

CONFERENCE
REGISTRATION



What if

2019 Annual Meeting and Exhibition

Cool Springs Marriott
Franklin, Tennessee
July 29 - 31, 2019



LeadingAge
Tennessee

general information

WHAT IF....

What if...we were more passionate?

What if...we embraced new Ideas without any reservations?

What if...we freely considered different perspectives?

What if...we empowered our teams to take more strategic risks?

What if...we could achieve more with new partners?

What if...we had confidence to step outside the box, out of our lane and beyond our comfort zone?

What if...we dreamed without limits?

What if...we focused on our missions instead of our tasks?

What if...we helped people find passion and purpose?

What if...we made life better for older people, our staffs, our communities and our STATE?

HOTEL

A block of rooms is held for conference participants at the Franklin Marriott Cool Springs Hotel. Please call the Marriott directly at 800-228-9290 and be sure to request the LeadingAge Tennessee conference room rate of \$169. The deadline for group rate hotel reservations is July 8, 2019. Note: Hotel reservations received after the deadline will be accepted based on availability at the standard room rates.

[CLICK HERE FOR ROOM RATES](#)

Franklin Marriott Cool Springs is located at 700 Cool Springs Boulevard Franklin, TN 37067.

REGISTRATION

Registration may be completed online or the registration form provided in this booklet may be completed and returned with check payable to LeadingAge Tennessee and mailed to P.O. Box 14638, Knoxville, TN 37950. The registration deadline is July 15, 2019. For more information regarding registration please contact Gwyn Earl at (865) 748-4932.

[CLICK HERE TO REGISTER ONLINE](#)

CONTINUING EDUCATION CREDIT

LeadingAge Tennessee has applied for a total of 14 hours of continuing education clock hours by NAB/NCERS for the Deep Dive Experience and all sessions. Each educational session will be applied for separately. Participants must stay for the entire session to receive credit.

SPECIAL REQUESTS

Participants needing special assistance, including dietary restrictions, should contact Gwyn Earl at Gwyn@LeadingAgeTN.org.

CONFERENCE ATTIRE

Attire for the conference is business casual and dressing in layers is recommended for varying temperatures in meeting rooms. Please inform session moderators if adjustments need to be made to the sound, lighting, or temperature for your comfort.

CANCELLATION POLICY

Written requests for cancellation must be received at the LeadingAge Tennessee office no later than JULY 22, 2019. All cancellations received prior to July 22, 2019 will be refunded less a \$50.00 administrative fee. All cancellations received after July 22, 2019 will be non-refundable.

KEYNOTE SPEAKER



Matt Thornhill

TOMORROW'S SENIOR LIVING OPPORTUNITY: What if you could be the Netflix in a Blockbuster World?

We all know change is coming to senior living, but what? when? how? And more importantly, who? In this eye-opening keynote, Matt Thornhill — futurist, generations expert, and co-founder of the Think Tank Institute for Tomorrow — will share insights and perspectives on the future. In this informative and provocative

session, you'll gain a better understanding of the relevant trends impacting senior living. Matt also will share the implications of his firm's most recent study about how today's older Boomer thinks, feels, and behaves when it comes to where and how they'll live, and how they plan to take care of themselves. He'll show you how an understanding of the mindsets and preferences of today's Boomers will create new opportunities for all.

Matt Thornhill is a research-based futurist and nationally-recognized generations expert. He is co-founder and managing partner of the Think Tank Institute for Tomorrow based in Richmond, VA. Matt spends most of his time helping organizations across the country see the future so they can win their tomorrow. Matt literally wrote the book on marketing to Boomers, Boomer Consumer, and is routinely tapped by the media for his thought leadership on the future and the generations shaping it.

