



**2017 ADULT DAY SERVICES CONFERENCE**  
The Vinoy St. Petersburg Resort & Golf Club | St. Petersburg, Florida  
*Celebrating Diversity in Adult Day Services*

**SCHEDULE-IN-DETAIL**

Register early and save!

- EARLY BIRD rates end July 14
- REGULAR rates end September 8
- ON-SITE rates apply after September 8 – register on-site at the Conference

**Sunday, September 24, 2017**

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**Golf Fundraiser**

**7:30 AM – 3:00 PM**

**(SEPARATE FEE REQUIRED)**

**Second Annual NADSA Golf Classic**

Join us for the second annual NADSA Golf Classic! This fundraiser is open to all – you don't need to have experience golfing.... Just some interest, stamina, and a sense of humor! This year, we will be playing 18 holes at the beautiful Vinoy Golf Course, a par 71 course that "challenges serious golfers while providing an unforgettable round for casual players."

Spend an unforgettable day with your NADSA friends and business colleagues and raise money for NADSA as well!

Fee for this event covers roundtrip transportation from The Vinoy St. Petersburg hotel to the golf course, 18 holes, golf cart, light morning and mid-day snacks, and light lunch. Bring your own clubs, or rent for an additional \$40.

**Monday, September 25, 2017**

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**Registration Open**

**7:00 AM – 5:00 PM**

**Morning Workshops**

**9:00 AM – 12:00 PM**

**SELECT FROM 2 OPTIONS (SEPARATE FEE REQUIRED)**

AM WORKSHOP A | 9:00 AM – 12:00 PM (PART 1) | CEU: 3 HOURS

**Opening an Adult Day Center: From Start-Up to Success (Part 1)**

Starting an adult day center is no easy task. Keeping one going after it has launched is filled with challenges, too. Commitment to understanding the field, resources and partnerships in your community, the needs of the target markets, the financial picture and business knowledge are just the beginning. Give yourself the advantage you need to succeed by gathering insight from today's leading experts in Adult Day Services. Join us in this full-day workshop.

*Speaker/s:*

**Beth Meyer-Arnold, RN**, Principal/Owner, Cygnet Innovations Group LLC:

Overview and framework for opening an adult day center

**Lyn Geboy, PhD**, Principal/Owner, Cygnet Innovations Group, LLC:

A systems approach to developing your adult day center and Person-Centered Care in Practice

**Kathleen Kolenda, MA**, Regional VP, Los Angeles/Orange County, Easterseals Southern California:

Business planning and multiple site issues

**Amanda Sillars, MSW, LCSW**, CEO/President, Total ADHC Solutions, Inc.:

Policies, procedures and forms needed for Adult Day Services

**Chris Lecher-Powers**, Board of Directors, Florida Adult Day Services Association:

Collaborating with community partners to develop a day center

**Sharon Woodard Crawford**, Administrator, Woodard's Adult Health Center:

Opening the independent adult day center

## Monday, September 25, 2017

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### *Learning Objectives:*

- Attendees will be provided a business plan for opening an adult day center
- Attendees will learn a systems approach to developing a person-centered adult day service program
- Attendees will hear how good business planning supports multiple site expansion

AM WORKSHOP B | 9:00 AM – 12:00 PM | CEU: 3 HOURS

### ***Bridging Aging and Disability in ADS***

Like the general aging population, people with intellectual disabilities (I/DD) are facing a demographic shift. Providers must be prepared to welcome and support people with I/DD and their families into later life. ADS is well positioned to do this! There are benefits and considerations when bridging aging and disability in ADS. What does this mean for program and service design? How can a person-centered approach lead to a truly inclusive program? What new partnerships are necessary? Presenters will share approaches, models, tools and strategies.

### *Speaker/s:*

**Lisa Peters-Beumer, MPH**, Board Chair, NADSA

### *Panelists:*

**Kathleen Kolenda, MA**, Regional VP, Los Angeles/Orange County, Easterseals Southern California

**Mandy Speakman, MS**, Program Director, Easterseals Southern California, Cerritos

**Kathryn Pears, MPPM**, Principal, Dementia Care Strategies

### *Learning Objectives:*

Attendees will be able to describe an inclusive, or blended model program:

- Identify 3 considerations when developing a blended model program
- List a minimum of 2 health risks experienced by people aging with disabilities
- Identify 2 new community partners to support a blended model program

## Morning Site Visits

9:00 AM – 12:00 PM (*Meet in The Vinoy lobby by 8:45 AM*)

### **SELECT FROM 3 OPTIONS (SEPARATE FEE REQUIRED)**

AM SITE VISIT A | 9:00 AM – 12:00 PM | CEU: 1.5 HOURS (EXCLUDES TRAVEL TIME)

### ***Maria's Adult Day Center (Seminole)***

CEO/owner Maria Winer's enthusiasm, creativity and thoughtfulness will be evident as she shares marketing strategies including her work with caregiver education and community partnerships. Maria will discuss specific strategies she has used to establish Seminole as Florida's first "Purple City" (a "Purple City" is a public-private civic initiative for increasing dementia awareness among citizens and dementia capability among businesses, local government agencies, first responders, non-profits, health care providers, faith-based communities, and other stakeholders). Maria will talk about advocacy work with businesses that has helped promote awareness of Adult Day Services in Seminole. A for-profit, private pay operation open for just four years, Maria was encouraged by a local hospital to open another center. This storefront location features an inviting, person-centered and economical design. This center is 15 miles from the hotel; the estimated drive time for site visit is 45 min during rush hour.

