

2023 ANNUAL CONFERENCE & TRADESHOW
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July 10 - July 12, 2023





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Dear FALA Friends and Colleagues,

I'm delighted to be here with you all, live and in person, at FALA's 2023 Annual Conference and Tradeshow! Thank you for being here. Your presence demonstrates your commitment and continued support of FALA. We have a lot of great things planned for you, including exciting new announcements, industry updates, innovative educational sessions, and let's not forget all the networking opportunities!

It's truly an honor to have been selected to lead such an incredible organization. I'm excited and looking forward to the work ahead to ensure that FALA remains a leader in the senior living industry, and that FALA member communities and partners continue to succeed and thrive! Over the course of the next few days, I look forward to meeting and interacting with as many of you as possible, and to sharing with you my game plan for success.

Thank you to FALA's Executive Committee and Board of Directors for your vote of confidence. You may rest assured, I intend to build upon FALA's existing achievements by creating new value for existing FALA members, attracting new members, strengthening partnerships, and fostering new relationships.

This strategic direction will enable us to continue moving forward in our mission to ensure that Floridians have the best choices and quality services in assisted care communities so that they may live and age with dignity.

So this week, let's talk, have fun, learn, and play to win as we continue our FALA journey together!

Bijou Ikli, CEO

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INFO

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2. Select and this will bring up a splash page where users are directed to enter a "pin" (password).
3. Enter: **ABSOLUTELAWGROUP**
4. Accept the Terms and Conditions.
5. Please note that the "loews_conf" network only works in the meeting space areas. When in their guest rooms, guests will log in to the "loews" network and follow the prompts from that splash page.
6. Each day guests will have to re-sign into the "loews_conf" network as after a certain period of inactivity it disconnects devices to help distribute the bandwidth more evenly to active devices.



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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 2023 Conference & Tradeshow.



MONDAY



9:00 am - 6:00 pm
Grand Caribbean Level Pre-Function Area

CONFERENCE REGISTRATION DESK OPEN
Sponsored by: UnitedHealthcare Community Plan

9:00 am - 10:00 am
Grand Caribbean Level Pre-Function Area

WELCOME REFRESHMENTS
Sponsored by: UnitedHealthcare Community Plan

10:00 am - 11:30 am
Grand Caribbean Room 6
Sponsored by: Florida Community Care & Florida Complete Care

OPENING GENERAL SESSION & KEYNOTE SPEAKER
The M.A.G.I.C. Formula for Sanity, Success & Satisfaction | Fred Moore
Stressed out, overworked, and buried in an endless list of “to dos”? Fred Moore will get you engaged and set you up for success as he shares the mindset corrections to relieve stress, action planning and how to get the most out of it, how to set goals that WILL get done, brainstorming techniques for tackling problems, and the magic of Focused Work Segments. This entertaining, fun and informative program will boost your energy and leave you with solid tools and a smile on your face!



11:45 am - 12:45 pm
Grand Caribbean Rooms 8 - 10
Sponsored by: Optum

BREAKOUT SESSION 1:
Understanding the Role of Assisted Living in the Continuum of Care | Regina Wild, LPN
With so many options across the care continuum what roles do Assisted Living Facilities play? How do we ante up to bridge the gaps and best coordinate the transitions in care? How do we improve communications so that all needs are met and you don't lose on the flop? What's the real deal with the discharge planning process? Hold the best hand with best practices for your residents.

11:45 am - 12:45 pm
Grand Caribbean Rooms 1 - 2
Sponsored by: Simply Healthcare

BREAKOUT SESSION 2:
Elder Law and What You Thought You Knew! | Sarah Elyaman, JD., LLM & Suzie Carey
The goal of this session is to help community leadership, sales teams, and DOW's understand the importance of good legal documents, and using an Elder Law firm to help with applying for additional benefits that could be the difference in closing a move-in or moving on to nursing home care. Participants will go through an exercise designed to help them review legal documents without requiring a law degree while also seeing the benefit of partnering with your local Elder Law firms and how that can impact your marketing team and overall census.