CHECKOUT THESE VIDEOS:

Get to know our 2019 Keynote Speaker Matt Thornhill by [CLICKING HERE](#)

Learn more about the Group Session Winning Workplaces Today:
Finding and Keeping Top Talent by [CLICKING HERE](#)



schedule of events

MONDAY, JULY 29, 2019

Registration Open	8:00am - 6:00pm
Tools and Dollars for Improved Resident Engagement	1:00pm - 2:15pm 2:30pm - 4:15pm
Welcome Reception - Sponsored by iN2L	4:30pm - 6:00pm

TUESDAY, JULY 30, 2019

Registration Open	7:00am - 10:00am
Continental Breakfast	7:00am - 8:00am
General Opening Session Welcome, Business Meeting, Awards, Keynote	8:00am - 10:00am
Concurrent Session 1A Clinical/Engagement What If Dementia Care Looked Like This? Rebekah Wilson, Aging Care Coach, LLC	10:15am - 11:15am
Concurrent Session 1B Leadership /Clinical Successfully Navigating the Regulatory Landscape: A Former Surveyor's Perspective William Vaughan, Remedi SeniorCare	10:15am - 11:15am
Concurrent Session 1C Finance/Leadership State of Senior Living Tommy Brewer, Ziegler Investment Bank	10:15am - 11:15am
Concurrent Session 1D Engagement/Marketing /Clinical Creating Community, Connecting Lives-Integration of Technology Tim Mueller, Melissa Pritchard, SFCS	10:15am - 11:15pm
Concurrent Session 2A Clinical/Leadership Death and Dying: The role of an End-of-Life Doula Alongside Hospice & Palliative Care Katlyn Clifton, CT&M Gallatin	11:30am - 12:30pm
Concurrent Session 2B Leadership The Need to Better Address Violence in our Communities Mike Brent, BABC	11:30am - 12:30pm
Concurrent Session 2C Finance/Marketing Recession Proof Your Community with Managed Care Contracts Page Ensor, Greenbriar	11:30am - 12:30pm
Concurrent Session 2D Engagement/Marketing/Clinical Finding Passion and Purpose through Continuum Concierge Programming Melissa Ward, Functional Pathways	11:30am - 12:30pm
Vendor Showcase & Lunch	12:30pm - 2:00pm
Concurrent Session 3A Clinical /Leadership Beat Burnout: Signs you are on the edge and what to do about it Gabrielle Blake, Franklin & Kyle Elder Law, LLC	2:00pm - 3:00pm

THANK YOU!
to our Keynote Speaker
Sponsor



TUESDAY, JULY 30, 2019

Concurrent Session 3B Leadership CMS Emergency Preparedness Rule: One Year Evaluation and What More is Needed? <i>Charles Lane, SRP Contractors</i>	2:00pm - 3:00pm
Concurrent Session 3C Financial/Engagement/Marketing Going Beyond Age and Income: Understanding Your Community's Psychographic Profile <i>Derek Duham, Varsity & Robert Voloshin, UM Communities</i>	2:00pm - 3:00pm
Concurrent Session 3D Engagement/Marketing/Clinical Team Collaborations to Support Optimal Transitions <i>Stacey Hodgman, RehabCare</i>	2:00pm - 3:00pm
Concurrent Session 4A Clinical/Leadership CBD Oil and Medical Marijuana: What's going on? <i>Rob Leffler, PCA Pharmacies & Cory Kallheim, LeadingAge National</i>	3:15pm - 4:15pm
Concurrent Session 4B Leadership/Financial/Clinical Getting Ready for PDPM and Much More! <i>Mat Robie, VP, Aegis Therapies</i>	3:15pm - 4:15pm
Concurrent Session 4C Financial/Marketing Re-Purposing Old Buildings in to New Communities <i>Daniel Levy, Architect, DKLevy</i>	3:15pm - 4:15pm
Closing Group Session Winning Workplaces of Today: Finding and Keeping Top Talent <i>Matt Thornhill, SIR's Institute of Tomorrow</i>	4:30pm - 5:30pm

WEDNESDAY, JULY 31, 2019

Breakfast	7:30am - 8:30am
Deep Dive on Licensure and Regulatory Updates <i>Ann Rutherford Reed, Director of Licensure</i> <i>Mary Applegate, Director of Training</i> <i>Division of Health Licensure and Regulation, Office of Health Care Facilities</i>	8:00am - 9:30am
Policy Back for a Second Year! Town Hall Conversations	9:45am - 11:15am



concurrent session descriptions

TUESDAY, JULY 30 • 10:15AM - 11:15AM

Concurrent Sessions (1 Continuing Education Credit)

Concurrent 1A - Clinical/Engagement

What if Dementia Care Looked Like This?

