

# MOMENTUM

*2022 Annual Conference & Trade Show*



**LeadingAge**<sup>®</sup>  
Ohio

Hilton Columbus at Easton  
Columbus, OH  
August 30 - September 1, 2022



*The three interconnected companies of Link-age provide the resources and expertise to help long-term care and non-acute care providers keep*

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Visit our website or reach out to our team to learn how Link-age can give your business a strategic advantage.



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Linkage Solutions is a curated concierge service for your supply chain and resident engagement needs. We leverage our combined scale to secure maximum savings for our members. Our contracting team has over 150 years combined experience in the non-acute space and makes it their business to understand your challenges and find solutions to meet them. We focus and serve only the non-acute market.



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Link-age Connect conducts research and gathers data about the evolving lifestyles of the aging population. By accessing participants (residents and/or caregivers) from within senior living communities, Link-age Connect partners with businesses to customize research that helps them capitalize on the demographic shift underway.



**link-age ventures**

Utilizing the capital of our members, along with strategic partners, Link-age Ventures invests in financially viable companies who provide products, services or technologies to the aging marketplace.

[www.linkageconnect.com](http://www.linkageconnect.com)

# MOMENTUM

## Message from LeadingAge Ohio



Susan Wallace  
President/CEO  
LeadingAge Ohio

The pandemic forced many of us to think of new ways for doing things: we had to be creative in everything from gatherings to social connection to infection control protocols. For many, each of these changes felt like a step backwards: something that was a compromise, something that we would stop doing just as soon as we were able to get back to the “status quo.”

Perhaps rather than a step backward, these changes were more like the draw of a slingshot—a kinetic load we were building, waiting for the release. As we move forward into our third year post-pandemic, it is now clear that we will not be returning to the old, but a launching into something entirely new. **Momentum** is what propels our field forward. When harnessed, nurtured and built upon, it can spread quickly, resulting in significant growth. Our world has changed. Our field has changed. Now we need to build on what we have accomplished to prepare for what lies ahead. We will carry the **momentum** we have gathered—the new practices we’ve learned, the things that have fallen away, the creativity that has been born of adversity, and leverage it into building a better future for older Ohioans, together.



Anne Shelley  
Lead Staff Liaison to Professional  
Development Committee  
LeadingAge Ohio

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and Education  
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Ohio's Hospice of Dayton

Lisa Burkhart  
Executive Director  
Westerwood

Bridget Protus  
Director of Drug Information  
Optum Hospice Pharmacy Services

# MOMENTUM

Annual Conference &  
Trade Show 2022

***Momentum*** is what propels our field forward. When harnessed, nurtured and built upon, it can spread quickly, resulting in significant growth. Our world has changed. Our field has changed. Now we need to build on what we have accomplished to prepare for what lies ahead. The LeadingAge Ohio Annual Conference & Trade Show is your opportunity to reconnect with your peers and your purpose; to hear from industry experts in top notch education sessions; to gather business intelligence in the expo and to take a much-needed breather at networking events.





MY BENESCH  
MY TEAM

Benesch is proud to support **LeadingAge Ohio** as it expands the possibilities of not-for-profit providers serving older adults.

For more information about our firm's Not-for-Profit Team and the services we provide, please contact partner Janet Feldkamp at [jfeldkamp@beneschlaw.com](mailto:jfeldkamp@beneschlaw.com) or 614.223.9328.

# MOMENTUM


## REGISTRATION DESK HOURS

Tuesday, August 30:	7:30 a.m. - 4:30 p.m.
Wednesday, August 31:	7:30 a.m. - 5:00 p.m.
Thursday, September 1:	7:30 a.m. - 1:15 p.m.

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# Schedule at a Glance

	8:00 a.m.	9:00 a.m.	10:00 a.m.	11:00 a.m.	12:00 p.m.	1:00 p.m.
Tuesday, August 30	7:30 - 9:30 a.m. Continental Breakfast			10:30 - 12:00 p.m. Concurrent Education Session 1		1:30 - 2:45 p.m. Concurrent Education Session 2
	8:30 - 9:15 a.m. General Session	9:15 - 10:15 a.m. Keynote Booksigning immediately following	Keynote sponsored by: 		12:00 p.m. - 1:15 p.m. Awards Luncheon	
Wednesday, August 31	7:30 - 10:00 a.m. Continental Breakfast				11:45 a.m. - 2:00 p.m. Trade Show and Lunch with Exhibitors	
	8:30 - 10:00 a.m. Concurrent Education Session 4		10:15 - 11:45 a.m. Concurrent Education Session 5			
Thursday, September 1	7:30 - 10:00 a.m. Continental Breakfast					
	8:30 - 9:45 a.m. Concurrent Education Session 8		10:00 - 11:15 a.m. Concurrent Education Session 9	11:30 a.m. - 12:45 p.m. Concurrent Education Session 9		

Please bring this brochure with you to the conference. It will also serve as the Final Program.

# MOMENTUM



LeadingAge Ohio is a trade association that represents approximately 400 long-term care and hospice organizations located in more than 150 Ohio towns and cities, as well as those providing ancillary health care and housing services. LeadingAge Ohio-member facilities are estimated to serve more than 400,000 Ohioans and employ more than 35,000 persons statewide. LeadingAge Ohio is affiliated with the Washington, D.C.-based LeadingAge ([www.LeadingAge.org](http://www.LeadingAge.org)).



## Schedule at a Glance

2:00 p.m.	3:00 p.m.	4:00 p.m.	5:00 p.m.	6:00 p.m.	7:00 p.m.
	3:00 p.m. - 4:15 p.m. Concurrent Education Session 3				
2:00 - 3:15 p.m. Concurrent Education Session 6		3:30 - 4:45 p.m. Concurrent Education Session 7		5:00 - 7:00 p.m. Game Night with Exhibitors	

**SAVE THE DATE!**  
 2023 Annual Conference and Trade Show  
 Hilton Columbus at Easton  
 August 29 - 31, 2023

Follow us on Facebook at:  
[www.facebook.com/LeadingAgeOhio](https://www.facebook.com/LeadingAgeOhio)

Follow us on Twitter at: @LeadingAgeOhio  
 Live tweet the conference #LA022

For specific CE information visit our conference website below.

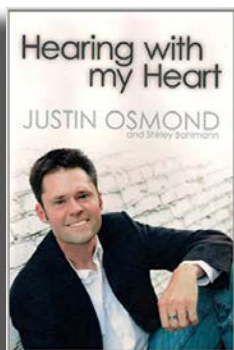
# Conference Highlights

## Tuesday Keynote: Justin Osmond

Tuesday, August 30  
9:15 - 10:15 a.m. Keynote

The conference-opening keynote speaker is Justin Osmond—part of the musical Osmond family and the presenter of “Hearing with My Heart.”

Tuesday's keynote is sponsored by:



### Book Signing

Tuesday, August 30

Justin Osmond will be signing his book, *Hearing with my Heart*, after his keynote session.



## Awards Presentations

Tuesday, August 30  
8:30 - 9:15 a.m.  
12:00 - 1:15 p.m. (during lunch)

The Awards Presentations will celebrate individuals and organizations that exemplify the mission-driven difference of LeadingAge Ohio members. These presentations will highlight our 2022 award winners. Help us celebrate the best in aging services on Tuesday.

## LeadingAge Ohio PAC Fundraising Opportunities



LeadingAge Ohio's Political Action Committee (PAC) supports candidates for state office who make older adults and caregivers a priority. A strong PAC starts with strong fundraising. This year, the LeadingAge Ohio PAC basket raffle returns, along with other PAC fundraising opportunities. Visit the PAC booth to enter to win a gift basket – from Ohio-centric gifts, to a spa day, to a golf package, and more! Be sure to catch up with LeadingAge Ohio advocacy staff about how LeadingAge Ohio has advanced members' missions through advocacy in 2021 and 2022, as well as plans for the future.

## Trade Show and Lunch

Wednesday, August 31  
11:45 a.m. - 2:00 p.m. (includes lunch)

LeadingAge Ohio's 2022 Partners and exhibitors welcome you to this year's trade show in the Easton Ballroom and Easton Foyer. Discover new and innovative solutions for all the challenges you face in providing the best care possible for your residents, clients and organization! Discuss service and environmental challenges with experienced exhibitors. Lunch is provided to all registered attendees while the trade show floor is open. The 2022 LeadingAge Ohio trade show is definitely the place to be for lunch on Wednesday! Questions? Contact Corey Markham at 614-545-9015 or [cmarkham@leadingageohio.org](mailto:cmarkham@leadingageohio.org).



## Game Night

Wednesday, August 31  
5:00 - 7:00 p.m.

Members and exhibitors can unwind and have fun at LeadingAge Ohio's Game Night networking event on night two of conference. Test your skills and challenge friends and colleagues at various games of skill, as we bring in some old-school arcade and stand-up game favorites. Enjoy great food, beverages, and music. You will not want to miss Game Night!





# Conference Information

## The conference at your fingertips! Download the LeadingAge Ohio Mobile app

LeadingAge Ohio has a mobile app that's available to anyone with web browsing capabilities (smartphone, tablet, etc.). This allows attendees to keep up to date with the conference details through mobile devices!

