



**“If you want to go fast, go alone. If you want to go far, go together.”  
African Proverb**

Dear Colleagues & Friends,

“Together” is the theme of the 2020 LeadingAge Georgia and LeadingAge South Carolina Annual Conference on Aging & Trade Show. While we are unable to physically be “TOGETHER” for the 2020 conference and moving forward to provide our members a Virtual Conference, this theme captures the essence of LeadingAge members—we work “TOGETHER” because we want to ensure the well-being of the older adults who thrive in our communities and organization. We also work “TOGETHER” in building and maintaining a strong, compassionate workforce.

The conference planning committee has worked hard to plan a conference that includes topics and speakers that our members want and need. At the conference, you’ll hear from our national leader, Katie Sloan, president and CEO of LeadingAge National, Epidemiologists Dr. Joan Duwve and Dr. Brannon Traxler, and Jan McInnis, our keynote speaker and thought leader on “Finding the Funny in Change.” In addition, you’ll hear from national leaders/pioneers on palliative care, Dan Reingold and Zachary Palace, MD, of the Hebrew Home at Riverdale in New York. Our HUD members can benefit from national expert Lisa Tunick who will help members avoid financial pitfalls. Best practices of LeadingAge South Carolina and Georgia provider and business members will be shared and we’ll begin our final day with an inspiring session by Larry Minnix on “What’s Your Real Job.”

Although we may be attending our conference TOGETHER virtually, there are a number of significant benefits, which include:

- 29 High-Quality Breakout Sessions
- Opportunity to earn CE’s and download your certificate
- Recorded Keynote Speakers and General Sessions with Live Presenter Chat Sessions for Questions & Answers
- Networking Opportunities
- A Virtual Exhibit Hall with Access to Exhibitors and Sponsors (Monday-Friday)
- Attendee and Exhibitor Appointment Scheduling
- And much more!!!

We also have great solutions for you in our Virtual Exhibit Hall.

Thank you for attending our LeadingAge Georgia/South Carolina Annual Conference.

*Chris Keysor*

*Chris Keysor, Lenbrook—Atlanta  
Board Chair  
LeadingAge Georgia*

**Russ Bell**

*Russ Bell, Finlay House  
Board Chair  
LeadingAge South Carolina*

***This funny and engaging keynote will provide you with easy and practical techniques to implement change in your organization, through the use of humor. You will be laughing throughout.***

***~Jan McInnis, The Work Lady***

# Program-at-a-Glance

## Monday, August 24

- 10:00 am—5:00 pm Virtual Exhibit Hall Open
- 1:00 pm—2:00 pm Opening Keynote Session
- 2:15—3:15 pm General Session-
- 3:30 pm—4:30 pm Breakout Sessions
1. C'Suite Roundtable Strategies for Implementing New Programs
  2. Middle Market Research: The High Cost of Doing Nothing
  3. Robots for Cognitive and Social Support
  4. A Day in the Life of a Senior Living Claim What Now?
  5. Reference Based Pricing: The Good, The Bad and The Ugly
  6. Different Approaches to Fall Management Programs

## Tuesday, August 25

- 10:00 am—5:00 pm Virtual Exhibit Hall Open
- 1:00 —2:00 pm General Session
- 2:15-3:15 pm
7. Developing and Operating Communities to Serve Middle Income Seniors
  8. Next Generation Senior Care: Reimagining Programs and Services in a Life Plan Community
  9. Financial Management: Liquidity Best Practices & Watchdogs
  10. Compensation, Retention and Incentive Compensation Practices-Thriving in a Time of Attrition
  11. Patient Hand-off: Best Practices for Quality Care across the Healthcare Continuum
- 3:30-4:30 pm Breakout Sessions
12. Strategic Capital Planning: Real Answers for Real Problems
  13. HUD Contracts and Pitfalls for Owners/Managers
  14. Better Showers with Personalized Music
  15. Stopping Bed Bugs in Their Tracks! Proactive Programs to Protect Residents, Staff and your sterling Reputation-
  16. Why the Power of Internal Leads Should Drive Your Marketing Decisions
  17. PDPM: How to Succeed Post-Implementation

