



LEADINGAGE ANNUAL MEETING + EXPO

October 28-31, 2018

Pennsylvania Convention Center | Philadelphia, PA

www.LeadinAge.org /AnnualMeeting

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Education Planner

The following pages are designed to help you plan your experience at the LeadingAge Annual Meeting + EXPO. Use this planner to check off sessions you'd like to attend or write the names of your team members that would benefit from attending and invite them to join you in Philadelphia. No matter how you use it, this is your education map for the 2018 LeadingAge Annual Meeting.

For a complete list of session descriptions and speakers visit LeadingAge.org/AnnualMeeting.



DEEP DIVE WORKSHOPS

SUNDAY, OCTOBER 28

8:00 A.M. - 12:00 P.M.

- 175-P. Ageism Deep Dive: Ageism as an Essential Core Competency for Workforce Training
- 176-P. Governance Deep Dive: Using Scenarios To Guide Future Planning
- 177-P. Philanthropy Deep Dive: Transformative Change Through Philanthropy
- 178-P. Life Plan at Home Deep Dive: Expanding Mission, Market and Revenue
- 179-P. Hospice Deep Dive: Advanced Principles of Hospice Management

MEMBER SITE VISITS



MONDAY, OCTOBER 29

8:00 - 11:30 A.M.

- 170-T. Abramson Center for Jewish Life
- 171-T. Granite Farms Estates

MONDAY, OCTOBER 29

2:00 - 5:00 P.M.

- 172-T. St. John Neumann I & II

TUESDAY, OCTOBER 30

2:00 - 5:00 P.M.

- 173-T. Waverly Heights
- 174-T. Jackson Place



AGING SERVICES TECHNOLOGIES

SUNDAY, OCTOBER 28

3:30 - 5:00 P.M.

- 1-A. Leveraging Leadership and IT To Mitigate the Impact of Natural Disasters
- 2-A. From Paper Charts to Electronic Records: Legal Considerations

MONDAY, OCTOBER 29

8:00 - 9:30 A.M.

- 3-B. Health Information Exchange: Improving Care Planning and Coordination
- 4-B. Virtual Reality Programming: A Pilot Application

10:00 - 11:30 A.M.

- 5-C. Virtual Programming for Creative Aging

3:30 - 5:00 P.M.

- 7-D. Integrating Engagement Technology Into Palliative Care
- 8-D. The Intelligent EHR: Improve the Cost and Quality of Care



TUESDAY, OCTOBER 30

8:00 - 9:30 A.M.

- 9-E. Social Connectivity: Enhancing Wellness Through Technology
 - 10-E. The Next-Generation Technology Executive
-

3:30 - 5:00 P.M.

- 11-F. Antibiotic Stewardship: The Role of Nursing Home Providers
 - 12-F. Safety Technology: Provider Case Studies
-

WEDNESDAY, OCTOBER 31

8:00 - 9:30 A.M.

- 13-G. The Impact of Technology on the Resident Experience
 - 14-G. Provider-Payer Convergence and the Role of Technology
-

11:30 A.M. - 1:00 P.M.

- 15-H. Cyber Threats: How To Manage Technology Risk



GROWTH & MISSION ADVANCEMENT

SUNDAY, OCTOBER 28

3:30 - 5:00 P.M.

- 16-A. Expanding Into Home Health and Hospice
- 17-A. The Payer-Provider Equation: What It Means To Be an ISNP
- 18-A. Staying True to Your Faith-Based Mission in a Changing Environment

MONDAY, OCTOBER 29

8:00 - 9:30 A.M.

- 19-B. Urban Development: Strategies for Growth
- 21-B. Mixed-Income Communities: Serving Financially Diverse Older Adults

10:00 - 11:30 A.M.

- 22-C. A Tale of Two Repositionings
- 23-C. Leveraging Relationships for Fundraising Success
- 24-C. Alternative Financing Strategies for Housing-Based Services Models

3:30 - 5:00 P.M.

