

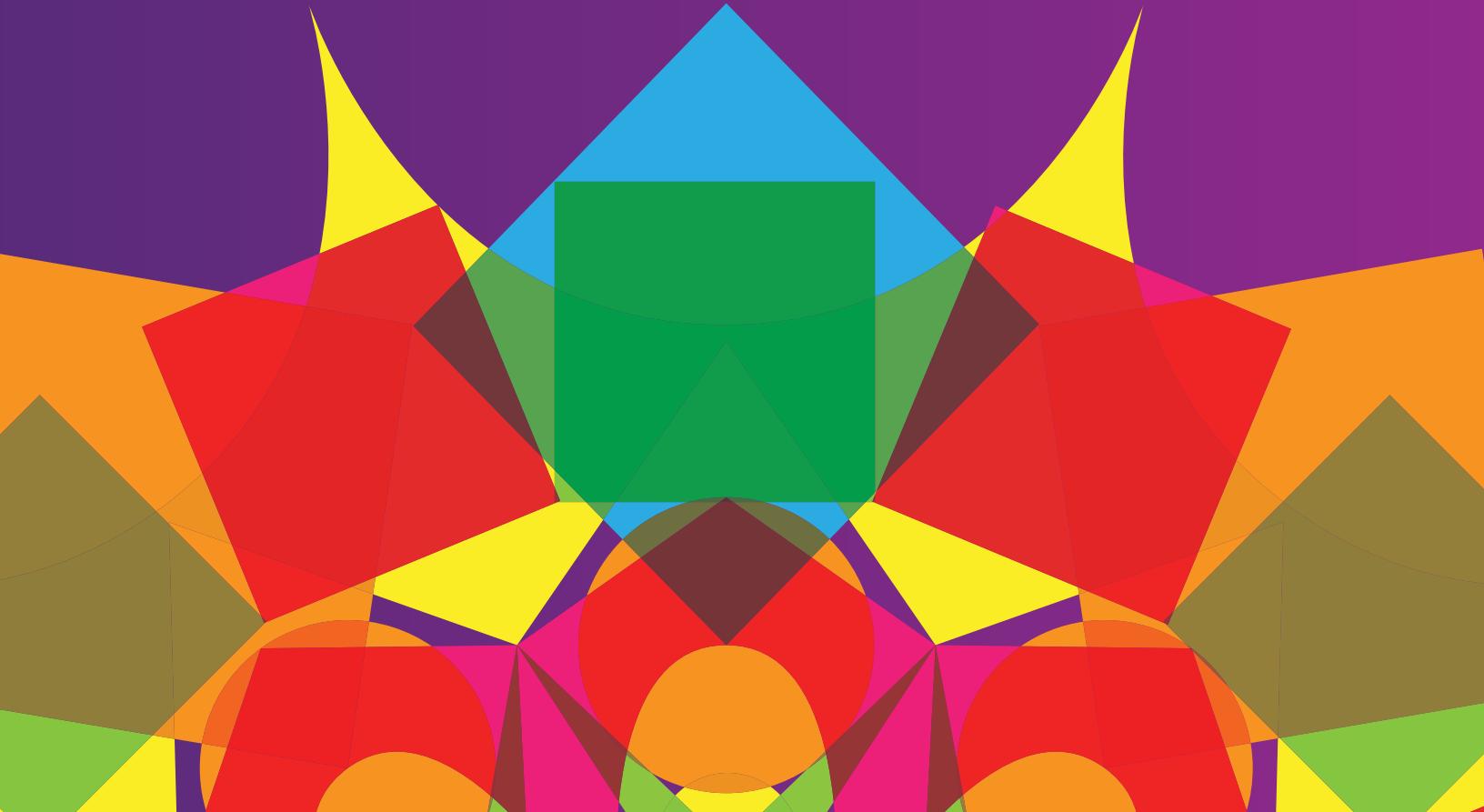
REGISTRATION  
BROCHURE



# What if

## 2019 Annual Meeting and EXPO

Caesars Hotel Atlantic City, New Jersey  
June 11 – 13, 2019



 **LeadingAge®**  
New Jersey

This educational conference is jointly provided by  and LeadingAge NJ

# What if

Endless possibilities enable providers to take risks and meet the challenges ahead. The lives we touch along with the families and caregivers we support all have an impact well beyond the walls of our organizations. **What if** we became fully involved in living? **What if** we embraced the adventure of living well at every age? Our field is no longer about bricks and mortar or programs and services. It's about considering the possibilities with older adults when asking, **What if...**

Join us as LeadingAge New Jersey members are re-writing the rules of aging. They are leveraging new technologies, forming new partnerships and taking a fresh look at everything they do. Our annual conference provides exceptional, quality education at an affordable price for all long term care providers.

We invite you to tap into the vast opportunities and great challenges on the path to helping older adults continue to ask **What if...** at the LeadingAge New Jersey Annual Conference, June 11-13, 2019.

