Be the Voice

LeadingAge Minnesota

2015 ANNUAL MEETING and LEADERSHIP FORUM

September 15-18, 2015 • Madden's, Brainerd

LeadingAge Minnesota
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http://annualmeeting.leadingagemn.org
Welcome to the 2015 LeadingAge Minnesota Annual Meeting and Leadership Forum

This is a year of significant change and great opportunity for Minnesota's aging services providers. From a new payment system for care centers to a new Assisted Living Finder tool for consumers, and increased scrutiny and expectation to demonstrate quality across the spectrum, we find ourselves at a pivotal point in time.

We invite you to gather at Madden's with your colleagues and some of the most respected forward thinkers and quality experts to discover fresh ideas, new solutions, bold strategies and true business intelligence to help you and your organization move forward with confidence.

Annual Meeting is a grand tradition for LeadingAge Minnesota. We welcome you to join us to relax, renew and reinvigorate.
Sessions

TUESDAY, SEPTEMBER 15

Noon – 12:45 p.m. – Golf Registration and Lunch sponsored by Northland Securities Inc.

1 p.m. – 11th Annual LeadingAge Minnesota Golf Social

5 – 7 p.m. – 19th Hole Meet & Greet Reception (open to all Annual Meeting attendees) sponsored by LeadingAge MN Savings & Solutions Center and hosted by District C

WEDNESDAY, SEPTEMBER 16

7 – 8:45 a.m. – Hot Breakfast Buffet

7:30 – 8:30 a.m. – New Faces Breakfast sponsored by Professional Portable X-ray Inc.
First time at Annual Meeting? We invite you to gather with other newer members over breakfast for an informal overview of the sessions, activities and networking opportunities available throughout the week. Facilitator: Adam Suomala, Vice President of Membership and Strategic Affiliations, LeadingAge Minnesota, St. Paul

9 a.m. – Welcome, Awards and Opening Keynote

What the Best Do Differently: Providing Quality, Innovation, Connectivity and Leadership in Aging Services
John Timmerman, Ph.D., Gallup, Washington, D.C.
Quality does not happen in a vacuum. To deliver on its quality promise, the first thing an aging services organization must do is align all the elements that contribute to an exceptional and differentiated customer experience: customer knowledge, strategy, process design, human capital, measurement and leadership. These are the building blocks of a program that delivers quantifiable and meaningful quality that consumers and stakeholders alike can trust. Global quality expert John Timmerman, Ph.D.,
kicks off our Annual Meeting with a compelling presentation about how the best organizations in the world provide quality and innovation and the key insights we can apply to our own work.

John Timmerman, Ph.D. is Gallup’s Chief Scientist of Customer Experience and Innovation. He is a renowned expert in creating outstanding customer experiences by building and integrating business cultures, systems and technologies. Prior to joining Gallup, he served many years in quality and guest experience for top hospitality companies like Ritz-Carlton Hotel and Marriott. In between his hotel experience he spent four years as Quality Advisor at the Cleveland Clinic. John is the former Chairman of the American Society for Quality, a global organization which serves more than 70,000 quality professionals in 140 countries, and he is a former senior examiner and current judge for the Malcolm Baldrige National Quality Award.

10:30 a.m. – **Break sponsored by Kraus-Anderson Construction Company**

10:45 a.m. – **Coffee and Conversation with State Legislative Leadership**
Join us for a post-session conversation with Minnesota Speaker of the House Rep. Kurt Daudt (confirmed) and Senate Majority Leader Tom Bakk (invited). The state’s top legislative leaders will discuss the outcomes related to seniors and caregivers in this last legislative session and the political landscape affecting Minnesota and health care policy conversations.

11:45 a.m. – **Lunch**

1 p.m. **Concurrent Sessions**

**#1 – Innovation and Improving the Customer Experience (ALL)**
One thing that keeps CEOs up at night is the need for rapid innovation to win customers and economic share. You can have quality – that is, zero defects – without innovation. But you can’t have innovation without systematic and repeatable quality processes. John Timmerman was the 2013 Chairman of the Board of the American Society for Quality, a global organization dedicated to quality, whose innovation mantra was “Innovation is quality for tomorrow.” He continues the conversation in this engaging session that gets to the question of how to foster a culture of innovation with a framework that strengthens leadership support, employee creativity and organizational learning.

