

forward



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Oregon

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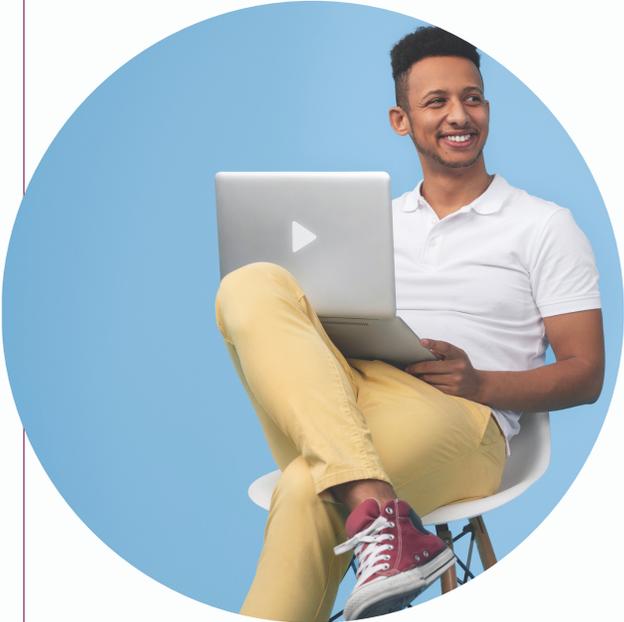
Director of Visionary Thinking?
Chief Collaboration Officer?
Join us as we imagine the new
landscape of serving older adults.

2021
ANNUAL CONFERENCE
& EXPO

VIRTUAL CONFERENCE | MAY 11 - 13, 2021

welcome to the LeadingAge Oregon virtual conference

TOGETHER FORWARD



This year's virtual conference theme is **forward**, and it speaks to our hope and optimism as we begin to emerge from the global COVID-19 pandemic toward what's next. To move **forward** doesn't mean to push past what we have been through and try to return to life exactly as it was before. On the contrary, to truly move our organizations forward, we must leverage our experience to become stronger and smarter. We will need to evolve to meet the challenges ahead by bridging where we have been with new skills and knowledge and look **forward** to a new future. We understand **forward** means a better tomorrow is not promised — it has to be created.

Supporting older adults live more meaningful lives is not just an end goal — it's a journey. To continue on that journey, you need a conference that's created for leaders like you, a forum where you can discuss the tough moments from the last year, hear ideas that'll transform your organization, and make sure you're ready for the next wave of innovation in the aging services field. This past year we came **together** in the way we could, please join us in 2021 as we find opportunities to move us **forward**.

The 2021 experience in May is 100% virtual, offering the ultimate in flexibility, choice, and value. Join us in moving **forward** on May 11-13, 2021 for the second edition of LeadingAge Oregon's Virtual Conference. **Together** we will move our organizations and the field of aging services **forward**.

Register Early to Receive a Swag Box



It wouldn't be a conference without getting some fun giveaways! The first 200 attendees who register will receive a LeadingAge Oregon "Swag" box. Your swag box will include several great items from our sponsors. In addition, it will include some wonderful surprises to complete your conference experience - including 10 "Golden Tickets" from sponsor Ankrom Moisan worth \$100 each! Use this link to [Register Now](#)

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schedule of events

TUESDAY, MAY 11

| | |
|-------------------|---|
| 1:00 PM - 1:45 PM | GENERAL SESSION - <i>In Forward Motion</i> - Carol Silver Elliott |
| 1:45 PM - 2:15 PM | SOLUTIONS EXPO |
| 2:15 PM - 3:15 PM | BREAKOUT SESSIONS |
| 3:15 PM - 3:30 PM | WELLNESS BREAK |
| 3:30 PM - 4:30 PM | BREAKOUT SESSIONS |

WEDNESDAY, MAY 12

| | |
|-------------------|---|
| 1:00 PM - 1:30 PM | LEADINGAGE OREGON AWARDS AND GENERAL MEETING |
| 1:30 PM - 2:30 PM | GENERAL SESSION - <i>Elevating Radical Kindness</i> - Linda Cohen |
| 2:30 PM - 3:00 PM | SOLUTIONS EXPO |
| 3:00 PM - 4:00 PM | BREAKOUT SESSIONS |
| 4:00 PM - 5:00 PM | SOCIAL EVENT |

THURSDAY, MAY 13

| | |
|-------------------|--|
| NOON - 1:00 PM | LEADERSHIP LUNCH - <i>The Changing Landscape of Senior Living</i> John Cochrane |
| 1:00 PM - 2:00 PM | BREAKOUT SESSIONS |
| 2:00 PM - 2:30 PM | SOLUTIONS EXPO |
| 2:30 PM - 3:30 PM | BREAKOUT SESSIONS |
| 3:30 PM - 4:30 PM | CLOSING SESSION - <i>The Joy of Aging - from the Street View</i> Jack York and Larry Minnix |

