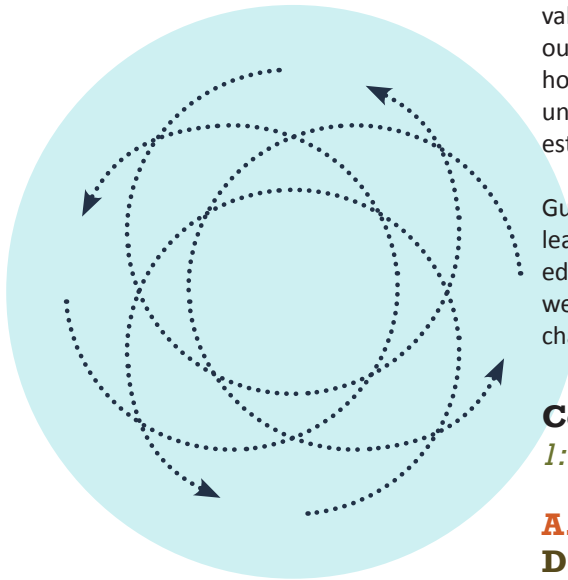


# Annual Conference

Monday

May 22



## Opening Keynote

10:00-11:30 a.m.

### Simplifying Purpose – Returning to What Matters

What if the concept of purpose is simply to follow one's bliss as the late scholar Joseph Campbell offered? When allowing one's purpose and individual values to be aligned, our work in the world finds us. Thus, purpose isn't vocation, it is a clear understanding that this thing called life is a daring quest to fulfill our own passion and values. When we personalize this, then we begin to model the positive changes that ripple out into our world. This same individual process works collectively too, when businesses honor mission over profit. Solution replaces stagnation when aging services organizations understand the necessity of this forward, possibility-thinking mission by continuously establishing cutting-edge services for the aging consumer.

With global education initiatives for the rural poor in Cambodia, India and Guatemala, thought leader David Ault shares his powerful lessons of letting purpose lead him into work he could have never imagined. With established schools offering free education to at-risk, third world children, as well as life skills training and fresh water well sustainability programs, David shares how the simple motto of following your bliss changed the course of his life and his work.

## Concurrent Sessions

1:00 - 2:00 p.m. - select from the following sessions

### A.2 Foster the Extraordinary! Embracing Workplace Differences and Integration (Part 1)

*Continues at 2:15 to 3:15 p.m. time slot*

It's hard to bring together people of different genders, races, ethnic groups, ages, personalities and backgrounds and hope to form a cohesive and integrating team! Each staff member possesses a variety of ideas and beliefs in the workplace that may or may not gel with the organization's mission and with other team mates' viewpoints. Holes in the team structure due to discontent and divisiveness can severely impact the way in which resident interaction occurs and can compromise care and service outcomes. This interactive session provides approaches to help organizations embody diversity and inclusion as key components of creating a thriving work experience.

- Develop skills to accept conflicting perspectives through hands-on learning experiences that explore comfort zone and judgment, and examine techniques that help to create respectful working environments.
- Examine the ways in which personal impact and ineffective communication influences the essence of the team environment and develop strategies to adjust language and behavior to alter attitudes.
- Develop skills and strategies to embrace change and build the team community.

*Presenter(s): Claudia Blumenstock, LNHA, Copernicus, Inc., Honeoye Falls, NY*

### A.3 Living in Community: Embracing People with Dementia (Part 1)

*Continues at 2:15 to 3:15 p.m. time slot*

The effort to develop dementia friendly communities, initiated in the United Kingdom, is now spreading in the United States. Yet the places that should be most dementia friendly – senior living communities – remain bastions of stigma, where those who begin to show memory, thinking, and behavior changes are shunned by others, and those with advanced impairment receive specialized care in memory care units. In this session, the presenter will identify contributors to stigma in Alzheimer's disease in broader society and within senior living communities, discuss the multiple negative consequences of stigma, and offer a framework for understanding the experience of dementia that enhances empathy and promotes accepting, compassionate relationships. Additionally, the presenter will discuss specific strategies that senior living communities can implement to decrease stigma.

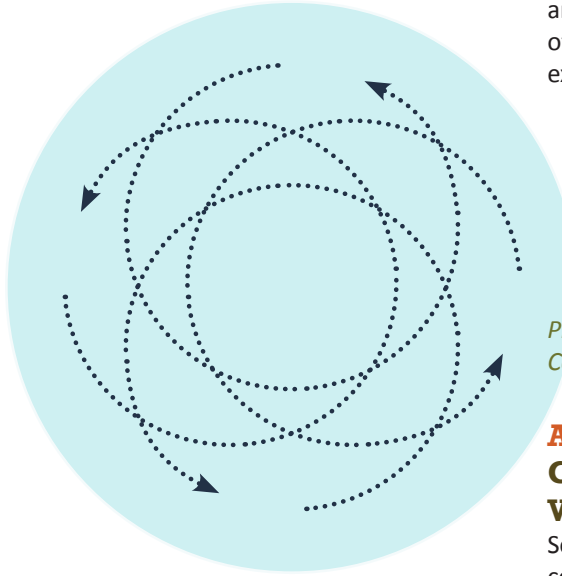
- Identify at least three contributors to dementia-related stigma within senior living communities.
- Identify at least three negative consequences of dementia-related stigma.
- Implement one or more effective strategies to reduce stigma within senior living communities.

*Presenter: Cordula Dick-Muehlke, Cordula Cares, Santa Ana,*

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## A.4 Preparing for the Next Generation of Consumers (Part 1)

*Special Thanks to Session Sponsor Schryver Medical LLC*

*Continues at 2:15 to 3:15 p.m. time slot*

After twenty years of researching Baby Boomer values and preferences related to senior living, the data is clear: Boomer expectations are different than previous generations. In this session, you'll have the opportunity to examine comprehensive research on the Boomer consumer's preferences related to product type, dining and lifestyle options, and digital trends. The presentation includes video highlights from the first generation of Boomers to actually move to Life Plan communities and provides insights into their experiences and the decision making process.