How to download the app step-by-step:

1. Search for the Eventsential app in the App Store or Google Play.
2. Download (Click "Get" or "Install")
3. Open app and search for LeadingAge Ohio (LAO or Ohio)
4. **Suggest allowing push notifications**
5. Select "Continue"
6. Handouts can be emailed from the app

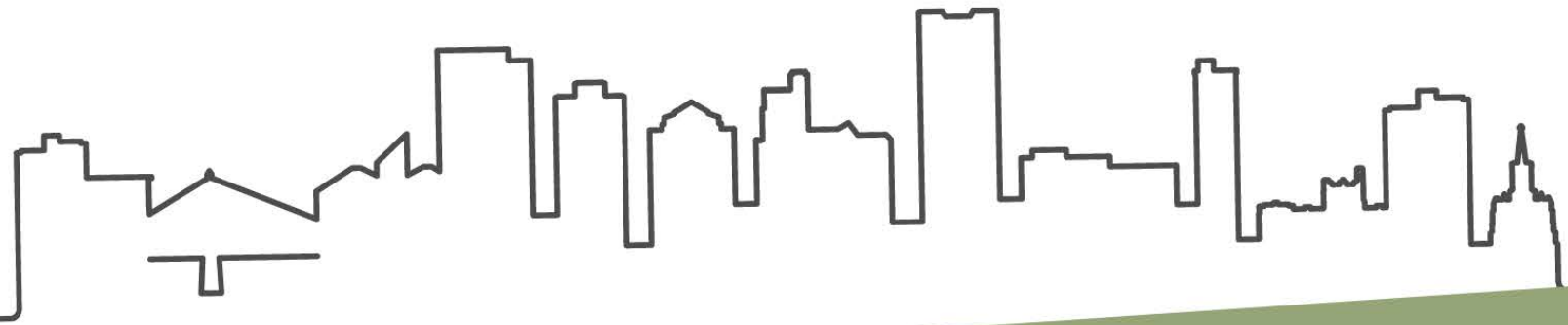


Live tweet the conference #LAO22



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# Annual Awards

2022 LeadingAge Ohio Awards will be presented to recipients on Tuesday in the categories listed below. Please plan to attend to celebrate these individuals and organizations that embody the mission-driven difference in aging services.

## 2022 Award Categories

- *Aging Services Impact Award*
- *Spotlight Award*
- *Emerging Leader*
- *Excellence in Caring*
- *Excellence in Innovation (New Best Practices)*
- *Excellence in Volunteer Service*
- *Excellence in the Workplace*
- *Heart of Hospice - Rose & Sam Stein Award*
- *Visionary Leadership*

Questions? Contact Patrick Schwartz, Director of Government Affairs & Communications, at 614-545-9026 or [pschwartz@leadingageohio.org](mailto:pschwartz@leadingageohio.org).

# Continuing Education

## CONTINUING EDUCATION HOURS BY DAY

- **Tuesday, August 30:** up to 5.0; 4.0 Social Work; 6.0 CPE
- **Wednesday, August 31:** up to 5.5; 4.0 Social Work; 6.6 CPE
- **Thursday, September 1:** up to 3.75; 2.5 Social Work; 4.5 CPE

Criteria for successful completion and receipt of contact/clock hours per day: Attendance at entire session(s) and completion and submission of the certificate of attendance form each day. Participants will receive clock/credit hours only for the session(s) attended.

Social Workers must sign in each day of attendance at the registration desk.

Presenters agree to present fairly and without bias. No presenter has declared a conflict of interest.

Commercial support received for this event did not influence content of educational activities.

Please contact Debbie Boggs at [dboggs@leadingageohio.org](mailto:dboggs@leadingageohio.org) with any questions regarding CEs for a session.



## CONTINUING EDUCATION INFORMATION

LeadingAge Ohio is an approved provider by the Board of Executives of Long Term Services and Supports. Core of knowledge subject areas: Resident Centered Care and Quality of Life, Human Resources, Finance, Environment and Leadership & Management.

As stated in the Ohio Administrative Code Rule 4723-14-05, education that has been approved by a board or an agency that regulates a health care profession in Ohio or another jurisdiction is an acceptable option to meet nursing continuing education requirements.

LeadingAge Ohio is a Social Work approved provider (#RSX020502) of continuing education by the Ohio Counselor, Social Work, & Marriage & Family Therapist Board.

LeadingAge Ohio is an approved CPE Sponsor from the Accountancy Board of Ohio, CPE.379, expiration date: 5.31.2023.

Watch for this symbol throughout the brochure denoting sessions offering continuing education hours for....



For updates visit our website at:  
[www.LAOConference.org](http://www.LAOConference.org)

# Justin Osmond

## General Session & Keynote

**Tuesday,  
August 30**

**General Session  
8:30 - 9:15 a.m.**

**Keynote  
9:15 - 10:15 a.m.**

### **“Hearing with My Heart”**

**In his keynote address, Justin shares his story in order to help everyone understand the struggles of living and working through personal challenges. Justin’s personal journey was to have been born into one of the nation’s most recognized musical families... with a hearing loss. He will describe his journey, but provide insights for all on how to overcome one’s own challenges. He lives every day by his personal motto: “I may have a hearing loss, but that hearing loss does not have me.”**

*Justin was born with a severe/profound hearing loss. Diagnosed at the age of 2 with a 90% hearing loss and after 12 years of intense speech and listening therapy, he can now speak with passion and through modern-day technology, hear with conviction. Considering the fact that he was a couple years behind his peers, he has shown through intense dedication, mental toughness and physical exertion, that nothing can stop him from going after his dreams.*

# Education Sessions

## Tuesday, August 30

LeadingAge Ohio extends sincere appreciation to the 2022 faculty for their time, effort and leadership with this year's conference education sessions. Their willingness to work with us enables us to achieve our mission of being Ohio's resource for education, helping providers pursue excellence in serving older adults.

Tuesday, August 30 10:30 a.m. - 12:00 p.m.	
<b>Session 1A</b> <b>Room: Juniper A</b>	<b>Know Your Role in Older Adult Protection</b> ● <i>Susan Marshall, BA, CPS, Ohio Coalition for Adult Protective Services</i> Whether a seasoned professional or a brand new advocate, learn how some older adults are being victimized. This session will explore the role of mandatory reporters in reporting abuse, neglect and exploitation suspicions, as well as the role of those to whom one might report. Best practices for mitigating the risk of older adult maltreatment and empowering attendees to be champions for aging safely will also be discussed. The best offense is a great defense – join this session to help stop this from happening in the first place!
<b>Session 1B</b> <b>Room: Juniper B</b>	<b>Elements of a Comprehensive Digital Strategy</b> <i>Mica Rees, MHA, Ohio Living</i> The healthcare world is shifting from using digital options for simple lead generation to increase ROI to more effective lead management, increasing tours, deposits, and move-ins. A successful digital strategy starts with website, social, marketing automation systems, webinars, virtual tours/information, Search Engine Optimization (SEO) and Pay Per Click (PPC). This session will help explain the importance and place of each digital tool in developing a comprehensive strategy.
<b>Session 1C</b> <b>Room: Juniper C</b>	<b>Essential Medications in Hospice: Why We Use What We Use</b> <i>Jason Cleland, PharmD, BCGP, Optum Hospice Pharmacy Services</i> Patients on hospice frequently require medication management of both chronic conditions and symptoms associated with end-stage disease. Common symptoms at end of life include pain, dyspnea, anxiety, agitation, constipation, nausea and vomiting. This discussion will review rationale for selection of essential medications used to achieve optimum symptom management and patient comfort at the end of life.
<b>Session 1E</b> <b>Room: Regent 1</b>	<b>He's Not Doing His Job. Now What?</b> <i>Scott Salsbury, JD, BA, Salsbury &amp; Salsbury, LPA; Tom Wyatt, JD, BA, Wyatt &amp; Associates, LLC</i> Employees are benefitted by state and federal laws that are intended to protect workers from unlawful discrimination (for example, the ADA), and to provide benefits for workplace injuries (for example, Workers Compensation). These laws are well-intended for employees requiring their protections. Sometimes, however, it's possible that an employee is raising issues under these laws for reasons that might not be related to their actual purpose and can lead to unintended risk. For example, a worker may refuse the employer's COVID-19 vaccination policy. Is this refusal protected by law? This session is based on case studies and designed to provide participants with the information needed to understand the laws typically associated with employees unable or unwilling to comply with a work requirement: ADA, Title VII, and workers compensation; develop strategies to reduce risk and resolve disputes; and incorporate into training programs for staff.
<b>Session 1F</b> <b>Room: Regent 2</b>	<b>Beneath the Surface of Dying: Identifying and Tending to Common Psychological Concerns in End-of-Life Care</b> ● <i>Jean O'Leary-Pyles, BASW, MSW, LISW-S, Sr. Clinical Consultant Social Worker, Community Grief, OhioHealth Hospice</i> Receiving a terminal diagnosis and adjusting to a new way of living and dying can bring about a significant amount of human suffering for those facing the end of life. Emotional and psychological responses to illness can be difficult to separate from the physical. For the healthcare team, both uncovering and addressing these responses is crucial to appropriate and effective physical and emotional care. This session will explore prevalent mental and emotional reactions to illness and discuss interventions to provide meaningful support.

Please bring this brochure with you to the conference. It will also serve as the Final Program.

