

PEAK

LEADERSHIP SUMMIT

March 18–21, 2018 | Washington, DC

EXECUTIVES AT THE FOREFRONT OF AGING SERVICES

LeadingAge[®]



LEARNING AT THE HIGHEST ALTITUDE

Get a 360-degree view of the future of aging services at the preeminent leadership forum for the field's top-tier executives.

Gather with like-minded leaders and divergent thinkers at the **2018 PEAK Leadership Summit**, where the best and the brightest share best practices, address key issues, offer expert insight and develop innovative solutions to common challenges.

Explore new strategies to meet the ever-changing needs of the aging population and embrace new opportunities in this fast-growing field—all over three thought-provoking days of high-level collaboration and idea exchange.

Join the country's top aging services business leaders, experts and advocates in Washington, DC, March 18 – 21, 2018.

You'll be amazed at what you can see from here.



SCHEDULE AT-A-GLANCE

For a complete listing of session speakers, BaseCamp hosts, networking events and activities, visit LeadingAge.org/PEAK.

PINNACLE Exclusively for leadership teams of multisite provider organizations within the LeadingAge membership.
See insert for additional information.

Sunday, March 18

11:30 a.m. PINNACLE Networking Lunch
12:30 – 5:30 p.m. PINNACLE Executive Workshop
5:30 p.m. PINNACLE Networking Reception

PEAK LEADERSHIP SUMMIT

Sunday, March 18

2:00 – 5:00 p.m. Technology Deep Dive (P)
6:00 p.m. PEAK Welcome Reception

Monday, March 19

8:00 a.m. – 4:30 p.m. FaceAge Theater
8:00 – 9:30 a.m. Leadership General Session
9:30 a.m. – 1:00 p.m. BaseCamp Open with Coffee and Lunch
1:00 – 4:30 p.m. Leadership Workshop (A)
1:00 – 2:30 p.m. Education Sessions (B)
3:00 – 4:30 p.m. Education Sessions (C)
4:30 – 5:30 p.m. BaseCamp Reception
6:00 p.m. Great Minds Gala Reception
7:00 p.m. Great Minds Gala Dinner

Tuesday, March 20

8:00 a.m. – 3:30 p.m. FaceAge Theater
8:00 – 9:30 a.m. Forums (D)
8:00 – 9:30 a.m. Single-Site Life Plan Community Network Meeting
10:00 – 11:30 a.m. Education Sessions (E)
11:30 a.m. – 1:30 p.m. BaseCamp Open with Coffee and Lunch
1:30 – 3:00 p.m. Education Sessions (F)
3:30 – 5:00 p.m. Education Sessions (G)

Wednesday, March 21

8:00 a.m. Lobby Day Breakfast & Briefing
9:00 – 9:30 a.m. Buses Depart for Capitol Hill
10:00 a.m. – 4:30 p.m. Group Hill Visits

FACEAGE THEATER

The FaceAge Experience

From the award-winning FaceAge video program, LeadingAge is proud to offer you an opportunity to experience what thousands of people are talking about. The FaceAge Experience weaves together interconnected chapters in which young adults (18–22) and older individuals (65+) reflect on life while studying and describing one another's faces. The FaceAge Experience guides audiences through an immersive three-screen video environment, presenting a 56-minute loop of interconnected chapters built around these cross-generational encounters. The six chapters—Assumptions, Mask Deception, Memory, Mortality, What the Face Holds, and Being Seen—reveal a multi-dimensional view of aging.

This series of intimate interactions challenges perceptions, fosters introspection, and builds acceptance, awareness, and cross-generational connections.

REGISTER TODAY: [LEADINGAGE.ORG/PEAK](http://LeadingAge.org/PEAK)



PEAK EDUCATION PROGRAM

Sunday, March 18

2:00 – 5:00 p.m.

TECHNOLOGY DEEP DIVE (P)

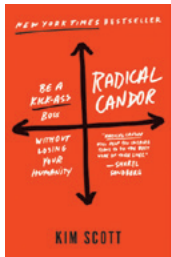
33-P. Broadening the Health Care Ecosystem

- Engage in a dialogue about policy directions driving technology-enabled solutions at the national and state levels, including health care and payment reform.
- Hear about the latest technology innovations in our field, from data integration, analytics and information exchange to care coordination tools.
- Discuss the impact of these technologies from the perspective of aging services providers working with hospitals, ACOs, physicians and payers.

Monday, March 19

8:00 – 9:30 a.m.

GENERAL SESSION



Radical Candor: Care Personally and Challenge Directly

Being a great leader is often rooted in genuinely close relationships with team members. If you don't love the people you work with or for, it's unlikely you'll love the work for very long. Therefore, it is no surprise that the most successful leaders distinguish themselves by building great relationships with colleagues. They have unwavering reputations for being genuine, caring and reliably honest.

