

2024 ANNUAL CONFERENCE

COURAGE IGNITED



May 15 - 17 | Sunriver, Oregon

LeadingAge Oregon



Updated 3-12-24

*Giving voice to things that matter takes courage.
Being creative and breaking new ground takes courage.
Cultivating an environment where staff and older adults thrive takes courage.*

CONFERENCE INFORMATION

LeadingAge®
Oregon

SUNRIVER, OREGON · MAY 15-17, 2024

THE EPIC QUEST

WEDNESDAY, MAY 15, 3:30PM

LOCATED AT BESSON COMMONS, SUNRIVER RESORT

Embark on an amazing adventure where teams of participants will navigate through a curated course to playfully compete in a series of puzzles and obstacles designed to test your strategy and collective skills, all with the chance to win prizes!

SOLVE PUZZLES WITH US:

Charter Construction
Deacon Construction

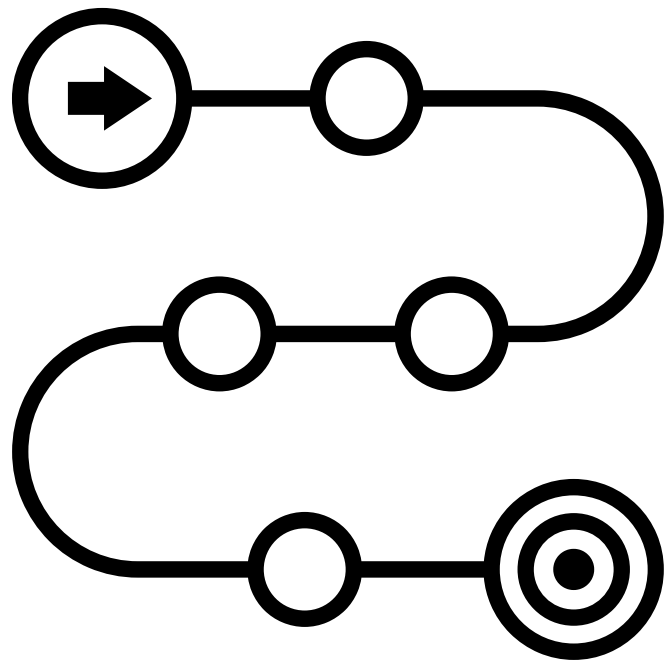
Elderwise, Inc.

LRS

Model 1

US Bank

Value First/HPSI



Welcome Reception
Immediately Following
The Epic Quest

Event Managed &
Sponsored by:



CONFERENCE SPONSORS

Thank you for your support!

PLATINUM

Lane Powell
USI Insurance

GOLD

Infinity Rehab
NurseLearn
ValueFirst/HPSI

SILVER

Deacon Construction
U.S. Foods
Walsh Construction
Ziegler

BRONZE

Elderwise, Inc.
Rogue Psych Consultants

2024 ANNUAL CONFERENCE

COURAGE

IGNITED





Welcome to Sunriver!



Dear Members and Friends,

Welcome to 2024 LeadingAge Oregon's Annual Conference!

I am delighted to extend a warm invitation and welcome to our annual conference. This event is a remarkable platform for collaboration, knowledge sharing, and networking, and this year promises to be even more extraordinary.

Change is the only constant, and this year, we embrace it with open arms as we convene in a new and inspiring location. Sunriver offers not only a change of scenery but also a fresh perspective, setting the stage for innovation and insightful discussions.

Our lineup of keynote speakers and breakout sessions is designed to maximize your time out of the office, provoke thought, stimulate creativity, and provide practical insights that you can apply to your work. The diverse expertise of our speakers reflects the breadth of our sector, ensuring that every attendee will find valuable takeaways. This year we aim to ignite courage within each attendee – the courage to embrace change and pioneer new paths to serve older adults.

In addition to the formal sessions, the conference provides ample opportunities for connecting with your peers. Whether you're a seasoned professional or a newcomer to aging services, the connections you make here can be instrumental in shaping your future endeavors.

Your presence contributes to the richness of our gathering, and we look forward to collectively shaping the future of aging services together.

See you in Sunriver!

Kristin Milligan

LeadingAge Oregon CEO

"When we tap our inner strength and combine it with thousands of others who share our common purpose, courage is ignited."

-LeadingAge National

SCHEDULE OF EVENTS

Wednesday, May 15

3:30 - 5:30 pm

The Epic Quest Kick Off Event

5:30 - 7:00

Welcome Reception & Vendor Giveaways

Thursday, May 16

7:30 am

Fun Run, Walk or Bike

9:00 - 10:00 am

Breakfast and Networking Opportunity

10:00 - 12:00

Deep Dive: Strategies for Building Sustainable Organizations

10:00 - 12:00

Deep Dive: Strategies for Conflict Resolution in Senior Living

12:00 - 1:00 pm

Box Lunch

1:00 - 2:15

KEYNOTE Creativity Unleashed: 5 Habits of World-Class Innovators

2:30 - 4:00

Trade Show & Treasure Hunt

4:00 - 5:15

Breakout Sessions

6:30 - 9:00

Murder Mystery Dinner, Dessert Dash & Vendor Giveaways

Friday, May 17

8:00 - 9:00 am

Breakfast & Networking Opportunity

9:00 - 10:30

GENERAL SESSION HumanGood's Inclusion Council: Behind the scenes with the co-chairs

10:45 - 11:45

Breakout Sessions

11:45 - 1:00 pm

Awards Luncheon

1:00 - 2:00

Breakout Sessions

2:15 - 3:15

Breakout Sessions

3:30

Closing & Prize Drawing

3:45

Adjournment

SOCIAL EVENTS

NETWORKING

2024 ANNUAL CONFERENCE

COURAGE
IGNITED 

The Epic Quest Kick Off Event

Wednesday, May 15 • 3:30 - 5:30 p.m.

