

Together

we celebrate older adults and their contributions to our communities.

REGISTRATION BROCHURE



September 24, 2020 • Fall Virtual Conference

LeadingAge[®]
North Carolina

Together

We're a community of aging services professionals dedicated to one common purpose: advancing the lives of millions of elders at every stage of their lives. Whatever your individual role, you have an integral part to play here at the 2020 LeadingAge North Carolina 2020 Fall Conference — explore bold new strategies for propelling our field forward.

Please join us

September 24, 2020

Attendees represent CCRCs/Life Plan Communities, affordable housing communities, adult day, and other aging services providers throughout North Carolina. Sessions will focus on leadership, workforce, spiritual and physical well-being, clinical support and adult day services.

Registration

Register early! The first 100 registrants will receive a conference thank you kit compliments of our sponsors.

TWO WAYS TO REGISTER:

Registration may be completed online at www.leadingagenc.org. If you are a LeadingAge North Carolina member, be sure to log on to the site in order to receive the member discount. Alternatively, the registration form provided in this booklet may be completed and returned with payment by FAX to: (919) 869-1811.

Please do not email registration forms.

The registration deadline is September 22, 2020.

For more information regarding registration please contact LeadingAge North Carolina at (919) 571-8333.

1) COMPLETE ONLINE, www.LeadinAgeNC.org.

Please login to receive member rates.

2) FAX the forms to Leslie Roseboro at 919.869.1811.

Continuing Education Credit

A maximum of 5.0 hours of continuing education credit for Nursing Home Administrators may be earned by attending all sessions. Each educational session will be

applied for separately and every session attended will be credited with CEUs. Credit is applied for through the North Carolina Board of Examiners for Nursing Home Administrators and the North Carolina Division of Health Service Regulation for Adult Care Licensure.

Certificates of Attendance and CEU Certificates will be emailed to attendees following the conference.

National Association of Long Term Care Administrator Boards

- This program has been submitted to the National Association of Long Term Care Administrator Boards for approval.

HR Certification Institute

- This program has been submitted to the HR Certification Institute for review and complete session evaluation.

Participants must stay for the entire session and complete session evaluation to receive credit.

No soliciting except registered exhibitors

Fall Conference participants agree to refrain from marketing products or services during the virtual conference.

Registered exhibitors are the exception. Please note that any attendee who is observed soliciting business OR distributing promotional materials in meeting rooms or other virtual spaces may have their access rescinded.

Photography and video release statement

Sessions and activities may be photographed or video-recorded. Attendance at the Fall Conference constitutes the consent of all attendees to the future broadcast, publication or other use of photographs or videos at the sole discretion of LeadingAge North Carolina.

Cancellation Policy

Written requests for cancellation must be received at LeadingAge North Carolina no later than September 14, 2020. All cancellations received prior to September 14, 2020 will be refunded less a \$50.00 administrative fee. All cancellations received after September 14, 2020 will be non-refundable. Substitutions excepted.

Schedule

10:00-11:00	Pre-7 onference Session: Leveraging Technology During COVID-19
11:30-12:30	Pre-7 onference Session: The Highest Form of Contribution: Service
1:00-2:00	Keynote: Resilience: The Bounce That Counts
2:15-3:15	Breakout Sessions 1
3:30-4:30	Breakout Sessions 2
4:30-4:45	Closing comments

Pre-Conference Sessions

Leveraging Technology During COVID-19

During this session Majd and Scott will:

- Explain how technology has enabled communities to creatively meet a variety of needs during the pandemic and how it will continue to impact the future.
- Discuss emerging technologies, and novel uses of existing ones, including telehealth, that enhance productivity, engage residents and clients, and reduce isolation.
- Explore resources and tools to help you plan for, select, and implement new technologies.

