

FINAL SESSION SCHEDULE

Please check the website for final session listing and descriptions.

AGING SERVICES TECHNOLOGIES

Sunday, October 24, 2021

3:00 - 4:00 p.m. **1-A.** Accelerating Technology Innovation after COVID

4:30 - 5:30 p.m. **3-B.** The Digital Divide: Achieving Inclusion and Equity for All

Monday, October 25, 2021

8:00 - 9:00 a.m. **4-C.** Technologies We Need Now More Than Ever

3:00 - 4:00 p.m. **5-D.** Promoting Wellness in a Socially Distanced World

Tuesday, October 26, 2021

8:00 - 9:00 a.m. **6-E.** Should Your Team Members Carry Smart Devices?

7-E. Technology Support and Training for Residents and Clients

3:00 - 4:00 p.m. **8-F.** Plan Your Response to Cybersecurity Threats

9-F. Connectivity is Key: Does Your Network Measure Up?

Wednesday, October 27, 2021

10:30 - 11:30 a.m. **10-G.** Internet Connectivity in Affordable Housing

11-G. Bridging the Interoperability Gap in Post-Acute Care

12:00 - 1:00 p.m. **12-H.** Leveraging Technology to Build Community During COVID

DESIGN STRATEGIES & SOLUTIONS

Sunday, October 24, 2021

3:00 - 4:00 p.m. **13-A.** Reaching the Middle Market: A Step-by-Step Guide

14-A. Poised for Change: Market Trends for 2022 and Beyond

4:30 - 5:30 p.m. **15-B.** Engaging Stakeholders in a Community Expansion

Monday, October 25, 2021

8:00 - 9:00 a.m. **16-C.** Challenge, Change, and Contemplation: The Future of Senior Living

17-C. Healthy Design: Building to Prevent Infection Spread

3:00 - 4:00 p.m. **18-D.** Food Service Design: Keeping Residents Safe and Satisfied

Tuesday, October 26, 2021

8:00 - 9:00 a.m. **203-E.** Roundtable Discussion: Diversity and Design (NEW)

3:00 - 4:00 p.m. **20-F.** Designing WITH People Who Live With Dementia



DESIGN STRATEGIES & SOLUTIONS (CONTINUED)

Wednesday, October 27, 2021

10:30 - 11:30 a.m. **21-G.** Designing Spaces that Promote Engagement

12:00 - 1:00 p.m.

DIVERSITY, EQUITY & INCLUSION

Sunday, October 24, 2021

3:00 - 4:00 p.m. **200-A.** Disrupting Ageism and Ableism (NEW)

4:30 - 5:30 p.m. **24-B.** Promoting Diversity in Aging Services

Monday, October 25, 2021

8:00 - 9:00 a.m.

3:00 - 4:00 p.m. **27-D.** DEI Efforts in States and Communities

Tuesday, October 26, 2021

8:00 - 9:00 a.m. **29-E.** How to Start Talking about Diversity, Equity, and Inclusion

3:00 - 4:00 p.m. **30-F.** How Do We Move Toward Racial Equity?

Wednesday, October 27, 2021

10:30 - 11:30 a.m. **31-G.** Strategies for Providing Culturally Sensitive Care

12:00 - 1:00 p.m. **32-H.** Creating Brave Spaces for Conversations about Diversity

GOVERNANCE & LEADERSHIP

Sunday, October 24, 2021

3:00 - 4:00 p.m. **33-A.** Cultivating Board Innovation and Strategic Thinking

34-A. Leadership Transition: An Opportunity for Stability

4:30 - 5:30 p.m. **35-B.** Good Governance: What Influences Success?

201-B. Leaders in Residence: Learnings from Leadership Academy Alumni (NEW)

Monday, October 25, 2021

8:00 - 9:00 a.m. **36-C.** Moving Boards from Passivity to Engagement

37-C. Answering Your Questions about Mergers and Acquisitions

3:00 - 4:00 p.m. **202-D.** Board Impact: Strategy Development and Monitoring in A Rapidly Changing World (NEW)

GOVERNANCE & LEADERSHIP (CONTINUED)

Tuesday, October 26, 2021

8:00 - 9:00 a.m. **40-E.** Now What? Moving to the Future with Strategic Foresight

3:00 - 4:00 p.m. **41-F.** How to Create an Inclusive Leadership Culture

Wednesday, October 27, 2021

10:30 - 11:30 a.m.