## Wednesday August 26

- 10:00 am—5:00 pm Virtual Exhibit Hall Open
- 1:00 pm—2:00 pm General Session
- 2:15- 3:15 pm Breakout Sessions
18. Social Connection in Life Plan Communities
  19. Managing Construction in Occupied Communities: Keeping Residents and Owners Safe and Happy While Working on an Occupied Campus
  20. Find Your Footing: Beyond PDPM and beyond traditional
  21. Data Analytics in 2020-Utilizing big data to provide KPI, Quality Measures and real-time reimbursement Information
  22. Reducing Airborne Virus Exposure Breakout Session
  23. Reflection on a Career in Senior Living: A Long-Form Conversation with Several Recently Retired Executives
  24. Maximizing your Section 8 Income for Long-Term Preservation
  25. Finding Passion and Purpose through Continuum Concierge Programming
  26. Three Years, Two Evacuations and an Unprecedented Snow Storm. How to Prepare Your Community for Natures Unpredictability
  27. Senior Housing Security and Visitor Management
  28. Innovative Group Medical Solutions
  29. Synexis Biodefense Technology

## Thursday, August 27 and Friday, August 28

- 10:00 am—5:00 pm Virtual Exhibit Hall Open

### Concentration Areas

- A: LPC/CCRC/C-Suite
- B: Social Workers/Service Coordinators/Life Enrichment/Wellness
- C: Affordable Housing
- D: Marketing/HR/Finance
- E: Governance/Disaster
- F: Physical Plant/Maintenance Directors
- G: Skilled Nursing/Assisted Living
- H: CFO's/Fund Development Directors

# Conference Highlights

## TOGETHER

We're a community of aging services professionals dedicated to one common purpose: advancing the lives of millions of elders at every stage of their lives. Whatever your individual role, you have an integral part to play here at the **2020** LeadingAge Georgia/South Carolina Annual Conference on Aging & Exhibit— from exchanging ideas and experiences with colleagues state wide to exploring bold new strategies for propelling our field forward.



Jan McInnis has written for Jay Leno's Tonight Show monologue as well as many other people, places and groups-radio, TV, syndicated cartoon strips, guests on the Jerry Springer show (her parents are proud!). For the past 25+ years she's traveled the country as a keynote speaker and comedian sharing her unique and practical tips on how to use humor in business (yes it's a business skill!). In her former life, she was a marketing executive in Washington, D.C. for national non-profits, and she is a past recipient of the Greater Washington Society of Association Executives "Excellence in Education" Award.

Jan has spoken to thousands of organizations from Federal Reserve Banks to the Mayo Clinic. She is author of two books: "Finding the Funny Fast" and "Convention Comedian," and has been heard on hundreds of radio stations. Jan was also featured in the Wall Street Journal, The Washington Post and the Huffington Post.

## GENERAL SESSIONS

Monday, August 24, 2:15-3:15	Daniel Reingold and Dr. Zachary Palace	Palliative Care Including use of Medical Marijuana in Long-Term Care
Tuesday, August 25, 1:00-1:15	Katie Sloan	LeadingAge National
Tuesday, August 25, 1:15-2:00	Dr. Joan Duwve & Dr. Brannon Traxler	COVID-19 Presentation
Wednesday, August 26, 1:00-2:00	Larry Minnix	What's Your REAL Job?

## 12:45-Welcome to the 2020 LeadingAge Georgia/South Carolina Virtual Conference

### 1:00 pm - 2:00 pm Opening General Session:

#### **“Finding the Funny in Change” (A,B, C, D, E, F, G, H)**

*Jan McInnis*—Whether it’s going green or the myriad of new rules that govern the industry, we are constantly reacting to a new playing field. From reform to the new industry rules and regulations that are being developed, professionals are routinely having to reassess and re-evaluate their practices.

And all of this change causes fear, tension and miscommunications!

This is Jan’s most popular keynote, because she combines her hilarious comedy with PRACTICAL tips on dealing with change through using humor.

Jan will show you how to:

- diffuse tension instantly
- kick off tough conversations
- facilitate communications

...all by using humor that you, yourself can do. And she’ll also give you the latest research between laughter and health—yes they’re actually studying this stuff.