- 25-D. Leveraging Your Assets To Expand Affordable Housing
- 26-D. Sophistication in Collaboration: Joint Ventures and Partnerships
- 27-D. Capital Campaign Best Practices



TUESDAY, OCTOBER 30

8:00 - 9:30 A.M.

- 28-E. Donor Centric Philanthropy: A Framework for Effective Fundraising
 - 29-E. Senior Living Acquisitions and Financing Strategies
-

3:30 - 5:00 P.M.

- 30-F. Provider Networks: Driving Outcomes for Managed Care
 - 31-F. Strategic Restructuring in Times of Uncertainty
-

WEDNESDAY, OCTOBER 31

8:00 - 9:30 A.M.

- 32-G. Extending Housing and Services to the Middle Market
 - 33-G. Strategic Evolution: A Journey to Renewed Relevance and Impact
-

11:30 A.M. - 1:00 P.M.

- 34-H. Realizing Legacy Through Planned Giving
- 35-H. Preparing, Structuring and Executing for Growth



HOLISTIC WELLBEING

SUNDAY, OCTOBER 28

3:30 - 5:00 P.M.

- 36-A. Wellness Coaching: The Power of Narrative Exploration
- 37-A. Fall Prevention: Thinking Outside the Box

MONDAY, OCTOBER 29

8:00 - 9:30 A.M.

- 38-B. Lives Well Lived
- 39-B. Parkinson's Program of Excellence

10:00 - 11:30 A.M.

- 40-C. Launching Palliative Care on Your Campus
- 41-C. Stopping the Boomerang of Rehospitalization

3:30 - 5:00 P.M.

- 42-D. Restorative Sleep: Improving Resident Sleep/Wake Experiences
- 43-D. Promoting Resident Empowerment



TUESDAY, OCTOBER 30

8:00 - 9:30 A.M.

- 44-E. Community Outreach: Resident Mentoring Programs
- 45-E. Person-Centered Care for LGBT Older Adults

3:30 - 5:00 P.M.

- 46-F. A Comprehensive Brain Fitness Program
- 47-F. Spiritual Wellbeing: Exploring a Meaningful Life

WEDNESDAY, OCTOBER 31

8:00 - 9:30 A.M.

- 48-G. Behavioral Health Therapy for Seniors and Caregivers
- 49-G. Becoming an Age-Friendly Community: Barriers and Opportunities

11:30 A.M. - 1:00 P.M.

- 50-H. Preferences for Everyday Living: A Person-Centered Approach
- 51-H. Technology-Enhanced Art Experiences for Older Adults



LIVING WELL WITH DEMENTIA

SUNDAY, OCTOBER 28

3:30 - 5:00 P.M.

- 52-A. The Intersection of Technology and Dementia
- 53-A. Partnering With People Living With Dementia: Empowering Change

MONDAY, OCTOBER 29

8:00 - 9:30 A.M.

- 54-B. Developing a Person-Directed Workforce
- 55-B. Compass Club: Creating a Mobile Social Adult Day Program

10:00 - 11:30 A.M.

- 56-C. Promoting Residents' Creativity
- 57-C. Assessing Dementia Best Practices

3:30 - 5:00 P.M.

- 58-D. Recommended Dementia Care Practices for Health Care Professionals
- 59-D. Using Montessori Principles for Staff Engagement



TUESDAY, OCTOBER 30

8:00 - 9:30 A.M.

- 60-E. Adopting a Dementia-Capable Palliative Program
 - 61-E. Integration vs. Memory Care Neighborhoods: An Expert Debate
-

3:30 - 5:00 P.M.

- 62-F. Optimize Living Well With Dementia
 - 63-F. Moving Memories: A Sensory Approach to Dementia Care
-

WEDNESDAY, OCTOBER 31

8:00 - 9:30 A.M.

- 64-G. Dementia and Fall Risk Management: An Interprofessional Approach
 - 65-G. Care Partner and Environmental Supports for Exceptional Dementia Care
-

11:30 A.M. - 1:00 P.M.