### *Speaker/s:*

**Maria Winer**, CEO/Owner, Maria's Adult Day Center

### *Learning Objectives:*

- To understand important marketing strategies needed to open your center
- To understand the importance of community work to the success of your adult day center business
- To understand the importance of the educating and maintaining wellness of the caregivers through the vehicle of a Caregivers Annual Educational Conference

AM SITE VISIT B | 9:00 AM – 12:00 PM | CEU: 1.5 HOURS (EXCLUDES TRAVEL TIME)

### ***Suncoast PACE Site (Pinellas Park)***

The Program of All-Inclusive Care for the Elderly (PACE) is sponsored by Empath Health, which is our Hospice provider for our area and provides comprehensive medical and social services to a varied elderly population, most of whom are dually eligible for Medicare and Medicaid benefits. An interdisciplinary team of health professionals provides coordinated care to PACE participants, both at the adult day center and at home. The PACE model of care is an established Medicare provider, which enables states to provide PACE services to Medicaid beneficiaries as a state option. Elaine Jensen, who was involved in the start-up of the program, will describe the program and details about the benefits, staffing and administration needed, services provided, enrollment and financing. This center is 15 miles from the hotel; the estimated drive time for site visit is 45 min during rush hour.

## Monday, September 25, 2017

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*Speaker/s:*

**Elaine Jensen**, Board Member, Florida Adult Day Services Association

*Learning Objectives:*

- To understand how to qualify for the PACE program and how it is different from the Adult Day Services as we normally think of it
- To understand the unique requirements of a Federal/State sponsored and funded program, in both its development and implementation
- To understand the magnitude of the comprehensive services offered which includes Adult Day Services, as well as medical and social services

AM SITE VISIT C | 9:00 AM – 12:00 PM | CEU: 1.5 HOURS (EXCLUDES TRAVEL TIME)

### **Sea Breeze Adult Day Center (St. Petersburg)**

After 22 years in the banking industry, CEO/Owner Natalie Lemke chose a new path. Referencing the adult day-specific planning and design guidelines manual, *Designing A Better Day* to start up and remodel an office building into a functional center. Natalie will share her start-up experiences including finding a site, building out the spaces (i.e., laying the 3000+ sq. ft. floor by herself), developing business relationships (i.e., contracting with Boston Market for food service), and start-to-finish, licensing and opening her day center in less than a year. Hear why she hired a consultant and made the decision to purchase the building. Natalie will share her successes and lessons learned. Sea Breeze's growing program, in operation since March 2017, is licensed for 54 per day. This center is 6 miles from the hotel; the estimated drive time for site visit is 15 min during rush hour.

*Speaker/s:*

**Natalie Lemke**, CEO/Owner, Sea Breeze Adult Day Center

*Learning Objectives:*

- The importance of creating a realistic business plan for any new ADC or major re-model of an existing center including the pros and cons of buying vs. leasing
- How to design a center that incorporates person-centered design concepts, while also meeting all the regulatory requirements (building code, fire code, AHCA and Health Department)
- The importance of keeping a "business hat" on at all times even when we are focused on improving the lives of our clients and their caregivers. The sustainability of a center is greatly dependent on the quality of services and how the center is managed (both operationally and financially)

### **Lunch**

**12:00 PM – 2:00 PM**

Lunch On Your Own

### **Afternoon Workshops**

**2:00 PM – 5:00 PM**

**SELECT FROM 2 OPTIONS (SEPARATE FEE REQUIRED)**

PM WORKSHOP C | 2:00 PM – 5:00 PM | CEU: 3 HOURS

### **Opening an Adult Day Center: From Start-Up to Success (Part 2)**

*(This is the second part of the full day workshop.)*

*Speaker/s:*

**Beth Meyer-Arnold, RN**, Principal/Owner, Cygnet Innovations Group LLC:

Overview and framework for opening an adult day center

**Lyn Geboy, PhD**, Principal/Owner, Cygnet Innovations Group, LLC:

A systems approach to developing your adult day center and Person-Centered Care in Practice

**Kathleen Kolenda, MA**, Regional VP, Los Angeles/Orange County, Easterseals Southern California:

Business planning and multiple site issues

**Amanda Sillars, MSW, LCSW**, CEO/President, Total ADHC Solutions, Inc.:

Policies, procedures and forms needed for Adult Day Services

**Chris Lecher-Powers**, Board of Directors, Florida Adult Day Services Association:

Collaborating with community partners to develop a day center

**Sharon Woodard Crawford**, Administrator, Woodard's Adult Health Center:

Opening the independent adult day center

*Learning Objectives:*

- Attendees will be provided a ground work of policies, procedures and forms needed for Adult Day Services
- Attendees will learn how collaboration and partnerships are essential to community building from a leader in national and state Adult Day Services associations
- Attendees will hear lessons learned and successes celebrated from an independent Adult Day Center owner

## Monday, September 25, 2017

PM WORKSHOP D | 2:00 PM – 5:00 PM | CEU: 3 HOURS

### **Marketing and Service Diversification to Grow Profitability**

Join us for an afternoon with successful center leadership to hear about developing a marketing plan and materials, communicating with your stakeholders, successful sales calls, identifying potential referral sources, increasing referrals and promoting your programs in community partnerships. As an aging and disability service we are often faced with dwindling Federal funding. This session will provide opportunities for how to make your organization stand out among the rest. We will provide best practices in successful marketing and fundraising strategies.

