Breakout Sessions
Wednesday, May 1

9:00 a.m. – 10:00 a.m.
Opening Keynote: Catherine (Cat) Selman
The Power at Hand

10:45 a.m. – 11:45 a.m.
Concurrent Breakout Sessions

101 - Not Documented, Not Done...What Does the CDM Need to Cover in the Clinical Record
Knowing what is required and necessary as the nutrition and foodservice director regarding the interdisciplinary team and clinical recordkeeping is paramount to providing optimal nutritional care to your residents. A strong partnership with your registered dietitian, facility medical director and nursing staff is essential to meet the goals and needs of those in your care. Barbara Thomsen, CDM/CFPP RAC, MDS/Nutrition Education/Regulatory Consultant, BT Healthcare Consulting, Norwalk

102 - OSHA for Long Term Care and Assisted Living
Knowledge is power. Nowhere is that more evident than with workplace safety and health compliance. OSHA enforcement inspections can result in citations that are time consuming and expensive. How can your organization avoid violations? During this session, we will discuss frequent citations in the industry. The focus will be on what OSHA cites and how to prevent citations. Appropriate for skilled nursing and assisted living communities. Russell Perry, Safety and Health Consultant/OSHA, Iowa Division of Labor, Des Moines

103 - Transitions in Care - Be Successful!
It is common for residents in the long-term care continuum to be transferred from one care setting, level of care, or caregiver team to another. It is also all too common for adverse events and avoidable complications to occur as a result of poor communication and coordination among caregivers, health care professionals, and the resident during such transitions. Poorly executed care transitions increase hospital readmissions, duplication of services, and waste of resources. Poor transitions are the leading cause of medication errors, which frequently result from lack of coordination between prescribers across settings. It is often unclear which practitioner is responsible for the resident in the interval between discharge from one setting and admission to another. Some older adults are at particular risk for transition problems following a hospitalization. When we ensure continuity of care for older residents during care transitions, we can improve outcomes, and the rate of avoidable rehospitalization can be reduced. Come and learn the barriers we face in those transitions, and discover successful strategies for more effective practice, resulting in positive outcomes. Catherine R. “Cat” Selman, BS, President and Co-owner, The Healthcare Communicators, Vonore, TN

104 - PDPM: What You Need to Know
Effective October 1, 2019, the Centers for Medicare and Medicaid Services (CMS) will replace the Resource Utilization Groups (RUGs) payment system with a new model called Patient-Driven Payment Model (PDPM) for Medicare Part A payment for skilled nursing facility (SNF) care. This new payment model will create significant new opportunities and challenges for SNF providers, including: the opportunity to treat more medically complex patients, increased emphasis on accurate coding, and imperatives to carefully manage lengths of stay and evaluate provision of therapy. In some markets and for many providers, the changes will be significant and require an assessment of facility operating systems and culture. Understanding the new system will be critical to future success. Brian Ellsworth, MA, Vice President, Public Policy and Payment Transformation, Health Dimensions Group, Minneapolis, MN Darrin Hull, NHA, EVP; Consulting, Health Dimensions Group, Minneapolis, MN

105 - Behavior and Psychological Symptoms of Dementia - Detection and Management
Behavioral and psychological symptoms of dementia (BPSD) are very common and frequently misunderstood. BPSD represents a group of symptoms and behaviors occurring in patients with dementia and constitute a major component of the dementia syndrome irrespective of its subtype. They are as clinically relevant as cognitive symptoms as they strongly correlate with the degree of functional and cognitive impairment. BPSD includes agitation, aberrant motor behavior, anxiety, elation, irritability, depression, apathy, disinhibition, delusions, hallucinations, and sleep or appetite changes. BPSD affect up to an estimated 90 percent of all dementia subjects over the course of their illness and are independently associated with poor outcomes, including distress among patients and caregivers, long-term hospitalization, misuse of medication, and increased health care costs. Dr. Shah will help attendees understand how to prevent behavior problems and manage BPSD with and without medications.
Dr. Yogesh Shah, MD, MPH, FAAFM, Geriatrician, Director of Palliative Care, Broadlawns Medical Center, Des Moines

