

# THE GREATER GOOD



## CONFERENCE PROGRAM







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readmissions<sup>2</sup>  
by 38%

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1. 2019–2020 IE-SNP results.

2. McGarry BE, Grabowski DC. Managed care for long-stay nursing home residents: An evaluation of institutional special needs plans. *American Journal of Managed Care*. 2019;25(9):400–405.

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# Welcome to the 2023 LeadingAge Georgia Annual Conference

Dear LeadingAge Georgia Member,

Our world is complex, but our common goal is simple – we dedicate ourselves to creating positive change and improving the lives of older adults wherever they call home. As we focus on a wide and rapidly evolving range of issues, it's more important than ever to harness the combined power of our mission-driven members. That's why aging services leaders from across our state will come together May 8-10, 2023.

In our educational program, we'll spend time talking about the issues and strategic priorities that matter most. We'll launch our conference with a keynote by Denise Boudreau, MHA, LNHA aka the Culture Queen. Her organization helps healthcare and senior living organizations measure and improve their culture, resulting in improved recruitment and retention. We'll hear from fellow members who will share their insights on important issues. In the Exhibit Hall, providers will discover the latest resources and products as well as essential services. You can enjoy the Chattanooga skyline at our roof top bar reception where you can network and build connections. We will spend time with Andy Edenburn, a nationally recognized leader on forward thinking in the long-term care field. Join us to renew your passion and purpose, and to advance long-term care. Together, we are stronger for the greater good.

This year we are celebrating the 50-year anniversary of LeadingAge Georgia. We'll toast members being mission driven for 50 years!

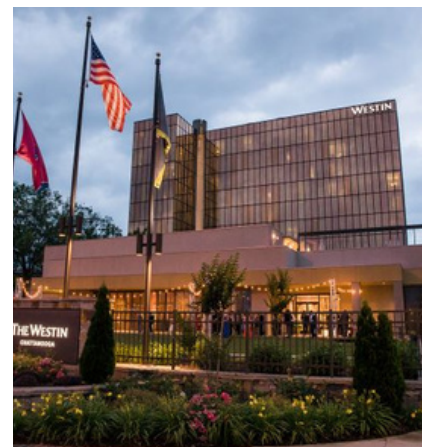
There will be great opportunities for you to network with colleagues and friends. There's fabulous dining within walking distance to the hotel.

We encourage you to come and to bring staff so you can hear important messages together and bring them back to your community. Also, bringing your team to the conference shows you are willing to invest in them and their future with your organization!

We look forward to seeing you in Chattanooga!

All my best,

Ginny



# SCHEDULE OF EVENTS

## Monday, May 8

10:00AM - 4:30PM	Registration
12:15PM - 2:15PM	Welcome/Opening Keynote
2:30PM - 3:30PM	Breakout Session
3:45PM - 4:45PM	Breakout Session
5:00PM - 6:30PM	Opening Reception

## Tuesday, May 9

8:30AM - 9:30AM	Breakout Session
9:45AM - 10:45AM	Breakout Session
11:00AM - 1:15PM	Lunch/Exhibit
1:15PM - 2:15PM	Breakout Session
2:30PM - 3:30PM	Breakout Session
3:45PM - 4:45PM	Breakout Session
5:00PM - 6:00PM	50th Anniversary Celebration

## Wednesday, May 10

8:30AM - 9:45AM	Breakfast/Town Hall/Listening Session
9:45AM - 11:00AM	Closing Keynote
11:00AM	Adjourn



# KEYNOTE SPEAKERS



## LEADING AND LIVING THOROUGH YOUR VALUES – DENISE BOUDREAU

MONDAY, MAY 8, 12:15

Who you are, what you hold dear, what upsets you, and what underlies your decisions as a leader are all connected to your personal values. The missed opportunity is most people never take the time to learn what those precious and powerful intrinsic things are! In this session you will have the opportunity to do an introspective reflection on your very own personal values and recognize how they influence your personal and professional endeavors including overcoming the current staffing crisis. You'll learn practical strategies you can implement immediately to apply these values in your daily routines, allowing you to use them as a driving force and a personal true north star.