In *Radical Candor: Be a Kick-Ass Boss Without Losing Your Humanity*, author **Kim Scott** introduces a new leadership framework built on a culture of open communication and collaboration. The result? Reaching your organizational goals at a faster pace while building stronger teams.



Monday, March 19

1:00 – 4:30 p.m.

LEADERSHIP WORKSHOP (A)

1-A. Leveraging Radically Candid Relationships

When radical candor is encouraged and supported among teams, communication flows and resentments get resolved. People begin to love not just their work, but the people they work with—propelling organizations to be wildly productive and more successful.

- Learn how to create and nurture a culture of feedback where leaders openly solicit and give praise (as well as criticism)—and encourage the same candor among others.
- Explore ways to develop cohesive teams by ensuring that roles are aligned with each individual's skills, interests and goals.
- Discover how honest guidance and feedback builds trust and gets everybody moving in the same direction to empower your team to do their best work.



PEAK

LEADERSHIP SUMMIT

March 18–21, 2018 | Washington, DC



REGISTER TODAY: **LEADINGAGE.ORG/PEAK**

PEAK EDUCATION PROGRAM

Monday, March 19

1:00 – 2:30 p.m.

EDUCATION SESSIONS (B)

2-B. New Directions in Strategic Expansion and Growth

- Gain insight into innovative senior living options being used to address consumer preferences and high development costs, including urban satellites and hybrid homes.
- Appreciate creative approaches to diversifying services and expanding into home and community-based services to reach new populations while strengthening your mission.
- Consider the opportunities for growth that may exist outside of your traditional geographic market.

3-B. Living with Dementia: Seeing Beyond the Diagnosis

- Gain a new perspective on what it is like to live with dementia from four activists living with varying forms of dementia.
- Challenge assumptions and prompt new thinking about what it truly means to provide services and supports to those living with dementia.
- Understand how the voice of the lived experience should inform the daily work of aging services providers and the field more broadly.

4-B. Sharing Economy: An Alternative to Traditional Transportation Services

- Learn how one of the fastest growing ride-sharing services in the US is shifting their attention to providing transportation options to seniors in the community.
- Hear how one senior living provider is partnering with Lyft to better meet the transportation needs of its residents.
- Explore avenues for partnering with on-demand transportation services including staff incentives, post-hospitalization transfers and daily transportation services.

5-B. Recruiting and Retaining an Aging Services Workforce

- Discuss challenges to workforce recruitment and retention facing aging services providers at the societal, policy and workplace levels.
- Delve into solutions and promising practices LeadingAge members are using to effectively recruit, retain and develop staff across all professions.
- Examine ways your organization can support and engage workers to improve staff stability and reduce employee turnover.

6-B. Legal Issues Roundtable

- Obtain an overview of the most pressing legal and regulatory issues that are affecting aging services providers across care settings.
- Assess ways your organization can effectively implement operational policies and procedures to best avoid conflict and litigation.
- Gain insight from legal experts on a variety of current issues that you and your organization may be facing.

3:00 – 4:30 p.m.

EDUCATION SESSIONS (C)

7-C. Learning from For-Profit Aging Services Providers

- Hear aging services professionals with varied experiences in for-profit and not-for-profit organizations characterize the key differences between these two sectors.
- Consider how the focus on not-for-profit versus for-profit differences may distract from potential opportunities for learning and collaboration.
- Explore common issues that transcend tax status, including marketing, fiscal discipline and business development.



8-C. Visionary Leaders: The Essential Qualities that Set Them Apart

- Understand how transformational leaders are able to comprehensively change the leadership power structure to invite collaboration and participation.
- Realize how truly visionary leaders capture the hearts and minds of those they lead, embedding new mindsets, practices and behaviors that achieve and sustain success.
- Discuss ways to build an organizational culture that encourages participatory decision-making across all levels of the organization.

9-C. Social Connectedness and Engagement Technologies: Resident and Caregiver Perspectives

- Explore the different types of social connectedness and engagement technologies available to help improve resident quality of life.
- Hear from residents, families and caregivers about their experiences using and implementing social connectedness and engagement technologies.
- Consider the most important planning steps for implementing a successful social connectedness and engagement program.

10-C. Provider Innovations in Care Integration and Managed Care

- Hear from operators who are successfully investing in integrated health and residential care.
- Know how to assess whether taking on health care risk is the right new business for your organization.
- Understand the investment required to be successful in risk-based arrangements to ensure you have the flexibility and control to gain access to the value they create.