Majd Alwan, SVP of Technology and Business Strategy, LeadingAge, Executive Director, LeadingAge CAST, Washington, DC and Scott Code, Senior Director, LeadingAge CAST, Washington, DC

The Highest Form of Contribution: Service

In this pre-conference session, leadership speaker & human potential expert, Adam White will explore personal leadership and how you can improve our leadership skill as well as your internal capacity to do more. Participants will discuss how to use personal leadership and lead effectively during times of uncertainty such as COVID-19, racial tension, and civil unrest.

Adam White, Adam White Speaks



Keynote

Amy Dee

Resilience: The Bounce That Counts

How strong is your bounce-back ability? Do you see opportunities or obstacles? Your personal power is either hindered or helped by how you interpret a situation or event. Resilience is about awareness, perspective, and choice.

Amy's hilarious stories will help you strengthen your resilience. You will leave with practical mental tools to improve your life. You will laugh while learning that shift happens.

When life throws you curveballs, hit them out of the park.

Amy Dee is recognized by audiences across the country as a master storyteller and brilliant comedian. She combines her background in standup comedy and theatre with her RN degree and experience as a successful business owner to deliver hilarious stories and valuable content on the brain and behavior. Her message and music rise above the boundaries of gender, age, and occupation. Amy's hilarious stories coupled with her phenomenal content propels audiences to live, act, and work better. Her authentic spirit and down to earth approach have made her one of the most sought-after speakers throughout the United States. She is truly one of the best speakers in the country at combining message and humor.

Amy's background is as diverse as her audiences. She once ran a non-profit where she managed five hundred volunteers and organized multiple fundraisers that culminated in an eight-hour telethon.

Amy lived in Norway from 1994-2003, and while learning to speak, read and write in Norwegian, she started a photo calendar business in her home. Her company grew to become Xerox's largest customer in Scandinavia.

Amy returned to college at age forty-three to obtain her RN degree. She was nominated for Nurse of the Year on six times during her nine years as a Psychiatric RN. Amy has been a monthly guest expert on NBC affiliate ND Today. She has written four books and numerous song parodies.

Breakouts

2:15-3:15

- 1A** Attracting Compassionate Talent – What’s Your Strategy?
- 1B** Mental and Spiritual Well-being of Residents and Staff
- 1C** The Clinical, Operational and Regulatory Impact of COVID-19 on Pharmacy Services and Medication Management
- 1D** Maintaining Your Revenue Sources: The Best Tips to Ensure Financial Stability

3:30-4:30

- 2A** Developing Future Workers by Offering Career Opportunities Today
- 2B** The Power of Technology in Battling Social Isolation and Loneliness
- 2C** Practicing During Disaster
- 2D** Marketing in the Time of COVID-19: Differentiating Your Center for Success

Session Descriptions

2:15pm – 3:15pm

1A Attracting Compassionate Talent – What’s Your Strategy?

Finding and keeping mission-minded staff has typically been a challenge for senior care providers through the years. With today’s elevated staffing challenges, the pressure is mounting for everyone who’s caring for the most vulnerable. With these challenges, brings opportunities to attract people who otherwise would not consider this calling.

Tony Coccitto, Vice President, Eklego Workforce Solutions

1B Mental and Spiritual Well-being of Residents and Staff

This presentation will focus on mental health challenges faced by staff and residents due to the COVID-19 pandemic. Learn from rehab therapists and chaplains in life plan communities about the signs when individuals are struggling and best practices when providing spiritual, emotional and mental support.

Rev. Lori Higgins, Chaplain, Springmoor Retirement Community; Juliana Lindenberg, Chaplain, Springmoor Retirement Community; Kathy Adkins, Director, Quality, RehabCare; Liz Barlow, Sr. Director, Quality, RehabCare

1C The Clinical, Operational and Regulatory Impact of COVID-19 on Pharmacy Services and Medication Management

Despite the unprecedented challenges currently facing long-term care providers, resident safety dictates that core functions surrounding medication management and pharmacy services remain a priority. This presentation will share best practices related to drug management, medication pass optimization, consultant pharmacist collaboration and regulatory compliance in the context of the COVID-19 pandemic. Evolving matters including investigational therapeutics for residents with COVID-19 and partnering with your pharmacy when developing reopening plans will also be addressed.