Embark on an amazing adventure where teams of participants will navigate through a curated course to playfully compete in a series of puzzles and obstacles, designed to test your strategy and collective skills, all with the chance to win prizes! Stay for the Welcome Reception.

**new
event!**

Welcome Reception

Wednesday, May 15 • 5:30 - 7:00 p.m.



Join us for a delightful evening of relaxation and connection. Indulge in delicious bites and refreshing beverages as this gathering ignites anticipation, setting the tone for the days ahead. Whether you're a seasoned networker or a first-time attendee, we invite you to embrace the opportunity, connect with fellow participants, and foster camaraderie. Let's come together and make the most of this moment, creating an atmosphere filled with warmth and meaningful connections that will enrich your experience.

Trade Show & Treasure Hunt

Thursday, May 16 • 2:30 - 4:00 p.m.

Our trade show has something for everyone. Discover the tools, resources, and insights you need to stay ahead of the curve and elevate your senior living community to new heights. The future is here—let's shape it together at our trade show extravaganza!

Murder Mystery Dinner & Dessert Dash

Thursday, May 16 • 6:30 - 9:00 p.m.

What to Wear?

1920S/FLAPPER (OPTIONAL)



Dive into an evening of mystery, suspense, and delectable dining at our upcoming Murder Mystery Dinner! Transform into sleuths and suspects, eagerly mingling throughout the investigation to solve whodunit! This is the chance you've been waiting for - become a detective and unravel the secrets concealed within the suspenseful story. Top it off with a dessert dash as we raise money for our foundation.

Awards Luncheon

Friday, May 17 • 11:45 - 1:00 p.m.



The Awards Luncheon brings together the LeadingAge Oregon provider community in a celebration of the very best aspects of the senior living profession. Learn more about this year's Silver Stars, Unsung Hero, Caring Spirit, and Innovative Program of the Year Award winners. The event offers a delicious meal and opportunity to connect with colleagues and friends in a warm and positive environment.



WELCOME RECEPTION

FOOD * FUN * FRIENDS * PRIZES

Be sure to join us at 5:30 pm Wednesday at the Besson Commons
at the Sunriver Resort, for a chance to connect, enjoy a great meal
and the chance to win some prizes!

SPECIAL THANKS TO OUR EVENT SPONSORS

DEACON CONSTRUCTION | U.S. FOODS

WALSH CONSTRUCTION | ZIEGLER

Trade Show & Treasure Hunt

Thursday, May 16

Time: 2:30 - 4:00 PM

Location: Homestead 1

Look for these Business Partners at the trade show:

BC Group
Compass Community Living
Charter Construction
Cinematic Health Education
Columbia Roofing and Sheet Metal
Consonus Healthcare
Deacon Construction
Elderwise, Inc.
Forbo
Glow Interior Designs
Graham-Field
Hubbell
Infinity Rehab
Kwalu
LRS
Medline
MediCleanse
Model 1
NurseLearn

Omnicare
Optum
Pacific Mat & Flooring
Powerback Rehabilitation
Rogue Psych Consultants
R&H Construction
Rice Fergus Miller
RODDA Paint
Senior TV
Sentrics
Shetky Bus & Van Sales
Tarkett
Time Equipment
US Foods
USI
Value First/HPSI
Ziegler

Win Prizes!

**PARTICIPATE IN THE
TREASURE HUNT**

Treasure Hunt Sponsored By

Deacon Construction
U.S. Foods
Walsh Construction
Ziegler



Dress in 1920s/Flapper Outfits (Optional)

MURDER MYSTERY

Dinner

MARCH, 16TH

Featuring a Dessert Dash

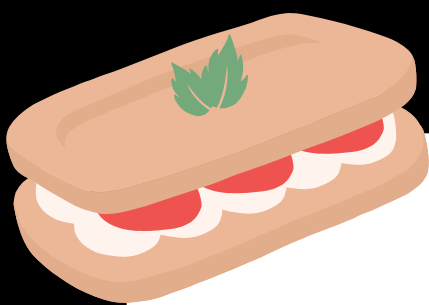
WHO
DUNNIT?

EXPECT
LAUGHS!

At the Historic Great Hall

DOORS OPEN AT 6:30PM

SPONSORED BY
Lane Powell and USI Insurance

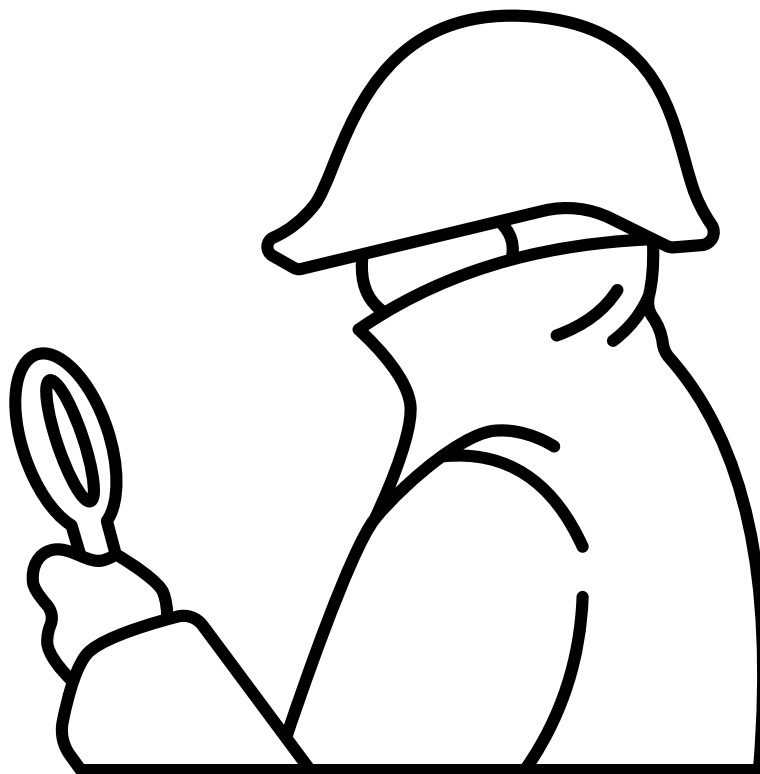


Thursday May 16 during Murder Mystery Dinner

MURDER MYSTERY

Dessert Dash

Help raise money for our foundation!