Visit www.leadingageiowa.org/2019SpringConference to register.
106 - CRM: Understanding the ‘Why’ Behind the Effort, Picking the Right Software and Best Practices
If your sales and marketing teams are not fully utilizing a customer relationship management (CRM) technology, know that your competitors are, and they hope you don’t catch on. This session will go in-depth as to the ‘why’ behind investing resources, time and energy into implementing a successful CRM—all from the perspective of someone not selling a CRM system. We’ll also go through things you should consider when looking at the plethora of software options. In addition, real life examples and best practices will be shared to ensure tangible takeaways on how to utilize CRM are gained by attending this session.
Ward Phillips, Corporate Director of Sales, WesleyLife, Johnston

1:15 p.m. – 2:15 p.m.
Concurrent Breakout Sessions

201 - QAPI in the Kitchen: How to Create Your Measurable Goals!
What is the CMS QAPI process and how should you as the dietary leader include your staff and systems into a solid written plan that meets your facility’s QAPI committee goals?
Barbara Thomsen, CDM/CFPP RAC, MDS/Nutrition Education/Regulatory Consultant, BT Healthcare Consulting, Norwalk

202 - Assisted Living Fire Safety/Fire Code Updates
This session will focus on the fire safety regulations for assisted living programs. Frequently cited deficiencies will be reviewed as well as plans of correction. We will review the reports that are required that the fire marshal wants to see and discuss expectations for plans of corrections.
Kyle Gorsh, Fire Prevention Bureau Chief, Fire Marshal’s Division, Iowa Department of Public Safety, Des Moines

203 - The Art of Critical Thinking: Enhancing Resident Safety (Part 1 of 2)
The source of resident injury can often be traced to a lack of critical thinking skill use. When cases are examined, one of the top contributing factors in malpractice claims in senior living and skilled nursing settings are errors in clinical judgment. Critical thinking and clinical reasoning are the components of clinical judgment. Critical thinking aids care team members in interpreting clinical situations accurately and timely. Critical thinking is also the cornerstone of organizational Quality Assurance and Performance Improvement (QAPI) programs. Organizational leaders can foster, encourage and develop critical thinking skills among the health care team members which will enhance performance improvement processes, data analysis, and training programs. Part 1 of this session will examine the basics of critical thinking and essentials of QAPI. Part 2 will focus on the application of critical thinking skills to go beyond simply meeting the QAPI regulatory requirements to implementing an effective QAPI program that reduces the risk of injury to residents. [Continues in session 303.]
Dr. D. Michelle Kinneer, PhD, JD, MSN, RN, CPHRM, CHPC, CHC, Senior Risk and Patient Safety Consultant, MMIC, Minneapolis, MN

204 - Iowa Medicaid Nursing Facility Update
There are several changes related to nursing facilities and the Iowa Medicaid program anticipated this summer and over the next couple of years. This session will address the planned changes for the Quality Assurance Assessment Fee (QAAF) program effective July 1, 2019 and provide some helpful reminders about the new Medicaid cost report changes that became effective for cost reports with fiscal year end in 2019. The session will also review why Iowa Medicaid payments for nursing facilities will need to change as a result of Medicare’s transition to the Patient-Driven Payment Model (PDPM) and the states timeline and plan for addressing those issues.
Andrew Johnson, CPA, Senior Manager, Myers and Stauffer, LC & Fiscal Consultant for Audit and Rate Setting, Iowa Department of Human Services, Des Moines

205 - What Do I Say? The Commonsense Approach to End-of-Life Care
At the beginning of the 20th century, most people died in their own homes. It is estimated that by 2020 nearly one in two persons will die in a nursing facility. Our society and culture are in denial of death. When the subject of death is discussed, euphemisms such as “passed away,” “expired,” or “left this world” are used. Few people actually use the word “died” or “dead.” If you are the dying person, knowing that society feels this way, how do you cope with your feelings and the dying process? How does your family deal with the process? This session will teach your staff skills and techniques, empowering them to provide the needed services that can positively impact an elder’s end of life - learning how to enrich and improve the quality of life remaining.
Catherine R. “Cat” Selman, BS, President and Co-owner, The Healthcare Communicators, Vonore, TN