11-C. Alternative Financing Strategies for Affordable Housing-Based Services Models

- Understand the current barriers and challenges to financing affordable senior housing-based service coordination/wellness models that help low-income residents age successfully in their apartments and communities.
- Explore the limits of and potential for current fee-for-service and managed care financing strategies, individually and in various packages to support housing-based service coordination/wellness programs.
- Synthesize information gleaned from key stakeholders on the potential to adopt proposed alternative financing models at the state and/or community level.

Tuesday, March 20

8:00 – 9:30 a.m.

FORUMS (D)

12-D. Housing Policy Forum

- Explore Congress' appetite for expanding and preserving affordable senior housing and how federal funding for HUD and other housing programs is shaping up for the next fiscal year.
- Hear from inside-the-beltway experts on possible reforms to how HUD's rental assistance programs are administered.
- Receive an overview of LeadingAge's policy priorities for 2018.

13-D. Health Policy Forum

- Review how the current and future regulatory environment will impact nursing home providers in the coming year.
- Hear from CMS officials about the outcomes of the new Survey Process, Phase 2 RoPs and five-star quality ratings freeze.
- Discuss and digest critical legislative and regulatory activities designed to improve quality care and emphasize person-centered care.

Single-Site Life Plan Community Network Meeting

Tuesday, March 20, 8:00 – 9:30 a.m.

Listen to a panel of experts on an issue impacting single-sites and have an opportunity to network with your peers. Sign up when you register! If you have questions, please contact Steve Maag at smaag@leadingage.org.

***Note:** this meeting is suited for single-site providers only (no business firms or multisite provider organizations); not eligible for CE credit.

REGISTER TODAY: LEADINGAGE.ORG/PEAK

PEAK EDUCATION PROGRAM

14-D. Home and Community-Based Services Policy Forum

- Review regulatory changes that will impact reimbursement, quality measurement and access to Medicare home health, hospice, Medicaid adult day services and other home care and community services.
- Hear about legislative action to improve access to and quality of home and community-based services.
- Learn about some of the priorities of Congress and the administration that will impact long-term services and supports.

15-D. Technology Forum

- Hear the latest trends on technology adoption and spending among LeadingAge members at the forefront of innovation.
- Recognize the importance of data exchange and the practical steps that providers and other stakeholders can take to facilitate partnerships between aging services operators and other care providers.
- Explore ways aging services providers are dealing with cybersecurity issues, including new tools available to safeguard private information.

16-D. CFO Forum

- Hear about the latest trends in senior living that have an impact on those in financial leadership positions.
- Gain insight into the current state of the capital markets and lending environment as well as related implications for the not-for-profit sector.
- Engage in an in-depth discussion with finance professionals about best practices to address the challenges facing senior living providers today.

10:00 – 11:30 a.m.

EDUCATION SESSIONS (E)

17-E. Panel of Pundits: New Partnership Opportunities

- Learn about different types of partnerships and new ways of collaborating, including when your organization might be a convener, guest or stranger.
- Appreciate the diverse relationship typologies arising from a multitude of non-traditional partners in non-traditional ways.
- Consider whether your organization is structured and staffed in order to rethink, reshape and expand your business strategy.

18-E. Designed for Longevity: Building Community

- Obtain an overview of the latest design research, trends and practices that embrace independence and empower seniors living in the community.
- Discover a different perspective for fostering environments that promote authentic aging from an architect uniquely dedicated to accessible design and DeafSpace.
- Explore person-centered design approaches that can help make personal and public spaces healthier, safer and easier to navigate.

19-E. Strategies to Advance Financing Reform

- Gain a greater understanding of successful state-level advocacy related to long-term services and supports (LTSS) financing reform.
- Develop additional strategies for framing LTSS issues to increase both public and policymaker acceptance of the need for LTSS financing reform.
- Learn how to conceptualize and design a public awareness campaign related to LTSS financing issues.

21-E. HUD Management Update

- Consider the implications as HUD becomes leaner on staffing and evaluates ways to reduce cost and regulatory burden.
- Get timely updates on MORs, service coordination and RAD for PRAC as well as improvements planned for asset management oversight and the procurement of third-party contract administrators.
- Hear about upcoming regulatory guidance and initial findings of the HUD regulatory reform task force under the new 2:1 requirements.

22-E. Addressing the Challenges for Senior Living: Planning for the Future

- Review trends and survey results for the top three issues facing aging services providers.
- Hear from aging services and hospitality leaders about creative solutions being applied to improve quality in operations, design, management and resident and guest satisfaction.
- Discuss how for-profit and not-for-profit single-site and multisite providers are planning for the future of their communities.

1:30 – 3:00 p.m.