Healthcare professionals often speak of 'best practices'. What if 'best practices' were actually standard practices? How would that look in home and community-based services compared to the way care is being delivered currently? This session will include a discussion of dementia care best practices as defined by national and international leaders in dementia care. Additionally, participants will practice care and engagement strategies that can be taken back to all care staff to significantly impact the quality of life of those living with dementia as well as decrease the incidence of dementia related behavioral expressions.

REBEKAH WILSON, MSW, owner of Aging Care Coach, LLC

Concurrent 1B - Leadership/Clinical

Successfully Navigating the Regulatory Landscape: A Former Surveyor's Perspective

With so many consultants, attorneys and other interested parties offering advice on how to improve survey results, is there really room for another perspective? Perhaps. This presentation will focus on lessons learned during a 26 year career involved in the regulation and oversight of long term care facilities and discussions with surveyors, providers, CMS staff members, advocates and other stakeholders. Practical advice on how to successfully interact with surveyors, compensate for "sparse" documentation, determine which deficiencies should be disputed, how to have a successful IDR and approaches aimed at maintaining perspective during the survey process will be highlighted.

WILLIAM M. VAUGHAN, RN, Vice President, Education and Clinical Affairs, Remedi SeniorCare

Concurrent 1C - Finance/Leadership

The State of Senior Living

The complexity of operating a senior living organization has increased in recent years, at both the executive leadership level and the board level. The impact that the affordable care act is having on organizations is significant, payment and reimbursement models are changing, competition is fiercer than ever, and the consumer of tomorrow will bring with the unprecedented changes to the sector. This session will highlight senior living research findings giving the attendees the ability to identify critical trends for both single-site and multi-site providers. We will identify the key catalyst and threats to the senior living sector and uncover how to effectively respond to these influencers in a proactive way.

TOMMY BREWER, Ziegler Investment Bank, Managing Director

Concurrent 1D - Engagement/Marketing/Clinical

Creating Community, Connecting Lives-Integration of Technology

Senior living is entering a period of transformation where technology, the power of purpose, and design have the potential to redefine aging. From creating engaging lifestyles to encouraging personal growth and autonomy – there's an opportunity to evolve the living environment to truly support lifestyle, enhance experience and thrive on innovation.

TIM MUELLER, President, SFCS Architects and **MELISSA PRITCHARD**, Senior Vice President, SFCS Architects

TUESDAY, JULY 30 • 11:30AM - 12:30PM

Concurrent Sessions (1 Continuing Education Credit)

Concurrent 2A - Clinical/Leadership

Death and Dying: The role of an End-of-Life Doula Alongside Hospice & Palliative Care

What is going on with hospice and palliative care in 2019? What changes shall we expect in 2021? What role can an end of life doula play to help your community and your resident? The dying process should be met with the same structure, preparedness, and reverence as the birthing process. Every specialty within aging services deals with thanatology and actively dying patients. We will discuss how you can capitalize on your skill set to better impact this journey within your organization.

KATLYN CLIFTON, Director, Christian Tower and Manor, End of Life Doula

Concurrent 2B - Leadership

The Need to Better Address Violence in our Communities

As a result of attending this program, the attendees will consider both "typical" violence risks in any workplace setting, as well as unique vulnerabilities for violence in a long-term care setting, and how to plan for prevention, response (if required), and post-event issues. The speakers will address increasing violence in the healthcare settings, including LTC as both a workplace and a home, and how a facility can mitigate the risks and prepare for the unthinkable.

MIKE BRENT, Partner, Bradley

TUESDAY, JULY 30 • 11:30AM - 12:30PM

Concurrent Sessions (1 Continuing Education Credit)

Concurrent 2C - Finance/Marketing

Recession Proof Your Community with Managed Care Contracts

Assisted Living Providers, are you ready to recession proof your community and take managed care contracts? In this session learn how to tell your community assisted living story to appeal to managed care providers.