*John Timmerman, Ph.D., Chief Scientist of Customer Experience and Innovation, Gallup, Washington, D.C.*
#2 – Rural Provider Forum (ALL)
Join a panel of peers to explore the unique needs, issues and opportunities for aging services organizations located outside larger metropolitan areas. Focus on key trends that are shaping your reality and gain important insights from a distinguished panel of LeadingAge Minnesota members. Hear their strategies and lessons learned about growing and diversifying your business, investing in workforce development, working in a post-acute care world and other key trends relevant to rural providers.

Mark Anderson, President and CEO, Knute Nelson, Alexandria; Deb Barnes, Administrator, Lakeview Methodist, Fairmont; and other presenters to be announced

#3 – Improve Quality and Attract Customers: Two Tools that are Simple, Effective and FREE to LeadingAge Members (CARE CENTER PROGRAM)
The recent Centers for Medicare and Medicaid Services (CMS) changes to the Nursing Home Compare 5-Star Quality Rating System caused many organizations to move down in star ratings without an understanding of what caused the shift. Other providers may not have experienced changes in their ratings, but may not be aware of their opportunities for improvement—or risks of decline—in their 5-Star results which many consumers and stakeholders use in evaluating nursing home performance. Beginning in September, as a new member benefit, LeadingAge Minnesota will send care center members a facility-specific report on a quarterly basis that will provide a comprehensive analysis of their 5-Star rating and where to focus efforts to both improve resident care and to increase their 5-Star rating. Linda Spokane returns to Annual Meeting this year to walk through the new 5-Star tool, how to interpret the report, and to provide strategies that improve your score.

As an added bonus, she will showcase the Nursing Facility & Home Health Quality Metrics tools available to members to benchmark their performance on key quality measures over time and compared to specific groups or individual providers. Pre-registered attendees of this session will receive a copy of their 5-Star Report for a real-time review.

Linda Spokane, Vice President for Research & Analytics, LeadingAge New York, Latham, N.Y.

2:30 p.m. – Break sponsored by Elim Preferred Services Inc.
2:45 p.m. – CONCURRENT SESSIONS

#4 – Thinking Outside the Aging Services Box: Lessons Learned from the Business World (ALL)

As aging services providers, we are part of a vast and diverse business community. Although our services are specific, we can learn much from other businesses. We provide customer service and hospitality – so do hotels. Some people don’t want to think about using services one day – like funeral and cremation businesses. Aging services providers are expected to benchmark performance by various stakeholder groups – so do school districts. External forces are driving our field toward rapid and radical change – so did the printing industry. Explore similarities and gain valuable insights from a panel of presenters from these industries that will help you think outside the box about our own business challenges.

Moderator: Brian Lassiter, President, Performance Excellent Network, St. Paul
Panel: Nathan Glockle, Principal, Laura McArthur Elementary, Duluth; Chris Kurtzman, President, Bang Printing, Brainerd (invited); David Miller, Executive Director, Friendship Village of Bloomington (formerly of the St. Paul Hotel); and funeral/cremation representative (TBA)

#5 – Employment Law Update for Aging Services Providers (ALL)

Stay on top of important changes to state and federal employment laws and how they impact aging services organizations so you can ensure compliance and avoid expensive claims. Discuss the implications of the Fair Labor Standards Act (FLSA) to independent contractors. Review the Department of Labor’s proposed changes to the salary requirements for white-collar employees under the FLSA. Hear a general ADA update and its connection to workplace violence so you know how to react lawfully to threats, and receive an update on pregnancy discrimination and Minnesota’s WESA statute.

