GAIN VALUABLE INSIGHTS

Senior Living Conference
EDUCATIONAL & NETWORKING EVENT
September 26 - 27, 2017

Hilton Lisle/Naperville
Register today at LeadingAgeIL.org/SLC17
Learn more about how our industry is changing and how you can stay ahead of the curve to provide the best services for seniors today…and into the future.

Attend educational courses facilitated by experts and national leaders in the senior living field.

Expand your knowledge and earn up to 11 Continuing Education Credits.

Discover the latest products and services at this year’s exclusive expo with extended hours during breakfast, lunch and breaks in the atrium.

Network with familiar colleagues while making new connections.

Register today at LeadingAgeIL.org/SLC17

Register three or more people from the same organization and save even more.

Be sure to secure your hotel room by Tuesday, September 5, 2017 to ensure availability at Hilton Lisle/Naperville.

Schedule

Tuesday, September 26, 2017

8:00 am – 4:00 pm  Registration Open
8:00 – 9:00 am  Continental Breakfast/Exhibit Open
9:00 – 10:30 am  Education Sessions
10:30 – 11:00 am  Break/Exhibits Open
11:00 am – 12:00 pm  General Session
12:00 pm – 12:45 pm  Lunch
12:45 – 2:15 pm  Education Sessions
2:15 – 2:30 pm  Break/Exhibits Open
2:30 – 4:00 pm  Educational Sessions

Wednesday, September 27, 2017

8:00 am – 4:00 pm  Registration Open
8:00 – 9:00 am  Continental Breakfast/Exhibit Open
9:00 – 10:30 am  Education Sessions
10:30 – 11:00 am  Break/Exhibits Open
11:00 am – 12:00 pm  General Session
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2:15 – 2:30 pm  Break/Exhibits Open
2:30 – 4:00 pm  Educational Sessions
Keynote Address

Day 1: Influencers on the Evolution of Assisted and Senior Living
by Denise Wassenaar, RN, MS, LNHA, VP, Clinical & Regulatory Affairs/CCO, MatrixCare
Tuesday, September 26, 11:00 am – 12:00 pm

Denise will review the historical progression of Assisted and Senior Living and discuss the impact of market forces, healthcare initiatives, and population trends affecting care services to seniors. She will further explore how these trends will influence the use of technology in Assisted and Senior Living.

A recognized leader in long-term care, Denise Wassenaar brings innovative strategies and solutions to the changing environment of the post-acute provider. In her role at MatrixCare, she is leading the initiative to create an electronic environment supporting: a clinically integrated longitudinal electronic health record with a focus on clinical decision support, benchmarking, data-mining, and predictive modeling. She is also responsible for assuring MatrixCare is current with the changing regulatory and healthcare delivery environment.

Ms. Wassenaar earned both her Bachelor and Master Degree is from Purdue University and is a Licensed Nursing Home Administrator in AZ.

Day 2: Imagining Senior Housing’s Future
By Matthew Murer, J.D., Chair of National Health Care Practice Group, Polsinelli PC
Wednesday, September 27, 11:00 am – 12:00 pm

Matt will review the most significant trends in shaping the future of senior housing, as well as the factors that gave rise to the biggest challenges and opportunities for senior housing providers. He will cover how economic, regulatory and social factors have changed the dynamic of how seniors are served and how these factors look to change the industry going forward.

Matthew Murer chairs Polsinelli’s national health care practice. His personal practice is devoted to counseling providers of senior housing, assisted living, and skilled nursing, including CCRCs. Matt consults on regulatory and legislative issues that directly affect the industry and was involved in drafting Illinois’ Assisted Living and Shared Housing Establishment Act, and he was awarded AARP’s Partnership in Excellence award for his work on the legislation. Matt has served on the state’s Assisted Living and Shared Housing Advisory Committee and the state’s Assisted Living and Shared Housing Quality of Life Committee for over seven years. He speaks regularly on issues that are important to the long-term care and senior housing industries. Among his many distinctions, he has been selected for inclusion in The Best Lawyers in America® for Health Care Law, 2015-2017 and inclusion in Illinois Super Lawyers, Health Care, 2012-2017, and appointed by the Illinois Alzheimer’s Association to the Blue Ribbon Committee on the Regulation of Assisted Living for Alzheimer’s.
# Sessions at a Glance

