

2022 CONFERENCE & TRADESHOW

FALFA

CELEBRATING 30 YEARS OF EVOLUTION

Lessons of the Past
Reimagining the Future



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Lessons of the Past **Reimagining the Future**

In a time where the world is still shaking from the virus that will not be named, to the wars across the seas, the senior living providers through many trials continue to show Florida “we are resilient, we are the future”. The Assisted Living profession across the country has grown tremendously since early 1990s, not just in the number of the facilities, but have grown in diversity of the people they serve and how they provide those services. The evolution is evident and is driven by the human need to survive, sustain, and grow. As your association CEO I continue to ask

for the partnerships of our providers, associate members, and state agencies to improve the quality of life for your residents, provide peace of mind to their families through and financial stability to each of you. As Jean Jules Jusserand said, “The Future is not in the hands of fate but in ours.” So as we kick off the 2022, 30th year anniversary we hope you see in the reflections of past an even better future together!

Enjoy the Conference,
Veronica Catoe, CEO

Executive Board

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 Terri Osteen, Treasurer
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 Luis Collazo, Immediate Past Chair

Conference Committee

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WIFI INSTRUCTIONS

1. View available networks on your device and select "HYATT-MEETING"
2. Open a Browser and you will be directed to the Encore High Speed Internet Login Page
3. Enter Access Code: **FALA2022**
4. Accept the Terms and Conditions
5. NOTE: *The Wi-Fi network is designed for emails, web browsing, and mobile app use. The Wi-Fi does not support video streaming or downloading large files.*

CONFERENCE APP

Download the app for all your conference information as well as to get in on the fun. Complete the challenges and make your conference experience even more exciting and competitive! The FALA Conference Gamification is an innovative and exciting program designed to highlight the best experiences at the FALA Conference & Tradeshow! Look for challenges and network with exhibitors and sponsors to earn points.

Here's how to get started:

Go to your app store and search for FALA. Login with the email address you use for the FALA website. Check your email for your access code, and enter it to continue. You'll only do this once.

DAILY HEALTH SCREENING

For the health and safety of all, prior to entry into any conference space or event, all registrants and guests will be required to complete a health screening and daily temperature check and wear the daily screening badges provided, along with their conference badge. Thank you to our health screening partner, Accushield.

MEET THE SPONSORS

TITLE SPONSORS



CONFERENCE SPONSORS

Florida Assisted Living Association would like to thank our generous sponsors this year. Their partnership with FALA allows us to host annual events like this to the assisted living industry at an affordable price. Please take time to thank the various sponsors for their support and continued support of the FALA 2022 Conference & Tradeshow.

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ADDITIONAL SPONSORS



TUESDAY

May 31, 2022



8:00 am - 5:30 pm
Grand Cypress Prefunction

CONFERENCE REGISTRATION DESK OPEN
Sponsored by: EmpowerMe Wellness

9:30 am - 10:30 am
Grand Cypress Foyer

MORNING COFFEE SERVICE

10:00 am - 11:30 am
Grand Cypress DEF
Sponsored by: Florida
Community Care

OPENING GENERAL SESSION & KEYNOTE SPEAKER

Increase Your Impact and Emotional Intelligence as a Leader
| Dr. Joshua Fredenberg

Did you know that 90% of effective leaders possess high emotional intelligence and 68% of our organizational activities require high levels of emotional intelligence as well? This transformational program will help professionals increase their emotional wellness through identifying their emotional triggers, developing strategies to regulate those negative emotional triggers, increasing their social awareness, and so much more.

11:45 am - 12:45 pm
Grand Cypress GH
Sponsored by: Guardian
Pharmacy of Florida

BREAKOUT SESSION 1:

A New Mindset for Resident Engagement | Sara Kyle and
Kelly Stranburg

Given the availability for people to age in place with desired clinical and social conveniences, how a resident spends their day within your community is more important than ever. This session will incorporate short moments of engagement while also imparting the foundational steps for creating effective resident engagement at your community.

11:45 am - 12:45 pm
Grand Cypress AB
Sponsored by: LHC Group

BREAKOUT SESSION 2:

Guardianship vs. Healthcare Directives | Scott Selis

"I don't need a living will; I have a DNR," says the client - Education Required! "I'm the healthcare power of attorney, doesn't that make me the healthcare decision-maker?" - Education Required!! This session will help educate you on the different situations related to both Guardianship and Healthcare Surrogates.

