



What if

LeadingAge[®]
Iowa

2019 Spring Conference & Solutions Expo

May 1-2, 2019

The Meadows Conference Center • Altoona



Schedule of Events

Wednesday, May 1

8:00 a.m.

*Registration/check-in
Breakfast in Solutions Expo*

9:00 a.m.



9:00 a.m. - 10:00 a.m.
Opening Keynote
Catherine (Cat) Selman

8:00 a.m. - 1:15 p.m.
Solutions Expo

10:00 a.m.

Break



11:00 a.m.

10:45 a.m. - 11:45 a.m.
Breakout Sessions
101-106

12:00 p.m.

Lunch Break



1:00 p.m.

1:15 p.m. - 2:15 p.m.
Breakout Sessions
201-206

2:00 p.m.

Break

3:00 p.m.

2:30 p.m. - 3:30 p.m.
Breakout Sessions
301-306

Break

4:00 p.m.

3:45 p.m. - 4:45 p.m.
Breakout Sessions
401-406

5:00 p.m.



5:00 p.m. - 6:30 p.m.
Social Reception
FreeStyle Variety Band
Bishop Ballroom

6:00 p.m.

7:00 p.m.

7:00 p.m. - 10:30 p.m.
Downtown Night Out
Special Feature
Ricochet

Participant Registration/Information Desk Hours

Wednesday, May 1 8:00 a.m. – 5:00 p.m.

Thursday, May 2 8:00 a.m. – 3:00 p.m.



Thursday, May 2



8:45 a.m. - 10:00 a.m.
General Session
Marcy Heim

Break

10:15 a.m. - 11:15 a.m.
Breakout Sessions
501-506

Lunch Break

12:30 p.m. - 1:30 p.m.
Breakout Sessions
601-606

Break

1:45 p.m. - 2:45 p.m.
Breakout Sessions
701-704

8:00 a.m.

9:00 a.m.

10:00 a.m.

11:00 a.m.

12:00 p.m.

1:00 p.m.

2:00 p.m.

3:00 p.m.

4:00 p.m.

5:00 p.m.

6:00 p.m.

7:00 p.m.

What's Inside

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What if





Wednesday

May 1 • 9:00 a.m. - 10:00 a.m.

Opening Keynote

THE POWER AT HAND

A **power**fully motivating keynote session that will inspire individuals to “rethink” their approach to long term care and interactions with not only our elders, but with anyone with whom we come in contact. **Power** can mean the ability to act; the capacity for action or performance; or the capability of producing an effect. Each of us possess this **power**; yet, many have not figured out how to “tap in” to that particular skill, much less how to use it properly. Abraham Maslow states, “We are not in a position in which we have nothing to work with. We **already** have capacities, talents, direction, missions, callings.” **What if** we discovered those skills and determined how to use them to make life better for those with whom we come in contact? Each of us want to see the difference that we can make in people’s lives. Come and learn as Cat shares thought-provoking, heart-touching and emotional stories, teaching us how to “tap the power” and discover the “gifts” that lie deep within each of us.



CATHERINE (CAT) SELMAN

PRESIDENT & CO-OWNER

THE HEALTHCARE COMMUNICATORS

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 commonsense strategies for the aging services professional. She presently serves as president and co-owner of The Healthcare Communicators, Inc., a company specializing in continuing education for health care professionals. Selman received her degree from Trevecca Nazarene University, with continued graduate work at the University of Southern Mississippi. With more than 30 years’ experience in management, education and consultation, 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 demand, and on topic, Cat is considered an authority in aging services.

“One of the most personable, informed speakers. This is the second time I’ve had the pleasure of hearing her speak at a previous event, and.....just awesome!”

“Cat was an excellent speaker! She used real life situations to drive home important take aways.”

“Cat is always a good presenter & is very knowledgeable but what I liked best was her humor & stories about her ‘momma’!”



Thursday

May 2 • 8:45 a.m. - 10:00 a.m.

General Session



MARCY HEIM
PRESIDENT
ARTFUL ASKER, LLC

Marcy Heim, CFRE, CSP, PLCC, inspiring speaker, life coach, author, singer and mom. Marcy provides the mindset and tools for those who want to live their BEST lives and transform the world through generosity. The combination of impactful relationship management, plus 30 years of in-the-trenches major gift fundraising success, have made Marcy passionate about creating the beliefs and actions that result in more gifts and more joy for you and your team. Her workshops, keynotes, books, group and VIP coaching packages combine positive mindset with best-practice techniques for dramatic fundraising and team-satisfaction results. Get ready to sing, laugh and learn!

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INVEST IN JOY! WHAT IF YOU DIALED DOWN THE DRAMA AND DIALED UP YOUR JOY? (IN WORK AND LIFE!)

It is a JOY to give. And every day you give to your residents, colleagues, family, and more! But sometimes it feels like our OWN tank needs a JOY fill up! We feel drained and exhausted, overwhelmed and sometimes frustrated. We take on so much for others. WHAT IF we rekindled our own JOY? Is that possible? How would that feel?

We often spend precious energy and time engaged in emotions that don't serve us. In fact, they can drain us. We can waste minutes, hours, even DAYS lamenting about what might happen if... that resident falls, we miss our goal, or we are short staffed – again? We have a change in leadership? Our kid acts out? WHAT IF OUR CELLPHONE DIES? OMG!

What if it were possible to have the outcomes we wanted AND enjoy life at the same time? Join Marcy Heim, dynamic (and sometimes dramatic) speaker, major giving veteran, mom, executive director, girl singer, life coach, author, and consultant to those composing a good world and dial down the drama and invest in JOY! Expect to laugh, reflect AND take away 10 REAL TOOLS to make the shifts that dial up your success and dial down the drama – in your work and life.

"Practical skills. Marcy has a gift for teaching, engaging her students."

"Kept your attention to the last minute. Didn't want to leave conference early due to presenter."

"Marcy gives students confidence and is willing to answer questions specific to student needs."

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Special Features



WEDNESDAY, MAY 1

Social Reception

5:00 p.m. - 6:30 p.m.

Location: Bishop AB Ballroom

Join us at the LAI social reception for some fellowship with your peers and colleagues across the state and to relax and unwind after a full day of learning.

Attendees will be entertained by the FreeStyle Variety Band. FreeStyle is an energetic quintet of talented professional musicians from the Des Moines area. Each member's experience contributes to the group's broad musical background performing in dance and night club groups, cabaret jazz, show bands and appearing in shows with national concert artists from Dionne Warwick to country's Sawyer Brown to rock legends Bobby Vee & Little Richard...they've done it all!



Downtown Night Out

To deliver a more dynamic conference experience, LAI is offering the popular "Downtown Night Out" experience again. Attendees will be able to take advantage of a complimentary shuttle service to the East Village in downtown Des Moines to explore restaurant and entertainment options. There will be a hosted venue to provide more opportunities for members to eat and network.

Shuttle Service 7:00 p.m. - Midnight

To ensure a stress-free and safe experience, Community Living Solutions is sponsoring a shuttle service between the Meadows Conference Center and the East Village in downtown Des Moines. Shuttle service will begin at 7:00 p.m. departing from the Meadows and running continuously throughout the evening. As a general rule, the shuttle will depart the Meadows on the hour and return from the East Village in downtown on the half hour.

Ricochet 7:15 p.m. - 10:30 p.m.

