

**SCHEDULE-AT-A-GLANCE**  
**VIRTUAL NADSA CONFERENCE**  
**SURVIVE AND THRIVE!**

**UPDATED 9/10/20**

**SESSIONS AND PRESENTERS SUBJECT TO CHANGE**

**JOIN NADSA IN THIS INNOVATIVE LEARNING FORMAT**  
**DESIGN YOUR EXPERIENCE WITH YOUR OWN PERSONAL OBJECTIVES IN MIND**

**Wednesday October 7, 2020**

**ROUND 1: BREAKOUT SESSIONS**

**SPONSORED BY WELLSKY**

**SESSION CE HOURS: 3**



**11:00 AM – 12:00 PM EDT**

**CEU Hours: 1**

**EC 1-A**

Audience: **Emerging | Seasoned | Advanced**

Track/s: **Across ADS | Business | Fundraising, Grant Writing/Building Partnerships | Leadership | Marketing**

**Building & Leveraging Community Partnerships in Adult Day in the Age of COVID**

**Joel Bednoski**, Founder and Principal, Harpeth Consultant Advisory Group

**Christi Clark**, Programming Consultant, Harpeth Consultant Advisory Group

Operators of an Adult Day Service Center know the struggles are real: census, fundraising, marketing, outreach...and then throw in COVID-19 and you have an additional set of struggles! One thing we often overlook is the value of community partnerships. Community partnerships and collaborations can help ease the struggle, now more so than ever. Now, let's be clear we can't solve all your problems, but what we can do is help you learn the steps on how to identify, build, and leverage community partnerships to increase your visibility and get more engaged with your community stakeholders.

**Learning Objectives:**

- Learn the steps to identify suitable community partnerships in 3 key areas: higher education, for-profit senior living and homecare, and local/national associations;
- Learning how to approach a potential community partner and identify a next step; and,
- Learn how to increase your exposure through your community partnerships.

**12:15 PM – 1:15 PM EDT**

**CEU Hours: 1**

**[EC 2-A](#)**

Audience: **Emerging | Seasoned | Advanced**

Track/s: **Across ADS | Business | Leadership**

### **Emerging Adult Day Service Models & Revenue Sources Post COVID-19**

**Terry Z. Fishler**, MSW, Management Consultant

**Lydia Missaelides**, MHA, Executive Director, Alliance for Leadership and Education

**William [Bill] Zagorski**, C.E.O., American Senior Care Center

**Elizabeth Barnes**, Sr. Director, Adult and Senior Services, Easterseals DC, MD, VA

COVID-19 has fundamentally disrupted the traditional services and physical settings for Adult Day Health and Adult Day Social Programs. Re-opening centers is fraught with complex challenges. The content of this session will focus on the realities and opportunities that lie ahead.

#### **Learning Objectives:**

- Pre-COVID business models, COVID-induced changes, political and payer environment;
- The emerging, expanded, predictions and diversification of business/service models in the Adult Day arena. Opportunities include telehealth related to social determinants, disease and care management, meal delivery, transportation, DD/ID and more;
- Emerging reimbursement sources related to population health services; and,
- Key business assessment components and data required to make pragmatic business decisions on the available opportunities.

**1:30 PM – 2:30 PM EDT**

**CEU Hours: 1**

**[EC 3-A](#)**

Audience: **Seasoned | Advanced**

Track/s: **Research | Pilots**

### **Reducing High Utilization of Emergency Services Among Older Adults**

**Ofra Paz**, DayBreak Adult Care Centers

The Rapid Response Case Management (RRCM) is a pilot addressing the issue of high utilization of emergency medical systems for non-emergency causes by older adults. DayBreak Adult Care Centers is expanding the pilot in its second year, to work with large healthcare systems and social services, including Emergency Medical Services, hospitals, health care plans and Adult Protective Services.

## Learning Objectives:

- The value proposition that community based-services could bring to the table when partnering with healthcare systems.
- Breaking the silos: What are the main challenges in forming and scaling collaborations between community-based organization and healthcare systems?
- Showing your impact: How to create a data driven model of care.