206 - Turbocharge Your Website and Digital Marketing: The Complete Strategy for Content and Conversions (Part 1 of 2)
Success! You’re producing content and traffic is up. But the visitors are not converting into leads. In this session, you’ll learn to take your website and marketing to the next level. You’ll learn what content inspires action and how to maximize demand from every page. [Continues in session 306.]
Andy Crestodina, Co-founder and Chief Marketing Officer, Orbit Media, Chicago, IL

Visit www.leadingageiowa.org/2019SpringConference to register.
2:30 p.m.– 3:30 p.m.
Concurrent Breakout Sessions

301 - New Survey Process for Nutrition Services
This session will take an in-depth look at the similarities and differences of the kitchen and dining observation tasks and staffing and competency requirements for nutrition services under the recently implemented Long Term Care Survey Process (LTCSP). In addition, DIA will provide tips and best practices to achieve overall compliance with your nutrition services program; all while moving towards or strengthening your person centered care delivery models.

Patrice Fagan, RN, BSN, Assistant Division Administrator & Bureau Chief, Health Facilities Division, Iowa Department of Inspections and Appeals, Des Moines
Sandra Frahm, RD, LD, Health Facilities Surveyor, Iowa Department of Inspections and Appeals, Des Moines

302 - Long Term Care Life Safety Code/Emergency Preparedness
This session will focus on the fire and life safety regulations for nursing homes and the new emergency preparedness regulations. It will cover an overview of the Life Safety Code (LSC) including the top 10 LSC violations and trends related to citations for emergency preparedness. We will review the submittal of plans of correction. There will be time to ask questions during this session. This session will focus on nursing homes.

Kyle Gorsh, Fire Prevention Bureau Chief, Fire Marshall’s Division, Iowa Department of Public Safety, Des Moines

303 - The Art of Critical Thinking: Enhancing Resident Safety (Part 2 of 2)
This is a continuation of session 203. See session 203 for description.

Dr. D. Michelle Kinneer, PhD, JD, MSN, RN, CPHRM, CHPC, CHC, Senior Risk and Patient Safety Consultant, MMIC, Minneapolis, MN

304 - PDPM: Operational Implication and Imperatives
The transition to the Patient-Driven Payment Model (PDPM) will, in many cases, require providers to retool and pivot their operations to capitalize on new opportunities in their markets. During this session, HDG will discuss a wide range of considerations that all providers must keep in mind as they prepare for implementation: assessing markets for new or untapped opportunities; analyzing diversification of service lines to match market demand; exploring clinical reimbursement considerations to optimize revenue, including coding the MDS; and analyzing ancillary service delivery and other cost considerations.

Erin Shvetzoff Hennessey, MA, NHA, CPG, Chief Executive Officer, Health Dimensions Group, Minneapolis, MN

305 - Responding to Challenging Behaviors
In many cases, facility staff have not been properly trained to deal with challenging behavior. As a result, staff continue to simply react to behavior, as opposed to preventing or minimizing the behavior. Effective support and treatment of residents or clients who exhibit challenging behavior depends on being able to understand both the “function” that the behavior serves for the individual and the causal factors. Often, behavior that might be seen as maladaptive, crisis-causing, or catastrophic makes sense within the context of a particular person’s life (i.e., gets them what they want and away from what they don’t want). This session will teach assessment techniques that identify variables that predict and maintain problem behavior and improve the effectiveness and efficiency of behavioral support plans. Common sense, “down-to-earth” techniques for dealing with specific behavioral issues will be addressed in depth. Both federal and state surveys are now taking a closer look at behavior management programs in facilities. Will your programs and interventions stand up to that scrutiny?

Catherine R. “Cat” Selman, BS, President and Co-owner, The Healthcare Communicators, Vonore, TN

306 - Turbocharge Your Website and Digital Marketing: The Complete Strategy for Content and Conversions (Part 2 of 2)
This is a continuation of session 206. See session 206 for description.

Andy Crestodina, Co-founder and Chief Marketing Officer, Orbit Media, Chicago, IL

3:45 p.m. – 4:45 p.m.
Concurrent Breakout Sessions

401 - Ethical Decisions to Honor Residents’ Person-Centered Diet Choices While Managing the Risk
Resident advocacy has taken a giant step forward with the newest regulations for long term care facilities which require the residents’ choice. This ethical scenario becomes more complicated when a resident has cognitive deficits or when they do not agree to the recommended diet. This course will address the legal requirements within the perspective of person centered care, to include care planning and informed consent, risks, case studies and waivers vs documentation.