### Keynote Bio

Denise Boudreau is President of Drive, which helps organizations improve the staff and customer experience, and the bottom-line through more engaged leaders and employees. A former nursing home and assisted living administrator, Denise is a serial volunteer. She serves on the National Long Term Care Administrator Boards (NAB). She co-founded the New Jersey Alliance for Culture Change and is a former board member of the Pioneer Network. Denise received her Bachelor of Science in Gerontology from the University of Scranton and her Master in Health Administration from Cornell where she is currently employed as a lecturer. She began her career as a dietary aide and nursing assistant.



## MOVING FORWARD AND EMBRACING CHANGE– ANDY EDEBURN

Wednesday, May 10, 9:30AM

Although Covid remains a force in our daily lives, aging services organizations are now able to thoughtfully focus on where we are going, what we need to be doing to remain viable and relevant into the future. Strategy is once again on our minds, but how to adapt and respond may be different and more crucial. This session will explore the essentials for moving forward in the near and long-term and provide guidance on how to think strategically about your organization's future. It will also provide insights to industry trends and options available to you including collaborations, affiliations, and mergers. You'll learn essential strategies for evaluating your organizational position and embracing change.

### Keynote Bio

Andy Edeburn is an accomplished advisor and thought leader with more than 20 years of healthcare consulting experience, specializing in acute, post-acute and, senior care services. Over the course of his career, he has advised nearly 220 organizations in 38 states across a diverse range of issues. He is a nationally recognized expert on post-acute care and the senior services continuum. Andy guides organizations through their strategic thinking and planning efforts, hospital/health system and community-based partnerships, care coordination, and care management programs, community-based care models, new program and facility development/redevelopment efforts and operational and performance improvement. He received his master's and bachelor's degrees from South Dakota State University.

# SESSION PLANNER

NOTES:	ORGANIZATIONAL LEADERS	NURSING/CLINICAL	CFO/FINANCE	MARKETING PHILANTHROPY	HR/COMPLIANCE	SOCIAL WORKERS	ENVIRONMENTAL SERVICES	FACILITY MAINTENANCE	DIETICIAN/FOOD SERVICE	BOARD MEMBERS/TRUSTEES	HCBS	INDEPENDENT LIVING	ASSISTED LIVING	NURSING HOME
MONDAY, MAY 8   KEYNOTE: LEADING AND LIVING THROUGH YOUR VALUES   12:15PM-2:15PM														
MONDAY, MAY 8   CONCURRENT SESSIONS   2:30PM-3:30PM														
Adult Day Services	✓	✓	✓	✓		✓				✓	✓	✓	✓	✓
Culture First, Transactions Second	✓		✓	✓	✓					✓	✓	✓	✓	✓
Who Says Construction is a Must?	✓		✓	✓			✓	✓		✓		✓	✓	✓
MONDAY, MAY 8   CONCURRENT SESSIONS   3:45PM-4:45PM														
The Nurse's Voice	✓	✓	✓		✓					✓	✓	✓	✓	✓
Unlocking the Potential of Social Media	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Capital Asset Stewardship	✓		✓				✓	✓		✓		✓	✓	✓
TUESDAY, MAY 9   CONCURRENT SESSIONS   8:30AM-9:30AM														
Recreational Therapy in the Age of Boomers		✓		✓		✓			✓	✓	✓	✓	✓	✓
Smart Speakers in Senior Living	✓	✓	✓	✓		✓	✓	✓		✓	✓	✓	✓	✓
Pushing Past the Postcard	✓		✓	✓						✓	✓	✓	✓	✓
TUESDAY, MAY 9   CONCURRENT SESSIONS   9:45AM-10:45AM														
Maximizing Your Impact	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Successfully Navigate the Dev. Process	✓		✓				✓	✓		✓		✓	✓	✓
Navigating the P&C Insurance Market	✓		✓							✓	✓	✓	✓	✓
TUESDAY, MAY 9   CONCURRENT SESSIONS   1:15PM-2:15PM														
AL/NH	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
LPC	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
HUD	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

