

# Annual Conference Monday May 21

## Opening Keynote

10:00-11:30 a.m.

### Life Happens - Live It!

Ever wonder how some people can go through almost unthinkable challenges personally or professionally, and still come out on top? While others get derailed by the little bumps in the road? Jake shares the tools, mindsets, and strategies needed to turn adversity into opportunity, steer clear of burn-out or self-doubt, and create the kind of focus that can take your life and career as high as you want to go! Everyone — from new employees to seasoned pros - will find inspiration, motivation, and limitation conquering courage from this timely and compelling keynote from a young man who refuses to let a life-changing accident keep him down. Jake will share how we can:

- Positively ACT on, rather than REACT to, life's curve balls—personally and professionally.
- Identify negative thinking and turn it into positive power.
- Keep your eye on the doughnut, not on the hole with strategic, targeted focus.
- Find the opportunities in CHANGE.
- Become more RESILIENT than any challenge that happens to you.

You'll walk away inspired, changed, and ready to leave excuses behind. Why? You will GET that 99% of the reasons we create in our minds why something can't be done will be taken away by a young man who lives every day in a rolling excuse but refuses to use it.

## Concurrent Sessions

1:00 - 2:15 p.m. - select from the following sessions

### A.2 Emergency Preparedness Panel

Emergency Preparedness can seem like another box to check on a never-ending to-do list. But this panel will help with the reality of being prepared for an emergency with the population we serve. Hear from LeadingAge Oregon members who have been through true emergencies, and what they've learned (and what they'd do differently next time!). Also, learn from a member who has harnessed the enthusiasm of their residents and are becoming well equipped to move into action should the need arise. And finally, in this session understand what emergency preparedness looks like from the perspective of the Deschutes County Sheriff's office.

- Understand the fundamentals of being prepared for an emergency, and examining what that emergency may be.
- Examine how your plan can change with unforeseen circumstances.
- Hear about ways to involve residents in planning and preparation.

*Presenter(s): Eric Sholty, Pacific Retirement Services; John Schallberger, Rose Villa; Deschutes County Sheriff's Office*

### A.3 The Future is Now: Data Driven, Therapeutic, Person-Centered Engagement

Many times, in senior care, an older adult can experience boredom, loneliness, and helplessness as they age due to cognitive changes and a lack of person-centered engagement. Subsequently, older adults are at risk for increased levels of isolation, depression, increased fall risk, behaviors associated with dementia, over prescription of drugs such as antipsychotics and antidepressants and low quality of life. Providers are being asked to do more with fewer resources while also facing higher acuity residents, more regulations and falling reimbursement rates. Resident engagement is traditionally conducted by the activity or recreational therapy department, which is primarily paper-based and therefore in need of technology advancement. To truly realize person-centered engagement, there is a need for more integrated, user-friendly, digital engagement solutions to address the needs of our older population in a cost conscious, clinically sound and individualized manner.

- Hear how resident engagement data can be used to improve management, ensure accountability and allow for performance review.
- Examine the future of resident engagement which will be therapeutic and aligned with quality of life and health outcomes.
- Explore how they can truly make resident engagement person-centered so that every older adult can live their life to its fullest based on their unique interests and abilities.

*Presenter(s): Charles de Vilmorin, Linked Senior, Washington, DC; Rob Winningham, Western Oregon University, Monmouth, OR; Ethan A. McMahan, Western Oregon University, Monmouth, OR*

# Annual Conference Monday May 21

## **A.4 Confronting Mental Health Needs in Senior Care**

As providers of services and care to seniors, we are no strangers to behavioral changes. How often, however, do we look behind our residents' behaviors to determine if they have an unmet – or perhaps undiagnosed – mental health need? Many of us are trained to identify and address dementia, which is common in our communities, but we may not have the skills to identify, let alone address, mental illness. In this interactive session, an attorney who has counseled senior care and housing providers for nearly 30 years and a geriatrician who has addressed challenging medical and behavioral issues facing older patients for 20 years will confront this difficult issue. They will identify some of the unmet needs of senior care residents with mental health issues, identify their vulnerabilities, and underscore the need to determine residents' competency and perform a mental health assessment. They will then make practical suggestions for balancing members' legal risk and their duty to provide effective care to residents.