Score a contract and you have a springboard to achieve occupancy goals.

- Preparing your community for the tsunami of Managed Care contracts
- Service alignment. How to staff to resident population
- Setting new care associates up for success. Why they leave in the first 60 days

PAGE ENSOR, Vice President of Operations, Greenbrier Senior Living

Concurrent 2D - Engagement/Marketing/Clinical

Finding Passion and Purpose through Continuum Concierge Programming

Continuum Concierge Service is an innovative and customizable program designed to engage older adults in finding their passion and purpose as a new member of your community. Standardized assessments are used to determine current functional status and areas for potential risk. The target population includes individuals residing in assisted or independent living. Results of the interdisciplinary assessment provide the foundation for client-based services. The goal is to facilitate full integration into the daily activities of the community and find passion and purpose on campus.

MELISSA WARD, Vice President of Clinical and Regulatory Affairs, Functional Pathways.

TUESDAY, JULY 30 • 2:00PM - 3:00PM

Concurrent Sessions (1 Continuing Education Credit)

Concurrent 3A - Clinical/Leadership

Beat Burnout—Signs You are on the Edge and What to Do about It

Ever feel like you are on the edge? Is stress starting to affect your leadership and your team? The experience of burnout can impact all areas of work life, from productivity to meaning and purpose. Those who work in service and healthcare industries are especially vulnerable, but there is hope. Join us as we take a deeper look at burnout--how to recognize, ways to prevent, and strategies to address it. Let's beat burnout!

GABRIELLE BLAKE, LCSW, Elder Care Coordinator, Franklin & Kyle Elder Law, LLC

Concurrent 3B - Leadership

CMS Emergency Preparedness Rule: One Year Evaluation and What More is Needed?

This session will help the audience examine their agency's compliance with the CMS emergency preparedness rule one year after implementation. Topics covered will include a review of the rule's core elements, recent industry observations from completed surveys, as well as best practices for working with community partners and plan writing.

CHARLES LANE, Director of Training and Education SRP Contractors

Concurrent 3C - Finance/Engagement/Marketing

Going Beyond Age and Income: Understanding Your Community's Psychographic Profile

Inherently communities strive to provide welcoming and caring environments. However, going beyond demographics to understanding psychographic profiles (personal values/interests) can provide opportunities for deeper connections and more efficient sales processes. A better understanding of WHO is wants WHAT you offer will create a fulfilling experience for team and prospects.

DEREK DUHAM, Vice President, Varsity and **ROBERT VOLOSHIN**, Corporate Director of Marketing at United Methodist Communities of New Jersey

Concurrent 3D - Engagement/Marketing/Clinical

Team Collaborations to Support Optimal Transitions

It is clear that the US healthcare system has embarked on a fundamental change in the way that care is delivered. Budgetary forces, rising healthcare costs, and the ACA are driving this revolution. RehabCare has developed a clinical program, Home To Home (H2H), that empowers nurses and therapists to work together to help improve the likelihood that patients safely return home - and stay home leading, to improved patient outcomes and experience as well as cost-effective care.

STACEY HODGMAN, RN, Division Vice President of Care Management, RehabCare.

TUESDAY, JULY 30 • 3:15PM - 4:15PM

Concurrent Sessions (1 Continuing Education Credit)

Concurrent 4A - Clinical/Leadership

CBD and Marijuana use in Senior Living: Where We Are and Where We're Going

Senior living providers struggle to navigate the legal risks of recreational and medical marijuana laws and the use of CBD. This session will educate attendees about CBD and hemp use, consider legal and practical differences between the use of marijuana and CBD, identify best practices for mitigating risk when permitting use by residents or staff and explore the conflict between state and federal laws that impact how senior living providers address marijuana and CBD use by residents and staff, including use outside their communities.