EDUCATION SESSIONS (F)

23-F. Positioning for the New Senior Living Consumer

- Appreciate growing consumer interest in rental units, unbundling of services and a la carte fee schedules.
- Realize how purpose and engagement will continue to shape the development plans and offerings of mission-driven providers.
- Identify ways to redefine your service mix to meet consumer demand and secure your position in today's competitive marketplace.

24-F. Can Hospitality Create Home?

- Hear how two hotel administration graduates are rethinking the implementation of hospitality in aging services settings.
- Consider the pitfalls of resort living and explore how a shift toward community building empowers residents and creates a sense of belonging.
- Challenge your ideas about hospitality and customer service and find ways you can start changing the cultural norms within your organization.

25-F. Diversity and Inclusion: One Organization's Journey

- Learn about the profound changes made to an organization's board and leadership team makeup to better align with the richly diverse community in which it resides.
- Explore how staff and residents are benefiting from diversity and inclusion coaches and a newly hired chief diversity officer.
- Delve into the variety of initiatives that have emerged as a result of the organization's deep commitment to diversity.

26-F. Immigration Matters: Considerations for Aging Services Organizations

- Gain insight into the legal avenues available for recruiting an immigrant workforce and employing legal immigrants in aging services settings.
- Discuss the barriers to integrating foreign-born workers into the workplace and the cultural competency training and support needed to ease their transition.
- Hear about effective approaches for hiring legal immigrants and ensuring positive outcomes for your organization's residents and staff.

27-F. Integrated Service Delivery: A Vision for America's Aging Population

- Understand the key elements of a new integrated service framework designed to address the needs of all older adults through a comprehensive and coordinated set of services delivered at the community level.
- Learn how this model would be implemented by an organized "hub" of providers across services and settings.
- Discuss the practical application of the framework concepts and identify the risks and opportunities for LeadingAge members.



REGISTER TODAY: [LEADINGAGE.ORG/PEAK](https://www.leadingage.org/peak)

PEAK EDUCATION PROGRAM

3:30 – 5:00 p.m.

EDUCATION SESSIONS (G)

28-G. From Generation Cohorts to Embracing Age Diversity: A Shifting Mindset

- 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.

29-G. Scenario Planning: Looking to 2030

- Explore the scenarios and related implications that emerged from conversations with LeadingAge leaders about the future of aging services.
- Assess the serious threats and important opportunities that may unfold—and their impact on the work of aging services providers.
- Take home resources and tools to engage in strategic scenario planning work with your leadership teams, board and staff.

30-G. FaceAge: A Platform for Artful Engagement and Education

- Discover an award-winning video and community engagement program that challenges age-related stereotypes and triggers self-reflection around deeply personal perceptions.
- Consider how FaceAge can be utilized for diversity and inclusion training, cross-generational engagement and to prompt meaningful discussion.
- Hear how FaceAge is creating teaching and learning opportunities in a variety of community-based and aging services settings.

31-G. Keeping the Faith in Faith-Based Services: Is It Really Important Anymore?

- Examine why many faith-based communities are taking a fresh look at their mission in the context of rapid change in the market.
- Hear how C-suite leaders and boards from different faith traditions seek to infuse their core convictions into their governance, leadership development, human resources and marketing practices.
- Share examples of ways that religious practices can be adapted to your context as you seek to be responsive today and prepare for the future.

32-G. It's a New Day for Nursing Homes: Post-Implementation Lessons from Survivors

- Hear firsthand from nursing home providers about their experiences implementing the new long-term care survey process.
- Discuss the implementation of the new CMS Requirements of Participation and what to expect in the new regulatory environment.
- Explore strategies as well as tools and resources to help prepare and guide your organization toward success.



LOBBY DAY

10



“The power of your story may not lie in its drama, but in its absolutely perfect relationship to your cause.”

JOIN US WEDNESDAY, MARCH 21

Every day, Congress considers issues that affect the lives of seniors and their service providers. Group Hill visits are the most direct way to collectively tell lawmakers how their actions affect the work you do and the people you serve.

8:00 – 9:00 a.m.

BREAKFAST AND BRIEFING

Join colleagues from your state to gear up for an exciting day on Capitol Hill influencing your legislators.

9:00 – 10:00 a.m.

DEPART FOR CAPITOL HILL

NEW FOR 2018! JUMP ON OUR LEADINGAGE BUS TO CAPITOL HILL

We have arranged for a hospitality suite and luggage storage on Capitol Hill. Members headed to the airport directly after their visits will not need to return to the Marriott and can head straight to the airport. In between your visits, use our suite to relax, plan your strategy and get refreshed before your next visit.

10:00 a.m. – 4:30 p.m.

GROUP HILL VISITS

As a professional at a not-for-profit community, you are an advocate for your organization, and your voice is indispensable in helping legislators understand and support your organization’s mission. We must raise awareness and speak up for the policies that remove barriers for not-for-profit housing, Medicare/Medicaid and long-term services and supports.