- Identify unmet needs of senior care residents with mental health or cognitive challenges, whether diagnosed or not.
- Consider vulnerability of this population to eviction, financial abuse, adverse drug interactions, and untreated pain.
- Help senior care providers balance legal risk with their responsibility to provide effective care to residents; underscore need for mental health assessment.

*Presenter(s): Pamela S. Kaufmann, Esq., Hanson Bridgett, LLP, San Francisco, CA; Elizabeth Landsverk, M.D., ElderConsult Geriatric Medicine, Burlingame, CA*

## **A.5 Stop Employee Conflict Today: Lead Your People Out of Their Unending, Unnecessary, and Unproductive Drama, for Good.**

Most of us will do anything to stop conflict. Because, even minor conflict reduces attention to work and can lead to infighting, distrust, and lowered productivity. When things really turn ugly at work we see drama; displayed in absenteeism, over-used sick time, insults, positioning, rumors, gossip, passive-aggressiveness, backstabbing and nasty politics. You know what happens when you can't get on top of this. The troubled employees stay, and the good ones leave. This session will introduce the insidious and relentless drama triangle. That's where the bosses and well-meaning people get caught up in rescuing the "victims" from the "villains". You'll be amazed how easily you'll identify this notorious conflict causer and how many of those roles you and your staff unwittingly take on. You'll love even more knowing how to shut it down. Get ready to lead your people out of drama and back to work!

- Identify the three ever-present, interchangeable psychological roles that people play in conflict (and why it's killing workplace productivity).
- Gain unique insights into shutting down the differing psychological roles.
- Receive coaching in enhanced conflict resolving tools you can apply immediately.

*Presenter: Pamela Cournoyer, Powerful & True, Inc. Leadership Mastery, Tigard, OR*

## **A.6 Incident Investigations: Don't Let The Regulatory Detectives Conduct Your Incident Investigations**

With both state and federal regulatory agencies increasing scrutiny on resident safety and quality of care in long term care and assisted living settings, a basic protocol for handling day-to-day internal investigations is more important than ever. Having institutionalized policies and procedures for conducting timely investigations gives providers an opportunity to gather independent and objective facts and evidence. Investigations will also assist providers with responding to regulatory inquiries, investigations, and government sanctions where noncompliance is found. Conducting complete and thorough incident investigations gives providers the initiative to learn and organize the facts of any resident incident before regulators determine and evaluate those facts and circumstances. In this session, we will walk you through real life scenarios as we discuss these topics.

- Learn the best practices for writing and implementing an internal investigations policy.
- Learn best practices for conducting internal investigations, including tips for managing witness interviews.
- Learn best practices and application of the scientific method to analyze data and incidents.

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

# Annual Conference Monday May 21

## **A.7 Book Discussion “Turning Goals into Results”**

Join us for a discussion based on the Harvard Business Review book, “Turning Goals into Results: The Power of Catalytic Mechanisms” by Jim Collins. Read this short (only 73 pages!) book before the conference, and participate in a discussion about turning lofty aspirations into reality. The discussion will be lead by Delvin Zook from Rock of Ages. Hear how they have implemented the principles of the book, by having paychecks affected by customer satisfaction. Delvin will also share what they have learned in the process by allowing their customers to show their satisfaction through the payment process, and yet not make it a payroll nightmare. The discussion will also include other ways to make real and dramatic changes to your organization using the tenets outlined in the book.

*Facilitator: Delvin Zook, Rock of Ages, McMinnville, OR*

## **Concurrent Sessions**

**2:30 - 3:45 p.m. - Select from the following sessions**

### **A.8 REAC Update**

An entertaining presentation that simplifies the complex REAC process, this session is designed to provide insight and direction to property managers, maintenance staff, and company executives on how to understand how the UPCS inspection code works and how to prepare for REAC Inspections. Attendees will learn how inspections are designed into categories of inspectable areas and items. A variety of topics will be addressed, most importantly - how to ensure success on every inspection and know when you got lucky and when you were truly ready. All attendees will receive a pocket-sized Field Guide to UPCS Compliance.

- Understand how the UPCS inspection code works.
- Learn best methods for preparing your property item.
- Know when you are ready for an inspection.

