



2020 VIRTUAL CONFERENCE

September 15-17 & 22-24, 2020



Breakout Sessions

Connections. They're more important today than ever before. In a year like this, nothing is business as usual – and that's especially true for our work in serving older adults. We invite you to join our 2020 Virtual Conference to meet with your peers, get the latest news, and learn strategies for navigating through the historic disruptors facing our field – a pandemic, shifting consumer expectations and more.

Connect Virtually...to Information

Navigate your work during a pandemic.

Quality improvement.

Technology.

Wellness & resident engagement.

Market trends, strategic positioning & governance.

Sales & marketing.

Legal & regulatory compliance.

Reimbursement.

Leadership & resiliency.

Connect Virtually...to Each Other

Network with other peers across the state.

Learn more about service options for people you serve.

Share conversations, ideas, and experiences.

Build relationships.

Discover solutions.

[Click here to register.](#)

Tuesday, September 15

1:45 – 2:45 p.m. Breakout Sessions

111

Finding Optimism During Challenging Dining Times

AL; IL; SNF/LTC

Who isn't overwhelmed with the impact of the pandemic in our work and personal worlds? Stress, sadness, and change have been evident in our dining programs. It is tough to pull

ourselves up, but our team and guests are dependent on us to PERSEVERE. Join us as we start to find optimism starting with our INDIVIDUAL self-care WHICH spills over into inspiring our team and brings joy to our mealtimes.

- Discuss self-care approaches to impacting our attitudes and well-being.
- Share staff morale boosters.
- Inspire joy in dining amid COVID.

Julie Halfpop, RDN, LD, Director of Nutrition Services, Martin Bros. Distributing Inc., Cedar Falls

112

Effective Care Plan Interventions for Depression

SNF/LTC

This session will examine depression in the elderly and how it is commonly presented in nursing homes among elderly residents. CMS indicates that mood distress is a serious condition that is under-diagnosed and under-treated in the nursing home. They further state that 40%-60% of residents experience depression. Studies indicate that when “any interventions” are used, they are “almost always EFFECTIVE!” If depression is so common in nursing homes, why does it go unnoticed and untreated? With the implementation of PDPM, “mood state” becomes an even more important factor in the reimbursement process. COVID-19 has presented a different “face” to the depression and mood state of our residents. It’s time to develop realistic care plans that address this area of care. We need to move beyond the standard “provide emotional support” care plans and develop individualized, person-centered interventions. Cat will discuss specific care plan interventions through the use of individual resident case studies.

- Examine the prevalence and symptoms of depression in elderly residents.
- Explore individualized, person-centered care plan interventions that address depression
- Discuss the reimbursement process of “mood state” as it relates to PDPM.

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

113

Falls Prevention – Shaping Your Safety Program in the COVID Era

AL; SNF/LTC

With residents spending more and more time in their rooms, drastically less time doing activities, and visitor limitations, it’s no wonder falls are on the rise. With the ever-changing barriers and roadblocks caused by COVID-19, maintaining resident safety is becoming more of a challenge. In this session we will discuss mitigating strategies providers can implement to help keep residents safe. We will identify actionable methods using real resident case studies to demonstrate how providers can redefine their approach to safety and supervision during and even when coming out of all things COVID.

- Describe how social and clinical isolation leads to higher fall risk from behaviors and physical decline.
- Explore case studies that increase falls risks in aging services and discuss effective interventions to prevent falls.

- Identify strategies to optimize safety and supervision despite challenges and risks created by COVID-19.

Judy Freyermuth, PT, Director of Quality, RehabCare, Louisville, KY

114

Seniors Housing and Care Market Trends in the Time of COVID-19

AL; HCBS; IL; SNF/LTC

In this unprecedented time of change, we're in this together. Lana Peck, NIC Senior Principal, will illustrate market trends in senior housing—where we've been and where we're going—focusing on a variety of topics, including significant market dynamics and key opportunities and challenges for providers that will impact short-term and long-term business decisions.

- Discover the impact of COVID-19 on senior housing and care on the pace of move-in and move-out rates, changes in occupancy, and other findings from NIC's Executive Survey Insights.
- Identify the current market fundamentals for senior housing and care, including occupancy, inventory growth, and demand measures.
- Summarize the disruption in the senior housing status quo and how the pandemic is leading to the transformation of senior housing and care.

Lana Peck, Senior Principal, NIC, Annapolis, MD

Tuesday, September 15

3:15 – 4:15 p.m. Breakout Sessions

121

Turning Current Challenges into Opportunities for Dining Improvements

AL; IL; SNF/LTC

Whether your community dining venues are open, partially open, or not yet open, now is the time to take advantage of this moment in time... this is a huge opportunity to hit the reset button for your dining programs. Residents are more willing than ever before to make changes in their dining habits that we helped them shape over months and years of evolving operations. In addition to improving service and food quality, this restart allows us to really look at the cost side of the dining department. As you plan for or are in the midst of reopening, the emphasis on efficient, polished dining experiences that are more fiscally responsible can turn this current challenge into the department improvements that set you apart in the marketplace. We will discuss subtle changes in menu approach, purchasing, staffing details, and training that will pay big dividends short term and into the future.