11:45 am - 12:45 pm
Palms ABC
Sponsored by: OneDigital

BREAKOUT SESSION 3:

How Clinically Validated Incontinence Programs Affect Residents, Caregivers, and Communities | Ara Sayabalian

The session will highlight how incontinence care affects prospect move-ins, resident retention, overtime, and will provide the solutions that can be implemented. Data on caregiver surveys, falls, UTIs, and agitation will be shared throughout the presentation supporting the goals and outcomes achieved through an incontinence care program.

2022 FALA CONFERENCE & TRADESHOW

1:00 pm - 2:30 pm
Grand Cypress DEF

Lessons of the Past

MEMBERSHIP LUNCH

Sponsored by: Plastridge Insurance

2:45 pm - 3:45 pm
Palms ABC

Sponsored by: Sunshine
Health

BREAKOUT SESSION 4:

A Rainbow of Brain Colors: Helping Healthcare Leaders Effectively Communicate | Ingrid Provident

Using a brief brain color quiz, participants will better understand how they think and react in personal / work situations based upon their results. This session will highlight common misunderstandings between co-workers and overview ways to improve communication so work moves toward the common goal.

2:45 pm - 3:45 pm
Grand Cypress AB

Sponsored by: Sunshine
Health

BREAKOUT SESSION 5:

The Past, Present, and Future of Physical Therapy | Nick Hughes

Modern physical therapy has changed significantly since its inception in the late 1800s. What started as a remedial exercise routine has transformed into a multi-billion dollar a year profession. Physical Therapists are now armed with the best techniques, venture capital + AI software, which are all designed to improve functional outcomes.

2:45 pm - 3:45 pm
Grand Cypress GH

Sponsored by: Sunshine
Health

BREAKOUT SESSION 6:

Interdisciplinary Approaches to Supporting Individuals with Dementia | Rob Leffler & William Robinson

Not every behavior can be managed without pharmaceutical intervention and not every behavior needs pharmaceutical interventions. This session will focus on dealing with behaviors associated with dementia from an interdisciplinary perspective and help you find ways to minimize problematic behaviors in your facilities.

4:00 pm - 5:00 pm
Grand Cypress GH

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EmpowerMe Wellness

BREAKOUT SESSION 7:

Key Behaviors of Best Sales Performers | Margot Cooke

Operators experienced pandemic-related swings in prospect activity in both 2020 and 2021. Even in a year with tremendous shutdowns, Best Sales Performers beat median performers by as much as 2.4 times. Let's explore together how they consistently have more move-ins and better conversion ratios.

TUESDAY May 31, 2022

Lessons of the Past

4:00 pm - 5:00 pm
Grand Cypress AB
Sponsored by: Hormel Foods

BREAKOUT SESSION 8:
Use of Technology with Aging Adults | Kyle Rand & Joe Velderman
The importance of social health is paving a unique opportunity for senior living communities to provide something that aging-in-place cannot: a thriving sense of community. Learn how to implement fresh strategies that create and evolve a sense of community that is critical to the health of older adults. The presentation will overview these resource opportunities in the industry.

4:00 pm - 5:00 pm
Palms ABC
Sponsored by: Navigator Group Purchasing Inc.

BREAKOUT SESSION 9:
Safe and Secure: Resident Wheelchair Transportation | Mark Griffiths, Doug Gifford, Wendy Gonzalez
This session will discuss best practices for the safe transport of wheelchair residents. Topics include bus design & layout, wheelchair designs and movement, loading & securement, current state of the bus industry, the future of wheelchair & securement options.

5:15 pm - 7:30 pm
Windsong Ballroom

TRADESHOW AND WELCOME RECEPTION
The early 1990's was filled with boom boxes, cassette recorders, suspenders for some and FRIENDS. When you enter the Tradeshow we are looking for attendees to vote on the best designed 1990 booth and 1990 attire of exhibitors. While you are voting on them they will be able to help you complete the BINGO card for a chance to win a prize to be awarded Wednesday evening at the dinner. You must have 90% of the Card completed to enter and have the correct image marked.



