

SCHEDULE OF EVENTS

THURSDAY, MAY 20

8 a.m.	8 - 9 a.m. Concurrent Sessions	8 a.m.
9 a.m.		9 a.m.
10 a.m.	9:15 - 10:30 a.m. General Session and Opening Keynote Presentation	10 a.m.
11 a.m.	10:45 - 11:45 a.m. Concurrent Sessions	11 a.m.
12 p.m.		12 p.m.
1 p.m.	12:15 - 1:15 p.m. Meetup Groups: Finance/Business Office, Engineers/Environmental Services/ Maintenance, Marketing & Sales, Safe Care for Seniors Champions and Technology	1 p.m.

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SESSION PLANNER - THURSDAY, MAY 20, 2021

Professional Group	Sessions
Activities/Therapeutic Recreation	604, 612, 706, 708, 711, 712
Adult Day Services	601, 604, 607, 608, 612, 708
AL Director/HWS Manager	601, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 702, 703, 704, 705, 706, 707, 708, 709, 710, 712, 713
Board Member	604, 610, 612, 703, 704
Campus Director	601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 701, 702, 703, 705, 706, 707, 708, 709, 710, 712, 713
CEO/Administrator	601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 701, 702, 703, 704, 705, 707, 708, 709, 710, 713
Dietary/Culinary	609, 612, 708, 709
Finance/Business Office	604, 610, 612, 702, 704, 707, 708, 809, Meetup Group
Fund Development	604, 612, 708
Home Care	604, 605, 606, 612, 706, 707, 708, 710, 711
Housing Director (<i>Independent living</i>)	601, 604, 607, 612, 702, 705, 708, 712
Human Resources	603, 604, 607, 611, 612, 704, 705, 708, 710
Maintenance/Environmental Services/Engineers	601, 604, 612, 701, 708, Meetup Group
Marketing & Sales/Public Relations	603, 604, 609, 612, 708, 709, 713, Meetup Group
Medical Records/Health Information Technology	604, 608, 612, 708
Nursing	602, 604, 605, 606, 608, 612, 706, 707, 708, 710, 711
Physical/Rehab Therapy	608, 612, 706, 708, 711, 712
QA/QI Staff	604, 612, 708, 711
Social Work	602, 604, 606, 608, 612, 704, 706, 707, 708, 711
Spiritual Care	606, 612, 706, 708
Staff Development/Education	604, 606, 612, 708
Technology	604, 608, 612, 708, Meetup Group

EDUCATION SESSIONS - THURSDAY, MAY 20, 2021

8 – 9 a.m.

CONCURRENT SESSIONS

Tracks for Sessions

AL – Assisted Living

ADS – Adult Day Services

CC – Care Centers

HCBS – Home and Community Based Services

601 - DPS Update: Fire Safety for Senior Housing, AL and ADS (AL, ADS)

- Understand which fire safety requirements apply to senior housing, assisted living/housing-with-services and adult day services.
- Clarify the roles of the Minnesota State Fire Marshal and local fire code officials.
- Understand what changes are anticipated with Assisted Living Licensure.

Tom Jenson, Deputy State Fire Marshal, Code Specialist, Code Development Team, Department of Public Safety, Minnesota State Fire Marshal Division, St. Paul

602 - Making it Through an Immediate Jeopardy (CC)

- List the immediate and ongoing steps to take after an Immediate Jeopardy (IJ) deficiency is called at your care center.
- Discuss how to address staff and resident communication, implications of public perception and potential Board inquiry issues as a result of an IJ.
- Review best practices for removal plans and appeal options.

Rebecca Coffin, Attorney/Partner, Voigt, Rodè, Boxeth & Coffin LLC, St. Paul

603 - Reverse Engineer Your Post-Pandemic Communications and Marketing Strategy (AL, CC)

- Recognize the importance of disciplined communication as an essential component of a successful overall sales and marketing strategy.
- Leverage the internal communications practices developed during COVID to strengthen and realign your external messaging to address consumer fears and needs.
- Incorporate the stories of true heroism and quality care that occurred during the pandemic into impactful marketing messages.

Leah Lindgren, EVP, Marketing and Communications, and Darrah Baum, Digital Media and Design Specialist, Health Dimensions Group, Minneapolis

604 - Ten Insights into Highly Effective Meetings (All Settings)

- Learn the secret to developing a living agenda for your next meeting that immediately engages the group.
- Apply the rules of continuous improvement to drastically improve meeting effectiveness.
- Receive tips to promote healthy discussion and increase collaboration in your meetings, whether in person or virtual.