Lisa Milliken, Select Rehabilitation

402 - Emergency Preparedness Planning - Surviving the Unthinkable
When a disaster strikes will your facility be prepared? During times of emergencies, whether natural disaster or a human made event, it is critical that you be ready with a plan that works! This session will focus on the needs of an Emergency Action Plan, what to include and how to successfully test your plan. We will touch on past events with both positive and negative outcomes and lessons learned.

Mark Abernathy, Director of Safety & Transportation, Western Home Communities, Cedar Falls
403 - Medication Regimen Review and Antipsychotic Medications

The “Mega-Rule” - requirements that are so massive, they are being phased in over 3-4 years for long-term care providers. There are 696 pages of surveyor guidance! The new requirements contain guidance on monthly reviews, collaboration with other interdisciplinary team (IDT) members; unnecessary drugs and psychotropic drugs; antibiotic stewardship; gradual dose reductions; and medications being used as restraints. Surveyors have been given examples of deficient facility practice in this area, as well as examples of noncompliance. Cat will be covering the items that surveyors have been instructed to focus on during surveys and providing suggestions in regard to facility practice and process.

Catherine R. “Cat” Selman, BS, President and Co-owner, The Healthcare Communicators, Vonore, TN

404 - Avoiding Everyday Fines and Headlines - Lessons from Department of Appeals Board Opinions and Court Cases

Eleanor Roosevelt said “Learn from the mistakes of others. You can’t live long enough to make them all yourself.” This session will review recent Departmental Appeal Board cases for survey and certification and recent case law relating to long-term care facilities for lessons-learned. Recent cases have included Section 1557 compliance violations; failure to supervise office manager’s handling of resident funds; failure to monitor water temperatures; failure to have business associate agreements; and inadequately addressing sexual interactions between cognitively impaired residents.

Sean Fahey, Attorney, Hall Render Killian Heath & Lyman, Indianapolis, IN

405 - Building a Culture of Purpose

This session is a conversation and exercise in discovering the power of leadership as culture creation. Culture creators communicate clearly and consistently about the three key building blocks for successful, long-term, adaptive organizations: core values, mission and vision. Implementing these building blocks requires intentional processes of enrollment and alignment throughout the organization. Discovering and sharing language and strategies will build a culture on purpose.

Michael Foss, Reverend Doctor, Ahnemann Associates, Norwalk

406 - Marketing Spend: Getting the Best Bang for Your Buck

In this session you will be engaged and inspired to think about your own sales process and opportunities for improvement. We will discuss the marketing/advertising budget expectations and how to tailor that to your organization, along with determining the ROI for expenditures so that spending is properly allocated. We will share common pitfalls in the sales process and considerations for developing census.

Mary Nell Zellner, Owner, Consultant, Zellner Senior Health Consulting, LLC, St. Paul, MN
Hallie Salmen, CEO, Sunrise Retirement Community, Sioux City

Proud Partner of LeadingAge Iowa
Breakout Sessions

Thursday, May 2

8:45 a.m. – 10:00 a.m.
General Session: Marcy Heim
Invest in JOY! What If You Dialed Down the Drama and Dialed Up Your JOY! (In Work and Life!)

10:15 a.m. – 11:15 a.m.
Concurrent Breakout Sessions

501 - 2019 Legal Updates That Impact Your Organization
Back by popular demand. This session will explore updates in federal and state laws as well as recent cases and enforcement activities that impact long term services and support services (LTSS) and their operations.
Ed McIntosh, Attorney, Partner, Dorsey & Whitney, Des Moines
Alissa Smith, Attorney, Partner, Dorsey & Whitney, Des Moines
Ben Fee, Attorney, Partner, Dorsey & Whitney, Des Moines

502 - One World: The Art of Collaboration and Never Saying No
This session will explore what is possible when people come together to learn from each other. There will be specifics examples to highlight what could happen if we utilized each other’s expertise to improve the quality of care and quality of life for the people we all serve. What collaborations are possible when we think outside the box and work collectively to solve problems? The audience will engage to ask questions and generate new ideas.
Dr. Kim Bergen-Jackson, RN, BSN, PhD, Administrator, Oaknoll, Iowa City
Andrew Maas, RN, BSN, LNHA, Administrator, Briarwood Healthcare Center, Iowa City

