

*LeadingAge*<sup>®</sup>  
Minnesota

2020 Virtual  
**CONNECT**  
CONFERENCE

August 19-20

**Assisted Living**

**Housing**

**Home Care**



**A Virtual Learning and  
Networking Experience**

2020 Connect Conference Sponsored by



# CONNECT CONFERENCE

*Bringing together Senior Housing, Assisted Living and Home Care*



Connections. They're more important today than ever before. In a year like this, nothing is business as usual – and that's especially true for our work in serving older adults.

We invite you to join our Virtual Connect Conference to meet with your peers, get the latest news, and learn strategies for navigating through the historic disruptors facing our field--a pandemic, assisted living licensure, social unrest and more.

## Connect to ... INFORMATION

- Navigating your work during a pandemic
- Tenant-Landlord & Fair Housing topics
- News on Assisted Living Licensure and Licensed AL Director
- Survey trends, preparations and responses
- Sales & Marketing strategies
- Recruitment, Retention and Staffing
- Wellbeing and Resiliency

## Connect to ... EACH OTHER

- Network with other providers
- Learn more about service options for people you serve
- Share conversations, ideas and experiences
- Build relationships



## MORE CEUs = ADDED VALUE FOR YOUR INVESTMENT!

Because we are in a virtual conference setting, all sessions will be recorded and available to view later. So, no more choosing between breakout sessions, and you can earn up to seven additional hours of continuing education – for a maximum of 17 CEUs!

Don't miss the biggest event of the summer - register today at [www.LeadingAgeMN.org/ConnectConference!](http://www.LeadingAgeMN.org/ConnectConference!)



# WEDNESDAY, AUGUST 19

## Opening Keynote • 8:30 – 9:30 a.m.

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## Living an Impactful Life: Building Positive Connections

Who are the people who have had the most impact on your life? Who would say the same about you? As professionals in our chosen field, we share a natural desire to make personal connections with the people we serve, their families and our colleagues. Yet research shows that we make our biggest impressions on others when we're not trying to be impressive.

This unprecedented time in our world makes these human connections even more important. Join us for our opening keynote presentation with Joe Schmit, award-winning local broadcaster, community leader and author. Joe shares stories about famous people – and everyday not so famous people – who have a natural ability to make positive impacts on others, and he shows us how to tap into our own ability to do the same. Through humorous vignettes and poignant reflection, discover the traits of people who make those impacts while living a life of significance, and learn how we can be more aware and intentional with the impact we have.

*Joe Schmit is a sports broadcaster, author and community leader. He has covered every major sporting event in the last 30 years and has interviewed many of the biggest names in sports. He joined KSTP-TV in 1985 and has won 18 Emmys from the National Television Academy.*

*Joe earned his degree in Mass Communications from the University of Wisconsin-La Crosse. He is a committed advocate for many community organizations including Big Brothers Big Sisters of the Twin Cities, Juvenile Diabetes Research Fund (JDRF), the Fairway Foundation and VEAP, the largest food shelf in Minnesota.*

### Joe Schmit





## CONCURRENT SESSIONS

9:45 – 10:45 a.m.

### Session #1 – Preparing for Assisted Living Licensure

- Hear the current status and timeline regarding licensure and rulemaking.
- Review the steps assisted living providers should take to prepare for the implementation of Minnesota's Assisted Living Licensure.
- Discuss hot topics including requirements for design and building plans, fire safety, training and staffing, and food services.
- Receive an update on the latest activities designed to address consumers' ongoing concerns with assisted living providers around termination of services, referrals to alternative settings and other issues.

*Bobbie Guidry, Vice President for Housing and Community Services and Kari Thurlow, Senior Vice President of Advocacy, LeadingAge Minnesota, St. Paul*

### Session #2 - Sales and Marketing Strategies to Increase Occupancy

- Understand the sales and marketing strategies and processes that are essential for growth in senior living communities.
- Become familiar with key metrics and performance indicators to evaluate your sales and marketing team's activities and results.
- Recognize warning signs that may trigger early interventions to head off a serious occupancy crisis.

