

LeadingAge[®]
Minnesota

2021 *Virtual*

CONNECT CONFERENCE

October 27-28, 2021



Assisted Living

Housing

Home Care

2021 Connect Conference Sponsored by



2021 LeadingAge Minnesota Annual Sponsors

These fine organizations are dedicated partners whose financial support helps provide quality programs and resources to our members.

Through these unprecedented times, our annual sponsors have continued their steadfast support of our collective work. They have met myriad challenges with industry expertise, innovative solutions, flexibility, and a genuine desire to help our members serve seniors with excellence and dignity.

For all you do – thank you. We truly are Better Together.



Anderson Companies
Compeer Financial
DBS Group
Eide Bailly LLP
Elim Preferred Services Inc.
Essity
Fredrikson & Byron, P.A.

Guardian Pharmacy Minnesota
Health Dimensions Group
Healthcare Services Group Inc.
Kraus-Anderson
McKesson Medical-Surgical
Medline
Northland Securities Inc.

Pathway Health
Piper Sandler & Co.
Professional Portable X-ray Inc.
Sonus Interiors
St. Croix Hospice
Wold Architects and Engineers

It's Time to **Connect!**

The Connect Conference brings together providers of senior housing, assisted living, and home care for two days of exceptional education and connecting with your colleagues.

It's been a very long year and a half, and the landscape of aging services has changed. While we had planned to be together this fall to reconnect in person, the recent surge in COVID -19 and the Delta variant have made it necessary to convert Connect to a virtual conference.

Join us October 27 and 28 for the latest news, updates, and strategies for navigating the most significant disruptors in recent history. Session content will be available to all registered participants for on-demand viewing and earning CEUs through December 2021.

See you soon!



CONNECT

Connect to The Latest Information

- Navigating all that is new with Assisted Living Licensure.
- Supporting our teams and residents through the pandemic and beyond.
- Marketing and selling senior housing in these turbulent times.

CONFERENCE SCHEDULE

Wednesday, October 27

9 - 10:15 a.m.

GENERAL SESSION

* Program contains topics for Licensed Assisted Living Directors (LALDs) licensed under a legacy pathway to earn the required seven hours of continuing education (CE) within their first year of licensure.



Welcome Remarks



*Gayle Kvenvold, President & CEO,
LeadingAge Minnesota*

Moving Forward Together Again

Connections are an important part of life. They affirm our humanity and sense of purpose that extend to physical health and emotional wellbeing. Our business of serving older adults is all about making meaningful connections; and when we do it well, the results are magnificent.

Daniel Shannon opens our conference by exploring the importance of building connections and the skills needed to master this essential function.

First, define what true connection is and what it's not. How do cultural forces such as social media play into connections? How have our connections been impacted, and possibly forever changed, by the pandemic? Next, consider why creating connections is so important, how to cultivate and maintain them, and the difference it makes in the work we do.

Learn how to develop three critical realms of connection:

- Ourselves: Having a keen self-awareness of our identity, our values, and what motivates us.
- The people we serve: Utilizing both emotional intelligence and technology.
- Each other: Having empathy and compassion for our coworkers and partners.

Put this all together and realize what is possible when we connect well with ourselves and one another.

Daniel Shannon has been partnering with individuals and groups for two decades to help enhance their value proposition. He brings expertise in the areas of strategy, diversity/equity/inclusion, training, and development from his experience with Fortune 100 companies. He is the Chief Activation Officer for Daniel Shannon Speaks and a proud husband and father.

Welcome and Opening Keynote
sponsored by



Daniel Shannon



Wednesday, October 27, cont'd.



10:15 – 10:45 a.m.

Break

10:45 – 11:45 a.m.

CONCURRENT SESSIONS

Session #1 – Marketing for the LGBTQ Audience

- Create an inclusive environment for a diverse older adult population through staff training, a review of HR policies, community outreach, and thoughtful marketing.
- Recognize the value of people seeing themselves in an organization's marketing.
- Gain insights from an organization's rebranding process for the aging community – what works and what doesn't, and how to ensure your marketing is authentic to diverse communities.