# SESSION PLANNER

## NOTES:

ORGANIZATIONAL LEADERS

NURSING/CLINICAL

CFO/FINANCE

MARKETING PHILANTHROPY

HR/COMPLIANCE

SOCIAL WORKERS

ENVIRONMENTAL SERVICES

FACILITY MAINTENANCE

DIETICIAN/FOOD SERVICE

BOARD MEMBERS/TRUSTEES

HCBS

INDEPENDENT LIVING

ASSISTED LIVING

NURSING HOME

### TUESDAY, MAY 9 | CONCURRENT SESSIONS | 2:30PM-3:30PM

Cyber Liability for Senior Living



What You Need to Know - Acc. & Reporting



Creating an Inclusive Work Environment



### TUESDAY, MAY 9 | CONCURRENT SESSIONS | 3:45PM-4:45PM

Rethinking Your Recruitment Strategy



Preventing Elder Fraud



### WEDNESDAY, MAY 10

### KEYNOTE: MOVING FORWARD AND EMBRACING CHANGE | 9:45AM – 11:00AM





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The market has been limited to large, multinational, “big box” companies and a handful of non-specialized regional companies. We are an alternative solution.

Forefront can partner with you to deliver an elevated life-style experience that will increase resident satisfaction by improving your:

Resident Dining • Retail Dining  
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Modern Healthcare  
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to Work** 2022™

**1ST PLACE**  
TOP 150 COMPANIES

**5TH PLACE**  
FAMILY FRIENDLINESS

CRAIN'S DETROIT BUSINESS 2022

**COOL  
PLACES  
TO WORK**

**1ST PLACE**  
LARGE COMPANIES



# SOCIAL EVENT DETAILS HERE



## Opening Reception

*Monday, May 8, 5:00-6:30*

Join us at Paloma, on the 10th floor of the Westin, for a great evening reception. Take in the Chattanooga mountain view skyline, enjoy drinks, food, and networking opportunities with your fellow members.

## 50th Anniversary Celebration

*Tuesday, May 9, 5:00-6:00*

Join us in the Jr. Ballroom as we toast LeadingAge Georgia's 50th Anniversary and what it means to be mission-driven. We will celebrate how being mission-driven is reflected in the lives of our members, their teams, and older adults. We will also toast to the future of LeadingAge Georgia for the GREATER GOOD!

# EDUCATION SESSIONS

## Who says new Construction is a Must? Wise Strategies for Better Utilization of Your Existing Community

*Monday, May 8, 2:30 - 3:30*

New construction is not always the best option and not even feasible in some cases. There may be no additional land for new construction, or the financial model may not support new construction. During this session, seasoned architects Jeff Fogle and Nicole Lindemer will share innovative ideas to improve your existing facility. Dive into renovation case studies to discover new ways of serving the needs of your residents while working within the constraints at hand. Don't miss this excellent opportunity to rethink your facility's square footage and optimize your community's built environment.

*Jeff Fogle - Nicole Lindemer*

*Batson Associates*

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## Culture First, Transactions Second

*Monday, May 8, 2:30 - 3:30*

Business is hard and the ones lucky enough to survive usually find themselves trapped in a world built only of transactions. This "pay for play", "do this, get that" environment leaves organizations thinking their only option is to buy their way to better performance. This session will give you a practical toolbox to peel away the transactional world, get clarity around your core values and provide a simple 7 question/promise employee engagement strategy to ignite performance.

*Scott Smith - Ross Cannon*

*Mauldin & Jenkins*

# EDUCATION SESSIONS

## Adult Day Services

Monday, May 8, 2:30 – 3:30

Adult Day Services and Adult Day Health Care are the most cost effective and least restrictive environment for long-term care services in the country and have seen unprecedented growth in the last 10 years. The modes of care vary widely across the country, but there are identifiable trends within the industry as well as significant research into the services, outcomes, and benefits of Adult Day Services to participants, caregivers, and the community. This session will provide an overview of the models of care available nationally and in the state of Georgia, the payor environment, general availability of services, as well as introduce a comprehensive outcomes and data collection effort underway across the country. Attendees will come away with a better understanding of the services available and the means to work with providers in the area.