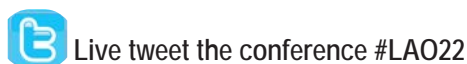
● Social Work

Tuesday, August 30 10:30 - 12:00 p.m.	
<p><b>Session 1G</b> Room: Regent 3</p>	<p><b>Gaining Momentum in Resident Engagement Through Collaboration</b> <i>Michele Tarsitano-Amato, MA, ATR-BC, CDP, AP-BC, Kendal at Oberlin; Charles de Vilmorin, MA, Linked Senior</i></p> <p>Meaningful and individualized engagement is a basic human right, essential to the health and wellbeing of our elders. Being able to provide this kind of person-centered care every day is also a key driver of why employees are passionate and committed to their work. To optimize resident engagement for team members and residents, both need to be able to collaborate with one another in the senior living community. By providing nationwide benchmarks and showcasing easy-to-implement methods, senior living professionals will understand how collaboration drives person-centered care in a way that improves relationships with elders, team members, volunteers, and vendors. Using national data from the Elder Engagement Performance Index (EEPI) and lessons from the trenches on how providers may shift the paradigm to improve quality of life, the presenters will share newly designed strategies to help the audience continue building momentum around meaningful resident engagement.</p>
Tuesday, August 30 1:30 - 2:45 p.m.	
<p><b>Session 2A</b> Room: Juniper A</p>	<p><b>Strategic Partnerships in the New Era of Senior Living</b> <i>Rita Doherty, RN, Friendship Village of Dublin; Scott Emch, Friendship At Home; Matt Starr, MBA, BBA, Crawford Hoying</i></p> <p>This presentation covers the ever-changing web of strategic partnerships that support a quality lifestyle for residents and innovative business strategies to keep communities relevant in today's senior living environment. Examples that have yielded success at Friendship Village of Dublin will be discussed. In this session, initiatives such as Friendship at Home, Central Ohio Primary Care for onsite medical care, Bailey at Bridge Park for horticultural therapy, and on-site banking with Heartland Bank will be shared.</p>
<p><b>Session 2B</b> Room: Juniper B</p>	<p><b>Dying, Death and Bereavement in a Digital World</b> ● <i>Julie Olds, MMC, CT; Kevin Schoedinger, Licensed Funeral Director, Schoedinger Funeral and Cremation Service</i></p> <p>The digital world has created a very different environment for how we live and work. However, laws and regulations governing the use of digital communication have not kept up with the technology. Ethical and moral considerations become increasingly important not only when conducting business online, but also when interacting on a more personal level. This program will examine the ways in which we live and work online, as well as the issues and concerns of online interactions.</p>
<p><b>Session 2C</b> Room: Juniper C</p>	<p><b>Take a Walk Through the Opioid Analgesic Table</b> <i>Bridget McCrate Protus, PharmD, MLIS, BCGP, CDP, Optum Hospice Pharmacy Services; Jan Tillinger, BSN, RN, NPD-BC, CHPN, Ohio's Hospice; Amy Mestemaker, MD, Hospice of Dayton</i></p> <p>Join an interdisciplinary panel to discuss the newest edition of the LeadingAge Ohio Opioid Analgesic Tables – a must-have for hospice and palliative care, as well as pain management clinicians, clinical educators and learners. The panel will walk through the development process, provide an overview of the new and revised content, and answer questions from attendees. The enhanced PDF version will be available to download to mobile devices or laptops during the conference.</p>
<p><b>Session 2E</b> Room: Regent 1</p>	<p><b>Senior Living - Future Ready!</b> <i>Lynn Daly, BA, MBA, HJ Sims; Hoppy Sell, BS, Public Health, Tandem Senior Living Advisors; Margaret Yu, BA, AIA Associate, RLPS Architects; Adrienne Walsh, CNHA, CASP, Bayley</i></p> <p>In this session, an Ohio senior living provider teams with financial, marketing and design professionals to share strategies for responding to evolving changes in senior living. Participants will explore projected census/demographics and examine how the pandemic will impact those projections for years to come. They will see how major economic disruptors like labor shortages and soaring home prices will impact senior living communities and their consumers. Presenters will discuss how small 'design moments' rooted in a community's story have a greater impact than grandiose trimmings. Participants will see examples of how a community can tell its story through thoughtful design, branding and messaging and how these elements can be translated to marketing techniques that spark consumer imaginations and lead to more robust sales.</p>

For specific CE information visit our website below.



Tuesday, August 30 1:30 - 2:45 p.m.	
<p><b>Session 2F</b> Room: Regent 2</p>	<p><b>SNF Reimbursement Update and Current Trends Facing the Industry</b> <i>Denise Leonard, CPA; Christy Van De Water, CPA, Plante Moran, PLLC</i></p> <p>This session will cover the latest reimbursement updates for skilled nursing facilities as it relates to Ohio Medicaid reimbursement and provide costing trends based on the most recent Medicaid cost report data available. Data related to the financial impact COVID-19 has had will be shared as well as current benchmark data under the Medicare reimbursement system, Patient Driven Payment Model (PDPM) and any related therapy delivery/expense trends. The session will also explore how providers can use data to improve upon their success as an organization.</p>
<p><b>Session 2G</b> Room: Regent 3</p>	<p><b>2022 Hospice Public Policy Update</b> <i>Anne Shelley, MBA, BSN, RN, LeadingAge Ohio; Mollie Gurian, JD, MPH, LeadingAge</i></p> <p>This session will provide details of what to expect with the most current information related to legislative and regulatory aspects of hospice. Hospice continues to fall under regulatory scrutiny, and current regulatory "Hot Topics" will be discussed at length. Both federal and state policy issues will be discussed and practical solutions and ideas will be presented.</p>
Tuesday, August 30 3:00 - 4:15 p.m.	
<p><b>Session 3A</b> Room: Juniper A</p>	<p><b>Are You Protected Against Ransomware and Phishing?</b> <i>Michael Shoffner, BS, HW&amp;Co.</i></p> <p>Ransomware is continually in the news and has shutdown numerous businesses, causing HIPAA breaches along with reputation losses and regulatory fines. Ensuring that your Written Information Security Program (WISP) is current and appropriate to deal with the threats that surround us is vital to maintain not only your HIPAA compliance, but your good standing in the community. With a well-structured program you can plan on taking advantage of both the Ohio and the Federal "Safe Harbor" legislation to bolster your response to any data breaches and to protect your organization. This session will review Cybersecurity options with an emphasis on creating policies that follow nationally recognized guidelines and provide direction to create clear, detailed procedures.</p>
<p><b>Session 3B</b> Room: Juniper B</p>	<p><b>From Care to Engagement - Embracing the New Value Proposition</b> <i>John Franklin, BS, MBA, Pearl Creek Advisors, LLC</i></p> <p>Between changing consumer preferences and COVID-19 changing the industry, the senior living sector needs to understand and embrace a new value proposition that focuses on social connection, healthcare coordination instead of real estate, and care. The session will describe the new value proposition, why it is becoming more relevant, and why embracing the new value proposition is beneficial to communities. Case studies will be used to illustrate how organizations are making the pivot to the new value proposition. Audience participation will be encouraged to share how their organizations are adopting certain components of the value proposition.</p>
<p><b>Session 3C</b> Room: Juniper C</p>	<p><b>Supporting Grieving Children: A Sacred Calling</b> ● <i>Kim Vesey, RN, BSN, MS, CHPN, Ohio's Hospice of Dayton</i></p> <p>Children are often the overlooked grievers when a family member is dying. Caregivers are juggling the needs of the patient and their "usual" family and work responsibilities, while navigating their own progressive grief. Children grieve cyclically, in episodes. Family members often interpret this as though they are not experiencing grief. Even if a parent or family member recognizes the child is indeed grieving (and research indicates that they not only grieve, but they grieve more deeply than adults), they either don't have the energy or the knowledge on how to help them. This session will review common myths of childhood grief and identify numerous opportunities and techniques for supporting grieving children.</p>



Please bring this brochure with you to the conference. It will also serve as the Final Program.





Tuesday, August 30 3:00 - 4:15 p.m.	
<p>Session 3E Room: Regent 1</p>	<p><b>Methadone Pearls and Perils: A Toolkit for Safe and Effective Methadone Prescribing in Hospice and Palliative Medicine Programs</b> <i>Cleanne Cass, DO, FAAHPM, FAAFP, CAQ Geriatrics, Ohio's Hospice; Ellen Ji, DO, Hospice of Dayton; Annie Schoen, MD, Ohio's Hospice</i></p> <p>Methadone is now widely accepted as an excellent choice for patients with both acute and chronic pain. The unique characteristics of Methadone give it significant advantages over other opioids. However, it is also a medication with many nuances, and one that should only be utilized by physicians and nurses knowledgeable of its pharmacology and pharmacokinetics. The decision to prescribe methadone for a patient requires careful evaluation of not only the patient, but also the family and the home environment.</p> <p>The basic pharmacology of methadone and basic principles of methadone prescribing will be described, explaining why it is so effective. Vital resources hospice and palliative care programs must have to prescribe medication safely will be shared. Participants will receive a toolkit of policies and procedures for patient selection and surveillance and the critical elements of staff and family education will be described. This session is geared for all physicians, pharmacists and nurses.</p>
<p>Session 3F Room: Regent 2</p>	<p><b>RoPs Phase 3: Critical Information</b> <i>Stephanie DeWees, HSE, LPN, LNHA, BS Health Administration, LeadingAge Ohio</i></p> <p>CMS released regulatory changes for nursing homes that will become effective on October 24, 2022. The QSO-22-19-NH memo released on June 29 reflects changes to Phase 2, guidance for Phase 3, and significant process changes to complaint and Facility Reported Incidents (FRIs) investigations. The updated State Operations Manual (SOM) Appendix PP will be discussed as well as what you need to know about the survey process changes. New Office of Inspector General (OIG) audits occurring in Ohio, current survey trends, and additional federal focus areas will also be discussed. This session will provide a comprehensive overview of the new guidance and detail what facilities need to do to be compliant. Don't miss out on this critical information!</p>
<p>Session 3G Room: Regent 3</p>	<p><b>Legal Issues for Health Care Professionals</b> ● <i>Judith LaMusga, JD, Esquire, LaMusga Law Office, LLC</i></p> <p>The presentation will address two important areas of concern that are often faced by long-term care and hospice providers. First, how do you determine competency of an individual in order to sign as a witness on a Health Care Power of Attorney (HCPOA)? Second, what can be done when a patient, who is at the end of life, does not have a signed advanced directive or a legal representative who is willing to sign consents? This session will cover the difference between a HCPOA and a Living Will as well as the difference between guardianship and a Valid General Durable Power of Attorney (GDPOA). Attendees will gain the tools needed to address each area.</p>