Continue the conversation with your peers after the social reception at Ricochet, a unique destination in the East Village in downtown Des Moines. One of Des Moines' hot spots that is your game room away from home. At Ricochet, you will find an easygoing atmosphere and a welcoming environment to network with your peers. Eat and drink in the lounge or grab a paddle and play some ping-pong at the many Olympic-sized tables. Ricochet also has foosball tables, areas designated for playing bags, pool tables, darts and even shuffleboard. Friendly competition is a great way to liven up the evening and relax. So be sure to come and get your game on with us at Ricochet!

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Solutions Expo

Delivering **Business Solutions** to You!

Whatever the need, LeadingAge Iowa has a supplier ready to help you deliver the best quality care possible featuring more than 80 exhibitors with cutting-edge products and services. Walk the aisles and talk with the business solution leaders who want to help you help those you serve.

Check out the list of exhibitors!

Many of our fine exhibitors are also Annual Sponsors, Conference Sponsors, and Associate Members. You may see their name listed more than once below.

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Contact Jayme Mau
jmau@hillyard.com
for more information.



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Solutions Expo Hours

Wednesday, May 1
8:00 a.m. - 1:15 p.m.
Exhibit Hall Open

Hawkeye Communication
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Hoglund Bus Company, Inc.
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Ideacom Mid-America
JK Creative Wood, LLC
Key Rehabilitation, Inc.
Kronos, Inc.
Main Healthcare Pharmacy
McKesson Medical - Surgical
Merit Construction Company
Millennium Rehab & Consulting Group
NIT Therapy
Northwest Respiratory Services
Northland Securities
Nucara Pharmacy & Home Medical
ONR, Inc.

PointClickCare
Pope Architects
Preferred Podiatry Group
RehabCare
Right Dose, A Guardian Pharmacy
Select Rehabilitation
SeniorDent
Shive-Hattery
Story Construction Co.
The Beecher Group
The Schemmer Associates
The Weitz Company
Thrifty White Pharmacy
US Foods
Wold Architects & Engineers

Other Exhibiting Companies

Avera eCARE Senior Care
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Carl A. Nelson & Company
Hall, Render, Killian, Heath &
Lyman, P.C.
Lilly
Med-Mizer, Inc.
Netsmart
Optima Products, Inc.
Paycor
Providers Plus - Omaha
Residex Software

Exhibitor Prize Drawings

1:00 p.m. - 1:15 p.m.
Winners will be displayed
at Exhibitor Booths



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Questions? Contact Brance Rivera
563.272.1633 or brivera@leeagencyinc.com

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Save the Date 2019

Be sure to mark your calendars for these upcoming programs.

Mar. 6	Phase 3 RoP: SNF Quality Reporting & SNF Value Based Purchasing Programs Webinar
Mar. 14	PDPM Primary Diagnosis Category: Major Joint Replacement & Spinal Surgery Webinar
Mar. 28	PDPM Primary Diagnosis Category: Acute Infections Webinar
Apr. 4 & 25	Assisted Living Leadership Certification, Des Moines & Johnston
Apr. 4	Assisted Living Nurse Delegation, Des Moines
Apr. 9-11	Regulatory Boot Camp, Pleasant Hill
Apr. 11	Adult Day Conference, Urbandale
Apr. 12	PDPM Primary Diagnosis Clinical Category: Acute Neurological Webinar
Apr. 16	Enthusiasm from Day 1: The First 90 Days Workforce Workshop, Pleasant Hill
Apr. 17	Non-Pharmalogical Strategies to Bring Purpose to Residents with Dementia Webinar
Apr. 26	PDPM Primary Diagnosis Clinical Category: Cancer Webinar
May 1	Phase 3 RoP: Implementing Successful Staff Training & Competency Programs Webinar
May 10	PDPM Primary Diagnosis Clinical Category: Cardiovascular & Coagulation Webinar
May 14	Exceeding Employee Expectations: Building a Coaching Relationship Workforce Webinar
May 16	Dementia Workshop, Urbandale
May 24	PDPM Primary Diagnosis Clinical Category: Medical Management Webinar
May 30	Restorative Nursing, Urbandale
Jun. 4	Evolving: Keep People Performing at Their Best Workforce Webinar
Jun. 5	Non-Pharmacological Strategies to Manage Sundowner Behavior Webinar
Jun. 14	PDPM Primary Diagnosis Clinical Category: Non-surgical Orthopedic/Musculoskeletal Webinar
Jun. 28	PDPM Primary Diagnosis Clinical Category: Pulmonary Webinar
Jun. 26	Infection Control Workshop, Pleasant Hill
Jul. 3	Phase 3 RoP: Next Steps for the Infection Preventionist Webinar
Jul. 12	PDPM Primary Diagnosis Clinical Category: Non-orthopedic Surgery
Jul. 19	PDPM Primary Diagnosis Clinical Category: Orthopedic Surgery (except Major Joint Replacement/Spinal Surgery)
Aug. 2	PDPM Speech Language Pathology (SLP) Component Webinar
Aug. 14	Polypharmacy Risks with Seniors Webinar
Aug. 16	PDPM Non-Therapy Ancillary (NTA) Component of PDPM
Aug. 29	QAPI Workshop, Urbandale
Aug. 30	PDPM Nursing Component Webinar
Sept. 4	Phase 3 RoP: Trauma Informed and Culturally Competent Care Webinar
Sept. 11-12	Fall Leadership Conference & Solutions Expo, Cedar Rapids
Sept. 17-18	MDS Updates for 2020, Ankeny
Oct. 2	PDPM & Phase 3 RoP Webinar based on CMS updates
Oct. 2	Restorative Nursing, Des Moines
Oct. 3	Assisted Living Nurse Delegation, Urbandale
Oct. 3 & 24	Assisted Living Leadership Certification, Urbandale & Ankeny
Oct. 16	Stress Management & the Caregiver Webinar
Oct. 23	Dementia Workshop, Des Moines
Nov. 6	PDPM & Phase 3 RoP Webinar based on CMS updates
Nov. 14	Nurse Leadership Symposium & Social Worker Conference, West Des Moines



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For more information, contact senior living public finance:

Jenny Wade
Senior Vice President
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Session Planner

Please note: The educational programs highlighted for each professional area are recommendations only and do not indicate that CEUs for the session have been applied for or have been awarded by the various licensure boards and professional organizations. Information on CEU approval status will be listed on the LeadingAge Iowa website as soon as they are known before the conference and in the materials you'll receive as an attendee on-site.

Organizational Leaders	Nursing/Clinical	CFO/Finance	Marketing/Sales	Human Resources	Social Workers	Environmental Services & Facility Maintenance	Dietitians/Food Service	HCBS	Independent Living	Assisted Living	Nursing Home
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Wednesday, May 1 • 9:00 a.m. - 10:00 a.m. Keynote: Catherine (Cat) Selman

Wednesday, May 1 • 10:45 a.m. - 11:45 a.m. Concurrent Sessions

101 - Not Documented, Not Done...What Does the CDM Need to Cover in the Clinical Record <i>Barbara Thomsen, BT Healthcare Consulting</i>	✓	✓					✓				✓
102 - OSHA for Long Term Care and Assisted Living <i>Russell Perry, Iowa Division of Labor</i>	✓	✓		✓		✓		✓		✓	✓
103 - Transitions in Care - Be Successful! <i>Catherine R. "Cat" Selman, The Healthcare Communicators</i>	✓	✓			✓			✓		✓	✓
104 - PDPM: What You Need to Know <i>Darrin Hull & Erin Shvetzoff Hennessey, Health Dimensions Group</i>	✓	✓	✓		✓		✓				✓
105 - Behavior and Psychological Symptoms of Dementia - Detection and Management <i>Dr. Yogesh Shah, Broadlawns Medical Center</i>	✓	✓			✓	✓		✓	✓	✓	✓
106 - CRM: Understanding the 'Why' Behind the Effort, Picking the Right Software and Best Practices <i>Ward Phillips, WesleyLife</i>	✓		✓	✓				✓	✓	✓	✓