**Thursday, October 8, 2020**

**VENDOR SHOWCASE I**  
**11:00 AM – 1:00 PM EDT**



### **WellSky: Using Technology to Support a Changing Landscape of Services**

In addition to ever-increasing federal, state and payer requirements, the adult day industry is now faced with the unique challenges of COVID-19. Healthcare has increasingly become data driven. Technology can better enable providers to: collect/report data and diversify services concurrent with meeting the interface between a broad range of service providers, regulatory agencies and payers.

This showcase, hosted by WellSky Adult Day, formerly ADS Data Systems-- is designed to provide solutions to Adult Day Service centers through the use of technology. Center owners and management (Director's, CFOs, Human Resources) will benefit from the information provided.

Key areas to include:

- Documentation for COVID-19 (pre-screening, home delivered meals & telephonic visit)
- Flexibility/Mobility of Software
- Electronic Health Records (Track Hospitalizations & Vaccinations, Create eMAR's)
- Attendance and Billing
- Assessment Tools (ADCAPS, Cognitive, Falls Risk, Elopement Risk, PHQ-9 and Much More)
- Evaluating Business Needs When Considering Software
  - New Centers
  - Existing Centers
  - Multi-site Organizations

**Presenter:** **Kimberly Turner**, Software Consultant, WellSky Adult Day.

Kimberly Turner began her healthcare career 18 years ago in the acute care setting. As the healthcare industry compliance and record keeping standards changed, Kimberly took special interest in this new opportunity of electronic health records. She was instrumental in transitioning two specialty physician practices from paper to electronic health records. She has worked with software systems such as Meditech, Allscripts and Epic in both initial implementation as well as transitioning from one electronic system to another. From front line experience, Kimberly understands that such transitions can have an impact on business practices and culture. Her experience and skill set as an

end user, with understanding of electronic records systems and HIPAA guidelines, uniquely qualifies Kimberly as a software consultant and trainer.

**Wednesday, October 14, 2020**

**ROUND 2: BREAKOUT SESSIONS**  
**SPONSORED BY CADCare BY RTZ**  
**SESSION CE HOURS: 3**



**11:00 AM – 12:00 PM EDT**  
**CEU Hours: 1**  
[EC 4-A](#)

Audience: **All Audiences**

Track/s: **ADS | Clinical/Nursing**

### **Infection Control and Center Safety Practices**

**Dr. Vanessa Tatum, MD**, Long Beach Veteran's Hospital University of California

Dr. Vanessa Tatum, M.D. will discuss the evolving understanding about the novel coronavirus including transmission, COVID-19 symptomatology, and the latest advice on infection control. Whether or not you are currently or plan to provide essential in-center or in-home services, keeping up to date on the latest science and recommendations regarding the pandemic and COVID-19 is critical to your goal of keeping participants, caregivers and your staff safe and healthy. She will discuss what to listen and watch for as you conduct your weekly calls, what to do if you suspect an infection, and answer your questions about surface cleaning, face coverings, PPE, testing and more. This is a **MUST ATTEND** webinar for all staff.

### **Learning Objectives:**

- Recognizing and understanding the symptoms of COVID-19;
- How to protect yourself and others;
- Coping with COVID-19 restrictions and requirements in Center operations; and
- How to clean, what to clean and what to use.

**12:15 PM – 1:15 PM EDT **UPDATED PRESENTATION****

**CEU Hours: 1**  
[EC 5-A](#)

Audience: **Emerging | Seasoned | Advanced**

Track/s: **Across ADS | Advocacy | Business | Person-Centered Care**

### **Identify Opportunities in the Age of COVID**

**Yonda Snyder**, Partner and Co-founder of Sage Squirrel Consulting, LLC.  
**Debbie Pierson**, Partner and Co-founder of Sage Squirrel Consulting, LLC.

The COVID pandemic has had dire consequences for adult day centers and the people they serve. There have been indicators in Medicaid and other programs signaling a new look at regulations. States, providers and payers are exploring the use of remote technologies and are finding new efficiencies that could help meet the challenges that are straining the current systems of long-term services and supports. The content of this session will identify ways to stay focused on maximizing opportunities as you face the challenges of the current crisis.