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● Social Work

<b>Wednesday, August 31</b> <b>8:30 - 10:00 a.m.</b>	
<b>Session 4A</b> <b>Room: Juniper A</b>	<b>Virtual Reality in Senior Living: Building Communities to Thrive</b> <i>Kyle Rand, BSE, BS, Rendrever; Dean Palombaro, MBA, BA, Ohio Living</i> Senior living is now primed for accelerated change. The newfound understanding around the importance of social health is paving a unique opportunity for senior living communities to provide something that aging-in-place cannot: a thriving sense of community. More than ever it is important for communities to develop and implement fresh strategies that create and evolve a sense of community, which is critical to the health of older adults. This session will provide an overview of some of the resources available to communities to reduce isolation as well as discuss the best path forward for the industry as a whole in a modern world.
<b>Session 4B</b> <b>Room: Juniper B</b>	<b>Financial and Operational Benchmarking Using Automated Data Analytics</b> <i>Michael Shoffner, BS, Anthony LaNasa, CPA, CFE, HW&amp;Co</i> Data is everywhere. The challenge is how to combine it into an easy-to-follow format with a frequency that meets the needs of the organization, while not requiring many hours of manual processing time. Combining information from multiple disparate sources to allow for efficient benchmarking and analysis is vital to operational success. Organizations are typically utilizing multiple systems and the ability to combine information and provide insight into trends and statistics allows leadership the ability to manage operations effectively. Various techniques will be explored to illustrate how data can be gathered, analyzed and summarized to give a snapshot of an organization's overall performance while providing details into variances and opportunities for success.
<b>Session 4C</b> <b>Room: Juniper C</b>	<b>Spaces and Places: Supporting Whole-Person Wellness through Design</b> <i>Jennifer Sodo, AIA, LEED AP BD+C; Dan Schindhelm, AIA, Eppstein Uhen Architects</i> This interactive session begins with an overview of the seven dimensions of wellness and their specific relevance to environments for aging. In facilitated small group discussions, participants will work together to collaborate and identify how specific amenity spaces can target improvements in multiple dimensions of wellness for residents and employees. Following this exercise, we will identify and discuss options to resolve gaps in the wellness focus of existing senior communities through refreshing spaces, repurposing underutilized areas, and renovating or expanding amenity offerings.
<b>Session 4D</b> <b>Room: Magnolia</b>	<b>Wealth, Where?! Learn How to Identify Your Quality Donors for Major Gifts</b> <i>Gloria Hurwitz, CFRE, United Church Homes; Paul Grassman, JD, LL.M., FCEP, Thompson &amp; Associates</i> Stop crossing your fingers and hoping for a gift of a major asset. Learn the benefit of a partnership between a senior living service provider and a subject matter expert consultant on how to take your major gifts and planned gift program and move from reactionary to actively cultivating gifts and becoming the trusted resource for guidance. Participants will learn how to increase the production of planned gifts, how to identify quality donors, develop meaningful relationships, and cultivate gifts of major assets. Presenters will share their real-life stories and experiences to help others learn from their mistakes and understand the strategic process to capitalize on opportunities for major gift donations that can be transformational to the organization.
<b>Session 4E</b> <b>Room: Regent 1</b>	<b>MDS, Exception Review and Quality Update 2022</b> <i>Tammy Cassidy, RN, BSN, BC, LNHA, RAC-CT, T. L. Cassidy &amp; Associates</i> In addition to impending changes to the MDS document, navigating coding through new illnesses, and managing a surge in skilled care and case mix opportunities, Exception Reviews, Quality Measures, and the QRP program continue to evolve. During this session, the history of the Ohio Medicaid Exception Reviews and the latest trends will be discussed, along with strategies to ensure accuracy of MDS documentation, commonly miscoded items, and best practices to prepare for an Exception Review in your community. Strategies for attaining excellent Quality Measure results, using real-time examples will also be reviewed.
<b>Session 4F</b> <b>Room: Regent 2</b>	<b>Become a Stronger Advocate with Policymakers</b> <i>Patrick Schwartz, BA, LeadingAge Ohio; Allison Russo, PhD, MPH, State Representative, Minority Leader</i> Leaders in aging services and post-acute care are experts at serving individuals with care needs, but some are unsure of how to influence and interact with policymakers. This is a valuable skill to learn, as state policymakers in particular are often accessible, willing to visit, and have a say in important policy that can affect funding, the regulatory environment, and more. As providers rebuild from COVID-19 and navigate staffing shortages ahead of another important state budget process, it has never been more important to forge new relationships with state leaders and ensure our sector has a strong voice at the Statehouse.

Please bring this brochure with you to the conference. It will also serve as the Final Program.



**Wednesday, August 31**  
10:15 - 11:45 a.m.

<p>Session 5A Room: Juniper A</p>	<p><b>Becoming Trauma Informed: Putting it into Practice</b> ● <i>Kellie Evans, RN; Michelle Lipcsey, BS Ed, Sojourn at Seneca Senior Behavioral Health Hospital</i></p> <p>Author Cheryl Richardson once said, "People start to heal the moment they feel heard." First, we have to know how to listen. This presentation looks at the definitions and implementation of Trauma Informed Care. As healthcare professionals, it is important to understand the widespread impact of trauma and the potential paths for recovery. To do this, we must first shift our thinking by identifying and defining the 4 R's of Trauma Informed Care; Realizing, Recognizing, Responding and Resisting. By looking through our trauma lens, we can identify behaviors that are often mislabeled by society when dealing with those struggling with trauma responses and adaptations, and shift our approach and way of thinking to assist not only our patients or clients, but also our staff or coworkers.</p>
<p>Session 5B Room: Juniper B</p>	<p><b>Waste Nothing: Reducing Waste in Your Kitchen</b> <i>Kate Munson, MS, RDN, LD; Chris Greve, BS, CDM, CFPP; Lance Franklin, Cura Hospitality</i></p> <p>This session will focus on waste management and waste reduction strategies in all senior living communities. Participants will learn to create initiatives designed to reduce waste in their kitchens and throughout their buildings, with training techniques they can implement, while increasing employee engagement. A live chef demonstration will use recipes that will teach participants on how they can assist their community to reduce waste and shrink our food footprint by fully utilizing products.</p>
<p>Session 5C Room: Juniper C</p>	<p><b>Mind Body Approaches to Innovative Pain Management</b> <i>Beth Reigart, MPH, OTR/L, RAC-CT, Functional Pathways</i></p> <p>The prevalence of persistent pain in adults over age 65 ranges from 25-80% of the population. Currently, your community or facility probably has many residents who could benefit from additional services to manage chronic pain. This presentation will discuss pain management which merges traditional western medicine with those of eastern medicine, which utilizes holistic approaches as an art, viewing the mind and body as one. This session will focus on mind-body approaches which allow an individual to increase their engagement in meaningful activities while managing their chronic conditions. Participants will dive into the role of complimentary and integrative approaches to pain management applicable to nursing, therapy, activities and wellness.</p>
<p>Session 5D Room: Magnolia</p>	<p><b>Cryptocurrency: Next Big Thing? Or Next Big Bust?</b> <i>Jeff Lydenberg, JD, PG Calc</i></p> <p>This session will educate attendees on cryptocurrency basics, the risks of holding and trading cryptocurrency, and cryptocurrency regulation. We will examine how charities might accept gifts of cryptocurrency and a variety of platforms for accepting the assets. This session will include the risks to the charity including reputational, financial, and legal implications and the steps a charity must take to properly receipt acknowledge cryptocurrency gifts.</p>
<p>Session 5E Room: Regent 1</p>	<p><b>Clear, Concise Communication to Improve Health Care Outcomes</b> <i>Julia Bellucci, MS CCC-SLP; Jeena Anness, MEd., CCC-SLP, Premier Therapy</i></p> <p>In this era of constant change, interruptions, and sensory deprivation, it is critical that messages are conveyed and understood at all levels. Communication is only effective when both the sender and receiver reach a clear and mutual understanding of the information being exchanged. To achieve this, the message needs to be thoughtfully delivered and packaged. This session will explore all levels of effective exchange, both verbal and written as it relates to the patient, family and employee. Communication systems affect nearly every aspect of a facility's operations including: patient care/outcomes, readmission rates, family experience and work culture. A focus on common pitfalls as well as ways to avoid them through effective policy and best practices will also be reviewed.</p>
<p>Session 5F Room: Regent 2</p>	<p><b>Legislative and Administration Panel: Policy Forecast 2022</b> <i>Susan Wallace, MSW, LSW, LeadingAge Ohio; Assistant Director Jennifer Carlson, BS, Ohio Department of Aging; Jesse Wyatt, JD, Bureau Chief of Long-Term Services and Supports, Ohio Department of Medicaid; Senator Matt Dolan, JD, Ohio Senate Finance Chairman; Representative Bill Seitz, JD, Ohio House Majority Floor Leader</i></p> <p>The DeWine Administration is already in the midst of planning its State Fiscal Year (SFY) 2024-2025 budget priorities. Meanwhile, workforce is on the front burner for every aging and end of life care provider in the state. Hear from a panel of policymakers, including members of the House, Senate and DeWine Administration on the current economic forecast, how much one-time money is left to see Ohio through the current economic slump, and what LTC-related reforms we are likely to see in the near future.</p>