*Speaker/s:*

**Christi Clark**, Director of Education & Outreach Services, Insight Memory Care Center

**Joel Bednoski, BA, HSA**, Executive Director, Insight Memory Care Center

**Julie Juarez-Ceja**, Community Liaison & Educator, Alzheimer's Disease Association of Kern County

*Learning Objectives:*

- Learn how to create a successful Marketing Action Plan and marketing materials
- Increase awareness of how to establish community visibility and tell your story
- Obtain a better understanding of how to diversify your funding sources and build community partnerships

### **Afternoon Site Visits**

**2:00 PM – 5:00 PM** (Meet in The Vinoy lobby by 1:45 PM)

#### **SELECT FROM 3 OPTIONS (SEPARATE FEE REQUIRED)**

PM SITE VISIT D | 2:00 PM – 5:00 PM | CEU: 1.5 HOURS (EXCLUDES TRAVEL TIME)

#### **Maria's Adult Day Center (Seminole)**

CEO/owner Maria Winer's enthusiasm, creativity and thoughtfulness will be evident as she shares marketing strategies including her work with caregiver education and community partnerships. Maria will discuss specific strategies she has used to establish Seminole as Florida's first "Purple City" (a "Purple City" is a public-private civic initiative for increasing dementia awareness among citizens and dementia capability among businesses, local government agencies, first responders, non-profits, health care providers, faith-based communities, and other stakeholders). Maria will talk about advocacy work with businesses that has helped promote awareness of Adult Day Services in Seminole. A for-profit, private pay operation open for just four years, Maria was encouraged by a local hospital to open another center. This storefront location features an inviting, person centered and economical design. This center is 15 miles from the hotel; the estimated drive time for site visit is 45 min during rush hour.

*Speaker/s:*

**Maria Winer**, CEO/Owner, Maria's Adult Day Center

*Learning Objectives:*

- To understand important marketing strategies needed to open your center
- To understand the importance of community work to the success of your adult day center business
- To understand the importance of the educating and maintaining wellness of the caregivers through the vehicle of a Caregivers Annual Educational Conference

PM SITE VISIT E | 2:00 PM – 5:00 PM | CEU: 1.5 HOURS (EXCLUDES TRAVEL TIME)

#### **Hillsborough County Phyllis Busansky Adult Day Services Center (Tampa)**

The Phyllis H. Busansky Adult Day Services Center is a designated center in the state of Florida receiving state funding as a "model adult day care." The purpose of a model day care program is to provide holistic service delivery to persons with Alzheimer's disease or related memory disorders, linkage with memory disorder clinics for research and diagnosis, and training for health care and social service personnel. This center has a unique perspective on the challenges and advantages of functioning in a governmental system. The site visit will provide NADSA members with a glimpse into the diversity of funding, services, opportunities and challenges involved in a government-operated adult day care. Phyllis H. Busansky Adult Day Services Center is 20 miles from the hotel; the estimated drive time for site visit is 45-50 min during rush hour.

*Speaker/s:*

**Anika Coney, Manager Adult Day Services, Hillsborough County Department of Aging Services**

**Remona Singleton, Center Manager, Phyllis H. Busansky Adult Day Services Center**

*Learning Objectives:*

- Learn about a state funded model day care program
- Discuss Hillsborough County Department of Aging Services' continuum of services and care program model
- Discuss the components and best practices of an adult day care operated by local government

## Monday, September 25, 2017

PM SITE VISIT F | 2:00 PM – 5:00 PM | CEU: 1.5 HOURS (EXCLUDES TRAVEL TIME)

### **Sea Breeze Adult Day Center (St. Petersburg)**

After 22 years in the banking industry, CEO/Owner Natalie Lemke chose a new path. Referencing the adult day-specific planning and design guidelines manual, *Designing A Better Day* to start up and remodel an office building into a functional center. Natalie will share her start-up experiences including finding a site, building out the spaces (i.e., laying the 3000+ sq. ft. floor by herself), developing business relationships (i.e., contracting with Boston Market for food service), and start-to-finish, licensing and opening her day center in less than a year. Hear why she hired a consultant and made the decision to purchase the building. Natalie will share her successes and lessons learned. Sea Breeze's growing program, in operation since March 2017, is licensed for 54 per day. This center is 6 miles from the hotel; the estimated drive time for site visit is 15 min during rush hour.

*Speaker/s:*

**Natalie Lemke**, CEO/Owner, Sea Breeze Adult Day Center

*Learning Objectives:*

- The importance of creating a realistic business plan for any new ADC or major re-model of an existing center including the pros and cons of buying vs. leasing
- How to design a center that incorporates person-centered design concepts, while also meeting all the regulatory requirements (building code, fire code, AHCA and Health Department)
- The importance of keeping a "business hat" on at all times even when we are focused on improving the lives of our clients and their caregivers. The sustainability of a center is greatly dependent on the quality of services and how the center is managed (both operationally and financially)

### **Exhibits Set-up**

**3:00 PM – 5:00 PM**

### **Grand Opening Reception and Silent Auction**

**6:00 PM – 8:00 PM**

(SEPARATE FEE REQUIRED)

Join us for this truly GRAND Opening Reception. Come see the winning photos from NADSA's first photo contest, bid on our "must-have" Silent Auction items, and try your luck at bidding on one of the state-sponsored Gift Baskets filled with that state's specialty items. To donate a Silent Auction item and/or Gift Basket, please contact NADSA at [director@nadsa.org](mailto:director@nadsa.org).

Fee for this event covers appetizers, one drink ticket good for your choice of beer, wine or soft drink, and lots of fun!

## Tuesday, September 26, 2017

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### **Registration Open**

**7:00 AM – 5:00 PM**

### **Exhibits Set-up**

**7:00 AM – 7:30 AM**

### **Exhibits Open**

**7:30 AM – 5:00 PM**

### **Breakfast**

**7:30 AM – 8:00 AM**

### **NADSA Annual Meeting**

**8:00 AM – 8:30 AM**

#### ***Annual Report to the Membership***

Join your NADSA leadership team for this update on the Association's key accomplishments in 2017, and important initiatives for the year ahead.

*Speaker/s:*

**Lisa Peters-Beumer, MPH**, Board Chair, NADSA

**Joel Bednoski, BA, HSA**, Executive Director, Insight Memory Care Center

**Corinne Jan, RN, PHN**, Executive Director, Family Bridges

**Tuesday, September 26, 2017**

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## General Session

**8:30 AM – 9:30 AM**

KEYNOTE 1 | 8:30 AM – 9:30 AM | CEU: 1 HOUR

### ***Growing Up & Growing Older Together: A Love Story***



Sr. Edna Lonergan shares the heartwarming story of how the small adult day program she founded grew into a multigenerational center, serving all ages and abilities under one caring roof. Hear how children as young as 6 weeks old and adults aged 90+ benefit from spending the day together. Learn how everything from building design to carefully planned shared activities make intergenerational magic happen!