- Review the aging demographics impacting the senior living field today and in the future.
- Gain an understanding of changing consumer preferences as Boomers begin to consider options for the future and gain insights into whether your community is ready for the Boomer consumer.
- Learn about the latest digital marketing trends and identify strategies to reach this target audience.

*Presenter: Laura Jones, Senior Research Analyst, Brooks Adams Research, Sales and Consulting, Richmond, VA*

## A.5 Employment Law for Senior Living & Long Term Care Employers: Hot Issues on Hiring, Discipline and Whistleblowing

Senior living and long-term care employers face unique challenges with respect to compliance with evolving employment laws. A seemingly good-natured question or comment to a job applicant can inadvertently form the basis for a discrimination complaint. Similarly, disciplining an employee for violations of facility policies can, under certain facts, result in employee claims for violations of leave, disability, whistleblower protections or other laws. These employers need to develop and implement policies and procedures for dealing with these common, but complex, employment issues. Employers also need to train their supervisors to consistently implement those policies and procedures, and to document those best practices.

- Get up to speed on lawful job hiring practices, the ever-expanding categories of protected classes of job applicants and employees, and how to start the employment relationship on a positive note.
- Learn effective techniques for responding to senior Living and long-term care workplace complaints and best practices for disciplining long term care employees in a manner that complies with the law and helps improve the facility's workplace environment.
- Address the ever-changing interplay of employee use of social media and employment laws and employee rights.

*Presenter: Jeff Duncan Brecht, Lane Powell PC, Portland, OR*

## A.6 Is There a Miniature Horse In Your Future? What Senior Living Providers Need to Know About Assistance Animals

Even if your senior living community's resident agreement has a "no pets" policy or restricts pets, you are required to make what is called a "reasonable accommodation" to allow pets who serve as assistance animals, including animals that provide emotional support. It's important that providers know and understand their rights and obligations pertaining to assistance animals under the Fair Housing Act, so you can apply the regulations appropriately and explain it to other residents who may not understand this area of the law. In this session, learn how you can be better prepared to handle reasonable accommodations and issues related to assistance animals.

- Understand the differences between the Americans with Disabilities Act (ADA) and the Fair Housing Act (FHA) regarding assistance/service animals.
- Examine whether you can ever say no to an assistance animal, and explore what can and cannot be included in Assistance Animal Agreements.
- Discuss strategies for issues you are having with assistance animals in your senior living community.

*Presenter(s): Louise Dix, Education and Outreach Specialist, Fair Housing Council of Oregon*

# Annual Conference

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## Concurrent Sessions

2:15 - 3:15 p.m. - Select from the following sessions

### **A.7 Foster the Extraordinary!**

#### **Embracing Workplace Differences and Integration (Part 2)**

*Session Continued from 1:00-2:00 p.m. time slot*

### **A.8 Living in Community: Embracing People with Dementia (Part 2)**

*Session Continued from 1:00-2:00 p.m. time slot*

### **A.9 Preparing for the Next Generation of Consumers (Part 2)**

*Session Continued from 1:00-2:00 p.m. time slot*

### **A.10 Reefer Madness: Marijuana in Senior Care and Housing**

Recent election cycles have brought a sea of change, including expanded legalization of marijuana in various states. Several new states have legalized medical marijuana, and several have joined Oregon, Colorado, and Washington by legalizing recreational marijuana. Despite this trend at the state level, the United States government still treats marijuana as illegal, creating challenges for providers that receive federal funds - and for those that do not. Legal marijuana, whether recreational or medical, poses unique legal, practical, and ethical challenges for senior care and housing providers. As baby boomers move into care settings, demands and expectations regarding resident rights, including the use of marijuana, may require communities to allow marijuana use. At the same time, nonsmokers' rights need to be considered. The legalization of marijuana also poses challenges with respect to employee use off the clock (whether medicinal or not). This session will discuss and offer practical solutions and practices for managing these challenges.

- Examine Oregon law and survey other laws legalizing medical and/or recreational marijuana.
- Identify the legal implications of legalization in each senior care setting and consider its employment implications.
- Learn best practices for managing marijuana use in your community and harmonizing such use with no-smoking workplace laws, conditions of participation, and sound risk management practices.

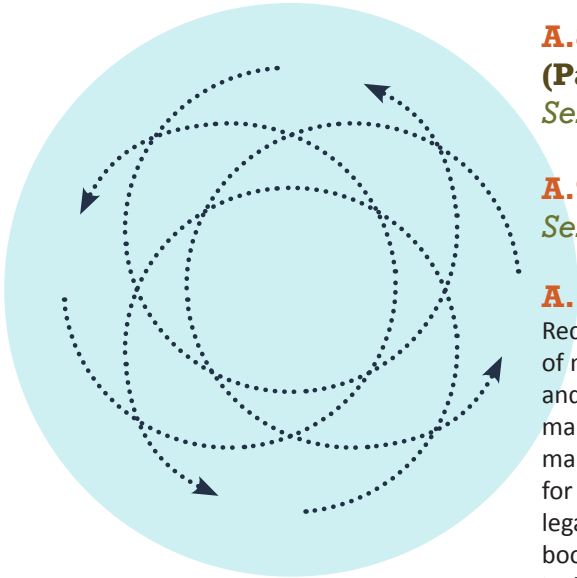
*Presenter(s): Gabriela Sanchez, Lane Powell PC, Portland, OR; Pamela Kaufmann, Hanson Bridgett LLP, San Francisco, CA*

### **A.11 When Resident-on-Resident Harassment is a Fair Housing Concern**

The Department of Housing and Urban Development (HUD) recently released guidance establishing standards to evaluate harassment claims in housing and under what circumstances that harassment may violate the Fair Housing Act. The guidance also clarifies when housing providers may be held responsible under the Fair Housing Act for illegal harassment occurring in their buildings. In this session, participants will have the opportunity to review the guidance so they are better equipped to identify and respond to resident-on-resident harassment.

- Learn how to identify when harassment is a Fair Housing issue and if so, how to respond.
- Discuss appropriate and effective responses to harassment when it involves a protected class, and when it does not.
- Understand your liability as a housing provider if illegal harassment occurs in your building.