*Presenter(s): Scott Precourt, US Housing Consultants*

### **A.9 Compassionate Communication in Eldercare**

Caregiving, while it is satisfying, rewarding, and even joyous - it can be frustrating, exhausting, and demanding. How do we get less of the bad experiences and more of the good? Compassionate Communication is a world-renowned training that is deeply powerful in helping us get our own needs met, including our need to help others. Rooted in self-awareness and self-care, Compassionate Communication gives you a new way to use language, thoughts, and actions to create a more peaceful, satisfied world.

- Learn how to revitalize your ability to better get your own, and others', needs met.
- Discover how your awareness of your own needs, including your need to help others, is often blocked, and how to unblock it.
- Improve your ability to communicate clearly, be heard as you would like to be, and listen effectively.

*Presenter(s): Tina Taylor RN MS, Stress Solutions, Corvallis, OR*

### **A.10 Privacy & Data Security for Senior Living/Long Term Care Employers**

Senior Living and Long Term Care employers must utilize technology and work with substantial amounts of electronic data that includes private and highly sensitive information. Because this private workplace data is created, stored, used, and shared through computers, smart phones, and other complex (but potentially security-vulnerable) technology, Senior Living and Long Term Care employers are faced with substantial workplace privacy and data security challenges. This presentation will address cyber threats commonly faced by our industry and offer practical advice on how employers can assess, address, and mitigate ever-evolving workplace privacy and data security risks. The session will also cover policy development for employee-based privacy data security and implementation, and workforce training on best practices to prevent, detect and respond to possible data breaches.

- Bring Senior Living/Long Term Care employers up-to-date on privacy and data security risks in their workplaces.
- Provide an overview of laws that impact how employers respond to workplace privacy and data security issues.
- Provide practical steps and best practices that employers should undertake to help prevent and respond to workplace privacy and data security breaches.

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

# Annual Conference Monday May 21

## **A.11 Marketing to the New Senior Living Consumer**

Despite mounting scientific and psychological evidence about how people feel, regardless of their age, many senior living communities continue to utilize photos of smiling grey haired people to market their communities. The new consumer is savvy and educated about their options and future. They feel 35 inside, regardless of their age. And very different than their parents, many are planning a move earlier to a community that is a good fit, and they do not want to leave this decision to their children. This session is a panel of two communities that have success marketing to the new consumers. Hear from the marketing directors about how they've appealed to the more savvy target audiences.

- See creative, tactics and marketing campaign ROI figures for two communities that have been focusing on marketing to the new 62+ consumer.
- Hear about the strategies that informed these case studies. The who, what and why's of how to communicate to gain action.
- Leave this session with tangible information, for how your organization could proceed with shifting your messaging and marketing strategies to increase effectiveness.

*Presenter(s): DeAnne Clune and Cythia Cruver, 3rdThird Marketing, Seattle, WA; Ann Vey, Hearthstone, Seattle, WA; Don Warfield, Skyline, Seattle, WA*

## **A.12 From Generation Cohorts to Embracing Age Diversity: A Shifting Mindset**

Working with a variety of generational cohorts can bring strength to an organization as well as posing challenges. Join LeadingAge Oregon member, Friendsview as they discuss how their community has embraced the strengths of age diversity. Friendsview was spotlighted in a study LeadingAge and partner organizations conducted on the subject of Intergenerational Programming in Senior Housing.

- Explore the characteristics, commonalities and differences that may exist among different generational cohorts working in aging services.
- Understand the importance of focusing on the strengths age diversity brings to a workplace - as opposed to emphasizing generational differences.
- Gain ideas and examples of age-informed programs and strategies designed to support and be inclusive of employees of all ages.

*Presenter(s): Todd Engle and Kathryn Saunders MSW, Friendsview Retirement Community*

## **A.13 Reducing Unwanted Behaviors by Using Cutting Edge Non-Pharmacological Behavior Interventions**

Unfortunately, people with dementia often engage in behaviors that can negatively affect their quality of life. Caregivers and staff members are often unsure how to handle unwanted and challenging behaviors. In this presentation, we will discuss how and why brain changes often lead to unwanted behaviors. Then, we will discuss a myriad of responses and interventions. Attendees will learn many new strategies that could help them better respond to unwanted behavior and reduce its frequency. These strategies have the potential to reduce antipsychotic medication if the unwanted behaviors can be dealt with using these techniques. In addition, attendees will learn how to engage residents in activities designed to improve attention and their ability to inhibit or not engage in maladaptive behaviors and emotional outbursts.