## Schedule of Events

### Tuesday, June 11, 2019

12:00 – 4:00 pm	Exhibitor Registration and Set-up
6:30 – 8:00 pm	Welcome Reception

### Wednesday, June 12, 2019

7:30 – 9:00 am	Breakfast with the Exhibitors [Exhibit Hall]
8:00 – 9:00 am	Education Breakouts [ <i>Sunrise Sessions</i> ]
9:00 – 9:30 am	Coffee Break [Exhibit Hall]
9:30 – 10:45 am	General Session: Welcome & Keynote [Circus Maximus Theater] <i>Sponsored by: MatrixCare</i>
11:00 am – 12:15 pm	Education Breakout Sessions
12:15 – 1:45 pm	Lunch with Exhibitors <i>Sponsored by: Risk Strategies</i>
1:45 – 3:00 pm	Education Breakout Sessions
3:00 – 3:45 pm	Dessert with Exhibitors
3:45 – 5:00 pm	Education Breakout Sessions
5:00 – 7:00 pm	LeadingAge New Jersey Reception <i>Sponsored by: Schenck Price Smith &amp; King</i>

### Thursday, June 13, 2019

8:00 – 9:15 am	Networking Breakfast Buffet
9:15 – 10:45 am	Education Breakout Sessions
11:00 am – 12:30 pm	General Session - Town Hall Conversation [Circus Maximus Theater]
12:30 pm	Grab-n-Go Snacks <i>Sponsored by: Manor Care Health &amp; Rehabilitation</i>

## Who Should Attend?

Our Annual Meeting has been designed to meet the educational needs of aging services professionals including executive officers, administrators, senior executives, board members and trustees, finance professionals, nursing leaders, quality and safety officers, compliance officers, housing professionals, department managers, marketing professionals, human resource managers, and activities professionals.

## Why Attend?

As the premier association for non-profit senior living, services and housing providers in New Jersey, we provide everything you need to succeed:

- Cutting Edge Content. Senior care is an ever-changing field. We bring you the information you need to keep abreast of new trends, regulations, best practices, and more.
- New Concepts. Our education session will inspire fresh ideas, winning strategies and innovative improvements you can implement in your organization.
- Networking. Connect with old friends and make new acquaintances. Mingle at receptions, chat during a break, and join your counterparts from across our membership.

## What is LeadingAge New Jersey?

LeadingAge New Jersey is the association of non-profit and mission-based senior care communities. We are dedicated to advancing quality aging services in New Jersey through advocacy, education, and fellowship. In support of our mission, Leading Age New Jersey encourages collaboration with businesses, communities, state and local government, and other public and private entities committed to enhancing quality of life for New Jersey's seniors.

LeadingAge New Jersey members include:

- Adult Day Programs
- Affordable Senior Housing
- Assisted Living Communities
- Home- and Community-Based Services (HCBS)
- Independent Living Senior Housing
- Life Plan Communities (CCRCs)
- Skilled Nursing Communities

LeadingAge®  
New Jersey

# Continuing Education

## Requirements for Credit

Attend/participate in the educational activity and review all course materials.

Complete: an evaluation form for each session in which you are seeking continuing education credit; submit the completed Session Identification/Request for Continuing Education Credits Form at the conclusion of the conference.

## Accreditation Statement



JOINTLY ACCREDITED PROVIDER™  
INTERPROFESSIONAL CONTINUING EDUCATION

*In support of improving patient care, this activity has been planned and implemented by AXIS Medical Education and LeadingAge NJ. AXIS Medical Education is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.*

### • Credit Designation for Nursing



AXIS Medical Education designates this continuing nursing education activity for 6.25 contact hours. Learners are advised that accredited status does not imply endorsement by the provider or ANCC of any commercial products displayed in conjunction with an activity.

### • Long Term Care Administrators

This program has been submitted (but not yet approved) for Continuing Education for 9.0 participant hours from NAB/NCERS.

### • Human Resource Professionals

This program has been submitted to the **HR Certification Institute** for review.

### • Accountancy

LeadingAge New Jersey is a licensed Continuing Provider of Education [CPE] sponsor for the **New Jersey Board of Accountancy**.

### • Dietary Managers

This program has made application for continuing education (CE) hours by the **Certifying Board for Dietary Managers**. Hours: 4.25 Food Show and 9.0 General = 14.0 Total CE hours.

### • Activity Professionals

This program has made application for 9.0 hours by **The National Certification Council for Activity Professionals (NCCAP)**.