**TUESDAY, SEPTEMBER 26, 2017**

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<th>Time</th>
<th>Session</th>
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<td>2A Care to Connect: An Employee-Driven Retention Strategy</td>
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<td>3A Attract, Convert, and Close Prospects Using Social Media Strategies and Website Conversion Techniques</td>
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<td>4B Roadmap To Resident Centered Culture..Which Direction are You Going?</td>
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<td>5B Supportive Living from Many Angles</td>
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<td>6B Staying Competitive and Preparing for the Future</td>
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<tr>
<td>2:15 – 2:30 pm</td>
<td>Wine Break sponsored by:</td>
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<td>2:30 – 4:00 pm</td>
<td>7C What It Looks Like With Empowered Staff- Lessons Learned From the Greenhouse Project</td>
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<td>8C Defensive Documentation-Proactive Strategies for Implementing Documentation Protocols that Mitigate Risk</td>
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<td>12D Getting Care Attendant Recruitment and Onboarding Right the First Time</td>
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<td>14E Assisted Living Town Hall Meeting</td>
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<td>17F Emergency Prepared Readiness: Are You and Your Residents REALLY Ready?</td>
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<td>18F “A/R in AL—Securing Resident Payments”</td>
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Tuesday, September 26
Course Descriptions

1A How Would You Rate on the Trip Advisor for Assisted Living?
Faculty: Denise Wassenaar, RN, MS, LNHA, VP Clinical & Regulatory Affairs & CCO, Stephen Harris, RN, BSN, MBA, LNHA, HFA, Director of Wellness, Gardant Management Solutions

- Discuss current and emerging trends in healthcare and the social environment influencing the focus on quality within Assisted/Senior living
- Identify and prioritize quality measures, methodologies and potential challenges for data collection
- Describe how to develop the CQI infrastructure necessary for successful quality management

2A Care to Connect: An Employee-Driven Retention Strategy
Faculty: Jon Golm, Executive Director - WeCare Connect™ Director of Service Development - Wellspring Lutheran Services, Janet Hausbeck, Director of Client Management and Support, WeCare Connect™, Patty Sanchez SPHR, SHRM-SCP, Director Human Resources, Friendship Senior Options, Krista Borbely, Director of Human Resources | Compliance Officer

- Learn about a software program designed to collect valuable staff feedback to address employment issues before they become turnover statistics
- Hear from LeadingAge members who are using the system as part of their ongoing retention strategy to minimize employee turnover
- Recognize how touchpoints with new, existing and terminated employees can help drive organization-wide workforce practices

3A Attract, Convert, and Close Prospects Using Social Media Strategies and Website Conversion Techniques
Faculty: Nicole Wagner, Internet Marketing Director, Stevens & Tate Marketing

- Determine what your key marketing tactics are to achieve your overall business goals
- Be able to create buyer personas of your future residents and prospects
- Understand the stages of the buyer’s journey and how to communicate to your prospects through each stage
- Walk away with defined steps to improve your website and social media platform to meet your objectives
Course Descriptions (Cont.)

Keynote: 11:00am–12:00pm Influencers on the Evolution of Assisted and Senior Living
Faculty: Denise Wassenaar, RN, MS, LNHA, VP, Clinical & Regulatory Affairs CCO, MatrixCare
- Examine the historical progression of Assisted Living
- Discuss the impact of market forces, healthcare initiatives, population trends affecting Assisted and Senior Living
- Explore the impact of technology on Assisted and Senior Living

4B Roadmap To Resident Centered Culture..Which Direction are You Going?
Faculty: Cindy DeGroot RN BSN Educational Coordinator, Riverside Senior Life Communities
- Discover one community’s lessons learned along their culture change journey
- Empower and engage your team through education & staff recognition
- Learn how to celebrate Resident Life Stories while maintaining their dignity
- Understand how to address detours and roadblocks by utilizing quality improvement methods

5B Supportive Living from Many Angles
Faculty: Kara Helton, Supportive Living Coordinator, Illinois Department of Healthcare and Family Services
Wayne Smallwood, Executive Director, Affordable Assisted Living Coalition
- Learn about the status of UAT and ISP
- Receive information regarding the waiver renewal application for the SLP
- Discuss Managed Care and Medicaid eligibility issues at the hubs
- Discuss relevant questions regarding daily operations and other topics of interest

6B Staying Competitive and Preparing for the Future
Faculty: Robert A. Love, CEO, Love and Company, Inc.
Jim Hudgins, President, THW Design
Matt Mule, Ziegler, Assistant Vice President, Investment Banking
- Identify emerging trends in strategic planning and design that are changing the nature of senior housing communities. Learn the key program and design initiatives that are needed to meet the evolving market’s demands
- Understand the type of non-traditional service delivery alternatives that will compete for future prospects, and how Life Plan Community executives can prepare
- Explore alternative models for senior housing that may provide more affordable alternatives for the middle market
What It Looks Like With Empowered Staff- Lessons Learned From the Greenhouse Project