Penelope J. Phillips, Attorney, Felhaber Larson, Minneapolis

4:15 p.m. – Adjourn for the day

9 p.m. – Late Night Progressive Cabin Party hosted by Eide Bailly LLP, Pathway Health, Piper Jaffray & Company, Thrifty White Pharmacy Services and Welsh Construction, LLC

Here’s the perfect way to end your evening – mingle with friends and colleagues at our Late Night Progressive Cabin Party. Make your way between three uniquely themed cabins and a tent for a scrumptious variety of food, drink and great conversation – think of it as a progressive reception. No cost to attend and open to all. Just bring your sparkling personality and desire to meet new friends!
9 a.m. – **GENERAL SESSION**

**CEO Roundtable: Vision Leadership (ALL)**

Executive leaders in our field face a unique set of challenges and opportunities, whether you’re in a small rural community or leading one of Minnesota’s largest systems. Building on rave reviews from last year’s CEO Roundtable, we’re expanding our discussion to focus on “vision leadership” themes. Join us for this rare opportunity for a candid conversation with our roundtable as they share insights into what excites them about the future of our field. Hear their thoughts on managing change in today’s environment, evaluating risks and making big decisions, and their secret recipe for successful innovation. Listen to reflections on lessons learned and how to stay inspired, fresh and engaged. **Panelists:** Rocky Chapin, President & CEO, Benedictine Health System; Dan Lindh, President & CEO, Presbyterian Homes and Services; and Penny Wheeler, President & CEO, Allina Health (invited). Moderated by Gayle Kvenvold, President & CEO, LeadingAge Minnesota, St. Paul

10:30 a.m. – **Break sponsored by Wipfli LLP**

10:45 a.m. – **LeadingAge Minnesota Business Meeting**

All members in attendance are requested to attend the association’s annual business meeting. The business meeting is an essential function of association governance and as a member, you play an important role. Members will receive important information on the financial condition of the association, elect honorary members and vote on key governance changes. All members are welcome; however only voting members are eligible to vote.

11:45 a.m. – **Lunch**

1:15 p.m. – **CONCURRENT SESSIONS**

**#6 – Recent Trends in Senior Living Finance and Development (ALL)**

Important financing and development trends are emerging from beyond Minnesota’s borders and should be on your radar screen as you contemplate future development. Hear a timely update of the latest trends in the lending environment and senior living capital markets, courtesy of Ziegler’s national work with its partner Greystone. This session will help you evaluate your
organization's readiness to take on additional development opportunities and the strategic planning necessary to ensure success.

Matt Aubé, Manager; and Joel Holmes, Vice President, Greystone, Irving, Texas; Cory Rutlege, Partner, CliftonLarsonAllen, LLP, Minneapolis; and Reanae Seth, Senior Associate, Ziegler Investment Banking/Senior Living, Chicago, Ill.

#7 – A Catalyst for Transforming Post-Acute Care: The IMPACT Act
(CARE CENTER PROGRAM)
The Improving Medicare Post-Acute Care Transformation (IMPACT) Act of 2014 brings important changes for care centers. It standardizes the assessment of an individual across post-acute care (PAC), new measures of quality and resource utilization, the requirement for new regulations for discharge from inpatient settings, and a revised payment system. Wrap your mind around the implications of the IMPACT Act for your care center operations and how it will affect your strategic decision making in this evolving post-acute care environment.

Cindy Mason, Vice President of Provider Services, Providigm, Denver, Colo.

2:45 p.m. – Break sponsored by Dougherty & Company LLC

3 p.m. – CONCURRENT SESSIONS

#8 – Workforce Council Workshop (ALL)
Have you ever wanted to sit down with our state's leading thinkers to engage in a focused discussion on recruitment, retention and workforce development strategies and capture all the wisdom in the room? Come prepared to engage in a leader-to-leader dialogue of stories and experiences, ask questions and brainstorm bold next steps for your organization in this interactive session. Through a fast-paced and audience-driven workshop, LeadingAge Minnesota Workforce Solutions Council members will share highlights from our first Workforce Solutions Conference in June and engage the room in a lively discussion around:

- Where organizations are recruiting – including new tools and what's working (or isn't) when seeking great team members;
- Emerging retention solutions, such as how innovative ideas and staff supports are creating the best possible workplaces; and
- How aging services organizations can more effectively leverage workforce partners to build an expanded talent pipeline.

Facilitators: 2015 Workforce Solutions Council Chair Deborah Barnes, Administrator, Lakeview Methodist, Fairmont; and Adam Suomala, Vice President of Membership and Strategic Affiliations, LeadingAge Minnesota, St. Paul
#9 – Maximizing Opportunities of the New Payment System to Meet Long-Range Organizational Goals (CARE CENTER PROGRAM)

The new payment system returns care centers to a cost-based reimbursement system and brings with it new opportunities to think differently about investing in operations. Gone are the days of working under a highly encumbered rate-on-rate system, and as leaders you now have the opportunity to determine how you will invest new funds and develop longer-range strategic goals for your organization. Gain valuable insights from a panel of care center financing experts about ways to maximize these opportunities to meet the goals of your organization.