- Discuss retooling production details to allow better and more timely execution.
- Describe the value of streamlined menus and how to focus on menu evolution.
- Identify the areas within the dining department that can be fine-tuned to be more fiscally responsible.

David Koelling, President, Strategic Dining Services, Barrington, IL

122

Care Planning for the Resident Who Has Dementia

SNF/LTC

Care planning is an essential part of health care and provides guidance/direction to every care team member who is responsible for a resident's care. Since the introduction of CMS' National Partnership to Improve Dementia Care in Nursing Homes, this area of resident care has been a major focal point of the survey process. The introduction of the CMS RoPs, designating the resident who has dementia as "vulnerable," has placed the care and delivery of services to these residents under much closer scrutiny. We are seeing more and more deficiencies involving residents who have dementia. How do you write a plan to meet the individualized needs of this resident? How do you allocate staff and their time? And how do you provide the staff training that is necessary to implement these care plans and programs? Come to this session to learn CMS and surveyors' expectations, as well successful techniques for writing truly individualized, person-centered care plans for the resident who has dementia.

- Outline care plan survey deficiencies related to residents living with dementia.
- Develop techniques for writing effective care plans that address the individualized needs of a resident living with dementia.
- Identify strategies to train and allocate staff time necessary to implement care plans and programs that improve quality of life for residents living with dementia.

Catherine R. "Cat" Selman, BS, President and Co-owner, The Cat Selman Company, Vonore, TN

123

Developing the Charge Nurse Leader

SNF/LTC

Are your charge nurses prepared to lead the way when faced with challenging events, residents, staff, and family members? The ability to critically think, prioritize, thoughtfully delegate, effectively communicate, and manage emergencies are core competencies of effective leadership. This presentation will address strategies for building a team of situationally aware supervisors, shift leaders and charge nurses. Topics will include resident and family "messaging" when faced with difficult questions and unplanned situations, mentoring a new team member, coaching the under-performing team member, critical thinking as a daily work practice, and communication strategies to optimize team performance and resident safety.

- Define critical thinking and situational awareness as part of a culture of safety.
- Describe the core competencies of effective charge nurse leaders that help preserve regulatory compliance, support optimal team performance, promote safety, and minimize legal exposure.
- Summarize communication and conflict resolution skills that support timely recognition, response, and resolution for identified resident and family concerns.

Cyndi Siders, RN, MSN, CPHRM, DFASHRM, CPPS, CEO and Executive Consultant, Siders HealthCare Consulting, LLC, Grand Forks, ND

124

Senior Living Today and What the Future Holds

AL; HCBS; IL; SNF/LTC

Discuss the latest research and most pressing trends, catalysts, and disruptors in the senior living marketplace including workforce challenges, the changing consumer, the highly dynamic post-acute space, and growing competition. Get an overview of the current state of the senior living capital markets and how organizations are funding growth initiatives. Review case studies of provider organizations which are exemplifying innovative approaches to growth and remaining competitive.

- Discuss macro trends in the senior living marketplace.
- Recognize financing options for growth.
- Review case studies outlining innovative approaches to growth and competitiveness.

Matthew Mule, Vice President, Ziegler, Chicago, IL

William Carney, Managing Director, Ziegler, Chicago, IL

Wednesday, September 16

9 - 10 a.m. Breakout Sessions

211

Streamlining Hospitality Systems & Finding Innovation: Member Solutions

AL; IL; SNF/LTC

Leading during a pandemic has certainly heightened the need to embrace a mindset of flexibility, especially managing the dining program. Hospitality systems and service have been turned upside down, and dining directors are shifting to a new normal. With any challenge, there are silver linings. Hear from two seasoned dining directors who will share their insights on leading during a pandemic as well as how they are discovering efficiencies and creating marketable innovations.

- Discuss leadership approaches utilized to manage hospitality systems amid COVID-19.
- Address successful shifts in hospitality systems given the challenges posed by the pandemic.
- Share the sustainable innovations in hospitality realized during COVID-19.

Julie Halfpop, RDN, LD, Director of Nutrition Services, Martin Bros. Distributing Inc., Cedar Falls

Taylor Wheeler, Dietary Director, Simpson Memorial Home Inc., West Liberty

Rashell Fowler, CDM, CFPP, Director of Dining Services, Northcrest Community, Ames

212

Good Governance – Board Duties and Risks and the Attorney General’s Role in Nonprofit Oversight

SNF/LTC

Recent cases highlight the duties, risks, and challenges (including COVID-19) facing nonprofit post-acute provider boards and their members. This session will review cases to illustrate lessons to be learned and examples. We will review F-Tag compliance issues related to the

Governing Board. The session will include a discussion of Iowa's approach to oversight of nonprofit entities by the Iowa Attorney General.

- Explore expected duties, risks, and current challenges for nonprofit board members and governing their organizations.
- Review recent cases for examples for board oversight and governance and identify best practices to minimize risk.
- Discuss Iowa's approach to oversight of nonprofit entities by the Iowa Attorney General.