THANK YOU!



A1: Strategies for Building Sustainable Organizations

Presenters: Daren Bell, Director, and Sarkis Garabedian, Managing Director, Ziegler

Prior to the COVID pandemic, housing, care and service providers for older adults were beginning to consolidate, with an increasing number of transactions over the past ten years. As providers across the country now grapple with the plethora of post-COVID headwinds placing increased stresses on operations, consolidation and other forms of partnerships have accelerated considerably. In many cases, operating weaknesses were magnified during COVID; occupancy declines, labor shortages, minimum wage increases, and overall inflationary pressures have led to financial stress across many organizations stemming from concurrent depressed revenue and increased expenses, especially salary and benefits.

Senior living organizations are taking decisive action to improve profitability. Some have made operational improvements. Other organizations have opted to reposition their portfolios, divesting of non-core assets or reducing the size/closing certain levels of care while more financially challenged organizations have opted to join stronger organizations. Others have entered into strategic partnerships to diversify service mix, share risk, bring outside perspective, or bring new management. Still others have faced bankruptcy or closure. During this session, our panelists will share insights and experiences on various sustainability strategies to respond to the challenges facing the aging services industry. Additionally, our panelists will discuss options available to organizations that find themselves unable to achieve financial sustainability.

This session will address all segments and opportunities for sustainability with the spectrum of aging services, including 1) Understanding potential steps to take if your business model is not sustainable 2) Learning how various organizations made different choices to grow or change and why, and 3) Gaining insights into options available to organizations that are not sustainable.

A2: Navigating the Rapids: Strategies for Conflict Resolution in Senior Living

Presenters: Steve Hopkins, CEO, and Amanda Lynch, Director of Operations, Jordan River Group

Embark on a dynamic exploration of conflict resolution in senior living with our session. Designed for senior living professionals, this experience equips participants with innovative tools to handle interpersonal challenges on teams.

Delving into conflict intricacies, this presentation will address unique challenges. Facilitators from Jordan River Group share unconventional strategies, encouraging a shift where conflict becomes an opportunity for growth. Learn how to improve your success through embracing conflict as it comes to us in your daily work.

Key topics include communication techniques, de-escalation methods, and cultivating a collaborative culture. Through hands-on learning and interactive discussions, participants gain insights into efficiently addressing conflicts, fostering a positive environment.

Join us for an enlightening journey, navigating the rapids of conflict resolution to transform challenges into opportunities for enhanced teamwork and overall well-being.

A3: Creativity Unleashed: 5 Habits of World-Class Innovators

Keynote Speaker: Jonathan Fanning



Innovation and creativity are absolutely necessary to thrive in business, hiring, motivating, marketing, parenting, educating, coaching... Are you and your organization becoming more - or less - creative? Jonathan's TED Talk on this topic won the best speaker of the conference. Participants will learn 5 core strategies to build a culture of creativity. Lessons and memorable anecdotes come from some of the most creative people and organizations in history, as well as Jonathan's personal experience implementing these lessons as an entrepreneur, parent, educator, and with clients large and small. What Jonathan calls the "Innovator's Equation" has been a game-changer for leaders across the country.

Meet Jonathan Fanning

A traumatic car accident left Jonathan Fanning hanging from a bridge, 106 feet above the ground. As a result, he committed to pursuing more important questions. "Who are you BECOMING?" and "Who are you helping others to BECOME?" became central to every aspect of his life.

Now an author to three books, and best speaker at a 2016 TED conference, Jonathan has been coaching top leaders—from Fortune 500 executives to sole proprietors—for over 15 years.

As a sought-after global keynote speaker, Jonathan inspires and challenges his audiences to ask themselves critical questions. The answers create a roadmap to greater value in their lives and careers.

He has also built several successful businesses, including a national children's fitness franchise and Entrepreneur Adventure, helping young people experience business start-up and ownership. Jonathan lives in NY with his amazing wife, Dominika, and two angelic little girls, Ella and Maya.



SPONSORED BY: WALSH CONSTRUCTION

5K

**RUN & WALK
OR BIKE**

DATE / VENUE

MAY 16, 7:30 AM

**MEET/START AT PUTTING GREEN AT BACKSIDE OF
MAIN LODGE, SUNRIVER RESORT**

PREPARE YOURSELF

ENJOY A VARIETY OF ATMOSPHERE WHILE WALKING, RUNNING, OR BIKING, RANGING FROM THE RIVER TO GOLF COURSE. THE PATH IS PAVED. BRING WATER AND SUNSCREEN. PREPARE YOURSELF FOR FUN!