11:45 am - 12:45 pm
Grand Caribbean Rooms 3 - 5
Sponsored by: Sunshine Health

BREAKOUT SESSION 3:
Breaking Out of the Broken Lead Generation Cycle of Senior Living | Scott R. Wells
This presentation will address the urgent need for change in the senior living industry, emphasizing the importance of communities generating their own leads to better serve families and grow their occupancy. We'll discuss how the current system fails due to communities relying on referral agencies, and reveal innovative solutions for you to generate your own leads. This transformation will not only create stronger connections with potential residents, but also ensure families receive the guidance they deserve. Don't miss the opportunity to elevate your community's success!

1:00 pm - 2:30 pm
Grand Caribbean Room 6

MEMBERSHIP LUNCH
Sponsored by: Plastridge Insurance

2:45 pm - 3:45 pm
Grand Caribbean Rooms 1 - 2
Sponsored by: Simply Healthcare

BREAKOUT SESSION 4:
Effective Management of Psychiatric Medications and Behaviors | Pari Deshmukh, MD, FAPA, FASAM
This presentation will look at how to effectively manage psychiatric medications and behaviors in the long term care setting, and how to best utilize interventions both pharmacological and non-pharmacological.

2:45 pm - 3:45 pm
Grand Caribbean Rooms 3 - 5
Sponsored by: Sunshine Health

BREAKOUT SESSION 5:
Offset Expenses with Veteran's Aid and Attendance | Michelangelo Mortellaro, Esquire
This session will help assisted living operators to make sense of the different types of veteran's benefits that are available to offset the cost of care for residents. Learn about Aid and Attendance for veterans, how to see if your residents meet the eligibility criteria, and the application process with real-life scenarios from an elder law attorney.

2:45 pm - 3:45 pm
Grand Caribbean Rooms 8 - 10
Sponsored by: Optum

BREAKOUT SESSION 6:
Thrive Under Fire: Handling Difficult “Customers” Like a Pro | Kathleen Weissberg, MS, OTD, OTR/L, CMDCP, CDP, CFPS
Customer service in long term care is different from other industries and must be addressed as such. In this session, the participant will begin by completing a brief self-scored inventory to identify the personality traits that apply to them. Because we each encounter “difficult” customers in our daily work, the session will address the 10 different “difficult” personalities and offer techniques to bring out the best in people.

4:00 pm - 5:00 pm
Grand Caribbeans 3 - 5
Sponsored by: Sunshine Health

BREAKOUT SESSION 7:
The Direct Care Workforce Study: Untapped Opportunities to Recruit & Retain | Brandi Kurtyka
Amid a national shortage of direct care workers, too few people are entering the profession, workers are leaving in droves, and companies are plagued with high turnover. In partnership with NAHC, MissionCare Collective conducted a study analyzing over 67,000 Caregivers, Home Health Aids, and Certified Nursing Assistants to better understand the psyche of the people behind care delivery in America. This session will inspire new thinking to expand workforce strategies and reduce turnover that set the stage to deliver better care.

4:00 pm - 5:00 pm
Grand Caribbean Rooms 8 - 10
Sponsored by: Optum

BREAKOUT SESSION 8:
AHCxiety | Pascal Bergeron
Keeping up with AHCA regulations is a huge part of what we as operators are responsible for. For many the stress can be overwhelming: AHCAXIETY, a word that many operators suffer from. Learn how to minimize it.



MONDAY

4:00 pm - 5:00 pm

Grand Caribbean Rooms 1 - 2
Sponsored by: Simply Healthcare

BREAKOUT SESSION 9:

Act Like an Administrator but Think Like a Surveyor | Tina Carlyle, MSN, RN, BC-Ded

Have you ever heard the saying "the best offense is a good defense?" This not only applies to sports but the world of ALF administrators. Avoid striking out and hit a home run today by allowing your mind to be challenged to Act like an Administrator but have the crucial mindset of a state surveyor. Avoid being on the defense, turn the tables and prepare yourself and team to operate in the pursuit of excellence. This presentation will provide valuable insight to administrators and inspire them to think like a surveyor, while being the greatest administrator, hitting a home run with the state surveyors.