Sean Fahey, JD, Attorney, Hall Render, Indianapolis, IN

Chantelle Smith, Assistant Attorney General, Office of the Attorney General of Iowa, Des Moines

213

AL & IL Admissions and Compliance Checkup

AL; IL

This session will provide participants with practical and immediately usable information regarding their independent living (IL) and assisted living (AL) Admissions Agreements and process. Specific topics will include the application process, legal fee provisions, termination provisions, amendments, incorporating facility rules, pet policies, weapon policies, CCRC compliance, Housing for Older Persons Act (HOPA) compliance, and the key differences between IL and AL.

- Explain the importance of having a good resident application process.
- Review existing Admissions Agreements for gaps and risks.
- Implement a strategy for complying with the Fair Housing Act and HOPA.

Drew Larson, Attorney, BrownWinick Law Firm, Des Moines

Katie McKain, Associate Attorney, BrownWinick Law Firm, Des Moines

Wednesday, September 16

10:30 - 11:30 a.m. Breakout Sessions

221

Sanitation — Not the Time to Put it on the Back Burner

SNF/LTC

Sanitary Conditions, F-tag 812, is one of the most cited deficiencies involving food and nutrition services due to the complexity of receiving/storing, food production, cleanliness of the kitchen, and employee hygiene. Not having a clean kitchen can impact every resident if they were to be infected from food borne illness. Not following sanitation standards can also impact infection control in many ways. How do you narrow down what your focus areas for F-812 should be? Not just during your survey window and during the actual survey but more importantly EVERY day? This session will discuss how often various sanitation/infection control checks should be done, how to identify any problems/weaknesses in the operation, and help you develop audit tools for ongoing compliance. Previous Iowa surveys that sited F-812 will be reviewed and what steps could have been taken prior to the DIA survey to have prevented the deficiency.

- Define your role in performing sanitation checks for food and nutrition services.

- Identify problems/weaknesses in food and nutrition services.
- Develop audit tools to promote compliance in food and nutrition services.

Kathleen Niedert, MBA, RD, CSG, LD, FADA, LNHA, System Quality Assurance Officer, Western Home Communities, Cedar Falls

222

Governance of Long-Term Care Quality

SNF/LTC

Governance is an essential component to quality improvement in long-term care. Information about enhancing governance of quality with changes to board structure, education and ongoing assessment of board practices will be presented. Corresponding information and processes from a staff perspective will address operationalizing board quality goals, creating a structure of accountability, and adapting Quality Assurance and Performance Improvement (QAPI) principles to all levels of care. Lessons learned will be shared from the board member and employee perspective.

- Identify the importance of governing quality, utilize a tool to assess core board process, and identify the benefits of improving core board processes.
- Describe the process of building a quality-focused board of directors and expanding QAPI principles to all levels of care.
- Summarize lessons learned to date and offer recommendations for other providers.

Carol Sipfle, COO, Luther Park Community, Des Moines

Gail Nielsen, Immediate Past Chair, Board of Directors, Luther Park Community, Des Moines

223

DIA Updates for Assisted Living

AL

This session will provide information on recent updates as well as commonly cited deficiencies for assisted living programs. Focused infection control surveys also will be reviewed. In addition, DIA will discuss elements of the rule changes to Chapters 67, 68, 69, and 70 that affect AL programs. Attendees will have the opportunity to ask questions during this session.

- Identify the most commonly cited deficiencies for assisted living programs.
- Discuss the trends that DIA is seeing in assisted living program inspections.
- Explore elements of the rule changes and ways that will affect AL programs.

Linda Kellen, RN, MS, Bureau Chief, Adult Services/Special Services Bureaus, Department of Inspections and Appeals, Des Moines

Wednesday, September 16

12 - 1 p.m. Breakout Sessions

232

Serving Like a Nonprofit, Performing Like a Business – Especially Now

Adult Day; AL; HCBS; IL; PACE; SNF/LTC

This session will explore the importance of dynamic, proactive, and agile governance in successfully and safely navigating today's senior living nonprofit organizations—especially in a post-COVID 19 world. Sufficient connection and alignment must be achieved and maintained across board governance, strategy, risk management, operations, ethical culture, and performance to address today's complexities and realities: the speed of doing business, the fast pace of change, industry disruption, new and more challenging risks, and higher levels of cultural stress. In short, how can we maintain our nonprofit values, mission orientation, and service mentality, yet be able to perform and compete at levels that will keep us relevant and thriving as a long-term player in the industry?

- Identify the necessity of "Next Gen Governance for a Next Gen World".
- Describe the concept of Enterprise (Strategic) Risk Management.
- Recognize the board's critical and heightened oversight role in today's environment.

Bill Bojan, Director, Business Risk Services, CLA (CliftonLarsonAllen), Minneapolis, MN

Mary Peter, Director, Business Risk Services, CLA (CliftonLarsonAllen), Minneapolis, MN

Thursday, September 17

1:15 – 2:15 p.m. Breakout Sessions

311

Charting Practices to Optimize Resident Safety

SNF/LTC

Excellent clinical care, not documented, can be challenging to defend in legal and regulatory situations. Quality documentation supports resident-centered care coordination, licensure requirements, and billing compliance. This presentation will illustrate documentation best practices, including clinically pertinent documentation, documentation that aligns with facility policies and procedures, serious incident documentation, and documentation for challenging situations through case and story-based scenarios. Contributing factors for professional liability and licensure risk related to inaccurate, incomplete, or missed clinical care and documentation and frequent risks identified in serious senior care events will be highlighted.