- Be able to describe how to customize redirecting strategies that will work best for any given individual
- Be able to describe how meditation, physical exercise, and cognitive interventions could reduce unwanted behavior.
- Be able to describe how knowledge of antecedent conditions could be used to reduce unwanted behavior.

*Presenter(s): Robert G. Winningham, Ph.D., Western Oregon University, Monmouth, OR*

# Annual Conference Tuesday May 22

## General Session

9:00 - 10:00 a.m.

Tracey Gendron

### B.1 Disrupt Ageism

The vision of LeadingAge, our national association, is to have “An America freed from ageism.” In this session **Tracey Gendron**, an Associate Professor in the Department of Gerontology in the School of Allied Health Professions at Virginia Commonwealth University, will explore the phenomenon of ageism within all levels of society and professional practice. The cultural narrative of aging as a single story of decline will be discussed and challenged by Dr. Gendron. The negative impacts of ageism and stigma will be discussed along with simple strategies for disrupting them in daily practice. You will hear why the shared experience of aging means we all have a vested interest in creating a society that respects individuals throughout the lifespan. She will discuss current research on ageism and common public perceptions of older adults and ways to re-frame the way you think and communicate about aging.

## Concurrent Sessions

10:15 - 11:45 a.m.

Select from the following sessions

### B.2 LeadingAge Town Hall Conversation

LeadingAge has established a new national public-policy setting process, the most important part of which is a Town Hall Conversation in each state. This Town Hall Conversation will provide crucial feedback to national LeadingAge. It will be used to set public priorities to better represent your interests and the interests of older adults in Washington. This is an opportunity for LeadingAge members – whether a Life Plan Community, affordable housing, assisted living, nursing facility, home care or another setting - to tell us about the policy issues that matter to you. Tell us how they affect the older adults you serve. You may have stories to share about how policies affect the lives of the older adults you serve, stories that illustrate the successes and challenges policy creates. LeadingAge wants to hear from you. Please join us for this important and exciting event!

Guest: *Roberta Jacobsen, LeadingAge Board Member*

Convener: *Diane Hood, LeadingAge Oregon In-Coming Board President, Mary's Woods*

### B.3 MOVE-ing Toward Person-centered Care: Practical Tools for Caregivers

Everyone says they are providing it but what does it really mean to provide person-centered care? How can caregivers be sure they are doing it? This session, hosted by MOVE (Making Oregon Vital for Elders), Oregon's coalition for culture change in long term care, will explore the components of person-centered care and tools for incorporating person-centered care into your care routines. A new web-based training tool for caregivers and how it can be used to support person-centered care in multiple settings, including adult foster homes, assisted living and residential care, memory care and nursing homes will be highlighted.

- Describe the multiple components of person-centered care.
- Apply the mnemonic “TRACK” (Tune-in, Relate, Assist Autonomy, Collaborate, Know the Person) to enhance person-centered care practice.
- Identify resources for person-centered care.

Presenter(s): *Leah Brandis and Serena Hasworth, MOVE*

# Annual Conference Tuesday May 22

## Concurrent Sessions

1:30 - 2:45 p.m.

Select from the following sessions

### B.4 Fair Housing Refresher

Fair housing issues can arise in the most unexpected ways, but having a good awareness and clear operational policies can help protect you from running afoul of the law. This refresher session is suitable for all staff and all senior housing communities.

- Obtain an overview of fair housing and ADA laws, protected classes, and recent clarifications in policy.
- Explore issues and some misconceptions related to reasonable accommodation, motorized vehicles, and assistance animals.
- Review common fair housing situations - and share some of your own aging services provider stories (we all have them!!).

*Presenter: Colleen C. Bloom, Director for Housing Operations , LeadingAge, Washington DC*

### B.5 Aging, What's It Good For?

What is aging good for? And more importantly - 'What am I good for?' is often the question heard from seniors. Living longer with physical, mental and emotional changes is a life transition no one is prepared to face. We live in a culture that caters to the young, touts that 70 is the new 50 and promises renewed energy and vitality through potions, herbs, vitamins, and Viagra. There is a great deal of living to do at all ages, but ignoring how aging changes people robs us of the perspective and balance that elders bring to life. Participants will take away skills for starting and continuing a conversation of what aging is good for; they will learn new ways to talk about the life change we call aging.