SESSION PLANNER

		ORGANIZATIONAL LEADERS	NURSING/CLINICAL	FINANCE	MARKETING	HR/COMPLIANCE	SOCIAL WORKERS	ENVIRONMENTAL SERVICES	FACILITY MAINTENANCE	DIETICIANS/FOOD SERVICE	ACTIVITIES/WEELNESS	AFFORDABLE HOUSING	INDEPENDENT LIVING	ASSISTED LIVING	HOSPICE
Thursday, May 16															
Deep Dive 10:00 - 12:00 PM															
A1	Deep Dive - Strategies for Building Sustainable Organizations	X	X	X	X	X	X	X	X	X	X	X	X	X	X
A2	Deep Dive - Navigating the Rapids: Strategies for Conflict Resolution in Senior Living	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Keynote 1:00-2:15															
A3	Creativity Unleashed: 5 Habits of World-Class Innovators	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Afternoon Breakout Sessions 4:00 - 5:15 PM															
A4	Engagement Excellence: Innovations in Employee Retention and Organizational Culture in Oregon's Aging Services Providers	X				X		X	X	X	X	X	X	X	X
A5	Hot Legal Issues and Updates for Senior Living and Care	X		X		X						X	X	X	X
A6	Fostering Physical and Emotional Safety in Senior Communities	X	X		X	X	X		X		X	X	X	X	
A7	Hospice Update from LeadingAge														X
Friday, May 17															
General Session 9:00-10:30 AM															
B1	HumanGood's Inclusion Council: Behind the scenes with the co-chairs	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Morning Breakout Sessions 10:45 - 11:45 AM															
B2	An Update from Aging and People with Disabilities: Priorities for 2024 and Beyond	X		X		X								X	
B3	Finding the Fun in Root Cause Analysis		X			X	X							X	X
B4	Employee Financial Wellness and the Employee Experience	X			X	X	X				X	X	X	X	X
B5	Housing Track: Addressing Resident-to-Resident Harassment in Senior Living Communities	X	X		X	X	X	X	X	X		X	X	X	
Afternoon Breakout Sessions 1:00 - 2:00 PM															
B6	Age-Friendly Health System Development in Post-acute Long-Term Care	X	X		X		X					X	X	X	
B7	Unleashing the Future of Senior Living: CCRC Without Walls	X		X									X	X	
B8	Improving Quality through Technology: Creating the LiveWell Tech Accelerator at Rose Villa Senior Living	X	X	X		X		X	X	X	X	X	X	X	
B9	Federal Housing Update from LeadingAge											X			
B10	State Hospice Update														X
Afternoon Breakout Sessions 2:15 - 3:15 PM															
B11	Senior Living Community Design Meets Horizontal Mixed-use	X		X	X								X	X	
B12	Total Employee Health	X				X	X	X	X	X	X	X	X	X	X
B13	End of Life Options for Residents Who Lack Capacity	X	X				X							X	X
B14	Tailored for Excellence: Developing Individualized Service Plans	X	X											X	X



Thursday, May 16

Breakout Sessions 4:00 - 5:15PM

A4 - Engagement Excellence: Innovations in Employee Retention and Organizational Culture in Oregon's Aging Services Providers

Presenters:

Elizabeth Todd, ELL Program Coordinator, Friendsview

Rene' Swar, Wellness Director, Rose Villa Senior Living

Tracy Swanborough, Assisted Living Administrator, Dallas Retirement Village

Bonnie Marshall, Director of Staff Development, Rogue Valley Manor

Keeping staff engaged is a major factor in retaining employees and creating a successful organizational culture. This session will bring together a panel highlighting innovative practices happening at four different aging services providers in Oregon. You will hear how paid education, advancing English Language Learner employees, health and wellness, stand-by roles, in-house childcare, and more are all making a difference in these organizations, as well as the lives of their employees.

A5 - Hot Legal Issues and Updates for Senior Living and Care

Presenters:

Gabriela Sanchez, Shareholder, Lane Powell

Jeff Duncan, Shareholder, Lane Powell

This session covers legal and regulatory issues affecting the senior living and care sector, including life planned communities. The speakers will survey a variety of issues from COVID-19 regulations and litigation (yes, it's still a thing), employment issues, Fair Housing and ADA, any relevant legislative updates, important cases affecting the sector, and regulatory issues. You will 1) learn the latest legal developments and how they impact the senior living and long term care sector, 2) learn compliance and risk management best practices to help avoid adverse regulatory action and civil claims, and 3) learn how to train management and staff members how to accurately and effectively document how your policies and practices are compliant with applicable regulations.



Thursday, May 16

Breakout Sessions 4:00 - 5:15PM

A6 - Fostering Physical and Emotional Safety in Senior Communities

Presenters:

Susie Parsons, Interior Designer & Planner, Associate Principal, Rice Fergus Miller

Dean Kelly, Architect, Principal, Rice Fergus Miller

Annie Zell, COO, Bethany of the Northwest

Kat Moore, Compliance and Safety Specialist, Terwilliger Plaza

Safety is an important consideration for older adults, and while safety is generally prioritized within environments for aging, there can still be factors that chip away at a resident's sense of safety despite best efforts. In this presentation, perspectives from both operations and design come together to examine what it means to feel safe within a retirement community, both physically and mentally. Panelists will discuss various elements that contribute to or potentially inhibit residents' sense of safety, from emotional and psychological factors to physical elements within the built environment. The presenters will explore various strategies that can be readily implemented within existing communities to improve residents' sense of personal safety. You will 1) learn what safety means from a resident perspective, and how safety or lack thereof impacts health and wellbeing, 2) learn about environmental and psychological factors that can promote or inhibit residents' sense of personal safety, and 3) explore methods to improve residents' sense of safety through messaging, programming, minor environmental adjustments, and as well as greater community planning.

A7 - Hospice Update from LeadingAge National

Presenter:

Mollie Gurian, Vice President, Home-Based and HCBS Public Policy, LeadingAge

Join Mollie Gurian, LeadingAge's VP of Home Based and HCBS policy as she reviewed all of the federal activity going on with hospice. She will share policy updates from Congress and the Administration as well as providing an overview of LeadingAge's advocacy and resources for hospice providers.