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8:00 am - 5:30 pm
Grand Cypress Prefunction

CONFERENCE REGISTRATION DESK OPEN
Sponsored by: EmpowerMe Wellness

8:30 am - 11:00 am
Grand Cypress DEF

MORNING COFFEE SERVICE & SNACK

9:00 am - 10:00 am
Grand Cypress DEF
Sponsored by: Simply Healthcare

GENERAL SESSION AND KEYNOTE SPEAKER:
Using Humor and Creativity to Break Down Barriers, Reduce Stress, and Make the Workplace Fun | Cody Byrns
Effective communication is arguably the most important tool that we have as humans. Humor, one of the most popular forms of communication, is not often paraded around the workplace, but it should be, based on its unexpected slew of benefits. This program will explore ways in which people can do simple things to add that extra chuckle and bring fun into the workplace.



10:15 am - 11:30 am
Grand Cypress DEF
Sponsored by: Optum

SPECIAL SESSION:
Treatment by Design: Bridging the Gap of Neuroscience and Supportive Living | Joshua Freitas
Research suggests solutions that may decrease chances of developing memory loss. There is also mounting research that simple lifestyle changes may help a person living with memory loss sustain a good quality of life and boost cognitive functioning. Learn how color therapy, aromatherapy, residential design, and eating habits may boost cognitive and physical abilities.

11:30 am - 2:00 pm
Windsong Ballroom

TRADESHOW AND LUNCH

2:15 pm - 3:15 pm
Palms ABC
Sponsored by: VITAS Healthcare

BREAKOUT SESSION 10:
The Role of ALFs in Reducing Potentially Preventable Events | Dennis Liotta
In addition to providing the services required, the staff of an ALF can play an active role in reducing potentially preventable events like emergency department visits and hospital admissions. The presentation will focus on the steps that ALFs may take to mitigate the risks associated with these preventable events. By doing so, ALFs will contribute to improved health outcomes for individuals and reduced costs in the health care system.



2:15 pm - 3:15 pm
Grand Cypress AB
Sponsored by: VITAS Healthcare

BREAKOUT SESSION 11:
OSHA Inspections and ALFs
This session will address what Assisted Living Facilities can expect during an OSHA inspection. OSHA staff will cover the inspection process and important regulations that staff and Administrators need to know as well as answer your questions about compliance requirements.

2:15 pm - 3:15 pm
Grand Cypress GH
Sponsored by: VITAS Healthcare

BREAKOUT SESSION 12:
Relationships and Sexuality in Community Living | Kathleen Weissberg
This session explores the perceptions and perspectives of residents, staff, caregivers, and family members related to sexuality and intimacy. The views of older adults and the differences between sexuality and intimacy are considered. Sexuality and intimacy as these relate to dementia are addressed, and concepts important for guiding policy and procedure development are reviewed.

3:30 pm - 4:30 pm
Grand Cypress GH
Sponsored by: FALA Foundation

BREAKOUT SESSION 13:
Integrated Behavioral Health Services at the Assisted Living Facility | Stephanie Witt, Karla Pena Rosa, Michelle King
Develop a game plan for proactive management of behavioral challenges in-house. Discover the reasons why a collaborative approach to behavioral healthcare is the current gold standard of care at long term care facilities. A panel consisting of a SNF Administrator, a Clinical Psychologist, and a Pharmacy Consultant, guide you through the benefits and steps required to achieve an in-house integrated behavioral management program.

3:30 pm - 4:30 pm
Palms ABC
Sponsored by: FALA Foundation

BREAKOUT SESSION 14:
Background Screening and Criminal Background Checks in Healthcare | Rick Strong
This presentation will cover the Florida Statutes, listing which crimes are disqualifying offenses preventing employment in the Health Care field. We will also present and discuss the AHCA Exemption of Disqualification process which may allow those who have criminal background problems the ability to obtain employment in the Health Care Field.



WEDNESDAY

June 1, 2022



3:30 pm - 4:30 pm
Grand Cypress AB

Sponsored by: **FALA
Foundation**



BREAKOUT SESSION 15:

Depression in the Elderly | Sharon Sykes

Depression is not a normal part of aging and is treatable at any age. The purpose of this training is to provide a brief overview of depression amongst older adults in order to assist providers, caregivers, and healthcare professionals in the care they provide in assisted living facilities or other long-term care settings. Those that work with older adults will learn about symptoms, risk factors, screening tools, and treatment options for depression.

