

TUESDAY, MAY 3, 2011	<i>Innovation</i>	<i>Assisted Living</i>	<i>Skilled Nursing Facility</i>	<i>CCRC/All Settings</i>	
Tuesday, 2:00 - 3:00 PM	<i>The Greenhouse Residences at Stadium Place: How Elders Thrive in a Nursing Home Environment Room 201</i>	<i>Cognitive Assessments in the ALF resident: an innovative approach to Evaluation and Treatment Room 204</i>	<i>Transforming Your Dining Program Room 205</i>	<i>Leadership Professional Development - Part 1 Room 206</i>	
Tuesday, 3:15 - 4:15 PM	<i>THE MIDAS TOUCH: Using Geriatric Massage to Improve Health, Decrease Staffing and Maintain Census Room 201</i>	<i>Fulfilling your AL Regulatory Training Requirements without Busting your Budget Room 204</i>	<i>Keys to Therapy Management: Unlock Your Facility's Potential Under MDS 3.0 Room 205</i>	<i>Leadership Professional Development - Part 2 Room 206</i>	
Tuesday, 4:30 - 5:30 PM Rooms 201, 202, 203					<i>Opening GENERAL SESSION : "The YouTube Generation Meets the Greatest Generation", featuring Jack York of It's Never 2 Late!</i>

WEDNESDAY, MAY 4, 2011	<i>Innovation</i>	<i>Assisted Living</i>	<i>Skilled Nursing Facility</i>	<i>CCRC/All Settings</i>	
Wednesday, 7:00 - 8:00 AM	<i>How to Change Culture: An Implementation Plan that Works! AL/SNF Room 201</i>	<i>AL to Hospital Marketing: Establishing Effective Rapport and Business Partnerships Room 204</i>	<i>Advancing Excellence in America's Nursing Homes - Tools and Resources to Improve Quality Room 205</i>	<i>ROADMAP 2011: Putting the Pieces Back Together Room 206</i>	
Wednesday, 8:00 - 9:00 AM	<i>A Holistic Approach to Resident-Centered Care Room 201</i>	<i>Hospitalization/Rehospitalization Issues Room 204</i>	<i>Maryland Medicaid Reimbursement for LTC Providers Room 205</i>	<i>How to Maximize Revenue Using Visual Dashboards Room 206</i>	
Wednesday, 9:15 - 11:15 AM Ballrooms 1, 2, 3					Trade Show Open ***** Breakfast
Wednesday, 11:30AM - 12:30PM Rooms 201, 202, 203					<u>GENERAL SESSION</u> : "Best of Me", featuring Laura Berman & Craig Benelli AND "The Patient Protection & Affordable Care Act: An Overview", featuring Dr. Joseph Gribbin
Wednesday, 12:30 - 2:30 PM Ballrooms 1, 2, 3					Trade Show Open ***** Lunch
Wednesday, 2:45 - 4:00 PM Rooms 201, 202, 203					<u>GENERAL SESSION</u> : "Legislative & Regulatory Review", featuring Howard Sollins, Esq., Danna Kauffman, Nancy Grimm, OHCQ (invited)
Wednesday, 4:15 - 5:15 pm	<i>Celebrating Age... An Activist Aging Village Model Room 201</i>	<i>An Overview of Electronic Health Records for Assisted Living Room 204</i>	<i>It Starts with a Conversation- MD's Medical Orders for Life-Sustaining Treatment (MOLST) Room 206</i>	<i>The Patient Protection & Affordable Care Act: What You Need to Know Room 206</i>	

THURSDAY, MAY 5, 2011				<i>Room #217- All Settings</i>	
Thursday, 7:00 - 8:00 AM				film TBD	
Thursday, 8:15 - 9:15 AM				<i>Mission in the Middle Growth Opportunities: Are we serving the Middle Class?</i>	
Thursday, 9:30 - 10:30 AM				<i>Deceptive Delirium: Strategies to Improve Early Recognition and Treatment</i>	
Thursday, 10:45 - 11:45 AM				<i>Celebrating Age In The New World of Federal Healthcare Reform: How The New Federal Health Care Reform Law Will Affect Senior Housing Providers, Their Employees, and Their Residents</i>	

Tuesday, May 3, 2011

2:00 pm – 3:00 pm

The Greenhouse Model

**Robert Jenkins, B. Arch., MS, Director
THE GREEN HOUSE® Project
Susan Frazier, RN, BSN, MA, COO
THE GREEN HOUSE® Project
Ted L. Gross, BS, Director of Senior Services
GEDCO**

While the merits of culture change and the focus on resident-centered care in skilled nursing facilities is not in question, there are perceived barriers to implementing the profound transformational change embodied in the Green House Project. While change of this magnitude is not for the faint of heart, we now know that it is financially and operationally feasible. The Robert Wood Johnson Foundation grant has allowed The Green House Project and researchers to carefully collect and analyze data from the early pilots. Find out how GEDCO's local Green House model, Stadium Place in Baltimore is empowering staff to engage elders and provide assistance in living meaningful lives.