*Presenter(s): Louise Dix, Education and Outreach Specialist, Fair Housing Council of Oregon*



# Annual Conference

Monday

May 22

## Concurrent Sessions

3:30 - 4:30 p.m. - Select from the following sessions

### A.12 Creating Navigation Strategies: Encouraging Richer Engagement with Residents

Each time one enters the residence of an older adult, an immediate interaction with a unique human being occurs. Sometimes these encounters prove to be easy and smooth. Other times, challenges can occur due to particular life experiences that define the individual and the way in which they interact. There are opportunities to foster positive and purposeful conversations utilizing approaches that draw out the very best in this special person while ensuring the older adult remains in control of his or her life. These exchanges can support a more purposeful Quality of Life that connects each resident to a more expansive array of richer experiences. This session will explore engagement approaches and tactics to promote opportunities for a fuller, more purposeful life for older adults and deeper relationships with staff and family members.

- Examine the factors that impact successful aging experiences.
- Explore communication strategies that enhance conversation, improving encounters with residents.
- Examine ideas that spark the pursuit of individual resident interests.

*Presenter(s): Claudia Blumenstock, LNHA, Copernicus, Inc., Honeoye Falls, NY*

### A.13 How Music and Technology are Elevating Cognitive Care

By providing your residents with regular, therapeutic, active music-making opportunities, you can quantitatively improve their quality of life and health while also creating a joyful, caring environment that is attractive to families and staff. The changing demographics of residents and families combined with new regulations are demanding that providers offer a higher level of care. Yet, especially for those with dementia, very few interventions can reliably improve the quality of life, health and social engagement of residents; active music making is the exception to this rule. Certified music therapist Andy Tubman will take the audience on a musical journey that will reveal the science and business behind active music making and how it can help providers meet the needs of a wide variety of residents, including those with dementia, Parkinson's disease and low vision.

- Discover the science behind why active music making is a superior healthcare tool to passive music-listening experiences.
- Learn best practices in implementing active music-making programs for seniors.
- Understand how implementing a technology-driven music program can help boost census and differentiate your brand.

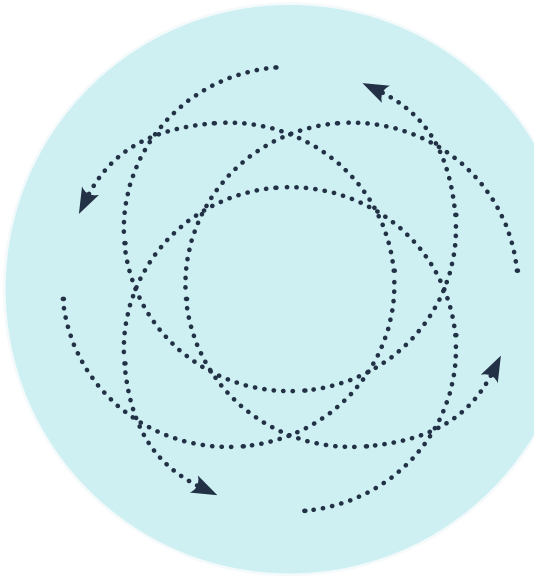
*Presenter: Andy Tubman, SingFit, Los Angeles, CA*

### A.14 Portlandia... A NW Design Perspective

The Northwest region has a long history of pioneering ideas and this characteristic is fueling innovative approaches in today's senior living projects. Many of the emerging design themes are resident focused and look to create active and enriching environments desired by current and future residents. These new emerging approaches are transforming senior living expectations and experiences and include many of the following themes: urban living, unique amenities and outdoor spaces. This presentation will provide imagery, plans and data (from recently completed and on the books projects) showing the emerging themes in site planning and building design throughout Portland and the Northwest.

- Learn about current Northwest senior living design trends and understand what prospective residents and their adult children look for when choosing a senior living community.
- Obtain new information regarding community design, lighting, technology, food service, amenities and residential unit design ideas.
- Explore executable information that can be incorporated into your own community ground-up or renovation project to provide a higher quality product.

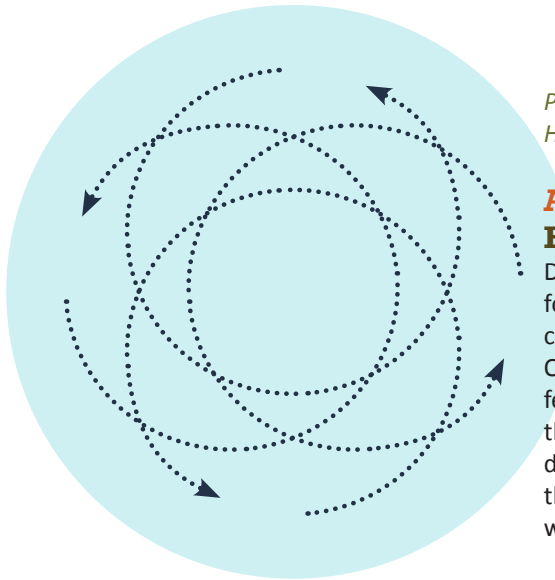
*Presenter(s): Ray Yancy, Myhre Group Architects, Portland, OR; Lisa Warnock, Myhre Group Architects, Portland, OR*



# Annual Conference

Monday

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## A.15 How to Succeed in Value-Based Care Models

Value-based care is upon us. From Comprehensive Care for Joint Replacements (CJR), to Bundled Payment for Care Improvement, to 30-day Cost-of-Care penalties - every payor and referral source is seeking better post-acute outcomes at a lower cost. How do you succeed in delivering better outcomes to a more complex population, at a lower length of stay while sustaining a lower re-hospitalization rate across an entire episode? Join us to learn key success factors imperative to “gaining” in this environment.

- Examine the current Value-based care models and understand the drivers of success.
- Discover key success factors in migrating to value-based care.
- Explore case studies of real-life health systems who have successfully moved to VBC.