*William Zagorski*

*American Senior Care Centers*

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## The Nurse's Voice: Finding Staffing Solutions in the Annual State of Nursing Report

Monday, May 8, 3:45 – 4:45

Join ShiftMed Healthcare Workforce Advocate, David Posner, to get the nurses' perspective on the state of long-term care nursing today. While some of the data is challenging to be sure, it also provides insights that can help providers develop creative solutions to meet their staffing needs. David will translate these insights into actionable strategies that providers can implement today to address their staffing challenges. The ShiftMed Annual State of Nursing Survey was conducted by Wakefield Research among 500 US nurses, including 400 RNs, 50 LPNs, and 50 CNAs between August 4 and August 15, 2022.

*David Posner*

*ShiftMed*



# EDUCATION SESSIONS

## Capital Asset Stewardship: Promoting Human Flourishing by Taking Care of Your Stuff

*Monday, May 8, 3:45 - 4:45*

Case studies will demonstrate the consequences of failing to plan for capital replacements, as well as the benefits of engaging a systematic approach to facility assessment. We will discuss the Average Age of Plant metric and how a LPC's capital reinvestment strategy and its relationship with accumulated depreciation can have a positive and negative effect on credit ratings. We will discuss how a methodical capital replacement strategy helps avoid blind spots when managing capital expenses.

*Doug McMillan*

*zumBrunnen*

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## Unlocking the Potential of Social Media

*Monday, May 8, 3:45 - 4:45*

What are the social media platforms where we can gain the attention to change the perception of aging? What content do we share on those platforms? What are tips & tricks that you can use at a corporate level, personal level, and community level to gain traction and reach an audience? These questions will be unfolded and dissected in our session. Authentically communicating with your audience and providing meaningful value to them through each social media platform is the best way to educate people on why senior living & aging is a stage in life we can all look forward to.

*Randy Olson*

*Dash Media*

# EDUCATION SESSIONS

## Recreational Therapy in the Age of the Boomers

*Tuesday, May 9, 8:30 – 9:30*

Baby Boomers are redefining aging and recreation. Embracing a "work hard, play hard" mindset, Boomers are interested in more active, challenging recreation experiences and they want numbers to track goals ultimately proving what they are doing is working. Recreational therapy is goal-oriented and meets the unique needs of those who want to pursue kayaking, golfing, fishing, cycling, etc., but require adaptations for successful participation. That being said, existing recreation programs are overwhelmed by significant personnel and programming barriers (ie. budgets, stagnant calendars, lack of evidence-based programming for higher acuity, and staff retention). In addition, amenities are only as good as the staff education and training to adapt for residents of ALL abilities to enjoy. This session aims to educate the aging industry on key recreation programming concepts from a tenured recreational therapist's perspective who has worked in both clinical and community settings. If you want a premiere program, consider better understanding professional credentialing, best practices, coverage, and current advocacy efforts as related to recreational therapy.

*Laura Kelly – Brianna Panosian*

*Empower Recreational Therapy*

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## Smart Speakers in Senior Living

*Tuesday, May 9, 8:30 – 9:30*

Attendees will learn about the exciting developments in smart speaker technology and how the technology is already improving the quality of life for our seniors. Smart speaker technology, including voice assistants like Amazon's Alexa, is advancing at an exponential rate and can revolutionize how seniors interact and connect with providers and family members. Attendees will gain insight into the latest developments in smart speaker technology, the various use cases and benefits, best practices for rolling out smart devices, how to scale and secure voice solutions to address privacy concerns, and finally, how to obtain real feedback from staff and residents about utilizing smart speakers. This session is designed to provide senior living communities with the knowledge they need to make an informed decision about incorporating smart speaker technology into their communities.

*Ryan Galea*

*Icon*

# EDUCATION SESSIONS

## Pushing Past the Postcard

*Tuesday, May 9, 8:30 – 9:30*

Direct mail is the a dominant traditional lead generation tactic in senior living, but relying solely on this strategy is limiting your ability to reach, engage with, and—most importantly—convert more of your ideal prospects. When you support direct mail with other strategic and measurable omni-channel opportunities to connect with age and income qualified prospects, you can get so much more out of all of your marketing efforts. We'll show you how to complement this incredibly valuable tactic with multichannel marketing strategies that are proven to drive results, reach the right audience, and plan for the future wave of senior living prospects.