session planner

| NOTES: | ORGANIZATIONAL LEADERS | NURSING/CLINICAL | FINANCE | MARKETING | HR/COMPLIANCE | SOCIAL WORKERS | ENVIRONMENTAL SERVICES | FACILITY MAINTENANCE | DIETICIANS/FOOD SERVICE | HOUSING | HCBS | INDEPENDENT LIVING | ASSISTED LIVING | NURSING HOME |
|---|------------------------|------------------|---------|-----------|---------------|----------------|------------------------|----------------------|-------------------------|---------|------|--------------------|-----------------|--------------|
| TUESDAY, MAY 11 KEYNOTE: IN FORWARD MOTION 1:00 PM-1:45 PM | | | | | | | | | | | | | | |
| TUESDAY, MAY 11 CONCURRENT SESSIONS 2:15 PM-3:15 PM | | | | | | | | | | | | | | |
| Balancing Acts: Re-engineering Your Business Model Post-COVID-19 Brad Straub, Stuart Jackson - Greystone | ▶ | | ▶ | | ▶ | | | | | | | | | |
| Using Technology to Deliver Music as Medicine Andy Tubman - Musical Health Technologies | | ▶ | | | | ▶ | | | | | ▶ | ▶ | ▶ | ▶ |
| Housing Update James Raymond - HUD San Francisco Regional Office, Asset Management Division | | | | | | | | | | ▶ | | | | |
| Discussing the Now, the Next and the Future of Dining Services Dining Panel | ▶ | | | ▶ | | | ▶ | | ▶ | | | | | |
| TUESDAY, MAY 11 CONCURRENT SESSIONS 3:30 PM-4:30PM | | | | | | | | | | | | | | |
| Marketing & Sales in the New Reality: The Path to Rebuilding and Sustaining Census Love and Company Panel | ▶ | | ▶ | ▶ | | | | | ▶ | | | | | |
| Hoarding: Toolkit for Advocacy, Assistance & Eviction Prevention Miley Flowers - Harsch Investment Properties | | ▶ | | | | ▶ | ▶ | ▶ | | ▶ | | | | |
| The Impact of Telehealth in Post-Acute Care Michelle Jabczynski - Infinity Rehab | | ▶ | | | | | | | | | | | ▶ | ▶ |
| Update from APD Jack Honey - Oregon Department of Human Services - Safety, Oversight & Quality Unit | ▶ | | | | ▶ | | | | | | ▶ | ▶ | ▶ | ▶ |

session planner

WEDNESDAY, MAY 12 | AWARDS & BUSINESS MEETING | 1:00 PM-1:30 PM

NOTES:

| | | | | | | | | | | | | | |
|------------------------|------------------|---------|-----------|---------------|----------------|------------------------|----------------------|-------------------------|---------|------|--------------------|-----------------|--------------|
| ORGANIZATIONAL LEADERS | NURSING/CLINICAL | FINANCE | MARKETING | HR/COMPLIANCE | SOCIAL WORKERS | ENVIRONMENTAL SERVICES | FACILITY MAINTENANCE | DIETICIANS/FOOD SERVICE | HOUSING | HCBS | INDEPENDENT LIVING | ASSISTED LIVING | NURSING HOME |
|------------------------|------------------|---------|-----------|---------------|----------------|------------------------|----------------------|-------------------------|---------|------|--------------------|-----------------|--------------|

WEDNESDAY, MAY 12 | KEYNOTE: ELEVATING RADICAL KINDNESS 1:30 PM-2:30 PM

WEDNESDAY, MAY 12 | CONCURRENT SESSIONS | 3:00 PM-4:00PM

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|--|---|---|---|---|---|---|---|--|---|---|---|---|---|
| Reigniting Post-Covid19 Employee Engagement Bruce Berlin - Prioriteams | ▶ | ▶ | | ▶ | | ▶ | | | | | | | |
| Crisis Management & Communications Bruce Hennes - Hennes Communications | ▶ | | ▶ | | | | | | | | | | |
| Isolated by Alzheimer's Kera Magarill - Washington County Disability Aging and Veteran Services and Laurel Wonder - Multnomah County | | ▶ | | | ▶ | | ▶ | | ▶ | ▶ | ▶ | ▶ | ▶ |
| Apples to Apples Building Quotes Matt Smith & Toby White - Forensic Building Consultants | | | ▶ | | | ▶ | ▶ | | ▶ | | | | |

Join us Wednesday at 4:00 for Bingo! Relax for a bit, laugh a bit and win some fun prizes. Sponsored by



session planner

| NOTES: | ORGANIZATIONAL LEADERS | NURSING/CLINICAL | FINANCE | MARKETING | HR/COMPLIANCE | SOCIAL WORKERS | ENVIRONMENTAL SERVICES | FACILITY MAINTENANCE | DIETICIANS/FOOD SERVICE | HOUSING | HCBS | INDEPENDENT LIVING | ASSISTED LIVING | NURSING HOME |
|--|------------------------|------------------|---------|-----------|---------------|----------------|------------------------|----------------------|-------------------------|---------|------|--------------------|-----------------|--------------|
| THURSDAY, MAY 13 LEADERSHIP LUNCH: THE CHANGING LANDSCAPE OF SENIOR LIVING NOON-1:00 PM | | | | | | | | | | | | | | |
| THURSDAY, MAY 13 CONCURRENT SESSIONS 1:00 PM-2:00 PM | | | | | | | | | | | | | | |
| Realness and Resilience: Reflections from Elders During COVID-19 Paul Iarrobino - Our Bold Voices | ▶ | ▶ | | ▶ | | ▶ | | | | ▶ | ▶ | ▶ | ▶ | ▶ |
| ESL Champion Todd Engle, Yazmin Uribe - Friendsview Melody Abarca-Millan - Chemeketa Community College | ▶ | | | | ▶ | | ▶ | ▶ | ▶ | | | ▶ | ▶ | ▶ |
| Innovative Staff Support: A Ready-to-Use Tool Tyson Lancaster, Jenna Sant-Wing, Dave Jaques, Brittanie Matti - Visions LLC | | ▶ | | | ▶ | | ▶ | | ▶ | ▶ | ▶ | | | |
| COVID-19 in Senior Care: Lessons Learned Pamela S. Kaufmann - Hanson Bridgett LLP Gabriela Sanchez - Lane Powell PC | ▶ | | ▶ | | ▶ | | | | | | | | | |
| THURSDAY, MAY 13 CONCURRENT SESSIONS 2:30 PM-3:30PM | | | | | | | | | | | | | | |
| Becoming a Person of Influence Jason Hunt - Eye Squared Leadership | ▶ | | | ▶ | | ▶ | ▶ | ▶ | ▶ | ▶ | | ▶ | | |
| How Virtual Reality is Changing the Way Caregivers Learn Erin Washington - Embodied Labs | ▶ | ▶ | | | ▶ | | | | | | | | ▶ | ▶ |
| National Public Policy Update: COVID-19 and Beyond Ruth Katz - LeadingAge | ▶ | | ▶ | | | | | | | ▶ | ▶ | | | |
| THURSDAY, MAY 13 CLOSING SESSION: THE JOY OF AGING – FROM THE STREET VIEW 3:30 PM-4:30 PM | | | | | | | | | | | | | | |

keynote speakers



IN FORWARD MOTION Tuesday, May 11 · 1:00-1:45

Sponsored by  LANE POWELL

To move forward doesn't mean to push past where we have been. On the contrary, to truly move our organizations forward, we must leverage where we have been to become stronger and smarter. In Forward Motion is a keynote presentation focused on both building on the lessons from the COVID era to help inform change and progress for elder care providers. A blend of messages to motivate and ideas to implement, In Forward Motion is for anyone who works in the field of elder care.