### **Learning Objectives:**

- Identify potential opportunities for new services and new payors;
- Understand the concerns with congregate settings and how to maximize the advantages of adult day settings over other options; and
- Understand the interest in remote/virtual service delivery and how adult day centers might position themselves to deliver these services.

**1:30 PM – 2:30 PM EDT**

**CEU Hours: 1**

**EC 6-A**

**Audience: Emerging | Seasoned | Advanced**

**Track/s: Across ADS | Leadership**

### **Re-Opening Adult Day Centers' Plan Implementations: Lessons Learned in IN & NC over 3+ Months**

**Vicki Maynard**, Executive Director, SarahCare of Indianapolis, Indianapolis, IN; Board Member, IN Adult Day Services Association & Board Member, NADSA

**Mark Bumgarner**, Executive Director, Adult Life Programs, Hickory, NC; Chair, NC Adult Day Services Association & Board Member, NADSA

In depth re-opening planning is essential to describe the specific steps to address/meet the 'overwhelming' federal/state regulations in the COVID-19 era. The presenters will describe the steps taken to transition from the Plan through implementation, the Plans' core elements will be reviewed concurrent with the lessons learned. In uncharted waters, one has to have a Plan A, be able to know when and how to pivot, to make immediate decisions, and move forward. Attendees will learn unexpected pitfalls; steps taken to successfully resolve and avoided a crisis.

### **Learning Objectives:**

- Steps taken to transition from the Plan through implementation;
- Plan's core elements: education, staff training, communication with multiple stakeholders, policies and procedures, PPE supplies;
- Lessons learned: transportation, census re-building, social distancing, personal care, activities, meal service, screening vs testing, employee issues; and
- Leadership skills required.

**Thursday, October 15, 2020**

**VENDOR SHOWCASE II**  
**11:00 AM – 1:00 PM EDT**



**CADCare by RTZ**

Each day hundreds of Adult Day centers trust CADCare – a modern, easy-to-use, and full-feature software solution. Why have so many centers selected the CADCare software-as-a-service model? Join us for a virtual showcase to see the benefits for yourself:

- Large & growing install base ensures we'll be here for you for years to come
- EDI billing functionality that meets electronic formats across the country
- Robust clinical components, assessments, CP, flow sheets, eMARs and more!
- Powerful scheduling tools for all aspects of running your center (daily attendance, transportation, nutrition, etc.)
- Tools to help you go virtual and deliver telehealth services

As software vendors come and go, see for yourself why so many centers are choosing CADCare now more than ever. CADCare is proud to be a longtime NADSA sponsor and partner.

**Wednesday, October 21, 2020**

**ROUND 3: BREAKOUT SESSIONS**  
**Sponsored by Sage Squirrel Consulting**  
**Session CE Hours: 4**



**Sage Squirrel Consulting, LLC**  
Imaginative. Pragmatic.

**11:00 AM – 12:00 PM EDT**  
**CEU Hours: 1**  
**EC 7-A**

Audience: **Emerging | Seasoned | Advanced**

Track/s: **Across ADS | Leadership | Business**

**Business Resources Needed to the Conquer COVID-19 Chaos**

**Mike Boone**, Senior Vice President, Heffernan Insurance Brokers  
**Matthew House**, Asst. Vice President, Heffernan Insurance Brokers  
**Linda Huber**, Senior Vice President, Heffernan Insurance Brokers  
**Heidi Durr**, Esq, Shareholder, Ogletree Deakins  
**Stacia Peterson**, Senior Vice President, Busey Bank

This session will provide a wide range of guidance on business resources needed help you conquer the COVID-19 chaos. Experts from several industries will discuss the CARES Act and employment

law and business insurance to provide a roadmap to help navigate the rapidly changing COVID-19 environment.

