM - 11:30 AM**

1 CE

- Understand current industry employee turnover data
- Learn how to implement a communication pipeline with new hires and how to react to the results
- Learn about a tool that helps combat turnover and also about employee retention best practices

FACULTY**Jon Golm**, President, WeCare Connect**Extreme Makeover: New Hire Orientation and Onboarding Edition****Wednesday, June 23 12:30 PM - 1:30 PM**

1 CE

- Employ orientation and onboarding initiatives designed to get new hires to buy into an organization's mission and service standards
- Analyze the critical role of department managers to ensure employees successfully integrate into their new jobs
- Acquire a comprehensive checklist to help align new and current staff with culture

FACULTY**Donna Cutting**, CSP, Founder & CEO, Red-Carpet Learning Systems, Inc.**REVEAL AGING: The Next Generation of Aging Services Training and Education****Wednesday, June 23 2:00 PM - 3:00 PM**

1 CE

- Relate the connection between employee engagement and retention
- Examine the modern worker and their motivations
- Describe the benefits of experiential and microlearning

FACULTY**Julie Boggess**, Director of Grants and Consulting Projects/ Certified Master Trainer, AGE-u-cate Training Institute**Internal Customer Service: Roll Out the Red Carpet for Your Staff****Thursday, June 24 9:00 AM - 10:00 AM**

1 CE

- Identify key customer service strategies for improving employee retention and engagement
- Learn how to evaluate the gap between the employee experience currently provided and the one desired
- Obtain actionable ideas for getting people engaged in an organization's mission, excited to come to work, and to feel valued

FACULTY**Donna Cutting**, CSP, Founder & CEO, Red-Carpet Learning Systems, Inc.**Laughing at Stress****Thursday, June 24 12:30 PM - 1:30 PM**

1 CE

- Define workplace stress and how bodies/minds react to it
- Discover how humor, laughter, and playfulness can strengthen resilience
- Practice techniques to increase the use of humor to address workplace stress

FACULTY**Mallori DeSalle**, Director of SBIRT Implementation and Motivational Interviewing Training, Prevention Insights at Indiana University-Bloomington**The COVID Era: Workforce Strategies For Adapting and Succeeding****Thursday, June 24 2:00 PM - 3:00 PM**

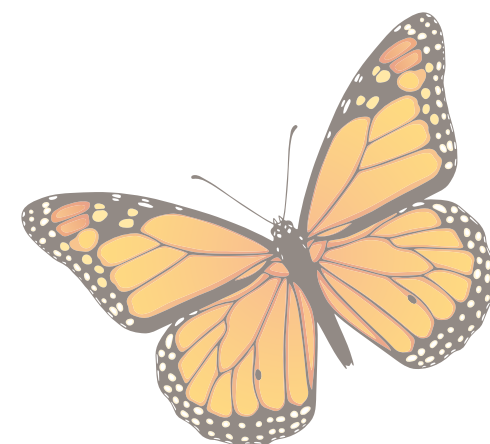
1 CE

- Describe the current state of staffing in senior care and how COVID-19 will continue to influence the future of the workforce
- Understand best practices for recruiting from the newly created talent pool of displaced workers
- Learn strategies to better communicate with and support staff

FACULTY**Peter Corless**, Executive Vice President of Enterprise Development, OnShift**How Virtual Reality Changes the Way Caregivers Learn****Thursday, June 24 2:00 PM - 3:00 PM**

1 CE

- Identify several reasons that immersive training tools can be more effective than traditional or online learning
- Learn insights about what it is like to live with progressing dementia
- Identify how to implement an innovative training program, including partnering with healthcare students in training from area colleges/universities

FACULTY**Erin Washington**, Director of Education & Training, Embodied Labs**Johanna Balas**, Medical Student, Rush College of Medicine**Sarah Brunner**, Director of Organizational Development, Chicago Methodist Senior Services**Ann Brennan**, Director of Volunteer Services, Chicago Methodist Senior Services

Rates

Deadlines:
Early Registration Deadline..... Thursday, May 27, 2021
Pre-registration (Standard) Deadline.....Thursday, June 17, 2021

REGISTER BY MAY 27 TO TAKE ADVANTAGE OF LOWER REGISTRATION RATES.
RATES INCREASE BY \$50/PERSON AND \$100/SITE AFTER MAY 27.

Provider Member Individual Rates	\$199/person
Provider Member Group Rates *	\$995/site (Same Address)
Provider Non-Member	\$299/person
Business Member	\$399/person
Vendor Non-Member	\$599/person
Board/Trustee	Complimentary with provider member registration
Student	Refer to page 7

Please note: Individuals who have registered under the wrong fee category will be responsible for the difference in cost. The registration order will be placed on hold until the difference in payment is received.

** Provider members registering in this category may register staff who all work at the same address. Different sites must register separately and pay the appropriate registration fees.*

Registration

Register for the 2021 Annual Meeting & Expo at leadingageil.org/annual-conference.

What’s Included?
Annual meeting rates include education sessions, handout materials, continuing education credits (for sessions viewed live only), and access to on-demand sessions after the conference. Continuing education credit is **not** available for sessions viewed on-demand.