- Hear why it is vitally important that elders stay involved and committed to family, friends, children and community.
- Learn how to begin and sustain a conversation with elders about the importance of staying involved, being creative and bringing life experience and presence to our communities.
- Recognize the need for assisting elders in identifying what they bring to our culture and help them embrace their true importance in sustaining a healthy, balanced culture.

*Presenter(s): Julie Interrante, Sacramento, CA*

### B.6 Insider perspectives on Design Strategies for Success

Join a fun and informative conversation about important interior design decisions that affect marketing, resident care, and overall community perception. The presenters will discuss and share insights on simple and easy to implement ideas that can impact the overall feel and energy of a community and how to create a great first impression using the factors that ARE in your control. Also, learn important considerations to keep in mind when selecting and approving finishes and furnishings in a remodel or new build to ensure they look great as long as possible while enhancing resident comfort and quality of life. In addition, learn about the benefits of Tunable Lighting and the effect lighting has on circadian rhythms and the overall health and well-being of residents AND care providers.

- Learn how to better position your community to stand out from the competition during tours.
- Learn how to identify the right materials for the right locations in a remodel or new build.
- Analyze and communicate the do's and don'ts of a successful community design.

*Presenter(s): Lisa Warnock, LRS Architects, Portland, OR; Lisa Sneddon, LRS Architects and Senior Living Experts, Portland, OR*



# Annual Conference Tuesday May 22

## **B.7 Hot Topics in Senior Living**

The senior living environment is undergoing significant change. Competitive pressures are high and come from many directions. At the same time, many providers have dated physical plants, and seek to establish strategies to work in the post-acute environment that healthcare reform has wrought. This session will cover hot trends of the next year – competitive pressures, healthcare reform/skilled nursing environments, marketing, occupancy development, technology integration, construction and redevelopment, consumer preferences/change, demographics, and finance among others. This session will also feature national trend information around growth strategies among the LeadingAge Ziegler 150, consumer trends, financing trends, sponsorship transition activity, and other pertinent data. Case studies of successful growth execution will also be presented.

- Learn how successful senior living organizations in Oregon and nationally are growing their businesses, sharpening their competitive positions and increasing their “footprints” in their markets.
- Gain insights into how the capital markets view growth, and consider key strategies for successfully financing growth strategies.
- Come away with strategies for improving operations and occupancy.

*Presenter(s): Sarkis Garabedian, Ziegler, Seattle, WA*

## **B.8 Collaborative Communication: Conversation Partnerships Between Residents and Staff**

Long term care 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): Claudia S. Blumenstock, LNHA, Copernicus, Inc., Honeoye Falls, NY*

## **B.9 Safe Antipsychotic Reduction & Positive Approach to Care**

The goals to safely reduce antipsychotic use in those living with dementia can be achieved by delivering health care that is person-centered, comprehensive and interdisciplinary. This session will provide best practices for reducing the use of off-label antipsychotics to safely meet regulations. Before contacting the prescriber to discuss potential dose reduction, it is important for the interdisciplinary team to have a strategic approach that incorporates adequate assessment, clinical judgment, planning, implementation and an evaluation plan to improve outcomes. In this session, you will hear from two unique perspectives – nurse and pharmacist – and how their collaboration in reviewing the medication regimen help identify medication-related issues that can contribute to behaviors. Participants will gain resources to add to their tool boxes in their continuous effort to reduce psychotropic medications and achieve excellence.

- Align goals and create best practices for reducing off-label antipsychotics.
- Identify tools for education, communication and tracking/trending.
- Review medication-related issues that can contribute to problematic behaviors in dementia and suggest alternatives.

*Presenter(s): Chris Harris, Consonus Healthcare, Milwaukie, OR; Susan Debates, Consonus Healthcare, Milwaukie, OR*

# Annual Conference Tuesday May 22

## Concurrent Sessions

3:00 - 4:15 p.m.