SIGN UP WHEN YOU REGISTER



“Advocating for what you believe in with passion and purpose is not just your right, it’s your responsibility.”

REGISTER TODAY: **LEADINGAGE.ORG/PEAK**

GREATMINDS *gala*

"A few great minds are enough to endow humanity with monstrous power, and a few great hearts make us worthy of using it."

You are cordially invited to an inspirational evening that will impact you in a deeply meaningful way. The Great Minds Gala recognizes individuals who are positively impacting those with Alzheimer's disease and their care partners. The gala is a fundraising event held in conjunction with the PEAK Leadership Summit.

Every year, the LeadingAge Nominations and Awards Committee bestows 2 awards, to an individual and an organization nominated by their peers, each designed to recognize extraordinary leadership in the quest to improve the lives of those touched by Alzheimer's disease and other forms of dementia.

The 2018 Proxmire Award Winners are:



Academy Award
Winning Actress
Marcia Gay Harden



Celebrity Chef
Madison Cowan

LeadingAge®



Monday, March 19, 2018

6:00 p.m. Reception

7:00 p.m. Gala Dinner

Marriott Ballroom, Marriott Wardman Park Hotel

Proceeds from the event are equally distributed between the LeadingAge Dementia Innovations Fund and the Integrace Institute at Copper Ridge for the creation and advancement of education and research initiatives.

To donate, sponsor or buy tickets, visit us at www.GreatMindsGala.org or purchase tickets* when you register for the PEAK Leadership Summit.

*Great Mind Gala tickets are nonrefundable.



CONTINUING EDUCATION CREDITS

12

All PEAK, PINNACLE and BaseCamp registration categories are eligible to earn CE credits.

PINNACLE Executive Workshop	4.5 hours
Technology Deep Dive	2.5 hours
Leadership General Session	1.0 hours
Leadership Workshop	3.0 hours
Education Sessions	1.5 hours
Forums	1.5 hours

Please Note: No CE credits are available for Lobby Day.

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: **14.5**; 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.

Nursing Home and Assisted Living Administrators

This program has been submitted (but not yet approved) for Continuing Education **14.5** total clock hours from NAB/NCERS.

Florida Administrators: To ensure your session attendance is reported to CE Broker, you must provide your 4-digit FL license number on your registration form.

California Administrators: LeadingAge is no longer able to secure pre-approval for CA-RCFEs; no self-reporting option is available at this time.

Obtaining a Certificate of Attendance/CEs

- Complete the CE section of the registration form.
- Record the time you arrive AND leave sessions.
- Evaluate sessions you attend using the PEAK event app.

LeadingAge will verify session attendance and email certificates in early May 2018.

Questions? Email CEs@LeadingAge.org



REGISTER TODAY: LEADINGAGE.ORG/PEAK

PEAK BASECAMP



BaseCamp *noun: main encampment providing supplies, shelter, and communications for persons engaged in wide-ranging activities—at PEAK, it equips aging services professionals for exploring new frontiers, exchanging intelligence and reaching new heights.*

Monday

9:30 a.m. – 1:00 p.m., includes Coffee and Lunch

Tuesday

11:30 a.m. – 1:30 p.m., includes Coffee and Lunch

To equip your organization for the future and immerse yourself in the issues that matter, visit the central gathering place of the conference—BaseCamp, a unique, interactive environment that combines relaxing sharing spaces, expert-hosted kiosks, cutting-edge classrooms and nourishing snacks for your body and mind to prepare you for the climb ahead.



ZONE LISTINGS

- Zone 1** Financial Stewardship and Organizational Strength, *powered by Ziegler*
- Zone 2** Marketing and Consumer Preferences, *powered by Moving Station*
- Zone 3** Start-Up Zone
- Zone 4** Aging Services Technologies, *powered by Cornell*
- Zone 5** Strategic Planning and Partnerships
- Zone 6** Organizational Excellence

Zone Champion	Zone Number
Ziegler	Zone 1
Cornell Communications, Inc.	Zone 4



KIOSK LISTING

As of December 22, 2018

Kiosk Host	Kiosk Number
ABILITY Network	16
Activated Insights	5
Aon Affinity	25
BKD, LLP	40
Bluespire Senior Marketing	34
CliftonLarsonAllen	22
Combined Worksite Solutions	43
Connected Living	30
Direct Supply, Inc.	2
DISH	47
Dixon Hughes Goodman LLP	46
Functional Pathways	45
GlynnDevins Advertising & Marketing	31
Greenbrier	20
Greystone	35
HJ Sims	26
HP	27
LCS	23
MatrixCare	24
OnShift	37
PharMerica Corporation	42
Philips	39
PointClickCare	52
PS Lifestyle	12
Response Care, Inc.	36
RLPS Architects	41
Select Rehabilitation, LLC	21
SFCS Architects	38
Sodexo Seniors	13
Sprint Captel	4
THW Design	18
Touchtown, Inc.	19
Unidine Corporation	17
Value First	44
WeCare Connect	3

REGISTRATION OPTIONS

PEAK Leadership Summit

The PEAK categories apply to PEAK Leadership Summit providers, business firms, residents/elders and students.