12:00 - 1:00 p.m. **44-H.** How Boards Help Create Healthy and Ethical Organizations

GROWTH & MISSION ADVANCEMENT

Sunday, October 24, 2021

3:00 - 4:00 p.m. **45-A.** Continuing Care at Home: A Catalyst for Change

46-A. Create a Plan for Your Planned Giving Program

4:30 - 5:30 p.m. **47-B.** From Care to Engagement: A New Value Proposition

48-B. Revenue Opportunity: Primary Care Partnerships

49-B. Post COVID-19: Opportunities in the Home and Community

Monday, October 25, 2021

8:00 - 9:00 a.m. **50-C.** Using Philanthropy to Achieve Strategic Goals

51-C. A Single-Site's Transformation into an Integrated System of Services

3:00 - 4:00 p.m. **52-D.** Home Away from Home: Putting Down Roots in a Secondary Market

53-D. Re-Engineering Your Business Model Post-COVID

Tuesday, October 26, 2021

8:00 - 9:00 a.m. **54-E.** Planned Giving: The Key to Fund Development

55-E. Preserving the Nonprofit Legacy by Talking about Growth

3:00 - 4:00 p.m. **57-F.** Why Single-Site Life Plan Communities Continue to Thrive

Wednesday, October 27, 2021

12:00 - 1:00 p.m. **59-H.** Linking Planning and Design for a Community-Based NORC



MARKETING & CONSUMER BEHAVIOR

Sunday, October 24, 2021

3:00 - 4:00 p.m.	60-A. Reaching Older Renters: Digital Marketing Demystified	61-A. How to Incorporate Actuarial Analyses into Marketing Efforts
4:30 - 5:30 p.m.	62-B. Getting Started with Marketing Automation	63-B. Attract and Reassure Residents Through Storytelling

Monday, October 25, 2021

8:00 - 9:00 a.m.	64-C. Opening Doors to Aging Services: Understanding Public Perceptions of Our Field	
3:00 - 4:00 p.m.	65-D. Opening Doors to Aging Services: Introducing the Public to Our Field	

Tuesday, October 26, 2021

8:00 - 9:00 a.m.	66-E. Sharpening Your Brand to Attract Partners and Employees	67-E. Embracing Digital Marketing to Influence Occupancy
3:00 - 4:00 p.m.	68-F. Overcome Your Post-Pandemic Marketing Challenges	

Wednesday, October 27, 2021

10:30 - 11:30 a.m.	69-G. Milestone-Based Planning: Maximizing Results in Troubled Times	
12:00 - 1:00 p.m.	70-H. Predictive Analytics: Connecting Past Performance to Future Success	

OPERATIONS & PERFORMANCE IMPROVEMENT

Sunday, October 24, 2021

3:00 - 4:00 p.m.	71-A. Can Good Short-Term Decisions Become Bad Long-Term Decisions?	72-A. Using Data to Tell Your Story to Prospective Partners
4:30 - 5:30 p.m.	73-B. Using a Predictive Model to Transform Your Life Plan Community	

Monday, October 25, 2021

8:00 - 9:00 a.m.	75-C. Metrics that Matter: Using the Right Data to Drive Success	76-C. Lessons from the Home Health Value Based Purchasing Pilot
3:00 - 4:00 p.m.	78-D. Getting Paid: Skills for Negotiating Managed Care Contracts	

Tuesday, October 26, 2021

8:00 - 9:00 a.m.	79-E. Service Coordinators: A Lifeline for Older Residents	80-E. How Will Future Trends Impact Your Business Planning?
3:00 - 4:00 p.m.	81-F. Using PDPM to Thrive During and Beyond the Pandemic	82-F. After the Pandemic: Moving Forward by Looking Back

OPERATIONS & PERFORMANCE IMPROVEMENT (CONTINUED)

Wednesday, October 27, 2021

10:30 - 11:30 a.m. **83-G.** Managing Mobility: Transportation, Health, and Quality of Life

84-G. Infection Preventionists in Nursing Homes

12:00 - 1:00 p.m. **85-H.** Revitalize Your Community: Adopt an Entrepreneurial Spirit

86-H. Preserving Affordable Senior Housing: Is RAD Right for You?