*Presenter(s): Donna Mueller, Infinity Rehab, Wilsonville, OR; Jake Arrastia, Avamere Health Services, Wilsonville, OR*

## A.16 Controlled Medication Accountability: Keeping Residents and Staff Safe

Diversion of medications has reached epidemic proportions, putting residents at risk for inadequate treatment and negative outcomes. Not only is diversion high among controlled medications, but there are others that should be on your radar as well. Obtaining controlled medications has also become more challenging, with prescribers feeling the pressure from outside agencies. It is now more important than ever to ensure that you have a diversion detection and response program to keep residents safe and deliver quality care. In this session, attendees will be able to identify weaknesses within their current systems and identify methods for increasing security and accountability within their communities.

- Identify weaknesses within your current medication systems.
- Identify methods for increasing security and accountability within your community.
- Describe the impact of drug diversion to health care systems.

*Presenter: Melissa Robinett, Consonus Healthcare, Milwaukie, OR*

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# Annual Conference

## Tuesday

### May 23

## General Session

8:30 - 9:30 a.m.

### Advancing a Vision: Reflections from LeadingAge

The mission of LeadingAge, our national association, is to be “the trusted voice for aging in America.” Fulfilling that mission as a trusted voice is more important than ever, as LeadingAge works on behalf of aging services providers like you who work so hard every day to serve Oregon’s older adults. In this session we will hear from **Cheryl Phillips**, LeadingAge Senior Vice President of Public Policy and Health Services, about the national association’s vision, major priorities and initiatives, and how that work will make a difference for you, and those you serve. You’ll also hear what you can do - as organizations, as professionals in the field, and as individual citizens - to support LeadingAge’s work and to make Oregon, and America, a better place to grow old.

## Concurrent Sessions

9:45 - 10:45 a.m. - Select from the following sessions

### B.2 Working in Multi-generational Settings: Challenges and Opportunities (Part 1)

*Continues at 11:00 to noon time slot*

With increasing longevity and multiple cohorts of older adults living at the same time and in the same communities, interesting dynamics arise. Add to that a workforce that is also multi-generational, and an organization serving older adults may have as many as 5 (or more!) generations represented! This session will focus on the challenges and opportunities of living and working in multi-generational settings, including: How the social make-up of generational cohorts impacts their later life expectations; how organizations in the field of aging might creatively respond to these expectations; the importance of balancing generational characterizations with individual differences; the influence ageism exerts on conceptualizations of generations, ages, and aging; and strategies for creating a shared organizational culture that is age inclusive, equitable, and diverse.

- Exercise your critical understanding of how ideas about the differences between generations often gets in the way of cross-generational collaboration and solidarity.
- Share and take away powerful tools for creatively responding to the challenges and opportunities of working in a multi-generational setting.
- Gain a refreshed sense of commitment to your work in the field of aging.

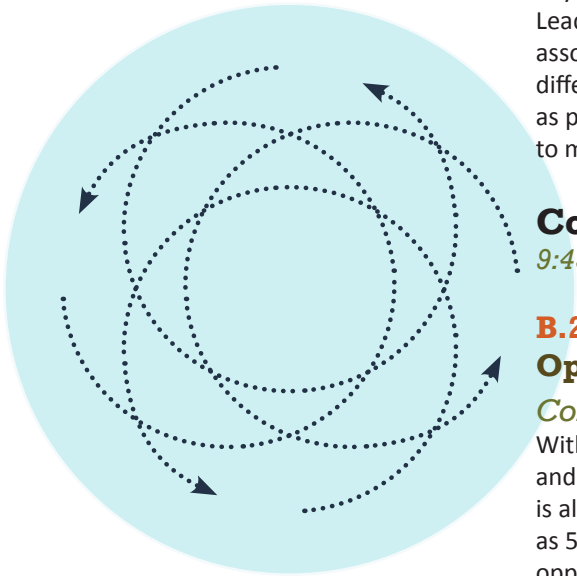
*Presenter(s): Jennifer Sasser, Ph.D., Gerontology Program, Portland Community College, Portland, OR*

### B.3 New Nursing Home Requirements of Participation: An Overview and Best Practices

In October 2016, the Centers for Medicare and Medicaid Services (CMS) published a Final Rule revising the Medicare and Medicaid Requirements of Participation (RoPs) for long term care facilities. This has been the most comprehensive overhaul of the RoPs since 1991. The regulations will be implemented over a three-year period. The first set of requirements were effective November 28, 2016, and the second phase of regulations effective November 28, 2017. The regulations cover a variety of facility practices ranging from facility assessments serving as the basis for determining compliance in areas such as adequacy of nurse staffing, compliance programs, Quality Assurance and Performance Improvement, and more. Facilities will now be required to conduct annual facility-wide assessments to determine what resources are necessary to care for residents. This presentation will address a number of the new requirements, discuss their implications on nursing home operations, and offer best practices for addressing compliance.

- Learn about new Requirements of Participation and how these will affect nursing home operations.
- Examine how to implement the new rule, including the development of new or revision of existing policies.
- Explore best practices for compliance with the new Requirements of Participation.

*Presenter(s): Gabriela Sanchez, Lane Powell PC, Portland, OR; Joe Greenman, Lane Powell PC, Portland, OR*

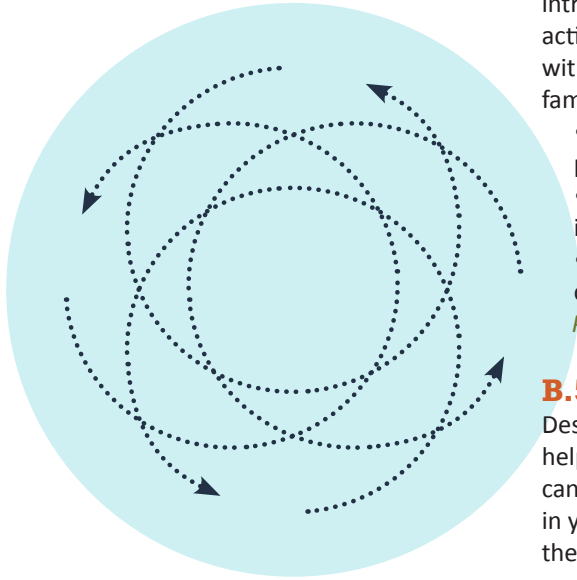




# Annual Conference

## Tuesday

### May 23



#### **B.4 Mission Forward...New Paths in Dementia Care**

Workforce readiness for dementia care is receiving increased attention from every stakeholder in the long term care spectrum. Beyond dementia competency, innovative tools are needed for staff and families to better understand, communicate and respond to those living with cognitive impairments. Is your organization preparing clinicians, front line caregivers and other staff with effective dementia training to create positive outcomes for those who live in, work and visit your communities? This interactive session will introduce participants to the power of experiential training with a Look Inside Dementia activity that will prompt a deeper understanding of what it might be like to actually live with dementia. Other high-impact tools will be included for training staff and sharing with families.