### • Certified Dementia Practitioners

National Council Of Certified Dementia Practitioner, CEU approved

## Conference Learning Objectives:

**At the conclusion of this Conference participants will be able to:**

- Describe the framework needed to develop better organizational leadership and build a more agile team.
- Articulate effective approaches for maximizing service and efficiency, communicating value, and exceeding consumer expectations.
- Characterize the ways in which interdisciplinary collaboration across the continuum of care can foster person-centered care and improve resident outcomes.
- Assess how your organization will continue to meet its mission in the future.
- Recall new regulations, statutes, and case law developments in employment and labor law.
- Summarize practical strategies for enhancing performance, preventing hospital readmissions and emergency room visits, and preparing for the new skilled nursing facility (SNF) quality measures.
- Explore how/why exceptional care delivery can be the foundation for building long-lasting, resilient relationships with upstream and downstream partners.
- Describe the key new statutory, regulatory, and case law provisions affecting CCRCs, personal care/assisted living and nursing facility operations, including proposed changes to CMS' Requirements for Participation.
- Discuss the impact that organizational goals and effective leaderships can have on employee engagement, clinical quality, financial indicators, and resident and family satisfaction.
- Evaluate the organizational tools and environment that are needed to increase staff engagement and commitment to your organization's customer service initiatives.
- Evaluate the impact of the physical environment, technology, and pharmacology on the cognitive, emotional, and physical well-being of individuals with dementia.
- Explore the current generation of technology solutions that will change the experiences and interactions of the aging services consumer and workforce.
- Identify how changes in regulation, technology, service delivery, and consumer trends continue to impact the coordination and quality of care.
- Outline the specific actions that will initiate lasting organizational culture change in aging services organizations.
- Recognize the importance of technology to better achieve high-performing systems and streamlines processes across care settings.

## Disclosure of Conflicts of Interest

AXIS Medical Education requires instructors, planners, managers, and other individuals and their spouse/life partner who are in a position to control the content of this activity to disclose any real or apparent conflict of interest they may have as related to the content of this activity. All identified conflicts of interest are thoroughly vetted by AXIS for fair balance, scientific objectivity of studies mentioned in the materials or used as the basis for content, and appropriateness of patient care recommendations.

Members of the LeadingAge NJ Annual Conference Planning Committee and faculty have no financial relationships to disclose. For a detailed list of financial relationships, or lack thereof, that faculty or their spouse/life partner may have with commercial interests related to the content of this educational activity, please visit: [www.LeadingAgeNJ.org](http://www.LeadingAgeNJ.org)

## Disclaimer

Participants have an implied responsibility to use the newly acquired information to enhance patient outcomes and their own professional development. The information presented in this activity is not meant to serve as a guideline for patient management. Any procedures, medications, or other courses of diagnosis or treatment discussed in this activity should not be used by clinicians without evaluation of patient conditions and possible contraindications on dangers in use, review of any applicable manufacturer's product information, and comparison with recommendations of other authorities.

## Americans with Disabilities Act

In compliance with the Americans with Disabilities Act, we will make every reasonable effort to accommodate your request. For any special requests, please contact LeadingAge New Jersey at [agreenbaum@LeadingAgeNJ.org](mailto:agreenbaum@LeadingAgeNJ.org) before the meeting dates.

## AXIS Contact Information

For information about the accreditation of this program please contact AXIS at: [info@axismeded.org](mailto:info@axismeded.org)



# Conference Highlights

Tuesday, June 11th

## Opening Reception



6:30 – 8:00 pm

Don't miss this opportunity to network with fellow members, business partners, exhibitors and guest while you enjoy great food and beverages. A great way to kick off our conference!

## Premier Event Sponsor

**What If...** people of all ages started defying the stereotypes associated with ageism just by being themselves?

#WithIt is not about being hip or trendy, or a certain age or time of life. It's about being who you are and doing what you love. #WithIt looks at every stage of life as an opportunity to focus on what we can and want to do more of as we age, and not what we can't.

Join the #WithIt Movement inspired by Parker Health Group, Inc., Premier Event Sponsor

Presentation by Donna Silbert, Chief Strategy Officer

Please visit Parker's **Booth in the EXPO Hall** for a first look at the new pro-aging movement and learn more about it by visiting [WeAreWithIt.org](#).

We invite you to share what aging means to you and hear stories that are changing the conversation about aging in America @WeAreWithIt.

Join the Movement at  
[#WeAreWithIt.org](#)

**Parker**  
we make aging part of life ®

Wednesday, June 12th

## General Session



9:30 – 10:45 am

### What If...We all Become Better Leaders?

Who are you BECOMING as a Leader?

featuring Jonathan Fanning, Dynamic Speaker, Leadership Development Expert, Author, Entrepreneur, Parent, Citizen

A year from today, will you be a better leader... or not? The answer affects every aspect of our lives. Who are you BECOMING? introduces four pillars the greatest leaders all have in common and a simple formula for enhancing these pillars in your own life and organization. A favorite of audiences across the country, Jonathan shares "The Simplest and Most Effective Leadership Development Plan", borrowing powerful and practical lessons from the greatest people developers in all walks of life.



Jonathan Fanning is the author of **Who are you BECOMING?** and has been coaching leaders – from Fortune 500 executives to sole proprietors – for over 15 years.

## Lunch with Exhibitors

12:15 - 1:45 pm

Enjoy lunch while visiting our Exhibitors and Business members!



## LeadingAge New Jersey Reception

Schenck Price  
SCHENCK PRICE SMITH & KING, LLP

5:00- 7:00pm

A great way to wrap up a full day of education and networking. See you there!

Thursday, June 13th

## Networking Breakfast

8:00 – 9:15 am

Start your day off greeting your new contacts and friends over coffee and breakfast buffet.

## Closing General Session Town Hall Conversation

11:00 am – 12:30 pm

facilitated by Jodi Eyigor, Director, Nursing Home Quality and Policy & Janine Finck-Boyle, Vice President of Regulatory Affairs, LeadingAge

This is your opportunity to provide input about ways national public policy is affecting you, the older adults you serve, and how policy could be changed for the better.