FULL PEAK—PROVIDER (SUNDAY – WEDNESDAY)

- Deep Dive Workshop (Sun.)
- Education Program (Mon./Tues.)
- PEAK Welcome Reception (Sun.)
- FaceAge Theater (Mon./Tues.)
- BaseCamp with Boxed Lunch (Mon./Tues.)
- Lobby Day Breakfast & Briefing (Wed.)
- Group Hill Visits (Wed.)

Note: This category applies to employees of provider organizations, not those associated with a business firm.

FULL PEAK—BUSINESS FIRM (SUNDAY – WEDNESDAY)

- Deep Dive Workshop (Sun.)
- Education Program (Mon./Tues.)
- PEAK Welcome Reception (Sun.)
- FaceAge Theater (Mon./Tues.)
- BaseCamp with Boxed Lunch (Mon./Tues.)
- Lobby Day Breakfast & Briefing (Wed.)
- Group Hill Visits (Wed.)

Note: This category applies to companies and individuals that sell/market products and/or services and that are not hosting in BaseCamp. No daily fee is available with this category.

DAILY PEAK—PROVIDER (CHOICE OF MONDAY, TUESDAY OR WEDNESDAY)

- Education Program (applicable only to day registered)
- PEAK Welcome Reception (if applicable to day registered)
- FaceAge Theater (applicable to day registered)
- BaseCamp with Boxed Lunch (if applicable to day registered)
- Lobby Day Breakfast & Briefing (if applicable to day registered)
- Group Hill Visits (if applicable to day registered)

Note: This category applies to employees of provider organizations, not those associated with a business firm.

DEEP DIVE ONLY (SUNDAY)

- Deep Dive (requires additional fee)

RESIDENT/ELDER (SUNDAY – WEDNESDAY)

- All PEAK Leadership Summit activities listed under the Full PEAK category

Note: Residents/elders receiving services from LeadingAge provider member organizations are eligible for this category (not eligible for CE credits).

STUDENT (SUNDAY – WEDNESDAY OR WEDNESDAY ONLY)

- All PEAK Leadership Summit activities listed under the Full PEAK category (applicable only to day(s) registered)

Note: Only full-time college/university students in an aging- services-related program are eligible for this category (not eligible for CE credits). Students will be required to upload proof of status such as a student ID card or letter on department letterhead upon registering.

PINNACLE + PEAK

The PINNACLE categories apply only to leadership teams of multisite provider organizations within the LeadingAge membership.

PINNACLE + Full PEAK - Provider (SUNDAY-WEDNESDAY)

- All PEAK Leadership Summit activities listed under the Full PEAK category
- PINNACLE Networking Lunch and Reception (Sun.)
- PINNACLE Executive Workshop (Sun.)

Note: This category fee includes both PINNACLE and Full PEAK.

PINNACLE ONLY (SUNDAY)

- PINNACLE Networking Lunch and Reception (Sun.)
- PINNACLE Executive Workshop (Sun.)

Great Minds Gala

The Great Minds Gala tickets are an additional purchase for all categories. Tickets are non-refundable.

INDIVIDUAL/TABLE TICKETS (MONDAY)

- Great Minds Gala Reception (Mon.)
- Great Minds Gala Dinner & Program (Mon.)

BASECAMP

The BaseCamp categories apply only to business firms hosting BaseCamp Zones/kiosks and to gold partners, silver partners and supporters.

ZONE CHAMPION (SUNDAY – WEDNESDAY)

- Full PEAK (limit 8 complimentary badges per organization, includes all activities listed under Full PEAK category)
- Additional Full/Daily PEAK (requires additional fee)
- BaseCamp host responsibilities (Mon./Tues.)

EXPERT KIOSK HOST (SUNDAY – WEDNESDAY)

- Full PEAK (limit 4 complimentary badges per organization, includes all activities listed under Full PEAK category)
- Additional Full/Daily PEAK (requires additional fee)
- BaseCamp host responsibilities (Mon./Tues.)

START-UP ZONE (SUNDAY-WEDNESDAY)

- Full PEAK (limit 2 complimentary badges per organization, includes all activities listed under Full PEAK category)
- Additional Full/Daily PEAK (requires additional fee)
- BaseCamp host responsibilities (Mon./Tues.)

