



**COURAGE  
IGNITED**

## **Leadership Symposium**

**September 11-12, 2024**

Gateway Hotel & Conference Center  
Ames, IA



*NEW DESIGN \* NEW LOCATION \* NEW OPPORTUNITIES*

LeadingAge Iowa invites all aging services professionals to the inaugural 2024 Leadership Symposium on September 11-12. This signature event has been completely reimagined and will be the first of its kind featuring a new format and location at the Gateway Hotel & Conference Center in Ames. The aging services environment is rapidly changing, and LeadingAge Iowa is excited to bring you a new experience focused on what's most important right now—building strong teams and determining where to lead them in the future.

Abandoning the traditional conference format, this symposium has been meticulously designed to foster meaningful engagement and collaboration. Through a series of interactive sessions and focused networking opportunities, you will have the chance to share insights, tackle timely issues, and reach a shared understanding of the challenges and triumphs that define our field.

Whether you are a CEO, department manager, or a leader at any level, the Leadership Symposium is your gateway to unlocking your full potential and igniting courage. Immerse yourself in a dynamic environment that celebrates the power of collective wisdom, as you learn from the experiences and strategies of your peers.

Prepare to be inspired, empowered, and equipped with the tools you need to lead your organization to new heights. This is more than just another conference – it's an engaging experience that will reshape the way you approach leadership, leaving a lasting impact on your career and the communities you serve.

Don't miss your chance to be a part of this reinvented leadership journey with highly rated and respected national speakers. Register now and secure your spot at the forefront of innovation and excellence in senior living.

Wednesday, September 11

## TED Talks

*(0.5 Contact Hours)*

Prepare to be captivated by the all-new TED Talks event, where visionary minds converge to unveil the latest advancements shaping our future. TED Talks (Technology, Entertainment, Design) are short form presentations from visionary leaders on the future of their industry. Hear from renowned experts as they delve into the crucial updates and cutting-edge innovations transforming the landscape of artificial intelligence. Learn more about the technology and design innovations that are shaping Aging Services. This must-attend event offers a unique opportunity for attendees to gain unparalleled insights and stay ahead of the curve. Join us for these fast-paced, targeted segments of inspiration, knowledge, and transformative ideas that will propel your organization to new heights.

- Review industry updates and explore innovations that can transform your organization.

### **TED Talk #1      Dining Dilemmas: Navigating Food Costs in Senior Living**

Welcome to a lively and insightful TED talk where we will tackle a deliciously important topic: food costs in senior living communities! Join us as we explore the wild world where budget constraints meet delectable aspirations. We'll uncover the culinary opportunities and challenges faced by dining directors and community leaders in providing top-notch meals while balancing the books.

- Identify trends relative to food costs and discover innovations in food procurement, menu offerings, and systems success.
- Explore broader conversations as to how you can offer an effective dining program without compromising financial stability.

**Julie Halfpop**, RDN, LD, Director of Nutrition Services, Martin Bros. Distributing Inc., Cedar Falls

Julie Halfpop is the director of nutrition services at Martin Bros. Distributing Inc. She has devoted 35 years to inspiring dining strategies to maximize client satisfaction and wellness in senior living. She currently oversees 10 dietitians who work closely with senior living professionals in menu development, provision, and staff education.

**Ryan Young**, VP Sales, Martin Bros. Distributing Inc., Cedar Falls

Ryan Young has been with Martin Bros. Distributing Inc. since 2006, serving in several roles, including Healthcare Market Developer, Director of Senior Living and now as VP of Sales overseeing all company sales directives. He is a graduate of the University of Northern Iowa with a degree in Public Relations.

### **TED Talk #2      Discover the Practical Power of ChatGPT in Long-Term Care**

Revolutionize your senior living operations with the transformative capabilities of ChatGPT. This compelling TED Talk unveils how this cutting-edge AI is streamlining communication, automating administrative tasks, and delivering personalized support for both residents and caregivers. Explore real-world examples of ChatGPT enhancing documentation, reducing staff burnout, and elevating care quality. Unlock the future of caregiving and learn to harness the potential of AI to drive innovation in your long-term care community.

- Discover how ChatGPT is transforming long-term care.
- Identify practical application of artificial intelligence.

**Alexandrea Keller, CPA, Williams & Company, PC, Onawa**

Alexandrea (Alex) Keller is a manager at Williams & Company focusing her time in the Iowa long-term care industry. Passionate about serving not-for-profit and for-profit clientele, her goal is to help clients with more than compliance needs. As champion of the data analytics service line, she utilizes advanced tools to provide comparisons and industry averages to aid in decision making. Other services that Alex has expertise with include feasibility studies for construction and financing, Medicaid and Medicare cost reporting, private rate analysis, tax planning and preparation, along with auditing, compilation, and review services. Over the past several years, Alex has worked diligently to follow COVID-19 relief funding packages that have been signed into law and provide clients with clear information to help them understand what is relevant and available to them.