Cognitive Assessments in the ALF Resident: An Innovative Approach to Evaluation and Treatment

**William Mansbach, Ph.D
COO
MedOptions**

Session description is TBA.

Transforming your Dining Program

**John Gyza, BS, Regional Vice President
Morrison Senior Living**

Historically, senior communities have provided formal dining venues where the majority of residents eat dinner together at a set time. Today's and tomorrow's consumers demand more casual and often intimate dining environments and more choices, apart from the traditional food delivery system. This educational session will present dining trends and their impact on design, operations, staffing and subsequently, the new resident dining experience.

Leadership Professional Development – Part I

Steve Swavely, PhD
Senior Vice President and Director of Leadership Development
Farr Associates, Inc.

Find out why you may be finding yourself in an advanced leadership role that has become increasingly frustrating and overwhelming. With all of the responsibilities that define your role in your organization, find out how to sift through it all and come out more effective, more efficient, more satisfied in your job and more successful than you previously had envisioned!

3:15 pm – 4:15 pm

THE MIDAS TOUCH: Using Geriatric Massage to Improve Health, Decrease Staffing and Maintain Census

Mitch Markowitz, VP Business Development
Family & Nursing Care, Inc.

What if you could provide a service to your residents/clients that increased their health and well being while also benefiting your bottom line? Studies show that massage reduces agitation in nursing home residents. This session will describe the growing industry of geriatric massage and its value to senior living communities.

Keys to Therapy Management

Josh Royston, Director of Business Development
Select Rehabilitation

2010 brought the largest and most significant changes to rehab and the financial reimbursement for rehab services since PPS was implemented over 10 years ago, this course will review case studies and proven best practices for rehabilitation departments and services under the MDS 3.0. The course will provide relevant updates on RAC activities, medical probes, C.E.R.T. audits, and RUGS IV. In addition, the speaker will highlight other changes within the rehabilitation services area and will specifically review reimbursement changes including any changes to Medicare Part B services and any revisions to specific state Medicaid Case Mix Index Reimbursement Systems.

Fullfilling our AL Regulatory Training Requirements without Busting your Budget

Heather Zeiss, Executive Director
Somerford Place - Columbia

Many AL corporations have well-defined plans on meeting the required training for staff. These 'plans' can quickly shatter any likelihood of meeting their budgets. At the same time there are budget cuts and close monitoring on their P&L reports. This presentation will provide attendees with a viable option that is cost-effective and meets the regulatory mandates.

Leadership Professional Development – Part II

Steve Swavely, PhD
Senior Vice President and Director of Leadership Development
Farr Associates, Inc.

Steve Swavely will continue with his presentation from earlier today (Part I). He will continue to assist participants to realize what they can do, in the authority given to them, that can positively influence the operations, the human resource connections, and the integrity within their businesses.

4:30 pm – 5:30 pm

Opening General Session Featured Presenters:

The YouTube Generation Meets the Greatest Generation **Legislative & Regulatory Review for All Settings in Senior Care**

Jack York, It's Never 2 Late! And Nathan York

As leaders in the field of aging services, we recognize that engagement is a key ingredient to positive aging. Evidence shows us that older adults who continue to connect with others live a better quality of life than those persons who have limited contact with others. Each interaction opens up an opportunity to pass energy, information and wisdom between individuals, especially among different generations. Fortunately, recent advances in technology now offer more outlets for people to connect and stay involved. Increasingly accessible, affordable and adaptive technologies provide means for seniors including those with physical or cognitive impairments to dialogue, stay informed and continue to enjoy life –demonstrating that an engaged life is a fulfilled life.

Jack York is the founder and CEO of It's Never 2 Late, a firm dedicated to empowering older adults through the use of technology. He and his 16-year-old son Nathan, have spoken nationally and internationally about the benefits of person-centered technology. Together, they challenge audiences' preconceptions about adaptive computer technology, brain fitness and cognitive development. Their motivational messages uphold the importance of both equipping and challenging older adults, regardless of where they are in the continuum of care. Through video clips and testimonials, they show how technology can dramatically impact the quality of life of all older adults, and yield benefits for the older adults themselves, their families and the staff members who serve them.

Wednesday, May 4, 2011

7:00 am – 8:00 am

How to “Change” Culture: An Implementation Plan That Really Works!

**Margaret Stewart, BSN, MSA, DHA, NHA, Senior Administrator
Renaissance Gardens at Oakcrest Village, Erickson**

Many talented individuals have visions of a changed culture in eldercare, but fail to successfully implement those ideas. Hear from one facility who has accomplished physical and programmatic changes in their ALF and LTC facilities, to include a new dining program, a new assisted living product and implementation of the holistic worker.