*Derek Machado*

*Five19*

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## Navigating the Difficult P&C Insurance Market

*Tuesday, May 9, 9:45 – 10:45*

During this program, we will discuss different methods you can use to help show your community as best in class so underwriters will be more likely to offer competitive terms and conditions in the current Property & Casualty Insurance marketplace.

*Greg Howson - Dylan Jordan*

*USI*





# EDUCATION SESSIONS

## How to Successfully Navigate the Development Process

*Tuesday, May 9, 9:45 - 10:45*

The process of growth is arduous. Envisioning, planning, financing, and building a new project or expanding an existing campus is no different. Without the right people, proper systems, and team discipline, it becomes more difficult. Like navigating a road with potholes, navigating the development process is tricky; it is not linear and there will be detours. This session will provide tools to help organizations successfully navigate a building project. Creating a "roadmap", which includes team alignment, realistic schedules and budgets, checkpoints with metrics and guardrails, fiscal discipline, and executable plan of finance will increase the likelihood of success.

*John Goff - Brendon McCall - Tom Bowden - Michael Stainback*

*DaVinci Development - THW Design - HJ Sims - Brasfield & Gorrie*

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## Maximizing Your Impact Through Community Engagement and Volunteerism

*Tuesday, May 9, 9:45 - 10:45*

This session will focus on best practices for engaging community members and volunteers. We will discuss ways to engage the community through intentional partnership and meaningful relationship, evaluate our role as nonprofits in the community instead of a healthcare organization, and the basics of building a volunteer program.

*Kim Beasley*

*AG Rhodes*

# EDUCATION SESSIONS

## Deepening our Commitment to Well-Being for Residents and Staff

*Tuesday, May 9, 1:15 - 2:15*

These discussions will focus specifically on each community setting

- Assisted Living/Nursing Home (AL/NH)
- Life Plan Communities (LPC)
- Affordable Housing Communities (HUD)

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## Creating an Inclusive Workplace Environment - From Day One!

*Tuesday, May 9, 2:30 - 3:30*

This session will provide tools on refocusing efforts to start building connections for new employees to the work they do, setting immediate expectations of how care is delivered, even before they start their work. Furthermore, we will discuss relationship-building from day one of employment, creating life stories of employees, used in household models to make immediate connections to a welcoming, inclusive environment.

*Tim Knight*

*Park Springs*

# EDUCATION SESSIONS

## Cyber Liability for Senior Living – State of the Market and Prediction/Expectations for 2023 – Panel Discussion

*Tuesday, May 9, 2:30 – 3:30*

Cyber Liability has now become a stable piece of most insurance programs, especially those collecting sensitive data. Unfortunately, the market is as unstable as ever! Cyber theft has reached an all-time high globally. Arguably, this is the #1 way theft occurs in today's economy. Experiencing a breach either personally or as a business is no longer an obscure happenstance. Everyone is susceptible and cyber criminals are becoming savvier without many consequences.

The insurance marketplace is scrambling to respond in the form of rate + deductible increases, stringent risk management protocols, and new coverage forms/limits. We will discuss what's to come and how best to respond from multiple points of view. The session will be interactive so come ready with questions.

*Walter Constantine  
Hauser*

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## What You Need to Know Right Now–Accounting and Reporting Updates 2022

*Tuesday, May 9, 2:30 – 3:30*

This session will provide the latest accounting updates, audit requirements, and trends that will impact your organization in 2023. From COVID-19 to CARES Act to Single Audits to the Lease standards, you will leave this course armed with the critical information you need to ensure your organization will comply with the latest financial, reporting, and regulatory requirements.

*Kelly Thrift  
FORVIS*



# EDUCATION SESSIONS

## Rethinking Your Recruitment Strategy

*Tuesday, May 9, 3:45 - 4:45*

The Aging Services sector must be able to find and hire the right people to continue serving the Greater Good. Learn how to identify gaps in your current hiring and recruitment processes as well as creative ways to address challenges and optimize your talent acquisition. This session is ideal for executives, operators, and any hiring managers working in Aging services.