*Cindy Olson, Vice President, Consulting Services, Health Dimensions Group, Minneapolis*

11 a.m. – Noon

### Session #3 – The Path to Becoming a Licensed Assisted Living Director

- Understand the process to become a Licensed Assisted Living Director (LALD) for experienced assisted living professionals already working in the provider community.
- Learn how those who are new to assisted living and older adult services can become a LALD.
- Understand what training and continuing education is required to sustain licensure.

*Bobbie Guidry, Vice President for Housing and Community Services and Kari Thurlow, Senior Vice President of Advocacy, LeadingAge Minnesota, St. Paul; and Randy Snyder, Executive Director, MN-BENHA (as of 7/1/20 – the Minnesota Board of Executives for Long Term Services and Supports), Minneapolis*

### Session #4 - Marketing and Selling Senior Housing After the Pandemic, What's Different?



- Explore how the COVID-19 pandemic will impact and change marketing and sales efforts in the months ahead.
- Discuss the possibility of lingering fear after life returns to normal and how that may require a fresh approach to cultivating relationships with prospective residents.
- Know how to monitor your organization's reputation and discuss how to recover if it has been damaged.
- Share ideas about how your marketing and sales approach may change.
- Brainstorm approaches to continue attracting people to live in your community.

*Peggy Scoggins, Owner, Adept Selling, St. Paul*

# WEDNESDAY, AUGUST 19

## CONCURRENT SESSIONS *cont'd*



1 – 2 p.m.

### Session #5 - Leveraging Technology as a Partner

- Describe how technology has enabled older adult services communities to creatively meet a variety of needs during the pandemic and how it can be leveraged in the future.
- Explore emerging and existing technologies that enhance productivity and engage residents and clients.
- Obtain resources and tools to help you plan for, select and implement new technologies.

*Majd Alwan, PhD, SVP of Technology, LeadingAge and Executive Director, CAST and Scott Code, Senior Director, CAST, Washington D.C.*

### Session #6 - Digital Marketing Campaigns That Deliver

- Explore the most recent developments in the digital marketing landscape.
- Examine your sales process from the decision maker's point of view and learn specific strategies to use at each decision point.
- Discuss examples of real campaigns and creative ways to engage residents, potential residents and their families that garner qualified, motivated leads.
- Implement ideas for generating content for your digital marketing and ways to get your team involved in contributing.
- Understand campaign management and what it takes to make a plan, execute it and measure it.

*Erin Perry Borron, Chief Strategy Officer and Seth Johnson, Account Developer, DAYTA Marketing, St. Cloud, MN; and a provider member (invited)*

2:15 – 3:15 p.m.

### Session #7 - Building Resiliency and Enhancing Wellness

- Become familiar with sound researched-based best practices that promote health, wellbeing and build resiliency.
- Learn how to alter your own patterns of thinking to reduce anxiety and experience positive physical changes in your mind and body.
- Explore and practice easy techniques and exercises you can do at home or in the office that have lasting health benefits.
- Receive tools to enhance your own wellness and share with others you care about.

*Laurie Anderson Sathe, Ed.D., Director, Master of Arts in Holistic Health Studies, St. Catherine University, St. Paul*

### Session #8 - Emergency Preparedness Lessons Learned

- Understand the roles and inter-relationships between aging services organizations, regional partners and state agencies during the COVID-19 pandemic response.
- Learn about trends, opportunities for improvement and best practices experienced by other providers in their pandemic response.
- Gain insights and lessons learned from a provider who established their own incident command center, the plans they put in place to address emergencies of all kinds, and how they trained and prepared staff.
- Take away resources that will help you improve your organization's emergency response planning efforts.

*Brett K. Anderson, MSN, RN, NE-BC, Senior Vice President and Chief Ecosystem & Operations Officer, Ecumen, Shoreview; and Emily Moilanen, MPH, Regional Healthcare Preparedness Coordinator, Emergency Preparedness, HPP Grant, Hennepin Healthcare, Minneapolis*

3:15 - Adjourn for the Day

# THURSDAY, AUGUST 20

## General Session • 9:30 - 10:30 a.m.



## Combating the Negative Impact of Isolation and Loneliness on Resident Wellbeing

If this pandemic has taught us anything, it is the importance of human connection and the devastating impact when that connection is lost. Popular presenters Dr. John Brose and Jane Danner join forces to explore this serious issue.

