



REVISED

8:15 - 9:00 am Continental Breakfast & Exhibits open

9:00 – 10:00 am Sessions

1A Business Cases and Getting Started in providing HCBS, New Ventures & Other New Services to bring in Revenue

Presenter: Matthew Murer, Chair, Healthcare Polsinelli

Objectives

- What are HCB Services and are they right for your organization
- How to get started in providing HCB services
- New ventures and other new services to bring in Revenue

2A Tried and True Marketing Practices, and Ways to Break Through the Noise

Presenter: Dan Gartlan, President, Stevens & Tate Marketing

Objectives

- Build an understanding on how starting with a well-articulated strategy document will help all stakeholders get on the same page, steer the direction of the messaging, and help you make marketing and media decisions based on your organization's objectives.
- Discover the value of WHY and how to use it to create dramatic messaging that will impact engagement and set you apart from the competition.
- Develop an understanding on how the numerous types of online and traditional media each have a role and how to balance them together to reach your target audience, help win their trust, and break through the noise.
- Learn how the alignment of the marketing and sales teams create a single team with common objectives, KPI's (key performance indicators) and goals that can improve overall performance.

3A Holding people accountable when you can't afford to lose them

Presenter: Candace Fisher, SPHR, SHRM-SCP, Certified Coach, Director, Organizational Development, HR Source

Objectives

- Articulate the importance of accountability in achieving organizational goals and gain insights into fostering an organizational culture that emphasizes accountability, where all team members are encouraged to take ownership of their actions.
- Explore common challenges that arise when holding indispensable individuals accountable and understand the underlying dynamics.

- Develop strategies to establish transparent communication channels that encourage open dialogue about performance expectations, outcomes, and constructive feedback, while focusing on growth and improvement, with the mindset of preserving the working relationship.

10:00 - 10:30 am Break with Exhibitors

10:30 – 11:30 am Keynote: AL Regulatory Update *Sponsored by Value First*

Presenters: Matthew Murer, Chair, Healthcare, Polsinelli, Meredith Duncan, Partner, Polsinelli and Erin Rife, IDPH

Objectives:

- Identify and discuss the current survey process as well as survey enforcement trends
- Best practices to prepare for your survey and the hot topics you should be prepared to address during your next survey
- What to expect under new regulatory rules

11:30 am -12:30 pm Lunch with Exhibitors

12:30 - 1:30 pm Sessions

4B Reaching Maximum Capacity: Part 1 - Customer Experiences that Sell

Presenter: Carrie McIntyre, Principle, Navigate

Objectives:

- Understand how the customer experience influences your success in three key areas
- Learn the core elements of delivering an exceptional customer experience
- Find out how to develop customer champions that contribute to your success

5B Documentation and Investigation

Presenter: Hinshaw & Culbertson

6B Balancing Resident Expectations, Operational Efficiencies & Anxiety of a New Dining Program

Presenter: Schelley Hollyday, Principle, The Hollyday Group

- Explore dining trends and designs for the future in Senior Living and look at dining program development and concept validation
- Review fiscal responsibilities and understand current obstacles in the Hospitality Industry
- Learn to Measure Success & Service/Program Recovery and understand resident feedback is key

1:30 - 2:00 pm Wine Break sponsored by Hinshaw

2:00 - 3:00 pm Sessions

7C Residency Transition Challenges and Strategies

Presenter: Jason Lundy, Partner, Ice Miller

- Identify when a transition from one level of care to another is needed
- Understand the legal ramifications of retaining a resident beyond the care needs allowed
- Identify Residency Agreement provisions important to level of care changes
- Determine strategies to help encourage a resident to move to the next level of care and/or alternatives available in complex situations (spouse in current level of care)
- Understand and rebut resident arguments against level of care changes

8C Programming Post Covid

Presenter: Collen Koziara, ADC, CCYT, CDP, CADDCT, CMDCP, CEO, Beyond Bingo, Inc

Objectives

- Identify what has changed, how, and what is needed to move forward with programming successfully
- Learn to remaking your Calendar to accommodate these changes
- Expand your "programming staff" to support your new post-covid reality
- Discuss how to think WAYYY outside the Box - What can you do (within the parameters identified)

9C Reaching Maximum Capacity: Part 2 - Sales Conversations that Convert

Presenter: Carrie McIntyre, Principle, Navigate

Objectives:

- Learn which tactics to ditch ASAP that are making you sound salesy and turning off your buyers
- Discuss how to become your buyer's trusted guide in their decision-making process
- Describe what influences a prospect's decision more than your product and your price

3:00 -3:15 pm Break

3:15 - 4:15 pm Sessions

10D The Power of Print in a Digital World

Presenter: John Kirchner, AlphaGraphics

Objectives:

- Identify the marketing communication trends today that are primarily digitally-focused.
- Discover why print, and print media has experienced a revival, and often can be a differentiator in your marketing toolbox

11D Infection Prevention and Control Updates: Keeping People Safe

Presenter: Deb Burdsall, PhD, RN-BC, CIC, FAPIC

Objectives:

- Describe the necessary components of an Assisted Living Infection Prevention and Control Program
- Identify community infection prevention threats as well as public health resources for Assisted Living

- Design and interdisciplinary Infection Prevention and Control program to improved resident safety.

12D Active Shooter: Prevention & Response

Presenter: Stephen Weiler, Manager of Resiliency Services, hss

Objectives

- Compare/contrast the nature of violence in varying settings.
- Discuss the progression of preparatory activities along a pathway to violence.
- Discuss the various warning signs an individual may exhibit during the planning phase.
- Learn effective response techniques in an active threat to ensure the safety of patients, staff, and visitors.
- Understand how an organization can maintain critical operations during an extended response to an active threat.
- Learn how to facilitate coordination and communication with community partners during an active threat.