

AUDIENCE/FOCUS

SAMPLE TOPICS

Adult Day Program Directors

Expanding service options and diversifying funding sources, technology based programming, developing a robust intern and volunteer program to support person centered planning, licensing updates.

All audiences

Diversity, Equity, Inclusion (DEI), abuse prevention, behavioral health, change management, customer service/hospitality, dementia, improving organizational operations, leadership, management/supervision, effective communication, managing conflict.

Assisted Living and Home Care Managers

Surveys, Landlord-Tenant law, Fair Housing trends, customer service, resident and family councils, communicating with families, AL licensure, transition planning, terminations, person centered planning, RN oversight.

Business Office (AL or Care Center)

Accounts receivables, best practices, managed care payment.

Campus Directors/Administrators/CEOs

“Lessons Learned from COVID-19”, developing new products and services, new business models and partnerships, improving organizational operations, using data to drive decisions, predictive analytics, regulatory compliance, Medicare Advantage, leading with emotional intelligence, performance excellence/quality improvement.

Clinical care

Infection prevention, falls prevention, disease specific care, care transitions, antibiotic stewardship, building clinical competencies, staffing, pain management, medication safety, preventing drug diversion.

Dietary/Food Service

Sanitation and ethics (required CEUs), specialty diets, bariatric care, meal planning, enhancing meal experience, new AL requirements for dietary directors.

Environmental Services

Their role in cleanliness/infection control, energy savings, emergency preparedness, creating home – best design and furnishing elements for senior settings, establishing a preventive maintenance program (including vendor contracting for equipment inspection, testing, maintenance), fire/life safety, hazardous waste disposal.

Financial Management

Best practices, capturing appropriate reimbursement, insurance and risk management, budgeting “101”.

Fund Development

Donor relationships, asking for \$, special events, tapping millennial donors, new ideas/trends in fundraising, grant management, securing grants.

Governance

Board/governance development, succession planning, building public trust, ethics, recruiting for boards, diversity in the Boardroom, board’s role/obligation in DEI.

Human Resources	Post-COVID care and support for staff, employment law, recruitment and retention with pandemic lens, OSHA, coaching and counseling, hiring best practices, mentoring, cultural competence, DEI, onboarding, pipeline building with schools, career pathway development, developing diverse staff into leaders.
Marketing and Sales	Virtual tours and other post-pandemic marketing, social media developments and best practices, avoiding deceptive marketing practices using data to inform marketing strategy, selling senior housing in a hot market, delivering what your market demands, career awareness campaigns.
Pastoral/Spiritual Care	Practicing mindfulness, building spiritual resilience, blending faiths, supporting people at end-of-life, end-of-life rituals.
Quality and Safety	Safety science/culture, performance excellence, quality measures/quality improvement, resident/family/staff engagement.
Reimbursement Policies	Disability waiver rates. elderly waiver reform, Patient Driven Payment Model, Value Based Reimbursement, VA reimbursement, COVID funding.
Regulations (setting specific)	Infection Control, AL licensure, HCBS Settings Rule, Long Term Social Supports (AL and Adult Day), HIPAA/data privacy/Information blocking, emergency preparedness, Nursing Facility Requirements of Participation, Immediate Jeopardy citations (preventing, responding to and/or appealing).
Social Services	Cultural responsiveness and ethics-related topics (required CEUs), communications with families and clients, person centered care, resident and family councils, facilitating care discussions.
Technology	Telehealth, Electronic Health Records, HIPAA Cutting edge technology, cyber security, interoperability and health information exchange, HIPAA privacy and security, adopting new technology (strategic planning and/or technology selection), technologies for clients and residents.
Therapeutic Recreation	Innovative practices, person-centered activities, technology (virtual reality), quality measures and outcomes, quality improvement, patient safety, safety culture, empowering direct caregivers, communicating with residents and families, systems, Value Based Reimbursement.
Wellness	Aromatherapy, healing touch, self-care, palliative care, mental wellness, reducing loneliness and isolation.