Dave Brenne, Senior Consultant, Wipfli LLP, Edina; John Chabot, VP of Operations, Hanratty & Associates, Minneapolis; and Eric Lunde, Managing Director, Senior Living Finance, Piper Jaffray & Co, Minneapolis

4 p.m. – Adjourn for the day

8:30 – 10 p.m. – Wine and Cheese Tasting sponsored by Wipfli LLP

Back by popular request! Join your LeadingAge Minnesota and Minnesota Hospital Association friends for a casual networking opportunity with wine and cheese sampling in the Madden Inn Northstar Room.

FRIDAY, SEPTEMBER 18
(Morning co-sponsored with Minnesota Hospital Association)

7 – 8:30 a.m. – Hot Breakfast Buffet

8:30 a.m. – Health Care Quality, Vision, Strategy and Tools
David Nash, M.D., MBA

Key to effective quality improvement across all aging services and health care settings is centering efforts on the needs of the people we serve and care for. With the future of health care revolving around the individual, the tools from this program will prove invaluable to you. Join us as we look at the challenges, strategies and tools of health care quality and the senior services field.

David Nash, M.D., MBA, is Professor of Health Policy, Jefferson Medical College of Thomas Jefferson University, Philadelphia, Pa. Dr. Nash is a board certified internist, is internationally recognized for his work in outcomes management and quality-of-care improvement.

9:30 a.m. – Break
9:45 a.m. – **Health Care Landscape: The Road Ahead**  
_Bill Woodson, Senior Vice President, Sg2, Skokie, Ill._

As leaders in health care and older adult services, we face unprecedented market challenges from payment reform to increased scrutiny. Our leadership teams must make complicated decisions that will impact both customer care and the organization’s overall success. We must find innovative ways to engage new and evolving stakeholders, including employers, health plans, caregivers and those we directly serve. New payment models are emerging with the goals of reducing cost, improving quality and creating accountability. Organizations must coordinate services and operations across the care continuum to effectively deliver quality and value. Bill will share national trends and market factors impacting post-acute care (PAC) coupled with strategies and tactics to help you understand your costs and restructure the client’s journey.

_Bill Woodson is a Senior Vice President and national thought leader for Sg2. He co-leads Sg2’s Center for Strategic Planning, focusing on developments in health care strategy and growth._

10:45 a.m. – **Break**

11 a.m. – **Why Wait: Helping Dreams Come True**  
_Rob Quillen, Speaker and Author, Omaha, Neb._

You have an amazing power to change another person's life – today. Our closing speaker’s story will capture and motivate you. Rob Quillen will share how a random meeting with a perfect stranger the day before 9/11 changed his life and how it will forever change yours. A series of coincidences led them to be seated next to each other on a flight to Newark, N.J. on September 10, 2001 that neither was supposed to be on. This man who told Rob about the dream he had for his 15-year-old son turned out to be Jason Dahl, the pilot of Flight 93 that crashed into the field in Shanksville, Pa. the next day during the terrorist attacks. Join us for this powerful life-changing message.

_Rob Quillen is an internationally known speaker and multi-award winning best-selling author. His book, Why Wait has won four different awards and was runner-up for International Book of the Year._

Noon – **Adjourn**
General Info

For full conference details and registration forms visit http://annualmeeting.leadingagemn.org

Continuing Education Credits
Annual Meeting programming has been designed to meet continuing education requirements for licensed nursing home administrators and nursing professionals for the majority of its educational sessions. Association business meetings or related organizational discussion forums are considered inappropriate to be awarded CEUs. Please see final onsite information for further details. Questions concerning the status of application should be directed to Heidi Simpson, hsimpson@leadingagemn.org.

Registration Information
When registering for the LeadingAge Minnesota Annual Meeting & Leadership Forum, separate registrations are required for the conference and lodging and meal package options. Registration forms to complete and return to the LeadingAge Minnesota office are online. Room reservations (or day guest/meals only registrations) and payment are sent directly to Madden’s. Early Bird registration deadline: Friday, Aug. 14, 2015. LeadingAge Minnesota Annual Meeting registrations received after Aug. 14 will be charged the regular rate.

