



# COURAGE IGNITED

**Spring Conference & Solutions Expo**

**May 8-9, 2024**

The Meadows Events & Conference Center  
Altoona, IA



## Courage Ignited

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

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

Join us at the LeadingAge Iowa Spring Conference & Solutions Expo to explore innovative and courageous ways to redefine your work. This conference will focus on empowering you to develop the courage to overcome obstacles, take risks, and pursue your goals with confidence. You'll engage with our sector's leading experts, network with fellow aging services professionals, and discover new products and services. Whether you are a member seeking to inspire your team or a business partner looking to share your insights with providers, you'll find everything you need and more to overcome fear, face adversity, and build resilience. Ignite your passion for serving others and feel the spark that inspires us all to make Iowa a better place for aging.

Go to [www.LeadingAgelowa.org/2024SpringConference](http://www.LeadingAgelowa.org/2024SpringConference) for more information and to register.

Go to [www.LeadingAgelowa.org/SpringConfCEUInfo](http://www.LeadingAgelowa.org/SpringConfCEUInfo) for Continuing Education Information.

Welcome Address

[Opening Keynote Address on Wednesday, May 8 at 9-10 a.m.](#)

## Aging Services in Transition

What mattered in the past? What matters now? What will matter in the future?

LeadingAge was created more than 60 years ago as a collective exploration into how mission-driven providers of aging services could preserve the health and dignity of older adults and, in the process,

enhance their quality of life. These priorities still matter today—maybe even more than they did six decades ago.

The aging services sector finds itself in a pivotal moment of massive change. Join LeadingAge national President and CEO, Katie Smith Sloan, to explore the forces impacting our sector today—headwinds as well as tailwinds—and how they will influence LeadingAge member organizations.

As we look ahead to 2024 and beyond, there are many unknowns. But one thing is certain: LeadingAge members will exemplify excellence as they work with ingenuity, display determination, and take a can-do approach to our vital work. There are new possibilities ahead for living out our mission, and we can meet this moment together with courage.

- Identify the external factors impacting our sector.
- Consider implications that influence aging services organizations.
- Explore strategies and solutions, including policy solutions.

***Katie Smith Sloan, President and CEO, LeadingAge, Washington, DC***

*Katie Smith Sloan is president and CEO of LeadingAge, a national association of more than 5,000 mission-driven community-based organizations that provide services and supports primarily for older adults. LeadingAge advocates to improve our current system of housing, services and supports, guided by the organization’s mission to be the trusted voice for aging.*

*Sloan also serves as the executive director of the Global Ageing Network, an organization with a presence in more than 50 countries committed to improving the quality of life for people as they age through shared learning, exploration and innovation.*

*Sloan serves on the Board of Directors of the Centre for Aging and Brain Health Innovation (CABHI) based in Toronto, HelpAge USA, the Long Term Quality Alliance (LTQA), ValueFirst, and the Alliance for Home Care Quality and Innovation. She is national co-chair of Dementia Friendly America, a multi-sector national collaborative with a mission to foster dementia friendly communities.*

[Breakout Session 101 on Wednesday, May 8 at 10:45-11:45 a.m.](#)

## **Antibiotics: The Good, the Bad, and the LTC Antimicrobial Stewardship Program**

This session will review some of the unique attributes of antimicrobial medications, the risks associated with their use, and how each of the core elements of antibiotic stewardship aim to counter those problems. Application and implementation of the core-elements will be discussed with some first-hand experiences with implementing an antibiotic stewardship program shared including the success stories and some not so successful stories.

- Identify how and when antibiotics work to treat disease and compare the risk vs. benefit of their use.
- Identify why antimicrobial stewardship programs are important to patient safety and regulatory required.
- Describe how the LTC ASP is designed to improve antibiotic use in the LTC setting.

***Alex Neukirch, PharmD, Consultant Pharmacist, Consonus Healthcare, Milwaukie, OR***

*Alex Neukirch, Consultant Pharmacist at Community Pharmacy a Consonus Healthcare Company, was recognized by SIDP for his long-term care antimicrobial stewardship. SIDP highlighted members who promote optimal antibiotic use and combat the threat of antibiotic resistance in impactful and innovative ways.*

[Breakout Session 102 on Wednesday, May 8 at 10:45-11:45 a.m.](#)

## Not Always Alzheimer's Disease: Success with Other Forms of Dementia

In this session, participants will learn that all forms of dementia must be managed differently due to differing traits. Knowing the progression of the stages of dementia and forming person-centered plans fall short of meeting the needs of each client unless the diagnosis and differing characteristics are built into the plan. This session reviews and compares the similarities and differences between Alzheimer's Disease, Lewy Body, Fronto Temporal dementia, Normal Pressure Hydrocephalus, Early Onset Alzheimer's, Primary Progressive Aphasia, Pick's Disease, Huntington's Disease, Creutzfeldt-Jacob Disease, and Limbic Predominant Age-related TDP-43 encephalopathy (LATE) forms of dementia. Strategies will be shared to assist with addressing the individual in a person-centered manner and using the distinct similarities and differences to gain optimal care and outcomes.

- Identify 5 forms of dementia and their characteristics.
- Explore strategies that bring functional outcomes for less common forms of dementia.
- Describe how each form of dementia varies in objectives and treatment.

***Kari K. Brizendine, PT, CWS, CDP, CADDCP, CMDCP, Education Specialist, Select Rehabilitation, Glenview, IL***

*Kari Brizendine, a physical therapist, is a graduate from Virginia Commonwealth University/Medical College of Virginia. An Education Specialist for Select Rehab, one of our nation's largest long-term care rehab providers, Kari has spent more than 39 years working with the geriatric population in a multitude of clinical settings where she has been responsible for patient care, clinical programming, education, and staff development. Her most recent interest has been working with Artificial Intelligence as it relates to fall prevention and reduction. She is a Certified Wound Specialist through the American Board of Wound Management, a Certified Dementia Practitioner and Trainer through the National Council of Certified Dementia Practitioners, a Certified Montessori Dementia Care Professional and she is LSVT Big Certified. Her predominant interest has been in serving those with dementia, their caregivers, health care providers and families, with the message that each person with dementia continues to have a life that matters, and that quality is possible if we all join that person using his or her personal interests, residual skills and memories in what she calls "My Way". She is the co-author of *My Past is Now My Future: A Practical Guide to Dementia Possible Care* and author of *Though You Do Not Know My Name I Know You Love Me Just the Same*.*

[Breakout Session 103 on Wednesday, May 8 at 10:45-11:45 a.m.](#)

## Hiring, Developing and Retaining the Ideal Team Player in Your Organization

The audience will be presented with a powerful framework along with easy-to-use tools for identifying, hiring, developing, and retaining the ideal team players in any type of organization. We will discuss the three critical traits that a person must have to be an ideal team player and the three critical activities

managers need to implement to improve employee engagement, productivity, and retention. Each attendee will leave with information and tools that can be immediately leveraged within their organization.

- Identify what traits make up an ideal team player.
- Explore managers reverse the tide of employee disengagement in today's workplace.
- Review practical, relevant and fast steps that can be immediately implemented to improve employee engagement and retention throughout an organization.