503 - Competency-Based Staffing – A Systems Approach
This session will review the expectations of competency-based-staffing in phases 2 and 3 of the new requirements of participation (RoPs). In addition, the presenter will offer recommendations for the types of competencies providers should include in their comprehensive competency set as directed by the facility assessment, which includes specific data on the resident population including acuity, diagnoses, ethnic and cultural considerations. Corresponding F-tags and potential deficiencies will also be discussed.
Dawn Carter, RN Consultant, LeadingAgeNY, Latham, NY

Financial operations are a key component of any organization. This session will help organizations identify the symptoms that may indicate more serious challenges within your organization’s finance functions. To help prevent and repair dysfunction within financial operations, attendees will learn how to holistically evaluate the structure, processes and systems within their finance and accounting department and to create a roadmap to identify current gaps where improvement is needed and implement a systems approach to the necessary changes.
Deb Freeland, Principal, CliftonLarsonAllen, Indianapolis, IN

505 - Ageism: Understanding its Effect on Health Care
Ageism or age discrimination significantly affects the mindset of our society. Unfortunately, this includes the unfair premises of many healthcare practitioners. According to a study published in the Journal of General Internal Medicine, one out of five older adults experiences ageism in health care settings and those who frequently experience it have a higher risk of developing a new disability or worsening existing ones. This course will highlight the effects of ageism in health care and challenge us all to be the catalyst to initiate a positive change, which includes our concepts, terminology and prevention of negative stereotypes.
Lisa Milliken, MA, CCC-SLP, FNAP, Education Specialist, Select Rehabilitation, Atascocita, TX

506 - How to Ask for Anything Artfully and Get an Inspired “YES!”
What if you had a specific 3-sentence recipe to ask for anything? What EXACTLY do you say? Marcy’s 3-sentence ask will give you a clear path. As she says, “A confused donor doesn’t give and a confused fundraiser doesn’t ask.” Get crystal CLEAR on exactly how to write and speak an ask. You’ll also learn how to apply this ask formula not only to major gifts, but for event sponsors, operations, board service, endowment gifts and annual fund leadership gifts, ANYTHING! You may rock at creating a great relationship, but the gift comes from a clear ask confidently delivered. This session is back by popular request.
Marcy Heim, CFRE, PLCC, President and Founder, The Artful Asker, Madison, WI

Visit www.leadingageiowa.org/2019SpringConference to register.
12:30 p.m. – 1:30 p.m.
Concurrent Breakout Sessions

601 - DIA Updates for Assisted Living
This session will provide information on recent updates as well as commonly cited deficiencies for assisted living programs. Attendees will have the opportunity to ask questions during this session.
Linda Kellen, RN, MS, Bureau Chief, Adult Services/Special Services Bureaus, Department of Inspections and Appeals, Des Moines

602 - Key Elements of Compliance Programs Under Phase 3 of the Post-Acute RoPs for November 2019
This session will provide attendees with an overview of the compliance responsibilities included in the Requirements of Participation (RoPs), and how an organization can build an effective compliance program. The session will outline how to begin building a compliance program by using the seven elements of an effective compliance program as program building blocks. The seven elements of an effective compliance program are 1- Standards of conduct/policies and procedures, 2- Compliance officer, compliance committee, and entity leadership responsibilities, 3- Education, 4- Monitoring and Auditing, 5- Reporting and Investigation, 6- Enforcement and Discipline, and 7- Response and Prevention. Finally, the session will discuss how the attendee can work to secure future compliance program success through ongoing risk and effectiveness assessment, engagement with organizational leaders, and interaction with front-line staff.
Sean Fahey, Attorney, Hall Render Killian Heath & Lyman, Indianapolis, IN

603 - QAPI and the Infection Preventionist
This session will cover a review of QAPI and how to incorporate the Phase III Requirements of Participation (ROPs) regarding infection prevention and control, the role of the infection preventionist, and developing an antibiotic stewardship program. The infection preventionist from Oaknoll will share her journey to becoming their specialist and how other communities can prepare for implementation of this requirement of Phase III by November this year. There will be ample time for questions and strategy development.
Dr. Kim Bergen-Jackson, RN, BSN, PhD, Administrator, Oaknoll, Iowa City
Karen Honson, RN-BC, IP, Infection Preventionist, Oaknoll, Iowa City