Select from the following sessions

### **B.10 Telehealth in Post-Acute Care: Efficacy and the Future**

Telehealth traces its roots to 1876. Since then the practice has evolved with advances in technology and advances in health care policy. Easy and affordable access to technology and quality internet connections have improved the service delivery model. This session will provide a brief review of the history of telehealth with a focus on the effectiveness of telehealth as a service delivery model amongst the therapies (speech, physical and occupational therapy) and nursing services in the post-acute industry. Future implications for telehealth will be discussed as well as its current benefits.

- Explore current efficacy studies and review the literature regarding the quality of telehealth in post-acute settings as it relates to nursing care and speech, physical and occupational therapy.
- Discuss effective telehealth implementation strategies in the post-acute setting for effective service delivery.
- Examine the benefits of telehealth implementation in post-acute care facilities in remote and rural locations facing nursing and rehab therapy staffing shortages.

*Presenter(s): Aaron Reese, EdD, Infinity Rehab, Portland, OR*

### **B.11 “Alexa, help me live well”**

LeadingAge Oregon member Mary’s Woods has recently collaborated with Amazon, using their smart home devices, to pilot and discover new ways for smart homes to help folks live well and avoid some of the negative outcomes that can come with aging in place when support resources are limited. In this presentation hear how social isolation, forgetfulness, malnutrition, poor eyesight, or hearing and other afflictions often can be prevented with the right kind of help. In this session you will hear how medication reminders, food delivery, climate control, lights and phone operation can be done via voice recognition. Also, learn how “Alexa” can play music and stimulate socialization and engagement in current events decreasing depression and providing a platform for lifelong learning and life work.

- Learn how to utilize Alexa’s skills to enhance the lives of seniors whether they are in a private home or in a community.
- See demonstrations of drop-in calls, medication reminders, brain exercises, music selection, grocery orders, and more.
- Hear about Mary’s Woods and Amazon’s pilot program and the benefits of Alexa to their population of residents and staff on and off campus.

*Presenter(s): Megan Thompson, Mary’s Woods, Lake Oswego, OR; Diane Hood, Mary’s Woods, Lake Oswego, OR*

### **B.12 Transforming Activities for the Cognitively Impaired with Purpose**

Engaging, purposeful activities are key to quality of life for cognitively impaired residents. Just as “fun” is one important part of our lives, so it remains a significant element in a broader program centered on creating meaning. In this session, attendees will learn how to transform simple activities like sorting buttons into, for example, button art that can be hung and serve as a source of pride and affirmation for the artist(s). Activities designed for persons with mild cognitive impairment or early dementia can be similarly transformed by drawing on the person’s background, interests, and preferences, as well as emphasizing therapeutic benefits. Additionally, the presenter will discuss barriers, such as lack of time, that can make it challenging for staff to provide a purpose-driven activity program and offer suggestions to address these.

- Participants will be able to identify the steps involved in developing purpose-driven programming for residents with mild cognitive impairment to late dementia.
- Participants will identify at least two tools (online, print) to aid them in developing purposeful activities.
- Participants will be able to immediately implement at least two new/transformed activities to enhance a sense of meaning in their cognitively impaired residents.

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



**Annual  
Conference  
Tuesday  
May 22**

**B.13 How Happy Would You Be? Understanding Residents' Lives**

There is an imperceptible trend weaving its way through the lives of our elders. A subtle fading of experiences that bring meaning and purpose to one's life is taking place. As physical and cognitive skills decline, the attention of older adults, their family members and caregivers turns to putting in place the highest quality of care and support services possible. With this as an appropriate main-focus, engaging aging with meaningful living and joyful experiences often plays a smaller role in the "care" model. These life experiences, however, define and sustain us and provide the hope and optimism that nurtures one's spirit. What would it be like to experience life changes and challenges as a resident in your community? What would you want for yourself? What would you do to get it? This interactive session offers the opportunity to explore loss of purpose from the perspective of a resident. It provides concepts that teach participants how to understand other viewpoints and tools and resources to help reestablish richer living.

- Examine the progression of loss that residents confront.
- Consider skills to adopt other points of view.
- Consider methods that will help participants and residents reap the benefits of engaging in purposeful life activities together.