*Speaker/s:*

**Sr. Edna Lonergan, OSE**, Founder and President, St. Ann's Center for Intergenerational Care

*Learning Objectives:*

- Learn: the definition and structure of an intergenerational day services program
- Understand: the unique benefits and challenges of providing quality day programs for both children and adults in a shared site
- Decide if intergenerational day services are needed in your community and if it's feasible for you to provide them

## Break & Exhibit Viewing

**9:30 AM – 10:00 AM**

Visit the exhibits to learn about products and services designed for Adult Day Services providers and participants. Plus, there will be give-a-ways, but you must be present to win!

## Education Sessions / Sponsored Product Demonstration

**10:00 AM – 11:00 AM**

**SELECT FROM 4 OPTIONS**

SPONSORED DEMONSTRATION 1 | 10:00 AM – 11:00 AM | (NO CEUS FOR SPONSORED DEMO)

### ***Sharpen Your Senses: Attainment Company Product Demo***

This workshop will provide participants with unique ways to increase the use of all five senses. The value of each sense will be explored in its relationship to memory. In addition, assistive technology tools to help support individuals within their adult day center will be incorporated in each area. Information will be valuable for seniors with or without memory impairments. A variety of handouts and a resource list will allow participants to use information gained immediately in their diverse settings. While the emphasis will be placed on Adults, a couple of intergenerational activity ideas may be incorporated.

*Speaker/s:*

**Joni Nygard, MS, SLP**, Vice President, Attainment Company

EDUCATION SESSION 1 | 10:00 AM – 11:00 AM | CEU: 1 HOUR

### ***Bridging the Gap – Understanding Cultural Differences and Implementing Effective Inclusive Strategies***

Incorporating our experiences and using the core concepts of Cultural Brokers a model developed at Georgetown University and the Steven Thomas of University of Maryland's Health Equity Model. We combined components that were relative to our community to create a culturally tailored outreach and education model that expands beyond race and ethnicity, but recognizes cultural values and differences to be inclusive of one's life experiences, education, trainings, backgrounds, economic status and other social norms that impact our decision-making capacity. This includes patients, providers' community based agencies, long-term care facilities, and other stakeholders and constituents. In addition, we developed a diverse integrated community advisory board of community leaders, health care professionals and community based organizations to provide quasi leadership and make recommendations for program developments.

*Speaker/s:*

**Gina Green-Harris, MBA**, Director, Regional Milwaukee Office, Wisconsin Alzheimer's Institute

*Learning Objectives:*

- Participants will have a clearer understanding about the impact of cultural differences on how we care for our patients and families
- Participants will gain an appreciation of how cultural bias impacts how we provide and develop our services and programs and how we can overcome those barriers
- Participants engage in skill building activities for a hands-on experience so upon returning to their employment they can use the skills they learned in their work place

## Tuesday, September 26, 2017

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EDUCATION SESSION 2 | 10:00 AM – 11:00 AM | CEU: 1 HOUR

### **Adults with IDD Aging into Dementia – Best Practices for Adult Day Centers**

The Southern Maine Agency on Aging (SMAA) operates two new, state-of-the-art Adult Day Centers (ADC) in southern Maine that offer therapeutic support and programming for older adults with dementia, adults with intellectual and developmental disabilities (IDD) who are aging into dementia, and extensive support for caregivers. SMAA will share its successes and challenges to integrating ADC members with IDD into its programming, and outline specific supplemental programs and direct care staff trainings that can be used to enhance the experience of members and families at ADC's.

*Speaker/s:*

**Katlyn Blackstone, MS**, Chief Program Officer, Southern Maine Agency on Aging

*Learning Objectives:*

- Best practices for person and family-centered Adult Day Center programming for older adults with dementia and individuals with IDD who are aging into dementia
- Challenges to integration of individuals with IDD into the Adult Day Center setting, and strategies/solutions to meeting those challenges including training for direct care staff focused on individuals with IDD
- Enhancing Adult Day Center programming using structured interventions, ongoing education, and support of family caregivers

EDUCATION SESSION 3 | 10:00 AM – 11:00 AM | CEU: 1 HOUR

### **The Current State of Research on Adult Day Services: Diversity in Participants, Services and Outcomes**

Adult Day Services (ADS) provide a broad range of programs and interventions to address the diverse needs of participants and caregivers. As the scientific literature continues to grow, researchers have found that ADS can have a positive impact across many domains of well-being. We are also beginning to learn about the role that ADS can have in reducing healthcare utilization. In this session, we will report on the current state of research on ADS. We will conclude by identifying future avenues for research and projecting the future for ADS in an increasingly diverse world.

*Speaker/s:*

**Keith Anderson, PhD, MSW**, Associate Professor, School of Social Work, University of Montana

*Learning Objectives:*

- Gain a better understanding of the current state of our research knowledge on Adult Day Services
- Be aware of what we have yet to learn about the impact of Adult Day Services
- can envision future topics and trajectories for research on Adult Day Services

## **Break & Exhibit Viewing**

**11:00 AM – 11:30 AM**

Visit the exhibits to learn about products and services designed for Adult Day Services providers and participants. Plus, there will be give-a-ways, but you must be present to win!

## **Lunch**

**11:30 AM – 12:30 PM**

## **Awards Presentation**

**12:30 PM – 1:00 PM**

Join us as we recognize excellence in the support and delivery of Adult Day Services with presentation of NADSA's Adult Day Center Award and Direct Care Worker Award.

## **Break & Exhibit Viewing**

**1:00 PM – 1:30 PM**

Visit the exhibits to learn about products and services designed for Adult Day Services providers and participants. Plus, there will be give-a-ways, but you must be present to win!