Wednesday, May 1 • 1:15 p.m. - 2:15 p.m. Concurrent Sessions

201 - QAPI in the Kitchen: How to Create Your Measurable Goals! <i>Barbara Thomsen, BT Healthcare Consulting</i>	✓						✓				✓
202 - Assisted Living Fire Safety/Fire Code Updates <i>Kyle Gorsh, Iowa Department of Public Safety</i>	✓					✓				✓	
203 - The Art of Critical Thinking: Enhancing Resident Safety (Part 1 of 2) <i>Dr. D. Michelle Kinner, MMIC</i>	✓	✓		✓	✓			✓	✓	✓	✓
204 - Iowa Medicaid Nursing Facility Update <i>Andrew Johnson, Iowa Department of Human Services</i>	✓		✓								✓
205 - What Do I Say? The Commonsense Approach to End-of-Life Care <i>Catherine R. "Cat" Selman, The Healthcare Communicators</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
206 - Turbocharge Your Website and Digital Marketing: The Complete Strategy for Content and Conversions (Part 1 of 2) <i>Andy Crestodina, Orbit Media</i>	✓			✓				✓	✓	✓	✓

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Call Us to Learn More



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Advocating for Long-Term Care

Working in long-term care is hard and only getting harder. Providers face increasing compliance obligations, highly punitive survey penalties, workforce shortages, sicker residents, and ongoing payment issues. All while being asked to accept lower reimbursements. But you don't despair, you rise to the challenge and remain committed to the mission of providing care for our vulnerable elderly population.

As legal complexity and the cost of failure increases, it's increasingly important to receive effective advice and have a legal partner that is as committed as you are. BrownWinick's deep bench of experienced healthcare attorneys has been helping long-term care clients face these challenges for years across the entire continuum of care. We are committed to combining practical and strategic legal advice with a willingness to stand up for our clients' interests with payers and regulatory agencies.

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Session Planner

	Organizational Leaders	Nursing/Clinical	CFO/Finance	Marketing/Sales	Human Resources	Social Workers	Environmental Services & Facility Maintenance	Dieticians/Food Service	HCBS	Independent Living	Assisted Living	Nursing Home
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Wednesday, May 1 • 2:30 p.m. - 3:30 p.m. Concurrent Sessions

301 - New Survey Process for Nutrition Services <i>Patrice Fagan & Sandra Frahm, Iowa Department of Inspections and Appeals</i>	✓							✓				✓
302 - Long Term Care Life Safety Code/Emergency Preparedness <i>Kyle Gorsh, Iowa Department of Public Safety</i>	✓						✓					✓
303 - The Art of Critical Thinking: Enhancing Resident Safety (Part 2 of 2) <i>Dr. D. Michelle Kinneer, MMIC</i>	✓	✓			✓	✓			✓	✓	✓	✓
304 - PDPM: Operational Implication and Imperatives <i>Erin Shvetzoff Hennessey, Health Dimensions Group</i>	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
305 - Responding to Challenging Behaviors <i>Catherine R. "Cat" Selman, The Healthcare Communicators</i>	✓	✓			✓	✓		✓	✓		✓	✓
306 - Turbocharge Your Website and Digital Marketing: The Complete Strategy for Content and Conversions (Part 2 of 2) <i>Andy Crestodina, Orbit Media</i>	✓			✓					✓	✓	✓	✓

Wednesday, May 1 • 3:45 p.m. - 4:45 p.m. Concurrent Sessions


401 - Ethical Decisions to Honor Residents' Person-Centered Diet Choices While Managing the Risk <i>Lisa Milliken, Select Rehabilitation</i>	✓	✓				✓		✓	✓		✓	✓
402 - Emergency Preparedness Planning - Surviving the Unthinkable <i>Mark Abernathy, Western Home Communities</i>	✓	✓		✓	✓	✓	✓			✓	✓	✓
403 - Medication Regimen Review and Antipsychotic Medications <i>Catherine R. "Cat" Selman, The Healthcare Communicators</i>	✓	✓				✓						✓
404 - Avoiding Everyday Fines and Headlines - Lessons from Department of Appeals Board Opinions and Court Cases <i>Sean Fahey, Hall Render Killian Heath & Lyman</i>	✓	✓	✓		✓	✓	✓	✓				✓
405 - Building a Culture of Purpose <i>Michael Foss, Ahnemann Associates</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
406 - Marketing Spend: Getting the Best Bang for Your Buck <i>Mary Zellner, Zellner Senior Health Consulting, LLC Hallie Salmen, Sunrise Retirement Community</i>	✓		✓	✓					✓	✓	✓	✓

Wednesday, May 1 • 5:00 p.m. - 6:30 p.m. Social Reception

Join us at the LAI Social Reception for some fellowship with your peers and colleagues across the state and to relax and unwind after a full day of learning. Attendees will be entertained by the FreeStyle Variety Band.

Wednesday, May 1 - 7:00 p.m. - 10:30 p.m. Downtown Night Out

To deliver a more dynamic conference experience, LAI is offering the popular "Downtown Night Out" event again. Attendees will be able to take advantage of a complimentary shuttle service to Ricochet, located in the East Village. Ricochet will provide even more opportunities for networking and entertainment.



Session Planner

Organizational Leaders
Nursing/Clinical
CFO/Finance
Marketing/Sales
Human Resources
Social Workers
Environmental Services & Facility Maintenance
Fundraising
HCBS
Independent Living
Assisted Living
Nursing Home


Thursday, May 2 • 8:45 a.m. - 10:00 a.m. General Session: Marcy Heim

Thursday, May 2 • 10:15 a.m. - 11:15 a.m. Concurrent Sessions

501 - 2019 Legal Updates That Impact Your Organization <i>Ed McIntosh & Alissa Smith, Dorsey & Whitney</i>	✓	✓	✓		✓	✓			✓	✓	✓	✓
502 - One World: The Art of Collaboration and Never Saying No <i>Dr. Kim Bergen-Jackson, Oaknoll Andrew Maas, Briarwood Healthcare Center</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
503 - Competency-Based Staffing – A Systems Approach <i>Dawn Carter, LeadingAgeNY</i>	✓	✓			✓							✓
504 - Finance Function Dysfunction? Assessing/Improving Your Financial Operations <i>Deb Freeland, CliftonLarsonAllen</i>	✓		✓					✓				✓
505 - Ageism: Understanding its Effect on Health Care <i>Lisa Milliken, Select Rehabilitation</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
506 - How to Ask for Anything Artfully and Get an Inspired “YES!” <i>Marcy Heim, The Artful Asker</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Thursday, May 2 • 12:30 p.m. - 1:30 p.m. Concurrent Sessions