Topics will include:

### **Insurance**

- Workers Compensation
- Liability Issues for Your Center and Your Employees
- Cybersecurity Risk Management
- Insurance Payments, Cancellations and Renewals
- Temporary Business Closure/Loss of Income

### **Legal**

- Workplace Health & Safe
- Remote Working
- Families First Act
- CARES Act
- Layoffs and Downsizing

### **Banking**

- Paycheck Protection Program (PPP)
- Economic Injury Disaster Loans (EIDL)

**12:15 PM – 1:15 PM EDT**

**CEU Hours: 1**

**EC 8-A**

Audience: **Seasoned | Advanced**

Track/s: **Across ADS | Business | Leadership | Marketing**

### **Transportation Challenges & Business Opportunities in the Era of COVID-19**

**John Paravisini**, Director of Transportation, Active Day

This deep-dive session will focus on the transportation component and related challenges for Adult Day in addition to key areas of Operational Excellence: expense control and management; high customer satisfaction ratings; and, business growth.

### **Learning Objectives:**

- The challenges in adapting to COVID-19 requirements and suggested solutions;
- Key areas an Adult Day Center Manager or Transportation Supervisor needs in order to provide a first-rate, cost-effective transportation service;
- Ways to capitalize on business opportunities;
- “How-to” guide for the successful operation of a transportation service at an Adult Day Services program

- Vehicle Best Practices: Procurement of vehicles – both new and used – from reputable vendors; how to determine the vehicle type to best fit the operation; and the importance of a solid preventative maintenance program and retrofitting, sanitizing and COVID-19 safety precautions for clients and drivers;
- Drivers: the profile for a successful driver and best practices for recruitment and retention; and,
- Routing and Marketing: Through a case study illustration, we will show the operator how to juggle routing and marketing to achieve growth in their business.

**1:30 PM – 2:30 PM EDT**

**CEU Hours: 1**

**EC 9-A**

Audience: **Emerging | Seasoned | Advanced**

Track/s: **Activities | Best Practices, Falls Prevention, Medication Management | Caregiving | Leadership | Marketing | Person-Centered Care | Staff & Volunteers | Technology**

### **Takin' it to the Streets: A 25,000 Mile Journey of Inspirations**

**Jack York**, Co-founder of It's Never 2 Late (iN2L)

This presentation will walk attendees through a 25,000-mile journey throughout the world of senior living, including Adult Day sites. What started as a simple journey of gratitude evolved into a life changing series of conversations and interactions with the people and staff living in communities every day. Stories of hope, of determination, of faith, of inspiration, of romance, of possibilities, of exuberance, of loss told every day by the greatest generation and workers who love to serve those same people. The perspectives learned from the visits that crossed over 30 states and over 100 communities provide lessons of delivering care, of improving relationships, and frankly, of transforming how we view aging.

#### **Learning Objectives:**

- Has your perspective of aging changed, of what people are capable of, particularly individuals living with dementia?
- Learn lessons and tips that will allow your participants to feel more connected and engaged in your community.
- Be inspired to increase meaningful interactions at your Adult Day sites between management and participants.



**2:45 PM – 3:30 PM EDT**

**CEU Hours: 1**

**EC 10-A**

Audience: **Emerging | Seasoned | Advanced**

Track/s: **Advocacy | Public Policy Advocacy Update and NADSA Annual Meeting**

**Senator Roy C. Afflerbach (Ret)**, NADSA Public Policy Consultant

This segment will highlight the What, Why, When, Where, and How of NADSA's public policy advocacy for 2020. It will include engagement with other organizations and agencies to address COVID-19 issues, financial relief, service waivers, and non-COVID-19 legislative issues that are in the background.

The NADSA Annual Meeting will provide an update on the state of the industry and the association as well as the introduction of new Board Members.

**Thursday, October 22, 2020**

**VENDOR SHOWCASE III**

**11:00 AM – 1:00 PM EDT**



**Storii**CARE

**StoriiCare**

- StoriiCare is the fastest growing Adult Day Care software, used daily by day centers around the world. StoriiCare is a modern platform built with Adult Day staff in mind, available on the web and via iOS and Android Apps.
- Features include Progress notes, Day care registers, Task alerts, Digital Signage, MAR charts, easy to understand Analytics and much more. StoriiCare also offers features for Adult Day Centers with a side HomeCare business, which many providers are turning to in light of COVID-19.

