



8:00am **Registration, Continental Breakfast, Exhibition Open**

9:00am **Opening Remarks**

**Keynote – Breakout from Burnout**

*Keshawn Hughes, Certified Neuro Coach and Leadership Consultant, NeuroSavvy Leadership*

As we come together to refresh, renew, and recharge from the most difficult time in our field, we recognize the real and current challenges burnout presents to leaders and organizations across the continuum of aging services. Let's address this truth head on with practical, researched-based insights to help you, your organization, and the older adults you serve live happier, healthier lives. With Neuro Coach Keshawn Hughes as our guide, we will explore the neuroscience of burnout and practical ways to improve your wellbeing and workforce engagement with productivity, connection, and goal-attainment in mind. Jumpstart your conference experience with brain-friendly strategies and solutions and leave ready, empowered, and prepared to meet the challenges ahead with optimism.

Learning Objectives:

- Learn about burnout and how it impacts aging services providers
- Learn about the importance of addressing burnout from both individual and organizational perspectives
- Learn evidence based strategies to promote engagement and overall well-being

10:15am **Morning Break – Exhibition Open**

11:00am **Opening Doors to Aging Services: Raising Awareness, Improving Perceptions**

*Susan Donley, Senior Vice President, LeadingAge*

As the nation's population grows older, and the number of family caregivers shrinks, the aging services sector has never been more important to the lives of Americans. Many families find themselves struggling to meet the needs of the older adults they love—but they don't understand the array of services that our sector offers. LeadingAge's new Opening Doors to Aging Services initiative provides first-of-its-kind research and communications strategies to effectively introduce the aging services sector to millions of Americans and improve perceptions of aging services. The initiative sets out a path forward as aging services leaders seize the spotlight COVID shone on us to reimagine aging services. We will explore the robust research and strategies that inform Opening Doors to Aging Services.



Learning Objectives:

- Understand public perception of the aging services sector and what factors drive their impressions of aging services.
- Learn the research-based strategies to raise public awareness and understanding of the cross-continuum aging services sector.
- Understand the effective (tested, researched) messages and materials that resonate with US adults, especially those over 45 years old.

12:00pm **Lunch – Exhibition Open**

1:15pm **Why and How to Advance Diversity, Equity, and Inclusion in Aging Services Organizations**

*Candace Cramer, CEO, Goddard House Assisted Living*

*Walter Ramos, President & CEO, Rogerson Communities*

*Philippe Saad, Principal, DiMella Shaffer*

There is growing recognition that intentional efforts are needed to advance diversity, equity and inclusion (DEI) in aging services in order to create environments where all are welcome. While there is diversity among our frontline workforce, there is a significant lack of diversity among Board and senior leaders, and many communities lack diversity among their resident population. This session will explore some of the historical context which has led to these circumstances and discuss some strategies to create inclusive spaces in senior communities. Panelists, will share their work to advance DEI within their organizations at the resident, board and staff level. Attendees will also hear how design can be a factor in fostering inclusion and promoting diversity.

Learning Objectives:

- Learn about the influence of design in creating inclusive spaces
- Hear successful governance and leadership initiatives that increases diversity and supports inclusivity in senior communities
- Learn how outreach programs and communication contributed to a more diverse resident population and supporters

2:15pm **Transition to Breakouts**

2:30pm **Breakouts**

**Understanding our Current Labor Shortage Crunch and Finding Solutions**

*Greg Bunn, Executive Director, MassHire Metro South/West Workforce Board*

This session will focus on current labor market dynamics that impact the field of aging services as well as policy issues and demographic shifts that contribute to our current labor



shortage crisis. In addition, the session will highlight best practices, resources and partners organizations that can be leveraged to address challenges with building staff capacity.

Learning Objectives:

- Overview of Labor market conditions, including wages, demand and current employment
- Gain knowledge of local, state and federal policy issues that impact labor shortages
- Gain knowledge of the MassHire Workforce System in Massachusetts and how to utilize its resources
- Learn about individuals that make up the "Hidden Labor Force" and how to recruit them
- Gain knowledge of additional grant and funding programs to train incumbent workers

**Discovering Resources in Your Own Backyard**

*James Fuccione, Executive Director of the Massachusetts Healthy Aging Collaborative*  
*Naomi Prendergast, President & CEO of D'Youville Life and Wellness Community*  
*Patty Roggeveen, CEO, Sophia Snow Place*

An important lesson of the COVID-19 pandemic has been the significance of access to outdoor spaces, but did you know that the benefits of our outdoor spaces can extend far beyond safe visitation? In this session you will learn how two LeadingAge MA members have leveraged their land to create opportunities for fundraising, community-building and marketing. Many of the resources they discovered are available to all non-profits in Massachusetts, and you will leave this session inspired, knowing more about how you too can secure valuable community resources, while becoming a valuable resource to your greater community. This is a how-to opportunity that should not be missed.