- Learn and apply three innovative dementia care training tools that will have a positive outcome for those who live in, work and visit your communities.
- Articulate how retention rates improve when experiential training is used and applied in the dementia care setting.
- Obtain checklists and guidelines for creating high impact dementia training that creates positive, sustainable change for any organization.

*Presenter: Pam Brandon, AGE-u-cate® Training Institute, Colleyville, TX*

#### **B.5 Leadership for a New Age to Deliver “Exceptional Service”**

Designed for leaders and aspiring leaders in aging services settings, this workshop will help participants understand the real meaning of the leadership role and how impactful it can be. It will give you the tools needed as a leader or aspiring leader to spur innovation in your team and provide exceptional service. During the workshop attendees will have the opportunity to participate in brainstorming and role playing to solve unique scenarios common to aging services and to practice proper leadership competencies and skills.

- Understand the real meaning of the leadership role, and how underestimating the power of the role will limit your organization’s outcomes.
- Examine how to lead collaboration to spur innovation within your team.
- Explore the role of decision-making as one of the most significant factors in providing excellence and discuss how to make the right decisions as a leader.

*Presenter(s): James Hovertsz, Vice President of Culinary Services and Shiloh Wood, Operations Project Manager, Pacific Retirement Services, Medford, OR; Todd Albert, Director of Dining Services, Mirabella Portland (a PRS Community), Portland, OR*

#### **B.6 Public Policy in a New Era: A Dialogue with Cheryl Phillips**

A new Administration has brought with it a whole new set of priorities that pose challenges for aging services advocates. In this session, LeadingAge Oregon leaders are invited to participate in an informal dialogue with LeadingAge’s Cheryl Phillips about what’s happening in Washington, D.C. Hear the latest on funding and public policy issues and how they will impact senior care and living providers.

- Hear how LeadingAge public policy strategies are faring on Capitol Hill.
- Examine the ramifications for your life plan community, nursing home, assisted living/residential care community, senior housing or home care organization.
- Learn steps you can take to support the LeadingAge public policy goals.

*Guest: Cheryl Phillips, Senior Vice President for Public Policy and Health Services, LeadingAge*

#### **Concurrent Sessions**

*11:00 - Noon - Select from the following sessions*

#### **B.7 Working in Multi-generational Settings: Challenges and Opportunities (Part 2)**

*Session continued from 9:45 - 10:45 a.m. time slot*

# Annual Conference Tuesday May 23

## **B.8 State of SNF Repositioning: Concepts for Non-Profit Providers**

Skilled nursing is facing an unknown and challenging future. Heavy for-profit activity and pressures from multiple directions abound, including staffing shortages, health care reform, declining reimbursement, aging physical plant, and alternative service models. Strong capital flows into the for-profit sector have led to new hospitality focused models leaving older non-profits scrambling to catch up. This session will provide an opportunity to assess current data and analysis, learn how to recognize the opportunities and threats of your local market, and explore the repositioning process. After assessing the “not-for-profit difference,” we will look to provide several perspectives on the sustainability of the not-for-profit mission.

- Gain insights into where the post-acute and long-term care are headed.
- Identify ways of evaluating local market opportunities and threats.
- Obtain insights about critical data to help re-position your skilled nursing facility.

*Presenter(s): David Knight, GSI Research & Consulting, Bellevue, WA; Jim Bennett, Transforming Age, Seattle, WA; Karen Adams, GSI Research & Consulting, Bellevue, WA*

## **B.9 Finding Purpose... Creating Community**

### *Special Thanks to Session Sponsor Propel Insurance*

Shuffleboard is out. Golf is passé. What people are seeking today is a sense of purpose and meaning that feeds their soul. Responding to this need by creating a culture focused on purpose can become the differentiator for your community. Using one retirement community in Pennsylvania as a case study, this session will discuss what older adults are doing to impact society outside of their retirement community (and around the world). We will dig below the surface to explore the effort needed to create a culture that is substantially geared toward purposeful living. A discussion will explore how these trends may affect retirees looking to move into a retirement community and the value that is created for your marketing and sales teams when promoting purposeful living.

- Identify the impact and outcomes of purposeful living in the lives of people in a retirement community in Pennsylvania and explore opportunities to develop a core culture that is focused on living with purpose.
- Differentiate purposeful living from programs, services and amenities offered at retirement communities in order to develop an understanding of the impact it can have on the health and wellness of both the residents and the community.
- Understand why a model of retirement living that embraces purposeful living will be attractive to so many seniors and positively impact occupancy.

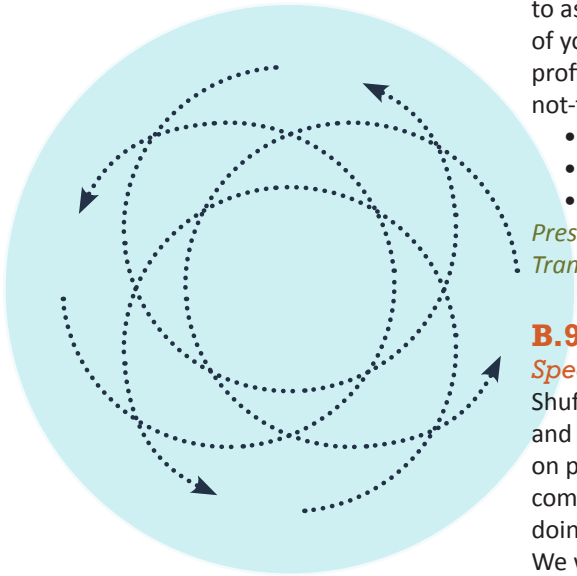
*Presenter(s): Steve Lindsey, Chief Executive Officer, Garden Spot Communities, including Garden Spot Village, New Holland, PA, and Maple Farm, Akron, PA.*

## **B.10 12 Tips for Turning Your Digital Marketing Efforts from a Liability to an Asset**

Have you been able to increase your census or occupancy via the internet? According to Senior Housing Forum, the most successful providers are experiencing more than 35 percent of their new patients or residents from digital marketing strategies. Would you like to get a glimpse into what they're doing to get a leg up on their competitors online? Inbound (digital) marketing has revolutionized how aging service providers attract, capture and convert leads into customers. Social media alone has become a valuable resource for organizations looking to drive sales, increase brand awareness, and reach new customers. Participants will walk away with the most important “need to know” inbound marketing insights that allow them to use their limited time and marketing budget wisely, and see a return on their investment.