### 2:15-3:15 General Session:

#### **Palliative Care Including use of Medical Marijuana in Long-Term Care (A, B, C, D, E, F, G, H)**

*Dan Reingold & Zachary Palace, MD*

Older adults commonly have chronic pain associated with conditions such as arthritis, osteoporosis, peripheral vascular disorders and neuropathic pain. The pain is often un-reported due to concerns of the elder. Sleep disturbances, depression, reduced social activity and poor physical functioning go hand-in-hand with the pain, impacting the quality of life. Learn how Zachary Palace, MD Medical Director of the Hebrew Home pioneered a palliative care program including use of medical marijuana. Their work has been featured in Journal articles including in the Journal of AMDA.

### 3:30-4:30 Concurrent Workshops

#### **1. C’Suite Roundtable: Strategies for Implementing New Changes (A, C, E, H)**

*Chris Keysor, LeadingAge Georgia; Russ Bell, LeadingAge South Carolina Board Chair*

Navigating implementation of new changes can be challenging. The panel will share their strategies for implementing new changes and will open the floor for sharing of ideas for working with residents, families, staff, and state agencies for implementing new changes.

#### **2. Middle Market Research: The High Cost of Doing Nothing (C, E, H)**

*Tim Mueller and Melissa Pritchard, SFCS Architects*  
Demographic trends indicate that by 2035, one in three households will be headed by someone 65+, and the population aged 80+ will double to 24 million. Projections show that the typical Baby Boomer, at retirement age, will have an average portfolio of less than \$150,000 in assets.

*(Continued)* How will we house, serve, engage, inspire, and care for these seniors in the coming years? Incoming seniors, whether of modest assets or of means, will have expectations that provide healthy and safe environments, especially when considering our post pandemic perspective. Predictions and common sense tell us that non-profit providers of Senior Living will be coming under increased scrutiny and pressure to serve a more diverse economic sector. Our research indicates that serving the broader spectrum of the middle market will not be solved by simply reducing costs at the delivery side or construction side.

#### **3. Robots for Cognitive and Social Support (B, G)**

*Jane Komsky-SimpleC*

Technological advances are now making robots a very real possibility to help the lives of elders and their caregivers. Such robots are often referred to as “assistive robots” or “personal robots.” Assistive technology, such as robots, has the potential to support healthy aging of older adults with and without dementia. Cognitive and socio-emotional tasks can be supported by a robot, in addition to its traditional role for physical tasks. We will discuss the factors that determine initial interest, engagement, facilitators and barriers to support persons living with dementia (PWD) through social interaction via a Socially Assistive Robot. Overall older adults and their caregivers are positive toward robots, but considerations about the users’ expectations, social ability, and need for personalization will drive acceptance of such robots into their daily lives.

#### **4. Moving Forward-The Impact of COVID-19 on Senior Living Insurance and Beyond**

**(A, C, E, F)**

*Walter Constantine, The Hauser Insurance Group*

The aftermath of COVID-19 on the senior living community brings about a several descriptive terms that range from traumatic to heroic. Nonetheless, it’s going to create a polarizing and eye-opening discussion for years to come. The current state of the insurance marketplace directly represents the financial impact going forward. Within this module, we’ll explore the real time effects and predictions for the future based on the unfortunate claim trends that have occurred throughout the country. Additionally, I’ll provide feedback on the strategic steps providers can take in order to prepare for the inherent rate increases.

#### **5. Reference Based Pricing: The Good, The Bad and The Ugly (A, D)**

*Scott Ogburn, ECM Solutions*

We will explain, why employers are considering Reference Based Pricing; the increase in healthcare cost, the increase in Deductibles/ Coinsurance and struggle to recruit and retain quality staff. We will share examples: The Good, The Bad and The Ugly when considering and/or implementing this type of program. We will discuss the potential push back from healthcare providers and how to engage them, therefore creating a partnership. We will share who the potential partners are as well as who they should avoid. We will give a list of questions that an employer should be asking the potential carrier in order to protect themselves.

#### **6. Different Approaches to Fall Management Programs (B, G)**

*Neely Sullivan, Select Rehabilitation*

Fall prevention programs provided to older adults have the potential to be highly cost-effective compared with current practice. Care providers must be vigilant in facilitating evidence-based practices that contribute to the best outcomes for every client. The implementation of a quality fall prevention programs can improve the overall health and quality of life for the residents in your community. This seminar will describe innovative approaches to fall management programs. The session will explain and discuss the benefits of the Otago Exercise Program, Matter of Balance, and Yoga/Tai Chi and how these programs can be implemented in your community.