**Paul Burke, BS, MBA, President, Business Acceleration, North St. Paul, MN**

*Paul Burke has more than 30 years of sales and marketing leadership within the consumer package goods industry; managing local, corporate, and global sales teams. He has also been an entrepreneur; owning, leading, and successfully exiting several businesses. Paul enjoys working with entrepreneurs and leadership teams as a teacher, facilitator, and coach, helping them get more out of their business and work life, "Putting the fun back into dysfunctional".*

[Breakout Session 104 on Wednesday, May 8 at 10:45-11:45 a.m.](#)

## Raising Tech: The Future of Senior Living Technology

As senior living continues to evolve, so does the technology needed to support and enhance the resident and employee experience. This session will examine how to build a proactive roadmap and budget using an internal steering committee at your community for optimal buy-in, efficiency and effectiveness.

- Discover innovative technology solutions your communities should be considering as we look to the future of senior living.
- Discuss what baseline technology infrastructure is needed to set your community up for innovative success.
- Examine how to build a proactive roadmap and budget using an internal steering committee at your community for optimal buy-in, efficiency and effectiveness.

**Amber Bardon, Founder and CEO, Parasol Alliance, Lindenhurst, IL**

*Amber Bardon is the Founder and CEO of Parasol Alliance, the strategic planning and full-service managed IT partner exclusively serving the senior living field, with almost two decades of experience in the health care industry with specific expertise in senior living and long-term care. She is an expert at implementing efficiencies specific to senior living technology solutions by utilization of a technology assessment and 3-year strategic roadmap and holds a master's degree in Project Management and is a certified Project Management Professional (PMP). Bardon is credited with growing a virtual multi-state workforce since the company's inception, including 23 "Best and Brightest" Company awards, and being recognized by Channel Futures MSP 501 by being included in their "Top 501 Managed IT Service Providers" in the World list for the past 6 years (ranked #4 in the world in 2022).*

[Breakout Session 201 on Wednesday, May 8 at 1:15-2:15 p.m.](#)

## Pain Assessment in Adults Living with Moderate to Severe Dementia: The U.S. PainChek Study

Pain is common among people living with moderate to severe dementia, but inability to self-report means it often goes undetected and untreated. PainChek was developed as a point-of care app which uses facial recognition technology to detect facial micro expressions indicative of pain. PainChek also records the presence of pain related behaviors under five additional domains (voice, movement, behavior, activity, and body). In this observational study, with four LeadingAge Iowa members and one LeadingAge New York member, we compared rater assessments using the PainChek App with rater assessments using the Abbey Pain Scale (APS) both at rest and post movement to determine the validity of the PainChek App and achieve FDA approval in the United States.

- Discuss the challenges of assessing pain in older adults living with dementia and the benefits of proper pain management.
- Explore the U.S. study results for PainChek (AI/facial recognition technology) and update the audience of use in Australia, New Zealand, and the UK.
- Summarize the experience of the research team and value of study participation.

### **Kim Bergen-Jackson, PhD, RN-BC, LNHA, FAAN, Administrator, Oaknoll, Iowa City**

*Dr. Kim Bergen-Jackson has more than 35 years' experience in Gerontological Nursing and currently serves as Administrator at Oaknoll in Iowa City where she has been affiliated for more than 20 years. She is also an Adjunct Assistant Professor in the School of Social Work (Aging and Longevity Studies Program) and the College of Nursing at the University of Iowa. She is involved in various nursing research projects at the state and national level and has spoken extensively on multiple topics. Kim is a graduate of the LeadingAge Larry Minnix Leadership Academy and is the current board chair for LeadingAge Iowa's Board of Directors.*

### **Krissy Gilbreth, SHRM-CP, HR Director, Oaknoll, Iowa City**

*Krissy Gilbreth is the Human Resources Director at Oaknoll Retirement Residence in Iowa City. Krissy graduated summa cum laude from Columbia Southern University, majoring in Human Resources. She began her career in 2005 with Oaknoll Retirement Residence as the Administrative Assistant in the Health Center. In 2007, Krissy took a position in Minnesota, serving as a Trainer for a large corporation and moved back to the Iowa City area in 2012. Krissy was welcomed back to Oaknoll Retirement Residence where she served as the Human Resources Director for the last 10 years.*

[Breakout Session 202 on Wednesday, May 8 at 1:15-2:15 p.m.](#)

## The Unexpected Benefits of Client-Centered Care: Pain Reduction, Skin Integrity and Reduced Falls

The breakdown to great outcomes seems to be with the need for more collaboration and person-centered care. This session will share ways to delegate responsibility first with the client, and then with the health care team to give a comprehensive person-centered approach that brings benefits that are not necessarily gained when "just checking a box." Approaches to pain management, skin health, and fall reduction will be updated and newer strategies will be reviewed. Staff and client education ideas will be shared. Spreading the work, sharing the knowledge, and following the plan will improve outcomes and satisfaction.

- Identify the differing ways pain is expressed by our clients and practical ways to address it.

- Describe client-centered ways to maintain skin integrity and prevent occurrence of skin breakdown.
- Identify fall reduction and prevention strategies and incorporate them into client-centered plans.

***Kari K. Brizendine, PT, CWS, CDP, CADDCT, CMDCP, Education Specialist, Select Rehabilitation, Glenview, IL***

*Kari Brizendine, a physical therapist, is a graduate from Virginia Commonwealth University/Medical College of Virginia. An Education Specialist for Select Rehab, one of our nation's largest long-term care rehab providers, Kari has spent more than 39 years working with the geriatric population in a multitude of clinical settings where she has been responsible for patient care, clinical programming, education, and staff development. Her most recent interest has been working with Artificial Intelligence as it relates to fall prevention and reduction. She is a Certified Wound Specialist through the American Board of Wound Management, a Certified Dementia Practitioner and Trainer through the National Council of Certified Dementia Practitioners, a Certified Montessori Dementia Care Professional and she is LSVT Big Certified. Her predominant interest has been in serving those with dementia, their caregivers, health care providers and families, with the message that each person with dementia continues to have a life that matters, and that quality is possible if we all join that person using his or her personal interests, residual skills and memories in what she calls "My Way". She is the co-author of My Past is Now My Future: A Practical Guide to Dementia Possible Care and author of Though You Do Not Know My Name I Know You Love Me Just the Same.*

[Breakout Session 203 on Wednesday, May 8 at 1:15-2:15 p.m.](#)

## Emergency Preparedness

Setting up successful emergency exercises and implementing continuous improvement programs for emergency operations are critical components of ensuring preparedness and resilience in the face of unforeseen crises. In the recent report from the Office of Inspector General, it was revealed that nursing homes are facing issues with emergency preparedness methodology. Starting with review of a hazard vulnerability assessment, we'll walk through the steps to provide an effective exercise and how to implement a feedback mechanism to continuously help improve planning efforts leading to more robust engagement and support.

- Review recent Office of Inspector General findings on emergency preparedness plans.
- Outline steps for an effective tabletop exercise.
- Describe strategies for reviewing tabletop exercises to improve emergency preparedness plans.