6:00 pm - 10:00 pm
Grand Cypress DEF

Sponsored by:
Florida Community Care



DENIM & PEARLS AWARDS DINNER & ENTERTAINMENT

Caring for others is a 24/7 365 day responsibility as you all know. Tonight, will be about taking a deep breath, laughing out loud, celebrating the achievements of your peers and splintering up that dance floor. Dress in your denim and pearls with heels, boots or sneaks. When you are with FALA we accept you for who you are!

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THURSDAY

June 2, 2022

8:00 am - 3:00 pm
Grand Cypress Prefunction

CONFERENCE REGISTRATION DESK OPEN
Sponsored by: EmpowerMe Wellness

8:30 am - 9:30 am
Grand Cypress Foyer

MORNING COFFEE SERVICE

9:00 am - 10:00 am
Grand Cypress AB
Sponsored by: FALA Chapters

BREAKOUT SESSION 16:
Revitalizing Your Community: Time to Get Out of the Weeds! | Susan Carey
It's time to "take back" your community. This session will provide creative leadership ideas, strategic partnerships and solid tools/resources to help you and your team "GET OUT OF THE WEEDS"! Join us for this dynamic interactive session to learn more about how to STABILIZE AND REVITALIZE your community.

9:00 am - 10:00 am
Palms ABC
Sponsored by: FALA Chapters

BREAKOUT SESSION 17:
Help Your Clients Afford Your Services | Sharon Reich
This presentation will help attendees understand the benefits of the Qualified Medicaid Beneficiary (QMB) program and how reducing healthcare and medication costs can free up funds. Discover how someone can use a Pooled Special Needs Trust to qualify for needed Medicaid benefits when they are over the financial limits.

9:00 am - 10:00 am
Grand Cypress GH
Sponsored by: FALA Chapters

BREAKOUT SESSION 18:
Transitions of the Heart | Sandy Yochem
In this presentation, you will leave with an understanding of the basic functions of the heart, common heart conditions and medications your residents are prescribed. We will discuss home measures you can perform to keep your residents heart healthy.

10:15 am - 11:15 am
Palms ABC
Sponsored by: Ultra Healthcare Mobile X-Ray

BREAKOUT SESSION 19:
Recruiting & Retaining Top Talent in Today's Workplace | Chuck Kimball
In today's extremely competitive employee market it can be an overwhelming task to find and keep employees. We will discuss key strategies that are working across several industries to address this growing concern. You will leave feeling equipped with practical ideas to take back to your business and help you with finding and keeping employees.

2022 FALA CONFERENCE & TRADESHOW

10:15 am - 11:15 am
Grand Cypress GH
Sponsored by: Ulman Bursa Law

10:15 am - 11:15 am
Grand Cypress AB
Sponsored by: Accushield

11:30 am - 1:00 pm
Grand Cypress DEF
Sponsored by: Howell, Buchan, & Strong Attorneys at Law

1:15 pm - 2:15 pm
Grand Cypress GH



Lessons of the Past

BREAKOUT SESSION 20:
Market Dominance, Resident Delight, Improved Care: Technology Makes Them Real | John Sanfilippo, Rick Taylor
Today's technology collects and analyzes never-before seen data to give your team powerful insights to keep residents physically safe, medically well, socially engaged and cognitively connected. The result? Improved health outcomes and inspired move-ins, increased resident satisfaction and length of stay, and more efficient and satisfied staff. Discover the simple secret you might be missing to driving sustainable community growth.

BREAKOUT SESSION 21:
The Benefits of Dual Tasking | Marlene Fields
Dual Tasking is becoming a buzz word in the brain and physical health arena. This presentation will focus on the definition of dual tasking and evidence that demonstrates how this method of engagement can improve outcomes faster and transition to daily activities of people of all ages and abilities.

LUNCH WITH KEYNOTE SPEAKER:
Assisted Living Services is a Marathon: How to Stay Motivated | Matt Jones
Through Matt Jones' experiences of overcoming major adversity and impossible odds, you will be inspired and learn strategies to achieve VICTORY as an owner, leader, and professional in Assisted Living, by developing your "Marathon Mentality" and crossing your Finish Line! In Matt's talk, you will be inspired by the lessons he learned by overcoming cancer three times when doctors did not think he would live, relearning how to walk, and completing a marathon on every continent.