Sponsored By

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AWARDS LUNCHEON

FRIDAY MAY 17 AT 11:45

Homestead Ballroom

Learn more about this year's Silver Stars, Unsung Hero, Caring Spirit, and Innovative Program of the Year Award winners. The event offers a delicious meal and opportunity to connect with colleagues and friends in a warm and positive environment.

B1: HumanGood's Inclusion Council: Behind the Scenes with the Co-Chairs

Presenters: Kendra Roberts, Vice President of Operations,
and Russ Mast, Vice President of Operations, HumanGood

Intuitively we know that creating and sustaining communities where everyone feels they belong is both essential to our mission and good for our business. And the facts support our intuition. So, if Diversity, Equity, Inclusion, and Belonging are key to our success as not-for-profit senior living providers, how do we prioritize the work and truly move the “Inclusion needle” in the right direction? At HumanGood, the nation’s seventh largest not-for-profit senior living provider, inclusion has been a core value for years. Four years ago, HumanGood took a bold step in turning DEI intentions into realities by forming an interdisciplinary Inclusion Council. Pull up a chair, grab some coffee, and chat with the co-chairs of HumanGood’s Inclusion Council as they reflect on the highs and lows of the journey, and offer some ideas to avoid pitfalls and ignite your DEIB work. You will learn how to articulate the value of creating an empowered, interdisciplinary Inclusion Council. Plus, learn how to get started, avoid pitfalls, and journey toward an Inclusion Work Plan; and Explore ways to engage team members and residents in Inclusion work. Your residents and team members will thank you.



Friday, May 17

Breakout Sessions 10:45 - 11:45AM

B2 - An Update from Aging and People with Disabilities: Priorities for 2024 and Beyond

Presenter:

Jack Honey, Safety, Oversight and Quality Administrator, Aging and People with Disabilities, ODHS

Join Jack Honey, Safety, Oversight and Quality Administrator, Aging and People with Disabilities as he discusses how APD is keeping up with the changing landscape of senior living. APD has identified goals of well-being, accessibility, quality outcomes, service equity, and engagement to support the vision they have that Oregon's older adults, people with disabilities and their families experience person-centered services, supports and early interventions that are innovative and help maintain independence, promote safety, wellbeing, honor choice, respect cultural preferences and uphold dignity. Learn more about how state strategies may affect your organization's operations, your staff, your residents and clients, and Oregon's system of long-term services and supports.

B3 - Finding the Fun in Root Cause Analysis

Presenter:

Cynthia McDaniel, CEO, ElderWise Inc.

When unexpected incidents happen, it is imperative to address the immediate concerns and understand the underlying causative factors. This presentation will guide you through the principles and steps of Root Cause Analysis in a way that resonates with the unique challenges and circumstances in your communities. Join Cynthia McDaniel, a registered nurse and the CEO of ElderWise Inc., who has been consulting in the field of elder care and assisted living for more than 30 years, as she discusses root cause analysis.



Friday, May 17

Breakout Sessions 10:45 - 11:45AM

B4- Employee Financial Wellness and the Employee Experience

Presenter:

Robert Moore, Director of Training, Time Equipment Company

Employee Financial Wellness and the Employee Experience examines those elements beyond compensation that affect the Employee Experience. Nearly 70% of employees live paycheck to paycheck. That means that a sizable share of your employees tries to maintain the delicate balance of a tight budget every day. One misstep, an unexpected prescription, a dead car battery, or textbooks required for a college class and your employee can be in a bind. They are not alone. Only 37% of Americans have savings to handle a \$500 emergency. Put another way, three in five people cannot absorb that financial hit. Sometimes, the employee may have already earned the money they need but cannot access it until payday. That can be two weeks or even a month away. The results are the same: risking further debt through a payday loan, getting fees for an unpaid or late bill, falling behind on their rent or mortgage, or having to choose among other necessities.

Financial Wellness is a significant part of the overall well-being strategy needed by current organizations. Unfortunately, only 25% of employers have a well-being strategy for their people. Discover how financial stress impacts your organization through lower employee engagement, lower productivity, higher turnover, and increased direct and indirect medical costs. In addition, understand the elements of financial wellness beyond pay. Finally, learn how to use new technology and benefits to offer better financial wellness to your employees. You will learn why talking about Financial Wellness with your employees is important; recognize indicators of employees who are struggling with Financial Wellness; and, explore options other than salary, which help employees with Financial Wellness.



Friday, May 17

Breakout Sessions 10:45 - 11:45AM

B5 - Housing Track: Addressing Resident-to-Resident Harassment in Senior Living Communities

Presenter:

Kendra Roberts, Vice President of Operations, HumanGood

As the population of older adults grows, so does the need for safe and supportive environments in senior living communities. Unfortunately, instances of resident-to-resident harassment are increasingly recognized as a significant concern within these settings. This session aims to shed light on this often-overlooked issue and provide strategies for prevention and intervention.

Led by Kendra, VP of Housing at HumanGood, this session will delve into the complexities of resident-to-resident harassment, examining its root causes, impact on residents' well-being, and legal implications for senior living providers. Through case studies and real-world examples, attendees will gain insight into the various forms of harassment experienced by residents, including verbal abuse, bullying, sexual and even physical aggression.

Attendees will leave this session equipped with actionable insights and tools to address resident-to-resident harassment in their own senior living communities, promoting a culture of dignity, respect, and well-being for all residents. Join us in confronting this critical issue and fostering environments where older adults can thrive with dignity and security.