Carol Silver Elliott Bio

Carol is the President and CEO of the Jewish Home Family, a continuum of services for older adults located in northern Bergen County New Jersey. She began her career in acute care and transitioned to the world of elder care services in 2007. She is a past board chair of the Association of Jewish Aging Services and is the current chair of the national board of LeadingAge. She has served on the board of LeadingAge Ohio and is a board member of LeadingAge New Jersey and Delaware. A skilled communicator, Carol blogs regularly for LeadingAge and for the Times of Israel. She speaks frequently on both healthcare and personal growth topics.



ELEVATING RADICAL KINDNESS Wednesday, May 12 · 1:30-2:30

Sponsored by  USI

In 2020, without a road map, we asked ourselves again and again, how do we navigate a completely unknown territory? Adaptability, Communication, Recognition and Self Care were key kindness strategies that helped us navigate a global pandemic. Why is kindness so crucial in the workplace, now more than ever? Research shows that a culture of kindness improves team performance. Acts of kindness strengthen employee engagement and reduces burnout. Leave this program with new ideas and resources to implement immediately and thrive in 2021!

Linda Cohen Bio

Linda Cohen, also known as the kindness catalyst, has been a sought-after professional speaker for more than a decade. She offers valuable insight into why kindness matters so much in the workplace now more than ever. It's imperative to your bottom line. Cohen's first book, 1,000 Mitzvahs: How Small Acts of Kindness Can Heal, Inspire and Change Your Life was published in 2011 by Seal Press. She served for six years on the board of the National Speakers Association Oregon Chapter and was the 2018-2019 Chapter President. She lives in Oregon with her husband of 28 years. They have two spirited young adult children and two beloved Cavalier King Charles Spaniels.

keynote speakers



THE CHANGING LANDSCAPE OF SENIOR LIVING Thursday, May 13 · Noon-1:00

2020 was an unprecedented year which brought new challenges and opportunities. The pandemic, climate change, and important social issues are continuously changing the marketplace and how we serve our customers and team members. Customer expectations are shifting and it is critical to stay ahead of these important transitions within, and outside of, our industry. HumanGood President and CEO John Cochrane will discuss the impact of these changes on our core business model and what we must do to meet changing consumer demands in 2021 and beyond.

John Cochrane Bio

As president and chief executive officer of HumanGood, John Cochrane is responsible for the strategic direction of the company, overseeing operations and serving as the primary liaison to the HumanGood Board of Directors. HumanGood operates 21 life plan communities and 96 affordable housing communities in eight states, serving more than 13,000 residents. HumanGood is one of the largest nonprofit senior living providers in the country. Previously, Cochrane worked for Lifespace Communities, where he served as chief operating officer overseeing 11 retirement communities in seven states. Cochrane previously worked as a practicing attorney specializing in real estate and finance. He has his law degree from Northwestern University and a bachelor's degree in political science from Northern Illinois University.

THE JOY OF AGING – FROM THE STREET VIEW Thursday, May 13 · 3:30-4:30

Let's face it, 2020, and the first part of 2021, has left us feeling like we've been working our way through a minefield! The realities of COVID have brought us to our knees, yet we have stayed strong, maintained our poise, and one way or another we'll be coming out stronger. But through all this pain, let's take a break and celebrate some of the reasons we got into the health care arena in the first place. Two story tellers, Jack York from iN2L and the incomparable Larry Minnix, will celebrate the elders we serve through the story of a cross country journey that visited residents all over the land. Independent residents, assisted living residents, people living with dementia, they all had stories to tell and wisdom to share. You will see through the journey the lives that we nurture every day, lives that will make you laugh, cry and reflect about your own journey into elderhood. We've lived under so much pressure the last year, it's ok to slow down and smile for an hour – you won't regret it!



Jack York

Jack York is co-founder of It's Never 2 Late (iN2L), a company dedicated to helping older adults realize the full benefits of adaptive technology.



Larry Minnix

Larry Minnix is a past CEO of LeadingAge national and a speaker on healthy aging and consults with nonprofits on governance and strategic planning.

exhibitor directory

EXHIBITORS IN SOLUTIONS EXPO

TUESDAY, MAY 11 | 1:45PM - 2:15PM

WEDNESDAY, MAY 12 | 2:30PM - 3:00PM

THURSDAY, MAY 13 | 2:00PM - 2:30PM

Be sure to visit the Solutions Expo for chances to win prizes and enter the grand prize drawing. Learn more on our Conference webpage under Solutions Expo.

Ankrom Moisan



Can design awaken possibility in places? How can architecture make our lives better? Each day since 1983, our architects and designers have been improving how people live, work, and play. We're based in San Francisco, Portland, and Seattle. We work across the West Coast.

Charter Construction



Charter Construction is a full service general contractor serving Senior Living and Multi-family clients for 37 years. We provide quality renovation, new construction, repairs and maintenance and 24/7 mitigation and reconstruction services and we are experts in working in occupied space.

Columbia Roofing & Sheet Metal



Columbia Roofing & Sheet Metal does work in Oregon, Washington, Idaho and California with a year around staff of over 60 people. Columbia provides 24/7 leak repair service, full commercial replacement and recovers, sheet metal work and roofs, plus commercial repairs and maintenance. "Expert Solutions, Guaranteed Results", it's just how we do business.