- Hear about scientific research that has established a causal relationship between feelings of isolation and loneliness and high rates of illness and death, particularly among older adults.
- Know how to identify an individual at risk of compromised health and wellbeing due to loneliness and isolation, what you can do to help and when to call in a trained mental health expert.
- Explore effective strategies used during the pandemic that have resulted in establishing or re-establishing positive social connections that promote wellbeing.
- Discuss how to respond to questions and concerns from families about the wellbeing of their loved one.

*John Brose, PhD, LP, LMFT, LADC, Director, Associated Clinic of Psychology, Minneapolis; and Jane Danner, Director of Resident Engagement and Development, Volunteers of America, Eden Prairie*

## CONCURRENT SESSIONS

10:45 – 11:45 a.m.

### Session #9 - Working Through Lease Infractions in Senior Buildings

- Briefly refresh your understanding of Tenant-Landlord Law including the rights and responsibilities of you and your tenants.
- Explore case studies of frequent lease violations such as smoking, hoarding, other people living in a tenant's unit and chemical abuse.
- Take away effective tips and strategies to negotiate with tenants over lease violations.
- Describe your organization's options if a tenant continues to violate their lease.

*April Boxeth, Attorney and Partner, Voigt, Rodè, Boxeth & Coffin, LLC, St. Paul*

# THURSDAY, AUGUST 20

## CONCURRENT SESSIONS *cont'd*



### Session #10 - Top Survey Trends in MDH Home Care, OHFC and Infection Control

- Become familiar with pre-COVID-19 Minnesota Department of Health home care survey findings so you can remain in compliance and monitor the areas receiving increased scrutiny.
- Receive an update on OHFC complaints and investigation trends to evaluate your compliance efforts.
- Hear about member experiences and lessons learned from MDH's increased scrutiny in infection control surveys during the COVID-19 pandemic in order to prepare for your survey or follow up.
- Refresh your knowledge of best infection control practices, resources and process improvements to enhance your organization's outcomes.

*Kari Everson, RN, BSN, MSN, MHA, LNHA, Director of Clinical Care @ Nurse Consultant, LeadingAge Minnesota, St. Paul; and Rob Rodè, Attorney and Partner, Voigt, Rodè, Boxeth @ Coffin, LLC, St. Paul*

12:45 – 1:45 p.m.

### Session #11 - Fair Housing and Companion Animals: Balancing Individual and Community Rights

- Briefly review how fair housing laws address companion animals in senior living settings.
- Consider your rights as a landlord and what rules you can put into place through policies and procedures to protect your building and other tenants/residents.
- Know what you can legally ask about an individual's desire or need to have an animals.
- Discuss "what if" scenarios so you'll know how to proceed in the future, such as when a tenant can no longer care for a pet, if there's damage to a unit, or if the animal instills fear in others.

*Michelle Klegon, Attorney, Klegon Law Office, Ltd, Minneapolis*

### Session #12 - How to Prepare for a Home Care Survey and Avoid Negative Findings

- Review Minnesota's Home Care Licensure requirements so you know what is expected.
- Discuss what policies, procedures and systems to have in place to handle complaint investigations and address concerns.
- Know how to prepare for the survey process by conducting self-audits, gathering and organizing information that a surveyor will request, training your staff for what to expect and other important actions.

*Rob Rodè, Attorney and Partner, Voigt, Rodè, Boxeth @ Coffin, LLC, St. Paul; and Loes Vlaminck, Principal, Loes Consulting, Rochester*



# THURSDAY, AUGUST 20

## CONCURRENT SESSIONS *cont'd*



2 – 3 p.m.



### **Session #13 - Recruitment, Retention and Staffing in an Era of COVID-19**

- Describe the critical elements of a customized staffing plan to meet workforce demands during a crisis.
- Recognize the positive correlation between effective recruitment and retention strategies and an organization's leadership setting a reassuring tone through ongoing communications and actions.
- Apply key concepts of emergency preparedness to address some of the basic needs of your staff to assuage fears, maintain connections and provide a safe space to be heard.