## **Education Sessions**

**1:30 PM – 2:45 PM**

**SELECT FROM 4 OPTIONS**

EDUCATION SESSION 4 | 1:30 PM – 2:45 PM | CEU: 1.25 HOURS

### ***Death and Sex: Taboo Topics Among Asian Pacific Islanders – How Does This Affect Care?***

This session is designed to understand the challenges involved in caring for Asian Pacific Islanders (API) who consider it taboo to speak about or problem solve over death and sex. Complications involved in providing appropriate and effective care are heightened when these participants or their caregivers will not communicate freely about either subject. We will describe the cultural nuances that cause this dilemma and explore ways to respect these differences while at the same time creating better synergy of care and communication between participant and provider.

*Speaker/s:*

**Corinne Jan, RN, PHN**, Executive Director, Family Bridges

*Learning Objectives:*

- To provide foundational principles of cultural sensitivity as it relates to healthcare provision
- To understand how cultural differences relate to healthcare disparities in this population
- To explore the cultural concepts perceived by the API population related to the subjects of death and dying, and sex, identify barriers to care and ways to provide adequate health and social services while respecting the person's beliefs

EDUCATION SESSIONS 5 | 1:30 PM – 2:45 PM | CEU: 1.25 HOURS

### ***Person-Centered Planning: The Federal Requirements for Person-Centered Care in HCBS Settings***

Providing person-centered care in HCBS settings is no longer a choice for centers receiving funds through an HCBS waiver. These centers must now comply with multiple, detailed and complicated Federal Person-Centered Planning Regulations. In this course, attendees will learn what these requirements are, and a system to implement them in the center, both clinically and programmatically. This will be accomplished by breaking them down into manageable categories, and providing concrete examples of how to meet the requirements in an Adult Day Center. One of the categories that will be discussed is "Cultural Considerations," which ensures that centers consider and provide for the diversity of their participants, including cultural backgrounds, preferences, accessibility and language.

*Speaker/s:*

**Amanda Sillars, MSW, LCSW**, CEO/President, Total ADHC Solutions, Inc

*Learning Objectives:*

- Understand Federal Person-Centered Planning Regulations required for all centers under the HCBS waiver
- The distinction between person-centered planning requirements and person-centered care
- How to integrate Person-Centered Planning regulations into center systems, including assessments, care planning and timing of documentation

EDUCATION SESSION 6 | 1:30 PM – 2:45 PM | CEU: 1.25 HOURS

### ***Diverse Documentation: Care Plans, Progress Notes & More***

This is an interactive session that explores how patients' diverse demographics help to shape their individualized care plans. Whether it is a medical model, social model, or a combination of the two, effective documentation (e.g., person-centered progress notes) helps to show the unique benefit of ADS. With the advent of Value-Based Purchasing Models and Public Reporting Tools, such as Home Health Compare, Hospice Compare, Hospital Compare, etc. – all CMS initiatives – more focus is being placed on the quality (rather than the quantity) of care provided to Medicaid/Medicare beneficiaries. During this forward-thinking session, useful documentation tools and practical ideas will be shared that will enhance any ADS program striving for excellence.

*Speaker/s:*

**Kentrell Liddell, MD**, VP of Quality Management, Mid-Delta Health Systems/Total Health Care Services

*Learning Objectives:*

- To create an effective individualized care plan based on a client's diverse demographics and ADS needs
- To document progress toward care plan goals in daily vs weekly vs monthly progress notes
- To record a comprehensive Client Summary, including assessment of functional capacity, upon discharge or transfer

EDUCATION SESSION 7 | 1:30 PM – 2:45 PM | CEU: 1.25 HOURS

### ***Utilizing Students to Build a More LGBTQ Inclusive Environment in ADS – Adult Life Program's Path to Success***

Students and Faculty from Lenoir Rhyne University partnered with Adult Life Programs to create a student led formal proposal based on evidence and research informed models to guide Adult Life Programs in providing services to the LGBTQ population in a safe, therapeutic and supportive manner. This session walks you through that proposal, implementation, and obstacles encountered.



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*Speaker/s:*

**Mark Bumgarner, MS**, Executive Director, Adult Life Programs

*Learning Objectives:*

- Attendees will understand the importance of partnership with higher learning institutions and students for service based learning in creating and implementing programming for minority communities, in particular the LGBTQ community
- Attendees will learn of key elements in introducing and sustaining programming geared to minority communities, in particular the LGBTQ community
- Attendees will learn how to replicate this model to their needs and specialized populations

### Break & Exhibit Viewing

**2:45 PM – 3:15 PM**

Visit the exhibits to learn about products and services designed for Adult Day Services providers and participants. Plus, there will be give-a-ways, but you must be present to win!

### Education Sessions

**3:15 PM – 4:30 PM**

**SELECT FROM 5 OPTIONS**

EDUCATION SESSION 8 | 3:15 PM – 4:30 PM | CEU: 1.25 HOURS

#### ***Diversity in Team Perspectives: The Roots of Person-Centered Culture***

As the field continues to shift toward best practices in Person-Centered Culture, many are still asking how to create this foundation within our teams. This session will explore one strategy toward Person-Centered transformation that starts from the ground up. The team members are the roots of a Person-Centered Culture. Exploring and understanding their diverse perspectives, and learning how to cultivate and expand their Person-Centered attitudes and behaviors is essential for sustained growth. In addition to the strategy, personal experiences from front line staff will be shared to provide further insight into the process of culture change.