601 - DIA Updates for Assisted Living <i>Linda Kellen, Department of Inspections and Appeals</i>	✓	✓					✓				✓	
602 - Key Elements of Compliance Programs Under Phase 3 of the Post-Acute RoPs for November 2019 <i>Sean Fahey, Hall Render Killian Heath & Lyman</i>	✓	✓	✓		✓							✓
603 - QAPI and the Infection Preventionist <i>Dr. Kim Bergen-Jackson & Karen Honson, Oaknoll</i>	✓	✓			✓		✓					✓
604 - PDPM: Financial Implications and Modeling <i>Deb Freeland, CliftonLarsonAllen</i>	✓	✓	✓									✓
605 - If It's so Easy Why Isn't Everyone Doing It? Setting Individual Leadership Goals is Key to Any Organization's Success <i>Julie Thorson, Friendship Haven</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
606 - Be a Successful Development Ambassador! Engagement and Fundraising are TEAM SPORTS! <i>Marcy Heim, The Artful Asker</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓



Session Planner

	Organizational Leaders	Nursing/Clinical	CFO/Finance	Marketing/Sales	Human Resources	Social Workers	Environmental Services & Facility Maintenance	Fundraising	HCBS	Independent Living	Assisted Living	Nursing Home
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Thursday, May 2 • 1:45 p.m. - 2:45 p.m. Concurrent Sessions

701 - Change of Conditions in the Assisted Living World <i>Theresa Hogenson & Barb Schug, Assisted Living Partners</i>	✓	✓									✓	
702 - Health Assessment: Measuring Holistic Health and Well-Being <i>Shannon Draayer, WesleyLife</i>	✓	✓		✓		✓		✓	✓	✓	✓	✓
703 - DIA Updates for Long Term Care <i>Kathy Kieler & Mindla White, Department of Inspections and Appeals</i>	✓	✓			✓	✓	✓					✓
704 - Value-Based Contracting - Preparation and Negotiation <i>Steven Wermuth, Strategic Health Care</i>	✓	✓	✓						✓			✓



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Breakout Sessions

Wednesday, May 1

9:00 a.m. – 10:00 a.m.

Opening Keynote: *Catherine (Cat) Selman*

The Power at Hand

10:45 a.m. – 11:45 a.m.

Concurrent Breakout Sessions

101 - Not Documented, Not Done...What Does the CDM Need to Cover in the Clinical Record

Knowing what is required and necessary as the nutrition and foodservice director regarding the interdisciplinary team and clinical recordkeeping is paramount to providing optimal nutritional care to your residents. A strong partnership with your registered dietitian, facility medical director and nursing staff is essential to meet the goals and needs of those in your care. *Barbara Thomsen, CDM/CFPP RAC, MDS/Nutrition Education/Regulatory Consultant, BT Healthcare Consulting, Norwalk*

102 - OSHA for Long Term Care and Assisted Living

Knowledge is power. Nowhere is that more evident than with workplace safety and health compliance. OSHA enforcement inspections can result in citations that are time consuming and expensive. How can your organization avoid violations? During this session, we will discuss frequent citations in the industry. The focus will be on what OSHA cites and how to prevent citations. Appropriate for skilled nursing and assisted living communities.

Russell Perry, Safety and Health Consultant/OSHA, Iowa Division of Labor, Des Moines

103 - Transitions in Care - Be Successful!

It is common for residents in the long-term care continuum to be transferred from one care setting, level of care, or caregiver team to another. It is also all too common for adverse events and avoidable complications to occur as a result of poor communication and coordination among caregivers, health care professionals, and the resident during such transitions. Poorly executed care transitions increase hospital readmissions, duplication of services, and waste of resources. Poor transitions are the leading cause of medication errors, which frequently result from lack of coordination between prescribers across settings. It is often unclear which practitioner is responsible for the resident in the interval between discharge from one setting and admission to another. Some older adults are at particular risk for transition problems following a hospitalization. When we ensure continuity of care for older residents during care transitions, we can improve outcomes, and the rate of avoidable rehospitalization can be reduced. Come and learn the barriers we face in those transitions, and discover successful strategies for more effective practice, resulting in positive outcomes.

Catherine R. "Cat" Selman, BS, President and Co-owner, The Healthcare Communicators, Vonore, TN

104 - PDPM: What You Need to Know

Effective October 1, 2019, the Centers for Medicare and Medicaid Services (CMS) will replace the Resource Utilization Groups (RUGs) payment system with a new model called Patient-Driven Payment Model (PDPM) for Medicare Part A payment for skilled nursing facility (SNF) care. This new payment model will create significant new opportunities and challenges for SNF providers, including: the opportunity to treat more medically complex patients, increased emphasis on accurate coding, and imperatives to carefully manage lengths of stay and evaluate provision of therapy. In some markets and for many providers, the changes will be significant and require an assessment of facility operating systems and culture. Understanding the new system will be critical to future success.

Darrin Hull, NHA, EVP, Consulting, Health Dimensions Group, Minneapolis, MN

Erin Shvetzoff Hennessey, MA, NHA, CPG, Chief Executive Officer, Health Dimensions Group, Minneapolis, MN

105 - Behavior and Psychological Symptoms of Dementia - Detection and Management

Behavioral and psychological symptoms of dementia (BPSD) are very common and frequently misunderstood. BPSD represents a group of symptoms and behaviors occurring in patients with dementia and constitute a major component of the dementia syndrome irrespective of its subtype. They are as clinically relevant as cognitive symptoms as they strongly correlate with the degree of functional and cognitive impairment. BPSD includes agitation, aberrant motor behavior, anxiety, elation, irritability, depression, apathy, disinhibition, delusions, hallucinations, and sleep or appetite changes. BPSD affect up to an estimated 90 percent of all dementia subjects over the course of their illness and are independently associated with poor outcomes, including distress among patients and caregivers, long-term hospitalization, misuse of medication, and increased health care costs. Dr. Shah will help attendees understand how to prevent behavior problems and manage BPSD with and without medications.

Dr. Yogesh Shah, MD, MPH, FAAFM, Geriatrician, Director of Palliative Care, Broadlawns Medical Center, Des Moines

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106 - CRM: Understanding the 'Why' Behind the Effort, Picking the Right Software and Best Practices

If your sales and marketing teams are not fully utilizing a customer relationship management (CRM) technology, know that your competitors are, and they hope you don't catch on. This session will go in-depth as to the "why" behind investing resources, time and energy into implementing a successful CRM—all from the perspective of someone not selling a CRM system. We'll also go through things you should consider when looking at the plethora of software options. In addition, real life examples and best practices will be shared to ensure tangible takeaways on how to utilize CRM are gained by attending this session.

Ward Phillips, Corporate Director of Sales, WesleyLife, Johnston

1:15 p.m. – 2:15 p.m.

Concurrent Breakout Sessions

201 - QAPI in the Kitchen: How to Create Your Measurable Goals!

What is the CMS QAPI process and how should you as the dietary leader include your staff and systems into a solid written plan that meets your facility's QAPI committee goals?

Barbara Thomsen, CDM/CFPP RAC, MDS/Nutrition Education/Regulatory Consultant, BT Healthcare Consulting, Norwalk

202 - Assisted Living Fire Safety/Fire Code Updates

This session will focus on the fire safety regulations for assisted living programs. Frequently cited deficiencies will be reviewed as well as plans of correction. We will review the reports that are required that the fire marshal wants to see and discuss expectations for plans of corrections.

Kyle Gorsh, Fire Prevention Bureau Chief, Fire Marshal's Division, Iowa Department of Public Safety, Des Moines

203 - The Art of Critical Thinking: Enhancing Resident Safety (Part 1 of 2)

The source of resident injury can often be traced to a lack of critical thinking skill use. When cases are examined, one of the top contributing factors in malpractice claims in senior living and skilled nursing settings are errors in clinical judgment. Critical thinking and clinical reasoning are the components of clinical judgment. Critical thinking aids care team members in interpreting clinical situations accurately and timely. Critical thinking is also the corner stone of organizational Quality Assurance and Performance Improvement (QAPI) programs. Organizational leaders can foster, encourage and develop critical thinking skills among the health care team members which will enhance performance improvement processes, data analysis, and training programs. Part 1 of this session will examine the basics of critical thinking and essentials of QAPI. Part 2 will focus on the application of critical thinking skills to go beyond simply meeting the QAPI regulatory requirements to implementing an effective QAPI program that reduces the risk of injury to residents. [Continues in session 303.]

