



September 26 – December 12, 2019 | 5-8 p.m.

Rutgers University, Livingston Campus

*Offered in partnership with LeadingAge NJ*



94 Rockafellar Road | Piscataway, NJ | Levin 102

**PROGRAM BENEFITS**

- Acquire new vision for senior care management focused around patient outcomes and experiences.
- Understand the economic, management and operational complexities of senior care, senior care providers and practitioners.
- Learn about the senior care marketplace, business strategies in non-profit institutions and the use of information technology in senior care.
- Adapt to the challenges of senior care delivery, strategic management issues and operations.
- Apply analytical tools to determine tradeoffs across economic options.
- Gain insight into managing people, processes and organizations for strategic transformation in senior care.
- Best practices of senior care providers nationwide.
- Participating in this program will give you the strategic and organizational skills you need to navigate today's rapidly changing senior health care environment as well as increase your understanding of the current and anticipated pressures of senior health care management.

**WHO SHOULD ATTEND**

This Executive Certificate is designed for professionals involved in or interested in senior care and individuals seeking to move into an executive level position. A Bachelor's degree is a pre-requisite for this certificate program.

**PROGRAM FEE**

\$2,995 for LeadingAge New Jersey and NJHA members

\$3,495 for non-members

**REGISTRATION:** <https://smlr.rutgers.edu/course/executive-certificate-senior-care-management>

**CURRICULUM**

Taught using focused learning experiences and relevant case studies, the highly interactive Senior Care Management Executive Certificate covers a wide range of topics important to today's health care professionals. The program consists of 10 three hour modules, all of which must be taken to qualify for the certificate.

**Sessions cannot be taken a la carte.** Credits will be provided for LNHA and CALA.

# EXECUTIVE CERTIFICATE Senior Care Management

## Agenda

September 26

### Emerging Challenges in Health Care

- The changing policy and payment landscape
- Emerging provider relationships
- Engaging elders and caregivers
- Technology

Mary K. Moscato, FACHE  
President

Health Care Services  
Hebrew SeniorLife  
Hebrew Rehabilitation Center

October 3

### Social Accountability & Community Engagement

- The senior care organization's role in the community
- Defining and ensuring social accountability
- Tax status

Cory Kallheim, JD  
Vice President of Legal Affairs and Social Accountability  
LeadingAge

Jefferson Kaighn  
Senior Vice President, Legislative Affairs and Organizational Development  
ACTS Retirement Life Communities

October 10

### Using Data Effectively to Tell Your Value & Quality Story

- Measurement and outcomes
- Actionable data
- Analytics

Fran Griffin  
CEO  
Fran Griffin & Associates, LLC

October 17

### Governance for Nonprofits

- Defining roles and responsibilities
- Succession planning
- Generative boards

Henry A. Coleman, Ph.D.  
Professor, The Edward J. Bloustein School of Planning and Public Policy  
Rutgers University

October 24

### Financial Principles & Tools for Organizational Decision Making

- Understanding budgeting
- Non-traditional revenue streams
- Cost-benefit analysis
- Financial modeling

Ben Sopranzetti, Ph.D.  
Associate Professor, Department of Finance & Economics  
Rutgers Business School

November 7

### Effective Senior Care Organizations

- Staying nimble in a changing environment
- Balancing revenue streams
- Working effectively with the Board
- Skill and talent development

Anthony Argondizza  
President & CEO  
Springpoint Senior Living, Inc.

Roberto Muniz  
President & CEO  
Parker Life

Jessica Pelligrino Tsoukalas  
Director, Business Development & Strategy  
Bridgeway Senior Healthcare

November 14

### The Growth of Managed Care

- MLTSS
- Managed Medicare
- PACE

Alexandra Kruse, MS, MHA  
Senior Program Officer

Nancy Archibald, MHA, MBA  
Senior Program Officer  
Center for Health Care Strategies

November 21

### Strategic Technology Planning

- Integrating technology into operations and care
- Data sharing/exchange

Majd Alwan, Ph.D.  
Senior Vice President, Technology  
Executive Director, LeadingAge Center for Aging Services Technology

December 5

### Workforce & Talent Development

- Competencies required
- Changing roles
- How to be an appealing employer

Susan Hildebrandt  
Vice President, Workforce Initiatives  
LeadingAge

December 12

### Strategic Planning & Positioning

- Managing change
- Effective leadership
- Organizational mission
- Role of marketing

Sharon Lydon, Ph.D.  
Senior Associate Dean  
Rutgers Business School  
Rutgers University