ROB LEFFLER, Vice President of Clinical Services at PCA Pharmacies and **CORY KALLHEIM**, Vice President, Legal Affairs and Social Accountability, LeadingAge

Concurrent 4B - Leadership/Finance/Clinical

Getting Ready for PDPM and Much More

Aegis Therapies® has been conducting interactive educational workshops across the country, to both help businesses prepare for PDPM and to gain meaningful insights into the unique perspectives of skilled nursing facilities. The insights gained from these sessions help providers prepare and be ready for the changes needed to be successful under PDPM. In addition to PDPM, the sessions provide understanding related to PBJ submission requirements, how to comply with the latest updates released by CMS, and the mechanics on how the PBJ data impacts Five-Star Ratings.

MAT ROBIE, VP, Business Development, Aegis Therapies

Concurrent 4C - Finance/Marketing

Re-Purposing Old Buildings in to New Communities

Attendees will explore 3 award winning projects, a hotel, a high school, and an elementary school, that were revitalized into vibrant senior communities. We'll look at how you can create memorable places that residents look forward to living in, while also continuing to engage the surrounding neighborhoods by keeping the history alive and allowing diverse and multiple generations to play an active role in the lives of the residents.

DANIEL LEVY, Architect and Owner, DKLevy

GROUP SESSIONS

Winning Workplaces of Today: Finding and Keeping Top Talent

The numbers tell the story. Organizations, especially those that want to grow, are in an all-out war for workers. In this session, Matt will share key insights on the modern workforce. He'll also surprise you with how generations are more alike than the media and others would have you believe – similarities that can help you find and keep more of them. He'll share best workforce practices from other organizations and unveil practical and powerful tips to help you succeed in the war for workers.

MATT THORNHILL is the founder and managing partner of SIR's Institute for Tomorrow

Get Social With Us!

Share your experience with LeadingAge TN!

Tag us in your photos, like us and check in. #LATN19



MONDAY, JULY 29

Session 1 • 1:00PM - 2:15PM

Building Community Capacity for Impacting Residents' Lives in Long Term Care

This workshop will empower participants to understand activities that assist in needs assessments, how to manage partnerships, and how to design a quality improvement project to improve quality of life for residents in long term care in their respective communities. Participants will walk away with a better understanding of project management, setting project goals and objectives, learning methods for gathering data, measuring project impact, and overcoming challenges associated with project implementation. Attendees will also gain an understanding of the Civil Monetary Penalty program, the application process, how to develop strong applications for funding and SMART goals.



CHELSEA RIDLEY, DIRECTOR,
CMP Reinvestment Program



JACY WEEMS, ASSISTANT DIRECTOR,
CMP Reinvestment Program

Session 2 • 2:30PM - 4:15PM

The Fun Theory: Transforming Resident Care Through Engagement Technology

Senior living professionals are looking to improve clinical and quality of life outcomes for their residents. Engagement technology programs provide opportunities to care for residents undergoing physical and cognitive decline by focusing on their strengths and interests and by encouraging self-expression and personal development. This strength-based, person-centered approach results in a better person-environment fit, which is essential to increase self-esteem, enhance confidence and improve the quality of life for all residents. Learn how Tennessee Health Management and other senior living organizations throughout the country have launched engagement technology programs to engage and motivate residents and facilitate enriched interactions that allow staff to recognize that well-being encompasses all the dimensions of personhood—mind, body and spirit. Engagement technology is intuitive, and if approached with specific objectives and milestones in place, the rewards to residents and professional and familial caregivers can be transformative.



JACK YORK,
President and Co-Founder,
It's Never 2 Late



JULIET KERLIN,
Director of Program and Research Partnerships,
It's Never 2 Late

2019 Welcome Reception • 4:30 – 6:00

We'll continue the fun and learning during our 2019 Welcome Reception Sponsored by It's Never 2 Late!

It's Never 2 Late (iN2L) was founded in 1999, when the notion of using technology to engage with senior living community residents was practically unheard of. Today, iN2L engagement technology is a critical part of the resident experience in nearly 3,000 nursing homes, assisted and independent living communities, memory care settings and adult day programs across the U.S. and Canada. iN2L systems are strategically designed with an expansive, targeted library of content to promote wellness, empowerment and engagement among seniors, regardless of ability. With multiple touch-screen interface options available, iN2L systems are ideal for both group resident engagement and individual experiences. A focus for the company has been developing engagement tools for older adults dealing with dementia and other cognitive disorders.