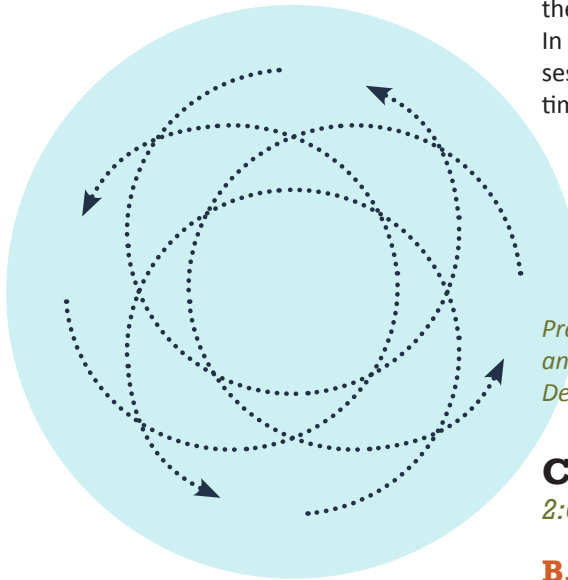
- Learn why data drives your Inbound Marketing Strategy.
- Identify the pitfalls of haphazardly managing your online brand and leads.
- Realize the power of content (video, blogs, tip sheets, guides etc.) to attract, capture and convert leads.

*Presenter(s): Patricia Cisco, Marketing Essentials, LLC, New Bremen, OH*





# Annual Conference Tuesday May 23



## **B.11 Implementing Individually-based Limitations in Assisted Living and Residential Care**

Assisted living and residential care communities, as well as other community-based settings, must now comply with federal Home and Community-based Services (HCBS) rules detailing what elements must be in place to call a setting home or community-based. These elements include private, lockable living units, choice of roommates, control of schedule, and access to food and visitors at any time. Providers who wish to limit any of these requirements for particular residents must seek an “individually-based limitation.” In Oregon, individually-based limitations will be implemented beginning July 1. In this session, gain a better understanding of what individually-based limitations are and the timeline and process for implementing a limitation if it is deemed necessary.

- Examine reasons under which an individually-based limitation may be called for.
- Review the processes and documentation necessary to implement an individually-based limitation for private pay residents as well as those who receive Medicaid support.
- Understand the implementation timeline for individually-based limitations and what will be expected of providers as the timeline progresses.

*Presenter(s): Bob Weir, Medicaid Home and Community-based Services Policy Analyst, and Chris Angel, HCBS Project Manager, Aging and People with Disabilities, Oregon Department of Human Services*

## **Concurrent Sessions**

*2:00 - 3:00 p.m. - Select from the following sessions*

## **B.12 Making Meetings Meaningful, Motivating and Mindful**

This fun, interactive workshop uses stories, props and humor to challenge employees in all roles to make their meetings more productive, efficient, and considerably more bearable! Who hasn't been part of a meeting that went painfully longer than needed, wandering aimlessly from subject to subject, or spending the entire allotted time on the first agenda item? Attendees will leave with an arsenal of usable tools to make their meetings a safe place for collaboration, inspiration, and team building!

- Discover the secrets to controlling the flow of a meeting without being a tyrant! Get the talkers to listen, and empower the super-quiets to contribute!
- Recognize the real cost of your meetings. Are you being realistic about how unproductive meeting time is impacting your organization?
- Learn how to manage the mood of your meetings! Ensure that your meetings are a safe place for people to be creative, air concerns, and express opposing views in a healthy way.

*Presenter(s): Susan Giacobazzi, Office Detox, Lake Oswego, OR*

## **B.13 Demystifying Federal Veterans Administration Benefits for Older Oregonians**

Oregon is home to 326,000 veterans, and more than half are over the age of 60. Many of them live in your communities...or would like to. If understanding Medicare is complicated, just try to make sense of Federal Veterans Administration (VA) benefits! It is critical that all aging services providers educate themselves to the greatest degree possible about what's available for older veterans so they can help ensure this deserving population can access the benefits they have earned. This session will offer attendees an opportunity to learn about veteran benefits for the veteran as well as their spouse and family members.

- Learn the legal definition of a veteran, spouse and family member as defined in Title 38 Veteran Law.
- Examine the types of compensation for eligible veterans, including service-connected compensation and Aid and Attendance.
- Identify where to refer veterans and their families for assistance in evaluating eligibility benefits.

*Presenter(s): Mitch Sparks, Director, Statewide Veteran Services, and Mary Jaeger, Director of Aging Veteran Services, Oregon Department of Veterans Affairs*

# Annual Conference

## Tuesday

### May 23

#### **B.14 Opening Minds through Art (OMA): The Rose Villa Experience**

Opening Minds through Art (OMA) is an award-winning, evidence-based, intergenerational art program for people with dementia. It is a failure-free program designed to provide opportunities for creative self-expression and social engagement for people with Alzheimer's disease and other forms of dementia. In this presentation and panel discussion, participants will receive an overview of the OMA program, why the program was chosen at Rose Villa, how it was implemented, and lessons learned.

- Learn about the OMA program, including overview of program and goals.
- Examine how OMA was implemented at Rose Villa, including volunteer training and recruitment, funding, committee development, social media promotion and program sustainability,
- Discuss solutions found for overcoming obstacles, program benefits and advice for other organizations interested in implementing the OMA program.