*Patti Fandrich, Human Resource Director, PioneerCare, Fergus Falls; Scott Hamman, Vice President, Human Resources, Vista Prairie Communities™, Brooklyn Park; and Laura Lutgens, Director of Nursing, Three Links, Northfield*

### **Session #14 - Successful Corrective Action Plans for Home Care Surveys**

- Renew your understanding of home care survey corrective action plans and what you need to provide if asked by MDH to submit yours.
- Know how to hold your staff accountable for making changes and how to operationalize and document those plans in the event of a reconsideration.
- Take away a sample corrective action work plan to help with implementation.
- Explore effective strategies for having a respectful conversation with surveyors about negative or potential survey findings.
- Discuss substantiated OHFC complaint investigations and what is required for follow up.

*Kari Everson, RN, BSN, MSN, MHA, LNHA, Director of Clinical Care @ Nurse Consultant, LeadingAge Minnesota, St. Paul; Rob Rodè, Attorney and Partner, Voigt, Rodè, Boxeth @ Coffin, LLC, St. Paul; and Lores Vlainck, Principal, Lores Consulting, Rochester*

3:30 – 4:30 p.m.

### **Session #15 – Home Care Survey Coaching Room**

Join us for a live Coaching Room to discuss the day's programming on home care survey-related topics. Presenters Kari Everson, Rob Rodè and Lores Vlainck will respond to your most pressing questions on home care surveys so your organization can maintain compliance.

4:30 p.m. - Conference Adjourns





# THURSDAY, AUGUST 20



*This session will be pre-recorded and available on-demand to registered conference attendees.*

## Session #16 - Hot Topics in Admissions, Transitions, Move-Ins and Rentals during the COVID Pandemic

- Review the current federal, state and CDC guidance on admissions, move-ins and intercommunity resident moves.
- Refresh your knowledge about infection control protocols so your team remains vigilant and in compliance.
- Know how to explain visitor participation to your stakeholders as clearly and succinctly as possible during apartment moves and admissions.
- Analyze sample language for your organization's policies and procedures for different types of resident moves.

*Kari Everson, RN, BSN, MSN, MHA, LNHA, Director of Clinical Care & Nurse Consultant, LeadingAge Minnesota, St. Paul; and Janna Kovach, LSW, Social Service Specialist, Benedictine, Fridley*

**BONUS  
SESSION**

# REGISTRATION AND GENERAL INFORMATION

## Early Bird Deadline is July 24, 2020

### Registration Fees

	On/Before July 24	After July 24
Members	\$200	\$250
Prospective Members	\$250	\$300

Conference registration fee is per person. Registration may not be split or shared; each participant must register individually and pay a registration fee.

Conference registrants will receive virtual conference login information approximately three days before the event. All sessions will be recorded and available for viewing and CEU credits following the conference (conference attendees only).

Contact Ashley Rogers at [arogers@leadingagemn.org](mailto:arogers@leadingagemn.org) for assistance or if you did not receive registration confirmation.

### Cancellation Policy

Cancellation deadline is August 5, 2020.

All cancellations must be made in writing and are subject to a \$25 processing fee. There is no refund for cancellations received after August 5 or for no-shows, but substitutions are gladly accepted. LeadingAge Minnesota reserves the right to cancel this conference or individual sessions.

Register online at: [www.leadingagemn.org/connectconference](http://www.leadingagemn.org/connectconference)

# CONTINUING EDUCATION CREDITS

This program has been designed to meet the CEU approval criteria for the Minnesota Board of Executives for Long Term Services and Supports (MN-BELTSS) and the Minnesota Board of Nursing. LeadingAge Minnesota is an approved provider of continuing education by the Minnesota Board of Social Work. CEUs will also be available for AL/HWS managers. General certificates of attendance will also be available.

Participants may view all live, on-demand and pre-recorded sessions to earn a maximum of 17 CEUs. See details and specific approval information at [www.LeadinAgeMN.org/ConnectConference](http://www.LeadinAgeMN.org/ConnectConference).

## Introducing Speed Networking! - August 25

*Continue your Connect Conference experience with our first ever Speed Networking Social Hour!*

Without coffee breaks and lunch hours as natural gathering and networking venues, we're introducing a new way to make meaningful, lasting connections. Meet new people, talk about what you heard at the Connect Conference, and share your thoughts and ideas.

Just complete a brief profile, and you'll be matched with several people with similar interests for short, 1-1 connections.

**We've reserved 11 a.m. – Noon on Tuesday, Aug. 25 for this special event** – so plan to join us for some serious connections.