Genoa Healthcare



For over 20 years, Genoa Healthcare has been dedicated to providing high-touch, relationship-driven pharmacy services to long-term care communities. Genoa partners closely with community staff to build trusting relationships and customized pharmacy services specific to each community's needs and residents. The combination of trusting relationships and customized services – along with the scale of a national, proven pharmacy partner – means a higher quality of care for residents and more support for staff.

iN2L



iN2L's content-driven engagement connects seniors to their interests, each other, caregivers, and family members. Our content applications support group activities, individual experiences, and therapy enhancement

exhibitor directory

LRS Architects



LRS Senior Living Studio is the firm's largest with more than 45 planners, architects, and interior designers. Since designing our first licensed care facility in the 1980s, we have worked on over 300 communities. Our portfolio includes nonprofit and for profit communities in 30 states, as well as China, Canada, and Nicaragua. Our team is currently working on more than 40 active projects.

OnSemble



Intranet Best Practices Based On Nearly Two Decades Of Experience OnSemble's comprehensive solution helps you build a customer-oriented culture by informing, aligning, engaging and enabling your employees.

Optum



Optum is an innovator in on-site clinical care. In Oregon, through both the United HealthCare Assisted Living and United HealthCare Nursing Home Plans, we provide specialized benefits and clinical support to medically complex members residing in long-term care communities. One of our core principals is to provide the right care in the right place, helping to improve the patient experience.

Pence Construction



We build peace of mind. We build it through structures and relationships with trust, dedication and collaboration. We are innovative and excited by possibility, yet purposeful and grounded in a tradition of excellence. We seek lasting partnerships with our people and our clients. We take visions and make them tangible. We ask big questions and analyze small details. Our partners and friends know they can count on us. We don't do ego. We do teamwork. We care about success and happiness. We care about peace of mind.

R&H Construction



R&H Construction Co. has been building successful commercial construction projects throughout the Pacific Northwest since 1979. Locally owned and operated, R&H specializes in adding value to complex, quality driven and time sensitive jobs. Our senior living work ranges from small, occupied remodels to ground-up community redevelopments. R&H takes an individualized approach to each job while upholding our company-wide commitment to providing an exceptional customer experience.

exhibitor directory

RCare



RCare is your provider of UL 1069 & UL 2560 Tested wireless nurse call and wired personal emergency systems for the entire spectrum of eldercare and senior living.

Sysco



Starting in 1925, Tom and Panos Lampros became partners in Portland Supply Company and began distributing Greek food products. After a generation and a half of dedication, hard work, growth, and acquisitions, the family business merged with CFS Continental. Then in 1988, the Continental group of companies was acquired by Sysco. Today, Sysco Portland delivers the safest, highest quality foodservice products, along with industry leading customer support and ecommerce tools. Our associates continually work with local suppliers and regional producers to shape the future of foodservice in the Northwest. Sysco Portland is fortunate to serve one of the most beautifully diverse areas of our country. From the Cascade Mountains and high desert plains to the valleys, cities and communities of the Pacific Coast, our customers trust Sysco to deliver 100% quality-assured foodservice products.

The Compliance Store



The Compliance Store is the only comprehensive web-based regulatory compliance management resource for long-term healthcare. Our website helps providers across the nation focus on caring. The goal of The Compliance Store is to help long-term care staff members spend more time with their residents, rather than doing paperwork and research. The Compliance Store provides anytime access to regulatory and government agency information, update alerts, education, and templates tailored specifically for long-term healthcare.

Unidine Lifestyles



Unidine provides custom culinary experiences, featuring fresh, from scratch food with an emphasis on health & wellness. Crafting invigorating dining moments for discerning clients and their clientele.

exhibitor directory

USI Northwest



USI Insurance Services is dedicated to creating value, managing risk and building net worth for organizations, companies, and individuals alike by providing world-class knowledge and service in Commercial Property Casualty & Risk Management, Employee Benefits Brokerage & Consulting, Retirement Consulting, Personal Risk Services, and Specialty Program Solutions. As a national network of brokerages, USI has access to a comprehensive range of products and services, while our local offices and long-standing ties to the communities in which we live and do business allow us to offer a level of client focus and knowledge that's frequently more closely associated with regional boutique firms.

Walsh Construction



We are The Northwest Original WALSH. Founded in 1961 by brothers Tom and Bob Walsh, Walsh Construction Co. (WALSH) is a Pacific Northwest general contractor with offices operating in Portland, OR, Seattle, WA and Tacoma, WA. Working with organizations that make fundamental contributions to the community has always been at the heart of our business - we are committed to understanding and supporting our clients' missions. We are a Northwest leader in senior living communities and multi-family affordable housing construction. We are about the marathon, not the sprint—we understand that partnership and innovation takes time through investment in people and ideas.

Ziegler & Company



Ziegler is one of the nation's leading underwriters of financing for not-for-profit senior living providers. Ziegler offers creative, tailored solutions to its senior living clients, including investment banking, financial risk management, merger and acquisition services, investment management, seed capital, FHA/HUD, capital and strategic planning, sponsorship transitions, as well as senior living research, education and communication.

education sessions

Balancing Acts: Re-engineering Your Business Model Post-COVID-19 **Tuesday, May 11 · 2:15 - 3:15 PM**

There's no doubt that COVID-19 has changed the way we do business, the way communities operate, and the levels of service and safety that residents now expect. While many providers have adapted to these changes in the short-term, it's time to explore the long-term effects on our business models. How do you modify your service mix to meet senior needs and wants? What type of impact does that have on your margins? How can you adjust your plans if a project has already begun? Hear real-life examples about how other providers in the industry have done just this.

- ▶ How to reshuffle your service mix and remain within similar – or better - margins.
- ▶ How to rebalance your business model.
- ▶ How to pivot your long-term strategy to fit the new needs of consumers and trends of the industry.

Brad Straub, Greystone · Stuart Jackson, Greystone

www.greystonecommunities.com

Using Technology to Deliver Music as Medicine **Tuesday, May 11 · 2:15 - 3:15 PM**

In this presentation, certified music therapist Andy Tubman will take the audience on a musical journey that will reveal the science and technology behind active music making and how it can help providers meet the needs of residents and staff including those with dementia, during and after the COVID pandemic. Audience members will participate and learn how music and technology can elevate therapeutic programming in their communities, while supporting clinical goals including reducing isolation, mobilizing lung fluids, improving respiration and improving immunity.