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Wednesday, August 31 2:00 - 3:15 p.m.	
<p><b>Session 6A</b> Room: Juniper A</p>	<p><b>Advancing Mission and Growth Using the Adaptive Strategic Planning Model</b> <i>Richard Boyson, CPA, BS, Eliza Jennings; Joan Lampe, CPA, BS, Aspire Consulting Partners</i></p> <p>The disruptions in our operating environment have fundamentally changed aging services providers' business models, as well as how Board members and senior leadership respond to changes and build their strategic approach. The Adaptive Strategic Planning model clarifies an organization's trajectory over a period of time and addresses emerging environmental factors in a manner that preserves an organization's mission, vision and values. Eliza Jennings Senior Care Network shares insights from its experience in developing its own Adaptive Strategic Plan with Aspire Consulting Partners. Together, the Eliza Jennings' CEO and Aspire will define the key elements of the Adaptive Strategic Planning model and describe the Adaptive Organizational Planning Process, including methods employed to engage Board members and the senior leadership team. Examples of generative conversation topics will be shared to support "real-time illustrations" of Board and leadership sessions, exercises and opportunities that contributed to the creation of a final Strategic Planning document and Workplan.</p>
<p><b>Session 6B</b> Room: Juniper B</p>	<p><b>Building Relationships to Enhance Person-Centered Care through Emotion-Focused Care</b> ● <i>Katy Abbott, PhD, MGS, Miami University's Scripps Gerontology Center</i></p> <p>The way we respond emotionally to others can impact how we provide care. Research has shown that employees with high emotional intelligence (EI) know what they are feeling, stop to think before they act, and have strategies for appropriately managing negative feelings and promoting positive feelings. These characteristics are vital to care team members whose entire day involves interacting with other people. We have developed an interactive, online, self-paced course for all people providing care to others which has been found to increase both knowledge of and confidence in using emotion-focused communication strategies with 76 individuals. The training is supported by research indicating that individuals who can better manage their own emotions are better positioned to manage behaviors and emotions in others leading to less employee burnout and stress. The goal of this presentation is to introduce the concept of EI, particularly as it applies to caregivers, and then review how to access and navigate the training course.</p>
<p><b>Session 6C</b> Room: Juniper C</p>	<p><b>The Transportation Conundrum</b> <i>Bryan Casey, LNHA, LLB; Kevin Bersche, Valor Transportation Management</i></p> <p>Transportation has continued to escalate as an issue in all aspects of post-acute care. Our entire continuum is dependent on the non-emergency transportation system to facilitate these patient/resident transfers. Recent consolidation in the ambulance space has left few options and reimbursement for ambulance services causes these services to provide little to no ambulance coverage. Many providers have resorted to providing these services in-house, with no additional reimbursements. What if there was a better way? What if you could capture revenue by using your facility vehicle and facility staff that are already doing these transports? Learn how this revenue could go a long way towards covering the additional incurred costs for services while still controlling the quality of the services provided.</p>
<p><b>Session 6D</b> Room: Magnolia</p>	<p><b>Don't Let Data Get You Down!</b> <i>Amy Wong, BS, Dot Org Solutions LLC</i></p> <p>The presentation will focus on understanding, managing and using your organization's data to its advantage in our data-driven world. Often, the data we have isn't as accurate as it should be, or we don't understand how to use it effectively to meet our goals. In this session, participants will learn ways to clean their data and keep it clean; understand key terms and concepts relating to digital media and marketing data; and discover how to use that information to raise more money, reach more constituents and build relationships.</p>

For specific CE information visit our conference website below.



Wednesday, August 31 2:00 - 3:15 p.m.	
<p>Session 6G Room: Regent 3</p>	<p><b>Surviving Chaos: Legal and Regulatory Updates</b> <i>Janet Feldkamp, JD, RN, BSN, LNHA, CHC, Benesch Friedlander Coplan &amp; Aronoff LLP</i></p> <p>Post-acute regulatory and legal challenges continue to be significant. However, a dynamic leadership team can rise above these obstacles. This session will provide information and data about current regulatory, legal and operational stressors in the long-term care space. Recommendations and suggestions for successful leaders will be discussed to help achieve positive outcomes.</p>
Wednesday, August 31 3:30 - 4:45 p.m.	
<p>Session 7A Room: Juniper A</p>	<p><b>The Positive Impact of Air Purification Technology on Critical Outcomes</b> <i>Kathryn Worrilow, Ph.D.; Dave Becattini, BS, LifeAire Systems</i></p> <p>Long-term care teams strive to reduce sources of illness and infections toward improved resident care. Since most infectious surface fomites originate from the air, an advanced air purification technology (AAPT) was designed to comprehensively remediate volatile organic compounds (VOCs) and destroy the DNA and RNA of all bacteria, fungi, and viruses, rendering them non-infectious. Presenters will share the results of their 15-month control study, including data, with a facility where the AAPT was installed. The AAPT significantly reduced levels of infectious airborne and surface pathogens and VOC levels, resulting in a 39.7% reduction in facility acquired infection (FAI) rates, which positively impacts resident wellness. This session will also discuss the financial impact of staff infections and missed work. LifeAire has been selected by LeadingAge as the "Member Solutions" partner for Indoor Air Quality.</p>
<p>Session 7B Room: Juniper B</p>	<p><b>PDPM: Are You Keeping the Patient at the Center of this Process?</b> <i>Scott Heichel, RN, RAC-MT, RAC-CTA, DNS-CT, IPCO, QCP, ICC, LeaderStat</i></p> <p>With the introduction to PDPM in the fall of 2019, it brought with it a seismic shift in how we are reimbursed for the care we provide to our skilled patients. Many providers went through rigorous training leading up to October 10, 2019 to prepare for life away from therapy days and minutes being the driver of reimbursement. Even with the best intentions, that focus has dwindled as providers are faced with a multi-year public health emergency, staffing turnover, staffing shortages, and higher acuity patients entering our facilities.</p>
<p>Session 7C Room: Juniper C</p>	<p><b>Protecting Ohio's Long-Term Care Residents</b> ● <i>Charles Angersbach, BA, Law and Society, Ohio Attorney General - Health Care Fraud</i></p> <p>The Ohio Attorney General's Office, Health Care Fraud Section, has original criminal jurisdiction to investigate allegations of abuse, neglect, and related crimes against residents of long-term care facilities. This session will incorporate real criminal case examples exploring the crimes committed within these facilities, the steps of the Health Care Fraud Section's criminal investigative procedures, and applicable lessons for the audience on reporting such crimes.</p>
<p>Session 7D Room: Magnolia</p>	<p><b>Engaging Next Gen Donors</b> <i>Michael George, CFRE, Genacross Lutheran Services Foundation</i></p> <p>As the Baby Boomers age and pass away, Gen X and Millennials are set to inherit a great deal of wealth. This presentation will guide you through a step-by-step process to establish an updated giving model to engage the next generations in giving. Creating a curated approach for your cohort will allow you to provide a tailored experience that will meet their expectations. This presentation will help you think about steps to take to establish a cohort and create an ongoing dialogue with Next Gen donors.</p>

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# Education Sessions

## Wednesday, August 31

Wednesday, August 31 3:30 - 4:45 p.m.	
Session 7G Room: Regent 3	<b>Accessing Capital in the Not-for-Profit Senior Living Sector</b> <i>Tom Meyers, MBA, BS; Jason Choi, BA, Ziegler</i> <p>Interest rates were at all-time historic lows in 2021 and many not-for-profit senior living providers accessed the capital markets to take advantage of this low interest rate environment. In anticipation of a rising interest rate environment, many senior living providers were able to issue "forward delivery" bonds, which allowed them to lock in low interest rates, but to close the bonds in the future. This session will give an overview of the senior living capital markets and trends in the lending environments. It will prepare providers to know what to do when seeking capital and determine what capital source is the right fit and best aligns the risk tolerance of the organization. Case studies of successful senior living financings will be presented.</p>
Session 7H Room: Lilac	<b>Designing With People Living With Dementia</b> <i>Stacy Hollinger Main, IIDA; Eric Endres, NCARB, RA, LEED AP, RLPS Architects</i> <p>With the dramatic increase in the number of people living with dementia, there is a growing movement to diversify support offered to those suffering with this affliction so they can continue to live meaningful lives throughout the disease progression. The environmental design paradigm is shifting to promote resident well-being through authentic autonomy. Leadership must listen to people living with dementia throughout the planning process, particularly in terms of how and where they want to live and how this translates to the environments we develop and design with their help. An inclusive planning of the environment design can have a profound effect on people living with dementia, their families and their care partners. This interactive session will be presented by an interior designer and architect who have collaborated on memory support projects throughout the country, and will include video clips of CEO's from two different communities, each with a unique approach to supporting seniors living with dementia.</p>

# GAME NIGHT!

Wednesday  
August 31  
5:00 - 7:00 p.m.  
Regent Ballroom

Drinks... Food... Old School Arcade Games... Music... and FUN!

Bring your friends  
and co-workers!

# Education Sessions

## Thursday, September 1

Thursday, September 1 8:30 - 9:45 a.m.	
<p>Session 8A Room: Juniper A</p>	<p><b>Facilities Capital Planning: Strategies to Avoid Band-Aid Fixes</b> <i>Frank Muraca, M. Arch, ARCH Consultants, Ltd.</i></p> <p>Senior living industry trends show that the current existing inventory of buildings are old and that organizations' capital investment is not sufficient to cover the aging physical plants. This session will dive into the capital planning process, discussing industry trends, the capital budgeting process and best practices of managing building assets. To maintain operational efficiency, Key Performance Indicators (KPIs) to consider in your Environmental Services (EVS)/facilities department will be discussed. This session will assist organizations to refocus and see the full picture of what proper capital planning can mean for new asset investment and strategic initiatives. Learn how capital expenditures impact all senior living organization audiences as they prepare for long-range planning, develop preventative maintenance plans and budgets, analyze annual budgets and staffing plans, maintain census and identify capital needs for licensing.</p>
<p>Session 8B Room: Juniper B</p>	<p><b>Supporting Grievers of Traumatic and COVID-19 Loss</b> ● <i>Debbie Holt, MS, LPCC-S, Certified Thanatologist, Ohio's Hospice of Dayton</i></p> <p>Healthcare professionals and those working in the area of bereavement services have long known the challenges loved ones face when grieving a sudden or traumatic death. Both the intensity and long trajectory of the grief process increases the risk of griever's developing prolonged grief disorder (PGD) and persistent complex bereavement disorder (PCBD). Preliminary research now suggests COVID-19, with the special circumstances of social isolation and a wide-variety of secondary stressors and losses, may create a drastic increase in the number of individuals suffering from complicated bereavement. This workshop will examine the healthy range of grief responses, the common struggles of griever's of traumatic loss including the special challenges in the COVID-19 environment, and strategies to help traumatic loss griever's cope with the difficult emotions in this special grief journey.</p>
<p>Session 8C Room: Juniper C</p>	<p><b>So, Now What?? Pandemic Lessons Learned, Moving into an Uncertain Future</b> <i>Kerry Hamilton, BA, Business Administration, Kent Anderson, FACHE, MBA/MHA, Ohio's Hospice; Andy Thomas, MD, OSU Wexner Medical Center; John Weigand, MD, CMD, Ohio Department of Health / Ohio Department of Aging</i></p> <p>Lessons from the pandemic have come at a significant cost to post-acute care providers. Hear from industry leaders as they discuss the positive and negative trends, the impact the pandemic has had on their organizations and how the trajectory of their companies has changed over the last two years. Learn what these leaders see as keys to succeeding in "their space" post-pandemic and how they plan to pick up the pieces to move forward using lessons learned to their benefit.</p>



