

LeadingAge Maine & New Hampshire Virtual Conference & Expo: SCHEDULE OF EVENTS				
Timeslot	Session #	TITLE	SPEAKER	DESCRIPTION
Thursday, September 24th				
9/24 - 9:30-11am	Precon	Leadership Power Session Separate Registration : https://www.leadingagemenh.org/leadership-power-session	Carol Silver Elliott, President and CEO of the Jewish Home Family, northern New Jersey & Julie Thorson, President/CEO, Friendship Haven, Fort Dodge, IA - interviewed by Ruth Katz	What leadership lessons have you learned during the COVID-19 pandemic? How are you stretching and adapting to meet present and future demands? What keeps you going?
Wednesday, September 30th				
9/30 - 9-10am	Keynote 1	KEYNOTE: A Recipe for Resilient Leadership	RiverSpring Health Leadership team inc. Daniel Reingold, President/CEO, NYC	<p>What are key ingredients of successful organizations that are leading our field? Find out from the leadership team at RiverSpring Health, one of the most innovative senior healthcare organizations in the country, well known for its Hebrew Home at Riverdale long-term care organization.</p> <p>Faced with COVID, Hurricane Sandy, and many other challenges over the years, this team has remained resilient, leading the way to reimagine care and services delivery through innovation, ingenuity...and humor.</p> <p>Hear from the organization's leaders who will share insights and their strategies for success.</p>
9/30 - 10:00-10:30		EXPO HALL OPEN		
9/30 - 10:30-11:15	A1	A1: The State of Not-for-profit Senior Living & Care	Keith Robertson, Chad Himel, Mack Welch - Ziegler	Ziegler staff will share the latest industry research and professional perspective on the key trends, opportunities and threats within the not-for-profit senior living & care sector.
9/30 - 10:30-11:15	A2	A2: Reimagine Rather than Redirect: a new approach for success with residents living with dementia	Peter Sullivan, CEO, Birch Bay Retirement Village, Bar Harbor, ME	<p>Let's reimagine care delivery to avoid undesirable outcomes rather than rely on redirection alone.</p> <p>When staff shift their focus to the things under their control such as the environment, approach, and schedule of day, we can set our residents living with dementia up for success rather than face undesirable behaviors and a cycle of redirection.</p>
9/30 - 10:30-11:15	A3	A3: Finding Justice: A framework for building trust and improving safety	Rob McMonagle, Jr., Vice President, Talent Development & Acquisition - Asbury - Frederick, MD	<p>Just Culture is a values-supportive model of shared accountability that holds organizations accountable for the systems they design as well as their fair and just response to staff behaviors.</p> <p>In a just culture, we examine and understand the three key human behaviors:</p> <ol style="list-style-type: none"> 1) Human error 2) At-risk behavior 3) Reckless behavior. <p>By creating an accountable culture and workforce, we create an environment of safety and better serve our residents.</p>
9/30 - 11:15-11:45		EXPO HALL OPEN		
9/30 - 11:45-12:30	B1	B1: Employee Benefits Cost Containment Strategies in the Era of COVID	Kirsti Karpawich, Stacey Hyland, Michaela Scott - Borislow Insurance	<p>Representatives from Borislow Insurance will review cost containment measures for employee benefits for groups between 50 and 1,000 employees. Learn about cost containment strategies pertaining to...</p> <p>Health Insurance:</p> <ul style="list-style-type: none"> • Health Reimbursement Accounts (HRAs) • Health Saving Accounts (HSAs) • Alternative financing mechanisms: Captives, Self-Insurance <p>Retirement plans:</p> <ul style="list-style-type: none"> • Decisions re: Employer Matching for 403B and Employer Profit Sharing • Mitigate the impact of COVID on Employer Matching – how to mitigate costs in the long term • Mitigate the impact of Employees taking early distribution from retirement accounts inc. tools to help employees manage/mitigate financial stress
9/30 - 11:45-12:30	B2	B2: PDPM: A Year in Review and What's Ahead	Matt Nash, Vice President of Strategic Development, Preferred Therapy Solutions	<p>Last year at this time, we were in the final stages of preparing for the transition to PDPM and trying to understand how this payment model was going to impact the Skilled Nursing Facility (SNF) community. No one could possibly envision a new ingredient added to the mixture – COVID-19.</p> <p>This session will cover what we have learned during the first year under PDPM, how COVID-19 impacted Medicare reimbursement, and what is (or isn't) changing for FY 2021.</p> <p>Attendees will gain insight into PDPM capture patterns and Medicare reimbursement, key PDPM focus areas under COVID-19 and for FY 2021, and how to implement effective IDT strategies to ensure PDPM success.</p>
9/30 - 11:45-12:30	B3	B3: New Sales and Marketing Techniques for New Challenges	Tim Bracken & Dan Rexford - Love & Company	<p>What are the critical digital marketing investments every budget conscious not-for-profit should be making? Though a case study approach, you'll learn how to maximize your marketing budget with integrated digital campaigns proven to improve connection rates with prospects.</p> <p>Learn how to:</p> <ul style="list-style-type: none"> • Increase digital leads through a series of highly specific tactics and recommended approaches; • Discern the most important factors in creating an overall marketing budget, including digital components; • Increase the ROI of all marketing investments by integrating digital tactics to all campaigns and initiatives; • Increase out-bounded connected call rates and email open rates using innovative new techniques and technology.