Dr. D. Michelle Kinneer, PhD, JD, MSN, RN, CPHRM, CHPC, CHC, Senior Risk and Patient Safety Consultant, MMIC, Minneapolis, MN

204 - Iowa Medicaid Nursing Facility Update

There are several changes related to nursing facilities and the Iowa Medicaid program anticipated this summer and over the next couple of years. This session will address the planned changes for the Quality Assurance Assessment Fee (QAAF) program effective July 1, 2019 and provide some helpful reminders about the new Medicaid cost report changes that became effective for cost reports with fiscal year end in 2019. The session will also review why Iowa Medicaid payments for nursing facilities will need to change as a result of Medicare's transition to the Patient-Driven Payment Model (PDP) and the state's timeline and plan for addressing those issues.

Andrew Johnson, CPA, Senior Manager, Myers and Stauffer, LC & Fiscal Consultant for Audit and Rate Setting, Iowa Department of Human Services, Des Moines

205 - What Do I Say? The Commonsense Approach to End-of-Life Care

At the beginning of the 20th century, most people died in their own homes. It is estimated that by 2020 nearly one in two persons will die in a nursing facility. Our society and culture are in denial of death. When the subject of death is discussed, euphemisms such as "passed away," "expired," or "left this world" are used. Few people actually use the word "died" or "dead." If you are the dying person, knowing that society feels this way, how do you cope with your feelings and the dying process? How does your family deal with the process? This session will teach your staff skills and techniques, empowering them to provide the needed services that can positively impact an elder's end of life - learning how to enrich and improve the quality of life remaining.

Catherine R. "Cat" Selman, BS, President and Co-owner, The Healthcare Communicators, Vonore, TN

206 - Turbocharge Your Website and Digital Marketing: The Complete Strategy for Content and Conversions (Part 1 of 2)

Success! You're producing content and traffic is up. But the visitors are not converting into leads. In this session, you'll learn to take your website and marketing to the next level. You'll learn what content inspires action and how to maximize demand from every page. [Continues in session 306.]

Andy Crestodina, Co-founder and Chief Marketing Officer, Orbit Media, Chicago, IL

2:30 p.m.– 3:30 p.m.
Concurrent Breakout Sessions

301 - New Survey Process for Nutrition Services

This session will take an in-depth look at the similarities and differences of the kitchen and dining observation tasks and staffing and competency requirements for nutrition services under the recently implemented Long Term Care Survey Process (LTCSP). In addition, DIA will provide tips and best practices to achieve overall compliance with your nutrition services program; all while moving towards or strengthening your person centered care delivery models.

Patrice Fagan, RN, BSN, Assistant Division Administrator & Bureau Chief, Health Facilities Division, Iowa Department of Inspections and Appeals, Des Moines

Sandra Frahm, RD, LD, Health Facilities Surveyor, Iowa Department of Inspections and Appeals, Des Moines

302 - Long Term Care Life Safety Code/Emergency Preparedness

This session will focus on the fire and life safety regulations for nursing homes and the new emergency preparedness regulations. It will cover an overview of the Life Safety Code (LSC) including the top 10 LSC violations and trends related to citations for emergency preparedness. We will review the submittal of plans of correction. There will be time to ask questions during this session. This session will focus on nursing homes.

Kyle Gorsh, Fire Prevention Bureau Chief, Fire Marshal's Division, Iowa Department of Public Safety, Des Moines

303 - The Art of Critical Thinking: Enhancing Resident Safety (Part 2 of 2)

This is a continuation of session 203. See session 203 for description.

Dr. D. Michelle Kinneer, PhD, JD, MSN, RN, CPHRM, CHPC, CHC, Senior Risk and Patient Safety Consultant, MMIC, Minneapolis, MN

304 - PDPM: Operational Implication and Imperatives

The transition to the Patient-Driven Payment Model (PDPM) will, in many cases, require providers to retool and pivot their operations to capitalize on new opportunities in their markets. During this session, HDG will discuss a wide range of considerations that all providers must keep in mind as they prepare for implementation: assessing markets for new or untapped opportunities; analyzing diversification of service lines to match market demand; exploring clinical reimbursement considerations to optimize revenue, including coding the MDS; and analyzing ancillary service delivery and other cost considerations.

Erin Shvetzoff Hennessey, MA, NHA, CPG, Chief Executive Officer, Health Dimensions Group, Minneapolis, MN

305 - Responding to Challenging Behaviors

In many cases, facility staff have not been properly trained to deal with challenging behavior. As a result, staff continue to simply react to behavior, as opposed to preventing or minimizing the behavior. Effective support and treatment of residents or clients who exhibit challenging behavior depends on being able to understand both the "function" that the behavior serves for the individual and the causal factors. Often, behavior that might be seen as maladaptive, crisis-causing, or catastrophic makes sense within the context of a particular person's life (i.e., gets them what they want and away from what they don't want). This session will teach assessment techniques that identify variables that predict and maintain problem behavior and improve the effectiveness and efficiency of behavioral support plans. Common sense, "down-to-earth" techniques for dealing with specific behavioral issues will be addressed in depth. Both federal and state surveys are now taking a closer look at behavior management programs in facilities. Will your programs and interventions stand up to that scrutiny?

Catherine R. "Cat" Selman, BS, President and Co-owner, The Healthcare Communicators, Vonore, TN

306 - Turbocharge Your Website and Digital Marketing: The Complete Strategy for Content and Conversions (Part 2 of 2)

This is a continuation of session 206. See session 206 for description.

Andy Crestodina, Co-founder and Chief Marketing Officer, Orbit Media, Chicago, IL

3:45 p.m. – 4:45 p.m.
Concurrent Breakout Sessions

401 - Ethical Decisions to Honor Residents' Person-Centered Diet Choices While Managing the Risk

Resident advocacy has taken a giant step forward with the newest regulations for long term care facilities which require the residents' choice. This ethical scenario becomes more complicated when a resident has cognitive deficits or when they do not agree to the recommended diet. This course will address the legal requirements within the perspective of person centered care, to include care planning and informed consent, risks, case studies and waivers vs documentation.

Lisa Milliken, Select Rehabilitation

402 - Emergency Preparedness Planning - Surviving the Unthinkable

When a disaster strikes will your facility be prepared? During times of emergencies, whether natural disaster or a human made event, it is critical that you be ready with a plan that works! This session will focus on the needs of an Emergency Action Plan, what to include and how to successfully test your plan. We will touch on past events with both positive and negative outcomes and lessons learned.