BREAKOUT SESSION 22:
Change in Resident Status: Financial and Operational Implications | Kristen Palanza
Ever wonder why your pharmacy must know about vital changes in your residents' status? What exactly is a "change" in resident status? Join Kristen to learn about all the possible changes in your resident's location, payer and more that play an integral role in your pharmacy program.

THURSDAY

June 2, 2022

Lessons of the Past

1:15 pm - 2:15 pm
Palms ABC

BREAKOUT SESSION 23:

Transitioning Back to Universal Workers | Kristine Coates
What is a universal worker? Why are they important? Why should you consider it? This session will review the benefits of transitioning some staff roles to Universal Workers.

1:15 pm - 2:15 pm
Grand Cypress AB

BREAKOUT SESSION 24:

The Keys of Fall Prevention | Elena de Cardenas
The purpose of this presentation is to help professionals who work with the long-term care population have a better understanding of the importance of identifying fall risks and implementing fall risk prevention strategies in their communities. Fall prevention can be supported by the collaboration of multiple healthcare professionals who come together to help vulnerable adults remain healthy and independent.

2:30 pm - 3:30 pm
Grand Cypress DEF

*Sponsored by:
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CLOSING GENERAL SESSION & KEYNOTE SPEAKER:

AHCA Update | Secretary Simone Marsteller & Deputy Secretary Kim Smoak

This session will not just be your Top 10 Deficiencies. It will be a session to inform you about the implementation of the In-Person Visitation, what to expect regarding the new requirement on your next survey, how the Agency educates their teams, and how a concern should be filed closed with a few Q&A's.



2022 FALA CONFERENCE & TRADESHOW



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ANGELS IN OUR MIDST

Thirty years ago Sid Rosenblatt was one of the founders of what we currently call FALA. He was a part of the Adult Care Association of Florida which merged with Suncoast Adult Care Association, and Florida Residential Care Association to create one larger voice for what was then Adult Care Living Facilities. From 1992 until his retirement, Sid was an advocate and leader for others. In 2004, the association created an award of Excellence in Leadership named after him which continues to be presented each year to a person selected from the assisted living profession who has shown outstanding leadership within the organization and in their own community. In September 24, 2021 we lost Sid at a glorious age of 97 years old.



Our hearts were not ready... But your wings were... Rest in peace.

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Lessons of the Past

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FLOORPLAN



2022 EXHIBITORS

1st Choicerx	115	MaintenX	205
A Total Solution	301	Managed Care Consultants of Florida, Inc.	331
ABC Companies	303	Matthews Buses Commercial	512
Accushield	107	McKesson Medical-Surgical	415
AGED, Inc.	106	Mobile Medical	129
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Island Doctors	504	Yellowstone Landscape	202
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Liftup North America, Inc	510		

2022 EXHIBITOR BINGO

100	200	300	400	500	101	201	301	401	502
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105	204	304	404	510	106	205	305	405	512
107	206	306	406	514	111	207	307	407	518
113	210	FREE	FREE	522	115	211	311	411	125
116	212	FREE	412	117	FREE	323	413	FREE	216
324	414	119	218	325	415	122	222	326	416
123	223	327	417	124	224	328	418	128	225
329	419	130	226	330	422	127	227	331	423
231	430	129	228	229	528	526	524	516	424
426	428	425	427	429					

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Water's Edge

What Sets Us Apart

Water's Edge of Lake Wales may be the perfect place to retire in Florida. Our beautiful, convenient location and state-of-the-art amenities are just the beginning. The real difference you'll see here is a continuum of care from first-rate professionals. From independent living to assisted living to memory care, we are dedicated to helping you or your loved ones enjoy the retirement years to their fullest.

Community Highlights

- Fun activities
- Chef-prepared meals
- Fitness center
- Health & wellness programs
- Care options
- Heated pool
- Vegetable & herb gardens
- Movie theater
- Library & Billiard room
- Beauty & barber shop

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WatersEdgeLakeWales.org





PROGRAM AND CONFERENCE ARTWORK CREATED BY FITHINITY CONSULTING LLC