In 2018, LeadingAge national established a new public-policy setting process, the most important part of which is a Town Hall Conversation in each state. We will continue the conversation started in 2018 with state and national staff, and a member of the LeadingAge national Board of Directors and review outcomes from the 2018 discussions. This is a great opportunity to hear directly from you.

All LeadingAge New Jersey members are invited to attend and we would encourage you to extend this invitation to your board of directors and staff. The feedback from our Town Hall Conversation – and each state town hall across the nation – will be aggregated so we can identify the most pressing issues across states, themes and emerging issues.

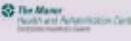


# Education Sessions

## Wednesday, June 12

		F/O	H	HR	R/LTC	Mixed
<b>7:30 am – 3:30 pm</b>	<b>Registration</b>	♦	♦	♦	♦	♦
<b>7:30 – 9:00 am</b>	<b>Continental Breakfast</b> [EXPO Hall]	♦	♦	♦	♦	♦
<b>Sunrise Sessions</b> <b>Session 1</b> <b>8:00 – 9:00 am</b>	<b>1-A</b> Navigating the Impact of Marijuana Use in the Workplace	♦	♦	♦	♦	♦
	<b>1-B</b> Staff Competency Leads to Resident Quality of Care & Life, as well as, Staff Satisfaction		♦	♦		
	<b>1-C</b> Post-acute & Senior Care Facing Historic Changes: Are you Prepared?	♦				
	<b>1-D</b> Deploying Virtual Assistants (BOTS) to Support Knowledge Sharing	♦	♦	♦	♦	♦
<b>9:00 – 9:30 am</b>	<b>Coffee Break</b> [EXPO Hall]	♦	♦	♦	♦	♦
<b>9:30 – 10:45 am</b>	<b>Keynote — “What If... We all Become Better Leaders?”</b> [Circus Maximus Theater] sponsored by: 	♦	♦	♦	♦	♦
<b>Session 2</b> <b>11:00 am – 12:15 pm</b>	<b>2-A</b> New Rules and Realities to HUD REAC Compliance	♦				
	<b>2-B</b> New Jersey Department of Health Update				♦	
	<b>2-C</b> Smart HVAC Design	♦	♦			♦
	<b>2-D</b> Slips, Trips & Pitfalls: Employee Injuries in Senior Living Communities & How it Impacts the Bottom Line	♦	♦	♦	♦	♦
	<b>2-E</b> “Let the Food Be Thy Medicine”	♦				♦
<b>12:15 – 1:45 pm</b>	<b>Lunch with Exhibitors</b> [EXPO Hall] sponsored by: 	♦	♦	♦	♦	♦
<b>Session 3</b> <b>1:45 – 3:00 pm</b>	<b>3-A</b> Workplace Violence: Unique Challenges in the Senior Care Space	♦	♦	♦	♦	♦
	<b>3-B</b> Strategic Pathways to a Sustainable Future	♦		♦	♦	♦
	<b>3-C</b> Evidence Based Design: Conversations with Architects	♦				♦
	<b>3-D</b> Talkin’ Bout My (Millennial) Generation: Preparing for Tomorrow’s Leaders in the Aging Field		♦		♦	♦
	<b>3-E</b> Emerging Risks that Blindside Great Organizations	♦				♦
<b>3:00 – 3:45 pm</b>	<b>Dessert with Exhibitors</b> [EXPO Hall]	♦	♦	♦	♦	♦
<b>Session 4</b> <b>3:45 – 5:00 pm</b>	<b>4-A</b> National Affordable Housing Policy		♦			
	<b>4-B</b> Using a Neuroscience Approach for Alzheimer’s/Dementia Residents in Assisted Living & Memory Care				♦	♦
	<b>4-C</b> If You are Not at the Table, You are Probably on the Menu	♦				♦
	<b>4-D</b> How to Win Friends and Keep Them: The Power of Branding and Reputation Management		♦		♦	♦
	<b>4-E</b> PDPM: A World Where Nursing & Therapy Are The Unlikely Heroes	♦		♦	♦	♦
<b>5:00 – 7:00 pm</b>	<b>LeadingAge New Jersey Reception</b> sponsored by: 	♦	♦	♦	♦	♦

## Thursday, June 13

		F/O	H	HR	R/LTC	Mixed
<b>8:00 – 9:15 am</b>	<b>Buffet Breakfast &amp; Networking</b>	♦	♦	♦	♦	♦
<b>Session 5</b> <b>9:15 – 10:45 am</b>	<b>5-A</b> MORE Things Fair		♦			♦
	<b>5-B</b> New Jersey Department of Human Services Update				♦	♦
	<b>5-C</b> Am I Ready?: A Crisis Communications Self-Assessment	♦	♦	♦	♦	♦
	<b>5-D</b> Trauma-informed Care (TIC): What is it Why is it Important?				♦	♦
<b>11:00 am – 12:30 pm</b>	<b>General Session — Town Hall Conversation</b> [Circus Maximus Theater]	♦	♦	♦	♦	♦
<b>12:30 pm</b>	<b>Grab-N-Go Snacks</b> sponsored by: 	♦	♦	♦	♦	♦

### Column Key:

F/O = Finance/Ops H = Housing HR = Human Resource R/LTC = Regulatory/LTC

# Concurrent Education Sessions

Concurrent sessions are designed to offer a variety of topics under the aging services umbrella ranging from clinical care to staff development. Attendees may select any topic of interest.