Maren Levad, Aging Advocate, and Tia Lauve, Communications Coordinator, Rainbow Health, St. Paul

Session #2 – MDH Update on Assisted Living *

- Learn about the progress being made in survey and compliance with the new Assisted Living Licensure requirements including interpretations of common questions.
- Become familiar with trends in AL physical plant surveys and emergency preparedness so you know what's expected for compliance.
- Know how kitchen surveys are being carried out and what food code violations are being found so you can remain vigilant in providing safe food handling and prevention of food borne illnesses.
- Gain important insights on the roll out of the AL Resident Bill of Rights and electronic monitoring best practices.

Lindsey Krueger, RN, Regional Operations Executive Manager, and Director, Office of Health Facility Complaints; Amy Hyers, RN, Regional Operations Manager, Health Facility Evaluation; Michael Mireau, Engineering Supervisor; and staff to be announced, Environmental Health, Minnesota Department of Health, St. Paul

11:45 a.m. – 12:45 p.m.

Break

12:45 – 1:45 p.m.

CONCURRENT SESSIONS

Session #3 – Blending In-Person and Virtual Selling

- Gain insights from sales and marketing professionals who are combining the best of in-person and virtual selling experiences.
- Take home ideas and strategies to help meet your organization's sales and marketing goals.

Kate Blessing, Director of Community Relations, Martin Luther Senior Living and Care, Bloomington; Angi Moore, Director of Digital Marketing, Cassia, Edina; and Peggy Scoggins, Owner, Adpet Selling, New Brighton

Session #4 – Transition Notices and Process Requirements Under AL Licensure *

- Review the type of terminations and transitions that can take place and what you must do to comply.
- List the components of the relocation planning process including coordinated moves and safe discharge location.
- Discuss resident appeals, the non-renewal of housing, the deadlines for service determination appeals, and your options.
- Recognize when expedited terminations can be utilized.

Sam Orbovich, Attorney/Shareholder, and Pari I. McGarraugh, Attorney/Shareholder, Fredrikson & Byron P.A., Minneapolis

Wednesday, October 27, *cont'd.*

12:45 – 1:45 p.m.

Session #5 – Emergency Preparedness Requirements for Assisted Living *

- Review the new requirements that incorporate federal preparedness standards, which take an “all hazards” approach, to ensure adequate planning for both natural and man-made disasters.
- Describe the core elements of an emergency operations plan and the process for developing a plan that is tailored to your setting.
- Gain important insights about what surveyors are looking for in emergency preparedness plans and what compliance gaps they are finding.
- Identify tools and resources available to support assisted living providers with disaster planning and emergency preparedness.

Jonathan Lips, Vice President of Legal and Regulatory Affairs, LeadingAge Minnesota, St. Paul; and Matt McNeill, LALD, Director of Senior Living, StuartCo., Minneapolis

1:45 – 2:15 p.m.

Break

2:15 – 3:15 p.m.

CONCURRENT SESSIONS

Session #6 – Classic Best Practices for Selling Housing to Seniors

- Recognize that matching seniors’ housing needs to what you provide is the same regardless of the real estate market and/or a pandemic.
- Hear about key influences shaping the senior housing market including the ending of eviction moratoriums.
- Discuss best practices to effectively address prospective residents’ objections to move-ins if there’s a match between what you provide and what they need.
- Enhance your skills in selling senior housing to make you and your organization successful.

Lisa Dunn, Broker Associate, REALTOR®, RE/MAX Results Change AGENTS, Edina

Session #7 – Meeting the Food and Nutrition Requirements Under the AL Licensure *

- Review Minnesota’s AL licensure requirements on menus, food, and nutrition and their relationship to person-centered care and services.
- Understand how the regulations apply to different assisted living settings and learn strategies to achieve compliance.
- Discuss best practices for providing food and meeting the nutritional needs of residents in assisted living settings.