- 66-H. A Comprehensive Counseling Program for People with Dementia and Caregivers
- 67-H. Supporting Dementia-Inclusive Settings



MARKETING & CONSUMER BEHAVIOR

SUNDAY, OCTOBER 28

3:30 - 5:00 P.M.

- 68-A. Thriving in the City: Successful Models for Urban Living
- 69-A. Data Mining To Ignite the Sales Process

MONDAY, OCTOBER 29

8:00 - 9:30 A.M.

- 70-B. Increasing Admissions Through Digital Integration
- 71-B. Crisis Response: Communicating Under Pressure

10:00 - 11:30 A.M.

- 72-C. Market Feasibility Disrupted: Rethinking Industry Norms
- 73-C. Growing HCBS Through Strategic Sales and Marketing

3:30 - 5:00 P.M.

- 74-D. Busting Boomer Myths To Attract the Next Generation
- 75-D. Preparing for an Unforeseen Crisis: Will You Be Ready?



TUESDAY, OCTOBER 30

8:00 - 9:30 A.M.

- 76-E. Turning Your Stories Into Brand Gold
 - 77-E. Maximizing Your Revenue: Pricing, Contract Structure and More
 - 78-E. Getting Started With Marketing Automation Tools
-

3:30 - 5:00 P.M.

- 79-F. Creating and Implementing a Social Media Strategy
 - 80-F. Behind the Curtain: What Prospects Want
-

WEDNESDAY, OCTOBER 31

8:00 - 9:30 A.M.

- 81-G. Journey Mapping the Customer Experience
 - 82-G. Market Trends Impacting Senior Housing and Skilled Nursing
-

11:30 A.M. - 1:00 P.M.

- 83-H. Embracing Change With Creativity and Innovation
- 84-H. Sales and Marketing From the C-Suite Perspective
- 85-H. Combining Social Media and Content Marketing To Drive Engagement Online



OPERATIONAL EXCELLENCE

SUNDAY, OCTOBER 28

3:30 - 5:00 P.M.

- 86-A. The Critical Triad for a Successful Antibiotic Stewardship Program
- 87-A. Anatomy of a Life Plan at Home Program: A Member's Perspective
- 88-A. Nursing Home Quality and Data Outcomes

MONDAY, OCTOBER 29

8:00 - 9:30 A.M.

- 89-B. Embedded Pharmacist Model To Optimize Medication Management
- 90-B. Collaborating on Innovative Solutions to Employee Health Benefits

10:00 - 11:30 A.M.

- 91-C. A Dining Revolution: Meeting the Needs of the NextGen Consumer
- 92-C. Perfecting Patient Care: A Process Improvement Program
- 93-C. Using Satisfaction as a Building Block for Resident Engagement

3:30 - 5:00 P.M.

- 94-D. Seniors Quality Leap Initiative: Using Data To Drive Improvement
- 95-D. Facilities Services Benchmarking: Know Where You Stand
- 96-D. Home for Life: Enhanced Service Coordination in the Community



TUESDAY, OCTOBER 30

8:00 - 9:30 A.M.

- 97-E. Operationalizing Home Health
 - 98-E. HUD Management Update
 - 99-E. Ethical Decision Making in Aging Services
-

3:30 - 5:00 P.M.

- 100-F. Lessons From Hurricane Harvey
 - 101-F. Understanding REAC and UPCS Inspection Protocols
-

WEDNESDAY, OCTOBER 31

8:00 - 9:30 A.M.

- 102-G. Enhancing Quality Measures in Transitional Care
 - 103-G. RAD Preservation Opportunities for Post-1990 Section 202 Properties
-

11:30 A.M. - 1:00 P.M.

- 104-H. Mitigating NIMBYism in Affordable Housing
- 105-H. Medicare Advantage and Special Needs Plans: What Can Providers Do?
- 106-H. Connecting Provider to Home: Bridging the Gaps in Care



PUBLIC POLICY & LEGAL ISSUES

SUNDAY, OCTOBER 28

3:30 - 5:00 P.M.