604 - PDPM: Financial Implications and Modeling
This session will dive into the financial implications of the new Skilled Nursing Facility (SNF) Patient-Driven Payment Model (PDPM) for your organization which will be implemented on October 1, 2019. The session will discuss how PDPM differs from the current RUG system and the potential financial changes. The session will review the CLA PDPM financial model and help attendees understand how to utilize the model and the potential impact the change will have on their individual SNF.
Deb Freeland, Principal, CliftonLarsonAllen, Indianapolis, IN

605 - If It’s so Easy Why Isn’t Everyone Doing It? Setting Individual Leadership Goals is Key to Any Organization’s Success
This session will provide hands-on practical advice on how to develop leadership goals for your team. These goals aren’t easy to measure, but the process of developing the goals is a big part of the journey. Straight talk and real-time examples will help guide you if you are struggling setting leadership development goals for your team.
Julie Thorson, President/CEO, Friendship Haven, Fort Dodge

606 - Be a Successful Development Ambassador! Engagement and Fundraising are TEAM SPORTS!
Everyone has a responsibility, opportunity and role in creating relationships that foster understanding and engagement in the success of their facility. Let’s embrace how volunteers and staff can support giving with confidence and comfort! Engaging givers is fun and rewarding if we are clear on what we need to do and how to do it.
Professional speaker, author and development coach, Marcy Heim, will lead you on a fast-paced journey around her Artful Asker Cycle of Successful Relationships. Everyone will check off ways they can be comfortable helping NOW!
The workshop is supported by Marcy’s best-selling book, Empowering Your Board to Serve as Effective Development.
Marcy Heim, CFRE, PLCC, President and Founder, The Artful Asker, Madison, WI

Visit www.leadingageiowa.org/2019SpringConference to register.
1:45 p.m. – 2:45 p.m.
Concurrent Breakout Sessions

701 - Change of Conditions in the Assisted Living World
This session will review regulatory requirements and expectations for completion of a Change of Condition. We will provide tools and resources to assist in the evaluation and service plan process. If you struggle to determine what warrants a change of condition, this presentation will be helpful to you.
Theresa Hogenson, Consultant, BSW, Assisted Living Partners, Cedar Rapids
Barb Schug, BSN, RN Consultant, Assisted Living Partners, Cedar Rapids

702 - Health Assessment: Measuring Holistic Health and Well-Being
How do we measure what we want to achieve? Learn how one organization is making data-driven decisions about programming, health and well-being, and how to better serve residents through a unique and holistic annual health assessment. From design to implementation and use of the results, WesleyLife will share its experience in measuring health and well-being.
Shannon Draayer, Director of Health and Well-Being, WesleyLife, Johnston

703 - DIA Updates for Long Term Care
DIA will share updates and regulatory trends for long term care providers including but not limited to, policy and legislative issues, CMP and enforcement, survey trends and implications of the new RoPs and DIA's plans to enforce them. In addition, latest updates regarding the new unified survey process that was implemented in 2017 will be discussed.
Kathy Kieler, RN, BHS, Bureau Chief, Department of Inspections and Appeals, Des Moines
Mindla White, RN, BSN. Bureau Chief, Department of Inspections and Appeals, Des Moines

704 - Value-Based Contracting - Preparation and Negotiation
As value-based contracting continues to grow, providers will need to understand how to be prepared and negotiate value-based contracts. This session will review the financial and service delivery model changes that will be necessary to be successful in value-based contracting. We will also review the aspects of negotiating a value-based contract.
Steven Wermuth, MPA, Partner, Strategic Health Care, Columbus, OH

Faculty biographies and other program details are available at: www.leadingageiowa.org/2019SpringConference

Supporting Your Success
CUSTOMIZED SERVICES TO MEET MEMBER NEEDS
We dedicate our efforts to help you achieve performance excellence.

CONTACT LIZ DAVIDSON AT LDAVIDSON@LEADINGAGEIOWA.ORG FOR MORE INFORMATION OR TO SCHEDULE A VISIT.