*Presenter(s): Melodie Reid, Activity and Volunteer Coordinator, Erin Cornell, LNHA, Director of Health Services, and Beth Knoll, Courtesy Services Manager, Rose Villa, Portland, OR*

#### **B.15 Effective (and Atypical) Selling Behaviors: A New and MUCH Better Approach to Selling Senior Living (Part 1)**

*Continues at 3:15 to 4:15 time slot*

Did you know that new research tells us that the most important competitive advantage we have is not our sales process, our prices or even our physical plant? It is our behaviors! These atypical selling behaviors allow us to develop relationships of trust quickly and for a lifetime with both internal and external customers. In turn, this helps us grow occupancy quickly and consistently. We will identify and explore the efficacy of these behaviors and talk about an entirely new approach to selling using a real life case study, backed up by empirical data. This is not your grandmother's sales training, but your grandmother would love it!

- Prove that we have been taking the wrong approach to selling senior living services for decades.
- Discuss the atypical behaviors necessary to thrive in the stagnant world of selling senior living.
- Explore and discuss a real life case study and develop a simple, HIGHLY effective new strategy to quickly grow occupancy and revenue.

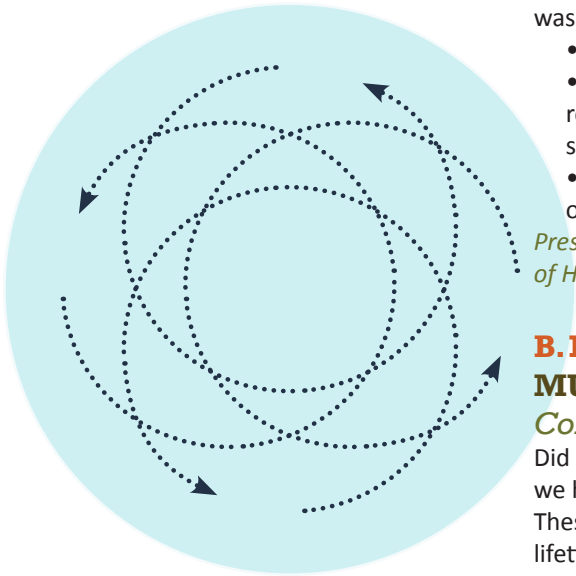
*Presenter(s): Michael Marlow, Life Care Services, Louisville, KY*

#### **B.16 Health Information Exchange in Oregon: What's Happening and What's Ahead**

The ability to exchange health information across settings is essential in coordinating patient care. Health information technology can help long-term care providers improve resident care, provide operational efficiencies and reduce system costs. Join the Oregon Health Authority for an interactive session that will explore Oregon's efforts to advance health information exchange. Topics include the first statewide real-time hospital alerts system, a new Health Information Exchange (HIE) Onboarding Program, direct secure messaging and other related topics.

- Review the current state of health IT and health information exchange in Oregon and understand the state's role and work across sectors to connect and advance HIE.
- Learn how real-time sharing of emergency room data is impacting patient care and coordination and helping to reduce unnecessary hospital visits and duplicative services.
- Discuss and learn about HIT opportunities and challenges related to long-term services and supports.

*Presenter(s): Susan Otter, Director of Health Information Technology, Oregon Health Authority and Sean Carey, Lead Policy Analyst, Oregon Health Authority - Office of Health Information Technology*



# Annual Conference

## Tuesday

### May 23

## Concurrent Sessions

3:15 - 4:15 p.m. - Select from the following sessions

### **B.17 Future of Elderhood, Universal Caregiver and The Green House Project**

LeadingAge Oregon member Cedar Sinai Park (CSP) is the first long-term care organization in Oregon to fully implement the Green House model for long-term care. In Green Houses, elders rule, and staff who work closest with residents are empowered to self-manage. CSP has four Green House homes, each with 12 individual rooms built around a central living area and kitchen. In this session, learn more about how the Green House model has helped this mission-focused organization replace a more traditional, institutional approach with one that creates more powerful, meaningful and satisfying lives, work and relationships.

- Hear about one community's transformation from a traditional nursing home model to the Green House Project model for long-term care residents.
- Examine the challenges and opportunities posed by this transformation and the impact of this change on residents, families and staff.
- Explore Green House lessons, approaches and practices that may benefit residents and staff of non-Green House settings.

*Presenter(s): Jennifer Felberg, Program Director and Green House Project Educator, Cedar Sinai Park, Portland, OR*

### **B.18 The Economy of Kindness: How Kindness Transforms Our Bottom Line**

Kindness in the workplace improves employee morale, elevates customer service and creates loyalty from customers. According to research from the University of California Riverside, 40 percent of the difference between people's happiness is determined by choices, not by genes or circumstances. Are your managers and employees aware of how their actions within your organization, including simple daily acts of kindness, could change their outlook and productivity and build relationships with customers? In this session, explore scientific research and tools that will showcase how your organization can implement a culture of kindness to make a difference in your work and your bottom line.

- Learn how to use mindfulness concepts to elevate kindness in the workplace and help improve listening skills both personally and professionally.
- Identify ways to improve customer service through intentional engagement in acts of kindness and authenticity.
- Examine concrete ideas for the simplest acts of kindness that can make the greatest impact.