- ▶ Understand the science behind how active music making impacts our neurological, physical and emotional health.
- ▶ Articulate at least three best practices when implementing top-tier musical care to colleagues.
- ▶ Recognize the technological tools available to care for the 65plus.

Andy Tubman, Musical Health Technologies aka SingFit

www.singfit.com

education sessions

Housing Update

Tuesday, May 11 · 2:15 - 3:15 PM

Join HUD Branch Chief James Raymond for a live discussion about what is new at HUD and updates on important issues such as management contracts and RAD for PRAC. James will also share changes to the COVID-19 guidelines and their impacts. Bring your questions, as there will be plenty of time for questions and answers.

- ▶ Learn about HUD updates to management contract and RAD for PRAC
- ▶ Hear about changes to COVID-19 guidelines
- ▶ Hear about the HUD plan for allocation of new HUD 202 funding, if it is received

James Raymond, HUD San Francisco Regional Office, Asset Management Division

www.hud.gov

Discussing the Now, the Next and the Future of Dining Services

Tuesday, May 11 · 2:15 - 3:15 PM

Join panelists Armin Alcantara; Director of Dining Services for Mirabella of Portland, Jennifer Pack; Dining Services Director for Friendsview, Nancy Dunton; Director of Dining and Culinary for Capital Manor, Ralf Brabandt; Chief Operation Officer for Mary's Woods and Steve Ferrarini; Owner of Ferrarini Strategic Advisors for a lively discussion on the Past, Present and Future of dining services in Senior Living communities. Moderator Lisa Warnock of LRS Architects will lead a discussion to talk about how these four communities adapted their dining programs throughout the pandemic, but most importantly how they are planning to navigate the challenges and opportunities in their re-opening plans. The discussion will also address what the future of dining might look like in a post-pandemic world. Steve Ferrarini will add some perspective to the conversation about effective ways to navigate changes in service, dining plans and venue offerings as a specialist in the field of change management.

- ▶ Hear how fellow communities moved to a full takeout and delivery system of operations.
- ▶ Learn some effective change management techniques in successfully rolling out new programs, venues and services.
- ▶ Learn about the biggest challenges and opportunities facing their fellow Dining Services Directors, and the innovative ways they are approaching them.

Armin Alcantara, Mirabella of Portland · Jennifer Pack, Friendsview · Nancy Dunton, Capital Manor · Ralf Brabandt, Mary's Woods · Steve Ferrarini, Ferrarini Strategic Advisors · Lisa Warnock, LRS Architects

education sessions

Marketing & Sales in the New Reality: The Path to ReBuilding and Sustaining Census **Tuesday, May 11 · 3:30 - 4:30 PM**

2020 and the COVID pandemic have precipitated a lot of changes in the senior living field, impacting communities' census and revenue. While some have successfully rebounded across the latter half of 2020, and into 2021, others are still struggling to rebuild census. All communities need to have a solid plan to address the next phases of the pandemic: What additional changes to the senior living marketing environment will we see in the unpredictable future? What can communities be doing now and into the future to evolve their marketing and sales programs, to ensure they continue to meet prospects where they are? Our presentation will integrate forward-thinking marketing strategies, digital tools and best practices for engaging seniors and motivating them to act now. It will address what community leaders need to be doing proactively now to set the stage for a successful 2021 and 2022. To do this, we will first identify where consumers really are today, then walk through a step-by-step overview of the elements of the marketing and sales cycle: Strategy, messaging, sales.

- ▶ Be able to assess senior living prospects' current thinking, based on several consumer research studies of lead bases and wait lists.
- ▶ Be able to describe the foundational pieces of a successful 2021 marketing plan - one that anticipates how the year will unfold and adapts accordingly.
- ▶ Be able to differentiate branding and messaging strategies to motivate prospects to want to learn more, to want to move forward in the sales process.

Lisa Pearre, Love & Company · Jim Gentry, Love & Company · Joan Kelly-Kincade, Love & Company

www.loveandcompany.com

Hoarding: Toolkit for Advocacy, Assistance & Eviction Prevention **Tuesday, May 11 · 3:30 - 4:30 PM**

This practical session will spend most of the time giving real life, practical solutions to working with people who struggle with "too much stuff". The advocacy toolkit will give participants several best practice approaches to helping people in a variety of ways. For those who work in a hands-on way with the person, we'll review ways to set up and assist in the process of sorting, discarding and organizing items. For those in an advocacy role and property management, we'll discuss strategies for the highest chance of success. Working with older adults through a hoarding situation can present some complex challenges. We'll be looking at all of the information provided through the lens of older adult services and addressing some of those challenges and what can be helpful. No matter what your role in helping your resident, client, family member, or self, there will be key takeaways for everyone in this practical and useful presentation.

- ▶ Review the diagnostic criteria of Hoarding Disorder, its prevalence, and impact on housing and health.
- ▶ Recognize the additional challenges and complex nature of working with an older adult who struggles with hoarding.
- ▶ Learn best practice strategies and hands-on tools for assisting individuals who struggle with "too much stuff".

Miley Flowers, Harsch Investment Properties

www.harsch.com

education sessions

The Impact of Telehealth in Post-Acute Care

Tuesday, May 11 · 3:30 - 4:30 PM

Telehealth in post-acute care under the public health emergency (PHE) has resulted in rapid cycle learning and innovation. Operators are navigating how to implement telehealth into their business models both in response to COVID-19 crisis and for longer term strategy. This session will review case studies of rehabilitation therapy delivered via telehealth during the pandemic. Discussion will include quality and operational best practices aligned with improving clinical outcomes, improving patient experience, as well as improving provider satisfaction. Regulatory information from CMS and current research around telehealth will be shared as well as links to the original source documents. Participants will have an understanding of what telehealth is and processes to consider for successful implementation.

- ▶ Describe the types and definitions of telehealth.
- ▶ Understand the current regulatory impacts on clinical services delivered via telehealth.
- ▶ Understand the benefits of telehealth and considerations for implementation to ensure quality outcomes and patient and provider satisfaction.