*Speaker/s:*

**Amber Carey-Navarrete, BA (expected)**, Training & Consulting Director, Easterseals Southern California

*Learning Objectives:*

- Attendees will learn techniques on how to build and support a Person-Centered team that is diverse, innovative, and transformative
- Attendees will not only deepen their understanding of Person-Centered concepts, but of the transformation process itself
- Attendees will leave with practical ideas that can be adapted and implemented within any team

EDUCATION SESSION 9 | 3:15 PM – 4:30 PM | CEU: 1.25 HOURS

#### ***Marketing to Different Generations***

When it comes to your marketing efforts, it's more important than ever to communicate effectively with people from different generations. With Millennials, Baby Boomers, and everything in-between in the marketplace, your audience is likely filled with people from an increasingly wide range of ages. Join us for an informative discussion where we'll explore the unique ways each generation approaches the world, and how to adopt a marketing approach that resonates with each demographic.

*Speaker/s:*

**Emily D. Tisdale, MEd**, Founder & Principal Consultant, Recourse Resource Consulting

*Learning Objectives:*

- To identify the four generations that are in the marketplace
- To learn the unique ways each generation approaches the world
- To understand the key communication and marketing approaches that make the most impact on each generation

EDUCATION SESSION 10 | 3:15 PM – 4:30 PM | CEU: 1.25 HOURS

#### ***Top Operational, Financial and Performance Measures to Support Diversity***

Explore operations, finance, and performance measurement together for a comprehensive, meaningful education program that examines case examples of specific challenges leading ADS providers are facing related to marketing, budgeting, serving a complex population, and strategically positioning your ADS program for continued success. Participate in this interactive session by identifying, for each case example, the top challenges ADS providers are facing, the data necessary to address the challenges, the outstanding questions to answer, and explore best practices in using operational, financial and performance measures to tackle the challenges.

*Speaker/s:*

**Susanne Matthiesen, MBA**, Managing Director of Aging Services, CARF

*Learning Objectives:*

- Review essential operational, financial and performance measures and how to track them
- Explore case examples of how some leading NADSA members are using measures in response to strategic challenges
- Explore best practices in operational, financial and performance measurement and how you can use them in your program

## Tuesday, September 26, 2017

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EDUCATION SESSION 11 | 3:15 PM – 4:30 PM | CEU: 1.25 HOURS

### **Advocacy for 2017 and Beyond!**

As Adult Day providers face dwindling government and market resources, combined with increasing competition for these resources, they need to learn, understand and practice specific components and procedures to effectively conduct public policy advocacy on behalf of their client consumers and the critical services providers offer to them. Failure to do so will likely result in a losing struggle for opportunity as competitor alternatives arise. The components, dynamics, methodologies, techniques, and tips presented have been developed, tested, and assembled by the speaker as the most effective approaches for public policy advocacy throughout his 48-year career working with and in government.

*Speaker/s:*

**Sen. Roy C. Afflerbach, Ret.**, Public Policy Advisor to NADSA, The Afflerbach Group, LLC

*Learning Objectives:*

- Participants will learn principal components for preparing an effective public policy advocacy plan
- Participants will learn methodologies and dynamics for implementing a public policy advocacy plan
- Participants will learn techniques for building community support for public policy initiatives

EDUCATION SESSION 12 | 3:15 PM – 4:30 PM | CEU: 1.25 HOURS

### **Let's Jam! Fostering Culturally-Centered Musical Expression**

Culturally-based, experiential music activities are presented having direct application to adult day care. Activities will support those with a lifetime of music experiences personally and culturally felt, and to foster attention, enjoyment, and mutual respect for music-cultures unknown. Attendees will participate with introductory music skills across listening, moving, playing and singing. Attention is given to how music elements combine and vary according to distinct cultural styles. Behavioral outcomes associated with sensory engagement and psycho-social interaction are highlighted according to what to expect as culturally-derived music expression unfolds. Supplemental materials will be used in support of activities presented, including A/V resources.

*Speaker/s:*

**Michael Rohrbacher, PhD, MT-BC**, Head of Music Therapy, Florida Gulf Coast University

*Learning Objectives:*

- Attendees will demonstrate introductory music skills associated with culturally-diverse musical expression applicable to adult day care environments
- Attendees will apply culturally-based mediating conditions intended to promote sensory and psycho-social responses as musical expression is underway
- Attendees will identify attributes of culturally derived musical expression to foster a sense of wellness for all engaged, including staff, volunteers, family members, and especially, those served

## **Break & Exhibit Viewing**

**4:30 PM – 4:45 PM**

Visit the exhibits to learn about products and services designed for Adult Day Services providers and participants. Plus, there will be give-a-ways, but you must be present to win!

## **Meeting**

**4:45 PM – 6:15 PM**

STATE ASSOCIATION MEETING | 4:45 PM – 6:15 PM | CEU: 1.5 HOURS

### **Transition of Leadership: Key Elements and Lessons Learned**

The transition of leadership can be a challenging task and often a pivotal time in a non-profit Adult Day Care Center's history. As the CEO who was the leader "moving in" in such a transition, I have a unique perspective on what we did that worked well and a few things that could have been done differently. Ultimately, this is not just a retirement of one person who is passing the torch, it is an intentional, thoughtful relay of information to protect and continue the mission and vision of a non-profit Center.

*Speaker/s:*

**Amy Bodman, MBA**, CEO, Circle Center Adult Day Services

*Learning Objectives:*

- Transition of leadership: what systems need to stay and what should go? An outline to consider
- Learn from my experience: a detailed description of transitional steps during the retirement of the 35-year veteran CEO to the new kid on the block
- Why it is important: What a seamless transition means to participants, families, staff and donors

**Registration Open**

**7:00 AM – 2:00 PM**

**Breakfast**

**7:30 AM – 8:00 AM**

**Exhibits Open**

**7:30 AM – 1:00 PM**

**General Session**

**8:00 AM – 9:30 AM**

ADVOCACY UPDATE | 8:00 AM – 8:30 AM

**NADSA Advocacy Update**

Come hear about the latest developments at the Federal level that could impact your Adult Day Services center and participants.