***Brian Feist, BSN, RN, Emergency Preparedness Clinical Subject Matter Expert & Lead, Telligen, Des Moines***

*Brian Feist is a dedicated health care professional with a rich and diverse career spanning 15 years. Prior to working for Telligen, Brian worked at a level 1 trauma center as a Trauma Coordinator, orchestrating and optimizing trauma care protocols, ensuring the highest standards of patient care in critical situations. His expertise in trauma nursing was further demonstrated through his directorship and instruction of the Trauma Nursing Core Concepts, Advanced Trauma Life Support Coordinator, Stop the Bleed Instructor, Rural Trauma Team Development Course Instructor and Director, and Disaster Management Emergency Preparedness Coordinator. In these multifaceted roles, Brian contributed significantly to the education and preparedness of health care teams, emphasizing the importance of swift and effective responses to traumatic events and emergencies. His extensive*

*experience reflects a commitment to excellence in emergency medical services, nursing, trauma coordination, and disaster management.*

[Breakout Session 204 on Wednesday, May 8 at 1:15-2:15 p.m.](#)

## The Key Components of a Premier Workplace Culture

A premier workplace culture is defined by several key components, including a strong sense of purpose, open communication, mutual trust and respect, opportunities for growth and development, and a supportive work-life balance. When these components are in place, employees feel valued, motivated, and empowered to do their best work.

- Identify where to start in assessing your current employee engagement.
- Discover key employee engagement programs using budget considerations.
- Find out how to leverage technology to empower employee engagement and drive culture.

### ***Amber Bardon, Founder and CEO, Parasol Alliance, Lindenhurst, IL***

*Amber Bardon is the Founder and CEO of Parasol Alliance, the strategic planning and full-service managed IT partner exclusively serving the senior living field, with almost two decades of experience in the health care industry with specific expertise in senior living and long-term care. She is an expert at implementing efficiencies specific to senior living technology solutions by utilization of a technology assessment and 3-year strategic roadmap and holds a master's degree in Project Management and is a certified Project Management Professional (PMP). Bardon is credited with growing a virtual multi-state workforce since the company's inception, including 23 "Best and Brightest" Company awards, and being recognized by Channel Futures MSP 501 by being included in their "Top 501 Managed IT Service Providers" in the World list for the past 6 years (ranked #4 in the world in 2022).*

[Breakout Session 301 on Wednesday, May 8 at 2:30-3:30 p.m.](#)

## Quality Measures: Impacting Clinical, Operational, Financial and Regulatory Outcomes

SNFVBP, SNFQRP, Care Compare, CASPER Reports and state specific quality measures impact all aspects of skilling nursing facilities today and in the future. This presentation will provide leaders with key information on the financial, clinical, and regulatory impact of quality measures on their organization. Attendees will receive key leadership strategies and QM resource tools to stay on top of the evolving quality measure environment.

- Review the current and proposed quality measures impacting financial, regulatory and clinical outcomes
- Discuss the importance of monitoring and prioritizing data from all sources
- Outline key leadership strategies to manage your quality improvement to impact quality measures.

### ***Louann Lawson, BA, RN, RAC-CT, CIMT, Senior Consultant, Pathway Health, Lake Elmo, MN***

*Louann Lawson's career in post-acute care has included home health, assisted living, skilled care, and consulting. She brings practical experience as a Staff Nurse, Supervisor, ADON, DON, MDS Coordinator, Staff Development Director, and Quality Assurance Director to her Nurse Consultant*

*role. Since 2010, Louann has traveled across the country as a Pathway Health consultant taking interim DON, MDS, and Infection Preventionist assignments, conducting quality and reimbursement audits, teaching practical applications for regulatory updates, preparing for and responding to certification and re-certification surveys, and writing educational tools and products.*

[Breakout Session 302 on Wednesday, May 8 at 2:30-3:30 p.m.](#)

## From Health Care to Health: Population Health Programming to Promote an Active and Healthy Lifestyle

This engaging session explains the mindset shift from health care to health and its powerful effect on residents at all care levels. Learn how health and wellness services impact senior living communities and improve outcomes via inventive programs that allow residents to live - rather than just age - in place. Gain strategic insight into population health-based service expansion, identify immediate opportunities for programmatic and partnership expansion, and build innovation to disrupt old paradigms. Don't miss your chance to reframe the model of dependence and shift to a holistic focus on health, fostering a brighter future for your community members.

- Explore the mindset of shifting from health care to health and the impact this ideology has on community residents at ALL levels of care.
- Gain strategic insight into population health based service expansion, promoting community growth and innovation.
- Identify opportunities for strategic programmatic and partnership expansion that can be implemented today to enhance the health and wellness of your residents.

### ***Dr. Logan Knox, Vice President, Business Development and Partnerships, HealthPRO Heritage, Greenville, SC***

*Logan Knox earned a Bachelor's of Science from the University of Kansas and a Doctorate in Physical Therapy from the University of Kansas Medical Center. Logan joined HealthPRO Heritage in 2019, and successfully assisted in operationalizing a 19-site SNF chain focusing on reimbursement, quality and resident care. Her five years of experience in clinical operations has enabled her to focus on her passion of analyzing data and outcomes to create innovative solutions for partner organizations. In transitioning to a business development role in 2023, she is able to utilize her expertise to assist new partners to determine effective and individualized solutions for pain points.*

### ***Dr. Payden G. Dowling, PT, DPT, RAC-CT, CDP, Vice President of Clinical Strategies, HealthPRO Heritage, Chicago, IL***

*Kansas native Payden Dowling, with nearly a decade of clinical experience, earned a Kinesiology bachelor's and Gerontology secondary major from Kansas State University in 2012. He obtained a Doctorate of Physical Therapy from the University of Kansas Medical Center in 2015. Payden has diverse experience in outpatient pediatrics, skilled nursing, home health, and outpatient geriatric care. Currently residing in Chicago, IL, with his partner and dog Foster, Payden is dedicated to enhancing quality of life through holistic care strategies and decline prevention.*

[Breakout Session 303 on Wednesday, May 8 at 2:30-3:30 p.m.](#)

## OSHA Updates

The Occupational Safety and Health Administration (OSHA) provides oversight to ensure the safety of employees within all industries. During this session the common violations of OSHA standards will be reviewed within the Iowa long-term care industry including blood borne pathogens, ergonomics, and lock-out tag-out programs.

- Identify long-term health care industry OSHA citation trends
- Outline OSHA standard requirements to ensure compliance.
- Explore new OSHA standards as applicable to long-term health care providers.

### **Chris Downs, Safety Consultant, Iowa OSHA, Des Moines**

*Chris Downs has been a safety consultant with Iowa OSHA consultation and education since mid-2014. He is an OSHA authorized trainer for OSHA 10- and 30-hour classes for both general industry and construction. He travels the state of Iowa providing compliance assistance and education to employers in all industries so that they can take charge of eliminating workplace hazards to minimize risk to their employees.*

[Breakout Session 304 on Wednesday, May 8 at 2:30-3:30 p.m.](#)

## Pivoting your Community for the Future

The future of senior living communities requires leaders to strike a balance between addressing the daily needs of their community while investing human and capital resources to assure relevance and sustainability in the future. Attendees will leave with an understanding of the project feasibility analysis process and the deliverables it will provide you and your Board of Directors. Through the discussion, the steps in the process will be outlined, case studies shared and the importance of a collaborative, integrated approach where the design team, marketing, operations and finance all work together to create a feasible renovation, remodel or replacement project.

- Identify the steps involved in a project feasibility analysis process when considering an expansion or repositioning: including master planning, development services, market study, and financial feasibility.
- Recognize how this process could benefit your community through case studies illustrating unique outcomes.
- Discuss the importance of aligning organizational and financial goals in the pursuit of an expansion or repositioning including how strategic and operational planning impacts project feasibility and what you can do now to prepare.