Bruce Matza, Principal, Innovations in Management, Woodbury

605 - Navigate Assisted Living Licensure While Avoiding Legal Pitfalls (AL)

- Learn important proactive measures to help navigate this new legislation to avoid legal pitfalls.
- Discuss challenging resident behaviors in the context of the new Assisted Living Licensure law – including what will change and how it will apply.
- Explore real life scenarios to help you know how to better prepare you and your staff for this new law.

April Boxeth, Attorney/Partner, and Aaron Sagedahl, Attorney, Voigt, Rodè, Boxeth & Coffin LLC, St. Paul, and Amy Koehnen, Campus Administrator, Ebenezer, Minneapolis

606 - Building a Culture of Trauma Informed Care (AL, CC)

- Define trauma informed care (TIC) as an emerging area of focus within healthcare that impacts residents, staff and the organization.
- Discuss the importance of focusing on TIC as a workforce wellness initiative, and identify opportunities, guidelines and standards of practice.
- Strategize how to implement practical approaches for becoming a trauma-informed system that supports and promotes the health and well-being of all involved.

Jessi Kauk, Nurse Educator, Ecumen, Shoreview

EDUCATION SESSIONS - THURSDAY, MAY 20, 2021

8 – 9 a.m.

CONCURRENT SESSIONS *cont'd.*

607 - Pandemic Employment Law (All Settings)

- Receive an overview of the employment law landscape during the COVID-19 pandemic and identify the top 10 challenges employers face.
- Obtain tips on handling employment law issues that may arise now and during future times of crisis, such as wage and hour, employee misconduct, accommodations and refusal to work.
- Explore real-world examples from the past year and receive valuable communication tips regarding risk and exposure.

Josh Heggem, MSBA Board Certified Labor and Employment Law Specialist, Pemberton Law P.L.L.P., Fergus Falls

608 - Why Telehealth Use Is Here to Stay (AL, CC)

- Hear about the telehealth flexibilities available under the CMS Health Emergency Waiver and how aging services providers are leveraging these opportunities.
- Discuss the broad array of technologies being utilized for several telehealth services, adoption and spending trends among aging services providers, and the convergence of technologies and trends.
- Explore examples of different telehealth implementations used by providers in response to the COVID-19 pandemic, and why telehealth use is here to stay.
- Get the latest information on telehealth developments and activities in Minnesota and the benefits experienced by consumers in mental health, primary care and other services.

Majd Alwan, PhD, SVP of Technology @ Business Strategy, LeadingAge, and Executive Director, Center for Aging Services Technologies (CAST), Washington D.C.; and Candy Hanson, BSN, PHN, LHIT-HP, Program Manager, Stratis Health, Bloomington

609 - Reimagining the Post-COVID Dining Experience (AL, CC)

- Consider how to reposition your post-COVID dining and hospitality, how resident expectations have changed, and share best practices for in-room dining service.
- Learn how to leverage technology innovations to keep residents and staff safe and healthy.
- Discuss how to incorporate a new dining experience into your marketing and sales process.

Gabriel Martinez, Director, Business Development, Morrison Living, Chicago, Ill.

610 - How an Enterprise View of Strategy and Risk Leads to Better Decision-Making (AL, CC)

- Explore the importance of looking at risk management with a strategic lens and using that knowledge to discuss how the exposure may create risk or opportunity for your organization.
- Understand the impact of risk across the dimensions of operational, financial, human capital, technology, legal/regulatory or strategic, and how to manage or mitigate them for timely and better decision making.
- Explore how risks may create an exposure gap, an opportunity or the need for a closer look.
- Identify when an action plan may be needed to support better decision making.

Mary Peter, Director, Business Risk Services, CliftonLarsonAllen LLC, Minneapolis

611 - The COVID Era: Workforce Strategies for Adapting and Succeeding (AL, CC)

- Discuss the new era of staffing challenges presented by COVID-19 that will continue to influence the future of workforce for senior living.
- Receive key strategies and practical solutions to garner improved recruitment and hiring, increased staff satisfaction, greater engagement and lower turnover.
- Identify strategies to better communicate with and support staff during these turbulent times.

