

2019 FALA Annual Conference & Tradeshow

CELEBRATING SUPERHEROES IN SENIOR LIVING

LOEWS SAPPHIRE FALLS AT UNIVERSAL ORLANDO | AUGUST 5-8



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On behalf of the Chair of Florida Assisted Living Association (FALA), its Board of Directors and Annual Conference Committee, I am excited to welcome you to the 2019 FALA Annual Conference & Tradeshow. This year's theme: Celebrating Superheroes in Senior Living was chosen to celebrate YOU, our Super Heroes within the senior living industry.

Over the past 26 years, FALA has been there to guide and assist members throughout the state so that our profession and the people who work in it are respected. Each year we honor extraordinary individuals who act as Superheroes to not only the association but also their local communities, and this year will be no different.

Leadership, Humor, and Unique Capabilities are hallmarks of the superhero experience. These are the qualities that will be explored by our high-powered Keynote presenters, Jodi Urquhart, Gerry O'Brion, and Velma Knowles throughout our time together this week.

Each day also brings together a talented lineup of individuals who are teaming up to deliver serious opportunities for learning. Education sessions are designed by experts who are diverse in their areas of resident care and services, regulatory and legal expertise, and the business of assisted living.

Everyone will learn something new about looking out for others, drawing the best to us, anticipating opportunities, and avoiding villains.

Annual conference is a time to supercharge yourself through education, networking, and new ideas. I hope you take advantage of all the opportunities FALA offers, and we look forward to seeing you at all of our events. We are excited about this year's agenda and hope that you enjoy the conference as much as we enjoyed planning it for you.

We are also looking for those who want to get more involved in the association and our committees, so please let us know.

Sincerely,
Monique Spruill, CDP|Regional Director of Operations
SenCare Management
Conference Chair

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Why?

The app provides you with more than just connections to people at the conference. You will get important updates through notifications and the ability to set up meetings with other professionals with the click of a button. You can also collect important information on the fly with QR codes and access the presentation material through the app.

Keep It and Stay Plugged In!

This year FALA is going to use the app all year long! This will be another way to receive important updates, stay connected, and quickly retrieve your new connections from networking at the conference!

How?

Downloadable from the Apple App Store or Google Playstore. Take a couple minutes and grab the app that will give you super strength the whole week!



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7:30 am - 6:00 pm **Registration Open** *Pre-Function North*

8:15 am - 12:15 pm **ECC 4 Hour Training** *Grand Caribbean 8-10*
Alberta Granger | Florida Assisted Living Association
ECC Training is required for the Administrator and the Extended Congregate Care (ECC) supervisor, if different from the Administrator, in facilities that have the ECC licensure. This initial training must be completed prior to a facility receiving its ECC licensure or within 3 months of beginning employment in the facility as an Administrator or ECC supervisor. Successful completion of the ALF Core Training is a prerequisite for this training.

9:15 am - 11:15 am **Medication Management 2 Hour Update** *Grand Caribbean 1-2*
Charlie Grice | Florida Assisted Living Association
Unlicensed persons, as defined in Section 429.256(1)(b), F.S., who provide assistance with self-administration of medications and have successfully completed the initial 6-hour training, must obtain annually a minimum of 2 hours of continuing education training on providing assistance with self-administration of medications and safe medication practices in an assisted living facility.

9:15 am - 11:15 am **Dietary 2 Hour Update** *Grand Caribbean 3-5*
Anna Lopez | Florida Assisted Living Association
Florida Administrative Code 59A-36.011(7) requires that the Administrator or person designated by the Administrator as responsible for the facility's food service and the day-to-day supervision of food service receive a 2 hour update annually in topics pertinent to nutrition and food service in an assisted living facility.

12:00 pm - 1:00 pm **Lunch on Your Own**

1:15 pm - 2:45 pm **Opening General Session & Keynote Address** *Grand Caribbean 6*
Jody Urquhart | This Would Be Funny If It Wasn't Happening to Me! How to Navigate the Future with Enthusiasm & Vigor.
Sometimes life just gets in the way! This hilarious and provocative presentation shows assisted living professionals how to face stress and buoyantly navigate the future. Through stand-up comedy, audience engagement and analogy, participants will discover how to do more with less and stay resilient in change.