REGISTER NOW:
LEADINGAGE.ORG/PEAK

REGISTRATION QUESTIONS?

Please email **PEAK@SHOWCARE.COM**
or call **514-228-3159**.

See website for more registration
information.

Marriott Wardman Park Hotel

2660 Woodley Road, NW, Washington, DC 20008

202-328-2000

MAKE YOUR HOTEL RESERVATION

Hotel reservations can be made online at LeadingAge.org/PEAK or by contacting the hotel directly at **202-328-2000** and asking for the LeadingAge room block. The special group rate at the Marriott Wardman Park Hotel for LeadingAge attendees is **\$319** for a single/double room, plus taxes. A limited number of rooms have been set aside for PEAK and are on a first-come, first-served basis.

HOTEL RESERVATION DEADLINE: FEB. 8, 2018

Please make your hotel reservation at the Marriott Wardman Park Hotel no later than Feb. 8, 2018. After this date, reservations will be accepted based on availability.

REGISTRATION FEES

All fees are per person

	DISCOUNTED MEMBER FEES* (before Feb. 8)	MEMBER FEES* (after Feb. 8)	NON-MEMBER FEES
PEAK (SUN., MARCH 18 – WED., MARCH 21)			
Full PEAK—Provider	\$885	\$935	\$1,135
Full PEAK—Business Firm (no daily)	\$1,555	\$1,605	\$1,805
Daily PEAK—Provider (Mon./Tues., fee per day)	\$454	\$504	\$704
Daily PEAK—Provider (Wed.)**	\$230	\$280	\$480
Deep Dive Only (Sun.)	\$209	\$259	\$459
Resident/Elder (Full or Daily)**	\$99	\$99	\$99
Full Student (Sun. – Wed.)**	\$199	\$199	\$199
Daily Student (Wed. only)**	\$49	\$49	\$49
PINNACLE + PEAK (SUN., MARCH 18 – WED., MARCH 21)			
PINNACLE + Full PEAK- Provider (Sun. – Wed.)	\$1,075	\$1,075	N/A
PINNACLE ONLY (SUN., MARCH 18)			
PINNACLE Only (Sun.)	\$525	\$525	N/A
BASECAMP (MON., MARCH 19 & TUE., MARCH 20)			
Zone Champion	8 Full PEAK complimentary badges included		
Expert Kiosk Host	4 Full PEAK complimentary badges included		
Start-Up Zone	2 Full PEAK complimentary badges included		
Additional Full PEAK (Sun. –Wed.)	\$885	\$935	\$1,135
Additional Daily PEAK (Mon./Tues., fee per day)	\$454	\$504	\$704
Additional Daily PEAK (Wed.)**	\$230	\$280	\$480
GREAT MINDS GALA (MON., MARCH 19)			
Individual Tickets (non-refundable)	\$300		
Table (of 10) Tickets (non-refundable)	\$3,000		

* Member fee applies to LeadingAge, Global Ageing Network (formerly IAHS), CHA, as well as Corporate Alliance Program (CAP) members.

** Not eligible for CE credits

REGISTER TODAY: **LEADINGAGE.ORG/PEAK**

PARTNER INFO

GOLD PARTNERS



Aon Affinity

Aon has been a long-time partner of LeadingAge and the administrator of the LeadingAge-recommended insurance programs for more than 30 years. The LeadingAge Directors & Officers Liability and Property & Casualty Insurance Programs are competitively priced and tailored to aging services operations. LeadingAge and Aon Affinity Insurance Services, Inc. are proud to offer the Aon Quality Institute! This web-based risk management tool, which supports LeadingAge's Quality First initiative, is not only educational but also user-friendly and easily accessible. The AQI is ONLY accessible by our LeadingAge Property & Casualty Program insureds who are eligible to receive a 10% credit on their general liability/professional liability premium after they have successfully met the requirements in completing the course. Aon Affinity Insurance Services, Inc. is a LeadingAge Gold Partner.



Combined Worksite Solutions

Aging services workforce solutions powered by Combined Worksite Solutions. Our program was developed with input from LeadingAge Members to assist with the recruitment and retention of employees as well as the rising cost of employee benefits. We provide financial wellness solutions which include insurance products, PayActiv, TeleMedicine, Benefit Statements, enrollment and communication services all designed to help LeadingAge members and their employees.



MatrixCare

Ranked Best in KLAS for Long-Term Care Software in 2017, MatrixCare solutions have powered the long-term care continuum for over 30 years. MatrixCare is the largest U.S. LTPAC technology provider and the first to offer a true full-spectrum solution. Used in more than 12,000 facility-based care settings and 2,000 home care and home health agencies, MatrixCare's solutions help skilled nursing and senior living providers, life plan communities (CCRCs), and home health organizations to prosper as we migrate to a fee-for-value health care system.