Mark Abernathy, Director of Safety & Transportation, Western Home Communities, Cedar Falls

403 - Medication Regimen Review and Antipsychotic Medications

The "Mega-Rule" - requirements that are so massive, they are being phased in over 3-4 years for long-term care providers. There are 696 pages of surveyor guidance! The new requirements contain guidance on monthly reviews, collaboration with other interdisciplinary team (IDT) members; unnecessary drugs and psychotropic drugs; antibiotic stewardship; gradual dose reductions; and medications being used as restraints. Surveyors have been given examples of deficient facility practice in this area, as well as examples of noncompliance. Cat will be covering the items that surveyors have been instructed to focus on during surveys and providing suggestions in regard to facility practice and process.
Catherine R. "Cat" Selman, BS, President and Co-owner, The Healthcare Communicators, Vonore, TN

404 - Avoiding Everyday Fines and Headlines - Lessons from Department of Appeals Board Opinions and Court Cases

Eleanor Roosevelt said "Learn from the mistakes of others. You can't live long enough to make them all yourself." This session will review recent Departmental Appeal Board cases for survey and certification and recent case law relating to long-term care facilities for lessons-learned. Recent cases have included Section 1557 compliance violations; failure to supervise office manager's handling of resident funds; failure to monitor water temperatures; failure to have business associate agreements; and inadequately addressing sexual interactions between cognitively impaired residents.
Sean Fahey, Attorney, Hall Render Killian Heath & Lyman, Indianapolis, IN

405 - Building a Culture of Purpose

This session is a conversation and exercise in discovering the power of leadership as culture creation. Culture creators communicate clearly and consistently about the three key building blocks for successful, long-term, adaptive organizations: core values, mission and vision. Implementing these building blocks requires intentional processes of enrollment and alignment throughout the organization. Discovering and sharing language and strategies will build a culture on purpose.
Michael Foss, Reverend Doctor, Ahnemann Associates, Norwalk

406 - Marketing Spend: Getting the Best Bang for Your Buck

In this session you will be engaged and inspired to think about your own sales process and opportunities for improvement. We will discuss the marketing/advertising budget expectations and how to tailor that to your organization, along with determining the ROI for expenditures so that spending is properly allocated. We will share common pitfalls in the sales process and considerations for developing census.
Mary Nell Zellner, Owner, Consultant, Zellner Senior Health Consulting, LLC, St. Paul, MN
Hallie Salmen, CEO, Sunrise Retirement Community, Sioux City

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Breakout Sessions

Thursday, May 2

8:45 a.m. – 10:00 a.m.

General Session: *Marcy Heim*

Invest in JOY! What If You Dialed Down the Drama and Dialed Up Your JOY! (In Work and Life!)

10:15 a.m. – 11:15 a.m.

Concurrent Breakout Sessions

501 - 2019 Legal Updates That Impact Your Organization

Back by popular demand. This session will explore updates in federal and state laws as well as recent cases and enforcement activities that impact long term services and support services (LTSS) and their operations.

Ed McIntosh, Attorney, Partner, Dorsey & Whitney, Des Moines

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

502 - One World: The Art of Collaboration and Never Saying No

This session will explore what is possible when people come together to learn from each other. There will be specific examples to highlight what could happen if we utilized each other's expertise to improve the quality of care and quality of life for the people we all serve. What collaborations are possible when we think outside the box and work collectively to solve problems? The audience will engage to ask questions and generate new ideas.

Dr. Kim Bergen-Jackson, RN, BSN, PhD, Administrator, Oaknoll, Iowa City

Andrew Maas, RN, BSN, LNHA, Administrator, Briarwood Healthcare Center, Iowa City

503 - Competency-Based Staffing – A Systems Approach

This session will review the expectations of competency-based-staffing in phases 2 and 3 of the new requirements of participation (RoPs). In addition, the presenter will offer recommendations for the types of competencies providers should include in their comprehensive competency set as directed by the facility assessment, which includes specific data on the resident population including acuity, diagnoses, ethnic and cultural considerations. Corresponding F-tags and potential deficiencies will also be discussed.

Dawn Carter, RN Consultant, LeadingAgeNY, Latham, NY

504 - Finance Function Dysfunction? Assessing/Improving Your Financial Operations

Financial operations are a key component of any organization. This session will help organizations identify the symptoms that may indicate more serious challenges within your organization's finance functions. To help prevent and repair disfunction within financial operations, attendees will learn how to holistically evaluate the structure, processes and systems within their finance and accounting department and to create a roadmap to identify current gaps where improvement is needed and implement a systems approach to the necessary changes.

Deb Freeland, Principal, CliftonLarsonAllen, Indianapolis, IN

505 - Ageism: Understanding its Effect on Health Care

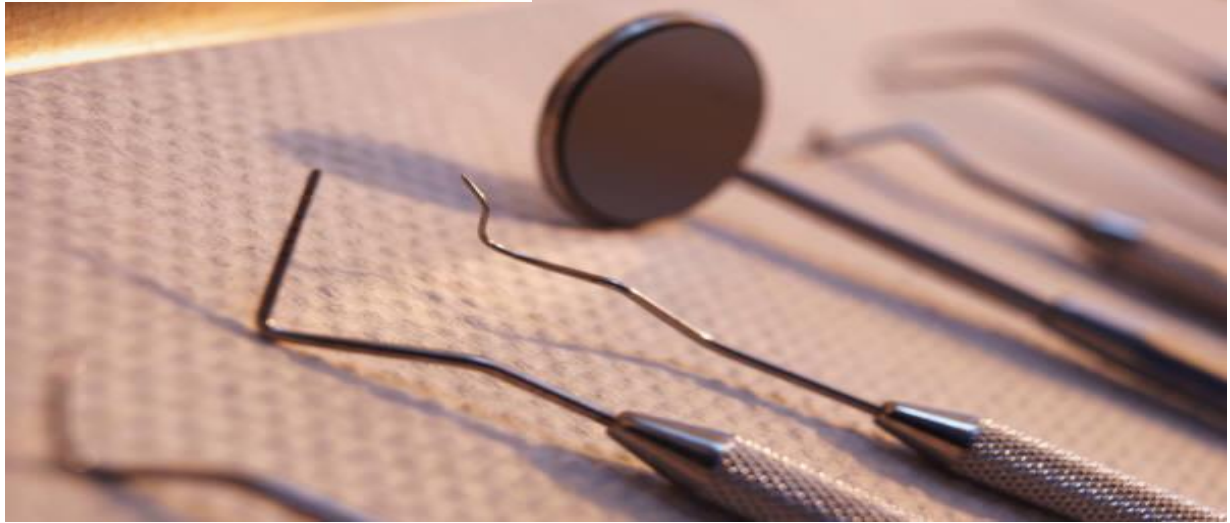
Ageism or age discrimination significantly affects the mindset of our society. Unfortunately, this includes the unfair premises of many healthcare practitioners. According to a study published in the Journal of General Internal Medicine, one out of five older adults experiences ageism in health care settings and those who frequently experience it have a higher risk of developing a new disability or worsening existing ones. This course will highlight the effects of ageism in health care and challenge us all to be the catalyst to initiate a positive change, which includes our concepts, terminology and prevention of negative stereotypes.

Lisa Milliken, MA, CCC-SLP, FNAP, Education Specialist, Select Rehabilitation, Atascocita, TX

506 - How to Ask for Anything Artfully and Get an Inspired "YES!"

What if you had a specific 3-sentence recipe to ask for anything? What EXACTLY do you say? Marcy's 3-sentence ask will give you a clear path. As she says, "A confused donor doesn't give and a confused fundraiser doesn't ask." Get crystal CLEAR on exactly how to write and speak an ask. You'll also learn how to apply this ask formula not only to major gifts, but for event sponsors, operations, board service, endowment gifts and annual fund leadership gifts, ANYTHING! You may rock at creating a great relationship, but the gift comes from a clear ask confidently delivered. This session is back by popular request.