Christine Link, MBA, RD, LD, Minnesota Marketing Dietitian, Martin Bros. Distributing Inc., Cedar Falls, Iowa

Session #8, Emergency Preparedness for Assisted Living, is being rescheduled to the 2022 Institute & Expo.

3:15 p.m.

Adjourn for the Day

CONFERENCE SCHEDULE

Thursday, October 28

9 - 10 a.m.

GENERAL SESSION

Restoring Resilience, Building Up Ourselves and Others

- Appreciate how new science and ancient wisdom traditions combine to help sustain a healthy mind, mood, and heart in the face of ongoing challenges in the older adult services and health care sectors.
- Describe a best practice model of resilience and the key factors that help sustain it over a lifetime.
- Understand how new neuroscience can promote a more vital and engaged mind.
- Develop at least three new practices that sustain a healthy brain and mood to help you bring your best self to your work caring for others.

*Henry Emmons, MD, is a psychiatrist who integrates mind-body and natural therapies, mindfulness, and neuroscience into his clinical work. He is co-founder of both NaturalMentalHealth.com and JoyLab.coach, an online program to help participants develop the essential elements of joy. Henry is the author of *The Chemistry of Joy*, *The Chemistry of Calm*, and *Staying Sharp*, and is a frequent speaker and workshop leader.*

10 – 10:30 a.m.

Break

CONNECT

* Program contains topics for Licensed Assisted Living Directors (LALDs) licensed under a legacy pathway to earn the required seven hours of continuing education (CE) within their first year of licensure.



Henry Emmons, MD



General Session sponsored by





10:30 – 11:30 a.m.

CONCURRENT SESSIONS

Session #9 – Telehealth, Telecom, and Virtual Visits

- Refresh your understanding of current federal and state rules and regulations related to telehealth.
- Take home best practices for completing an accurate virtual assessment and documentation tips for charting a virtual visit.
- Know how remote client monitoring can extend your workforce and well as make you more competitive.
- Explore how tele technology can benefit your company by improving both financial performance and customer satisfaction.

Laura Wilson, RN, BSN, COS-C, Managing Director, Operations and Clinical Consulting, SimiTree Healthcare Consulting, Hamden, Conn. and King of Prussia, Pa.

Session #10 – Conducting Cognitive Assessments Under AL Licensure *

- Understand the rationale behind the requirement to conduct cognitive assessments of assisted living residents.
- Recognize the importance of an Interdisciplinary Team approach in developing a care plan.
- Explore a variety of validated instruments your staff team might use when assessing cognition.

Lores Vlaminck, Principal, Lores Consulting, Rochester

Session #11 – AL vs. Comprehensive Survey Process *

- Learn the key differences and similarities between the assisted living survey process and the comprehensive home care survey process.
- Describe techniques to prepare for a regulatory survey.
- Discuss how to train staff in preparation for a survey.

Kari Everson, RN, PHN, BSN, MSN, MHA, LNHA, LALD, Vice President of Clinical Services @ Nurse Consultant, LeadingAge Minnesota, St. Paul and President/Consultant, Euvoia Senior Care Consulting LLC, Woodbury

11:30 a.m. – 12:30 p.m.

Break

12:30 – 1:30 p.m.

CONCURRENT SESSIONS

Session #12 – Understanding, Managing, and Preventing Challenging Dementia Behavioral Symptoms, Part 1

(Part 2 continues in Session #15)

- Explore best practices in non-pharmacologic strategies that decrease the intensity and frequency of challenging behavioral symptoms of dementia.
- Describe common triggers known to exacerbate behavioral symptoms of dementia and learn strategies for minimizing these triggers.
- Understand how those behaviors decrease the resident's quality of life and cause significant stress for team members, family, and other residents.
- Discuss the behavior management requirements for Assisted Living with Dementia Care licensure.