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# Education Sessions

## Thursday, September 1

Thursday, September 1 8:30 - 9:45 a.m.	
<p>Session 8E Room: Regent 1</p>	<p><b>What's Impacting Your Revenue? PDPM, VBP, QRP, QIP, CMI and More!</b> <i>Stephanie Christopher, BS; Brady Dalrymple, MBA, Squared Business Solutions</i></p> <p>In the current post-acute environment, aligning clinical outcomes with reimbursement continues to be a priority. PDPM, VBP, QRP, QIP, CMI and Five-Star results are having an impact on organizations' bottom line. When you look at the total financial impact of all of these components, it may surprise you. Understanding the impact and how to manage them, as well as learning what tools and resources can be used to navigate each component, will go a long way in making sure the outcomes are positive to your operation's bottom line.</p>
<p>Session 8F Room: Regent 2</p>	<p><b>Millennials: The Emerging Generation of Caregivers</b> ● <i>Kathleen Weissberg, MS, OTD, OTR/L, CMDCP, CDP, Select Rehabilitation</i></p> <p>For years, the role of caregiver was primarily filled by middle-aged or elderly individuals caring for their aging parents or spouses. Caregiver demographics are changing and today, many Millennials are taking on complex caregiving roles. Data from a recent AARP study show that each year, about 40 million American adults provide support with basic functional tasks to help individuals remain in their homes and communities for as long as possible. Almost 25% are part of the Millennial generation, providing more than 20 hours per week in care, earning less than \$30,000 per year.</p> <p>Millennial caregivers require a unique set of skills to not only provide caregiving, but also to care themselves and their own health. They look to health care providers to assist them in developing their caregiving skills and managing their own physical, social, and emotional health. This session will provide the participants with strategies to assist the Millennial caregiver in meeting their caregiving needs, identifying specific issues they face, including exclusion from peer groups, managing debt, time management, workplace discrimination, emotional stress and fatigue. Resources to address these issues will be provided. Approaches employers can utilize to help their Millennial caregivers to be successful will also be shared.</p>
<p>Session 8G Room: Regent 3</p>	<p><b>Thinking Outside the Box</b> <i>Patti Klingel, PhD, CPHQ, CRM, CHC, United Church Homes, Inc.; John Kosmeh, PhD, RemoteMD &amp; Pelican Clinics</i></p> <p>Emergency medicine is a complex service that is difficult to provide remotely. There are a number of services potentially missing from an emergency department visit for any patient when providing that type of service via telehealth. Learn how one nursing home and assisted living facility provider worked with a leading emergency services telehealth vendor to try to decrease the need to transport their residents to the local emergency department during the pandemic. This session will discuss how they validated the needs of residents by designing and providing safe emergency healthcare to their residents.</p>

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Thursday, September 1 10:00 - 11:15 a.m.	
<p>Session 9A Room: Juniper A</p>	<p><b>Operating in a Post-Pandemic Climate: Strategies for SNF Success</b> <i>Kim Saylor, MBA OTR/L, Concept Rehab; Denise Leonard, CPA, Plante Moran; Tammy Cassidy, RN, BSN, BC, LNHA, RAC-CT, T. L. Cassidy &amp; Associates</i></p> <p>Daily SNF operations have been gravely challenged over the past two years. It appears as if facilities will be operating under pandemic conditions for the near future. In this session, a panel of post-acute care experts with deep industry experience in finance, reimbursement, operations and rehabilitation, will walk through strategic recommendations, share benchmark data and offer examples of SNF success in this current climate. Participants will leave with access to tools and data for assuring long-term viability.</p>
<p>Session 9B Room: Juniper B</p>	<p><b>Coaching: An Approach to Developing and Retaining Team Members</b> <i>Jeremy Kauffman, LNHA, MOD, MHS Consulting</i></p> <p>The pressure to retain employees continues to mount. Large numbers of the workforce are leaving organizations for new opportunities, more flexibility, better work-life balance and higher pay. Studies continue to show that developing an engaged workforce produces better outcomes and motivates people to stay in their current positions. An often overlooked strategy in improving engagement and retention is utilizing coaching with team members. Coaching is not the same as managing and requires a different skill set in the way managers relate to people. Learn what it takes to be a successful coach to engage and retain your current staff.</p>
<p>Session 9C Room: Juniper C</p>	<p><b>Ensuring Enterprise Fiscal Success in 2022 &amp; Beyond</b> <i>Kristy Yoskey, MOT, OTR/L, RAC-CT, HealthPRO Heritage LLC</i></p> <p>Success in 2022 and beyond will require providers to understand the "long game" of balancing multiple payer systems and being prepared to operationalize an approach which leverages reliable data analytics to take on risk. The speaker will tackle what is needed to develop a substantive fiscal strategy during this session.</p>
<p>Session 9F Room: Regent 2</p>	<p><b>Moving Quality Outcomes through Collaboration</b> <i>Stephanie DeWees, HSE, LPN, LNHA, BS Health Administration; Susan Wallace, MSW, LSW, LeadingAge Ohio; Samantha Lourenco, BSN, RN, CPASRM, Life Enriching Communities; Stephanie Christopher, BS, Squared Business Solutions</i></p> <p>Quality care comes at a price - providers in post-acute care learned just how costly that became during the pandemic. Twenty-five percent of nursing home providers in Ohio were hit even harder when they did not receive any reimbursement from the quality incentive payment program. This created momentum for a state-wide collaboration to be formed. The collaborative was comprised of 33 facilities with a focus on the four quality metrics selected for reimbursement in Ohio, and supported an "all teach, all learn" model. The results were astounding!</p> <p>Join the session and hear how facilities in the collaborative were able to significantly improve their measures in just one quarter to obtain reimbursement. Hear a case study from Life Enriching Communities and how the future of reimbursement will continue to be tied to quality at both the state and national level. Attendees will be able to take away the performance improvement process strategies and implement best practices within their own communities.</p>
<p>Session 9G Room: Regent 3</p>	<p><b>Preventing and Managing Adverse Events to Reduce Regulatory Risk</b> <i>Christopher Tost, JD; Dustin Ellinger, BSN, MHA, RN, Rolf Goffman Martin Lang, LLP</i></p> <p>Despite a facility's best efforts and compliance with the requirements of participation, residents fall, elopements occur, and resident-to-resident incidents happen. This session will identify the adverse events that place facilities at risk for immediate jeopardy level deficiencies and other investigations. Ways to prevent such events and how to respond when they do occur, including investigations and the development of action plans, will be discussed.</p>



**Don't Miss the Snack Station in the Easton Foyer at 11:15am**

Thursday, September 1 11:30 a.m. - 12:45 p.m.	
<p><b>Session 10A</b> Room: Juniper A</p>	<p><b>Active Adult Campus Strategies: Opportunities and Challenges</b> <i>Dodd Kattman, AIA, LEED AP, RID, MKM architecture + design; Greg Hensley, CASP, CEAL, Plante Moran Living Forward</i></p> <p>Life Plan Organizations are increasingly exploring independent living options that enrich lives and create diversified, predictable sources of income to enhance campus ministries. While on-campus, congregate or independent living homes have long been the safe solution, research and consumer trends now suggest that many active adults may be searching for something very different, and likely somewhere different. This session will compare recent active adult housing initiatives developed by leading Life Plan Communities (LPC) located across the country. Innovative projects, goals, specific strategies, and several recorded interviews with LPC leaders from across the country will be shared. The presenter will candidly discuss surprises, successes, and what the life plan community developers would do differently next time.</p>
<p><b>Session 10B</b> Room: Juniper B</p>	<p><b>Bullying Among Older Adults: Not Just a Playground Problem</b> ● <i>Kathleen Weissberg, MS, OTD, OTR/L, CMDCP, CDP, Select Rehabilitation</i></p> <p>Addressing bullying behavior among older adults is critically important for enhancing quality of life and promoting emotional well-being. Bullying is an increasingly common problem among seniors. While the communal-living nature of senior living communities can open the door for socialization and friendship, it can also be the location of cliques, gossip, abuse and bullying behavior. It is estimated that between 10%-20% of older adults living in senior living communities are mistreated by their peers, and often the behavior goes unreported or unnoticed by staff. Bullying is not just exhibited on the playground, it is a behavior that spans multiple demographics and age groups.</p> <p>In this session, participants will learn the five different types of bullies, the definition and incidence of bullying and what it looks like in adult living communities and day centers. Characteristics of older adult bullies, their targets and gender differences will be explored as well as the reasons bullying occurs. Warning signs, the physical and emotional impact, and what to do if it happens will be discussed as well as interventions for the organization, the bully, and the target to help communities minimize and prevent where possible, bullying and mitigate the effects on the target. Strategies to create caring and empathic communities for all residents and staff members will be reviewed.</p>
<p><b>Session 10F</b> Room: Regent 2</p>	<p><b>Enriching Staff Through Person-Centered Development</b> <i>Stephanie DeWees, HSE, LPN, LNHA, BS Health Administration, Squared Business Solutions; Lorelei Heineman, MS, RN, CENP, RRT, CPFT, RCP, United Church Homes; Jennifer McNiven, MBA, NBHWC, FMCHC, Aspire Consulting Partners, Inc.; Scott Slutz, SPHR, SHRM-SCP, United Church Homes</i></p> <p>Staffing challenges are at a breaking point. Employee retention and turnover is a top priority for organizations, associations, and government entities. Join this session to hear from a panel of trainers on how United Church Homes tackled employee retention through a person-centered development plan. United Church Homes has made a commitment to invest in employees whether they desire a career ladder to employees who have found fulfillment in their current role. Hear how a competence-based model of leadership development was developed and tailored to the employee role. United Church Homes has invested in employee development through specialized trainings, certifications, internal conferences, AI tools, and to tackling the leadership skill gaps when promoting individuals into new roles. Learn what trainings leaders found most inspiring. Attendees will not only be inspired by the stories of these individuals but will be able to take away key leadership concepts.</p>
<p><b>Session 10G</b> Room: Regent 3</p>	<p><b>Crisis Management for Health Care Executives &amp; Attorneys</b> <i>Bruce Hennes, BA, Hennes Communications; Alan Schabes, JD, BS, Benesch, Friedlander, Coplan &amp; Aronoff</i></p> <p>Chief Executive Officers and Executive Directors often have not been taught the skill set to defend their organization in crisis. Public Relations/Marketing staff in long-term care may be great at putting heads in beds and retaining market share, but crisis communications and issues management demand different strategies, best practices and resources. From accusations of elder abuse and sexual misconduct to staffing issues, family-cams and loss of star ratings, it's a simple fact: news breaks first on social media, followed by traditional media. Whether you're immersed in a sudden crisis or dealing with a non-crisis issue, news can easily "go viral" in moments. Since it takes a lifetime to build a reputation and only a few seconds to destroy one, crisis communications is a necessary skill-set for health care executives and their attorneys.</p>

Please bring this brochure with you to the conference. It will also serve as the Final Program.