PointClickCare® PointClickCare

PointClickCare's cloud-based software platform takes a person-centered approach to managing senior care, connecting health care providers across the senior care continuum with easy to use, regulatory-compliant solutions.



PS Lifestyle

We are the largest amenity service and lifestyle operator in the US offering solutions for aging adults, families and caregivers. Our teams boost the marketability of our partner communities. Our portfolio includes Salon & Spa, Design & Procurement, American Senior Magazine and Truist Skincare.



Sodexo Seniors

Sodexo provides unique expertise and skills in improving the Quality of Life for residents, their families and health care professionals at facilities around the world.



THW Design

THW Design is proud to be ranked as one of the nation's top senior living design firms with over 1000 commissions worldwide. Thinking forward for over 60 years, THW delivers expertise in Master Planning, Architecture, Land Planning/Landscape Architecture, Interior Design and Purchasing. Our professional staff is dedicated to a collaborative and interactive process in every endeavor we undertake. And as a full-service design firm, THW values each step of the design process in helping our clients plan, expand, reposition, and secure their community in the marketplace for years to come.



Ziegler

As one of the nation's leading underwriters of financing for not-for-profit senior living providers, Ziegler offers creative, tailored solutions to meet our clients' needs.

SILVER PARTNERS



BKD, LLP

BKD helps 1,850 senior living and home care providers navigate the complex environment. In addition to audit and tax related services, we offer a wide range of financial, operational and clinical consulting solutions. Our professionals include CPAs, nurses, administrators and billers who share their expertise through an ever-expanding library of articles, videos and webinars at bkd.com/ltc-resources. BKD's 590 dedicated health care advisors in 35 offices nationwide are ready to help your organization thrive.



CliftonLarsonAllen LLP

CLA helps aging services providers understand and address the significant issues that matter to their business. We are a professional services firm delivering integrated outsourcing, wealth advisory, and public accounting capabilities to help clients succeed professionally and personally. Investment advisory services are offered through CliftonLarsonAllen Wealth Advisors, LLC, an SEC-registered investment advisor.



Direct Supply, Inc.

For more than 30 years, Direct Supply's mission has been to enhance the lives of millions of America's seniors through our commitment to Senior Living. For every single worry, inspiration and care moment, rely on Direct Supply's innovative solutions backed by an unparalleled response to customer needs.



GlynnDevins Advertising and Marketing

GlynnDevins is the nation's premier marketing and advertising agency providing occupancy solutions for senior living communities and their partners. Our experience in direct marketing, channel and content strategy, strategic brand development, digital marketing, data analytics, marketing automation and CRM is unrivaled in the industry.



Greenbrier

Greenbrier provides comprehensive strategic planning, development, marketing and management services to sponsors and owners of senior living communities. These services include:

- Strategic Planning • Market Analysis
- Financial Analysis • Site Planning and Acquisition
- Financing • Development Coordination
- Marketing • Management

Greenbrier's services result in successful development or repositioning that satisfies our clients' vision and goals.



Greystone

Since 1982, Greystone has provided consulting services to 500-plus senior living organizations. We help providers with the business side of senior living, including strategic planning, market/financial analyses, development, financing, marketing and operations.



OnShift

OnShift delivers cloud-based human capital management software and proactive services to solve everyday workforce challenges in health care. Our suite of products for hiring, scheduling and employee engagement drives quality care, lower costs and higher performance by empowering providers to staff consistently and efficiently. Intuitive design, predictive analytics and customer success management are why thousands of post-acute care and senior living organizations rely on OnShift.



Select Rehabilitation, LLC

Select Rehabilitation provides comprehensive physical, occupational and speech therapy services to patients in hundreds of sites across 32 states, and also partners with clients to provide expertise in regulatory and reimbursement issues. Emphasis is placed on patient-focused, outcome-driven services allowing patients to successfully transition and remain in their discharge environment.



Unidine Corporation

Unidine leads the industry in dining management and clinical nutrition for the full continuum of senior living and long-term care. Your community deserves a partner like Unidine that is big enough to deliver scale, sophisticated systems, and infrastructure, but is still small enough that each account is a key account, receiving our full energy and attention.

LeadingAge Supporters



CAST Supporters



REGISTER TODAY: LEADINGAGE.ORG/PEAK

1100  Leaders Representing 234  Organizations

from 43  States Converge in Washington, DC, to Engage in

Forward Momentum for the Aging Services Field.

Be Part of the Movement.

REGISTER BY FEB. 8 AND SAVE:
LEADINGAGE.ORG/PEAK