William M. Vaughan, Vice President, Education and Clinical Affairs, Remedi SeniorCare
Erin Foti, National Director of Consultant Services, Remdi SeniorCare

Breakouts & Sessions

1D Maximizing Your Revenue Sources: The Best Tips to Ensure Financial Stability

Finances and billing are broad and complex topics for any Center. With a variety of funding sources – including the VA, AAAs, DSS, other nonprofits, IDD related MCOs, and more involved in billing, money flows in a variety of ways. This informative session will provide you with the latest on a range of financing sources, including tips for maximizing your revenue and an exploration of the Top 5 mistakes made that slow down reimbursement.

TBA

3:30pm – 4:30pm

2A Developing Future Workers by Offering Career Opportunities Today

Discover how an award-winning career development program supports New York City young adults in their pursuit of careers in health care professions; Learn how the program has propelled hundreds of youth into college and allied health care pathways, and how it provides unique skill development and career opportunities to lower income individuals who would not otherwise have access to sustainable, meaningful employment; Investigate the program's geriatric internship, and learn how to develop the next generation of health care workers by building a similar program.

John Cruz, Senior Director, Workforce Initiatives, The New Jewish Home

2B The Power of Technology in Battling Social Isolation and Loneliness

Research confirms that the older adult population continues to be plagued with the effects of physical and social isolation, including depression and loneliness. For years, many industry insiders have advocated that technology is part of the solution. Certainly the COVID-19 pandemic has accelerated the adoption of many of these technologies and will undoubtedly usher in the next generation as well. Join this presentation to discuss the technologies of today and those of the future that we hope will help us continue this fight against social isolation and loneliness, and to improve the quality of life for elders living at home or a senior living care community.

Cindy Phillips, Managing Partner, K4Connect

2C Practicing During a Disaster

This session will provide an overview of the Board of Nursing mission, waivers implemented by BON during the COVID-19 pandemic related to nursing practice, accepting an assignment, abandonment, and resources.

Joyce Winstead, Education and Practice Consultant, North Carolina Board of Nursing

2D Marketing in the Time of COVID-19: Differentiating Your Center for Success

Marketing your Center can be challenging...and with the current pandemic, mastering the sales side of your job is key. This inspirational session will focus on understanding your products/services and their differentiators, the concepts of "Features-Benefits-Value," and overcoming objections – all in a way that allows you to take concepts learned back to your Center and use immediately.

TBA

Registration Form

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STEP 1: CONTACT INFORMATION

Attendee Type: Provider Non Provider

Attendee First and Last Name & Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Preferred Mailing Address to receive conference materials (will not be posted):

Address: _____

City: _____ State: _____ Zip: _____

Telephone Number to be used to login: _____

Email to be used to login: _____

Desired Continuing Education Credit: NHA HR None

NC NHA License #: _____ NAB Registry ID #: _____

STEP 2: SELECT EDUCATION SESSIONS

10:00-11:00 Pre-conference Session: Leveraging Technology During COVID-19

11:30-12:30 Pre-conference Session: The Highest Form of Contribution: Service

1:00-2:00 Keynote: Resilience: The Bounce that Counts

2:15-3:15 Breakout Sessions: 1A 1B 1C 1D

3:30-4:30 Breakout Sessions: 2A 2B 2C 2D

STEP 3: REGISTRATION FEE

LeadingAge NC Members: \$125 | NC Adult Day Members: \$125 | Non Members: \$200

Charge to: Visa Master Card Discover American Express

Credit Card Number: _____ Security Code: _____ Expiration Date: _____

Card Holder name: _____

Signature of Card Holder: _____

Billing Address: _____

City/State/Zip: _____ Telephone: _____