**1:00-1:15 pm General Session: LeadingAge National (A, B, C, D, E, F, G, H)**

*Katie Sloan, LeadingAge*

Katie Sloan, President & CEO of LeadingAge will share innovations at LeadingAge National as well as with LeadingAge affiliates across the nation. These innovations are all driven by members who recognize the needs of elders. She'll share insights on how we can work together to solve some of our greatest challenges like shoring up the workforce and affordable housing, using technology more effectively and creating a nation free from ageism. She'll also give insights on how members can work together for better outcomes on the public policy front for shoring up members and elders you serve.

**1:15-2:00 pm General Session: COVID-19 Presentation (A, B, C, D, E, F, G, H)**

*Dr. Joan Duwve (Acting Director, Public Health, Dept. of Health & Environ. Control) and Dr. Brannon Traxler (Physician, Public Health, Bureau of Communicable Disease & Prevention & Control, Dept. of Health & Environ. Control)*

**2:15 - 3:15 Concurrent Workshops**

**7. Developing and Operating Communities to Serve Middle Income Seniors (A, C, D, H)**

*Tom Bowden, HJ Sims and David Buckshorn, CEO Wesley Commons*

Current senior housing products are primarily either high-end retirement communities or subsidized housing, with very little moderately priced housing available to serve the middle class majority of seniors. With this majority growing, it is critical that our industry develop and operate value-oriented communities that still deliver high quality experiences. This session will address the main facets of developing, financing and operating moderately priced communities to serve this growing senior population. The speakers will explore new business models that are being developed to address affordability, as well as financing and development considerations that are necessary to support the growth of these communities. In addition, hear how an existing provider has been able to successfully serve the middle market for decades while transforming its community to offer amenities, services and facilities that are found in higher-end communities.

**8. Next Generation Senior Care: Reimagining Programs and Services in a Life Plan Community (A, B, E, F, G)**

*Sarah Tipton, Bishop Gadsden and Christopher Linkey, RLPS Architects*

This session will explore strategies that were used to re-envision the health care center in a Life Plan Community to provide an innovative setting that would appeal to residents and their families and help to attract and retain high-quality staff members. Using a case study example, the speakers will elaborate how a strategic planning process, including focus groups with the management team, department directors, residents, resident family members, resident committee, the health care team and support staff, led to the development of a replacement health center. Ongoing strategies for encouraging staff input and engagement including detailed resident unit mock-ups will also be shared. Recognizing the workforce challenges that providers face today, particularly for skilled nursing staff positions, this session will also highlight strategies for better supporting staff when transporting or otherwise assisting residents and creating a multi-functional staff lounge that takes it's cues from the technology world. The speakers will share design and program strategies for positioning senior care residences to function as a silent partner, reinforcing the delivery of quality care in a setting that promotes engaging lives full of purpose and meaning.

**9. Stimulus Funding Available to Healthcare Providers (A, D, H)**

*Jeff Fucito, Ross Cannon & Jon Schultz, Mauldin & Jenkins*

This session will take an in-depth look at available stimulus programs for healthcare providers, including the Paycheck Protection Program (PPP) and associated loan forgiveness, the CARES Act Provider Relief Fund (HHS) and the options available to providers under that program, EIDL loans, payroll tax relief, and other tax changes.

**10. Compensation, Retention and Incentive Compensation Practices-Thriving in a Time of Attrition (A, D)**

*Mario McKenzie, CliftonLarsonAllen*

As our workforce ages, it is important that organizations begin developing plans to attract, develop, and retain top talent. An aging workforce, coupled with aging communities, presents a challenge for organizations. It is important that organizations develop plans to ensure that they can thrive in the future. This session will highlight compensation practices from "multi-sites" based on the national CEMO Compensation Survey that CLA conducts. The purpose for highlighting multi-site practices is to give a sense of how the "larger systems" are tackling these issues.

**11. Patient Hand-off: Best Practices for Quality Care across the Healthcare Continuum (B, G)**

*Donna Diedrich and Tamera Paulk, Aegis Therapies*

Attendees at this session will be able to: 1) Identify how communicating across disciplines and understanding teams' scope of practice enhances care and reduces risk. 2) Illustrate quality "hand-off" of the patient from the acute hospital to post acute care to/from community living and how to prevent rehospitalization. 3) Appraise skills required for interdisciplinary teams to be successful in maximizing outcomes in the right setting for the right patient.