PERSON-DIRECTED WELLBEING

Sunday, October 24, 2021

3:00 - 4:00 p.m. **87-A.** Rebuilding Person-Centered Dementia Care in a Pandemic

4:30 - 5:30 p.m. **89-B.** *ContinuWell*: A New Approach to Wellness

90-B. Humor and Resilience: Laughing While Living with Dementia

Monday, October 25, 2021

8:00 - 9:00 a.m. **91-C.** Creative Engagement in Congregate Settings

3:00 - 4:00 p.m. **93-D.** Dementia-Inclusive Communities: The Resident's Perspective

Tuesday, October 26, 2021

8:00 - 9:00 a.m. **95-E.** Strategies for Supporting Healthy Aging

96-E. Aligning Your Organization to Empower Residents

3:00 - 4:00 p.m. **97-F.** Yoga: It's Not Just for Residents Anymore

98-F. Bringing a Montessori Preschool to Senior Living

Wednesday, October 27, 2021

10:30 - 11:30 a.m. **100-G.** How to Prepare Older Adults for Aging Solo

12:00 - 1:00 p.m. **101-H.** Debunking the Myths about Resident-Directed Communities

POLICY, COMPLIANCE & LEGAL ISSUES

Sunday, October 24, 2021

3:00 - 4:00 p.m. **102-A.** HUD Physical Inspection Standards after COVID

4:30 - 5:30 p.m. **103-B.** Affordable Senior Housing Update

Monday, October 25, 2021

8:00 - 9:00 a.m. **104-C.** Policy Expert Panel

3:00 - 4:00 p.m. **105-D.** Life Plan and Assisted Living Policy Update

106-D. Skilled Nursing Policy Update

POLICY, COMPLIANCE & LEGAL ISSUES (CONTINUED)

Tuesday, October 26, 2021

8:00 - 9:00 a.m. **107-E.** Clearing the Regulatory Fog After COVID

3:00 - 4:00 p.m. **109-F.** A Bold Policy Vision for Long-Term Services and Supports

Wednesday, October 27, 2021

10:30 - 11:30 a.m. **111-G.** Employee Benefits: Legal and Regulatory Update

12:00 - 1:00 p.m. **112-H.** COVID-19 Liability Protections, Claims, and Defenses

WORKFORCE DEVELOPMENT

Sunday, October 24, 2021

3:00 - 4:00 p.m. **113-A.** How Paying a Living Wage Benefits Everyone

4:30 - 5:30 p.m. **114-B.** Engaging with the New CNA Workforce

115-B. Rapid Evaluation Teams: Supporting Caregivers and Recipients

Monday, October 25, 2021

8:00 - 9:00 a.m. **116-C.** Make Your Organization a Place Where People Want to Work

117-C. Offering Trauma Informed Care in Your Organization

3:00 - 4:00 p.m. **118-D.** Engaging and Strengthening the Workforce: What's Your Best Option?

119-D. Employee Retirement Readiness Benefits Everyone

Tuesday, October 26, 2021

8:00 - 9:00 a.m. **120-E.** Overcoming Social Distancing with Person-Centered Care

121-E. Job Resignation in Nursing Homes: Lessons from COVID-19

3:00 - 4:00 p.m. **122-F.** Supporting Team Members During Trying Times

123-F. Virtual Reality: Changing the Way Caregivers Learn

Wednesday, October 27, 2021

10:30 - 11:30 a.m. **124-G.** ReST: Addressing Moral Distress Through Peer Support

12:00 - 1:00 p.m. **126-H.** How to Ensure Safe Care for Seniors