- 107-A. Legal Perspectives on Provider Operational Issues
- 108-A. Confronting Mental Health Needs in Aging Services

MONDAY, OCTOBER 29

8:00 - 9:30 A.M.

- 109-B. Housing Policy Forum
- 110-B. Preparing for the Patient-Driven Payment Model
- 111-B. Trauma-Informed Care: Practical Implications

10:00 - 11:30 A.M.

- 112-C. Being an Advocacy Champion in Your Community
- 113-C. Steps on the Integration Journey
- 114-C. Taming Legal, Compliance and Accounting Challenges

3:30 - 5:00 P.M.

- 115-D. LTSS Financing: Are You Having the Conversation?
- 116-D. Fair Housing at 50
- 117-D. Elder Abuse in the LGBT Aging Community



TUESDAY, OCTOBER 30

8:00 - 9:30 A.M.

- 118-E. Health Policy Forum
- 119-E. The Legal Implications of Workplace Harassment
- 120-E. Avoiding Liability Associated With Emergency Situations

3:30 - 5:00 P.M.

- 121-F. Protecting Older Adults From Financial Exploitation
- 122-F. HCBS Policy Forum
- 123-F. FLSA and OSHA Compliance

WEDNESDAY, OCTOBER 31

8:00 - 9:30 A.M.

- 124-G. Hospice Audit Activity and How To Avoid It
- 125-G. An Overview of RoPs Phase 3

11:30 A.M. - 1:00 P.M.

- 126-H. A Compliance Tale: The Journey From Citation to IDR
- 127-H. Tax Reform: What It Means for Your Organization's Financing Needs



SENIOR LIVING DESIGN

SUNDAY, OCTOBER 28

3:30 - 5:00 P.M.

- 128-A. Designing Affordable Senior Housing: A Charrette Process
 - 129-A. Learning From an Assisted Living/Memory Care Expansion
 - 130-A. Creating Environments That Enrich Life
-

MONDAY, OCTOBER 29

8:00 - 9:30 A.M.

- 131-B. Design Strategies for Big Living in Small Spaces
 - 132-B. Blue Design and Biophilia: Imperatives for Health and Vitality
-

10:00 - 11:30 A.M.

- 133-C. Effective Master Planning When Time Is Not on Your Side
 - 134-C. Universal Design and Accessible Housing
-

3:30 - 5:00 P.M.

- 135-D. Designing Outdoor Spaces: Combining Wellness and Nature
- 136-D. Design for Aging: An In-Depth Look at Award-of-Merit Projects



TUESDAY, OCTOBER 30

8:00 - 9:30 A.M.

- 137-E. Supporting Health and Wellbeing in the Built Environment
 - 138-E. Senior Living Design: Learning From Other Industries
-

3:30 - 5:00 P.M.

- 139-F. Senior Living Development: Leveraging Community Connections
 - 140-F. Using Interactive 3D Virtual Design To Guide the Development Process
-

WEDNESDAY, OCTOBER 31

8:00 - 9:30 A.M.

- 141-G. Designing a New Community Experience: 25 Years Later
 - 142-G. Integrating Senior Living Into Urban Environments
-

11:30 A.M. - 1:00 P.M.

- 143-H. Designing for the Rest of Us
- 144-H. Designing for Culture Change: A Case Study



WORKFORCE & LEADERSHIP DEVELOPMENT

SUNDAY, OCTOBER 28

3:30 - 5:00 P.M.

- 145-A. Executive Transitions: Replacing a 34-Year Tenured CEO
 - 146-A. Creating a Multiyear Diversity and Equity Plan
 - 147-A. Building, Growing and Sustaining a Culture of Learning
-

MONDAY, OCTOBER 29

8:00 - 9:30 A.M.

- 148-B. Understanding the Inner Complexities of Executive Transitions
 - 149-B. Innovative Recruitment and Retention Solutions
-

10:00 - 11:30 A.M.

- 150-C. Race, Class and Culture in Aging Services
 - 151-C. Staying Power: Improving Staff Retention
-

3:30 - 5:00 P.M.