Peter Corless, Executive Vice President, OnShift, Cleveland, Ohio

EDUCATION SESSIONS - THURSDAY, MAY 20, 2021

8 – 9 a.m.

CONCURRENT SESSIONS *cont'd.*

612 - The Crossroads of Ageism and Racism in Minnesota (All Settings)

- Review ageism in society at large and how it influences quality of life for residents and for the seniors who care for them in congregate settings.
- Explore the issue of racism in American society, how it was manifested during the pandemic and what recent research has revealed about its impact on quality of care for both residents and staff.
- Gain unique insights about the intersection of ageism and racism in Minnesota and what it means for the future of older adult services.

Tetyana P. Shippee, PhD, Associate Professor, University of Minnesota School of Public Health, and Associate Director of Research, Center for Healthy Aging and Innovation, Division of Health Policy and Management; and Odichinma Akosionu, MPH, Doctoral Student, Division of Health Policy and Management, School of Public Health, University of Minnesota, Minneapolis

9 – 9:15 a.m.

BREAK

9:15 – 10:30 a.m.

General Session and Keynote Presentation

Cultivating Resilience: Leadership Skills for Disruptive Times

Eileen McDargh

10:30 – 10:45 a.m.

BREAK

10:45 – 11:45 a.m.

CONCURRENT SESSIONS

701 - DPS Update: State Fire Marshal Life Safety Code for Care Centers (CC)

- Identify the top 10 K-tags being cited in life safety surveys, including generator requirements.
- Learn about current activities and initiatives within the State Fire Marshal's inspection team.
- Explore other timely and relevant topics.

Roy Kingsley, Deputy State Fire Marshal - Fire Inspector, Department of Public Safety, Minnesota State Fire Marshal Division, St. Paul

702 - MHFA and HUD Updates: Minnesota Housing (AL, IL)

- Discuss both new and common issues related to HUD regulations and inspections.
- Discover opportunities for funding that are or may become available in 2021.
- Understand the forms and processes required of managers of affordable housing settings.

Cassie Gordon, Housing Program Supervisor, Multifamily Division – PBCA, Minnesota Housing Finance Agency, St. Paul

703 - Managing a Successful Senior Living Turnaround in a COVID-19 Era and Beyond (AL)

- Discuss the external and internal factors that contribute to underperformance in the senior living marketplace.
- Know how to detect the warning signs of operational decline or failure.
- Learn how to execute a planful and robust turnaround plan and how COVID-19 may impact these strategies.

Craig Abbott, EVP, Growth, and Darrin Hull, EVP, Consulting, Health Dimensions Group, Minneapolis

EDUCATION SESSIONS - THURSDAY, MAY 20, 2021

10:45 – 11:45 a.m.

CONCURRENT SESSIONS *cont'd.*

704 - IDR and IIDR: A Provider's Appeal Roadmap (AL, CC)

- Get a good understanding of when an appeal is warranted and which avenue for an appeal – the Informal Dispute Resolution (IDR) or the Independent Informal Dispute Resolution (IIDR) – is better suited for your tag.
- Understand your appeal rights and the appeal process.
- Review hypothetical scenarios and create a practical roadmap to help identify resources, develop appeal strategies and prepare for an appeal.

Aaron Sagedahl, Attorney, Kelsey Nelson, Attorney, and Jennifer Bernstein, Paralegal, Voigt, Rodè, Boxeth & Coffin, LLC, St. Paul

705 - Innovative Strategies to Recruit Top Talent (AL, CC)

- Learn to leverage your organization's reputation to support recruiting efforts, even in a COVID-positive senior community.
- Identify innovative and effective recruiting strategies and techniques to help you address and better prepare for your staff vacancies.
- Build effective and efficient application and onboarding processes that streamline employee time-to-hire.

Ericka Heid, VP, Human Resources, and Sarah Friede, Senior Director, Recruitment and Placement Services, Health Dimensions Group, Minneapolis

706 - Managing Challenging Behaviors in Mental Illness, Parkinson's and Dementia (AL, CC)

- Have a better understanding of common mental health disorders and their diagnosis.
- Embrace the role of the interdisciplinary team in managing challenging behaviors, and gain strategies to de-escalate behavior.
- Learn how to create person-centered strategies based on the resident's story within the plan of care.