Michelle Jabczynski, Infinity Rehab

www.infinityrehab.com

Update from APD

Tuesday, May 11 · 3:30 - 4:30 PM

Join Jack Honey, Safety, Oversight and Quality (SOQ) Administrator, APD for a live meeting as he discusses the latest information from SOQ and APD in the current quickly changing environment we are now in. As they continue to put in place policies to guide the care of Oregon's older adults, conversation with LeadingAge Oregon member communities has been valuable to the Department as well as to our members. With plenty of time for Q&A, hear up-to-date information on policies impacting your organization and residents.

- ▶ Hear about the latest updates from Safety, Oversight and Quality.
- ▶ Understand the current regulatory impacts on Long Term Care Organizations.
- ▶ Learn how input from LeadingAge Oregon and member communities can help shape governing policies.

Jack Honey, Oregon Department of Human Services - Safety, Oversight & Quality Unit

www.oregon.gov

education sessions

Reigniting Post-Covid19 Employee Engagement by Creating a High-Performance CommuniTEAM

Wednesday, May 12 · 3:00 - 4:00 PM

In 2020, employees in senior living came together and created a "Covid-Care Culture", resulting in high levels of engagement and performance to provide heroic care and services to their residents. In 2021, the after-effects of Covid19 are taking their toll on employee morale, engagement, and productivity. In order to attract and retain top talent & to reignite & sustain high levels of employee engagement, leaders must recalibrate their workplace cultures to meet the needs of their multi-generational workforce and unite everyone towards a common purpose as a "community", where there is high trust, effective communication, respect and high levels of cooperation. By creating a culture of community, that is aligned with their organization's mission and values, leaders will see exponential and sustainable improvement in employee engagement because employees will feel connected, involved, and supported.

- ▶ Understand the needs of today's post-Covid19 & multi-generational workforce.
- ▶ Recognize, understand, and learn how to overcome the "5 Dysfunctions of a Team."
- ▶ Learn how to lay a foundation to foster healthy relationships, trust, cooperation, commitment, and a spirit of loving-kindness, while working towards shared priorities and goals.

Bruce Berlin, Prioriteams

www.prioriteams.com

Crisis Management & Communications

Wednesday, May 12 · 3:00 - 4:00 PM

Traditional media and social media leap on stories like these: sexual misconduct...hidden cameras...board-administration clashes...data theft...OSHA & discrimination complaints...active shooter situations...treatment errors...strikes...accusations of fiscal mismanagement...employee fraud...billing errors...insurance disputes...star-rating changes...medical equipment defects... management transitions...mergers & acquisitions...COVID-19 mismanagement.

Between a 24-minute news cycle, the ubiquity of the internet, family members wielding mobile phones capable of broadcasting live on Facebook and the propensity of critics to immediately point the finger at adult community management, this seminar, taught by a nationally-known, senior-level crisis management and communications specialist, offers to CEO's, executive directors and others in senior health care leadership a 21st century skill set that is necessary for the preservation of their organizations' largest uninsured asset - its reputation.

- ▶ Learn and understand the use of the "Damage Control Playbook," which include practical and actionable activities designed to blunt, avoid and/or mitigate crisis situations.
- ▶ Know how to establish and maintain "control of the message."
- ▶ Better understand how to balance legal and business considerations – and why "no comment" should never be used.

Bruce Hennes, Hennes Communications

www.crisiscommunications.com

education sessions

Isolated by Alzheimer's: Understanding and overcoming the challenges and the loneliness in people with dementia

Wednesday, May 12 · 3:00 - 4:00 PM

Social isolation, restricted movement, financial uncertainty, and the threat of illness are just some of the risk factors for loneliness and depression that have heightened during the COVID-19 pandemic. Older adults and individuals living with dementia are particularly susceptible to negative physical and mental health outcomes when risk factors increase. At the best of times, dementia can push caregivers and care recipients into isolation from their loved ones, communities and life stories. And now, COVID-19 has severely disrupted our world, creating even more barriers to connection. But as Einstein once said, "In the middle of every difficulty, lies opportunity." During this session, you will learn how creative engagement profoundly changes how we connect with people living with dementia, even from afar. You'll also learn how to support the mental wellness of older adults and people living with dementia, despite physical distancing, and how to spot the top warning signs of depression and suicide.

- ▶ Learn the basics about older adult loneliness and isolation and the small steps that turn awareness into action.
- ▶ Learn other ways in which you can seek new opportunities for connection in your community and get tools to help maintain connection in changing relationships.
- ▶ Take away tools and resources that turn everyday interactions into opportunities for connection, creativity and growth.

Kera Magarill, Washington County Disability Aging and Veteran Services · Laurel Wonder, Multnomah County

Apple to Apples: Bids and Estimates

Wednesday, May 12 · 3:00 - 4:00 PM

Speaker invited, session description to come.

- ▶ Learning Objective 1
- ▶ Learning Objective 2
- ▶ Learning Objective 3

Matt Smith and Toby White, Building Forensic Building Consultants

www.forensicbuilding.com

education sessions

Realness and Resilience — Reflections from Elders During COVID-19

Thursday, May 13 · 1:00 - 2:00 PM

While implementing physical distancing is an essential step in reducing transmission of a deadly virus, it disproportionately affected older adults, and causes social isolation, anxiety and loneliness. Being cut off from traditional in-person activities over a long period of time has been disruptive and jarring for many. Our session will explore various cohorts we worked with, present lessons learned, and provide recommendations for reducing barriers for engaging isolated older adults in a virtual platform. We will provide important details and considerations when planning to start a virtual platform, including establishing roles and responsibilities for facilitator and participants, creating safe space, managing expectations, examining ways to engage various communication styles and creating evaluation tools.

- ▶ Learn underlying concerns older adults experience related to Covid-19.
- ▶ Recognize potential stumbling blocks when replicating a virtual peer support program for older adults.
- ▶ Examine key handouts like ground rules, evaluations, participant comments, etc to assist with a quick launch.