AL to Hospital Marketing: Establishing Effective Rapport and Business Partnerships

**Karen Hodge, BA, MA
Kimberly Paddison Herr, Senior Marketing Specialist
Love & Company**

In today's market, defining your community networking plan and establishing collaborative partnerships with referral resources is key to successful occupancy. Learn techniques of involving your leadership team for strategic outreach, develop specific goals and strategies of what referral groups to target for your product, and hear creative tips on how to best communicate your message.

Advancing Excellence in America's Nursing Homes - Tools and Resources to Improve Quality

**Tammy J. Rolfe, RN, MS HPM, Field Operations Manager
Advancing Excellence Campaign, LeadingAge**

This session will provide an overview of the Campaign, walk participants through the registration process and focus on how the Campaign resources and tools can help nursing home staff to operationalize and monitor quality improvement. The Campaign resources will be reviewed with a special focus on the Pressure Ulcer, Staff Turnover and Consistent Assignment tools. Attendees will leave this session with confidence to use these free evidence based tools.

ROADMAP 2011: Putting the Pieces Back Together

**Steve Jeffrey, Managing Director
Ziegler**

This session will provide an overview of the current senior living sector post the mid 2008 recession. As we continue to emerge from the recession, senior living organizations are faced with a new reality (New Normal) that impacts nearly every aspect of senior living organizations.

From marketing to obtaining financing, the landscape has changed dramatically from a mere few years ago. Beginning from a more global perspective this session will summarize what those changes are, the impact these changes have on senior living organizations and response measures and strategies organizations should consider to remain viable in the current new normal environment. Real life examples will be provided with interactive discussion encouraged. Those attending this session should leave with a better understanding of the challenges facing senior living organizations in general, identify specific challenges facing their own organization, and how those challenges can be met and overcome through proactive leadership and diligent planning. Now more than in recent history, organizations will need to be laser focused on optimizing operational performance, while maintaining high-level attractive services to remain competitive.

8:00 am – 9:00 am

A Holistic Approach to Resident-Centered Care

**Charlotte Eliopoulos, RN, MPH, PhD,
Executive Director Wellspring Program,
Executive Director American Assoc LTC Nursing**

A holistic approach to care recognizes the importance of going beyond basic physical care needs to address issues pertaining to emotional, spiritual, and social well-being. This session will review the application of holistic principles in the nursing home and the relationship of holistic care to culture change. In addition to examining holistic practice as it applies to resident-centered care, the session will present suggestions on using holistic principles in the leadership of staff.

Hospitalization/Rehospitalization Issues for AL

**Alice Bonner, CRNP, PhD - INVITED
Director of Division of Nursing Homes
Centers for Medicare/Medicaid Services**

Assisted Living providers are embarking on new regulatory and operational frontiers, one of which is managing relationships with hospitals and other referral sources. They are facing issues that are new, complex and sometimes very confusing. This presentation will define the concepts, the operational impact and next steps to handle this transition as effectively and smoothly as possible.

Maryland Medicaid Reimbursement for LTC Providers: Current and Future Outlooks

**Patrick V. Trotta, CPA, Director of Healthcare Services
Glass Jacobson
Danna Kauffman, JD, SVP
LifeSpan Network, Public Policy**

Paul N. Miller, CPA, SVP
LifeSpan Network, Products & Services

Not only are Providers being underfunded, they must deal with eligibility delays, quality assessment tax increases, third party liability reporting issues and Smith v. Colmers audits. Pay for Performance, Pay for Improvement and reimbursement rates are being enforced, using outdated data. It appears that in the near future the system will be changing to a prospective RUGs-based system. Are you prepared?

How to Maximize Revenue With Visual Dashboards

Kacey Troyer, Managing Director
Troyer Advisors, LLC

Are we measuring the right indicators? What should we track that will be leading indicators of success or failure? How would we use that info to improve? We will look at the fuel for growing future revenue—one dashboard, with custom real-time metrics, is possible today.

[9:15-11:15am – EXPO]

11:30 am – 12:30 pm

General Session Featured Presenters:

Best of Me

Laura Berman and Craig Benelli

Many of us enter this field because we desire to make a difference for the those we serve. We strive as individuals and as organizations to change the world...or perhaps just our small corner of it. Still there are times when challenges and set backs cause us to change our plans, keep our dreams in check or lower our expectations. We struggle to find inspiration where we can. Laura Berman and Craig Benelli will teach us to find inspiration in everyday events and in the people we meet along the way. Through their motivating storytelling and poignant music they will share their experiences and show us that inspiration is all around us and it begins when we look into the mirror. Laura Berman and Craig Benelli are award winning singers and songwriters who travel across the country speaking and performing their uplifting spiritual music.

