

The 2024 State of Senior Living

Sets the stage for conference education with the presenters highlighting Ziegler's 2024 senior living research findings in areas such as consumer demand, growth trends through partnerships and affiliations, home and community-based services, campus repositioning and development, and the pressured workforce environment. A deep-dive into the senior living financing trends, ongoing changes in the banking climate and credit ratings will round out this information-packed conference opener.

Session Objectives:

1. To present key senior living-specific trend data from the past year and predictions for what lies ahead.
2. To discuss the implications for changes taking place in the not-for-profit senior living sector.
3. To provide an update on the current lending environment and senior living capital markets.

Presenters: Tad Melton, Tommy Brewer (Ziegler)

The New CFO; Master of All – A skillset discussion of the Finance Office

Gone are the days when a good CFO could just walk through the company financials. They now must be the experts in healthcare law, IT, compliance, risk, operations, and other essential pieces of the corporate ship. The CFO must now go beyond financials and be conversant in principles of enterprise risk management, compliance, and legal.

Session Objectives:

1. This panel will discuss the new widening net of expectations of the CFO.
2. How to partner with fellow C-suite team members to ensure success.
3. Provide helpful strategies to address dramatically changing industry dynamics

Presenters: Xan Smith (Godwin Living), Russell Gardner (Westminster Canterbury Richmond), Juanita Parks (Covenant Woods)

Moderator: Tommy Brewer

Reimbursement Regulatory Update

The health centers of Life Plan Communities can be subject to ever-changing rules and regulations handed down by CMS, all while continuing to debate the proper balance of SNF beds for the campus. There has been no lack of regulatory updates from CMS over the past two years. This session will review recent updates to reimbursement, regulatory mandates, new CMS payment models and best practices for navigating CMS regulations.

Session Objectives:

4. To understand the current regulatory environment for SNF beds within Life Plan Communities
5. To communicate recent updates from CMS and other regulatory authorities
6. To discuss best practices for navigating regulatory implications.

Presenters: Andy Page, Partner – Forvis Mazars

Economic and Market Update: Outlook for 2024 and Beyond

It has been a dynamic year in the markets, which has impacted many organizations' investment profiles. What does the rest of 2024 have in store for investments? What do advisors recommend for senior living investments given the current economic climate and future prognostications? This session will give guidance for management of funds in the short-and long-term future.

Session Objectives:

1. To understand the macro, global realities that are shaping the economic conditions.
2. To narrow the conversation to specific implications for the U.S. economy.
3. To forecast into the next year or two and evaluate what that future means for senior living organizations

Presenter: Larry Bernert (Clearstead Advisory)

Moderator: Tad Melton (Ziegler)

Value of GUIDE in Senior Living and Community

CMS has initiated a new program called GUIDE designed for individuals living with dementia and their unpaid caregivers. GUIDE goals are to improve the quality of life for individuals living with dementia, reduce strain on unpaid caregivers and enable individuals with dementia to remain in their homes and community. This session will review the GUIDE program and its applicability to Life Plan Communities.

Session Objectives:

1. To understand the basics of the GUIDE Program.
2. To review GUIDE's impact on Life Plan Communities.
3. To discuss how a community has implemented the benefits of GUIDE into their communities

Presenter: Will Saunders (At Home Harmony), Carrie Davis (Covenant Woods)

Moderator: Tommy Brewer (Ziegler)

Opportunity Abounds: Aligning Your Board with Internal Economics and External Opportunities

Opportunity abounds because of the significant growth in our demographic target. However, competition is fierce, markets are becoming fragmented, and history has shown a general retraction from growth opportunities over the last two decades by NFP Boards. As we navigate the next decade, the environment is placing higher demands on our operators, including permanent increases in operating costs and future replacement costs.

Session Objectives:

1. Develop base understanding around three proven pathways to growth
2. Review proven concepts around strategic and financial goals
3. Discuss actions at management and board level to actively engage in a productive discussion regarding growth and risk tolerances

Presenter: Mario McKenzie (Clifton Larson Allen)