- Review documentation trends noted in senior care professional liability risk exposure, including claims data, risk management data, and legal trends.
- Describe key elements of clinically pertinent documentation that supports daily care coordination and identification and management of resident risks.
- Discuss important documentation elements for challenging situations including significant events, provider communication, and transfer documentation.

Cyndi Siders, RN, MSN, CPHRM, DFASHRM, CPPS, CEO and Executive Consultant, Siders HealthCare Consulting, LLC, Grand Forks, ND

312

Current Employment Law & Benefits Issues Related to COVID-19

Adult Day; AL; HCBS; IL; PACE; SNF/LTC

This session, by employment and benefits law experts, will address the top COVID-related employment law issues facing employers in the long-term care field. This session will address FMLA and other leave issues; legal issues regarding bringing employees back into the workplace safely, including mandatory testing and other policies; off the clock activity and how to manage potential exposures during those activities; privacy issues and communication with staff about potential exposure on the job; hazard pay; and other trends in employment law for health care employers. This session will also cover legal requirements related to benefits for employees affected by COVID-19.

- Discuss legal requirements and considerations in addressing employees who have or potentially have COVID-19.
- Describe legal requirements related to benefits for employees affected by COVID-19.
- Assess potential mid-term and long-term impacts on the workplace from COVID-19.

Tim Goodman, Partner, Dorsey & Whitney, Des Moines

Rebecca Bernhard, Partner, Dorsey & Whitney, Des Moines

313

COVID-19: Adapting to the Facility's Culture Change

AL; SNF/LTC

There are many challenges in responding to the directives related to the COVID-19 pandemic, not the least of which is addressing the many ways the pandemic has impacted the daily lives of residents, staff, and families. Policies and practices will evolve in ways that will significantly impact the homelike ideal, motivating a broad range of mood and behavior considerations. This session explores the proactive steps facilities can take toward a new world order—one that preserves the dignity and quality of life for residents and their caregivers, while protecting everyone's health and safety.

- Describe the impact of the COVID-19 pandemic relative to the facility culture.
- Develop interventions to accommodate changes in the way that residents, staff, and families adjust to the organization's culture change.
- Explore proactive steps staff can take to protect the health and safety and, in turn, preserve the dignity and quality of life for residents.

Barbara Speedling, Quality of Life Specialist, Bayside, NY

Thursday, September 17

3 - 4 p.m. Breakout Sessions

321

Respiratory Protection Plans in Long-Term Care: The Time Has Come

SNF/LTC

The COVID-19 pandemic has created a new normal in long-term care. Questions about the transmissibility of the SARS-CoV-2 virus have created a situation that requires examination of

respiratory protection in congregate care. This session will examine the evolution of respiratory protection as well as the required components of a respiratory protection plan.

- Describe the difference between current long-term care respiratory protection and the ideal respiratory protection program.
- Differentiate between different types of face coverings and respirators.
- Discuss the environmental controls that are part of a respiratory protection program.

Deb Patterson Burdsall, PhD, RN-BC, CIC, FAPIC

322

Skilled Nursing Compliance and Ethics – Regulation Update, Operational Keys, and Adapting Your Program to a COVID World

SNF/LTC

This session will review current required elements as set out in the Requirements of Participation's (RoPs) proposed/final regulations for a skilled nursing facility compliance and ethics program. It will cover key compliance areas that a SNF compliance program can address to adapt to COVID. We will also discuss compliance program work plans, annual reviews, facility risk assessment, and how providers can tailor their compliance and ethics program to their circumstances and unique characteristics.

- Review current required elements as set out in the RoPs proposed/final regulations for a skilled nursing facility compliance and ethics program.
- Identify key features of a post-acute provider compliance risk assessment.
- Review topics and elements for a compliance plan to look at in light of COVID.

Sean Fahey, JD, Attorney, Hall Render, Indianapolis, IN

323

Modifying Therapeutic Activity & Psychosocial Services to Meet the Individual Needs of All Residents

AL; SNF/LTC

The COVID-19 pandemic has presented a myriad of challenges in long-term care, not the least of which is maintaining the quality of life for residents and staff. The visitation restrictions and social distancing requirements within the facility have significantly impacted the daily lives of residents, staff, and families. This session explores the broad range of psychosocial issues for the interdisciplinary team to consider in crafting successful interventions to address stress, anxiety, and the trauma of COVID-19. Psychological services, individualized therapeutic activity interventions, and supportive programming for staff, residents, and families will be discussed.

- Describe the impact of the COVID-19 pandemic relative to trauma and stress-related reactions.
- Develop trauma-informed approaches of care and treatment that improve quality of life for residents and tenants.
- Explore effective interventions that address stress, anxiety, and the trauma of COVID-19.

Barbara Speedling, Quality of Life Specialist, Bayside, NY

Thursday, September 17

4:30- 5:30 p.m. Breakout Sessions

331

Root Cause Analysis – Part of Daily Practice

AL; SNF/LTC

Root Cause Analysis (RCA) is a defined, facilitated team process used to identify contributing factors and underlying causes of an event that resulted in an undesired outcome and develop sustainable corrective actions. The goal is to understand systems and processes that contributed to a significant safety event including what happened and why the event occurred.