## WEDNESDAY, JUNE 12 • 8:00-9:00am [Sunrise Sessions]

### NAVIGATING THE IMPACT OF MARIJUANA USE IN THE WORKPLACE

Jeffrey M. Daitz, Esq., Partner, & Co-Chair, Labor & Employment Law Group & Co-Director of Employment Practices & Jackie Voronov, Partner, Hall Booth Smith

**1-A** As Governor Murphy works to make New Jersey the 9th state to legalize recreational marijuana employers are paying close attention to determine their rights & obligations under the anticipated legislation. How will a facility respond to employee request to use medical marijuana in the workplace, as an accommodation for their disability? How will the legalization of recreational marijuana impact drug-free work policies and a modern work schedule? This session will focus on enacting safe & prudent policies that balance employees' needs, with the senior living community's business interests as employers

### STAFF COMPETENCY LEADS TO RESIDENT QUALITY OF CARE AND LIFE, AS WELL AS STAFF SATISFACTION

Sophie A. Campbell, MSN, RN, CRRN, RAC-CT, CNDLTC Director, Clinical Advisory Services, Baker Tilly

The Centers for Medicare and Medicaid Services (CMS) has added Staff Competence as a new regulation and has included it in the Critical Element Pathways. Quality of care & life for residents has always been regulated and is a critical part of what we do as providers in bringing long term care to residents on a daily basis. However, we have often not paid attention to staff satisfaction except for during exit interviews, when it is no longer effective to make changes in order to satisfy the staff member. This session will discuss the need for staff to feel confident in their competence at work and how an increased level of satisfaction, tends to promote greater loyalty towards their residents and the facility. The desired outcome leading to greater staff retention. A positive for both the residents and the provider.

### POST-ACUTE & SENIOR CARE FACING HISTORIC CHANGES: ARE YOU PREPARED?

Chuck Heidbrink, Vice President, Strategic Initiatives, Health Dimensions Group

**1-C** Like never before, post-acute, long-term care and senior living providers are facing a time of great change, uncertainty & innovation. While providers try to navigate the changes, one thing is clear – high quality, efficient, cost-effective care will be critical for success. In this session, the speaker will highlight the many changes these providers are seeing, throughout their business. Including a renewed focus on rewarding value over volume, workforce challenges, increase in government oversight, increases in managed care, medicalization of housing models, the expansion of acute & post-acute partnerships, and declines in occupancy and length of stay.

### DEPLOYING VIRTUAL ASSISTANTS (BOTS) TO SUPPORT KNOWLEDGE SHARING

Dale Tuttle, Partner, WithumSmith+Brown, PC

**1-D** There is a great deal of talk (& hype) about Machine Learning & Artificial Intelligence. But how do you take advantage of these new technologies to improve your operations? This session provides a real-world case study and demo of a Virtual Assistant (BOT) built to help internal staff find information without the help of human staff and without building a complex (and costly) internal portal. This approach can be used for almost anything and provides a real-world, practical example of how Machine Learning and AI can be used to improve collaboration and knowledge sharing.

## WEDNESDAY, JUNE 12 • 9:30-10:45am [Keynote]

### "WHAT IF...WE ALL BECOME BETTER LEADERS?"

Jonathan Fanning, Dynamic Speaker, Leadership Development Expert, Author, Entrepreneur, Parent, Citizen

Who are you BECOMING as a Leader? A year from today, will you be a better leader... or not? The answer affects every aspect of our lives. 'Who are you BECOMING?', introduces four pillars the greatest leaders all have in common and a simple formula for enhancing these pillars in your own life and organization. Jonathan shares "The Simplest and Most Effective Leadership Development Plan", borrowing powerful and practical lessons from the greatest people developers in all walks of life.

### WHAT IF...

**What if** we were more passionate?

**What if** we embraced new ideas without reservations?

**What if** we freely considered different perspectives?

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

**What if** we looked for more opportunities?

**What if** we had confidence to step outside the box 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?

## WEDNESDAY, JUNE 12 • 11:00-12:15am

### NEW RULES & REALITIES TO HUD REAC COMPLIANCE

*Scott Precourt, Founding Partner, US Housing Consultants*

**2-A**

It very difficult for owners and managing agents to navigate the difficult terrain, of remaining in compliance with the rules and regulations which make up the housing industry while creating solutions that develop operational excellence. Scott Precourt of US Housing Consultants will discuss all of the recent updates, rules, regulations and what managers need to know in order to prepare for a new, more demanding landscape of HUD and LIHTC physical compliance.

### NEW JERSEY DEPARTMENT OF HEALTH UPDATE

*Donna M. Koller, Program Manager LTC Complaints & Pamela A. Lebak, Program Manager LTCSS, Health Facility Survey & Field Operation, NJ Dept. of Health, (invited)*

**2-B**

Changes abound in licensing, survey and certification for nursing home and assisted living providers. Join representatives from the NJ Department of Health for an interactive session on current trends and developments that are "need to know."