Learning Objectives:

- Learn about grant and fundraising opportunities available to aging service providers, as well as partnerships and community collaborations
- Understand the benefits outdoor spaces have for residents, staff, and the greater community
- Gain perspective on how these efforts can support Age Friendly initiatives in your area

**Reach for the Stars – Making the Most of Your Five-Star Reports**

*Susan Chenail, RN, CCM, RAC-CT, Senior Quality Improvement Analyst, LeadingAge New York*

Join our presenter as she summarizes and simplifies using the Five Star and NH Trend reports, member benefit tools, in a data informed approach to quality. Attendees will be



guided through definitions, data collection periods, examples, scenarios and approaches to attain your goal ratings. Including a live demo of a recent Five-Star Report for a Massachusetts facility.

Learning Objectives:

- Changes to Five-Star 2022
- Importance of the Five-Star Quality Rating System
- The Five-Star Analysis Report and the NH Trend Report
- A Data Informed Approach to Quality
- Live Demo of a Five-Star Analysis Report

3:30pm **Afternoon Break**

3:45pm **Breakouts**

### **The Future of Work: Robots, Millennials, and Workflex, Oh My!**

*Kim Gaskell, Executive Director, LNHA, RiverWoods Durham*

As we're emerging from potentially the hardest two years in our industry and looking to settle into a "new normal" post COVID-19, the workforce world as we know it has radically changed. We'll take a look at the ever-growing list of disruptors in our industry that we need to acknowledge and adequately plan for: recruiting, retention, technology, new generations entering the workforce, and a world where untethered, gig economy jobs are on the rise. In this presentation, one millennial Executive Director will share her candid and forward-thinking vision and approach along with practical strategies you can implement to prepare and start to future proof your communities. Let her challenge you to think about everything from the jobs you recruit for, flexible scheduling, work/life integration, and blending multi-generations into your workforce.

Learning Objectives:

- Implementing technology to reduce the number of FTEs or shift their focus from tasks to more resident-centered care
- Understanding the millennial and Gen Z generations that will make up more than 75% of the workforce in the next 5 years. Identify what these employees want and how to attract and retain them
- Prepare for the many ways technology will change the jobs we currently employ and how we need to start thinking about our operations differently
- Hear how an idea to attract Gen Z employees launched a brand-new department that produced flexible employees including new LNA/CNA candidates
- Benefit and retention strategies that matter most right now



## **Advancing the Technological Literacy of Residents**

*AJ Avakian, Director of IT, North Hill*

*John Dixon, Director of Education, Lasell Village*

*Karen Pollack, Director of Community Relations, Springhouse*

In the years leading up to the pandemic, senior living providers were seeing increasing numbers of older adults coming into their communities with a variety of tech devices and heightened expectations for access to tech support. The pandemic only accelerated the pace of technology use among older adults as a means of staying connected with families, friends and healthcare providers. Providers are now challenged with supporting a wide range of resident abilities from those who are techno-phobic to those who are tech savvy. In this session, attendees will hear about a variety of methods that providers are using to support residents with technology use, including staff-driven support programs and partnerships with colleges.

### **Learning Objectives:**

- Understand why supporting residents with technology use has become increasingly important
- Identify innovative models employed by senior living organizations to help residents with varying tech needs
- Learn about possible partnerships with community organizations including colleges to offer technology support for residents

## **The Evolution of Person-Centered Approach to Dementia Care and Key Elements of a Successful Dementia Program**

*Rachael Percoco, MSPT, DPT, Director of Outpatient Services, Preferred Therapy Solutions*

*Letha Kowalsky, PT, Regional Director of Clinical Services, Site Coordinator of Clinical Education, Preferred Therapy Solutions*

The numbers are astounding when we learn that approximately 5.8 million Americans age 65 and older have dementia. There is currently no cure for dementia, however, with various forms of drugs, non-drug treatments, and the implementation of person-centered care programs, symptoms with behavioral, psychological, and physical components are more manageable. This session will provide attendees with the evolution and key elements necessary for a successful person-centered dementia program in the Skilled Nursing Facility (SNF) and Assisted Living (AL) settings. Regulatory considerations and quality measures pertaining to dementia patients are covered, including a focus on the impact associated with star ratings. This session delivers valuable insight into dementia care and the



implementation of potential rehab support in the AL environment promoting innovative approaches to aging in place for residents with dementia.

Learning Objectives:

- Learn about the importance of person-centered care in Assisted Living Residences and Nursing Homes
- Learn key elements to be included in a person-centered approach to the care of older adults with dementia
- Gain increased awareness of how rehab can support dementia care programs within Assisted Living and Nursing Home settings

4:45pm **Adjournment**