

2018 FINANCE + STRATEGY SYMPOSIUM

NOVEMBER 29, 2018 | ASBURY SUPPORT AND COLLABORATION CENTER, FREDERICK, MARYLAND

AGENDA

THURSDAY, NOVEMBER 29, 2018

- 8:30 – 9:00 am **Registration and Coffee**
- 9:00 – 9:05 am **Welcoming Remarks**
Speaker: Jill Schumann (LeadingAge Maryland)
- 9:05 – 10:30 am **The 2018 State of Senior Services**
This opening session will set the stage for the other sessions throughout the day by providing an overview of key trends in the senior services sector within a framework of the national economy and senior living climate in the state of Maryland. Specific focus will be on growth in the sector, from expansions and new community development, to the ongoing evolution of home and community-based services and expansion across the services and consumer income spectrum. Attendees will also hear an overview of the capital markets for the not-for-profit senior living sector.
Speakers: Amy Castleberry & Lisa McCracken (Ziegler)
- 10:30 – 10:45 am **Break**
- 10:45 – 11:45 am **Positioning for the Future: Asbury Communities Case Study**
In a rapidly changing environment, organizations must make bets on the future and decide where to invest resources. The new support and collaboration center where the symposium will be held is only one example of how Asbury is thinking about the future. They are re-balancing their portfolio of services; actively cultivating new opportunities; and making Asbury a great place to work.
Speakers: Douglas Leidig (Asbury Communities)
- 11:45 am – 12:30 pm **Lunch Break**
- 12:30 – 1:30 pm **Understanding and Mitigating Emerging Construction Risks**
Emerging global, national and local risks are impacting the planning and execution of new construction projects for senior living organizations. Understand the key pressure points that providers may experience and identify ways to mitigate these risks. This panel of experts will discuss how providers can effectively manage these issues and work towards successful project completion.
Speakers: Frank Muraca (ARCH Consultants), Ken Noreen (Wohlsen Construction), Amy Young (Wagman, Inc.)
- 1:30 – 2:20 pm **Positioning for the Future: Evangelical Lutheran Good Samaritan Society Case Study**
The Good Samaritan Society is a not-for-profit aging services organization with a \$1billion+ annual budget and a presence in 24 states. As of January 1, 2019 they will affiliate with Sanford Health, a neighboring regional health system also headquartered in Sioux Falls, SD. The Society's Chief Financial Officer will discuss the reasons behind that decision as well as what they have learned venturing from building-based services into home health care, creating an Institutional Special Needs Plan, and other efforts to position for the future.
Speakers: Grant Tribble (Evangelical Lutheran Good Samaritan Society)
- 2:20 – 2:30 pm **Break**
- 2:30 pm - 3:15 pm **Maryland Health Care Update**
Maryland is the only state in the nation with a Medicare waiver and is now focused on the Total Cost of Care. This session will explore the implications of that for health systems and the intersections with the range of services and supports for older adults. The Maryland Hospital Association has formed a continuing care workgroup. MHA is exploring transitions of care as well as long term services and supports, connections to individuals who are dually eligible for Medicare and Medicaid, and ultimately the social determinants of health. While there are still many questions about how this will play out, Maansi Raswant will share important perspectives for LeadingAge Maryland members.
Speakers: Maansi Raswant (Maryland Hospital Association)
- 3:15 pm **Wrap-Up & Closing Remarks**



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