## **Unleash Your Potential: Organizational Leadership Transformation** *(5.25 Contact Hours)*

As senior living professionals, we understand the profound impact that exceptional leadership has on the success and well-being of our communities. The first day of our Leadership Symposium will feature Del Gilbert as he guides us through "Organizational Leadership Transformation"—a dynamic and insightful exploration of the qualities, strategies, and best practices that empower leaders at all levels to drive positive change and elevate the resident experience.

This interactive event will equip attendees with the essential tools and insights to cultivate a cohesive, high-performing team and foster a culture of service excellence. Dive deep into the qualities of an influential leader, learning how to effectively communicate, motivate, and inspire your team. Discover the power of positive behaviors and how to model and promote them throughout your organization. Gain valuable insights into leveraging service excellence to create a lasting impact and leave a legacy.

Don't miss this opportunity to learn from one of the top leadership transformation experts as he shares best practices in delivering a consistent, exceptional leadership experience. Whether you're a seasoned professional or an aspiring leader, this event promises to ignite your passion and unlock your leadership potential.

Topics include:

- Qualities of an influential leader
- How to build a cohesive, high-performing team
- The importance of behaviors
- Best practices in service excellence
- Leaving a legacy

Expected Outcomes - **Organizational Transformation** including:

- Increased employee engagement and retention
- Expanded teamwork and collaboration
- Boosted resident and tenant satisfaction
- Decreased negative behaviors and attitudes
- Improved quality measures
- Enhanced community reputation

Objectives:

- Develop and implement strategies to increase employee engagement and retention.
- Practice strategies for building a cohesive, high-performing team.
- Identify approaches to help resolve conflict.
- Implement positive behaviors in the interview, orientation, and performance review process.
- Explore ways to increase resident and tenant satisfaction and improve quality measures.
- Review the importance of positioning others (co-workers, other departments, and organization) for success.
- Enhance organizational reputation through changes in communication.

***Del Gilbert, Founder, Accelerating Excellence***

Del Gilbert is the founder of *Accelerating Excellence*. Del presented the LeadingAge Iowa Management Training webinar series in 2023 and 2024 receiving rave reviews and requests to present more. He equips people and organizations to thrive in the marketplace and beyond. Del has held many leadership positions in his career, including Director of Organizational Excellence and Chief Learning Officer at St. Joseph Hospital. While at St. Joseph Hospital, employee engagement and patient satisfaction were in the upper 20% nationally. Del is the creator of the Accelerating Excellence Leadership Series and the Accelerating Excellence Online Academy. His popular podcast, *Accelerating Excellence with Del Gilbert*, has more than 25,000 downloads. It can be heard on Apple Podcasts, Spotify, and Google Play or at his website [www.delgilbert.com](http://www.delgilbert.com). Del holds a Bachelor of Arts in Psychology and a Master of Business Administration. He is a Certified Master Trainer and Certified Leadership Coach. He is the author of the book *The 7 Senses of Employee Engagement: How to Be the Best Boss Your Employees Ever Had*.

Thursday, September 12

## **TED Talk**

*(0.25 Contact Hours)*

### **TED Talk #3      Transforming Clinical Risk Management: Leveraging AI and Advanced Technology for Proactive Patient Care**

Leverage innovative technological solutions to mitigate clinical risk and identify the most critical residents. Through the seamless integration of artificial intelligence (AI) algorithms and state-of-

the-art hardware, proactive insights are offered with a remarkable lead time of up to 72 hours. This advanced foresight empowers health care providers to implement proactive interventions for individuals at the highest risk, optimizing the allocation of clinical resources and preemptively addressing potential health complications. Health care professionals can circumvent costly hospitalizations, tailor personalized care plans for each patient, and ultimately enhance overall patient outcomes. This tech-enabled approach, which integrates Remote Patient Monitoring (RPM) technology with AI-driven platforms, represents a pioneering initiative in the realm of proactive patient care.

- Explain how advanced technology empowers health care providers to implement proactive interventions for high-risk individuals.
- Discuss the potential for circumventing costly hospitalizations and enhancing overall patient outcomes.

**Ron Kilgore**, LNHA, Regional Business Development, TapestryHealth

With more than 30 years of dedicated experience in post-acute care, Ron Kilgore stands out as a seasoned advocate for quality care, particularly for our heroes and residents. His career has spanned both non-profit and for-profit settings, showcasing his versatility and commitment to the field. Ron began his journey as an administrator and has since transitioned into a business development role, a position he has excelled in for the past two decades. He believes deeply in the value of the work performed by operators and clinicians and aims to provide a consultative voice in an industry that often needs reinforcement of its positive impact. In his current role as Regional Business Development for TapestryHealth, Ron focuses on the Midwest, striving to blend cutting-edge technology with human expertise to enhance care delivery. Residing in St. Louis, MO, he continues to champion the integration of innovative solutions in the post-acute care sector, underscoring his belief that technology, when paired with human touch, can transform the industry for the better.