5:00 pm - 7:30 pm

Kingston Level, Kingston Hall

TRADESHOW AND WELCOME RECEPTION

Join us for a fun evening at the Tradeshow! When you enter the Tradeshow we are looking for you to vote on the best theme-designed booth - votes can be placed via QR code that will be made available in the Tradeshow (one vote per person please). While you are voting, each exhibitor can help you complete the BINGO card for a chance to win a prize to be awarded Tuesday evening at the dinner. You must have 80% of the Bingo Card completed to enter. Be sure to spend some extra time interacting with the exhibitors Tuesday as they will also be passing out poker chips that can be used during the Casino Night!



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TUESDAY



7:30 am - 5:30 pm

Grand Caribbean Level Pre-Function Area

CONFERENCE REGISTRATION DESK OPEN

Sponsored by: UnitedHealthcare Community Plan

7:30 am - 8:30 am

Grand Caribbean Level Pre-Function Area

CONTINENTAL BREAKFAST

Sponsored by: South University

8:45 am - 9:45 am

Grand Caribbean Rooms 3 - 5

BREAKOUT SESSION 10:

Managing Your Managed Medicaid | Regina Wild, LPN

Assisted living facilities are often overwhelmed by the thought of DEALING with Medicaid contracts. No need to FOLD over the daunting tasks of credentialing, negotiating, contracts, claims, billing issues, or even proper reporting for residents. Do not gamble with your own money! Let us help you break down the process, incorporate best practices, and provide other efficiency tips. We'll go ALL IN to avoid the common pitfalls and share ACES of wisdom to implement in your day-to-day operations.

8:45 am - 9:45 am

Grand Caribbean Rooms 8 - 10

BREAKOUT SESSION 11:

Don't Gamble on Your Insurance Portfolio | Shelagh Grubb, CIC

This session is a fun dive into the coverages that insureds don't typically purchase for cost prohibitive reasons, or not having an understanding of what is and is not covered. After the devastation of Ian, the mounting lawsuits by employees to employers, and the hackers invading the private information of your residents, its imperative to understand these vital coverages so you are not surprised if a claim comes your way.

8:45 am - 9:45 am

Grand Caribbean Rooms 1 - 2

BREAKOUT SESSION 12:

The Role of ALFs in Improving Clinical Outcomes | Grace Sub Laban

This presentation will cover the basics on how patient and resident clinical outcomes are measured and how assisted living facilities can assist to improve those clinical outcomes. The focus will be on clinical outcomes related to admissions and discharges, and how the ALFs can facilitate appropriate follow-up care to avoid readmission, which can be costly and dangerous to seniors.

10:00 am - 11:30 am

Grand Caribbean Room 6
Sponsored by: VITAS Healthcare

GENERAL SESSION & KEYNOTE SPEAKER

Flying Through Adversity: How Preparation and Resiliency Can Power You Through Any Challenge | Brian Parsley

This talk will uncover the power of effective communication to connect with customers on a deeper level. Learn how to adapt to different situations to be better prepared for conflict and push through stressful times. You will walk away with more confidence to change your mindset and actions to impact both customers and peers.

11:30 am - 2:00 pm

Kingston Level, Kingston Hall

TRADESHOW AND LUNCH

2:15 pm - 3:45 pm

Grand Caribbean Rooms 1 - 2
Sponsored by: Guardian Pharmacy

BREAKOUT SESSION 13:

Improving Outcomes for Residents with Mental Illnesses and Alzheimer's Disease | Joe Rogers, Danahe Sierra, Lea Vaassen, Debra Katz

Florida is home to a growing number of assisted living residents who have been diagnosed with a serious mental illness (SMI) and/or Alzheimer's Disease (AD). Structured as a moderated discussion with the panelists and audience, this session will review the latest SMI and AD clinical care trends and discuss strategies for partnering with managed care to deliver person-centered care to meeting the care needs of residents with SMI and/or AD.