Going to the 2022 LeadingAge Annual Meeting & Expo in Denver?

# STATE NIGHT OUT

*This year we will be joined by our colleagues and members from LeadingAge Indiana.*



**Denver Athletic Club**  
1325 Glenarm Place  
Denver, CO 80204

**Sunday, October 16**  
**5:00 - 7:00 PM**

Join us for State Night Out at The Denver Athletic Club on Sunday evening. Founded in 1884 and located in Downtown Denver, Colorado. Residing in the historical 1325 Glenarm Place, within walking distance from the Colorado Convention Center.

*Thank you to our partners:*



PURPOSE. INSPIRED. RESULTS.

# 2022 Trade Show

**Wednesday, August 31**

**11:45 a.m. - 2:00 p.m.**

**Look for these exceptional exhibitors at our Trade Show:** *(Exhibitors registered as of June 8, 2022)*

LeadingAge Ohio 2022 Partners and exhibitors welcome you to this year's trade show in the Easton Ballroom and Easton Foyer. Discover new and innovative solutions for all the challenges you face in providing the best care possible for your residents, your clients and your organization. Discuss service and environmental challenges with knowledgeable exhibitors. Lunch will be provided to all registered attendees while the trade show floor is open. The 2022 LeadingAge Ohio trade show is definitely the place to be for lunch on Wednesday!

**Absolute Pharmacy**  
**Absolute Rehab/Consulting**  
**AlixRx**  
**Buerger Energy**  
**Compass Community Living**  
**Concept Rehab**  
**Cura Hospitality**  
**Freedom Communications**  
**Functional Pathways**  
**HealthDirect Pharmacy**  
**Services**  
**HJ Sims**  
**HW&Co**  
**Institutional Care Pharmacy**

**LifeAire Systems**  
**Link-age**  
**Linked Senior Inc**  
**Lument**  
**MKM architecture & design**  
**Optum Hospice Pharmacy**  
**Services**  
**PharMerica**  
**Prelude Services**  
**Premier Therapy**  
**RLPS Architects & RLPS**  
**Interiors**  
**Sedgwick**  
**Sedgwick Managed Care Ohio**

**Squared Business Solutions**  
**StateServ**  
**Stellar-1 Communications**  
**Strategic Health Care**  
**Symbria**  
**Synchrony Health Services**  
**THW Design**  
**TridentCare**  
**United Medical Supply**  
**Company**  
**Ziegler**

## See you in October!

**Monday, October 3**

**Tuesday, October 4**



Partners as of June 1, 2022

The pledges and commitment offered by our 2022 Partners support the groundwork on which LeadingAge Ohio builds programs, events, and educational opportunities to benefit our members. Join us in thanking these companies for all they do to provide an unsurpassed quality of life for our older Ohioans.

Questions? Contact Corey Markham at (614) 545-9015 or [cmarkham@leadingageohio.org](mailto:cmarkham@leadingageohio.org).

### DIAMOND PARTNERS



PURPOSE. INSPIRED. RESULTS.

### GOLD PARTNERS



### SILVER PARTNERS



### BRONZE PARTNERS



# LeadingAge Ohio 2022-2023

## Upcoming Programming and Initiatives



The Stars program recognizes special non-management staff members with a much-deserved day of honor and celebration. Make plans to honor these special employees later this year as part of a virtual LeadingAge Ohio Stars celebration. If you are interested in honoring fellow industry professionals, contact Bobbi Dolan at [bdolan@leadingageohio.org](mailto:bdolan@leadingageohio.org) or 614-545-9025.

Election season is in full swing, with races for Governor, U.S. Senator, Ohio Senate and Ohio House candidates heating up around the state. LeadingAge Ohio looks forward to supporting the friends-of-aging in public service who can help our association achieve its goals. The LeadingAge Ohio Political Action Committee (PAC) will be fundraising throughout the year, with events like the third annual PAC Golf Outing, Statehouse receptions, and more offering members ample opportunities to support the cause. Help give LeadingAge Ohio a strong presence at candidate fundraisers and in grassroots initiatives by supporting the PAC. For more information contact Patrick Schwartz at 330-933-9825.



### 2022-2023 Media Campaign

LeadingAge Ohio is working with a member workgroup and a professional media vendor to launch a statewide communications campaign designed to distinguish and communicate the value of careers in aging and the importance of supporting aging services. The campaign will include both digital and traditional media pieces, and will inform policymakers, share positive stories from within the sector, showcase data on aging, and highlight career connections and opportunities. Look for the launch of this campaign this summer!



Resident artists wanted! Members should encourage resident artists and authors to prepare an entry for the Art & Writing Program. Both novice and experienced writers and artists may submit entries. Two or more persons may work together on a project and enter in one of the cooperative categories. Contact Bobbi Dolan at 614-545-9025 for further information.



The LeadingAge Ohio Leadership Academy is a seven-month leadership program designed to develop aging services leaders statewide. The Leadership Academy is expected to return in full force in 2023!

### LeadingAge Ohio Workforce Initiatives

LeadingAge Ohio knows workforce is a top member concern. This year, LeadingAge Ohio welcomed new Workforce Director Randi Hamill. Workforce initiatives underway include: the Careers That Love You Back poster campaign; administering CDC grants for paid internships among member facilities through the High School Healthcare Preceptor Pilot program; a new session of the QIP Collaborative designed to help members win back state funding; the launch of LeadingAge Ohio's communications campaign designed to help distinguish and communicate the value of careers in aging and the importance of supporting aging services; and more!

**For more information on these and other events visit [www.LeadingAgeOhio.org](http://www.LeadingAgeOhio.org)!**






# WE'VE BEEN BUSY THE PAST YEAR

## Ziegler Senior Living Financings in Ohio

Ziegler would like to thank Community First Solutions, Kendal at Oberlin, Otterbein SeniorLife, and Ohio Living for entrusting us with their respective financings in 2021!




**Community First Solutions**  
Hamilton, Ohio

**Fixed Rate New Money / Refunding**

FEBRUARY 2021

**\$20,000,000**

YTM: 2.99%\*  
Fitch Rating: "A-"



**Kendal at Oberlin**  
Oberlin, Ohio

**Cinderella Refunding**

JULY 2021

**\$13,825,000**

YTM: 1.79% Taxable Going To 2.22% Tax-Exempt  
Fitch Rating: "A+"



**Otterbein SeniorLife**  
Lebanon, Ohio

**Fixed Rate / Refunding**

AUGUST 2021

**\$8,520,000**

YTM: 0.95% (Series 2021)  
S&P Rating: "A"



**Ohio Living**  
Columbus, Ohio

**Fixed Rate / Refunding**

OCTOBER 2021

**\$40,160,000**

YTM: 3.22% (Series 2022\*\*)  
Fitch Rating: "BBB"



**Otterbein SeniorLife**  
Lebanon, Ohio

**Fixed Rate Acquisition / Refinancing**

NOVEMBER 2021 / APRIL 2023

**\$44,985,000**

YTM: 2.76% (Series 2021B)  
YTM: 2.71% (Series 2023\*\*\*)  
S&P Rating: "A"

\*Included \$4.6M of Taxable Bonds  
\*\*Forward refinancing that closed in April 2022  
\*\*\*Forward refinancing set to close in April 2023



**TOM MEYERS**  
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**JASON CHOI**  
Vice President  
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**Ziegler**

CAPITAL :: INVESTMENTS :: ADVICE

\*Represents blended taxable and tax-exempt rate all-in cost of capital through the bank commitment period.

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### Conference Site and Hotel Information

Hilton Columbus at Easton  
3900 Chagrin Drive  
Columbus, OH 43219  
Phone: (614) 414-5000

Make your reservations online at:

[Hilton Columbus at Easton Booking Link](#)

Be sure to make reservations by July 30 to take advantage of the rate listed below; mention LeadingAge Ohio to receive the conference rate. Reservation requests received after the cut-off date will be accepted as space and rate availability permits.

Room Rate                    \$201

*For details on precautions being taken to make your stay a safe one, visit [Hilton Clean Stay](#) to read all the up-to-date information.*

*For additional hotel information, map and driving directions, please visit [www.HiltonColumbus.com](http://www.HiltonColumbus.com).*

### REGISTRATION INFORMATION

Your reservation will be made upon receipt of your registration and payment by credit card or check. **All registrants will receive a confirmation. If you do not receive this confirmation, please do not assume that you are registered.** Once you have registered for the conference, please secure your hotel reservations. If you are unable to register by August 26, you must register on site.

**Registration Changes:** Please submit registration changes in writing by August 26 to: LeadingAge Ohio, 2233 North Bank Drive, Columbus, OH, 43220, or e-mail to [cmarkham@leadingageohio.org](mailto:cmarkham@leadingageohio.org) or by fax "Attn: Conference" to (614) 444-2974. If you have changes after August 26, please plan to address on site at the conference.

**Substitution Policy:** Substitutions should be submitted in writing to [cmarkham@leadingageohio.org](mailto:cmarkham@leadingageohio.org) by August 26. If you are unable to communicate substitutions by August 26, please plan to make changes on site.

**Cancellation Policy:** Cancellations received by July 30 will be refunded minus a \$60 processing fee. No refunds will be issued after August 26.