**3:30 - 4:30 Concurrent Workshops**

**12. Strategic Capital Planning: Real Answers for Real Problems (A, C, F)**

*Rob Milam, zumBrunnen*

This session demonstrates how executives and boards can best work with consultants and design and engineering professionals to model strategic options from which a mission-based strategic plan can be developed. It is critical to strategic planning that a nonprofit answers conclusively: what are the physical limitations and capital replacement needs of my facilities, what services and improvements are needed and what can we afford? Facility assessment methodologies, along with financial strategies to implement needed capital replacements, repairs, renovations, re-positioning, and expansions will be covered. Newer trends in building technology and energy efficiency will also be discussed. The session is based on actual case studies of CCRC communities and HUD properties, for single- and multi-site providers.

**13. HUD Contracts, Pitfalls, and COVID-19 Relief Funds for Owners/Managers (C, D, H)**

*Lisa Tunick, Reno & Cavanaugh PLLC and Karon Winston, Lutheran Towers*

Join a lively discussion of what happens after your deal with HUD closes and the property transitions to day-to-day operations. Along with HUD funding and/or FHA insurance comes a healthy dose of regulatory oversight requiring a deft hand, particularly when policies or property needs change over time. Learn tips for identifying and avoiding compliance risks and pitfalls, and responding to HUD enforcements efforts. In addition, Lisa will discuss COVID-19 relief funds and proper channels to request reimbursement for PPE's. The presentation will include a case study of a recent success story for Lutheran Towers.

### 14. Better Showers with Personalized Music (B, G)

*Jane Komsky, SimpleC*

The SimpleC platform delivers music intervention to address cognitive and behavioral challenges and improve quality of life for patients. The SimpleC Companion™ service was provided in a communal shower rooms in an A.G. Rhodes Health & Rehab skilled nursing community to facilitate bath time care. CNA Care Partners have reported that residents are engaging with the music programs during showers and exhibit less resistance to care, leading to less agitation during bathing. Our goal is to share tips and techniques that led to the success we saw at A.G. Rhodes and scientifically demonstrate the benefits of the SimpleC Companion application on helping manage care during assisted resident showers.

### 15. Stopping Bed Bugs in Their Tracks! Proactive Programs to Protect Residents, Staff and your Sterling Reputation (A, B, C, F, G)

*Ashley Marratt, Red Coat Services*

Proactive bed bug programs are like preventative maintenance on your HVAC, they have to be done to protect your property from a major expense. The program will outline the legal and financial reasons as well as the key steps in a successful proactive program.

### 16. Harness the Power of Internal Leads-Smarter, Timely Marketing Strategies (D)

*Jen Olin and Lydia Hill, SenioRoi*

There is a great deal of insight to be gleaned from the data in your CRM. This session will discuss best practices to update and utilize the data in your CRM to drive direct marketing strategy. Participants will be educated on the necessity of ongoing data analysis to determine what enhances marketing efforts resulting in better budget usage. Attendees will be given tangible examples and case studies regarding successfully implemented marketing strategies that resulted in a better ROI.

### 17. PDPM: How to Succeed Post-Implementation (A, B, G)

*John Harned, BKD*

The new Patient-Driven Payment Model (PDPM) is the first major update to the Medicare skilled nursing PPS in two decades. In this discussion, industry leaders will share insights into the new challenges and opportunities providers are facing having now implemented the program.

## Wednesday, August 26

1:00-2:00

### General Session: What's your REAL job? (A, B, C, D, E, F, G, H)

*Larry Minnix*

In an era of great complexity in health care in general and long term care in particular, there are mounting pressures on leaders to comply with regulations, do more with less, and manage documentation. While these duties are an imperative, losing touch with the most satisfying parts of our work- our REAL jobs- can lead to burn out and career dissatisfaction. This session is organized to help us rekindle appreciation for the most rewarding dimensions of our calling as leaders.