Conference Registration Fees
Full Conference Registration Fees – Sept. 15-18
(lodging and meals not included):
Member Provider: Early Bird: $325 / Regular Rate: $375
Joint Member Provider*: Early Bird: $160 / Regular Rate: $210
Non-member Provider: Early Bird: $615 / Regular Rate: $665
Business Partner: Early Bird: $445 / Regular Rate: $495
Prospective Business Partner: Early Bird: $650 / Regular Rate: $700

*Joint PROVIDER members of LeadingAge Minnesota and Minnesota Hospital Association may attend for the special rate of $160/$210. Register first for the MHA Annual Meeting as a full conference participant, and then register with LeadingAge Minnesota as a joint member to attend our meetings and social events.

One-day Conference Registration Fees
(lodging and meals not included):
Member Provider: Early Bird: $175 / Regular Rate: $200
Non-member Provider: Early Bird: $340 / Regular Rate: $365
Business Partner: Early Bird: $250 / Regular Rate: $275
Prospective Business Partner: Early Bird: $360 / Regular Rate: $385

You will receive a confirmation e-mail within 10 days of receipt of your conference registration and payment.
Lodging and Meal Registration Fees
Accommodations at Madden’s are set up on a package basis – lodging and meals together. Full package payment per person sent with your lodging registration form to Madden’s is required to reserve accommodations. If you wish to stay onsite, please select one of the three plans (one, two or three nights lodging) on the registration form online. Accommodations at Madden’s are limited and handled on a first-received basis. If you stay offsite, but would like to have meals at Madden’s, please select meals you want to purchase on the Madden’s day meeting package form online and send the form directly to Madden’s. Madden’s deadline for package (lodging and meals) is Thursday, Aug. 13, 2015. Madden’s deadline for meals only is Thursday, Sept. 3, 2015.

Note: Due to recent storms, availability of lodging at Madden’s is reduced by approximately 50 guest rooms. LeadingAge Minnesota Annual Meeting attendees will be given priority of accommodations at Madden’s, and only registered attendees may book reservations at Madden’s. Overflow lodging is available in Brainerd/Baxter.

Golf Social Registration
Complete separate registration form online to participate in LeadingAge Minnesota’s Golf Social. Registration fee $85 for Tuesday overnight guests; $135 for attendees staying offsite. Provider members only. Business Partners interested in golfing should contact Jenny Prosser for sponsor rates.

How to Register
Online at www.leadingagemn.org
Email completed registration form: pbell@leadingagemn.org
Mail to: LeadingAge Minnesota
    Attn: Annual Meeting Registration #6015
    2550 University Avenue West
    Suite 350 South
    St. Paul MN 55114-1900

Cancellation Policy
Conference Registration: Registration fees (less a $25 processing fee) are refundable if written notice is received in the LeadingAge Minnesota office no later than Friday, Sept. 4, 2015. Cancellations made after that deadline are not eligible for a refund. No-shows will be billed for the registration fee selected.

Lodging Fee: Lodging fees (less a $25 processing fee) are refundable if Madden’s receives cancellation notice no later than Thursday, Aug. 13, 2015. Cancellations made after the deadline are not eligible for a refund. However, replacements are gladly accepted.
We guarantee your satisfaction or we will refund your registration fee!

Resources are scarce and we know you spend your dollars wisely. We guarantee you will walk away from Annual Meeting with at least three strategies, ideas or contacts to help lead your organization or we will refund your registration.

Scholarships Available
Nine full conference scholarships are available to cover Annual Meeting registration fees for those facing financial hardship, thanks to these generous sponsors:

• Elim Preferred Services Inc.
• Fairview Partners (4)
• McKesson Medical Surgical
• Mobilex USA
• Northland Securities Inc.
• Piper Jaffray & Company

Application deadline is Friday, Aug. 14, 2015.
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**Facebook**
Like us on Facebook to receive real-time updates, photos and information to enhance your Annual Meeting experience.

**YouTube**
Visit the LeadingAge Minnesota YouTube channel for inspiring videos honoring the leadership, dedication and caring of professionals just like you.

www.maddens.com