Thursday, October 1st				

10/1 - 9-10am	Keynote 2	KEYNOTE: Building Bridges by Understanding Differences	Suzanne Pugh, CEO, Aldersgate - Charlotte, NC	<p>Under Suzanne Pugh's leadership, Aldersgate -- a Life Plan Community in Charlotte, NC -- has received countless awards for their commitment to diversity, equity and inclusion.</p> <p>Suzanne will highlight Aldersgate's journey to develop and implement a strategic plan that is intentional about honoring and upholding the dignity of every resident and team member—regardless of gender, ethnicity, sexual orientation or any other diversity dimension.</p> <p>You'll leave this session with specific ideas to start your journey toward a more interesting, engaging and thoughtful organization.</p> <p>It's true that we are better TOGETHER!</p>
10/1 - 10:00-10:30		EXPO HALL OPEN		
10/1 - 10:30-11:15	C1	C1: Using Data and Analytics for Better Decision-Making	Seth Wilson, Director, CPA, MST - CLA	<p>Decision-makers in senior living have been faced with tough questions: How does my organization compare to others? What are our greatest opportunities for improvement?</p> <p>With the recent focus on infection control due to COVID-19, those conversations now include an additional layer of complexity.</p> <p>This session will discuss how developing a data strategy, collecting and analyzing data, and building a data-driven culture can provide valuable insights for improved decision-making and performance -- in hard times and good times.</p>
10/1 - 10:30-11:15	C2	C2: COVID-19 and Trauma Informed Care: Strategies for Caregivers	Dr. Kathleen Weissberg, MS, OTD, OTR/L, CMDCP, CDP - SelectRehab	<p>The COVID-19 pandemic has contributed to unprecedented uncertainty and stress among staff and residents.</p> <p>When we are under stress, we are more likely to trigger the "survival" or "fight or flight" responses in our brain. For some, this may mean difficulty with executive functions, for others, difficulty managing emotional responses, and for others, it may mean difficulty making decisions.</p> <p>Because the effects of stress are highly individualized, our supportive response must be, too. This session will explore using a trauma-informed approach during COVID-19, including:</p> <ul style="list-style-type: none"> • Guidance and practical strategies for supporting residents and staff • Techniques supervisors can use to address trauma and secondary trauma in staff
10/1 - 10:30-11:15	C3	C3: Leveraging Technology During COVID-19	Majd Alwan Senior Vice President of Technology and Business Strategy, Executive Director of the LeadingAge Center for Aging Services Technologies (CAST) Scott Code Senior Director of LeadingAge Center for Aging Services Technology (CAST)	<p>Technology is playing a significant and important role during the COVID-19 pandemic. Join this session to:</p> <ol style="list-style-type: none"> 1. Learn how technology has enabled communities to creatively meet a variety of needs during the pandemic and how it will continue to impact the future. 2. Discuss emerging technologies, and novel uses of existing ones, including telehealth, which enhance productivity, engage residents and clients, and reduce isolation. 3. Explore resources and tools to help you plan for, select, and implement new technologies.
10/1 - 11:15-11:45		EXPO HALL OPEN		
10/1 - 11:45-12:30	D1	D1: COVID-19 Legal and Operational Issues: Reopening, Risks, and Relief?	Mark McCue, Esq. - Hinkley Allen, Cory Kallheim, Esq. - LeadingAge, Patrick Mullen, Vice President - JKI	<p>In this interactive session, our panel of experts will offer practical tips on governance, legal, and operational issues facing providers during the pandemic.</p> <p>Understand the insurance marketplace and risk management strategies to deal with the new landscape.</p> <p>Hear about the latest efforts on civil liability protections regarding COVID-19 claims on the state and federal levels.</p>
10/1 - 11:45-12:30	D2	D2: Resident Dining and Hospitality Innovations - Emerging from the Pandemic	Vic Kingsley, Director of Business Development, Unidine	<p>Learn best practice approaches and methods to provide dining and hospitality services to residents during the pandemic.</p> <p>Apply innovative solutions to emerge successfully from this challenging time, as measured through resident satisfaction, quality assurance, financial performance and employee stability.</p>
10/1 - 11:45-12:30	D3	D3: Growth Through Alternative Housing and Adaptive Reuse	Dee Pekruhn, Director of Life Plan Communities Services & Policy, LeadingAge	<p><u>Learn how to combat menu fatigue through menu redesign and creativity.</u></p> <p>As land costs rise and campuses become land-locked, some aging services providers are thinking outside the box about expansion opportunities. Adaptive re-use allows for re-development of buildings and sites that may already be well-suited for senior living and offer opportunities to serve niche markets. Explore the emerging aging services development trend of adaptive reuse and alternative housing by reviewing ten progressive models that embody these practices.</p>