2:45 pm - 3:00 pm **Refreshment Break** *Pre-Function North*

3:00 pm - 4:00 pm **Medicaid Managed Care Panel** *Grand Caribbean 6*

Medicaid Managed Care Plan Representatives have been invited to join FALA for a panel discussion related to billing processes, case management communication and avoiding or troubleshooting payment delays. Also, Ms. D.D. Pickle with the Agency for Health Care Administration's Bureau of Medicaid Policy will address transportation expectations, express enrollment, and moving from complaints to compliance.

3:00 pm - 4:00 pm **Beyond Bingo: Changing Behavior Through Activities Specifically for Alzheimer's Residents** *Grand Caribbean 3-5*
Jamie Glavich | Almost Home

This one-hour interactive workshop will explore a variety of activities for the resident with Alzheimer's Disease and Related Disorders. Through hands-on demonstrations, audience members will learn how to plan different levels of activities. Differentiate your community by integrating meaningful activities for residents struggling with advancing cognitive challenges.

5:30 pm - 7:00 pm **Opening Night Reception** *Cayman Court*



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TUESDAY - AUGUST 6TH

7:30 am - 6:00 pm

Registration Open

Pre-Function North

8:00 am - 8:45 am

Light Breakfast

Pre-Function North

9:00 am - 10:15 am

General Session & Keynote Address

Grand Caribbean 6

Gerry Obrion | Why Would I Choose You? Becoming the #1 Choice in a Crowd

Founder of What Big Brands Know®, Gerry OBrion will take participants through a unique framework in innovation and influence that will demonstrate how to become the #1 choice in a crowded industry. This presentation is a fun, thought-provoking dialogue that includes four critical questions that help break through the clutter. Packed with strategies and case studies from multiple industries, this session provides attendees with ideas that can be leveraged regardless of the marketing budget.



10:30 am - 11:30 am

Secrets to Blooming Your Assisted Living Business

Grand Caribbean 1-2

Kelley Keoppen | The Gardens Assisted Living Facilities

Everyone wants to hit their occupancy targets. This strategy session will address key network, marketing, and collaboration concepts. Participants will receive a refresher on generating business with budgeting and marketing, as well as utilizing social media. Effective marketing will keep referrals coming.

10:30 am - 11:30 am

Resident Retention and the Impact of Falls

Grand Caribbean 3-5

Stacy Bromell | Kindred at Home

Falls affect everyone in a senior living community. Experiencing a fall causes residents to confront their own mortality, limiting their engagement with others, with their movement becoming more cautious, leading to deconditioning. Other residents may also be affected, provoking anxiety over the fear of a fall or recalling memories of their own history of falls. This session will explore predictive factors, overcoming movement avoidance, and the fall risk continuum.

11:45 am - 1:30 pm

Annual Membership Meeting and Luncheon

Grand Caribbean 6



1:45 pm - 2:45 pm

Dementia - It's Not a Person's Name

Grand Caribbean 1-2

Joshua Freitas | CERTUS Senior Living & National Institute for Dementia Education

The definition of quality of life is different and deeply personal for each of us. Research shows that several factors in our environment influence our quality of life. If we learn how to manage those factors, we can better care for those with dementia. As we wait for a cure for Alzheimer's disease and related forms of dementia, the quality of life does not need to be diminished. This session will cover how we can create a person-first environment that stimulates the brain, fosters positive well-being, and may even slowdown the signs and symptoms of dementia. Dementia should not be viewed as the end of life, just a different way of living.

1:45 pm - 2:45 pm

Resident Voices - Leveraging Voice Technologies for Enhancing the Resident Experience

Grand Caribbean 3-5

Sanjay Gopal | Sanvis Health

Voice technology is fast becoming ubiquitous and appears promising for enriching the resident experience. Communities are deploying the use of Amazon Alexa or Google Voice for use by residents. While the use of Alexa is easy, successfully deploying voice technologies requires planning as there are factors to be considered. This presentation will help communities understand voice technologies and learn best practices based on Alexa rollout at communities in Central Florida. Attendees will learn about what is possible with voice technologies, best ways to deploy and maintain devices, how to on-board residents, ways and means to get staff engaged and involved, and potential ways in which the voice deployments can give their community a competitive edge.