**Faculty:** Rikki Brady, RN, BSN, LNHA, Vice President of Health Services Clark-Lindsey, The Village | Meadowbrook Health Center

- Learn how teamwork develops when staff are empowered
- Develop the steps to improve communication with your team
- Understand the different stages of team building by utilizing Greenhouse core principles

Defensive Documentation-Proactive Strategies for Implementing Documentation Protocols that Mitigate Risk

**Faculty:** Adam S. Guetzow, Aimee Delaney, David Alfini, Hinshaw & Culbertson LLP

- Gain a better understanding of the principal areas of exposure for Senior Living Providers in their incident documentation and employee related reporting
- Learn how best to record statements and information for incident reports
- Discover best practices for performance management and employee discipline documentation

Developing Cross-Continuum Provider Networks in a Competitive, Performance-Driven Market

**Faculty:** Brandy Shumaker, Health Pro

- Learn about the impact of healthcare reform is having on the Senior Living/Assisted Living industry
- Discover how to partner with health systems to create long-term mutually beneficial partnerships
- Understand the importance of tracking performance and clinical outcomes measures that drive inclusion to bundles payments programs
10D Practical Strategies When Working with an Individual Living with Dementia

**Faculty:** Health Pro: Loretta Bartz OT, VP of Clinical Strategies, HealthPro Heritage

- Demonstrate an understanding of dementia and the impact on cognitive functioning and overall level of independence.
- Understand and identify the stages of dementia, based on the Global Deterioration Scale (GDS), and be able to identify the general performance patterns associated with each stage, in order to recognize the on-going strengths of the residents served.
- Identify key strategies/approaches for each stage of dementia in order to promote highest level of functioning and to address common perceived behavioral issues.

11D Illinois Assisted Living Update

**Faculty:** Matthew J. Murer, Chair, Healthcare, Polsinelli PC

- Understand proposed regulatory changes that are under consideration.
- Understand key enforcement areas that the Illinois Department of Public Health has targeted.
- Outline a plan to implement operational changes to be in compliance with proposed rule changes.

12D Getting Care Attendant Recruitment and Onboarding Right the First Time

**Faculty:** Martha Abercrombie SHRM-SCP, SPHR
Cindy DeGroot RN BSN Educational Coordinator, Riverside Senior Life Communities

- Learn the benefits of an effective recruitment and onboarding program.
- Discover how to build a solid foundation for your new hires.
- Acquire actions to increase employee retention from a providers perspective.

**Keynote: 11:00am–12:00 pm Imagining Senior Housing’s Future**

**Faculty:** Matthew Murer, J.D., Chair of National Health Care Practice Group, Polsinelli PC

- Identify the three largest economic issues that will influence the senior housing market in the coming five years.
- Identify the two key providers that senior housing providers need to align themselves with to be successful in the coming decade.
- Identify how the market is segmenting under a rush of development.
Better Balance with Choices (BBC): A Collaborative Interdisciplinary Wellness-Program

*Faculty:* Monica Lockie, Director of Community Programs at The Moorings
Libby Christianson, Director of Community Programs at Lake Forest Place

- Explain that balance comes from engagement in all seven dimensions of wellness and why
- Recognize how focusing on an intensive topic and program with an interdisciplinary group can help operationalize a wellness program on all levels of care
- Involve residents, visitors and staff along the continuing care retirement community (CCRC) continuum in education, activities and fun related to falls prevention and balance

Assisted Living Town Hall Meeting

*Faculty:* Lynda Kovarik, RN, Chief, Assisted Living Division, Illinois Department of Public Health

- Examine issues related to the assisted living statutes and regulations
- Review survey and compliance issues with IDPH
- Discuss relevant topics and questions regarding daily operations

Everyone Communicates, Few Connect

*Faculty:* Cyndi Taplin, BS, NHA, Director of Consulting, Leaderstat

- Help participants learn to connect with people by finding common ground to create increased teamwork and sense of community
- Provide techniques to keep communication simple while still capturing interest, create less conflict and get more things done
- Discover how communicating persuasively can inspire people to buy in to ideas yet stay authentic in their relationships
Course Descriptions (Cont.)