*Speaker/s:*

**Sen. Roy C. Afflerbach, Ret.**, Public Policy Advisor to NADSA, The Afflerbach Group, LLC

KEYNOTE 2 | 8:30 AM – 9:30 AM | CEU: 1 HOUR

**Bridging the Diversity Gap: The Role of Technology**



This keynote will discuss the potential role of technology in helping vulnerable older adult populations have access to needed care and services. Additional topics that will be discussed include: disparities in technology access and use; barriers to access and needed strategies to overcome these barriers.

*Speaker/s:*

**Sarah Czaja, PhD**, Leonard M. Miller Professor, Department of Psychiatry and Behavioral Sciences, and Director, Center on Aging, University of Miami Miller School of Medicine

*Learning Objectives:*

- Understand the potential role of technology in enhancing the ability of diverse older adult populations to access needed care and services
- Understand current barriers to meaningful technology access
- Understand needed strategies and programs to overcome existing challenges and barriers

**Break & Exhibit Viewing**

**9:30 AM – 10:00 AM**

Visit the exhibits to learn about products and services designed for Adult Day Services providers and participants. Plus, there will be give-a-ways, but you must be present to win!

**Education Session / Sponsored Demonstration**

**10:00 AM – 11:00 AM**

**SELECT FROM 4 OPTIONS**

SPONSORED DEMONSTRATION 2 | 10:00 AM – 11:00 AM | (NO CEUS FOR SPONSORED DEMO)

**The Fun Theory: Addressing Choice and Diversity Through Engagement Technology**

Professionals in the aging space are looking to improve quality of life and clinical outcomes for the older adults in their care. Person-centered engagement technology provides activity and rehab professionals with opportunities to engage and care for older adults undergoing physical and cognitive decline by focusing on their strengths and interests and encouraging creativity, self-expression and continued personal development. Technology that is fun for older adults to use allows professional caregivers to embrace the belief that well-being encompasses all the dimensions of personhood—mind, body and spirit.

*Speaker/s:*

**Juliet Kerlin, MA**, Director of Research and Program Partnership, It's Never 2 Late

EDUCATION SESSION 13 | 10:00 AM – 11:00 AM | CEU: 1 HOUR

**Innovative Peer Support Programming for Adult Day Services**

A growing body of research documents the effectiveness of peer support groups for building diversity competence and reducing social isolation. Though common in the community, these groups are rare within Adult Day Services and residential care. Presenters will describe an innovative approach, now being used by over 600 organizations, that provides a standardized framework to foster emotional engagement and peer support among seniors. The session will include a program demonstration, video and interactive

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discussions, along with implementation processes and research results. Attendees will leave with a takeaway strategy and handouts on how to increase diversity competence and reduce social isolation.

*Speaker/s:*

**Kristine Theurer, PhD (candidate)**, Founder, JAVA Group Programs

*Learning Objectives:*

- Attendees will be able to define the theoretical foundations and research surrounding peer support as an approach to embracing diversity and reducing social isolation among those attending Adult Day Services
- Attendees will be able to experience and evaluate a live demonstration of a peer support group program
- Attendees will learn how to build peer support within Adult Day Services and leave with a takeaway strategy and handouts on how to increase diversity competence and social inclusion

EDUCATION SESSION 14 | 10:00 AM – 11:00 AM | CEU: 1 HOUR

### Technology in ADS 101: Video Streaming and Bringing the World to Your Center

The internet opens an amazing source of content for Adult Day Centers to use with clients individually or in group settings. This hands-on session will cover the basics of how to set up your big screen TV to stream and play content using a variety of different options including a computer, smart TV, Chromecast, iPad to Apple TV, Roku, Wii gaming system, and media player. We will share a variety of resources for gaining access to content, and ways to display content using media players. Mike will share real life uses within his centers and we will invite the audience to share some of their favorite websites and applications in their centers as well as engage in a group discussion.

*Speaker/s:*

**Kathy Levac, MS**, Owner, Relaxed and Alert

**Mike Hardee**, Activity Director, Total Life Centers

*Learning Objectives:*

- Participants will be able to identify VGA, DVI, and HDMI inputs and cables
- Participants will be able to demonstrate how to hook up a TV to two streaming device sources
- Participants will be able to demonstrate how to navigate to two content sources and describe how they would use them in programming

EDUCATION SESSION 15 | 10:00 AM – 11:00 AM | CEU: 1 HOUR

### Resistance to Change? Motivating a Diverse Workforce to Love Change

You are excited, enthusiastic and ready to implement all of the ideas, practices, and resources shared at the NADSA conference at your center. However, your excitement quickly changes to frustration because you are met with mixed reactions from your employees ranging from resistance and conflict to confusion and silence at the mere mention of doing something different. Sound familiar? This session offers insight into the power of self-motivation and strategies to motivate a diverse workforce including the seasoned, and the inexperienced employee, as well as multi-generational employees, and get everyone excited about change.

*Speaker/s:*

**Susan Neustrom, EdD**, Executive Director, Community Adult Day Center

*Learning Objectives:*

- Identify and satisfy individual employee needs to fuel self-motivation
- Develop a work environment that promotes motivation and continuous change
- Incorporate five simple strategies to enhance employee motivation leading to an effective and successful change

EDUCATION SESSION 16 | 10:00 AM – 11:00 AM | CEU: 1 HOUR

### Establishing an Adult Day Services Center on Tribal Land: Navigating Sovereignty Issues

Due to the sovereignty status of tribal nations in the United States, establishing a state-licensed adult day services center on tribal land can present obstacles in meeting state licensure requirements. State licensing requires official inspections by the state fire marshal, and the state health inspector, whose agencies have no jurisdiction on tribal lands. Learn what is required to establish an official visit by agencies to develop services for Minnesota Chippewa Tribe members and how this partnership provided needed services for elderly and disabled persons on Tribal Land.