## **Exploring Innovation and Change for Aging Services**

*(2 Contact Hours)*

Looking ahead, we know the aging services sector is about to undergo considerable change, and there is a lot to juggle. What is digital transformation and how do we prepare for it? What are the technologies or solutions that will impact our operations or service? How do organizations develop an innovative mindset and integrate change into their planning and implementation? Understanding the intersection of innovation and change with future thinking invites an opportunity to turn your high-performing team loose. This session will explore these topics in greater detail, discuss innovation frameworks and change management, and share thoughts amongst participants via table discussions and conversation.

- Describe digital transformation and how it applies to aging services.
- Summarize leading technologies for aging services organizations.
- Discuss approaches to innovation and partnering with other organizations.

## **Looking Ahead: 10 Things to Be Excited About**

### *(1.25 Contact Hours)*

For aging services leaders, the last few years have been rough. We've had to watch our organizations, our teams, and our residents go through a proverbial earthquake and we're still dealing – sometimes almost daily – with the aftershocks. We've been in a lot of darkness. But we're coming back into the light – a new era is dawning for aging care and service, and there are some things to be very excited about. This closing session will take a glimpse at what lies ahead for aging services organizations, the big changes that are coming, and where we should play a leading role in shaping that future.

- Explain future trends for aging services organizations.
- Recognize emerging opportunities for innovation, growth, and change.
- Integrate future thinking into organizational planning and development.

#### ***Andy Edeburn, Managing Partner, Elder Dynamics, Rockford, MN***

Andy Edeburn is an accomplished health care advisor and thought leader with more than 20 years of health care consulting experience, specializing in acute, post-acute, and senior care services. Over his career, he has advised nearly 220 organizations in 38 states across a diverse range of issues. Andy guides organizations through their strategic thinking and planning efforts, hospital/health system and community-based partnerships, care coordination and care management programs, community-based care models, new program and facility development/redevelopment efforts, and operational and performance improvement. Andy is a sought-after speaker, facilitator, and author on a range of topics including health care reform and value-based thinking, strategic planning, population health, and continuum integration and alignment. Prior to founding Elder Dynamics, Andy served as a principal in Premier's Strategy, Innovation and Population Health Advisory Practice and as a vice president with The Camden Group in Los Angeles and Health Dimensions Group in Minneapolis, MN.

## **Continuing Education Information**

**Iowa Board of Nursing Provider #67:** LeadingAge Iowa is an approved provider of continuing education for nurses, accredited by the Iowa Board of Nursing (Provider No. 67). Participants who attend Wednesday, September 11 will be eligible for 5.75 contact hours. Participants who attend Thursday, September 12 will be eligible for 3.5 contact hours. Attendance of all sessions is required, and no partial credit is given. Evaluations can be submitted directly to the Iowa Board of Nursing.

**Nursing Home Administrators:** Wednesday, September 11 is designed to provide 5.75 contact hours and Thursday, September 12 is designed to provide 3.5 contact hours. These sessions align with the criteria established by the Iowa Board of Examiners for Nursing Home Administrators for participants that attend the session in its entirety. Attendance of all sessions is required, and no partial credit is given.

**LAI Assisted Living Manager Recertification:** Participants who attend Wednesday, September 11 will be eligible for 5.75 contact hours. Participants who attend Thursday, September 12 will be

eligible for 3.5 contact hours. Attendance of all sessions is required, and no partial credit is given.

**Certified Dietary Managers:** LeadingAge Iowa has been approved as a provider of continuing education for certified dietary managers by the Association of Nutrition and Foodservice Professionals on September 11 for 5.75 contact hours and on September 12 for 3.5 contact hours. Prior Approval #XXXXXX for Certified Dietary Managers will be available for participants who attend these sessions in their entirety. Partial credit for this event will not be granted. To receive contact hours or a certificate of attendance, you must attend the entire session. If audited, you will be asked to provide your certificate of attendance and program material. Retain certificate for six years. Log in to [www.ANFPonline.org](http://www.ANFPonline.org) to report your CE credit using the

**Social Workers:** Wednesday, September 11 is designed to provide 5.75 contact hours and Thursday, September 12 is designed to provide 3.5 contact hours. These sessions align with the criteria established by the Iowa Board of Examiners for Social Workers for participants that attend the session in its entirety. Attendance of all sessions is required, and no partial credit is given.

For Other Long-Term Support and Service Provider Professionals not listed above: Most licensure boards, credentialing agencies and professional organizations have processes that allow individuals to earn a certain number of CEUs for non-preapproved programs and/or to accommodate self-submission for approval of continuing education hours after the event takes place with proper documentation from the program sponsors. It is up to the discretion of the licensee to choose relevant sessions and self-report. Certificates of attendance will be provided for this purpose.