WEDNESDAY, JULY 31

Group Session • 8:00AM -9:30 AM

We will take a deep dive Wednesday morning into reporting, regulations, licensures and your hot topics. Mary Applegate will kick us off by looking at the process for reporting incidents to our state agency. This will include the following:

- what the State considers to be a reportable incident
- timeframes for reporting
- the reporting processes
- brief cover of the Federal regulations for reporting incidents
- explain what is a thorough investigation, documentation surveyors will look for during the investigation, and information to be included in the incident summary report to the State

Then Ann Reed will give us a thorough TDOH licensure update and will include the following:

- 2018 New Legislation
- 2019 Top ACLF CMP Deficiencies to include the top overall deficiencies
- Rule & Regulation Update
- Board for Licensing Health Care Facilities Update

ANN RUTHERFORD REED, Director of Licensure

MARY APPLGATE, Director of Training, Division of Health Licensure and Regulation, Office of Health Care Facilities

Policy • 9:45-11:15

Back for a Second Year! Town Hall Conversation

The LeadingAge Tennessee Town Hall Conversation is your opportunity to provide input to LeadingAge about ways public policy is affecting you, the older adults you serve – and how policy could be changed for the better. LeadingAge has established a new public-policy setting process, the most important part of which is a Town Hall Conversation in each state. LeadingAge state and national staff, and a member of the LeadingAge national Board of Directors, will participate to hear directly from you. Results of the Conversation will be shared with LeadingAge's Policy Committee, Board of Directors and staff, and will be used to set public policy priorities to better represent your interests and the interests of older adults in Washington, DC. The feedback from each Town Hall will be aggregated so we can identify the most pressing issues across states, themes and emerging issues. Don't miss this important opportunity to be heard!



registration information

2 WAYS TO REGISTER BY JULY 15, 2019

1. Online at LeadingAgeTennessee.org or
2. Mail your completed form with a check to LeadingAge TN, P.O. Box 14638, Knoxville, TN 37914.

STEP 1: CONTACT INFORMATION

Attendee First, Last Name and Title: _____

Facility / Company: _____ Social Media: @ _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: (____) _____ Email: _____

STEP 2: PLEASE CHECK THE FOLLOWING THAT APPLY. (All included with full conference registration.)

I plan to attend the following meals/events:

Monday, July 29:	<input type="checkbox"/> Welcome Reception
Tuesday, July 30:	<input type="checkbox"/> Breakfast <input type="checkbox"/> Lunch
Wednesday, July 31:	<input type="checkbox"/> Breakfast
<input type="checkbox"/> Dietary Restrictions, if any: _____	

STEP 3: CHOOSE YOUR REGISTRATION

A	FULL CONFERENCE REGISTRATION (Mon.-Wed.) <small>Fees include all educational sessions and admission to all meals and events on July 29-31</small>	After June 1	COST
	1st Member Participant	\$525	\$
	2nd Member Participant	\$475	\$
	3+ Member Participant	\$425	\$
	Non-Member	\$625	\$
	TOTAL		\$

*(Third person plus discount applies after first and second person fees are applied. Individual communities within multi-site organizations are considered separate communities for purpose of applying discounts for multiple participants. The corporate headquarters of a multi-site organization is considered to be a community in this context and may apply the discount for multiple participants who are employed at the corporate headquarters.)

B	DAILY REGISTRATION FEE	MEMBER	NON-MEMBER	COST
	Daily Participant – Tuesday: July 30 (Includes breakfast & lunch)	\$325	\$375	TOTAL \$

C	TOTAL REGISTRATION FEES: Section A \$_____ + Section B \$_____ = TOTAL ENCLOSED \$
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STEP 4: PAYMENT INFORMATION

Charge to: ☐ Visa ☐ Master Card ☐ Discover ☐ American Express

Credit Card Number: _____

Security Code: _____ Expiration Date: _____

Card Holder name: _____

Signature of Card Holder: _____

Billing Address: _____

City/State/Zip: _____

Telephone: _____

2020

SAVE THE DATE

2020 Annual Meeting and Exhibition- TBA



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