- Identify the steps involved in managing a serious safety event.
- Describe the components of a credible root cause analysis including the involvement of frontline staff at the time of the event.
- Review root cause analysis tools that support understanding contributing and causal factors involved in serious events.

Cyndi Siders, RN, MSN, CPHRM, DFASHRM, CPPS, CEO and Executive Consultant, Siders HealthCare Consulting, LLC, Grand Forks, ND

332

Medicaid Elderly Waiver – What it Means Now

Adult Day; AL; HCBS

This session will review the basics for HCBS Elderly Waiver. Areas of focus will include how to move someone in or transition a tenant from private pay to Elderly Waiver, how to break up the fee structure, program requirements, service documentation, and helpful hints to better assist Medicaid tenants.

- Review services included under the Medicaid Elderly Waiver, including emergency pendant, home delivered meals, assisted living service, and consumer directed attendant care.
- Develop a process for Medicaid Elderly Waiver care plan and determining services to be billed.
- Discuss documentation of services and review tenant rights restrictions.
- Outline strategies to prepare for HCBS review.

Stacy Hejda, Vice President Regulatory Compliance, Assisted Living Partners, Cedar Rapids

Tuesday, September 22

12:30 - 1 p.m. Breakout Session

400 - *Cancelled*

COVID-19: What Have We Learned?

Adult Day; AL; HCBS; IL; PACE; SNF/LTC

In December 2019, a novel coronavirus disease (COVID-19) was first identified in Wuhan, China. Within weeks, the virus had traveled across the world being declared a pandemic by the

World Health Organization on March 11 and a national emergency by the United States on March 13. Throughout 2020, we have learned a tremendous amount about this virus. Join Dr. Pedati, the Medical Director and State Epidemiologist at the Iowa Department of Public Health, for the most recent information on virus transmission, symptoms, testing, treatment, and what a vaccine may look like.

- Review COVID-19 transmission, incubation, symptoms, and treatment.
- Explore developments in COVID-19 testing, mitigation and vaccine development.

Dr. Caitlin Pedati, MD, Medical Director and State Epidemiologist, Iowa Department of Public Health, Des Moines

Tuesday, September 22

1:45 – 2:45 p.m. Breakout Sessions

411

Long-Term Care Life Safety Code/Emergency Preparedness

SNF/LTC

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.

- Identify the top 10 life safety code violations and trends for emergency preparedness citations.
- Develop satisfactory plans of correction.

Jake Allspach, State Fire Inspector, State Fire Marshal Division - West Central Territory, Iowa Department of Public Safety, Denison

412

Infection Prevention in the COVID Era

SNF/LTC

This session, led by an infectious diseases epidemiologist, will discuss various aspects of COVID prevention with a panel of administrators, managers and dietary managers. To offer a fresh perspective in this discussion, the panel interviews are from providers outside of Iowa. A series of themes will be discussed including testing, isolation, best practices, and community support. Participants will hear directly from peers in the field about various approaches, solutions and challenges in conducting safe practices in the COVID era.

- Discuss the challenges of and solutions for managing employees and establishing new workplace routines.
- List ways of making infection prevention practices more tolerable for residents and staff.
- Identify implications of communication with other facilities, agencies, community, families and staff.

Dr. Mark Stibich, PhD, Epidemiologist, Forefront Healthcare Services, LLC

413

Senior Living Sales – A New Perspective and Approach!

AL; IL

The latest NIC statistics paint a bleak picture of our industry in this current COVID-focused environment. In fact, we have just experienced our single worst quarterly occupancy decline and the lowest overall occupancy on record since NIC began reporting 14 years ago. Does it have to be this way? No! There are so many reasons for optimism as our customers need us now more than ever! However, we desperately need a New Perspective and change in approach! The customer demand is still there, but unless we radically change our selling mindset, this downward trend will not change. In this presentation, we will discuss what radical changes are needed, how it can be easily executed on a daily basis, and how this change will help us serve more customers than ever before!

- Change our mindset from a "Marketing to the Collective" mindset to a "Selling to the Individual" mindset.
- Discuss 8 specific strategies that will guarantee occupancy success, but only if executed on a daily basis.
- Dispel the myth that we cannot grow our occupancy in this COVID-focused environment. We can succeed IF we are willing to change our sales philosophy and approach!

Michael Marlow, Sales Engagement Manager, Life Care Services, Des Moines

414

2020 Legal Updates That Impact Your Organization

Adult Day; AL; HCBS; IL; PACE; SNF/LTC

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.

- Discuss recent changes to select state and federal laws impacting long-term care providers.
- Describe recent cases and enforcement initiatives of state and federal authorities that impact long-term care.
- Analyze how new laws, cases and enforcement initiatives impact operations and strategic compliance activities.
- Define "privileged documents" as it relates to a facility's internal documents, and review laws related to "privileged" information to determine what to disclose to surveyors.