Lynn Fossen, Vice President of Strategic Solutions Consulting, and Heidi LaMeyer, Consultant Assisted Living Lead, Advanced Health Institute, Bloomington

707 - Housing and Service Terminations Under AL Licensure: Change is Coming (AL)

- Learn the new process for terminating housing and services under the Assisted Living Licensure (ALL) law and how it differs from current processes.
- Identify how the termination processes will impact both housing and health-related services.
- Discuss a variety of scenarios, including when a resident decides to stay after health-related services end.

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

708 - Becoming a Customer Service STAR (All Settings)

- Discover the single most effective skill in developing meaningful personal relationships with your residents.
- Know how to empower your staff to take immediate action on a resident's request or problem.
- Share success stories of simple actions that resonate with residents and result in improved customer satisfaction scores.

Bruce Matza, Principal, Innovations in Management, Woodbury

709 - Leverage Dining Services to Increase Occupancy (AL, CC)

- Learn how strengthening the teamwork between your dining and sales/marketing teams can help increase occupancy.
- Discuss how to create, plan and execute effective marketing events from prospect luncheons to grand events.
- Take away three key dining practices and ideas to use in marketing messaging to differentiate your community in the marketplace.

David Koelling, President, Strategic Dining Services, Barrington, Ill.

EDUCATION SESSIONS - THURSDAY, MAY 20, 2021

10:45 – 11:45 a.m.

CONCURRENT SESSIONS *cont'd.*

710 - Using the VAA to Protect Seniors and Your Trusted Staff (AL, CC)

- Learn how to protect seniors from maltreatment through the discussion of case studies, and explore the distinctions among therapeutic conduct, accidents, neglect, abuse, therapeutic errors and other elements of the Vulnerable Adults Act (VAA).
- Understand the important intersection between your employment policies and maltreatment reports under the VAA and discuss when a report should focus on an employee's misconduct or your systems.
- Discuss how the Background Study Act and licensing board responsibilities often interweave with the VAA to provide organizations with the opportunity to identify and cull bad actors from their workforce.

Sam Orbovich, Attorney/Shareholder, Fredrikson & Byron PA, Minneapolis

711 - Addressing COVID-Related Functional Decline in Older Adults (AL, CC)

- Describe the physical and cognitive impact the COVID pandemic and related isolation has had on older adults.
- Explore strategies to address and mitigate functional and cognitive decline related to COVID and isolation.
- Hear from peers the practical strategies they have employed to address and prevent this from occurring in their residents.

Julie Apold, Vice President of Quality and Performance Excellence, LeadingAge Minnesota, St. Paul; Dr. Kathleen Weissberg, MS, OTD, OTR/L, CMDCP, CDP, National Director of Education, Select Rehabilitation, Milford, Del.; and a LeadingAge Minnesota member to be announced

712 - A Proactive Approach to Integrative Wellness and Fitness (AL, CC, IL)

- Examine the negative toll COVID-19 has taken on the physical and cognitive wellbeing of our residents.
- Explore the eight pillars of health and wellness from an evidence-based perspective – physical, mental, emotional, social, financial, occupational, environmental and spiritual.
- Learn how to integrate and promote greater fitness programming throughout your community and create a plan to set realistic goals for the ongoing development, investment and integration of better wellness measures.

Lauren Glorvigen, Director of Wellness Operations and Development, Senior Performance Health, an Arrowhead Medical Company, Minnetonka

713 - SOLUTION STATION: Growing Occupancy Post-COVID (AL, CC)

- Discover new ways to market your community and track leads from outreach to move-in.
- Empower residents and their family members to participate in their health journey and better engage with your care team.
- Deliver quality and resident-focused care while honoring preferences and needs with ease.
- Connect with hospitals and out-of-hospital care facilities to facilitate seamless transitions of care.

Diane Mashburn, Senior Solutions Consultant, MatrixCare, Vero Beach, Fla.

This session includes promotional content. CEUs are not available.

11:45 a.m. – 12:15 p.m.

BREAK

12:15 – 1:15 p.m.

Virtual Meetup Groups *sponsored by*

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Grab your lunch and pop into a Meetup Group to meet awesome new colleagues, share ideas and discuss the day's sessions. Each group will have a dedicated facilitator.

CEUs are not available for this informal learning opportunity.

- Finance/Business Office
- Engineers/Environmental Services/Maintenance
- Marketing & Sales
- Safe Care for Seniors Champions
- Technology