### **John Huhn, LNHA, VP of Senior Living Operations, Community Living Solutions, Des Moines**

*John Huhn leads the business development activities for Community Living Solutions. In his role, he brings a unique perspective having operated and developed a broad spectrum of senior living communities over the past 30 years.*

### **Tom Lemkuil, NCARB, AIA, Lead Project Architect, Community Living Solutions, Des Moines**

*Tom Lemkuil brings more than 18 years of experience in architectural planning and design, 10 of which are dedicated to senior living environments. He has worked on a vast array of senior living projects serving as a Lead Project Architect. He prides himself in creative designs which are true reflections of the personalities that inhabit them. His goal is to create environments that are functional as well aesthetically pleasing.*

**Ashley Mahoney, Principal, CliftonLarsonAllen (CLA), Des Moines**

*Ashley Mahoney is a Principal with the health care group of CliftonLarsonAllen (CLA), specializing in a variety of strategic, financial, and operational services for health care clients across the care continuum. Ashley has 14 years of experience in providing pro*

**Matt Wocken, Principal, CliftonLarsonAllen (CLA), Des Moines**

*Matt Wocken is a principal with the health care group at CliftonLarsonAllen, specializing in consulting and assurance services for senior health organizations. Matt has more than 16 years of experience in public accounting, entirely devoted to the health care industry. His background and experience includes forecasting, financial feasibility analysis, strategic planning, operational assessments, reimbursement, assurance services and tax services for organizations ranging in size from single-site, independent providers to large multi-state organizations, as well an assortment of other health care clients.*

[Breakout Session 401 on Wednesday, May 8 at 3:45-4:45 p.m.](#)

## Maximizing Partnerships to Reduce Rehospitalizations

Maintaining census is critical to an organization's success. Learn how your therapy and pharmacy teams can assist and support you to prevent rehospitalizations through patient-centered interventions. Regardless of your vendor partners, you will be able to identify key strategies that your teams can utilize to reduce risk for readmissions and promote successful transitions of care.

- Discuss rehospitalization and its impact on the skilled nursing/long-term care environment.
- Describe comprehensive strategies to reduce recidivism in the LTC setting.
- Identify benefits of an interdisciplinary team approach, especially with vendors.

**Rob Leffler, Registered Pharmacist, Board Certified Geriatric Pharmacists, Fellow of the American Society of Consultant Pharmacists, VP of Clinical Services, Synchrony Health Services, Louisville, KY**

*Rob Leffler is the Vice President of Clinical Services for Synchrony Pharmacy, a long-term care pharmacy that serves more than 30,000 residents in 16 states and Washington DC. Rob graduated with a BS in Pharmacy from Butler University and since that time has spent the majority of his career in long-term care running pharmacies, as a consultant pharmacist, and leading clinical teams in the care of residents. As a pharmacist, he has participated as an educator for many organizations at their live meetings and through webinars. He is a Board-Certified Geriatric pharmacist and is a Fellow of the American Society of Consultant Pharmacists.*

[Breakout Session 402 on Wednesday, May 8 at 3:45-4:45 p.m.](#)

## Create Joy: How to Use Music with Residents Living with Dementia

A board-certified music therapist and certified therapeutic recreation specialist will present on the value and impact of a full-time music therapist at their community using live music and stories of resident success. Ideas will be shared about the use of music at different levels of care (independent, assisted living, health center, and memory care). They will also share tips and ideas on how to get music therapy in the participants' communities and how caregivers, staff, and families can effectively engage their residents living with dementia in music when a music therapist is unavailable.

- Explain and demonstrate the value and impact of a board-certified music therapist.
- Identify the differences between music therapy and music activities, as well as the outcomes.
- Demonstrate and define tools and approaches to most effectively engage residents with dementia in music.

**Meghan Ross, MA, MT-BC, Music Therapist, Oaknoll Retirement Community, Iowa City**

*Meghan Ross, MA, MT-BC, is a board-certified music therapist at Oaknoll Retirement Residence in Iowa City. She works full-time with older adults at all levels of care. Meghan received her undergraduate and graduate degrees from the University of Iowa in Music Therapy and is the Internship Director at Oaknoll. She works mainly with older adults (living with and without dementia) but enjoys bridging the gap and occasionally integrating children into music therapy groups at Oaknoll. In the past, Meghan has also worked in school settings and in hospice care. Meghan graduated from the LeadingAge Iowa Leadership Academy in 2022.*

**Lindsey Reed, CTRS, Recreation Therapist, Oaknoll Retirement Residence, Iowa City**

*Lindsey Reed is a Certified Therapeutic Recreation Specialist at Oaknoll Retirement Community. She is passionate about Recreation and Dementia Care and understands the importance of finding joy and quality of life, regardless of cognitive and physical abilities. Lindsey is also a certified PAC trainer (Positive Approach to Care) and helps those living with dementia live their best lives and support their caregivers as well. Lindsey graduated from the LeadingAge Iowa Leadership Academy in 2019.*

[Breakout Session 403 on Wednesday, May 8 at 3:45-4:45 p.m.](#)

## Legal Updates for Aging Services

This session will provide updates on various areas of the law impacting the long-term care industry. Topics will include surveys and citations, licensure and other regulatory matters as well as other legal "hot topics."

- Discuss current legal trends in the area of surveys and citations
- Review current legal trends in the area of licensure and other laws affecting long term care
- Identify hot legal topics and trends in long-term care

**Rebecca Brommel, Attorney, Partner, Dorsey & Whitney LLP, Des Moines**

*Becki Brommel is a member of the health care litigation group of Dorsey & Whitney. She routinely assists long-term care facilities with survey and citation matters, involuntary discharges, collections and other litigation matters. In addition, Becki assists health care professionals with licensing board matters. She has been practicing law for more than 20 years.*

**Alissa Smith, Attorney, Partner, Dorsey & Whitney LLP, Des Moines**

*Alissa Smith is co-chair of Dorsey & Whitney's Health Care Transactions & Regulatory practice group. She routinely represents long-term care facilities and other health care providers in transactional and regulatory matters.*

[Breakout Session 404 on Wednesday, May 8 at 3:45-4:45 p.m.](#)

## Creative Financing during Challenging Times: How Phasing, Partnerships & Planning Can Help Your Project Get Done

In the current environment of increasing interest rates and sky-rocketing construction costs, the financial viability of a new project can be strained. However, now is not the time to take your foot off the gas and shelf your project. The time is now to plan and position yourself to be ready to act when appropriate. This session will explore the use of phasing, partnerships and creative financing solutions from both a

development point of view and a financing point of view. To illustrate, we will use case studies of two Iowa providers, Eventide and Mount Carmel Bluffs, as well as an Illinois provider, Clark-Lindsey Village.

- Identify the importance of continuing to plan and move forward, even in tough environments.
- Demonstrate how phasing a project and incorporating creative financing options can make a project viable.
- Explore how Eventide, Mount Carmel Bluffs and Clark Lindsey Village used phasing and creative financing to close on their transformative projects, despite the increases in construction costs and interest rates.