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

**B.14 Infection Preventionist – Key Role in Successful Outcomes**

The role of the Infection Preventionist (IP) continues to evolve as a key member of the leadership team in a long-term care organization. As leaders in today's health care environment, this key role is critical to your organization's clinical, operational and financial health. While the IP is responsible for developing concrete best practices to be able to prevent and control infections and communicable diseases as well as engage the care team to follow exceptional processes for successful outcomes, today's leaders need to understand the importance of this role as well as how it integrates into all aspects of the organization. Attendees will be provided with leadership strategies as to how to incorporate regulatory compliance and quality outcomes in a user friendly manner to encourage positive staff involvement in the Infection Prevention and Control Program.

- Identify both regulatory requirements and best practices necessary to include in the Infection Prevention and Control Program policies and procedures.
- Describe the role of the Infection Preventionist in development, implementation and coordination of the facility wide Infection Prevention and Control Program.
- Describe 3 leadership strategies for quality monitoring for successful outcomes.

*Presenter(s): Laura Chambers, RN, MSN, RAC-CT, CIMT*

*Senior Nurse Consultant, Pathway Health Services, Inc., Lake Elmo, MN*

# Annual Conference Wednesday May 23

## Concurrent Sessions

9:00 - 10:15 a.m. - Select from the following sessions

### C.1 Transforming Senior Communities with Fulfilled and Purpose-Oriented Employees

Imagine a senior community built intentionally from the inside out – with a unified sense of purpose amongst the staff, residents, and families alike. Faced with ever-changing legislation, a shortage of qualified candidates, increased employee turnover and a myriad of other challenges, senior care organizations are considering new ways to build and develop their workforce to create transformative communities for residents and their families. Recent studies show the link between purpose and positive outcomes in senior populations. Staffing senior communities with employees who have a greater sense of purpose has never been more important. Research shows purpose oriented workers are more likely to be in leadership positions, more likely to be promoters of their employers, have higher levels of fulfillment in their work, are significantly more productive in their roles and have a longer tenure in their jobs. Participants will have a clear picture of the benefits to residents when a culture of purpose exists.

- The Vision: Get an understanding of the purpose of communities are and why they matter?
- The Reality: Recognize and identify strategies on the staffing challenges facing building purpose communities as well as how to select, retain, and motivate staff for these communities.
- The Solution: Identify the strategies to build and sustain a culture of purpose.

*Presenter(s): Jim Finkelstein and Sheila Repeta, FutureSense, LLC, San Rafael, CA*

### C.2 I'm a New Manager, Now What?

Congratulations, you've been promoted! The word "manager" now sits under your name on your business card (and everywhere else). What do you do now? Where do you start? And, most importantly, how in the world do you lead the people who used to be your peers? Especially that difficult person who wanted the job you got? This is a hands on, fully interactive workshop that explores typical new manager scenarios and the very real challenges that arise. Come ready to join the collective wisdom of others and discover the secrets to succeeding in your first management role.

- Learn how get started right as a new manager and succeed in the role from day one.
- Explore how to respond when those who used to be your peers test the boundaries of your leadership.
- Discover how to take care of yourself for a lifetime of leadership effectiveness.

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

### C.3 Everything You Always Wanted to Know About LeadingAge Oregon

We are the statewide association of not-for-profit and other mission-directed organizations dedicated to advancing quality aging services in Oregon through advocacy, education and fellowship. What exactly does this mean? For those who are not as familiar with us and/or for those wanting to know more, this session will go into depth about who we are and what we do.

- Learn about who makes up LeadingAge Oregon, our history, role in the community and how we're governed.
- Explore the benefits of being a member including our advocacy and education.
- Session focus will be on public policy initiatives, resulting in rules/regulations impacting providers.

*Presenter: Ruth Gulyas, LeadingAge Oregon*

## Closing Session

10:15-11:15 a.m. - Amy Dee

### C.4 From Zero to Hero: Remember Your Power to Make a Difference

Who you decide to be in this world matters. That's why—with the right attitude—no job is small and profound satisfaction can come from finding meaning in everyday actions. By learning how your brain affects your own behavior and influences people around you, Amy uses hilarious stories to help discover how to take responsibility for your actions and attitude. You'll explore how to bring a positive attitude from "inside" rather than trying to extract it from external events during the day. You'll realize that for every act of violence and horror we hear about there are thousands of unheralded acts of kindness. Laugh while you discover delightfully practical ways to develop kindness, positivity and deal more effectively with negative people and situations.