16F  Infection Control: Should it be Invisible in Assisted Living?
Faculty: Andee Koczak, RDN, LD, Infection Preventionist, Leaderstat

• Describe current CDC guidelines and infection control practices for Assisted Living
• Summarize infection control surveillance programs of staff and workplace practices designed to minimize the risk of healthcare-acquired infections
• Identify what Assisted Living infection control programs need to have to achieve a successful survey

17F  Emergency Prepared Readiness: Are You and Your Residents REALLY Ready?
Faculty: Brenda Hearn, Administrator, Glenda Abercrombie LPN, Wellness Director, Amanda Day, Dining Services, Carrie Shields, CNA, Carriage Crossings of Champaign

• Learn from an AL and Memory Care provider how they successfully evacuated a community that had a fire at 1:00 am
• Understand what it takes to prepare your staff and residents for an emergency
• Discover the positives that resulted from a difficult situation

18F  “A/R in AL—Securing Resident Payments”
Faculty: Jason Lundy, Polsinelli PC

• Understand the importance of financial screening for prospective admissions
• Learn best practices for tracking current resident balances
• Utilize various legal methods to resolve outstanding balances, including involuntary termination of residency
Continuing Education

A MAXIMUM OF 11 CONTINUING EDUCATION CREDITS MAY BE EARNED FOR THE FOLLOWING (LISTED ALPHABETICALLY)

Certified Aging Services Professional (CASP) Graduates of the Certified Aging Services Professional (CASP)

Program may use continuing education credits earned at this meeting towards their CASP recertification.

Illinois Licensed Clinical Social Workers/ Licensed Social Workers

LeadingAge Illinois is an approved sponsor of continuing education credit through the Illinois Department of Financial and Professional Regulation for licensed clinical social workers/ licensed social workers. License #159-000161

Illinois Licensed Nursing Home Administrators

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Other Professional Groups

All other professionals are encouraged to submit detailed information on the sessions attended (a print out of the electronic conference brochure and handout materials) along with a copy of your Certificate of Attendance to your own professional organization for consideration of continuing education credit. Due to the large number of credentialing bodies and professional organizations, LeadingAge Illinois is unable to obtain prior approval of conference sessions from each of them.

Continuing Education Credit Policy

When offering CE credit, LeadingAge Illinois must abide by the rules and regulations of all applicable professional accrediting boards and agencies. As such, Credentialing bodies and licensing boards have the final authority on the acceptance of individual sessions. LeadingAge Illinois cannot provide CE credit to attendees who arrive late or leave the session early. LeadingAge Illinois cannot provide partial credit for concurrent sessions as attendees must be present for the entire duration of the session to receive full credit. Please note: Both the Q&A and interactive components of a session are considered part of the credit hour count – attendees who leave during either of these segments cannot be granted credit for the session.
ConTech-MSI

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Contech-MSI provides testing, inspections, sales, and service for fire alarm, fire pump, and sprinkler systems. We are a fully licensed fire alarm and fire sprinkler contractor. Member of NFPA, NFSA, ICC, and NIFIA.

Forum Extended Care

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Forum provides the highest quality pharmacy services for the senior care. Accredited and open 24/7/365. Forum combines cutting-edge technology with unmatched QA processes and a State of the art production.

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HealthPRO Rehabilitation, a therapy management company with a proven track record, helps optimize clinical and financial outcomes and achieve compliance through in-house and contract therapy management.
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JJ Duffy’s over 90 years of building experience includes the multifamily market allowing Duffy to serve clients in senior and multifamily housing, in areas of Independent, Assisted Living & Market rate multifamily residences: teaming with the client, architect & consultants insures high quality buildings, while preserving esthetic & functional requirements.

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Medication Management Partners exclusively specializes in providing pharmacy services, specialized packaging and the additional support needed for residents who live in assisted living, supportive living, CILA, Memory Care and group homes.

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Nania Energy advisors guides senior living communities through an easy all-inclusive approach to energy management. We focus on lowering both the rate you pay and the amount of energy you use.

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Tee Jay Service company is Northern Illinois’ most complete source for pedestrian automatic, manual, and revolving door sales and service. Among the wide range of products that we specialize in are commercial swing door operators, automatic sliding doors and revolving doors.

Value First

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Value First, Inc. is a group purchasing organization designed for aging services providers who seek expanded choice, intelligent solutions and significant savings. We offer collective buying power and contracts negotiated specifically for customers whose mission is better care and better outcomes for older adults. Value First is owned by LeadingAge and 23 other LeadingAge affiliates in collaboration with Vizient.
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Vikus is a software-as-a-service company based in Chattanooga, TN. Since 1999, Vikus has provided end-to-end hiring software built to meet the specific needs of senior care providers. Serving the industries of senior living, independent living, skilled nursing, post-acute care, home health, and rehabilitation and therapy, Vikus is currently reducing employee turnover.

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We are a Group Purchasing Organization dedicated to Senior Living supporting the procurement of goods and services for your community.

Life Care Home Health & In Home Services
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LifeCare Home Health and In-Home Services is a provider of comprehensive care at home. A combination of skilled medical home health care, acute care and nurse supervised home care aide. Chronic care provides clients with a complete healthy aging solution.