2:15 pm - 3:45 pm

Grand Caribbean Rooms 3 - 5
Sponsored by: Humana Healthy Horizons

BREAKOUT SESSION 14:

ALFs of the Future | Rob Loomis

Florida's hurricane season isn't the only time that Administrators should think about disaster preparedness and response. What does it look like for a facility to be prepared for any situation, any time? This workshop will stimulate discussion on enhancing disaster resilience, as the facilitator covers specific tools, policies, and procedures that are used in real facilities to mitigate common natural disasters and emergency situations. The benefits of different training techniques and processes for staff will also be covered.

4:00 pm - 5:00 pm

Grand Caribbean Rooms 8 - 10
Sponsored by: Absolute Law Group

BREAKOUT SESSION 15:

Making the Most of Your Existing Workforce in a Highly Challenging Staffing Environment | Lee Hudson Teslik

Never before has finding and retaining the workforce required to operate a facility-based senior care business been so difficult. In this presentation, Lee will discuss tangible steps facilities can take to more efficiently deploy their existing workforce, reduce third-party labor spend, reduce unfilled shifts, and improve worker retention.

4:00 pm - 5:00 pm

Grand Caribbean Rooms 3 - 5

BREAKOUT SESSION 16:

Help Your Residents Afford Your Services | Sharon Reich, CTFA, CSA

Many facility's residents struggle to afford their ALF bill, level of care. This presentation will help attendees understand the benefits of the Qualified Medicare Beneficiary (QMB), a Medicaid program designed to reduce expenses, and how these benefits can help free up funds to allow residents to be able to afford to live at the ALF. Attendees will learn ways someone can qualify for Medicaid when they are over the financial limits through the use of a Pooled Special Needs Trust.

4:00 pm - 5:00 pm

Grand Caribbean Rooms 1 - 2

BREAKOUT SESSION 17:

Fair Labor Standards for Assisted Living Employers | Rob Vaden

This presentation will cover Fair Labor Standards Act requirements including minimum wage, overtime, and record keeping, to ensure your facility remains compliant and avoids staffing-related citations. We will also discuss common violations noted by the Department of Labor across the assisted living industry.



TUESDAY

6:30 pm - 7:45 pm

Grand Caribbean Room 6
Sponsored by: VITAS Healthcare

AWARDS DINNER

Caring for others is a 24/7 365 day responsibility as you all know. Tuesday night will be all about celebrating the achievements of your peers while enjoying a wonderful meal together.

7:45 pm - 10:30 pm

Grand Caribbean Room 7
Sponsored by: Florida Community Care &
Florida Complete Care

CASINO NIGHT

Feeling lucky? Join us for a fun-filled Casino Night immediately following the Awards Dinner. Use the extra poker chips collected at the Tradeshow and lay down your best hand! Each attendee will receive \$5,000 casino money to start! Enjoy networking with new and old friends while participating in a Vegas-style Casino Night and dance the night away!



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¹ Florida Department of State. Rule 59A-36.006 Admission Procedures, Appropriateness of Placement and Continued Residency Criteria. Available at: <https://www.flrules.org/gateway/ruleNo.asp?id=59A-36.006>

WEDNESDAY



7:30 am - 12:30 pm
Grand Caribbean Level Pre-Function Area

CONFERENCE REGISTRATION DESK OPEN
Sponsored by: UnitedHealthcare Community Plan

7:30 am - 8:30 am
Grand Caribbean Level Pre-Function Area

MORNING COFFEE SERVICE

8:30 am - 10:00 am
Grand Caribbean Rooms 1 - 2

BREAKOUT SESSION 18:
Dementia is Not My Name: Take a Walk in My Shoes | Tina Carlyle, MSN, RN, BC-Ded & Joshua Freitas

This stimulating educational experience will provide a unique opportunity for individuals to gain a deeper understanding of dementia, the impact on a resident, the family, and caregivers' lives. This workshop will promote better communication and increases in care quality. By increasing awareness through color wheels, simulations, and education regarding dementia, this too will create a more supportive and inclusive care community. By experiencing some of the cognitive and sensory impairments associated with dementia firsthand, participants can gain a deeper appreciation for the daily struggles faced by individuals with this condition and their families.