Marcy Heim, CFRE, PLCC, President and Founder, The Artful Asker, Madison, WI



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12:30 p.m. – 1:30 p.m.
Concurrent Breakout Sessions

601 - DIA Updates for Assisted Living

This session will provide information on recent updates as well as commonly cited deficiencies for assisted living programs. Attendees will have the opportunity to ask questions during this session.

Linda Kellen, RN, MS, Bureau Chief, Adult Services/Special Services Bureaus, Department of Inspections and Appeals, Des Moines

602 - Key Elements of Compliance Programs Under Phase 3 of the Post-Acute RoPs for November 2019

This session will provide attendees with an overview of the compliance responsibilities included in the Requirements of Participation (RoPs), and how an organization can build an effective compliance program. The session will outline how to begin building a compliance program by using the seven elements of an effective compliance program as program building blocks. The seven elements of an effective compliance program are 1- Standards of conduct/policies and procedures, 2- Compliance officer, compliance committee, and entity leadership responsibilities, 3- Education, 4- Monitoring and Auditing, 5- Reporting and Investigation, 6- Enforcement and Discipline, and 7- Response and Prevention. Finally, the session will discuss how the attendee can work to secure future compliance program success through ongoing risk and effectiveness assessment, engagement with organizational leaders, and interaction with front-line staff.

Sean Fahey, Attorney, Hall Render Killian Heath & Lyman, Indianapolis, IN

603 - QAPI and the Infection Preventionist

This session will cover a review of QAPI and how to incorporate the Phase III Requirements of Participation (ROPs) regarding infection prevention and control, the role of the infection preventionist, and developing an antibiotic stewardship program. The infection preventionist from Oaknoll will share her journey to becoming their specialist and how other communities can prepare for implementation of this requirement of Phase III by November this year. There will be ample time for questions and strategy development.

Dr. Kim Bergen-Jackson, RN, BSN, PhD, Administrator, Oaknoll, Iowa City
Karen Honson, RN-BC, IP, Infection Preventionist, Oaknoll, Iowa City

604 - PDPM: Financial Implications and Modeling

This session will dive into the financial implications of the new Skilled Nursing Facility (SNF) Patient-Driven Payment Model (PDPM) for your organization which will be implemented on October 1, 2019. The session will discuss how PDPM differs from the current RUG system and the potential financial changes. The session will review the CLA PDPM financial model and help attendees understand how to utilize the model and the potential impact the change will have on their individual SNF.

Deb Freeland, Principal, CliftonLarsonAllen, Indianapolis, IN

605 - If It's so Easy Why Isn't Everyone Doing It? Setting Individual Leadership Goals is Key to Any Organization's Success

This session will provide hands-on practical advice on how to develop leadership goals for your team. These goals aren't easy to measure, but the process of developing the goals is a big part of the journey. Straight talk and real-time examples will help guide you if you are struggling setting leadership development goals for your team.

Julie Thorson, President/CEO, Friendship Haven, Fort Dodge

606 - Be a Successful Development Ambassador! Engagement and Fundraising are TEAM SPORTS!

Everyone has a responsibility, opportunity and role in creating relationships that foster understanding and engagement in the success of their facility. Let's embrace how volunteers and staff can support giving with confidence and comfort! Engaging givers is fun and rewarding IF we are clear on what we need to do and how to do it.

Professional speaker, author and development coach, Marcy Heim, will lead you on a fast-paced journey around her Artful Asker Cycle of Successful Relationships.™ Everyone will check off ways they can be comfortable helping NOW! The workshop is supported by Marcy's best-selling book, Empowering Your Board to Serve as Effective Development. *Marcy Heim, CFRE, PLCC, President and Founder, The Artful Asker, Madison, WI*

1:45 p.m. – 2:45 p.m.
 Concurrent Breakout Sessions

701 - Change of Conditions in the Assisted Living World

This session will review regulatory requirements and expectations for completion of a Change of Condition. We will provide tools and resources to assist in the evaluation and service plan process. If you struggle to determine what warrants a change of condition, this presentation will be helpful to you.

Theresa Hogenson, Consultant, BSW, Assisted Living Partners, Cedar Rapids
Barb Schug, BSN, RN Consultant, Assisted Living Partners, Cedar Rapids

702 - Health Assessment: Measuring Holistic Health and Well-Being

How do we measure what we want to achieve? Learn how one organization is making data-driven decisions about programming, health and well-being, and how to better serve residents through a unique and holistic annual health assessment. From design to implementation and use of the results, WesleyLife will share its experience in measuring health and well-being.

Shannon Draayer, Director of Health and Well-Being, WesleyLife, Johnston

703 - DIA Updates for Long Term Care

DIA will share updates and regulatory trends for long term care providers including but not limited to, policy and legislative issues, CMP and enforcement, survey trends and implications of the new RoPs and DIA's plans to enforce them. In addition, latest updates regarding the new unified survey process that was implemented in 2017 will be discussed.

Kathy Kieler, RN, BHS, Bureau Chief, Department of Inspections and Appeals, Des Moines
Mindla White, RN, BSN, Bureau Chief, Department of Inspections and Appeals, Des Moines

704 - Value-Based Contracting - Preparation and Negotiation

As value-based contracting continues to grow, providers will need to understand how to be prepared and negotiate value-based contracts. This session will review the financial and service delivery model changes that will be necessary to be successful in value-based contracting. We will also review the aspects of negotiating a value-based contract.

Steven Wermuth, MPA, Partner, Strategic Health Care, Columbus, OH

Faculty biographies and other program details are available at:
www.leadingageiowa.org/2019SpringConference

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 SCHEDULE A VISIT.

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- MEDICARE DOCUMENTATION
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Continuing Education Information

Iowa Board of Nursing Provider #67:

5 contact hours maximum for Wednesday, May 1, and 4.25 contact hours maximum for Thursday, May 2. Total of 9.25 contact hours maximum for full conference. Retain your certificate for four years.

Nursing Home Administrators:

5 contact hours maximum for Wednesday, May 1, and 4.25 contact hours maximum for Thursday, May 2. 9.25 maximum contact hours for full conference. This program is intended to meet the criteria established by the Iowa Board of Examiners for Nursing Home Administrators. If audited, you will be asked to provide your certificate of attendance and program material. Retain your certificate for four years.

Social Workers:

5 contact hours maximum for Wednesday, May 1, and 4.25 contact hours maximum for Thursday, May 2, 9.25 maximum contact hours for full conference. This program is intended to meet the criteria established by the Iowa Board of Social Work Examiners. If audited, you will be asked to provide your certificate of attendance and program material. Retain your certificate for four years.

Certified Dietary Managers:

Any or all of the spring conference sessions may qualify for certified dietary managers CEs. You will need to submitted your certificate of attendance and program material for CEs. 4 contact hours maximum for Wednesday, May 1, and 4.25 contact hours maximum for Thursday, May 2. 9.25 contact hours maximum for full conference. Retain your certificate for four years.

Commission on Dietetic Registration:

Dietetic professionals on the Commission of Dietetic Registration, the credential body of the Academy of Nutrition and Dietetics, professional development portfolio may be able to fit any or all of these sessions into their portfolio according to their determined learning needs. Retain your certificate for four years.

Assisted Living:

5 contact hours maximum for Wednesday, May 1, and 4.25 contact hours maximum for Thursday, May 2. 9.25 maximum contact hours for full conference. Retain your certificate for four years.

Direct Care Professionals:

5 contact hours maximum for Wednesday, May 1, and 4.25 contact hours maximum for Thursday, May 2. 9.25 contact hours maximum for full conference. Retain your certificate for four years.