### 2:15-3:15 Concurrent Workshops

#### 18. Social Connection in Life Plan Communities

(A, D, E)

*John Franklin, Pearl Creek Advisors, LLC*

Studies have shown the importance of building social connection and relationships as a way to combat social isolation amongst seniors. This session will focus on why there is a need to foster social connection and social networks in life plan communities and how communities can address social connection by making it a core value proposition. Studies including The Harvard Longitudinal Study, The National Geographic Blue Zone Study, and the recently completed Mather Lifeways Study, among others, have shown that social connection is the number one factor to longevity, health and happiness. This session will discuss successful tactics to foster social connection in senior living communities and discuss how to identify and strengthen existing resources to implement an intentional culture of connection within the community. Utilizing market research, case studies and industry knowledge, this session will equip Senior Living Communities with insight to better serve and support their residents.

#### 19. Managing Construction in Occupied Communities: Keeping Residents and Owners Safe and Happy While Working on an Occupied Campus (A, C, F)

*John Hoover, Choate Construction and*

*Kyle Huhtanen, Decatur Christian Towers*

The next five years are likely to see a slowdown in new construction but the need for renovation of many existing facilities will be a priority for organizations in the coming months and years. Find out who is the most critical person to the success on your renovation job. How to engage your residents in the renovation process. Understand what it takes to ensure the safety of senior residents and what needs to be done to keep them out of harm's way. Identify key operational and communication considerations when renovating an occupied space. Recognize owner considerations that go into making the decision to invest in renovations: financial considerations and market demand.

**20. Find Your Footing: Beyond PDPM and beyond traditional (A, G, H)**

*Charity Hefley-Leigh & Ella Rohn, Healthpro-Heritage*  
 PDPM changed the rules of the game. Impactful reimbursement structures have changed for the patient-centered world. Now the changes have been implemented, what is next? What is beyond the preparation and execution of PDPM? It involves building partnerships with other PAC such as Home Health agencies, senior living and hospitals. There are benefits in shaking things up and finding new successful strategies for patients and facilities to help with rehospitalization rates, VBP, RoP and PDGM/PDPM relationship. Our PDPM experts now look at what is beyond PDPM to help find your footing.

**21. Data Analytics in 2020-Utilizing big data to provide KPI, Quality Measures and real-time reimbursement information (A, G)**

*Rob Price, MatrixCare*  
 LTPAC, like the rest of healthcare, is changing to value-based care. More than ever the future is about managing quality and outcomes. As a result, the challenges that need to be addressed span a wide swath of issues. How do you monitor and trend key metrics—QM, Five Star ratings, readmissions? Why do you need access to clinical, financial and operational data in near real-time? Readmission rates, competition, increasing costs and diminishing margins all demand greater performance excellence. Today's analytics help C-Suite and Operational Leaders focus on important business trends over time and supports their macro decision making.

**22. Reducing Airborne Virus Exposure (A, C, E, F, G)**

*Frank Yarizadeh, McVeigh & Mangum Engineering, Inc.*  
 This session will review airborne virus transmission and the impacts of the HVAC system in its spread. We will evaluate the pros and cons of HVAC mitigation measures, recommend retrofits and effectiveness of these systems.

**3:30-4:30 Concurrent Workshops**

**23. The Current & Future State of the NFP Senior Living Sector (A, E)**

*Tad Melton & Lisa McCracken, Ziegler*  
 This session will highlight Ziegler's 2020 senior living research findings in areas such as COVID-19 statistics and the impact of the virus on operations and strategy, consumer demand, growth trends through partnerships and affiliations, home and community-based services, campus repositioning and development, and the rising workforce challenges. A deep-dive into the current state of the senior living capital markets, senior living financing trends, ongoing changes in the banking climate and credit ratings will round out this information-packed session.

**24. Maximizing your Section 8 Income for Long-Term Preservation (C)**

*Gates Dunaway, The Gates Dunaway Group, LLC*  
 We will explain important information about the changes to the Section 8 Renewal Guide and how those changes can be used to increase and protect Section 8 income. We will explain the connection between protecting and enhancing a Section 8 contract and preserving valuable affordable housing. We use case studies to illustrate the importance of acting wisely in renewing the Section 8 contract and to demonstrate the critical timing elements of a Section 8 renewal.

**25. Finding Passion and Purpose through Continuum Concierge Programming (B, G)**

*Jennifer Callahan, Functional Pathways*  
 Continuum Concierge Service is an innovative and customizable program designed to engage older adults in finding their passion and purpose as a new member of your community. Standardized assessments are used to determine current functional status and areas for potential risk. The target population includes individuals residing in assisted or independent living. Results of the interdisciplinary assessment provide the foundation for client-based services. The goal is to facilitate full integration into daily activities of the community and find passion and purpose on campus.

