



2023 Governance Webinar Series

January 25, February 8, March 1 and March 22, 2023
10 – 11a.m. CT

www.LeadinAgeIowa.org/GovernanceWebinarSeries

This event is scheduled in a virtual, live-streaming webinar format. To meet the regulatory and education requirements, participants must stay for the entire event to receive credit. Sign-in and sign-out times, as well as attentiveness, will be verified before credit is issued. Contact [Amy Huisman](#) for details or questions.

LeadingAge Iowa offered Governance webinars in 2021 and 2022 targeting senior management teams and board members. In 2023, LAI has partnered with LeadingAge Virginia once again to offer 4 webinars focused on engaging the board, the future of health care services and consumer preferences, economic and financial trends, and director and officer issues in health care.

Sessions are designed to dive deeper into the issues that board members need to be aware of as they approach the important work they do. We anticipate this series to be as beneficial as the previous series. Check out some of the attendee comments from the past two years of Governance webinars:

- “The speakers were very knowledgeable.”
- “One of my board members listened to the presentation with me and was impressed with the information.”
- “What I liked best was the speakers ideas to use in our facilities as we move forward.”
- “Good overview of practical aspects of board work. I'm a board chair and this gave me a lot to think about.”
- “Excellent presentation. Well-presented with timely examples and content. Best webinar I have heard/seen in a long time.”

Event Schedule

Secrets to a Highly Engaged Board ~ Wed., Jan. 25, 2023, at 10-11 a.m. CT

One of the fundamental responsibilities of boards is engagement – only through showing up and building relationships based on trust, respect, and candor can we expect volunteers to make strategic decisions to further our missions. This session will include suggestions on how to cultivate and articulate a healthy board culture. Exceptional governance requires time and attention, and we will explore both staff and board responsibilities in building the best board possible.

Facilitators: Melissa Andrews, President & CEO, LeadingAge Virginia, and Keith Seeloff, Partner, FORVIS

The Future of Health Care Services and Consumer Preferences ~ Wed., Feb. 8, 2023, at 10-11 a.m. CT

To maintain relevance and long-term organizational sustainability, organizations must routinely evaluate their position in the marketplace, assess their operations and financial strength, and consider repositioning options and growth opportunities. A comprehensive life-cycle analysis of the product and services offered is critical to the strategic planning process. This session will evaluate the impact consumer preferences and shrinking utilization is having on long-term care and the broader senior living continuum especially with regard to Home and Community-Based Services (HCBS).

Facilitators: Greg Hensley, Senior VP, and Dana Wollschlager, Practice Leader & Partner, Plante Moran Living Forward, and Senior Options (speaker TBD)

Economic and Financial Trends for Decision Makers in Not-for-Profit Senior Living ~ Wed., March 1, 2023, at 10-11 a.m. CT

This session will review how our volatile economy has affected senior housing and what senior housing will be financially grappling with in the foreseeable future.

Facilitator: Tom Bowden, VP, HJ Sims

Director & Officer Issues in Health Care: What Every Board Member and Executive Should Know to Avoid Personal Liability ~ Wed., March 22, 2023, at 10-11 a.m. CT

Knowledge of duties and protections for executives of organizations is critical in the highly regulated world of health care. This presentation examines the fiduciary duties that executives owe to their senior living organizations, and in some instances, to third parties. We will review what those duties mean, how they typically present themselves in managing organizations, and how directors and officers can properly exercise the duties they owe. The program will also review protections that are available to avoid personal liability.

Facilitators: Kevin Hroblak, Partner, and Jennifer Jackman, Partner, Whiteford Taylor & Preston

Who Should Attend

Board Members, CEOs, Executive Directors, Administrators, Nurses, Nurse Leaders, and Leadership Teams.

Continuing Education Information

Iowa Board of Nursing Provider #67 – 1 contact hour for each webinar. Providership regulations do not allow for partial credit to be given for any portion of this program. You must attend the entire session to receive credit. Retain certificate for four years.

Nursing Home Administrators – 1 contact hour for each webinar. This webinar series is intended to meet the criteria established by the Iowa Board of Examiners for Nursing Home Administrators. You must attend the entire session to receive credit. Retain certificate for four years.

Assisted Living Managers – 1 contact hour for each webinar. This program meets the requirements for Assisted Living Leadership recertification. You must attend the entire program to receive credit. No partial credit allowed. If audited, you will be asked to provide your certificate of attendance and program material. Retain your certification for 2 years.

For other long-term support and service provider professional 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. Most also require information objectives, date/time of presentation, agendas, faculty bios, and number of hours earned. If you require information for this purpose, please contact Amy Huisman in advance for assistance.

Registration & Other Information

Register at www.LeadingAgeIowa.org/GovernanceWebinarSeries.

LeadingAge Iowa Member for Series	\$160
Prospective Member for Series	\$280

What's Included

Registration fee includes digital handouts, one connection to each of the live webinars, and instructions for receiving CE credit/attendance certificate. A recording of these webinars is included in the registration fee.

LeadingAge Iowa webinars deliver value to you with:

- No travel cost and time out of the office.
- No limit to the number of staff who can participate LIVE and receive CE credit – using one connection per registration.

Cancellation/Refund Policy

Registration deadline for the series is Jan. 18, 2023. No-shows will be billed. No refunds for failure to log-in at the time of the event. Substitutions welcome anytime via email. All cancellation and substitution requests must be emailed to Amy Huisman (ahuisman@LeadingAgeIowa.org). A full refund will be given to all cancellations received 10 or more business days prior to the program. A \$25 administrative fee will be charged to all cancellations received six to nine business days prior to the program. No refunds will be given to cancellations received five or fewer business days prior to the program. Refunds will be calculated by the date received and the LeadingAge Iowa business days remaining prior to the program. LeadingAge Iowa reserves the right to cancel the program due to insufficient enrollment, in which case pre-registered participants will be notified and full refunds provided.

Virtual Programs Code of Conduct

The world of virtual learning is changing how we interact with each other – and our goal is to create a positive, safe and welcoming environment for all program participants. All are expected to abide by our Virtual Programs Code of Conduct. Go to www.LeadinAgeIowa.org/VPCodeofConduct to view the LAI Virtual Programs Code of Conduct.

Handouts

All handouts will be available digitally.

Photographs, Video & Intellectual Property

Registration and attendance at, or participation in, LeadingAge Iowa virtual meetings and other activities constitutes an agreement by the participant for LeadingAge Iowa to use and distribute (both now and in the future) the participant's image, voice or text in photographs, videotapes, electronic reproductions and audiotapes of such events/activities. No personal video or audio recordings are allowed. Presentations, images and text chats are the intellectual property of the speaker, and participants are not permitted to record them or share the images or text chats for personal or business use.

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