Paul Iarrobino, Our Bold Voices

www.ourboldvoices.com

ESL (English as Second Language) Champion

Thursday, May 13 · 1:00 - 2:00 PM

Learn how Friendsview Retirement Community has developed an ESL Champion position that hires and trains bilingual caregivers and acts as a coach/mentor for second language learner employees who desire to grow into caregiver roles. Like many, their most critical workforce deficit is certified healthcare workers. Friendsview is collaborating with Chemeketa Community College to develop and refine a basic healthcare curriculum that Champion/ESL employees can use to advance in healthcare careers. This presentation will describe what was done to set the program up, experience with first staff going through the program and concepts used to develop the curriculum. A primary goal of the ESL Champion program is to make materials available to share with other LeadingAge members locally and nationally.

- ▶ Hear first hand from ESL Champion Coach the experiences, challenges and successes of working with new caregiver staff as they learn work-specific English on the job.
- ▶ Learn the philosophy used to develop English language learning materials that are work-specific and used on the job.
- ▶ Obtain information on how you can access materials used in this program including job descriptions, ESL learning materials and more.

Todd Engle, Friendsview · Yazmin Uribe, Friendsview · Melody Abarca-Millan, Chemeketa Community College

www.friendsview.org

education sessions

Innovative Staff Support: A Ready-to-Use Tool

Thursday, May 13 · 1:00 - 2:00 PM

Join us for a session that will introduce you to the new "Behavior on the Go Handbook" that has been developed to support direct care staff in understanding the basics of behavior with real-life strategies for daily use and practice. This tool is based on a recent training series provided by Visions LLC, which covers a multitude of topics, including effective communication strategies, understanding the context behind why people do what they do, and behavioral strategies for practicing self-care and wellness in the midst of a challenging environment. By the conclusion of this interactive session, participants will be able to define what behavior is and isn't, provide examples of how they can utilize communication strategies right away, and a general understanding of why a handbook tool will be a helpful resource.

- ▶ See a preview of a new pocket handbook that one aging services provider has developed to provide care staff with "on-the-go" support.
- ▶ Learn why supporting care staff in their own self-care is key to providing effective and positive behavior intervention.
- ▶ Recognize the need for innovative ways to provide meaningful support to the care staff who directly serve our state's aging adults.

Tyson Lancaster, Visions LLC · Jenna Sant-Wing, Visions LLC · Dave Jaques, Visions LLC

www.visionsllc.org/oregon

COVID-19 in Senior Care: Lessons Learned

Thursday, May 13 · 1:00 - 2:00 PM

It is now nearly 16 months since the first COVID-19 diagnosis was made in the United States. Senior care and housing communities were among the hardest hit settings and have learned valuable (and sometimes costly) lessons. In this session, we will explore what we learned about testing, isolation, PPEs, social distancing, and reporting; how we balanced residents' need for social contact with safety precautions; what we did to reassure families; how we worked creatively with staff who asked to work at home, job-share, or work flexible hours; and what we did to cushion the economic blow of COVID-19. We will shed light on disparities in COVID transmission and outcomes based on ethnicity, exploring their causes and strategies to help reduce these disparities. We will consider the challenge of rolling out the vaccine on an equitable and efficient basis while addressing residents' and employees' rights not to be vaccinated based on religion, health, or other factors. We will discuss the role of and limitations on liability waivers and consider alternative approaches. Finally, looking backward and forward, we will identify tools to be better prepared for the next health emergency.

- ▶ Survey the challenges senior care providers have experienced dealing with COVID-19.
- ▶ Review lessons learned from the pandemic: from PPEs to isolation, testing to vaccines, and resident and staff wellbeing to financial resiliency.
- ▶ Identify strategies to be better prepared for the next health emergency.

Pamela S. Kaufmann, Hanson Bridgett LLP · Gabriela Sanchez, Lane Powell PC

www.hansonbridgett.com · www.lanepowell.com

education sessions

Becoming a Person of Influence

Thursday, May 13 · 2:30 - 3:30 PM

We all want to live lives that matter, but just how do we make a positive difference? Some believe that you must have an impressive title to do so, but that is a mistake. The best leaders recognize that no matter where you are in the organization, you have influence - and intentionally using that influence to make a positive difference makes you a leader. This is a highly engaging and powerful session on leadership, breaking this complicated subject down into four simple components: A heart that cares, a head that connects, hands that collaborate, and feet that show courage. Whatever your vocation or aspiration, master these four and watch your influence lead to a greater positive impact in the lives of others - at home, at work, and in every other area of life.

- ▶ Identify why influence is important and how we need to be intentional in its growth.
- ▶ Describe the four components of developing influence with anyone.
- ▶ List the tools of influence and how they can apply them into their daily lives.

Jason Hunt, Eye Squared Leadership

www.influencingforimpact.com

How Virtual Reality is Changing the Way Caregivers Learn

Thursday, May 13 · 2:30 - 3:30 PM

In this presentation, attendees will experience first-hand the benefits of using immersive training tools designed especially for caregivers. Attendees will discover the ways that engaging with embodied training in Virtual Reality (VR) can accelerate learning -- leading to a deeper understanding of aging and older adults, and allowing caregivers to develop rapid insights that lead to significant changes in workplace behaviors, habits, and attitudes, including stronger emotional and cultural intelligence, better practical understanding of person-centered care, stronger communication and conflict resolution skills, and greater confidence in providing care. Erin Washington, co-founder of Embodied Labs, the leader in immersive training for aging care organizations, will talk about the learning science behind embodied training. She will share how virtual reality is being used to develop cutting-edge training programs across multiple industries -- saving companies time and resources, and leading to better satisfaction among employees. You will hear about the experiences and see data from various senior living communities that have trained staff with immersive, embodied training modules built specifically to meet the needs of aging care communities.

- ▶ Be able to identify why immersive learning using embodied virtual reality is an effective training tool for caregivers and people who serve older adults.
- ▶ Recognize the ways that immersive, embodied training has helped them develop rapid insights about living with a chronic disease or condition.
- ▶ Identify ways that they can implement embodied training in their organization or community.