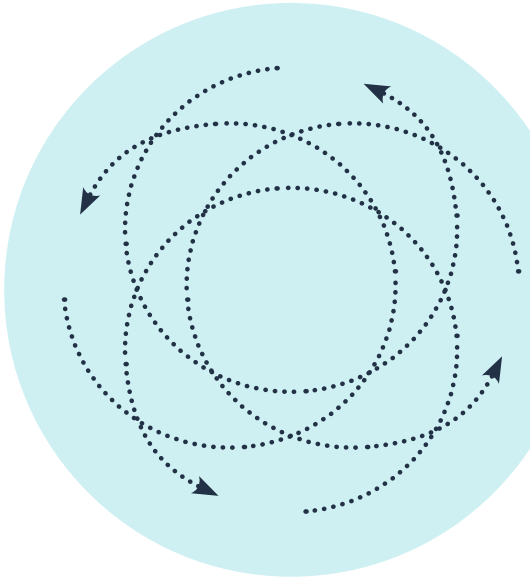
*Presenter(s): Linda Cohen, Speaker & Presentation Consultant, Linda Cohen Consulting, Portland, OR*

### **B.19 Fitness and Fun for You and Your Residents: Small Fit Ball Versatility**

This year's LeadingAge Oregon Annual Conference Committee wanted a session at the end of the day that would give conference participants the opportunity to learn something useful (for themselves and/or their residents), and get their blood pumping. This session definitely fills the bill, no matter your job title! Small fit balls are an excellent way to bring variety to your exercise classes and to your personal exercise routine. They not only improve cardiovascular fitness, but are also great for increasing overall strength, improving balance, increasing eye and hand coordination, improving reaction time and boosting brain power. Presentation participants will be led through a fun choreographed routine with music and then move on to a variety of other techniques, utilizing the fit balls, that concentrate on balance and other functional exercises. Participants will also learn small fit ball benefits, techniques and ideas, as well as sources for purchasing small fit balls for communities.

- Learn fun fit ball techniques to take home to your senior community - or to your own home!
- Understand the benefits of small ball exercises for the body and the brain.
- Take away an uplifting routine for yourself and your community, and have fun!!

*Presenter(s): René Swar, Director of Wellness, Rose Villa, Portland, OR*



# Annual Conference Tuesday May 23

## **B.20 Effective (and Atypical) Selling Behaviors: A New and MUCH Better Approach to Selling Senior Living (Part 2)**

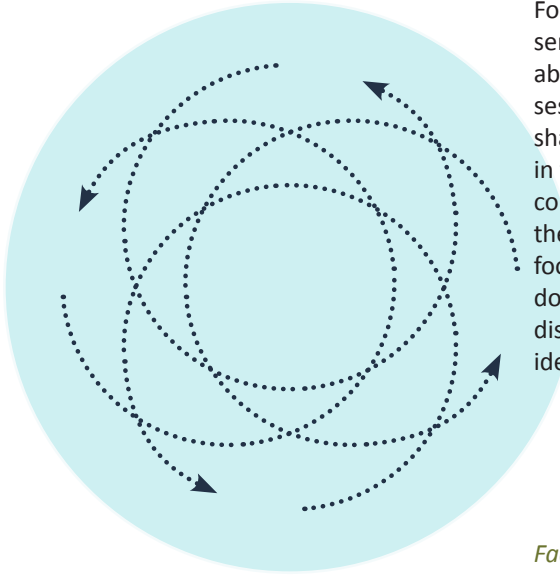
*Session is continued from 2:00 - 3:00 time slot*

## **B.21 Discussion Session: Challenges and Opportunities in Dining Programs**

Food and dining are such important components of daily life, it is no wonder that dining services play such a central role in senior living communities, where resident attitudes about dining can have a major impact on resident satisfaction and quality of life. In this session, Directors of Dining Services and other dining/food service staff are invited to share and learn from each other about challenges and opportunities you are experiencing in your dining programs. How are you meeting the dining needs and desires of new consumers who are accustomed to farm-to-table restaurants, nutritional information at their fingertips and foods that fit a variety of special diets? How do you manage conflicting food preferences of different generations of residents? How do you control costs? Where do you find good food service staff? There are any number of questions you may wish to discuss with your peers, so bring them with you and be prepared to offer up your best ideas and solutions!

- Learn what other dining programs are hearing from new consumers and how senior living providers are responding to changing needs and desires.
- Come prepared to discuss your dining program's greatest challenge.
- Examine strategies to address common dining program challenges and offer some of your own.

*Facilitator: James Hovertsz, Vice President of Culinary Services, Pacific Retirement Services*



# Annual Conference

## Wednesday

### May 24

## Concurrent Sessions

9:00 - 10:00 a.m. - Select from the following sessions

### C.1 Rekindling Our Spark!

In this fast moving world with many distractions, competing deadlines, and financial pressures, it can be easy to forget why we do this important work. When we feel depleted, with little reserves, it can be challenging to lead with passion and purpose. This humorous and engaging session will help us discover and rekindle our passion for this work. Paul's field experience, use of stories and personal reflections will not only entertain us, but will also challenge and inspire us to be our fully-engaged, passionate, creative and authentic selves.

- Discover your blind spots that prevent you from being fully engaged.
- Learn what your personal "why" is to help reframe your perspective.
- Recognize your need for self-care and develop regular practices for success and sustainability.

*Presenter: Paul Iarrobino, True Path Consulting NW, Portland, OR*

### C.2 Closing the Back Door: Becoming a Leader People Love and Never Want to Leave

There are two solutions for today's workforce challenges: finding the right people, opening the front door, and keeping the right people, closing the back door. People don't leave their job because of the company they work in but the manager they work for. In this session, examine strategies for enhancing your leadership skills so you give your staff reasons to stay rather than go.

- Discover three secrets the best leaders use to build deep, long term loyalty.
- Learn the one surprising practice most managers rarely follow that slams the back door shut.
- Examine how to establish the real emotional connection all employees are looking for at work.

*Presenter: Bill Zipp, President, Leadership Link, Inc., Corvallis, OR*

## Closing Session

10:15-11:15 a.m.

### The Masterpiece in You

Our closing session will bring art, music and the spoken word together to inspire you to achieve fulfillment in your personal life and inspire your organizations to implement creativity and innovation to accomplish their vision.

Self-discovery is a journey, and each of us is always on a path of becoming. But sometimes that journey can seem dull and dreary, especially if you don't know where you're going and you can't remember where you're coming from.

Join Richard as he invites you closer and tells his own warm, humorous vision of the story of self-discovery. His life is a testament to the guiding power of gifts and talents, and his presentation will demonstrate how you need to look within for light. For every part of us left to chance, there is another left to choice - and every choice, like another brushstroke, is a step in making The Masterpiece in You.

You will experience:

- Self-discovery
- The path to personal fulfillment
- Confidence in your ability
- How to lead in the area of your gifting
- How to serve others using your gifts