**Photo Release Policy:** Registration and attendance at, or participation in, LeadingAge Ohio meetings, conferences, and other activities constitutes an agreement by the registrant for LeadingAge Ohio to use and distribute photographs of the registrant's image.

### Conference Registrations Options and Fees

#### ATTENDEE CATEGORIES:

These categories apply to all individuals attending the Annual Conference including board of directors/trustees.

Select from the following:

**Full Attendee (three days)**  
(Includes all days Tuesday, Wednesday, Thursday)

**Two-Day Attendee**  
(Choice of two of the following: Tuesday, Wednesday, Thursday)

**One-Day Attendee**  
(Choice of one of the following: Tuesday, Wednesday, Thursday)

**Bring Your Team**  
(Includes all days Tuesday, Wednesday, Thursday)

Up to eight (8) people per organization, per site address location. This rate includes all education sessions, handouts, continuing education units for each person, breakfasts, lunches, evening social event, if applicable, and breaks for each attendee. Additional attendees outside of the Bring Your Team rate need to register at regular conference rates.

**Student / AIT / Retiree Special Rate**  
Subsidized rates for students and special guests are available. To register, please contact Corey Markham at 614-545-9015 or [cmarkham@leadingageohio.org](mailto:cmarkham@leadingageohio.org).

**The conference at your fingertips!**  
Download the LeadingAge Ohio Mobile app



**Please bring this brochure with you to the conference. It will also serve as the Final Program.**



# Register Now

LeadingAge Ohio Annual Conference and Trade Show | August 30 - September 1, 2022

<b>Full Attendee (3 days)</b> <i>(Includes all days Tuesday, Wednesday, Thursday)</i>	Member Registration Fees	Nonmember Registration Fees
	\$519	\$639

<b>Two-Day Attendee</b> <i>(Choice of two of the following Tuesday, Wednesday, or Thursday)</i>	Member Registration Fees	Nonmember Registration Fees
	\$409	\$529

<b>One-Day Attendee</b> <i>(Choice of one of the following Tuesday, Wednesday, or Thursday)</i>	Member Registration Fees	Nonmember Registration Fees
	\$209	\$319

<b>Bring Your Team</b> <i>Up to 8 people full-conference access. (Includes all days Tuesday, Wednesday, Thursday)</i>	Member Registration Fees	Nonmember Registration Fees
	\$3119	N/A

<b>Student / AIT/ Retiree Rates</b> <i>(Must contact Corey Markham to register at these rates at 614-545-9015 or <a href="mailto:cmarkham@leadingageohio.org">cmarkham@leadingageohio.org</a>.)</i>	Per Day Registration Fees	Full Conference Registration Fees
	\$99	\$299

**Registration Deadline: August 26**



**Online Registration**

To register online [click here.](#)

**Questions?:** If you have questions regarding conference registration, please contact Corey Markham at 614-545-9015 [cmarkham@leadingageohio.org](mailto:cmarkham@leadingageohio.org).



Please indicate if you are planning to attend.

Game Night (Wednesday, August 31, 2022)  Yes  No

To Opt Out of Exhibitor Mailing List (email and/or direct) check box to the right.

**What's Included:** All education sessions, handouts, continental breakfasts, awards luncheons, break refreshments, and up to 14.25 clock hours to be earned for BELTSS (pending BELTSS approval), 17.1 CPE credit hours, and up to 10.5 social work clock hours for each attendee.

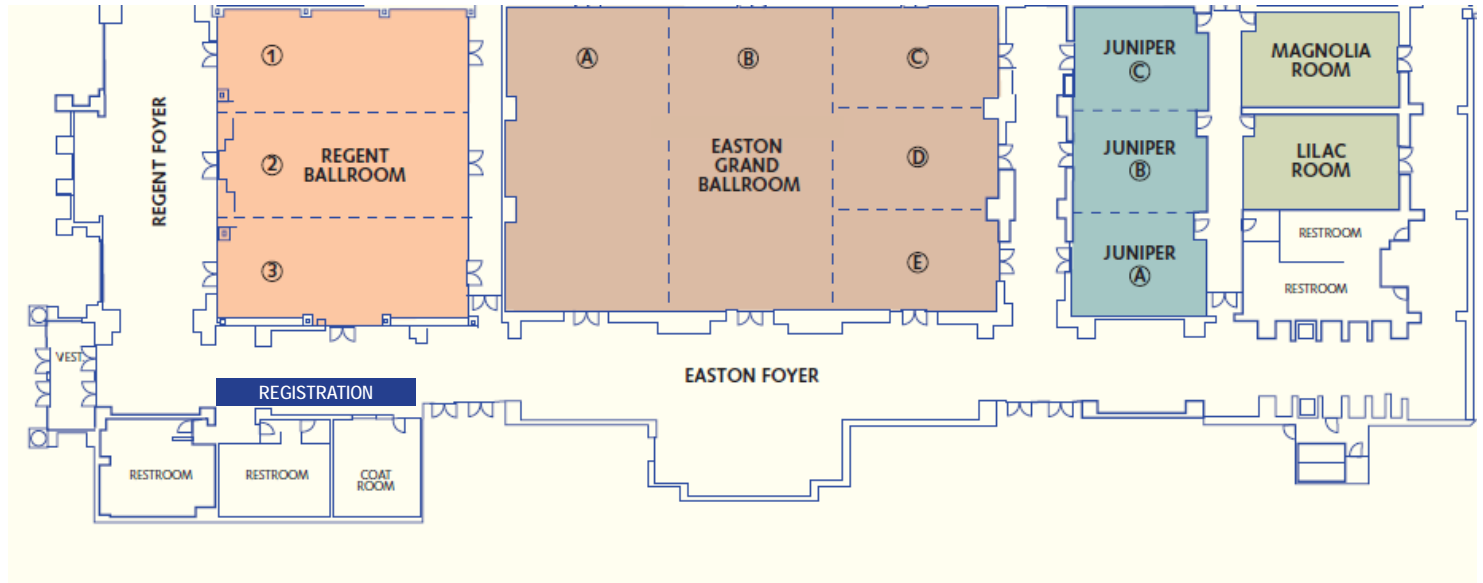
**Special Note:** If you require special services or have special dietary concerns, please describe your needs in writing and send via e-mail by August 26 to Corey Markham at [cmarkham@leadingageohio.org](mailto:cmarkham@leadingageohio.org).

Registration and attendance at, or participation in, LeadingAge Ohio meetings and other activities constitutes an agreement by the registrant to use and distribute photographs of the registrant's image. Registrants authorize LeadingAge Ohio to use and publish the same in print and/or electronically and with this registration, registrants agree that LeadingAge Ohio may use such photographs with or without names and for any lawful purpose, including for example such purposes as publicity, illustration, advertising, and web content.

# Hotel Map

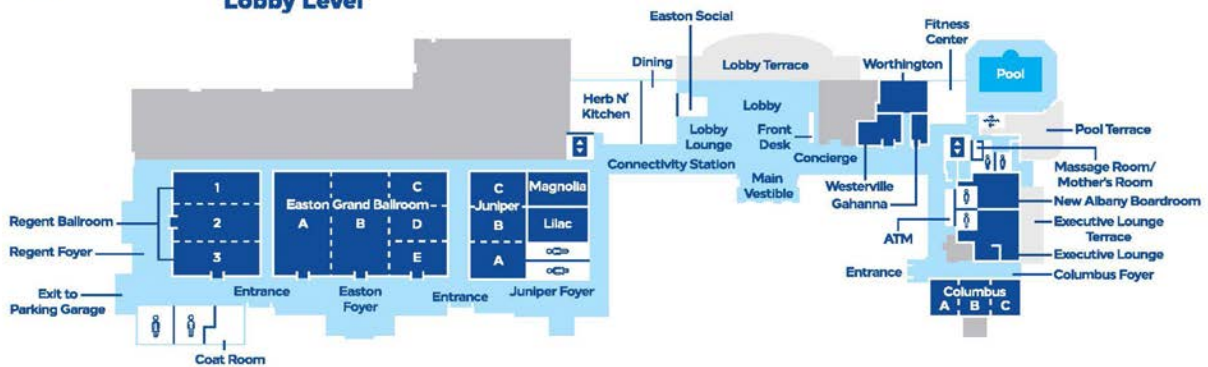
# MOMENTUM

## Getting around the Hilton at Easton



- FLOOR MAP KEY**
- Meeting/Conference Rooms
  - Amenities
  - Public Space
  - Private

### Lobby Level



For additional hotel information, map and driving directions, please visit [www.HiltonColumbus.com](http://www.HiltonColumbus.com).

# Now More Than Ever, You Need the Right Team



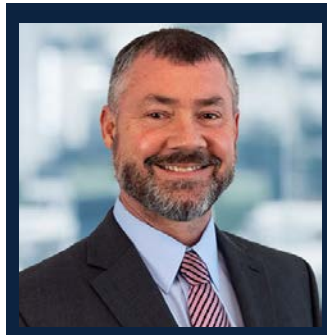
In today's long-term care environment, you need more than just traditional accounting and tax services. You need experts in Medicare, Medicaid, and billing to help you navigate the complex issues that are unique to this industry.

For more than 30 years, HW&Co.'s long-term care advisors have worked alongside its tax and accounting professionals. Our team can provide you with a comprehensive suite of services, from one trusted provider.

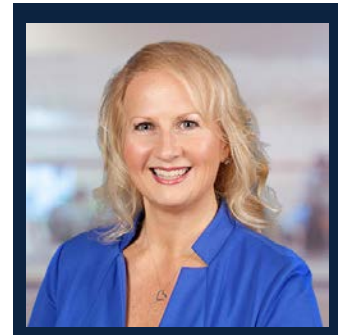
## Let's Talk...



**Barb Notardonato-Cole, CPA**  
Principal  
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**Ryan Kramer**  
Principal  
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**Jenna Bennett**  
Director of Revenue Cycle  
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Live tweet the conference #LA022

**SAVE THE DATE!**  
2023 Annual Conference and Trade Show  
Hilton Columbus at Easton  
August 29 - 31, 2023

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