Erin Washington, Embodied Labs

www.embodiedlabs.com

education sessions

National Public Policy Update: COVID-19 and Beyond **Thursday, May 13 · 2:30 - 3:30 PM**

Join us for a live presentation from LeadingAge National's Senior VP of Policy/Advocacy, Ruth Katz as she takes a look at the future for our field. The session will review the current context, legislation and executive branch activity affecting federal programs that provide financing for aging services and how the landscape is transformed by the coronavirus.

- ▶ Discuss the changing public policy environment and future outlook for health care and long-term services and supports, including home health, affordable housing, adult day, and hospice.
- ▶ Understand how LeadingAge's policy work across the aging services continuum is directly connected to member input from Town Hall Conversations around the country.
- ▶ Learn what LeadingAge is doing to advance policy priorities and why your organization should be involved in advocacy efforts.

Ruth Katz, LeadingAge

www.leadingage.org

registration information

REGISTRATION

We look forward to having you join us for the LeadingAge Oregon Virtual Conference! Please register online for the conference. You do not need to select the sessions you will be attending ahead of time. As an added bonus, the sessions will be available on-demand for CEU credit for 90 days following the conference for those who register for the conference. There are up to 25 CEUs available for the conference!

- ▶ LeadingAge Oregon Provider Member \$250
- ▶ Non-Member Provider \$350
- ▶ Business Member Rates – Non-Exhibitor \$950

 [REGISTER HERE](#)

REGISTRATION AND ATTENDANCE DETAILS CEUs

In order to receive CEU credits, you must attend the full session and complete the survey following each session that you attend. Certificates will be emailed the week after the “live” conference closes.

Registration Payments

All registrations for LeadingAge Oregon events take place online. You may pay online with a credit card. If paying by check, send your check payable to LeadingAge Oregon, for the total amount due to: LeadingAge Oregon, 7340 SW Hunziker, Suite 104, Tigard, OR 97223. Payment must be received prior to the start of the conference.

Cancellation and Refund Policy

Cancellations must be received prior to logging onto the Virtual Conference Platform in order to be refunded (less a \$25 service charge per registrant.)

Intended Audience

Organization leaders, administrators, finance, nurses, social workers, dietary managers, facility maintenance managers, human resources, marketing, department heads, and other disciplines in the variety of services for the aging.

virtual code of conduct

LeadingAge Oregon (LAO) is committed to providing a safe, productive, and welcoming environment for all meeting participants and LAO staff. All participants, including, but not limited to, attendees, speakers, volunteers, exhibitors, LAO staff members, service providers, and all others are expected to abide by this Virtual Conference Code of Conduct. This Policy applies to all LAO meeting-related events, including those sponsored by organizations other than LAO but held in conjunction with LAO events, on public or private platforms.

LAO has zero-tolerance for any form of discrimination or harassment, including but not limited to sexual harassment by participants or our staff at our meetings. If you experience harassment or hear of any incidents of unacceptable behavior, LAO asks that you inform Merry Killam, or so that we can take the appropriate action.

Unacceptable Behavior is defined as:

- ▶ Harassment, intimidation, or discrimination in any form.
- ▶ Verbal abuse of any attendee, speaker, volunteer, exhibitor, LAO staff member, service provider, or other meeting guest.
- ▶ Disruption of presentations during sessions, in the exhibit hall, or at other events organized by LAO throughout the virtual meeting. All participants must comply with the instructions of the moderator and any LAO virtual event staff.
- ▶ Presentations, postings, and messages should not contain promotional materials, special offers, job offers, product announcements, or solicitation for services. LAO reserves the right to remove such messages and potentially ban sources of those solicitations.
- ▶ Participants should not copy or take screenshots of Q&A or any chat room activity that takes place in the virtual space for any purposes but for their own personal use. It may not be shared with others including on social media.
- ▶ LAO reserves the right to take any action deemed necessary and appropriate, including immediate removal from the meeting without warning or refund, in response to any incident of unacceptable behavior, and LAO reserves the right to prohibit attendance at any future meeting, virtually or in person.

Questions?

Contact LAO at 503-684-3788 or info@leadingageoregon.org with any questions about the online registration process, membership status, if you are interested in joining as a member, or if you have any payment questions.

faqs

1. WHAT CAN I ACCESS WITH MY VIRTUAL CONFERENCE REGISTRATION?

Your registration gives you access to the full virtual event experience - including sessions, networking, the Solutions Expo, wellness breaks, and more. You will also have access to the sessions on-demand until July 31, 2021, with the option of getting CEUs.

2. CAN I REGISTER SOMEONE ELSE FOR THE CONFERENCE?

As long as you and your colleague both have a LeadingAge Oregon login, you can register anyone else from your organization. If you don't have a login or have questions, please contact Tina at tgoewey@leadingageoregon.org.

3. I'VE REGISTERED AND NOW CAN'T ATTEND - CAN SOMEONE ELSE ATTEND IN MY PLACE?

Yes, please just let us know - we will need to switch the registration information. Please email Tina at tgoewey@leadingageoregon.org. Or, you can keep your registration and access the sessions on-demand until July 31, 2021.

4. WHEN WILL I BE ABLE TO SEE THE VIRTUAL EVENT PLATFORM? AND HOW WILL I LOGIN?

Once you register on our website, you will receive an email from Engagez - the event platform, a couple of days before the event. Watch for instructional videos from us closer to the event. You will log in with the email address you used to register. Please note that the person doing the registration will receive the email updates and confirmation.

5. CAN I SHARE MY LOGIN WITH ANOTHER COLLEAGUE?

Each individual must register and pay separately to access the virtual event platform from an individual computer. Your user email/login can only be signed in to one device at the same time. If a second user attempts the same email on another device they will not be able to log in.

6. WHAT IS THE BEST CONNECTION TO USE DURING THE VIRTUAL CONFERENCE?

We recommend a laptop or desktop computer for the best virtual experience. Google Chrome and Microsoft FireFox are the preferred browsers. If you do not already have one of these, you can download Chrome or Firefox for free. **Do NOT use Internet Explorer or Safari browsers, as these will cause technical issues.**

notes