### SMART HVAC DESIGN

*Martin Rosica, President, Hawks & Company*

**2-C**

Achieve the unique advantage of knowing how your facility should operate and what is really needed in the way of central heating and cooling plants. Discussion will include: Central plant design, make up air for your facilities, domestic hot water, building automation strategies. This session will focus on how to optimize your design to achieve results in lower capital expenditures while increasing efficiencies and life cycle performance.

### SLIPS, TRIPS & PITFALLS: EMPLOYEE INJURIES IN SENIOR LIVING COMMUNITIES & HOW IT IMPACTS THE BOTTOM LINE

*Rafael Haciski, Esq., Vice President & John Kiefner, CSP, ARM, Vice President, Johnson Kendall & Johnson*

**2-D**

Employee injuries in senior living communities are driven by two main loss causal factors and a variety of severe isolated incidents, usually the result of unsafe behavior. These injuries have a direct impact on your Total Cost of Risk. This session will focus on the efforts of your management team, safety committee and employees to creatively address these factors. Topics of discussion will include: Slips / Trips/ Falls-keeping your employees on their feet; Resident Handling & Transfer-conducting floor transfers (it's not just in Nursing!); Severity Exposure- fall from heights, confined spaces, needle sticks, & more; Employee Behavior –auditing behavior & increasing safety awareness

### "LET THE FOOD BE THY MEDICINE" (HIPPONCRATES) - INVESTING IN DINING & NUTRITION TO PREVENT & MANAGE CHRONIC CONDITIONS IN SENIOR LIVING COMMUNITIES.

*Briana Egan, RD, CSG, LDN; Emily LaStarza, MS, RD, CSG, LDN & David Stoltzfus, Unidine Lifestyles, Compass Group USA*

Senior living communities provide care and services to many residents challenged with chronic medical and cognitive conditions.

**2-E**

Amongst the top 10 most common chronic conditions are Alzheimer's disease and other dementias (42%), followed by heart disease (34%), depression (28%), and diabetes (17%). These diseases put residents at risk & financial pressure on the community. Although the causes of these conditions include non-modifiable risk factors (age or genetics), questionable lifestyle choices (unhealthy diet, physical inactivity and tobacco use), are contributors in their development and progression. Senior living communities have the opportunity to help residents by investing in nutrition and wellness programs. These risk factors are modifiable and studies show how lifestyle changes among adults with chronic conditions can result in significant improvements.



## WEDNESDAY, JUNE 12 • 1:45-3:00pm

### WORKPLACE VIOLENCE: UNIQUE CHALLENGES IN THE SENIOR CARE SPACE

*Deborah A. Cmielewski, Esq. Partner, Schenck Price Smith & King, LLP*

**3-A**

Workplace violence can arise in the senior care space every single day. Violence can occur at all levels of the organization as well as between and among residents and third parties. This session will examine the different categories of workplace violence, special considerations for the senior care industry; legal issues and the potential for provider exposure. Topics will also include prevention, education, policy drafting and crisis management.

### STRATEGIC PATHWAYS TO A SUSTAINABLE FUTURE

*Beverly Asper, Director, Baker Tilly; Jessica Kraft, Executive Vice President, Bluespire Senior Marketing; Brian G. Lawrence, President & CEO, Fellowship Senior Living; Melissa Messina, Senior Vice President, HJ Sims & Roberta Voloshin, Corp. Director of Marketing, United Methodist Communities*

**3-B**

This session intersects the organization's mission of providing care & services with three critical success pathways necessary for a sustainable future. The session will include a deep-dive of optimization strategies to improve operational performance & enhance financial position for single and multi-site providers. Explore the components and strategies behind a well-balanced capital structure and financing options for new programs and services. The critical success pathways explored will be enhanced with actual provider experiences and inform future sustainability initiatives whether staying the course as a single entity or considering potential future affiliations or sponsorship opportunities.

### EVIDENCE-BASED DESIGN: CONVERSATIONS WITH ARCHITECTS

*Richard Carroll, AIA LEED AP, Senior Associate, JKRP Architects & Daniel Topping, Principal, NK Architects*

**3-C**

We are in the midst of a monumental population shift. Baby Boomers are hitting retirement age in record numbers, with peak "Boom" projected to occur within the next 5 years. The housing and care demands of this group are already markedly different from the previous generation and will continue to transform senior care and senior living design for the foreseeable future. This session will provide specific insight into the use of Evidence Based Design and the associated design trends that this population is requiring. The conversation will include discussions related to user experience, impacts on physical and mental health, innovations in design that satisfy diverse populations and how paying attention to the user experience can be the key to happiness, ease and longevity.

### TALKIN' BOUT MY (MILLENNIAL) GENERATION: PREPARING FOR TOMORROW'S LEADERS IN THE AGING FIELD

*Elana Kieffer, Business Operations Manager, The New Jewish Home*

**3-D**

This session will explore proactive steps to recruit and retain millennial employees, and prepare the next generation of leaders in the aging sector.