**Jenny Wade, MBA, Senior Vice President, HJ Sims, Bloomington, MN**

*Based in Minneapolis, Jenny Wade serves as a Senior Vice President on HJ Sims' not-for-profit investment banking team leading financings for senior living industry clients. Jenny has more than 21 years of municipal and nonprofit finance experience. Prior to joining HJ Sims, Jenny was a part of the senior living team at Piper Sandler for 16 years, where she focused on the management and execution of financings from engagement to closing for skilled nursing, assisted living, independent living and memory care facilities, primarily for nonprofit clients. Jenny has served senior living clients in Florida, Iowa, Indiana, Kansas, Minnesota, New Mexico, North Dakota, Ohio, Texas, Washington and Wisconsin. She earned her Master of Business Administration degree, with an emphasis in finance, from the University of Minnesota, Carlson School of Management as well as her bachelor's degree in business management and French from Luther College in Decorah, Iowa. She also holds Series 7 and Series 50 licenses.*

**Mindi Baker, LNHA, CEO, Eventide Senior Living Community, Denison**

*Mindi Baker is the CEO of Eventide Senior Living Community in Denison. During her 23-year tenure at Eventide, she served as the previous business office manager, administrator and during the last ten years as CEO. Mindi is highly involved with campus finances and growth including a recent project of a new assisted living development and replacement of the skilled nursing facility. She oversees operations, strategic planning, finances for the campus including SNF, AL, HUD Section 8/202, cooperative housing, and foundation. Mindi received her degrees in Health Services Administration and Business Management from the University of South Dakota. She was the LeadingAge Iowa 2023 Award of Honor Recipient and currently serves on the LeadingAge Iowa Board of Directors. Mindi is a graduate of the 2017 LeadingAge Iowa Leadership Academy.*

[Breakout Session 501 on Thursday, May 9 at 8:45-9:45 a.m.](#)

## The Importance of Deprescribing for Older Adults

This session addresses deprescribing, its significance, and scenarios where it's applicable, such as polypharmacy. Attendees will gain the ability to effectively communicate deprescribing concepts with prescribers, pharmacists, and residents/families, ensuring informed decision-making and improved health care outcomes.

- Identify what deprescribing is and why it is important.
- Describe common scenarios where deprescribing may be an option (e.g., polypharmacy).
- Outline ways to communicate key concepts about deprescribing with the prescriber, pharmacist, and resident/family

**Amelia Palmer, Doctor of Pharmacy BCGP, Clinical Manager, Omnicare, Urbandale**

*Amelia Palmer is the Clinical Manager for Martin Health Urbandale and has worked for the organization for 14 years. Amelia manages a team of 27 consultant pharmacists throughout Iowa*

and the Midwest. Amelia is a graduate of Drake University College of Pharmacy and Health Sciences and lives in Ankeny. She has a passion for taking care of our aging population and finding ways to support the health care teams who care for our senior citizens every day.

[Breakout Session 502 on Thursday, May 9 at 8:45-9:45 a.m.](#)

## CMS Revised Surveyor Guidance: Cultural Competency

From CMS: “Cultural Competency” is a developmental process in which individuals or institutions achieve increasing levels of awareness, knowledge, and skills along a cultural competence continuum. Cultural competence involves valuing diversity, conducting self-assessments, avoiding stereotypes, managing the dynamics of difference, acquiring and institutionalizing cultural knowledge, and adapting to diversity and cultural contexts in communities. In this session, participants will have the opportunity to self-assess their cultural competence - looking at bias, prejudice, ethnicity and diversity; and learn techniques to improve their cultural awareness and competency. Providers are mandated to provide services to each resident to assist in attaining or maintaining his or her highest practicable quality of life. Our staff cannot do this if they are not properly trained in this area, and actually practice those competency skills in daily interactions with our elders.

- Define CMS Requirements of Participation for Cultural Competency.
- List the four steps of the Cultural Competence Model.
- Outline CMS Staff Training Requirements for Cultural Competency.

### ***Cat Selman, BS, Educator, Motivator, Communicator, Consultant, Author, The Cat Selman Company, Vonore, TN***

*Educator. Motivator. Communicator. Consultant. Author...Catherine R. “Cat” Selman, BS, uses her dynamic personality and compelling presence to spread the message of positive, realistic, and common-sense strategies for the aging services professional. She presently serves as President and Co-owner of The Cat Selman Company, a company specializing in continuing education for health care professionals. Ms. Selman received her degree from Trevecca Nazarene University, with continued graduate work at the University of Southern Mississippi. She was a Corporate Management Consultant for 101 nursing homes in seven states. With more than 35 years’ experience in management, education and consultation, Ms. Selman has trained providers and surveyors in all 50 states. Since 1989, she has often been requested by the Centers for Medicare and Medicaid Services (CMS) to sit on stakeholder/ expert panels responsible for the revision of surveyor guidance and compliance issues. In fact, Ms. Selman participated in a CMS Expert Panel Group responsible for some of the Surveyor Guidance that is now included in the current CMS RoP. She continues to train State Agencies & Surveyors in Care Planning, as well as other requirements regarding process, documentation, and compliance. In demand, and on topic, she is considered an authority in aging services.*

[Breakout Session 503 on Thursday, May 9 at 8:45-9:45 a.m.](#)

## AL & Adult Day Update- DIAL

The Adult Services Bureau at the Department of Inspections, Appeals and Licensing will provide an update on Assisted Living and Adult Day survey activity and insufficiency trends in the industry.

- Identify common insufficiencies and trends of AL and Adult Day surveys.
- Update AL and Adult Day programs on any changes to programming.

**Catie Campbell, Unit Manager, Iowa Department of Inspections, Appeals, & Licensing, Des Moines**

*Catie Campbell has been with the Department of Inspections, Appeals, and Licensing as a program coordinator in the special services and adult services bureaus since 2009. Campbell began her employment with the Department as a surveyor for the Special Services Bureau. In 2014 she moved to the program coordinator position for Intermediate Care Facilities for Individuals with Intellectual Disabilities (ICF/ID) and assumed the role of program coordinator for Adult Services Bureau in July 2016, as well. Campbell has a bachelor's degree from Coe College in Cedar Rapids. Prior to joining DIA, she worked for an ICF/ID in the Cedar Rapids area as a unit facilitator and qualified intellectual disabilities professional.*

[Breakout Session 504 on Thursday, May 9 at 8:45-9:45 a.m.](#)

## **Fountain of Youth: Unpacking the Benefits of Intergenerational Living**

Intergenerational living environments offer benefits to residents of all ages. Mixed-age communities and onsite childcare centers may offer hidden advantages for provider organizations such as increased staff attraction and retention and diversification of revenue. The State of Iowa and the Iowa Woman's Foundation have been developing a variety of programs to support childcare throughout the state including encouraging partnerships between senior living and childcare providers. Through case studies and a review of state initiatives, this program may provide ideas for your senior living center to gain a newly exuberant and healthy spirit, much like the mythical fountain of youth, itself.

- Describe how intergenerational approaches benefit residents.
- Discuss how intergenerational approaches diversify revenue and increase staff retention.
- Summarize state aids for childcare.