Friday, May 17

Breakout Sessions 1:00 - 2:00PM

B6 - Age-Friendly Health System Development in Post-acute Long-Term Care

Presenters:

Ben Fallah, Resident Care Manager, Mirabella Portland

Emily Morgan, Assoc. Professor of Medicine, Div. of General Internal Medicine and Geriatrics, School of Medicine, OHSU

This presentation will document Mirabella's experience in achieving Age-Friendly Health System certification through the Institute for Healthcare Innovation. The presenters will describe the Age-Friendly model, describe the operational processes we used to re-envision quality improvement in post-acute long term care, share examples of new interventions developed to address the 4 M's of the Age-Friendly quality improvement model, and share best practices for supporting the adoption of the Age-Friendly model in participant's various settings.

The content of the presentation will elaborate on their recently published article in JAMDA, "Age Friendly Framework in Post-Acute and Long-Term Care: Implementing the 4M's in Long-Term Care." As they share the story and experiences of becoming recognized for providing Age Friendly care, attendees will have opportunities to consider how their own quality improvement initiatives may benefit from the Age-Friendly model and how they might go about pursuing their own Age Friendly certification. The team hopes to inspire participants with their success in making quality improvement a solution to the overwhelm and burnout that can prevent new projects from being taken on.

The Mirabella experience illustrates how the Age-Friendly process re-frames existing work, and doesn't add significant burden to overtaxed systems. Their story demonstrates how the Age-Friendly model supports relief from burnout and reinforces staff retention by creating opportunities for all staff to become part of the quality improvement process and by opening discussion on the interconnectedness of staff and patient satisfaction. The presenters will detail the measurable and immeasurable benefits to patients, staff, and health systems the Age-Friendly model can provide.

You will learn how the Age Friendly framework re-framed, re-focused, and re-energized quality improvement in a post-acute long term care setting while positively impacting resident, family, and staff satisfaction; learn about evidence-based quality improvement initiatives tailored to a long term care population with a high rate of dementia; and, identify tangible next steps to overcoming resistance to change and bringing the benefits of the Age Friendly model into participant's care environments.



Friday, May 17

Breakout Sessions 1:00 - 2:00PM

B7 - Unleashing the Future of Senior Living: CCRC Without Walls

Presenters:

Steve Hopkins, CEO, Jordan River Group

Amanda Lynch, Director of Operations, Jordan River Group

In this dynamic presentation, Steve and Amanda will delve deep into the innovative and transformative concept of the Continuing Care Retirement Community (CCRC) Without Walls business model. The session will kick off by providing a comprehensive understanding of the CCRC Without Walls model, explaining how it has redefined the traditional senior living experience. They will explore its key components, such as personalized care plans, flexible living arrangements, and a robust network of services, all designed to empower seniors to age in place while maintaining their independence and dignity.

To make this complex topic accessible and engaging, the presenters will utilize a multimedia-rich presentation format, including compelling visuals, real-life case studies, and interactive polls. Through storytelling and data-driven insights, participants will gain a holistic view of the model's impact on seniors' quality of life, financial well-being, and emotional satisfaction. The discussion will extend to the marketing strategies that have proven successful in promoting CCRC Without Walls communities. Proven techniques for reaching and engaging both seniors and their families, leveraging digital marketing, social media, and community partnerships will be shared.

You will leave with actionable takeaways to apply in your own marketing efforts. Furthermore, they will highlight the evolving landscape of senior living, emphasizing the competitive advantages of embracing innovation. By the end of the session, participants will possess a clear understanding of the CCRC Without Walls model, its marketing nuances, and the potential for their organizations to adapt and thrive in a rapidly changing industry. Join us as we embark on a journey towards revolutionizing senior care.



Friday, May 17

Breakout Sessions 1:00 - 2:00PM

B8 - Improving Quality through Technology: Creating the LiveWell Tech Accelerator at Rose Villa Senior Living

Presenters:

Barbara Kohnen Adriance, Founder & CEO, The Malden Collective

Vassar Byrd, CEO, The Kendal Corporation

In 2023, The Malden Collective (TMC) and Rose Villa Senior Living (RV) agreed to create a tech accelerator to improve quality of care and quality of life for residents and staff living in long term care facilities. While TMC is best known for improving quality through The LiveWell Method — a comprehensive QAPI implementation program — integrating technology into daily operations presented a new frontier, one that could improve quality of care and simultaneously motivate and inspire staff and residents.

Meanwhile, Rose Villa's former CEO Vassar Byrd needed a way to think about, assess and choose the right technology solutions for the campus, sorting through the constant barrage of offers the senior management team was receiving.

Barbara Kohnen Adriance of TMC and Vassar Byrd now with Kendal Corporation as well as a representative from Rose Villa will share how they got started, how the structure of Rose Villa's tech accelerator differs from more well-known ones, the offer to companies, the types of companies we've partnered with, reaction by staff and residents, and results to-date. Panelists will also share how Rose Villa plans to upgrade and modernize its infrastructure to accommodate the next generation of residents -- whose expectations around technology, gaming, and communications are different than the majority of today's residents. The panel will discuss with audience members how they are tackling this same challenge, what types of technologies they have brought to their communities, and results achieved.



Friday, May 17

Breakout Sessions 1:00 - 2:00PM

B9 - Federal Housing Update from LeadingAge

Presenter:

Linda Couch, Senior Vice President, Policy and Advocacy, LeadingAge

Join Linda Couch, LeadingAge's Vice President, Housing and Ageing Services Public Policy, as she reviews the latest housing data. She will share Capital Hill news and advocacy opportunities, as well as providing LeadingAge resources for housing providers.

B10 - State Hospice Update

Presenter:

Anna Davis, Health Facility Survey & Certification Program Manager at the Oregon Health Authority

Join an insightful session presented by the Oregon Health Authority, exclusively tailored for our Hospice members. Gain valuable perspectives as we delve into the latest trends, the most frequently cited deficiencies, and crucial updates on regulatory changes at both state and federal levels. This engaging presentation will equip you with essential knowledge to navigate the ever-evolving landscape of hospice care.