Alissa Smith, Partner, Dorsey & Whitney, Des Moines

Ed McIntosh, Partner, Dorsey & Whitney, Des Moines

Tuesday, September 22

3:15 – 4:15 p.m. Breakout Sessions

421

OSHA for Long-Term Care & Assisted Living

AL; SNF/LTC

Knowledge is power. Nowhere is that more evident than with workplace safety and health compliance. Occupational Safety and Health Administration (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 and hot topics related to COVID-19 including case reporting and respirator fit testing requirements. The focus will be on what OSHA cites and how to prevent citations. Appropriate for skilled nursing and assisted living communities.

- Identify frequent citations in skilled nursing and assisted living communities.
- Describe how your organization can prevent OSHA citations.
- Review OSHA standards for case reporting and respirator (N-95 masks) fit testing requirements.

Christopher Downs, Safety Consultant, Iowa OSHA, Des Moines

422

Caring for Residents with Mental and Psychosocial Disorders

Adult Day; AL; HCBS; PACE; SNF/LTC

This session will provide information about the aging brain and common psychosocial issues. Dr. Bender will give details about optimizing mental health care in geriatrics, an anticipated focus of the Centers for Medicare and Medicaid Services (CMS) with the Phase III Requirements of Participation (RoPs). There are many challenges, but also great opportunity to deliver cutting edge care.

- Describe the current challenges and opportunities in geriatric behavioral health.
- Examine state of the art concepts and their practical application.
- Summarize current major challenges in delivering care to our aging populations.

Dr. Robert Bender, MD, Healthy Aging International, Clive

423

Unlock Massive Sales Success: Reverse Engineer Your Move-In Strategy

AL; IL

In this senior care case study, hear how Immanuel is transforming its sales process to meet the needs of each individual buyer—and increasing move-ins as a result. Learn a framework to shift your sales process to be customer-centric—for any size organization—to create a personalized experience and differentiate your organization from the competition. Discover how this strategy has created substantial results while enhancing consumer engagement and how you can lead your teams to do the same.

- Develop 3 sales strategies that will completely change your sales and marketing, no matter how fundamental or sophisticated your current strategy.
- Review how senior care leaders are leveraging these insights to instantly connect with buyers to create real differentiation—and stay ahead of their competitors.

- Implement 3 action steps immediately to transform your sales strategy and yield fast results.

Jennifer Knecht, Vice President, Marketing and Sales, Immanuel, Omaha, NE

424

Accounting for COVID-19 Relief Funding

Adult Day; AL; HCBS; IL; PACE; SNF/LTC

This session will provide an overview of the various COVID-19 relief programs and how to present receipt of funds in the financial statements. The presenter will provide various methods to track reimbursable costs within the general ledger, including setup and integration with payroll and procurement systems. The presenter will discuss how to accumulate source documentation to support allowable expenses.

- Explore the various funding programs available to providers and the resulting reporting requirements.
- Review various methods to establish tracing of COVID-19 related expenses within the general ledger system.
- Identify methods to accumulate documentation to support reimbursement of expenses under relief funding programs.
- Track how to present receipt of relief funding in your financial statement, as well as implications in future periods.

Michael A. Peer, CPA, CHC, Principal, CLA (CliftonLarsonAllen LLP), Milwaukee, WI

Wednesday, September 23

9 – 10 a.m. Breakout Sessions

511

Assisted Living Fire Safety/Fire Code Updates

AL

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.

- Identify the top cited deficiencies in assisted living programs.
- Develop satisfactory plans of correction.

Jake Allspach, State Fire Inspector, State Fire Marshal Division - West Central Territory, Iowa Department of Public Safety, Denison

512

How Senior Living Communities Can Embrace Technology Solutions

Adult Day; AL; IL; PACE; SNF/LTC

The senior services field faces many challenges including a staffing crisis, isolation among seniors, the need for engaging activities on a budget, communication with staff/residents/families, maintaining security, and innovating to remain competitive. Attendees

will be challenged to imagine the possibilities of new innovative solutions in their daily work. The presenter will outline a variety of technologies including practical solutions that will address many of our seniors' and their families' needs. Hear real world examples of easily implemented and cost-effective technology solutions that can increase peace of mind, engagement, and happiness—and won't break the budget.

- Recognize the key times for embracing new technological and innovative solutions.
- Identify trends and opportunities in technology.
- Implement new technologies successfully.

Joel Prevost, Founder, MBA, Licensed Nursing Home Administrator, Health Services Executive, Prevost Partners, Golden Valley, MN

513

IPAs: The Secret Weapon in Your Arsenal for Patient-Driven Payment Model (PDPM)

SNF/LTC

Interim Payment Assessments, or IPAs, are a critical piece to achieving accurate reimbursement under the Patient Driven Payment Model (PDPM). Providers need to load their PDPM arsenal by understanding how IPAs are correctly used and the risk associated with missing IPAs when they are indicated. Additionally, all providers will have the potential for denials and repayment based upon correctly setting or not setting IPAs per the regulations and additional CMS guidance. Participants will learn the regulations that guide IPAs, additional understanding that has come from recent PDPM practice, along with the clinical strategies for accurately capturing them when clinically indicated. This session will include a description of the reimaged Stand Up Meeting process to guide your team to hone their skills at identifying and scheduling IPAs, and an interactive portion to test your new IPA targeting strategies.