*Speaker/s:*

**George Goggeley**, Human Services Director, Minnesota Chippewa Tribe

**Alyssa Leecy**, Adult Day Services Provider Minnesota Chippewa Tribe

*Learning Objectives:*

- Participants will become familiar with some components of the Tribes culture and tribal sovereignty.
- Participants will learn how the unique status that is shared by the six tribal nations under the Minnesota Chippewa Tribe (MCT) affects services for older adults.
- Participants will learn how the MCT was able to work with tribal, local, county and state governments to build and operate the Adult Day Service Center located on Tribal Land.

### Break & Exhibit Viewing

11:00 AM – 11:30 AM

Visit the exhibits to learn about products and services designed for Adult Day Services providers and participants. Plus, there will be give-a-ways, but you must be present to win!

### Education Session / Sponsored Demonstration

11:30 AM – 12:30 PM

**SELECT FROM 4 OPTIONS**

EDUCATION SESSION 17 | 11:30 AM – 12:30 PM | CE HOURS: 1

#### **Beyond Person-Centered Care: The Importance of Empathy and Building Relationships**

This session seeks to promote a relational model of dementia care, which is grounded in empathy. This approach values the unique strengths, goals, identity and diversity of each individual, involves interdisciplinary collaboration among care providers, and places individuals with dementia and their families at the center of decision-making. Within this session, a particular focus will be on understanding each individual's uniqueness, exploring strategies to understand how a person identifies themselves, and techniques to best address and accommodate diverse needs of individuals living with dementia and their families.

*Speaker/s:*

**Molly Fogel, MSW, LCSW**, Director of Educational & Social Services, Alzheimer's Foundation of America

*Learning Objectives:*

- Explore principles of relational dementia care
- Examine perceptions and elements of identity
- Promote individualized, strengths-based dementia care

EDUCATION SESSION 18 | 11:30 AM – 12:30 AM | CE HOURS: 1

#### **Embracing Passion, Purpose, and Diversity: A New Approach to Dementia Programming**

In a study conducted in Houston, TX, Sheltering Arms Senior Services of BakerRipley discovered that people value three things as they get older: having a sense of purpose, exploring their passions, and engaging in their community. These values even hold true for older adults with Alzheimer's disease and related dementias. This session will describe a new approach to day center programming for people with dementia based on these values. Examples of specific programs and implementation plans will be provided.

*Speaker/s:*

**Katie Scott, MPH**, Senior Director of Dementia & Caregiver Support Services, BakerRipley / Sheltering Arms Adult Day Center

*Learning Objectives:*

- Identify at least three aspects of aging well
- Modify current activity programming around the aging well framework
- Create new dementia-specific programming based on this approach

EDUCATION SESSION 19 | 11:30 AM – 12:30 PM | CE HOURS: 1

#### **Reminiscence Sports Programs for Men with Dementia**

The River House Adult Day Care Center in Cos Cob, CT offers a bi-weekly Baseball Reminiscence Program that is focused primarily on men who attend the Center's activities. The presenters will provide workshop participants with the tools to develop a Baseball Reminiscence program, and other sports memories programs, that are focused on offering "men" opportunities for socialization. Diversity for this session is related to gender, as men should be provided equal access to socialization programming in adult day service organizations.

*Speaker/s:*

**Michael Ego, PhD**, Professor of Human Development & Family Studies, University of Connecticut

*Learning Objectives:*

- Learn the basic facts and knowledge about dementia and older adults
- Learn to develop skills to plan and implement a Baseball Reminiscence program
- Assess program participation and socialization

EDUCATION SESSION 20 | 11:30 AM – 12:30 PM | CE HOURS: 1

#### **Creativity and Community: Power-Up Your Mind**

Diversity is viewed in numerous ways. Eliciting stories, and how can those stories become communication tools in your setting? Let's explore ways to preserve that story in the person's actual voice (low tech to high tech ideas) for the next generation. Create communication opportunities for those who are non-speaking or have limited language abilities in your day center. Video clips show highlights of ways to work and communicate creatively. This thought-provoking session will also demonstrate how to expand the use of simple communication tools to meet diversity needs in your community.

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*Speaker/s:*

**Joni Nygard, MS, SLP**, Vice President, Attainment Company

*Learning Objectives:*

- Learn three strategies to elicit and capture interactive stories for adults of varying ability levels
- Identify three Device Apps to use for communication or story telling
- Learn a minimum of three communication implementation ideas to use in your Adult Day Center



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SPONSORED DEMONSTRATION 3 | 10:00 AM – 11:00 AM | (NO CEUs FOR SPONSORED DEMO)

### **Operational Best Practices for Advancing Healthy Communities, Home and Community Based Services**

There is a massive shift from fee for service towards value-based care, with reimbursement models starting to incentivize health systems to partner with their networks to manage social determinants of health. Community based organizations are key contributors to participate in this shift, and better positioned to enable a closed-loop care model. This session will summarize best practices in developing and deploying a workflow optimized, technology-enabled program based on deployments across 5 states and 40 communities. LivWell Health offers web-based, health risk assessments, care plan development and referral management tools to manage home- and community-based services. Care coordinators can easily (a) pre-authorize service units; (b) make Direct, Broadcast or Serial referrals and (c) track utilization by patient/program/service line/region. HIPAA-level security and workflow optimized, LivWell also offers best-in-class analytics, integration-ready and seamless reporting capabilities for CBOs to track the value of their services.

*Speaker/s:*

**Alex Go, Founder and CEO, LivWell Health**

### **Lunch & Door Prizes**

**12:30 PM – 2:00 PM**

Last chance to visit with colleagues, and win a Door Prize. . .but you must be present to win!

### **Exhibits Close**

**1:00 PM**

### **Conference Concludes**

**2:00 PM**

<p><b>NADSA BOARD MEETING</b> <u>Wednesday, September 27, 2017</u> 2:00 PM to 7:00 PM</p>
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