### EMERGING RISKS THAT BLINDSIDE GREAT ORGANIZATIONS

*Andrew Corrigan, Producer & Bette McNee, RN, NHA, Clinical Risk Management Consultant, The Graham Company*

**3-E**

Most health and human service organizations have built their risk management programs in the provision of quality care and services. However, providing quality care and services consistent with regulations and professional standards is not enough to protect your organization from liability exposure. Two risks that most organizations are not currently addressing in their risk management program are: the attitude and disposition of those that provide care, and second is the perception of those receiving care. This session will review the impact of these factors in the current claims environment with increasing number of claims related to abuse and neglect and higher judgements due to perceptions or expectations of residents and family that are consistent with those of jurors. Presenters will share the effective approaches that they have developed with in collaboration with insurers, attorneys, experts and clients to mitigate these two emerging risks.

## WEDNESDAY, JUNE 12 • 3:45-5:00pm

### NATIONAL AFFORDABLE HOUSING POLICY

*Linda Couch, Vice President of Housing Policy, LeadingAge*

**4-A**

This session will cover the waterfront of national policy issues that relate to affordable housing for older adults with low incomes. We will: understand how the new Congress may shape affordable housing policy and funding for older adults; discern between the Trump Administration's priorities for affordable housing and the realities of Congressional checks and balances; and, appraise how successes in Section 202 expansion and preservation can be magnified with education and advocacy. The Section 202, Low Income Housing Tax Credit, and Housing Trust Fund programs will be looked at in-depth.

## WEDNESDAY, JUNE 12 • 3:45-5:00pm

### USING A NEUROSCIENCE APPROACH FOR ALZHEIMER'S/DEMENTIA RESIDENTS IN ASSISTED LIVING & MEMORY CARE

*Govind Bharwani PhD Adjunct Professor, Wright State University, Dept. Biomedical Industrial & Human Factors Engineering*

**4-B**

This session will provide practical solutions to manage different types of behaviors using Neuroscience techniques. It will explain which parts of the brain are affected by Alzheimer's disease at each stage and will provide guidance for ways to interact with residents based on which parts of the brain are functioning. An individualized approach for behavior management which has resulted in reductions in resident falls and the use of anti-psychotic medications will also be discussed

### IF YOU ARE NOT AT THE TABLE, YOU ARE PROBABLY ON THE MENU

*Roger E. Randall, Senior Vice President, BB&T Capital Markets*

**4-C**

For-profit providers are growing faster than their not-for-profit peers due to a streamlined decision-making process. It is imperative not-for-profits be proactive so that they too can consider affiliation/sponsorship/merger opportunities when they arise. This session will explore the market dynamics and explain how not-for-profits can prepare themselves for these future opportunities.

### HOW TO WIN FRIENDS AND KEEP THEM: THE POWER OF BRANDING & REPUTATION MANAGEMENT

*Jamie Matusek, President & Christy Wylie, Senior Living Marketing Consultant, Catalyst*

**4-D**

The customer journey is complex. Whether we're striving to spark an emotional connection with prospects through branding or to lead them down a breadcrumb-path of online reviews to a website, the window to make an impression is a small one. In this session, we'll explore techniques for making fast, impactful connections with potential residents through emotionally compelling branding, as well as tactics for guiding and optimizing those connections through reputation management.

### PDPM: A WORLD WHERE NURSING & THERAPY ARE UNLIKELY HEROES

*Elisa Bovee, Vice President of Clinical Strategies, HealthPRO-Heritage*

**4-E**

What if the silver lining for PDPM is a more collaborative partnership between Nursing & Therapy? Amidst an almost crippling nursing shortage, PDPM will put exponential pressure on Nursing. Additionally, while Therapy has traditionally relied on Nursing documentation to support rehab-driven reimbursement, this trend will reverse under PDPM. This discussion will redefine what it means to succeed under PDPM and shine a new SPOTLIGHT on what you should expect from your Therapy team in 2019 & beyond. Join us for an interactive, provocative & energetic dialogue on the changes & challenges on the horizon.

## THURSDAY, JUNE 13 • 9:15-10:45am

### MORE THINGS FAIR

*Wanda Nieves, Director of Fair Housing & Brenda Edmondson, Chief of Compliance, HUD/Newark Branch (Invited)*

**5-A**

In the fall of 2018, HUD's Office of Fair Housing and Equal Opportunity (FHEO) presented "All Things Fair" at LeadingAge New Jersey's Fall Fair Housing program. Wanda Nieves and Brenda Edmondson along with their dynamic Newark team have been invited to present this Part 2 Fair Housing Update in "More Things Fair." Come meet and hear from those who address fair housing matters every.

### NJ DEPARTMENT OF HUMAN SERVICES UPDATE

*Joseph Bongiovanni, Dir. of MLTSS & Contract Logistics & Geraldyn Molinari, Dir. of Managed Care Provider Relations, Div. of Medical Assistance & Health Services, NJ Dept. of Human Services; & Cheryl Hogan, Director of MLTS, Div. of Aging Services, NJ Dept. of Human Services*

**5-B**

Medicaid managed care, policies related to aging services, and Medicaid eligibility will be areas of focus for this important session. Join representatives from the Department of Human Services to stay up to date with key issues that impact nursing homes, assisted living and HCBS providers.