- 152-D. Nurturing the Untapped Leadership Potential in Your Organization
- 153-D. Strategic Decision Making: Engaging Stakeholders
- 154-D. Creating Career Paths for Nursing and Home Health Workers



TUESDAY, OCTOBER 30

8:00 - 9:30 A.M.

- 155-E. Insights From New CEOs: Preparing for the Future
- 156-E. Strategic Planning Board Retreats: The Fundamentals
- 157-E. Internal Customer Service: Roll Out the Red Carpet for Staff

3:30 - 5:00 P.M.

- 158-F. Directors of Nursing Roundtable
- 159-F. Generation Z: A Changing Aging Services Workforce
- 160-F. Cultural Transformation: From Indifference to Engagement
- 167-I. CEMO Leadership Forum (2:00 - 5:00 p.m.)

WEDNESDAY, OCTOBER 31

8:00 - 9:30 A.M.

- 161-G. The Power of a Leader's Energy
- 162-G. Finding and Keeping Frontline Caregivers in HCBS
- 163-G. Building Culture: Approaching Human Resources from a System Perspective

11:30 A.M. - 1:00 P.M.

- 164-H. Jump Starting Innovation in Aging Services
- 165-H. Fostering an Employee-Centered Workplace
- 166-H. The Best Practices Approach to Leadership Development



CONTINUING EDUCATION CREDITS

A list of sessions eligible for credit will be posted on the conference website upon approval.

To be eligible for CEs and obtain a certificate of attendance, you must:

- Register for a CE eligible category.
- Complete the CE section of the registration form.*
- Record your arrival to and departure from sessions.**
- Evaluate sessions you attend using the conference mobile app.

LeadingAge cannot issue new certificates or report session attendance once certificates of attendance are sent to CE eligible attendees in mid-December.

** If you are seeking CEs from a credentialing organization not listed on this page, you must select “other” on the CE section of the registration form to receive a certificate you can use to self-report your session attendance.*

*** You must be present for the full duration of each session you attend (including Q&A); credits cannot be granted to someone who arrives late or leaves prior to the conclusion of a session.*

FINANCE PROFESSIONALS

LeadingAge is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit.

Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org. “In accordance with the standards of the National Registry of CPE Sponsors, CPE credits have been granted based on a 50-minute hour.” Maximum CPA Credits Available: **17.5**; Delivery Method: Group Live; Field of Study: Specialized Knowledge; Knowledge Level: Intermediate. There are no prerequisites or advance preparation required unless noted in the session description.

SOCIAL WORKERS

A selection of education sessions has been submitted to the National Association of Social Workers (NASW) for continuing education contact hours.



ARCHITECTS

LeadingAge is a registered provider of continuing education programs under the American Institute of Architects/Continuing Education System (AIA/CES). Sessions in the Senior Living Design track have been submitted for learning units under the Health/Safety/Welfare category.

NURSING PROFESSIONALS

This activity has been submitted to the Maryland Nurses Association for approval toward contact hours. The Maryland Nurses Association is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

This activity is jointly provided by Howard Community College and LeadingAge.

NURSING HOME AND ASSISTED LIVING ADMINISTRATORS

This program has been submitted (but not yet approved) for Continuing Education for **17.5** total clock hours from NAB/NCERS.

New NAB CE Registry Requirements

To have your attendance reported to NAB, you must provide your NAB CE Registry ID number on the CE section of the registration form (LeadingAge will no longer report attendance to state boards). LeadingAge cannot report attendance for individuals who do not have a NAB Registry ID at the time of registration.

QUESTIONS?

CEs@LeadingAge.org



Visit [LeadingAge.org/AnnualMeeting](https://www.leadingage.org/AnnualMeeting) for more details.

LEADINGAGE STUDENT PROGRAM

As part of our commitment to workforce recruitment, we are inviting students—enrolled full-time in undergraduate or graduate programs—to attend Annual Meeting. Students will have the chance to meet professionals in our field, learn about the issues that shape it, and be inspired to build careers in aging services.

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