**Larry Schneider, Licensed Architect, Senior Living Planner & Partner, Plunkett Raysich Architects, LLP, Milwaukee, WI**

*Larry Schneider's initial interest in architecture originated from his family's influence. His father and brothers shared a passion for electrical engineering, while his mother sought more artistic endeavors. From this combination, Larry's passion for architecture truly ignited when he enrolled in a simple drafting class in high school. Early in his career, Larry was intrigued by Senior Living Environments from his experience of working for a small religious architect. He was so inspired from the work he did there, Larry began to attend Society for the Advancement of Gerontological Environments (SAGE) events, where it became abundantly clear to him there was a tremendous disconnect between the building codes and the ability to create an environment that would allow a person to live in dignity. Because of this, designing and improving Senior Living Environments is his passion. He believes that everyone deserves a home no matter your age, economic status, or abilities. Eventually, he became a state chapter president of SAGE and was later elected to the Board of Directors to further pursue his passion. With more than 30 years of experience, Larry is a Partner in the Senior Living Studio, where he is a champion of designing and planning environments for the aging. He thoroughly enjoys every opportunity to help clients identify and navigate through the challenges of bringing a new or renovated building to fruition. He gets inspiration from developing innovative solutions to overcome the complexity of developing an environment that later becomes a home for its residents. As a life-long learner, he is driven by evidence-based data and research to create the most engaging and dynamic Senior Living Environments possible. He also grasps at every opportunity to educate others in the architecture industry. Over the years, Larry has spoken numerous times regionally and nationally on topics such as life and safety codes, planning and*

*design, and culture change within the industry. He hopes that his knowledge can help other architects continually improve the human experience and help advance the profession.*

**Amanda Ballentine, Director, Acorns & Oaks Christian Academy and Intergenerational Outreach Coordinator, Perry Lutheran Homes, Perry**

*Amanda Ballentine has been integral to Acorns and Oaks Christian Academy and Perry Lutheran Homes for the past four years. Amanda started her journey with A&O and PLH in the classroom, where she quickly demonstrated her exceptional skills as a childcare provider and passion for intergenerational experiences. Over the years, she has continued to grow and develop, taking on new challenges and responsibilities and rising to each one with grace and determination. Today, Amanda serves as Director of Acorns & Oaks Christian Academy and Intergenerational Outreach Coordinator for Perry Lutheran Homes. Mandi is responsible for leading a team of 11, delivering exceptional results, and providing the expertise needed to successfully bring people of different ages together to learn, grow, and connect.*

**Andrew Bell, Licensed Architect, Partner, Align Architecture & Planning, PLC, Waterloo**

*Andrew Bell attended Wartburg College in Waverly where he grew up. Assisting with the construction of a dozen Habitat for Humanity homes in the Cedar Valley was a catalyst for an interest in the building industry. After receiving a bachelor's degree in history, he continued his studies at Iowa State where he completed the Masters in Architecture program. For the last 12 years, Andrew has worked on a variety of project types at Align Architecture & Planning including daycares, senior living, historic preservation, nonprofit, multifamily, and churches. His diverse experiences have introduced him to many funding sources, and he has a strong background in navigating building codes. He assisted VGM develop an in-house, 99-slot daycare in their Waterloo headquarters and is currently working with Bartels Lutheran Home in Waverly on their new independent living subdivision. Andrew is a board member of the local Chamber & Main Street as well as the President of his Rotary Club. He lives in Waverly with his wife Ellen, a veterinarian in Cedar Falls, and their three children Lucy, Walter, and Violet keep them busy at home. Much of their free time is spent baking bread or in the woods building forts, managing trees, or making maple syrup.*

[Breakout Session 505 on Thursday, May 9 at 8:45-9:45 a.m.](#)

## **Dementia Experience**

This session reviews the basics of dementia such as what dementia is, what it's like to live with the disease, and some tips for communicating with people who have dementia. It is paired with the interactive Dementia Live experience providing the attendee a full dementia experience. *\*\*Due to limited seating for the Dementia Experience, this breakout session is offered multiple times throughout the day. Attendees can receive credit for attending the session one time only.*

- Describe dementia and know the most common type of dementia.
- Understand 5 key messages about dementia.
- Learn how to effectively communicate with a person living with dementia.

**Jessica Fairbanks, Dementia Practitioner with Ageucate, Director of Sales and Marketing, Right Dose Pharmacy, Cedar Rapids**

*Jessica Fairbanks is the Director of Sales and Marketing with Right Dose Long Term Care Pharmacy in Ankeny and Cedar Rapids. She has been a Dementia Practitioner with Ageucate for 6 years, a dementia champion with Dementia Friendly Iowa for 3 years and a Community Lead for 2 years.*

## Opening Remarks

[General Session on Thursday, May 9 at 10-11:15 a.m.](#)

### Courage Ignited: Overcome & Crush Adversity with the Leadership Techniques of America's Toughest Warriors

Adversity can often catch you by surprise and leave you struggling with what to do next. What if you could confront any adversity, from the biggest challenges to normal daily challenges, and not just survive it but thrive afterwards?

Retired Navy Seal Jason Redman was horrifically wounded in Iraq in 2007 when he was shot at close range through the face and arm. After 40 surgeries, including extensive facial reconstruction and skin grafts, he came back from this experience stronger than ever - despite carrying scars and injuries he will have for the rest of his life. Redman went on to launch two successful companies and speaks all over the country on how to build better leaders through his Overcome mindset.

Redman teaches:

- How to survive any life ambush.
- How to move from defense to offense using the proactive techniques of SEAL teams.
- How to strengthen your endurance during long-term trials.
- How to rediscover and thrive in your life purpose.
- How to lead your team (whether in business or family) to success.
- How to compete with the top 1% in your field.
- How to stay the course even when you want to quit.
- Some people move through adversity and others fall underneath it. Learn how you can be counted among those who will Overcome.

**Jason Redman, Navy SEAL LT (Retired), Author, Speaker, SOF Spoken, Chesapeake, VA**  
*Retired Navy SEAL Jason Redman is the New York Times and Amazon bestselling author of The Trident, Overcome and Pointman Planner. He has defied the odds multiple times. From a leadership failure back to redemption and respect, to being shot eight times, including a round to the face, Jason is the epitome of the Overcome Mindset he teaches. Jason now motivates and inspires audiences across the country with his remarkable journey of leadership and redemption through motivational speaking, workshops, personal coaching, courses and even a TedX Talk. Jason has merged all these lessons into relatable content teaching others how to become their own Pointman for Life, Get off the X and Overcome.*

[Breakout Session 601 on Thursday, May 9 at 12:30-1:30 p.m.](#)

### Understanding and Addressing Social Determinants of Health as an Employer

The conditions in which we are born, live, work and learn shape our health and can impact our life expectancy by 60%. They include such factors as our socioeconomic status, zip code, physical environment, social support, education, and access to health care. Today's employers receive large amounts of data outlining medical and pharmacy trends from carriers, but this data lacks key information about the Social Determinants of Health (SDoH) impacting their members. Learn how PATH

data analysts, clinical consultants and health management consultants gather regional and client specific SDoH metrics and combine these data points with medical, pharmacy and vendor analyses to reveal 'whole person' clinical insights. Learn how these 'whole person' insights enable employers to better understand factors impacting the health of their members and trend variations by locations / salary. Last, learn how together PATH consultants and employers explore and engage innovative and sustainable employer, carrier, regional, and publicly available solutions to support the unique social needs of members.

- Describe the social determinants of health and their impact on the expectancy and strategies to review publicly available SDoH metrics.
- List concerning health outcome and utilization trends attributed to employees with lower wages and the "why" behind these trends.
- Develop strategic SDoH solutions incorporating relevant community, health plan, employer and public solutions.

