



The AI Hype is Real – But Are You Ready?

June 11, 2025 • 10:30 – 11:30 a.m. CT
www.LeadinAgeIowa.org/AIHype

This webinar will equip participants with the skills to analyze current AI trends and tools in the senior living industry, such as chatbots and transcription software. You'll also learn how to make informed decisions regarding the safety of AI programs and interpret insights from key industry thought leaders to stay ahead of emerging trends.

- Analyze current AI trends and tools in the senior living industry, including chatbots and transcription tools.
- Evaluate how you can make informed decisions about the safety of AI programs.
- Interpret results and trends from key thought leaders in the industry.

Faculty

Matt Reiners, Chief Growth Officer, Parasol Alliance

Matt Reiners is a serial entrepreneur who has helped start two companies since 2012, both of which have led to successful acquisitions. Matt currently serves as Chief Growth Officer for Parasol Alliance, helping to change the technology culture within senior living. Matt is a Forbes 30U30 winner, Argentum Senior Living Leader Under 40, SBA's Co-Young Entrepreneur of the Year for New England, Future Leader by Senior Housing News, Business Affiliate of the National Association of Activity Professionals, Podcast Host, Husband, and Girl Dad. [Speaker's LinkedIn Profile](#).

Continuing Education Information

Nursing Home Administrators – 1.0 contact hour is intended to meet the criteria established by the Iowa Board of Examiners for Nursing Home Administrators for participants who attend this event in its entirety. Partial credit for this event will not be granted. To receive contact hours or a certificate of attendance, you must attend the entire event.

Iowa Board of Nursing Provider #67 – LeadingAge Iowa is approved as a provider of continuing education for nurses by the Iowa Board of Nursing, provider No. 67. 1.0 contact hour will be available for participants who attend this event in its entirety. Partial credit for this event will not be granted. To receive contact hours or a certificate of attendance, you must attend the entire event. Evaluations for this event can be submitted to the Iowa Board of Nursing.

For other long-term support and service provider professionals not listed above: Most licensure boards, credentialing agencies and professional organizations have processes that allow individuals to earn a certain number of CEUs for non-preapproved programs and/or to accommodate self-submission for approval of continuing education hours after the event takes place with proper documentation from the program sponsors. It is up to the discretion of the licensee to choose relevant sessions and self-report. Generic certificates of attendance will be provided.

Registration & Other Information

Register at www.LeadinAgeIowa.org/AIHype.

LeadingAge Iowa Member	FREE
Prospective Member	\$79

What's Included

Registration fee includes digital handouts, one connection to the live webinar, and instructions for receiving CE credit/attendance certificates. A recording of this webinar will be made available upon request following the webinar (no CE credit/attendance certificates will be issued for viewing the recording).

Cancellation/Refund Policy

There will be no refunds approved for this webinar. Registered attendees who miss the live webinar can request the recording following the webinar.

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515-440-4630 or www.LeadinAgeIowa.org