- Describe how and when IPAs should be created and scheduled to propel accuracy of reimbursement under PDPM.
- Explain the risks associated with the timeliness of scheduling IPAs, including best practice strategies.
- Predict the financial implications and risk liabilities associated with IPAs in light of clarification from CMS.

Melissa Brown, OTR/L, CDP, CSRS, Chief Operating Officer, Cumberland, MD

Wednesday, September 23

10:30 - 11:30 a.m. Breakout Sessions

521

Emergency Preparedness – When It's No Longer a Drill!

Adult Day; AL; IL; PACE; SNF/LTC

Emergency preparedness has been a hot-button issue. We've all worked through at least one or more of the necessary reviews by the Fire Marshal. Now, we've all been put to the test in our ongoing challenge of COVID-19. So how does it stack up with drills and expectations? Let's discuss how COVID has strengthened our preparedness and be reminded that upcoming emergencies may still be quite different. Kelly Hindman brings more than 28 years of

experience from the State Patrol and nearly 4 years of other law enforcement experience to this discussion. From airplane crashes, missing person searches, tornadoes, floods, active shooter incidents... he's stood on the front line and will offer real-world tips on how you, no matter your size, can and will survive an emergency without your checklist.

- Develop a belief and understanding that, no matter your staffing size, you can and will survive an emergency.
- Demonstrate how emergencies play out in real-life, relatable situations so that expectations are realistic.
- Discuss the critical importance of developing expected and unexpected partners in your communities to best respond to an incident.
- Discuss the past, present, and ongoing unique challenges presented by a pandemic situation.

Kelly Hindman, Vice President, Campus Support Services, Friendship Haven, Fort Dodge

522

Virtual Reality Technology Creates a Better Reality for Seniors

Adult Day; AL; IL; PACE; SNF/LTC

Learn how a community increased resident wellness by embracing virtual reality to reduce anxiety, increase happiness, and promote relaxation. This award-winning pilot program was implemented in an inner-city campus consisting of subsidized independent housing, assisted living, adult day, skilled nursing, and memory care. Hear emotional, first-hand accounts about the seniors who participated in this breakthrough program that allowed them to virtually visit international and local landmarks, musical performances, and many more relaxing experiences. Learn the full results of the pilot program's continued success, as well as a roadmap to implement this affordable and powerful tool for any setting.

- Explain how virtual reality technology can create better wellness for seniors.
- Implement a new technology safely and effectively to improve quality of life for seniors in any setting.
- Recognize virtual reality's effect on the brain.

Joel Prevost, Founder, MBA, Licensed Nursing Home Administrator, Health Services Executive, Prevost Partners, Golden Valley, MN

Chuck Olsen, CEO, Visual Inc., Minneapolis, MN

523

Managed Care Contracting in Iowa - Where Is This Going and What Should We Be Doing Now?

Adult Day; AL; HCBS; SNF/LTC

This session will provide an overview of the current Managed Care environment in Iowa and what's envisioned for the future. Presenters will discuss insurance payer objectives, future trends and detail how your facility can adapt to play in the managed care world.

- Discuss the current Managed Care environment in Iowa.
- Explore the various types of managed care contracts currently in place in Iowa and what's under development.

- Identify strategies your organization can implement to achieve success in a managed care.

David Driver, Associate, Strategic Health Care, Columbus, OH

Arlene Jaroscak, Vice President, Network Management and Quality, Strategic Health Care, Columbus, OH

Wednesday, September 23

12 - 1 p.m. Breakout Sessions

532

Leveraging Technology During COVID-19

Adult Day; AL; HCBS; IL; PACE; SNF/LTC

The COVID-19 pandemic has accelerated application of technology into senior living and health care through the introduction of regulatory waivers to support telehealth and by necessity to combat social isolation. This session will highlight the creative applications of technology during the pandemic and how it will continue to impact the future. Additionally, learn how emerging technologies and the novel use of existing ones have enhanced productivity, engaged residents and clients, and reduced isolation.

- 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.

Dr. Majd Alwan, PhD, SVP of Technology and Business Strategy, LeadingAge, Executive Director, LeadingAge CAST, Washington, DC

Scott Code, Associate Director, LeadingAge Center for Aging Services Technology (CAST), Washington, DC

533

PDPM: An Interdisciplinary Team Approach

SNF/LTC

Staying on top of regulatory change and identifying all of the items you need to capture for accurate and timely reimbursement can be overwhelming. This session will include a clinical and billing perspective on key challenges skilled nursing providers are faced with when it comes to compliance with their skilled program and the payment impact. We will discuss various methods and strategies for conducting interdisciplinary team (IDT) meetings, including what items providers should focus on to monitor their performance under Patient Driven Payment Model (PDPM).

- Discuss key changes to clinical and billing procedures under PDPM.
- Identify warning signs that may indicate weaknesses in your skilled program.
- Review best practices and forms for conducting IDT meetings and communicating with the billing office.

- Explore the potential impacts of 1135 waivers during State of Emergency.
- Summarize key metrics to help you monitor your performance under PDPM.