Friday, May 17

Breakout Sessions 2:15 - 3:15PM

B11 - Senior Living Community Design Meets Horizontal Mixed-use

Presenters:

Chuck Archer, Architect, Principal, LRS Architects

Nick Carpenter, Design Lead, LRS Architects

Join us in this interactive discussion as we touch on innovative ways that living in this style of development benefits residents, operators, and the surrounding Community. Access to various amenities such as entertainment venues, restaurants, offices, and retail within walking distance is a major plus, as seniors can rely less on transportation or others to add another dimension of enrichment to their lives. These amenities can supplement or replace those typically provided by the developer/operator to provide affordable yet diverse options for residents. In addition, these developments often provide evolving activities, socialization opportunities, and intergenerational connections, enabling seniors to stay active and engaged with the larger community in the area. Furthermore, horizontal mixed-use developments offer seniors a sense of independence and freedom to pursue their passions and interests while still having access to necessary services and amenities. Ultimately, these developments provide a great environment for seniors to thrive and stay connected to the broader surrounding Community.

Through interactive discussion, participants and presenters will brainstorm innovative ways to create partnerships with the surrounding community. This session will explore and explain ideas, and participants will take away ideas to discuss and implement with their communities. You will learn, define, and recognize horizontal mixed-use design; learn why horizontal integration benefits Senior Living Communities; and, learn and discuss case studies and recognize how those strategies could be implemented in their communities.



Friday, May 17

Breakout Sessions 2:15 - 3:15PM

B12 - Total Employee Health

Presenters:

Teresa Pacelli, Workers Compensation Regional Practice Leader, USI Insurance Services

Chase McCarthy, Vice President, Employee Benefits, USI Insurance Services

Pete Olson, Vice President, Property & Casualty, USI Insurance Services

Senior Living organizations continue to have increasing burnout, retirement, and staffing shortages. Meeting this challenge is paramount to your organization and the industry's viability. Discover what Total Employee Health is and why it is a sound business practice with real return on investment. Learn how to leverage your current organizational procedures and culture to improve retention, recruitment and productivity. Hear about how an organization begins to implement total employee health, what should be measured to ensure success and improvement, and what are other organizations doing to care for their employees. Perspectives will be shared from worker's compensation, business risk analysts, and employee health consultants.

You will examine the critical role your organization plays in your employee's health, the intersection of musculoskeletal injuries, work life balance, stress and the impact on successful delivery of care. Also, you will learn about the impact of total employee health on employee recruitment, retention, and productivity. And how to measure, and reinforce those activities that improve total employee health. Plus, obtain knowledge that you can take back to your community and leverage those activities you're already doing to foster or create an outcome based approach to total employee health.



Friday, May 17

Breakout Sessions 2:15 - 3:15PM

B13 - End of Life Options for Residents Who Lack Capacity

Presenters:

Pamela Kaufmann, Partner, Hanson Bridgett LLP

Rhonda Bekkedahl, CEO, Channing House

Many states, including Oregon, have adopted an end of life options act that enables a mentally competent state resident with a 6-month prognosis to die with dignity by taking aid-in-dying drugs -- provided certain steps are taken to prevent abuse and to assure that the person's choice is voluntary. These laws are quite clear that a person who lacks mental capacity or who does not have a 6-month prognosis does not have the option to take aid-in-dying drugs.

At the same time, the Cruzan case, decided by the United States Supreme Court in 1990, has been cited as giving all U.S. citizens the right to end their own life by voluntarily stopping eating and drinking (VSED). The use of VSED is not restricted by statute as the ingestion of aid-in-dying drugs is. What does this right mean and how can it be safely implemented in a licensed senior care community? Can a person who has dementia voluntarily stop eating and drinking? What are the risks to a provider that allows this practice in a licensed environment? What is the role of hospice in this process? And how can people who fear they might develop dementia in the future maximize their control over the manner in which they die?

During this session, the CEO of a continuing care retirement community that has grappled with these questions and a seasoned senior care attorney who has helped guide the discussion will share their findings, observations, and a few recommendations. An open dialogue with the audience will be encouraged.

You will review the mental competency requirement embedded in Oregon's and other states' end of life option acts; and, consider the end-of-life options (and planning) available to residents of a senior care community once they are no longer mentally competent.



Friday, May 17

Breakout Sessions 2:15 - 3:15PM

B14 - Tailored for Excellence: Developing Individualized Service Plans

Presenter:

Laura Richardson, Elderwise Inc.

Dive into the heart of resident-centered care in this presentation focused on developing individualized service plans. This session is structured for those who are passionate about delivering personalized care and services that respect the dignity and unique needs of each resident.

In the world of care and service delivery, a one-size-fits-all approach falls short. Our residents deserve a care or service plan that addresses their specific needs, preferences, and life history, especially as they navigate the complexities of aging. This interactive workshop will provide you with the tools and insights to develop and implement service plans that truly reflect the individual at the center of care. Whether you are fine-tuning existing plans or developing new strategies for individualized care, this session will enliven your practice with renewed purpose and creativity.



REGISTRATION INFORMATION

CONFERENCE REGISTRATION IS ALL ONLINE

Please note that the “member rate” is available to members of LeadingAge Oregon. Different rates apply for provider participants and business representatives.