8:30 am - 10:00 am
Grand Caribbean Rooms 3 - 5

BREAKOUT SESSION 19:
Policies & Procedures to Support Residents During Mental Health Transfer | Sharanda Sipe, MBA

Mental health touches everyone, at any age, in any economic status. This discussion focuses on the administrator understanding the facility's culture, resident needs, and systems to create an easy flow when a resident is experiencing mental psychosis. The easy flow may appear as staffing a mental health nurse or investing in internal staff by providing options of mental health trainings such as the Mental Health First Aid training. Together, we will push the conversation of quality care in the senior living community while supporting providers by offering practical tools to bring about change.

10:00 am - 12:00 pm
Grand Caribbean Room 6
Sponsored by: UnitedHealthcare Community Plan

CLOSING GENERAL SESSION & BRUNCH:
AHCA Address & Emergency Management Panel Discussion
Topics covered include best practices for emergency preparation, the state emergency response plan and responsibilities of agencies and providers during events, resources, and more!



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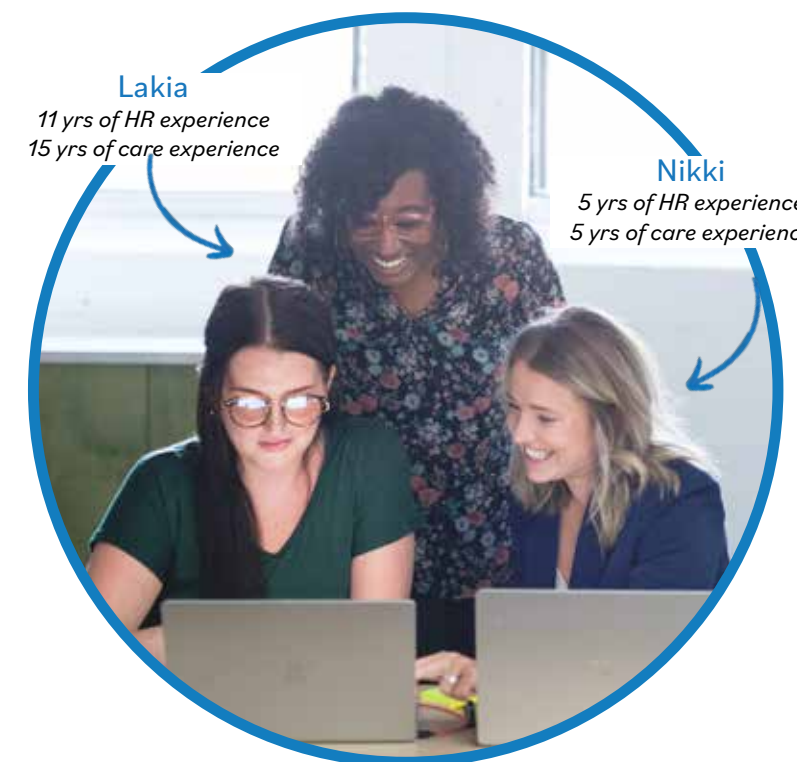
Care-Specific Services

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Our technology is built to ensure scheduling, time and attendance, reporting, and functionality meets our clients' needs.



Get a Solution that Works.

There are plenty of HR providers that relieve some HR burdens, but the one-size-fits-all approach just doesn't work when you have complex pay rules, variable-hour employees, HIPAA compliance, EVV questions, and more. When you have a question, you have to wait in a queue to talk to an entry-level HR specialist who doesn't understand the care industry.