**26. Three Years, Two Evacuations and an Unprecedented Snow Storm. How to Prepare Your Community for Nature's Unpredictability (A, B, E, F, G)**

*Kimberly Borts and Leadership Team, Bishop Gadsden*  
 This session will explore how a single-site community located a few miles from the Atlantic Ocean has handled three consecutive years of storms requiring evacuations, as well as sheltering-in-place. We will explore what we have learned from our past experiences, including our mistakes and successes. From this presentation you will gain specific processes that can be implemented at any community: Who do you need contracts with? What do you need to have in-house in preparation for a disaster—from healthcare, to food, to paper products and everything in between? What information does your staff need? How will you communicate with all aspects of your community? If we need to evacuate out of state—what does that mean? How are we going to pay for it? What do you do with independent residents who need assistance when evacuating? How do you reopen campus after an event? How do you reward employees? How do you thank those partners who go above and beyond? What can we do better? We will review all aspects involved in preparing for unexpected natural or man-made disasters, keeping in mind how they affect residents, family members, staff members, future residents and your greater local community.

**27. Senior Housing Safety and Security: Visitor Management in the COVID-19 Era (A, C, D)**

*Lever Stewart, Accushield*  
 Session includes discussing safety and security practices in senior living communities. Includes reviewing and discussing visitor management and background checks on third party caregivers/vendors; legal liabilities or expectations of licensed communities to provide a safe and secure environment, including balancing resident rights versus community obligations or concerns; and how to address these concerns in residency contracts.

**28. Innovative Group Medical Solutions (D)**

*Jennifer Kinley, Propel Insurance*  
 What if you had the power to negotiate your medical claims to a reasonable price? What if you knew the cost of an MRI before you had the procedure? What if you knew the quality outcomes rating of a provider hospital before scheduling your surgery? What if you could have a "free" physician sick visit? Well, I am telling you can have all of this and more...if you are willing to do the work!

**29. Synexis Biodefense Technology (A, C, E, F, G, H)**

*Caroline Kimm, Synexis*  
 A deep dive into how dry hydrogen peroxide is effective against viruses, bacteria, and mold, supported by 3rd party data testing.

## Registration Application

<b>First Name</b>	
<b>Last Name</b>	
<b>Title</b>	
<b>License Number</b> <i>(if applicable)</i>	
<b>Office Number</b>	
<b>Cell Number</b>	
<b>Email</b> <i>(required to receive conference login credentials)</i>	
<b>Organization</b>	
<b>Street Address</b>	
<b>City</b>	
<b>State</b>	
<b>Zip Code</b>	

## Registration Fees

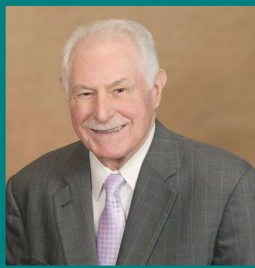
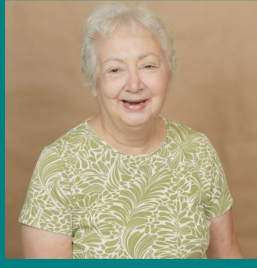
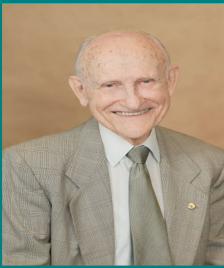
<b>*LeadingAge Provider Member/CASP Provider Member</b>	\$225
<b>*Non-Member Provider</b>	\$325
<b>*Business Firm Member Rate (Non-exhibitor)</b>	\$750
<b>*Business Firm Non-Member Rate (Non-exhibitor)</b>	\$1350
<i>(This includes membership to Georgia or South Carolina. Please select one.)</i>	Georgia <input checked="" type="radio"/> South Carolina <input type="radio"/>

### Mail form and check payable to either:

*Georgia Institute on Aging*  
 1440 Dutch Valley Place; Suite 120  
 Atlanta, GA 30324  
 FAX: 404-872-1737

*S.C. Institute on Aging, ATTN: Beth Bouknight*  
 2711 Middleburg Drive, Suite 309-A  
 Columbia, SC 29204  
 Phone: 803-988-0005





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