Erin Bonitto, MS, ADC, Founder @ Lead Coach, Gemini Consulting Inc., Cold Spring

Thursday, October 28, cont'd.

12:30 – 1:30 p.m.

Session #13 – Infection Control: What's Current and What We Should Know *

- Review current infection prevention and control guidance related to COVID-19.
- Analyze infection prevention and control requirements for assisted living settings.

Kari Everson, RN, PHN, BSN, MSN, MHA, LNHA, LALD, Vice President of Clinical Services @ Nurse Consultant, LeadingAge Minnesota, St. Paul and President/Consultant, Euvoia Senior Care Consulting LLC, Woodbury

Session #14 – Changes in Education and Training Under AL Licensure *

- Review the minimum educational requirements for orientation and annual education as required by 144G.
- Describe the methodologies to engage staff as adult learners in mandatory training.
- Discuss proven staff engagement and empowerment strategies that will help make training stick.

Lores Vlaminck, Principal, Lores Consulting, Rochester

1:30 – 2 p.m.

Break

2 – 3 p.m.

CONCURRENT SESSIONS

Session #15 – Understanding, Managing, and Preventing Challenging Dementia Behavioral Symptoms, Part 2

(continued from Session #12)

Erin Bonitto, MS, ADC, Founder @ Lead Coach, Gemini Consulting Inc., Cold Spring

Session #16 – When Good Families Behave Badly

- Recognize resident, family, or other stakeholder interactions that may lead to caregiver abuse.
- Learn actions and strategies organizations can take to assist staff in working through difficult situations before they escalate.
- Analyze specific examples of potential abuse and mistreatment and learn best practices for managing them.

Kari Everson, RN, PHN, BSN, MSN, MHA, LNHA, LALD, Vice President of Clinical Services @ Nurse Consultant, LeadingAge Minnesota, St. Paul and President/Consultant, Euvoia Senior Care Consulting LLC, Woodbury; and Rob Rodè, Attorney and Partner, Voigt, Rodè, Boxeth @ Coffin LLC, St. Paul

Session #17 – Meeting the Physical Requirements for Facilities Converting to Assisted Living

- Discuss the physical environment and fire safety requirements included in Minnesota's Assisted Living Licensure law and review recent legislative updates to both.
- Become familiar with the survey findings for assisted living facilities and assisted living facilities with dementia care that became licensed through the conversion process.
- Build your knowledge of the design requirements for new AL licenses.

Bob Dehler, P.E., Engineering Program Manager, and Michael Mireau, Engineering Supervisor, Minnesota Department of Health, St. Paul

3 p.m.

Conference Adjourns

GENERAL INFORMATION & REGISTRATION

REGISTRATION FEES

LeadingAge Minnesota Members	\$295
Prospective Members	\$445

Conference registration includes on-demand access and earning CEUs through December 31, 2021. Registration is for the full conference and may not be shared; each attendee must register individually and pay a registration fee.

REGISTER HERE

Prospective members contact [Ashley Rogers](#) for registration assistance.

CUT-OFF/ CANCELLATION

Register or cancel before 1 p.m. on October 26, 2021. All cancellations must be made in writing and are subject to a \$25 processing fee. LeadingAge Minnesota reserves the right to cancel this conference.

CONTINUING EDUCATION CREDITS

The educational programming for the Connect Conference meets the CEU approval criteria for the Minnesota Board of Executives for Long Term Services and Supports (MN-BELTSS). Sessions marked with an asterisk (*) contain topics related to assisted living facilities as required for LALDs to earn the required seven hours of continuing education (CE) within their first year of licensure. Programming has been designed to meet the continuing education approval of the Minnesota Board of Nursing. LeadingAge Minnesota is an approved provider of continuing education by the Minnesota Board of Social Work. General certificates of attendance will be available for housing managers, assisted living directors and others.

FOR FURTHER INFORMATION

Ashley Rogers, arogers@leadingagemn.org for assistance.