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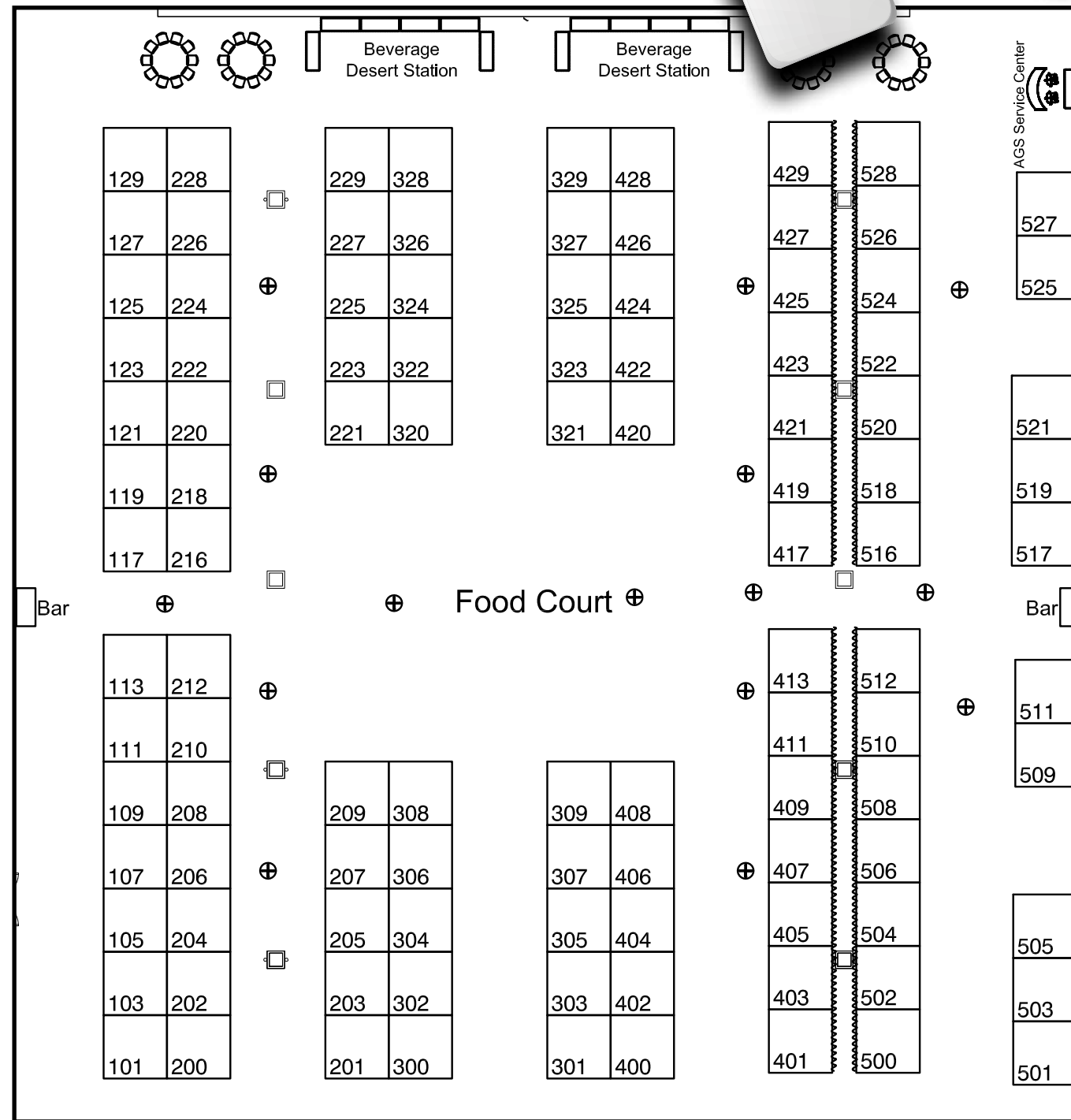
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Kingston Ballroom



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		Yellowstone Landscape	305

2023 EXHIBITOR BINGO

Get initials from exhibitors to fill in your Bingo Card. Must have at least 80% filled to be eligible for the drawing. Winner will be announce Tuesday evening! Tear out page and place in dropbox once completed.

101	103	105	107	109	111	213	117 216	119	121
123	125	127	129	200	201	202	203	204	205
206	207	208	209 308	210 212	216	218 220	221 320	222	223
224	225	226	227	228	229	300	301	302	303
304	305	306	307	308	309 408	FREE	321 420	322	333
334	335	336	337	338	400	401	402	403	404
405	406	407	FREE	409	411	413	417	419	421
422	423	424	425	426	427	428	429	500	401
502	503	504	505	506	508	509	510	511	512
516	517	518	519	520	521	522	524	525	526
527	528								

Name: _____ Phone: _____

Company: _____ Email: _____



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