Full Conference Fee includes all educational sessions and the following meals and special events:

Welcome Reception • Trade Show • Awards Luncheon • Murder Mystery Dinner, and more

One-day fees are also available for provider participants:

Thursday only fee includes: Breakout Sessions • Keynote • Trade Show • Murder Mystery Dinner

Friday only fee includes: Breakout Sessions • Awards Luncheon

SPOUSE/GUEST REGISTRATION

Included in spouse/guest registration: Welcome Reception, Trade Show, Awards Luncheon and Murder Mystery Dinner and Closing Session. If a spouse or guest wishes to attend educational sessions, he/she must pay conference fees.

SILVER STAR HONOREE

Silver Stars may attend the Friday Awards Luncheon and Friday Breakout Sessions of their choice at no charge. Silver Stars who wish to attend the entire conference receive a \$50 discount off the registration fee.

LODGING INFORMATION

Lodging arrangements should be made directly with The Sunriver Resort by calling (855) 420-8206. Be sure to say you are with the LeadingAge Oregon group.





REGISTRATION INFORMATION (CONT.)

CONTINUING EDUCATION CREDITS

Nursing Home Administrator, ALF/RCF Administrator, and Real Estate CEUs are available. We will issue certificates to verify attendance for other licensure requirements you are tracking.

WHO SHOULD ATTEND?

LeadingAge Oregon's Annual Conference is designed to provide valuable educational and networking opportunities for all administrators, department managers and staff from nursing homes, assisted living/residential care, senior housing, Life Plan Community (CCRC) home care agencies and other home and community-based service organizations, including but not limited to:

Administrators/CEOs • Directors of Nursing/Nurses • Dietary • Finance Directors • Marketing •
Human Resources • Facility Services/Maintenance • Social Services • Chaplains
Activities/Wellness • Fund Development/Foundation Staff • Department Managers
• Supervisors • Frontline staff

WHAT TO WEAR

Casual attire is appropriate for all educational sessions and social activities. Please be aware that meeting rooms vary in temperature; for your comfort, we recommend dressing in layers and keeping a sweater or jacket handy.

WATCH FOR HANDOUT E-MAIL

Please note that we do not provide hard copies of handouts for breakout sessions (except by special speaker request). Instead, we post the handouts online and in the conference app for conference attendees to download, save to their laptops or iPads, or print if they so desire. We begin posting handouts about two weeks before the conference; watch for your e-mail notification.

CONFERENCE APP

Download our Mobile Event App before you arrive!

Before the conference we'll send you information about how to download the app, which will contain all the information you'll need to enhance your event experience. Features include the conference schedule, the ability to create your own personalized schedule, and access to session descriptions, speaker information, session handouts, exhibitor listing, maps, CEU tracking, and more!



HOW TO REGISTER

Registration is all online at www.leadingageoregon.org/2024annualconference

To Register:

- 1 Go to the LeadingAge Oregon home page, www.leadingageoregon.org, go to Events & Education, and scroll down to click on the Annual Conference Brochure and Registration Information link.
- 2 Click on Register Online. On the online form, enter your personal username and password. (If you have forgotten your username and password you can go to Member Tools/My Profile and click on "Forgot your Password?" to have your username and password emailed to you).
- 3 If you don't have a username and password, you can register as a "new user." Please note that if your organization is a LeadingAge Oregon member, you must contact Merry at mkillam@leadingageoregon.org after you create your user account before registration to get "member" pricing.
- 4 Choose your conference sessions and special events. (Be sure to review the session descriptions before you make your selections!)
- 5 If your organization prefers to issue one check or credit card payment for all of your attendees, contact Rob West at rwest@leadingageoregon.org to make arrangements for payment.

Having problems, or don't have online access? Call us at (503) 968-7205 and we will assist you.



REGISTRATION NOTES

DISCOUNTS FOR SILVER STARS AND LEADERSHIP ACADEMY PARTICIPANTS

Email mkillam@leadingageoregon.org for your registration discount codes.

SCHOLARSHIPS

A limited number of scholarships are available for LeadingAge Oregon members who would otherwise not be able to pay registration fees. Email Merry mkillam@leadingageoregon.org for more information.

REGISTRATION DEADLINE

All registrations must be made by April 26, 2024.

CANCELLATIONS

Cancellations must be received no later than Friday, April 26, 2024 in writing to be refunded (less a \$25 service charge). No refunds are possible after that date but you are welcome to send someone in your place.

EARLY BIRD RATES

Early bird rates are available through Friday, April 5, 2024 only. Registration fees increase by \$25 on April 6.

BUSINESS MEMBERS

LeadingAge Oregon welcomes our Business members who wish to attend our Annual Conference and benefit from the education and networking opportunities. We encourage all of our Business members to join us as exhibitors. For more information about exhibiting, please contact Rob West at rwest@leadingageoregon.org, (503) 968-7205.

EXHIBITOR ATTENDANCE AT CONFERENCE SESSIONS

Exhibitors are welcome to attend non-meal conference sessions and may purchase tickets for meals and special events.

REGISTRATION & DAILY RATES

PROVIDER MEMBER	STANDARD	EARLY BIRD BY APRIL 5
FULL REGISTRATION	\$600	\$575
THURSDAY ONLY	\$375	\$350
FRIDAY ONLY	\$375	\$350
PROVIDER NON-MEMBER	STANDARD	EARLY BIRD BY APRIL 5
FULL REGISTRATION	\$900	\$875
BUSINESS MEMBERS	STANDARD	EARLY BIRD BY APRIL 5
FULL REGISTRATION	\$900	\$875
EXTRAS	STANDARD	
EXTRA AWARDS LUNCH TICKET	\$75	
EXTRA MURDER MYSTERY TICKET	\$75	
SPOUSE/SIGNIFICANT OTHER	\$75 per day	

Is your community a member of LeadingAge Oregon? [Click Here](#) to find out.

REGISTER ONLINE:

www.leadingageoregon.org/2024annualconference