3:00 pm - 3:30 pm

Refreshment Break and Introduction of the 2019-2020 Board of Directors

Grand Caribbean 6



3:45 pm - 4:45 pm

Maintaining Function Through the Continuum of Care Brittany Austin | RehabCare

Grand Caribbean 1-2

Learn how communities across the nation have implemented successful wellness programs and positively influenced resident independence, length of stay, and positive clinical outcomes. A structured wellness program that has proven to be effective will be outlined, along with lessons learned through the process. Learn more about how coupling wellness with rehabilitation can elevate your competitive positioning, enhance your bottom line, and improve the quality of life of your residents. Participants of this program will be given specific tools for current program assessment and surveying your current residents to identify their specific needs.

3:45 pm - 4:45 pm

Planning for Capital Expenses Christina Grubbs | TRC Worldwide Engineering, Restoration & Inspections

Grand Caribbean 3-5

Building owners and managers are often caught with major repairs and expenditures which compromise operations and revenue. Often a lack of proper understanding of building components and preventive maintenance scheduling and proper timing can cause for very extensive repairs. Building and planning for long term asset repairs/maintenance can save owners and managers a lot of money in expense and lost operation. This presentation will address typical challenges and pitfalls associated with planning and executing large building projects and the cost vs. benefit of using external professionals and vendors.

5:00 pm - 6:00 pm

Attracting, Cultivating and Retaining Superhero Employees Bijou Ikli | Absolute Elder Care

Grand Caribbean 1 & 2

A senior living community (or any other organization) is only as good as the people who work there. In this presentation, participants will examine the importance and benefits of attracting, cultivating and retaining top-tier employees. Attendees will be provided with actionable insight, new tactics and a strategic plan empowering them to set themselves apart from other employers and attract top applicants.

5:00 pm - 6:00 pm

Making Your Documentation Your Ally Kirsten Ullman | Ullman Bursa Law

Grand Caribbean 3-5

Not Documented – Not Done: This is a common theme that emanates from plaintiff lawyers when they sue nursing homes/ assisted living facility providers. The typical claim alleges that the facility cannot show that good care was provided, because the documentation is lacking. This session will focus on techniques to train your staff to be more diligent and creative in their charting so that you can provide a strong and viable defense when a claim is made. Real world examples and video deposition clips from actual cases will be utilized to show how plaintiff lawyers utilize medical charts and manipulate the contents to bolster their case.

6:00 pm - 8:00 pm

Tradeshow & Reception Foundation Silent Auction & Wine Pull Game

Kingston Hall



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EXHIBIT HALL MAP



7:30 am - 5:00 pm	Registration Open	Pre-Function North	11:00 am - 2:00 pm	Tradeshow & Lunch	Kingston Hall
7:45 am - 8:15 am	Light Breakfast	Pre-Function North	2:00 pm	Foundation Silent Auction Closes	Kingston Hall
8:15 am - 9:45 am	General Session & Keynote Address Introduction of the 2019-2020 Officers Velma Knowles Uncover the Valuable Leader in You In this presentation, author Velma Knowles will engage participants in an energetic exploration of leading people, influencing followers, achieving results, and so much more. Velma will share how leaders who value others gain greater growth, value and influence themselves. Both seasoned and emerging leaders will find inspiration and energy to be the leader everyone wants to follow. Join Velma in this presentation as she identifies the 7 easy steps to becoming The Valuable Leader!	Grand Caribbean 6	2:15 pm - 3:15 pm	Trauma-Informed Care: Supporting a Better Resident & Staff Experience Kathleen Weissberg Select Rehabilitation Life trauma influences the development of chronic illness and understanding past traumatic events in individuals' lives can be key to effective care. Trauma-informed care is an approach to engaging people with a history of life trauma that recognizes trauma symptoms and acknowledges the role trauma plays in their lives. The Centers for Medicare and Medicaid Services has even demonstrated their interest in trauma-informed care by incorporating it within recent changes to federal skilled nursing facility regulations. This session explores how trauma-informed care can be used by assisted living communities that care for individuals who have experienced pervasive adverse childhood experiences. The principles of trauma-informed care are reviewed, and participants are provided specific strategies to implement in their sites.	Grand Caribbean 3-5
10:00 am - 11:00 am	Communicating with Residents' Court Appointed Guardians & Attorneys Theresa L. Barton Guardian Care Management This presentation will engage participants in a real world discussion of how guardianships happen. Attendees will explore examples of the different kinds of guardianship documents and authority. This session will identify ways to work with Guardians, Exam Committee Members, and Court appointed attorneys. Attendees will hear about practical solutions, including how to assess which residents to accept and what to do with a difficult or unaccessible guardian. Participants will also get solutions to payment problems and other take-away resources to help solve future problems.	Grand Caribbean 1-2			
10:00 am - 11:00 am	ALF Administrator 101 Lee Ann Griffin Florida Assisted Living Association Assisted living administrators work across broad and varied domains of practice that require specialized operational, administrative, and executive knowledge. This session will move quickly through several of those key areas, focusing on high-level regulatory expectations and timelines related to maintaining personal credentials, the Agency's survey process, adverse incident reporting, facility licensure, reporting abuse, neglect, and exploitation, and criminal history screening. Whether a less experienced ALF administrator or an administrator who wants to revisit the how-to's for foundational, recurring responsibilities, attendees will leave with original tools useful in refreshing policies and training staff.	Grand Caribbean 3-5			