*Mary Helton*

*AG Rhodes*

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## Preventing Elder Fraud for Families and Caregivers

*Tuesday, May 9, 3:45 - 4:45*

The problem of elder fraud is large and continues to grow. The COVID-19 pandemic highlighted this and other issues exacerbated by social isolation. The National Council on Aging estimates the annual amount lost to elder fraud and financial exploitation is approximately \$37 billion per year and the latest numbers reported in January put that figure at \$114 billion per year. In addition to the financial implications of elder fraud, there is an enormous impact on the health of both caregivers and older adults. Recent studies indicate that victims of elder fraud are twice as likely to be hospitalized and experience significantly higher healthcare costs. This session will explore one safe, secure, and easy to use solution to this growing problem.

*Tommy Marshall - Elizabeth Clubb*

*myFloc*

# EDUCATION SESSIONS

## Breakfast/Townhall/Listening Session Regarding the Future of LeadingAge Georgia

*Wednesday, May 10, 8:30 - 9:45*

In 2023, we'll be developing a new Strategic Plan for LeadingAge Georgia to be our roadmap for 2024-2028. You're invited to engage with LeadingAge Georgia and Georgia Institute on Aging board members and staff to share your thoughts on how LeadingAge Georgia can best serve you and your organization as we move forward for the greater good of older adults and your team.

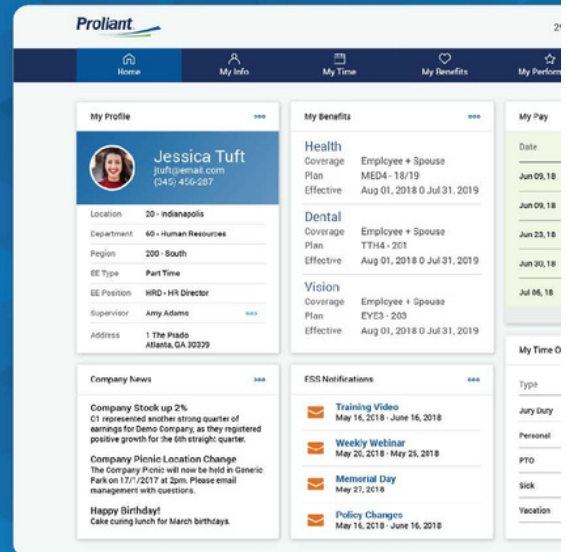


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# Board Members

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Dorothy Davis - Visiting Nurse Health System  
Gwen Hardy - Presbyterian Homes of Georgia  
Dawn Dunbar - LifeSpring Community  
Debi McNeil - Canterbury Court  
Pam Kauffman - Lanier Village Estates  
Mark Todd - Magnolia Manor Senior Living  
Keith Wilson - AG Rhodes  
Karon Winston - Lutheran Towers  
David Brooks - Saint Anne's Terrace  
Felicia Sveda - Lenbrook  
Kyle Huhtanen - Decatur Church of Christ Senior Living  
Maria Manahan - Campbell-Stone Retirement Living

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Martha Clinkscales - Personal Care, Inc.  
Robert West - Consumer  
George Tucker - Campbell-Stone Sandy Springs  
Tim Knight - Park Springs  
Laura Rice - Briarcliff Oaks  
Ross Cannon - Mauldin & Jenkins  
Mary Helton - AG Rhodes



# LOCATION AND LODGING



## The Westin Chattanooga

801 Pine Street  
Chattanooga, TN 37402  
423-531-4653

Group Name:  
LeadingAge GA Conference  
Standard \$189/night  
Valet Parking Only - \$18/night

The hotel room block will be available until April 15 or until the room block is FULL.  
[Click here to reserve your group rate for the LeadingAge Georgia Annual Conference](#)



## THW DESIGN

ARCHITECTURE | LAND PLANNING | INTERIORS | PURCHASING

2100 RiverEdge Parkway, Suite 900, Atlanta, GA 30328 (770) 916-2220



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