**Dr. Heidi Orstad, CCM, Doctor of Nursing Practice, PHN, BSN, Clinical Consultant, MMA, Burnsville, MN**

*Heidi Orstad has her Doctorate in Nursing Practice and Certificate in Healthcare Design from the University of Minnesota. She has been a nurse for more than 30 years and has spent more than half of that time as an executive in population health, product design, and clinical consultant with Marsh McLennan. Importantly, much of Heidi's direct practice was in geriatric care as a geriatric care consultant. Heidi has always had a passion for incorporating an awareness of the social determinants of health and health equity into her work in direct practice and in her work as a consultant with employers. She is currently the chair of the American Nurses Association Innovation Collaborative of Policy, Health Equity and Determinants of Health. Heidi also speaks publicly on topics related to population health and serves as the President of Minnesota's American Nurses Association.*

[Breakout Session 602 on Thursday, May 9 at 12:30-1:30 p.m.](#)

## Ethical Considerations: Sexuality in Nursing Homes & Assisted Living Programs

Older adults' sexuality and sexual expression are often overlooked in nursing homes, assisted living programs, and residential care settings. Despite cultural beliefs that this population is asexual, sexual activity occurs frequently among residents in long-term care. About 40% of people between ages 65 and 80 are sexually active. Federal government regulations instruct nursing homes that they "must promote care for residents in a manner and in an environment that maintains or enhances each resident's dignity and respect in full recognition of his or her individuality." However, such mandates fall far short of providing guidance on how to respond to these situations. Nursing homes need to clarify their response to the challenging topic of intimate sexual activity by implementing (1) effective communication approaches with residents and among staff members, (2) assessments of sexual decision-making capacity, and (3) measures that will ensure resident autonomy, safety, and dignity. In this session, Cat will discuss what expectations CMS has in regard to "protecting" the resident, as well as guidance for the resident's autonomy. She will be providing information on criteria that should be assessed for residents who have dementia, or do not exhibit the capacity to make decisions for themselves.

- Identify sexuality barriers for older adults.
- List staff training challenges and effective techniques.

- List the care domains that need to be assessed for residents with dementia, who want to be sexually active.

***Cat Selman, BS, Educator, Motivator, Communicator, Consultant, Author, The Cat Selman Company, Vonore, TN***

Educator. Motivator. Communicator. Consultant. Author...Catherine R. "Cat" Selman, BS, uses her dynamic personality and compelling presence to spread the message of positive, realistic, and common-sense strategies for the aging services professional. She presently serves as President and Co-owner of The Cat Selman Company, a company specializing in continuing education for health care professionals. Ms. Selman received her degree from Trevecca Nazarene University, with continued graduate work at the University of Southern Mississippi. She was a Corporate Management Consultant for 101 nursing homes in seven states. With more than 35 years' experience in management, education and consultation, Ms. Selman has trained providers and surveyors in all 50 states. Since 1989, she has often been requested by the Centers for Medicare and Medicaid Services (CMS) to sit on stakeholder/ expert panels responsible for the revision of surveyor guidance and compliance issues. In fact, Ms. Selman participated in a CMS Expert Panel Group responsible for some of the Surveyor Guidance that is now included in the current CMS RoP. She continues to train State Agencies & Surveyors in Care Planning, as well as other requirements regarding process, documentation, and compliance. In demand, and on topic, she is considered an authority in aging services.

[Breakout Session 603 on Thursday, May 9 at 12:30-1:30 p.m.](#)

**LSC for NF & AL**

The Health and Safety Division of the Department of Inspections, Appeals, and Licensing will provide attendees with an update on life safety code survey trends and regulations in nursing home and assisted living buildings.

- Describe deficiency trends cited during life safety code surveys.
- Outline regulatory requirements for commonly cited deficiencies to assist with compliance

***Mark Sand, Lead Inspectors, Health and Safety Division, Iowa Department of Inspections, Appeals, & Licensing, Des Moines***

*Mark Sand is a Lead Inspector for the newly formed Fire Prevention Bureau within the Iowa Department of Inspections, Appeals, and Licensing. Mark's role will be Life Safety Code Inspections and assisting with Plans of Corrections. Mark retired in 2020 after 34 years with the Iowa Department of Public Safety. Mark served as a Iowa Capitol Police Officer, Iowa State Trooper, Fire Inspector, and most recently a Special Agent in the Arson and Explosives Bureau.*

***Bryan Shupe, Lead Inspector, Health and Safety Division, Iowa Department of Inspections, Appeals, & Licensing, Des Moines***

*Bryan Shupe is a Lead Fire Prevention Inspector within the newly formed Fire Prevention Bureau at Iowa's Department of Inspections, Appeals, and Licensing. Bryan will be performing Life Safety Code Inspections and assisting with Plans of Corrections. Prior to taking this role in 2023, Bryan retired as a Special Agent within Iowa's State Fire Marshal's Arson and Explosives Bureau and Fire Prevention Bureau after 30 years of service. Prior to assignments with the State Fire Marshal Division, Bryan spent eight years as a Technical Accident Investigator with the Iowa State Patrol and served in the United States Navy.*

[Breakout Session 604 on Thursday, May 9 at 12:30-1:30 p.m.](#)

## Selling the Senior Living Experience (Part 1 of 2)

We face many headwinds in our wonderful industry. Many of these headwinds are based on our customer's misunderstanding of who we are and what we do! In this highly interactive session, we will discuss these "facts" and how we can build trust-based relationships through sharing this information. This trust will then allow us to create meaningful, memorable and unique Experiences for our customers before they choose us!

- Review the current state of senior living, specifically as it relates to an occupancy and revenue lens.
- Discuss and practice 8 research-based, field-tested Sales Standards which will allow us to convert Inquiries into Move-Ins at a much higher level.
- Identify the challenges of buying senior living from a consumer's standpoint.

### **Michael Marlow, VP of Sales Education, Watercrest Senior Living Group, Louisville, KY**

*Michael Marlow has been involved in the senior living industry for more than 29 years, beginning his career with Hillhaven, and has served in various sales training and senior sales management roles with Vencor, Atria, Brookdale and LCS. These roles have ranged from regional sales director to national vice president of sales. He is also a nationally published author and frequent national and international lecturer in many areas such as LeadingAge sessions, state ALFA affiliates, national health care conferences, and at the University of Louisville schools of Nursing and Dentistry. Marlow is also the author of an ALFA Best of the Best award winning sales training program in 2012. He is a proud graduate of the University of Kentucky and lives in Louisville, KY. He is married with two grown children: Bradley, a physical therapy assistant at Beacon Orthopedic Erlanger, KY, and Dr. Jill, an occupational therapist at Baptist Healthcare in Louisville. Michael is also the proud grandfather of four, Avery, Owen, Emma and Zoe.*

[Breakout Session 605 on Thursday, May 9 at 12:30-1:30 p.m.](#)

## Dementia Experience

This session reviews the basics of dementia such as what dementia is, what it's like to live with the disease, and some tips for communicating with people who have dementia. It is paired with the interactive Dementia Live experience providing the attendee a full dementia experience. *\*\*Due to limited seating for the Dementia Experience, this breakout session is offered multiple times throughout the day. Attendees can receive credit for attending the session one time only.*

- Describe dementia and know the most common type of dementia.
- Understand 5 key messages about dementia.
- Learn how to effectively communicate with a person living with dementia.