We welcome you to join our showcase, and recommend you find more information about StoriiCare, including testimonials and pricing via our website at [www.storiicare.com](http://www.storiicare.com)

**Wednesday, October 28, 2020**

**ROUND 4: DEEP DIVE WORKSHOP**  
**SPONSORED BY THE MENTOR NETWORK**  
**SESSION CE HOURS: 2**



**11:00 AM – 1:00 PM EDT**

**CEU Hours: 2**

**WS 1-A**

Audience: **Emerging | Seasoned | Advanced**

Track/s: **Across ADS | Business | Fundraising, Grant Writing/Building Partnerships | Leadership | Marketing**

### **Diversifying Your Revenue Sources in ADS Funding**

**Lori Sanchez**, Morning Star Adult Day Program Supervisor

**William [Bill] Zagorski**, C.E.O. of American Senior Care Center

**Kathleen Kolenda**, Regional Vice President Easter Seals Southern California

There has never been a more critical time to ensure that your Center benefits from a powerful and diverse revenue stream. Medicaid, Medicare, dollars from the VA, and support from corporations and foundations all can benefit your bottom line. How do you negotiate rates? How do you locate and secure private funding sources? What tools do you need to work with the corporate and foundation resources in your community? How do you use events to raise money?

Learn from this nationally recognized panel of expert's ways to survive and thrive in our changing economic and long-term care climates.

### **Learning Objectives:**

- **Check Your Vision:** Know what you want to accomplish and be able to state it in one sentence;
- **Get Connected:** Who, What, How, Where and When to look for additional revenue streams;
- **Do Your Homework:** Research and identify grants, foundations and partnerships as funding sources;
- **Count Us In:** Creating innovative requests that align with funders; and,
- **Better Together:** Collaborating for proposals that leverage impact beyond your organization.

**Thursday, October 29, 2020**

**ROUND 4: DEEP DIVE WORKSHOP**

**SPONSORED BY HEALTHJAY**

**SESSION CE HOURS: 2**



**11:00 AM – 1:00 PM EDT**

**CEU Hours: 2**

**WS 2-A**

Audience: **Emerging | Seasoned | Advanced**

Track/s: **Across ADS | Business | Building Partnerships | Leadership | Marketing**

**Marketing and Event Planning in a Post-COVID World**

**Joel Bednoski**, Founder and Principal, Harpeth Consultant Advisory Group

**Christi Clark**, Programming Consultant, Harpeth Consultant Advisory Group

If these last few months have taught us anything, it has taught us that for an organization to survive, we have to do things differently and think outside the box. As Centers start to re-open, start accepting increased participant loads and open up services that were previously suspended, marketing your organization in this new landscape is more critical than ever before. Many organizations already struggle with how to develop a comprehensive marketing and event plan that meets their needs. Don't fall into the "if you build it, they will come" mindset. Don't assume social media is the magic cure-all for a lagging census – "post it and they will come." And finally, don't assume that what you were doing before will work again. Marketing is a crucial element in the continued success of your organization and everyone within your organization has a role.

Come join us where we will discuss how to develop a marketing and event plan that will be the foundation on your marketing efforts. In addition, you will learn how to re-introduce yourself in the community through professional and inquiry generating events, and finally learn how to perform a successful sales call with identified next steps. This will be an interactive event and participants attending will leave with tactical how-to next steps.

**Learning Objectives:**

- Develop a marketing action plan unique to your organization;
- The differentiation between inquiry, professional, and community events;
- How to develop topical subjects relevant to each event type;
- How to leverage community partnerships in the execution of events; and,
- How the marketing plan and event plan work in tandem.

**WEDNESDAY, NOVEMBER 4, 2020 – FRIDAY, DECEMBER 4, 2020**

## **NADSA Virtual Trade Show**

**WEDNESDAY, NOVEMBER 4, 2020**

**10:00 AM-4:00 PM ET.....Live NADSA Virtual Trade Show**

***RESEARCH SUMMIT = Coming Soon***

**Cancellation Policy:** Due to planning costs, no registration refunds will be issued after September 15, 2020. Refund requests before September 15 will be processed in November and are subject to a \$75 administrative fee. You can substitute an attendee at any time or apply your payments toward the 2021 National Conference.