Concurrent Educational Sessions
Refer to the on-line brochure at leadingageil.org/annual-conference for full session descriptions. Sessions do NOT need to be indicated at the time of registration.

Registration Instructions
Visit leadingageil.org/annual-conference to register.
Contact LeadingAge Illinois at meetingservices@leadingageil.org or 630-325-6170 for assistance with registering without a credit card.

Registration Cancellation

Received by	Refund
Thursday, June 17	Full refund less \$25.00 processing fee

We are unable to issue refunds for cancellations received after Thursday, June 17, 2021. All cancellation requests must be made in writing to meetingservices@leadingageil.org.

Registration Modifications/Additions
Modifications and additions to a registration order can be made by sending an e-mail detailing the modifications/additions needed to meetingservices@leadingageil.org

Substitutions
Substitutions must be submitted in writing to meetingservices@leadingageil.org by Thursday, June 17.

Attendee Contact Information
The Annual Conference is a networking event. Contact information may be shared with other registrants and will be visible when using the virtual event platform. Attendees will have the ability to make changes to individual profiles to edit/hide certain information once logged into the virtual platform.

Special Services
E-mail meetingservices@leadingageil.org if special services or assistance for the virtual conference is required.

Registration Questions
Direct all Annual Meeting questions to meetingservices@leadingageil.org or call LeadingAge Illinois at 630.325.6170.

Registration Confirmation
All pre-registered attendees will receive a confirmation by email. If a confirmation e-mail is not received within 24 hours of registration, contact LeadingAge Illinois at 630.325.6170 or meetingservices@leadingageil.org. If there are mistakes on a confirmation e-mail (spelling of name, change in e-mail address, etc.), please send the corrections to meetingservices@leadingageil.org.

Shared Log-Ins - Registration Policy
Sharing a registration is not permitted. A registration must be used by the same person for each day(s) that the person is registered, even if the person is able to attend only part of the program or Annual Meeting. CEs will not be issued to different individuals using the same log-in credentials.

Individual Email Address and Computer
Access Required for Each Attendee

A unique email address and access to a laptop or desktop computer is required for each attendee in order to log-in to the virtual conference platform, receive important conference updates, and to earn CEs.



VIRTUAL CODE OF CONDUCT

LeadingAge Illinois is committed to providing a professional, friendly, safe, and welcoming environment for all participants. Attendees, speakers, exhibitors, and LeadingAge Illinois staff members are expected to abide by this Virtual Code of Conduct. LeadingAge Illinois has zero tolerance for any form of discrimination, harassment, or other unacceptable behavior.

Unacceptable behavior includes, but is not limited to:

- Intimidating, harassing, abusive, discriminatory, derogatory, or demeaning speech or actions.
- Harmful or prejudicial verbal or written comments or visual images related to gender, sexual orientation, race, religion, disability, or other personal characteristics, including those protected by law.
- Disruption of presentations during sessions, in the exhibit hall, or at any other events throughout the virtual conference. All participants must comply with the instructions of the moderator and any LeadingAge Illinois virtual event staff.
- Inappropriate use of nudity and/or sexual images.
- Photos, video, or audio recording of slides or oral presentations without presenter/author's permission.
- Copying or taking screen shots of Q&A or any chat room activity that takes place in the virtual space.
- Presentations, postings, and messages should not contain promotional materials, special offers, job offers, or solicitation for services. LeadingAge Illinois reserves the right to remove such messages and potentially ban sources of those solicitations.

Reporting Harassment: Report harassment and disruptive behaviors to Angela Schnepf, Executive Vice President, at aschnepf@leadingageil.org.

LeadingAge Illinois reserves the right to take any action deemed necessary and appropriate, including immediate removal from the meeting without warning or refund, in response to any incident of unacceptable behavior. LeadingAge Illinois reserves the right to prohibit attendance at any future meeting, virtually or in person.

JOINT STUDENT MEMBERSHIP



Join LeadingAge Illinois' new Joint Student Membership! A joint student membership provides full-time students with unique opportunities to develop expertise or begin a career in aging services.

Complete one application to receive complimentary membership to LeadingAge national and LeadingAge Illinois. Enjoy member benefits and resources from both organizations. To learn more, contact info@leadingageil.org.

Opportunities

- Exclusive access to internships and jobs postings through the Career Center
- Student-specific programming and networking events
- Online member communities and membership groups
- Connections to human resources experts

Member Resources

- Career development resources and tools
- On-demand and live webinars and workshops
- Regular communications, including the LeadingAge Student Newsletter
- Members-only web content



TRANSFORMATION

Visit www.leadingageil.org to register



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— Healthcare client since 2010

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**Senior Living
Conference**
October 7, 2021

2022
**Annual
Meeting & Expo**
May 17-18, 2022
*Renaissance Schaumburg
Convention Center and Hotel*

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Illinois

Everything we do at MAC Rx challenges the way pharmacies provide service to residents and staff of Long Term Care facilities.

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- Electronic First Dose solutions that allow for the timely administration of medications
- State-based Medicaid pricing
- Educational Programs with Continuing Education credits at no charge

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