Human Resources:

Any or all of the spring conference sessions may qualify for human resource managers CEs. You will need to submitted your certificate of attendance and program material for CEs. 5 contact hours maximum for Wednesday, May 1, and 4.25 contact hours maximum for Thursday, May 2. 9.25 maximum contact hours for full conference. Retain your certificate for four years.

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-pre-approved programs and/or to accomodate self-submission for approval of continuing education hours after the event takes place with proper documentation from the program sponsors. Most also require information LeadingAge Iowa routinely collects such as the title of the course, learning objectives, date/time of presentations, agendas, faculty bios and number of hours earned. If you require information for this purpose, contact Amy Huisman for assistance.

Connect via Social Media

Enhance your experience by connecting with LeadingAge Iowa and fellow attendees before, during and after the spring conference.



Like us on Facebook to receive real-time updates, photos and information to enhance your conference experience. Connect with fellow caregivers and leaders in the field of aging services.



Follow @LeadingAgeIowa for breaking news and unique insights. Share your thoughts with #LAISpring2019.



Connect with us on LinkedIn and join our professional network.

Location and Lodging

The conference will be held at The Meadows Conference Center located at 1 Prairie Meadows Drive, Altoona, Iowa. Visit www.prairiemeadows.com/eventscenter to learn more about area attractions and plan your visit to Des Moines.

The Meadows Hotel has a block of rooms and guaranteed rates for LeadingAge Iowa conference attendees. Be sure to identify yourself with LeadingAge Iowa to ensure you are given the appropriate room rate. The hotel cutoff date for the group rate is **April 5th**. **Hotel rooms sold out early last year so be sure to make your reservation today.**

Prairie Meadows Hotel: \$106/night
1 Prairie Meadows Drive
Altoona, Iowa 50009
800.325.9015
Group Code: 042919201_001



To make your reservation online, go to:

www.prairiemeadows.com and be sure to use the Group Code: 042919201_001.

Beware of Room Pirates & Poachers

Reservations for the Spring Conference should be made directly through the hotel or the reservation link provided on the conference webpage. Please do not book hotel reservations through unofficial/unauthorized websites or third party housing companies. If you provide your credit card information to any unauthorized vendors, your card may be charged but you may not have a valid reservation when you arrive at The Meadows hotel.

Session Volunteer Information

Interested in taking an active insider's role at the 2019 Spring Conference, but don't want to get up in front of a room full of people and talk? Now you can make the most of your conference experience by volunteering for one or more educational sessions. **No previous experience is required! No need to do public speaking!** As a volunteer you will be the liaison between LeadingAge Iowa and a session at the conference to ensure that the program runs smoothly and that the presenters have everything they need. Specifically, session volunteers greet the speaker, remind them of the announcements that need to be made prior to the session's start and make sure if they have handouts, they are distributed. LeadingAge Iowa will provide you with the information and resources you need to do this important job and be successful in doing it. Serving as a session volunteer is a great way to get involved in educational programming without having to get up in front of a group to speak.

Many volunteers are needed for this important duty because there are more than 45 sessions that require coordinators to help make sessions go smoothly. Exhibitors also are encouraged to serve as coordinators. If interested, please sign up in one of the three ways listed below by **Wednesday, April 10, 2019**. Coordinator positions will be assigned on a first-requested basis.

A confirmation e-mail will be sent to volunteers by late April.

Interested? Signing Up is Easy!

You can sign up by completing the easy online Session Volunteer form at:
www.leadingageiowa.org/SpringConferenceVolunteers

Registration and General Information

**NEW PRICING
for 2019!**



EARLY BIRD Submitted by April 5	STANDARD ONLINE Submitted by April 6- April 26	PHONE/ON-SITE April 27 - May 2
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Provider Rate Full Conference			
LAI Member - Registrations 1-9*	\$335	\$400	\$425
LAI Member - Additional Registrations 10+* *All registrants must be from the same campus.	\$300	\$350	\$375
Board Member (Board Members of a member organization, not of LAI), Direct Care Worker or Student	\$225	\$250	\$275
Prospective Member Rate	\$500	\$650	\$675
Provider Rate One Day Only			
May 1 or May 2	\$225	\$275	\$300
Business Partner/Associate Rate			
Exhibiting Business Employee	\$225	\$250	\$275
Non-Exhibiting Business Employee Associate Member	\$500	\$550	\$575
Non-Exhibiting Business Employee Prospective Associate Member	\$650	\$700	\$725

How to Register

All registrations for LeadingAge Iowa events take place online. To register for the conference, visit: www.leadingageiowa.org/2019SpringConference. You may choose to pay with a purchase order or credit card. If paying by check, send your check, payable to LeadingAge Iowa, for the total amount due to: LeadingAge Iowa, 11001 Aurora Ave., Urbandale, IA 50322. Please contact LAI at 515.440.4630 or info@leadingageiowa.org with any questions about the online registration process.

Cancellation and Refund Policy

The online registration deadline is April 26, 2019. No-shows will be billed. Substitutions welcome anytime via fax or email. A full refund will be given to all cancellations received by April 17, 2019. A \$75 administrative fee will be charged to all cancellations received 6-10 business days prior to the program. No refunds will be given to cancellations received five or fewer business days prior to the program. Refunds will be calculated by the date received, and the LeadingAge Iowa business days remaining prior to the program. LeadingAge Iowa reserves the right to cancel the program due to insufficient enrollment, in which case pre-registered participants will be notified and full refunds provided. All cancellation and substitution requests must be emailed to Amy Huisman (ahuisman@leadingageiowa.org). Organizations that have an unannounced annual survey by DIA during the meeting dates will be eligible for a full refund.

Intended Audience

Organization leaders, administrators, finance, nurses, social workers, dietary managers, facility maintenance managers, human resources, marketing/fundraising, department heads, and other disciplines in the variety of services for the aging. Board members, direct care workers, and students are also encouraged to attend.

What's Included

Registration includes refreshment breaks, lunches, solutions expo (May 1), general sessions, breakout sessions, evening social, downtown night out, CEUs, electronic handouts and pocket agenda.

Attire

Attire for the conference is business casual. It is recommended that you wear layered clothing for your comfort, as regulating meeting and dining room temperatures is often difficult.

Special & Dietary Needs

Please notify the LeadingAge Iowa office by April 26, 2019, if you need special services as identified by the ADA or if you require special dietary accommodations.

Photographs

Photographs will be taken at LeadingAge Iowa 2019 Spring Conference. By attending this event, you agree to allow LeadingAge Iowa to use your photo in any LeadingAge Iowa related publication, promotion, or website.

No Soliciting Except Registered Exhibitors

Conference participants agree to refrain from marketing products or services during the course of the conference. Registered exhibitors are the exceptions.

One More Note on Fees

Individuals employed by companies that supply products or services to providers fall under the "Business Partner/ Associate Rate" fee structure.



11001 Aurora Ave.
Urbandale, IA 50322

Please route to:

- Assisted Living
- Board Members
- CEO/Administrator
- CFO/Finance/Business Office
- Dietitians/Food Services
- Environmental Services & Facility Maintenance
- Fundraising
- HCBS
- Housing Director
- Human Resources
- Marketing/Sales
- Nursing/Clinical
- Site Leader/Department Manager
- Social Workers

**Don't delay - register before April 5th
and *SAVE* with the Early Bird Discount!**



2019 Spring Conference & Solution Expo
The Meadows Conference Center
Altoona, IA
May 1-2, 2019