Jennifer L. Barboa, Senior Consultant, BKD, National Health Care Group, Springfield, MO
Sherril L. Robbins, RN, CLNC®, RAC-CT®, Senior Managing Consultant, BKD National Health Care Group, Springfield, MO

Thursday, September 24

1:45 – 2:45 p.m. Breakout Sessions

611

Navigating Family Member Challenges: POAs, Guardians, and Conservators

Adult Day; AL; HCBS; PACE; SNF/LTC

This session will cover key legal issues and rights of family members of residents. By sharing real-life examples, we will discuss solutions to deal with the inevitable conflicts that arise between those family members and/or the aging services provider. This session will include case studies, real-life examples, and practical takeaways for providers often caught in the middle of these challenging family dynamics.

- Summarize key legal rights of family members as Power of Attorneys (POAs), conservators, and guardians.
- Discuss practical strategies for addressing family conflict as a provider.
- Assess potential risks for conflict and develop strategy for mitigation.

Drew Larson, Attorney, BrownWinick Law Firm, Des Moines
Sarah Wilson, JD, MHA, BrownWinick Law Firm, Des Moines

612

COVID-19 & Engagement – How to Win the War with Wellness

Adult Day; AL; HCBS; IL; PACE; SNF/LTC

The pandemic has a profound impact on older adults as the safety measures designed to protect their physical health had significant psychosocial repercussions due to social isolation. Join Bailie Hillman to gain insight on how to overcome the impact COVID-19 has had on activity engagement in all aging services settings, including ideas to support people with dementia. She will share her best tips and tricks with a passion and energy that's contagious!

- Examine the impact that COVID-19 has had on the psychosocial well-being of older adults.
- Identify creative strategies to engage older adults through activities and wellness despite the COVID-19 limitations.
- Explore powerful therapeutic approaches and programs to support persons with dementia, their families, and members of their caregiving teams.

Bailie Hillman, OT, LNHA, Certified Dementia Practitioner and Trainer, Consultant, TX

613

Sharing Your Positive Story Amid Negative News

Adult Day; AL; HCBS; IL; PACE; SNF/LTC

As a result of COVID-19, the media has thrust the senior living field into the spotlight, and much of the news has been negative. Now's the time to share your stories of positivity and hope. We know there's an abundance of heartwarming stories taking place each day among families, residents, employees, and volunteers. But how do you start? We'll discuss the elements of a good story and what is truly "newsworthy" so you can look for these inspirational interactions. We'll review how to share these positive stories with the local media. Participants will also gain a greater understanding of how to utilize their own marketing tools effectively to share your positive stories.

- Distinguish what makes a newsworthy story and how to look for these stories of positivity within your communities.
- Identify ways to interact with the media to share your story.
- Discover opportunities to use your own marketing tools to share your positive story among current and prospective residents and families.

Mary Prevost, MBA, Founder, Prevost Partners, Golden Valley, MN

Thursday, September 24

3:15 - 4:15 p.m. Breakout Sessions

621

DIA Updates for Long-Term Care

SNF/LTC

DIA will share updates and regulatory trends for long-term care providers with an emphasis on survey trends and information and COVID-19. Insights as to what Centers for Medicare and Medicaid Services (CMS) and the department wants providers to focus on will be reviewed.

- Identify frequently cited deficiencies in long-term care organizations.
- Discuss the status of surveys and focus areas of CMS related to COVID-19.
- Discuss the timeline for the release of the Phase 3 Guidance.

Mindla White, RN, BSN, Bureau Chief, Department of Inspections and Appeals, Des Moines

Vicki Worth, RN, BS, Bureau Chief, Department of Inspections and Appeals, Des Moines

622

Reducing Stress for Residents and Staff Through Aromatherapy

Adult Day; AL; HCBS; IL; PACE; SNF/LTC

Aromatherapy is the fastest growing integrative health therapy in health care and provides an opportunity to meet resident needs and preferences for non-pharmaceutical options. Aromatherapy is a simple delivery method and helps manage symptoms, improve quality measures, and improve resident and tenant experience. Aromatherapy is also an effective tool to support the well-being of your team members. A 2020 study led by researchers at the West Virginia University School of Nursing showed levels of anxiety and fatigue reported by nurses who wore aromatherapy patches fell by 40%.

- Define clinical aromatherapy holistic approaches and consumer driven models.
- Identify key factors required before implementing a compliant, safe, and effective aromatherapy program in long-term care.
- Review results, research, and successful aromatherapy programs that are easy for aging services providers to implement.

Jodi Baglien, Certified Clinical Aromatherapist, Bringing Aromatherapy into Healthcare, Osseo, MN

623

Feeling Antisocial on Social Media?

Adult Day; AL; HCBS; IL; PACE; SNF/LTC

Social media changes daily, and it's hard to keep up. The good news is, you don't have to. You may even be harming your brand and wasting your time by trying to be active on all social channels. Participants will walk away with a clear direction as to which social media platform is right for them, tips on navigating each, and post examples that will resonate well with their target audience. Participants will view examples of good and bad social media campaigns and hear case studies showcasing how, even with limited resources, you can effectively tackle social media.

- Identify top social media platforms and audience demographics of each.
- Distinguish which social media platforms you should utilize to effectively reach your target audiences.
- Discover simple ways to create social media posts that coordinate with marketing efforts, engage employees, and educate your target audience.

Mary Prevost, MBA, Founder, Prevost Partners, Golden Valley, MN