



L.E.A.P. SYMPOSIUM

Learn. Evolve. Anticipate. Progress.

March 23-24 • 1-4pm EST

HealthPRO Heritage is proud to host – in collaboration with 12 other industry leaders – a series of six webinars for health care providers. **Focus will be on rebuilding in 2021 by leveraging inspiration + innovation + an intrepid “go-forward” strategy.** Sessions are complimentary & offer up to 6 hours NAB CE credits.

Thank you to our presenters/sponsors:



MARCH 23 - DAY ONE

1PM EST – Top Trends in Aging Services for 2021: Transition to a New Landscape

The global pandemic and vaccine distribution have profoundly affected the senior care and senior living sectors. As such providers must recognize and prepare for the new trends that will shape the future of healthcare delivery.

SPEAKERS: Brian Ellsworth, VP of Public Policy and Payment Transformation, and Erin Shvetzoff Hennessey, CEO/Principal, at Health Dimensions Group

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MARCH 23 - DAY ONE cont

2PM EST – Time to ReBuild Part 1: Start with a Foundation of Trust

Overcoming strained community & employee relations is an important first step towards moving beyond the fallout caused by the pandemic. After all, growth initiatives (e.g.: census development as discussed in Time to ReBuild: Part 2) and future success will be contingent on an organization's ability to calm fears & affirm trust among internal & external stakeholders.

SPEAKERS: Bill McGinley, President & CEO, American College of Health Care Administrators; Lynn Johnson, VP of Human Resources at Therapy Specialists; Aaron Campbell, AVP with Jarrard, Inc.; moderated by Kristy Yoskey of HealthPRO Heritage

3PM EST – Time to ReBuild Part 2: Census Development

Senior care and senior living communities face the challenge of a significant decline in census due to challenges caused by the pandemic (addressed in Time to ReBuild: Part 1). Expert consultants share sophisticated (yet practical) resources and best practices to build back occupancy.

SPEAKERS: Mark Sears, CEO with Profility; Kristy Yoskey, SVP Clinical Strategies at HealthPRO Heritage

MARCH 24 - DAY TWO

1PM EST – Innovation in Senior Care Models: What's Next?

SNFs at Home. Hospitals Without Walls. Evolving role of Home Health.

New cutting-edge service delivery paradigms – that had been gaining momentum prior to 2020 – have been accelerated in response to the new healthcare landscape shaped by COVID-19. Improved patient experience, reduced cost of care delivery, enhanced outcomes and aversion to institutionalized care are driving these examples of care innovation.

SPEAKERS: Christina Weir Ripley, Vice President Clinical Transformation with Highmark Health; Mollie Gurian, Director of Hospice, Palliative, and Home Health Policy at LeadingAge; Hilary Forman, Chief Clinical Strategies Officer with HealthPRO Heritage

2PM EST – Innovation in Progression Payment Systems: A Very Different Fiscal Future

Future success will require SNFs to understand the “long game” of balancing multiple payer systems and being prepared to operationalize an approach – that leverages reliable data analytics – to take on risk. Panelists to tackle what's needed to develop a substantive fiscal strategy.

SPEAKERS: Hank Watson, Chief Development Officer at American Health Partners, Inc; Vincent Fedele, Chief Operating Officer with CORE Analytics; Jonathan Thoupos, VP of Finance, HealthPRO Heritage; moderated by Hilary Forman of HealthPRO Heritage

3PM EST – Innovation in Home & Community-Based Services: A New Frontier

The pandemic has shaken the confidence of the “Boomers”, intensifying their propensity towards home and community-based services. Moreover, reimbursement reform is also reshaping the future of how providers & seniors are leveraging home health services. Panelists will explore the importance of home health partnerships, and the opportunities they present to long term care providers.

SPEAKERS: Rich Boyson, CEO at Eliza Jennings; Dan Nimon, VP of Strategic Growth for Pinnacle Living; Aaron Tripp, VP of Finance and Reimbursement Policy at LeadingAge; Jason Sasser, VP of Clinical Strategies for Home Health at HealthPRO Heritage

Contact marketing@healthpro-heritage.com for any questions.

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