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WEDNESDAY - AUGUST 7TH

2:15 pm - 3:15 pm

The Critical Role of Executive Directors in Sales
Margot Cook | Sherpa
Jason Rock | Allegro Senior Living

Grand Caribbean 1-2

The pressure to drive revenue through occupancy has never been greater with additional provider supply in most markets. Owners and investors expect more, and our customers have more choices. By taking a closer look at how vacancy impacts your net operating income, we can help Executive Directors prioritize their time to drive sales results with immediate impact. This presentation will explore the science of Prospect Centered Selling and Customer-Relationship Management technology.

3:15 pm - 3:30 pm

Refreshment Break
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Pre-Function North

3:30 pm - 4:30 pm

Looking under the Hood: Is It Time for an Admission & Arbitration Agreement Tune-up
Janice Merrill | Marshall Dennehey Warner Coleman & Goggin
For long-term care facilities, a valid arbitration agreement can be one of the most powerful risk management tools and an avenue to reduce indemnity payments. Outdated, non-compliant agreements are easy targets for surveyors and can be a catalyst for claims or litigation. This presentation will focus on admission and arbitration agreement compliance under Chapter 429 and the Florida Administrative Code. Topics covered will include the risk management benefits of arbitration agreements; jury trial waivers; admission and discharge requirements; facility rules and regulations; and using the admission documentation to set realistic expectations for life in an assisted living facility.

Grand Caribbean 3-5

3:30 pm - 4:30 pm

First Do No Harm: Managing High-Risk Drugs in the Assisted Living Setting
William Vaughan | Remedi SeniorCare

Grand Caribbean 1-2

Safe and effective geriatric medication management involves much more than simply administering what the doctor ordered. Drugs used to treat both chronic and acute conditions in the elderly provide powerful benefits but also carry significant risk. Assisted living providers have an obligation to partner with the resident, their surrogate decision makers, the prescriber, and pharmacy staff to identify and minimize those risks. This presentation, through the use of case studies and group discussion, will examine classes of drugs that are considered high risk when administered to the elderly. Emphasis will be placed on drug classes undergoing current scrutiny and a resident-centered approach to managing such drugs will be discussed.

WEDNESDAY - AUGUST 7TH

6:00 pm - 10:30 pm



Awards Dinner & Superhero Masquerade Party
Superheroes and Villains Unite!

Grand Caribbean 6-7

Calling all Superheroes and Villains! Join us for our awards celebration as we honor our 2019 Administrator of the Year, Associate Member of the Year, The Sid Rosenblatt Award and many more. Followed with dancing, props, and photo opportunities as we Celebrate Superheroes in Senior Living!
Costumes encouraged but not required.



THURSDAY - AUGUST 8TH

9:00 am - 9:45 am

Farewell Breakfast

Grand Caribbean 6

9:45 am - 11:00 am

Closing General Session & Grand Doorprize Drawing - must be present to win (2 night stay at Loews)

Grand Caribbean 6

ALF Survey Update

Serita Evans | Operations Management Consultant Manager and ALF Team Manager

Participants will hear from the Agency for Health Care Administration who will address current provider management and administration issues and survey deficiency trends among Florida's Assisted Living Facility communities.

A close-up photograph of a young Black woman with her hair in braids, wearing blue medical scrubs and a stethoscope. She is smiling warmly and looking towards a patient whose back is partially visible on the right side of the frame. The background is softly blurred, suggesting an indoor clinical setting with natural light.

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