### AM I READY? - A CRISIS COMMUNICATIONS SELF-ASSESSMENT

*Christopher Lukach, APR President, AKCG - Public Relations Counselors*

**5-C**

While a crisis may be unexpected, it should never come as a surprise. Crises can be anticipated, and through effective planning and training, aging-services organizations can help ensure potential damage to public perception is ameliorated or even avoided. Those providers most successful in weathering crises are those whose leadership recognizes the immediacy of today's communications environment. Session will provide attendees with discrete steps for constructing strong, actionable crisis-response plans and testing them to spot and resolve vulnerabilities. Through a self-assessment, attendees can authoritatively answer the question, "Am I ready?"

### TRAUMA-INFORMED CARE (TIC): WHAT IS IT WHY IS IT IMPORTANT?

*Dr. Kathleen Weissberg, OTD, OTR/L, CMDCP, Education Director & Dominic Yale RN, BSN, RAC-CT, Quality Assurance Compliance Manager, Select Rehabilitation*

**5-D**

Trauma-Informed Care (TIC) is an approach to care that recognizes trauma symptoms and acknowledges the role trauma plays in an individual's life. This session explores how TIC can be used by nurses and other clinicians to facilitate positive interactions and caregiving experiences with their residents. The principles of trauma-informed care are reviewed, and participants are provided specific strategies to implement in their site and with their care. This includes addressing trauma in our own employees and how it affects daily work.

# General Information

## Accommodations

Guest rooms have been reserved at Caesar's Hotel, Atlantic City for LeadingAge New Jersey meeting attendees. Special rates for single and double are \$92 per night, plus applicable taxes and fees. Reservations must be made no later than Monday, May 17th in order to guarantee the special rate.

### CALL-INS:

**Room Reservations:** 888-516-2215  
(8am-2am EST seven days a week)

**Group name:** LeadingAge New Jersey 2019

**Group code:** SC06LA9

(All callers will be asked for this code, but can also book by saying "LeadingAge NJ")

### ON-LINE BOOKINGS:

Please attach the link below to your website or just forward to anyone who prefers booking on line:

<https://book.passkey.com/go/sc06la9>

## Refunds & Substitutions

**Early bird Registration Deadline:** Registration forms must be received by **Friday, May 17, 2019** to receive the early bird registration rate. If you are unable to register by May 17, you can still register at the higher rate. Registrations after May 24 must be made onsite. Please plan on arriving early to allow for processing.

**Refunds:** No refunds will be granted after May 24, 2019. Substitutions are encouraged.

**Substitutions:** There is no charge for substitutions if changes are received by May 24, 2019. All substitutions must be made in writing via email to [agreenbaum@leadingagenj.org](mailto:agreenbaum@leadingagenj.org). Any substitutions made after May 24, 2019 must be made on-site and will be charged an administrative fee of \$25.00 per substitution.

## Complaints/Grievances

If you are not satisfied and/or strongly object to information and/or materials presented, please contact Amy Greenbaum, LeadingAge New Jersey Association Coordinator, at 609.452.1161, via email at [agreenbaum@leadingagenj.org](mailto:agreenbaum@leadingagenj.org), or on-site at the Registration Desk. We will make every attempt possible to reach a satisfactory resolution.

## Registration Information & Fees

Registration fee includes: entrance into the EXPO Hall, educational sessions, breakfasts, lunch, refreshment breaks, and receptions.

### Payment

#### BY CHECK:

**Made out to:** LeadingAge New Jersey

**Mailed to:** 3705 Quakerbridge Road-Suite102  
Hamilton, NJ 08619

#### BY CREDIT CARD:

Please call the LeadingAge New Jersey office to pay for your registration by credit card.

**609-452-1161**



## Registration Information

To register for the 2019 LeadingAge New Jersey Annual Meeting, please visit our website: [www.LeadingAgeNJ.org](http://www.LeadingAgeNJ.org).

## MEMBER PRICING

		EARLY BIRD RATE BEFORE ON OR BEFORE MAY 17	CONFERENCE RATES ON OR AFTER MAY 18
W	FULL CONFERENCE – PROVIDER	\$375	\$425
	WEDNESDAY ONLY (JUNE 12TH) – PROVIDER	\$275	\$325
	THURSDAY ONLY (JUNE 13TH) – PROVIDER	\$150	\$200
	NON-EXHIBITING LANJ BUSINESS PARTNER [FULL CONFERENCE ONLY]	\$600	\$650

## NON-MEMBER PRICING

		EARLY BIRD RATE BEFORE ON OR BEFORE MAY 17	CONFERENCE RATES ON OR AFTER MAY 18
	FULL CONFERENCE – PROVIDER	\$450	\$500
	WEDNESDAY ONLY (JUNE 12TH) – PROVIDER	\$350	\$400

PLEASE NOTE: Individual Communities registering 4 or more FULL CONFERENCE attendees, will receive a \$25/person refund, post event.

# Thank you LeadingAge New Jersey Business Leadership Partners



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