Patient Protection & Affordable Care Act: An Overview

Joseph Gribbin, PhD, Professor, Erickson School/UMBC

Love it or hate it, the Affordable Care Act has already begun to alter in very significant ways the nature of health insurance coverage, health cost and access to health care in our country. In particular, the law in its current form has the real potential to transform the employer/employee relationship with respect to health care. It will bring about major changes for the health care of older adults through changes to both Medicare Medicaid and will offer a host of government subsidies to care providers in the administration of quality-based care with an emphasis on decreased costs. This presentation will cover the professed logic of the law, its underpinnings, and its key elements and provide a set of criteria by which to judge the ultimate efficacy of the law. It will also provide insights into how older adults stand to both benefit and be disadvantaged by the law.

[12:30-2:30am – EXPO]

2:45 pm – 4:00 pm

General Session Featured Presenters:

Legislative & Regulatory Review for All Settings in Senior Care

Nancy Grimm, Director, OHCQ (invited)
Howard Sollins, Esq., Ober Kaler
Danna Kauffman, JD, SVP LifeSpan Network Public Policy

This presentation, offered annually, will provide valuable information on the results of the latest Legislative Session, how you may prepare your organization and what resources are available to assist as you strategize and move your organization forward in uncertain times.

4:15 pm – 5:15 pm

Celebrating Age...An Activist Aging Village Model

**Maureen Cavaiola, MA, Managing Director, At Home Chesapeake
Bettie J. Farrar, MS, MAG, Consultant, Flack Ventures**

This presentation will provide an overview of the “Village Movement” with a focus on an Activist Aging Village Model using a social entrepreneur approach to aging in the community.

An Overview of Electronic Health Records for Assisted Living

Irene Bayer, MSN, MAOM, RN, CM/DN, CMS
Delegating Nurse Consultant

The HITECH Act of 2009 discusses the use of EHRs to improve patient care and healthcare delivery. The government has encouraged ALFs to participate. We will discuss the benefits of EHR and the positive impact it can have on your facility.

It Starts with a Conversation - Maryland's Medical Orders for Life-Sustaining Treatment (MOLST)

Tricia Tomsco Nay, MD, CMD, CHCQM, FAAFP, FAIHQ, FAAHPM
OHCQ Medical Director
Paul Ballard, JD
Assistant Attorney General

Learn about the development, processes, and implementation of Maryland's Medical Orders for Life-Sustaining Treatment, MOLST. MOLST will become effective on October 1, 2011, across the state of Maryland.

The Patient Protection & Affordable Care Act: What You Need to Know

Joe Gribbin, PhD, Professor
Erickson School/UMBC

Dr. Gribbin will continue his presentation regarding the PPACA, presenting what providers need to know in order to start preparing from a corporate as well as an operational level.

Thursday, May 5, 2011

7:00 am – 8:00 am
TBD – film festival

8:15 am – 9:15 am

Mission in the Middle: The Affordable Challenge

Jean Moreau, President
Jean Moreau & Associates

In most places around the country, it seems that there is a healthy amount of competition, or in some cases, an over saturation of retirement communities. However, is there a market of seniors that is being overlooked? Private pay senior housing is facing the challenges of a slow housing market, an oversupply of units, thus low occupancy rates, and as a result, providers are

experiencing bankruptcies and consolidations. On the other hand, government HUD housing for the elderly has large waiting lists in many areas, and the production of subsidized low-income units is falling well behind the growth in the number of older adults, as federal spending has fallen. Caught in the middle is a group of seniors who are ineligible for most public programs because of their income, but who still cannot pay for private pay senior housing, including and especially CCRCs. As the recession continues, more and more adults nearing retirement will fall into this category.

9:30 am – 10:30 am

Deceptive Delirium: Strategies to Improve Early Recognition and Treatment

**Elizabeth Galik, PhD,
University of MD School of Nursing**

Identify physical, behavioral, and cognitive signs and symptoms of delirium in older adults. The definition of Delirium is a disturbance in level of consciousness, an abrupt change in cognition or perception. It develops quickly and fluctuates. This session will examine possible causes, such as underlying medical problems.

10:45 am – 11:45 am

Celebrating Age In The New World of Federal Healthcare Reform: How The New Federal Health Care Reform Law Will Affect Senior Housing Providers, Their Employees, and Their Residents

**Ferrier Stillman, Esq. , Partner
Tydings & Rosenberg LLP**

Health Care Reform appears to be “old news” and “undefined”, but the reality is...laws were passed with deadlines. We will review laws enacted to date both nationally and locally; identify the next steps in the timeline; and discuss strategic considerations that may influence the direction of your organization.