### **Jessica Fairbanks, Dementia Practitioner with Ageucate, Director of Sales and Marketing, Right Dose Pharmacy, Cedar Rapids**

*Jessica Fairbanks is the Director of Sales and Marketing with Right Dose Long Term Care Pharmacy in Ankeny and Cedar Rapids. She has been a Dementia Practitioner with Ageucate for 6 years, a dementia champion with Dementia Friendly Iowa for 3 years and a Community Lead for 2 years.*

[Breakout Session 701 on Thursday, May 9 at 1:45-2:45 p.m.](#)

## Diagnostic Basics of Schizophrenia and Schizoaffective Disorder in Geriatric Patients

The focus of this session is on the diagnostic basics of schizophrenia and schizoaffective disorder in geriatric patients, providing valuable information for long-term care staff. The content will cover essential knowledge about these mental health conditions, emphasizing their specific manifestations and diagnostic criteria in older adults. The session aims to provide attendees with a basic understanding of schizophrenia and schizoaffective disorder in geriatric patients, enabling them to recognize the early signs and symptoms. By learning about the unique challenges faced by older individuals with these disorders, long-term care staff can enhance their ability to provide appropriate care and support.

- Recognize the diagnostic criteria for schizophrenia.
- Discuss the difference between the positive and negative symptoms of schizophrenia.
- Recognize the diagnostic criteria for schizoaffective disorder and be able to differentiate the disorder from schizophrenia.

**Randall Beckett, DNP, FNP, PMHNP, Clinical Expert, Encounter Telehealth, Omaha, NE**

*Dr. Randall Beckett has conducted more than 20,000 tele-psychiatric visits to long-term care residents. He received his nursing training at the Medical University of South Carolina in Charleston SC. He is a provider, clinical expert and consultant for Encounter Telehealth and has been with the company since 2014. In the summer of 2018 he and wife Sandy lived in Maine for three months visiting nursing homes and assisted living facilities to establish relationships.*

[Breakout Session 702 on Thursday, May 9 at 1:45-2:45 p.m.](#)

## Re-Sensitizing Our Desensitized, Sensitive Staff

What do you mean I forgot to knock on the resident's door?" "I'm sure I spoke to Mrs. Jones when I passed her in the hallway..." "He's always hollering for help – it doesn't mean he needs anything..." "Yes, I got her fed and she ate over half her meal. Did I talk to her? Yes, I told her to eat her food..." Did you know that programs are receiving more citations for quality of life and psychosocial issues than ever before? Did you also know that it is our most efficient, solid, caring staff members (even department heads) that are getting these citations for us? We have become so de-sensitized to what we see, hear and work around each day, that we no longer really see our elders as individuals. Let's learn how to put the "caring" back into "caring staff."

- List CMS Resident Rights' mandates and delivery of care/services that impact a resident's quality of life and psychosocial well-being.
- Outline deficient staff practice impacting a resident's quality of life.
- Identify care and service delivery techniques that improve a facility's culture/sensitivity.

**Cat Selman, BS, Educator, Motivator, Communicator, Consultant, Author, The Cat Selman Company, Vonore, TN**

*Educator. Motivator. Communicator. Consultant. Author...Catherine R. "Cat" Selman, BS, uses her dynamic personality and compelling presence to spread the message of positive, realistic, and common-sense strategies for the aging services professional. She presently serves as President and Co-owner of The Cat Selman Company, a company specializing in continuing education for health care professionals. Ms. Selman received her degree from Trevecca Nazarene University, with*

*continued graduate work at the University of Southern Mississippi. She was a Corporate Management Consultant for 101 nursing homes in seven states. With more than 35 years' experience in management, education and consultation, Ms. Selman has trained providers and surveyors in all 50 states. Since 1989, she has often been requested by the Centers for Medicare and Medicaid Services (CMS) to sit on stakeholder/ expert panels responsible for the revision of surveyor guidance and compliance issues. In fact, Ms. Selman participated in a CMS Expert Panel Group responsible for some of the Surveyor Guidance that is now included in the current CMS RoP. She continues to train State Agencies & Surveyors in Care Planning, as well as other requirements regarding process, documentation, and compliance. In demand, and on topic, she is considered an authority in aging services.*

[Breakout Session 703 on Thursday, May 9 at 1:45-2:45 p.m.](#)

## LTC Survey Trends and Updates

Long-term care recertification survey activity continues to increase across the State as DIAL makes efforts to return to pre-pandemic survey activity. In addition, surveyors are investigating record numbers of complaints and incidents. Providers are experiencing an overall increase in immediate jeopardy deficiencies as well as fining and citation. During this session, the State Survey Agency will discuss how nursing homes must implement comprehensive quality assurance programs and ensure an overall culture of quality of care to assist with maintaining compliance.

- Define comprehensive quality assurance based on CMS regulations.
- Provide strategies for implementing a culture of quality in care provided to the residents.
- Outline examples of noncompliance to use as tools for ensuring compliance.

### ***Geri Paul, Medicare/Medicaid III LTC Manager, Iowa Department of Inspections, Appeals, & Licensing, Des Moines***

*Geri Paul first joined the Department of Inspections, Appeals and Licensing in 2005. Paul has more than 15 years' experience in evaluating complaints, facility reporting, scheduling long-term care surveys/investigation; and abuse investigations within the Department. She obtained her master's degree in Public Administration and obtained State Minimum Qualified Testing certification while working within the department. Paul also has a minor in criminal justice. She worked at UnityPoint Health for two years as the regulatory compliance director for hospitals/CAHS prior to her return to the Department as Long-Term Care Manager.*

[Breakout Session 704 on Thursday, May 9 at 1:45-2:45 p.m.](#)

## Selling the Senior Living Experience (Part 2 of 2)

We face many headwinds in our wonderful industry. Many of these headwinds are based on our customer's misunderstanding of who we are and what we do! In this highly interactive session, we will discuss these "facts" and how we can build trust-based relationships through sharing this information. This trust will then allow us to create meaningful, memorable and unique Experiences for our customers before they choose us!

- Review the current state of senior living, specifically as it relates to an occupancy and revenue lens.
- Discuss and practice 8 research-based, field-tested Sales Standards which will allow us to convert Inquiries into Move-Ins at a much higher level.

- Identify the challenges of buying senior living from a consumer's standpoint.

**Michael Marlow, VP of Sales Education, Watercrest Senior Living Group, Louisville, KY**

*Michael Marlow has been involved in the senior living industry for more than 29 years, beginning his career with Hillhaven, and has served in various sales training and senior sales management roles with Vencor, Atria, Brookdale and LCS. These roles have ranged from regional sales director to national vice president of sales. He is also a nationally published author and frequent national and international lecturer in many areas such as LeadingAge sessions, state ALFA affiliates, national health care conferences, and at the University of Louisville schools of Nursing and Dentistry. Marlow is also the author of an ALFA Best of the Best award winning sales training program in 2012. He is a proud graduate of the University of Kentucky and lives in Louisville, KY. He is married with two grown children: Bradley, a physical therapy assistant at Beacon Orthopedic Erlanger, KY, and Dr. Jill, an occupational therapist at Baptist Healthcare in Louisville. Michael is also the proud grandfather of four, Avery, Owen, Emma and Zoe.*

[Breakout Session 705 on Thursday, May 9 at 1:45-2:45 p.m.](#)

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