

TALA 2020 **LIVE** Webcast Conference Schedule

MANAGER'S SCHEDULE (3 Day Schedule)

Tuesday, June 16th, 2020

- 8:00 AM - 9:15 AM Ty Jones: "How To Develop Future Leaders, Reduce Turnover, And Improve Employee Satisfaction"
- 9:15 AM - 9:30 AM BREAK
- 9:30 AM -10:30 AM Linda Abel: "Dementia Friendly"
- 10:30 AM -11:30 AM Jennifer FitzPatrick: "Social Media Ethics In Healthcare: Designing A Viable Float Plan Policy"
- 11:30 AM - 12:30 PM LUNCH BREAK
- 12:30 PM - 2:15 PM Welcome by Diana & Keynote Presenter, Jennifer FitzPatrick:
"Panic During Pandemic: Leadership Strategies When You Have Particularly Anxious Team Members, Residents & Families"
- 2:15 PM - 3:15 PM Melanie Bunn: "Making Helping Helpful: Adapting Care Approaches To Dementia State" (Part 1)
- 3:15 PM - 3:30 PM BREAK
- 3:30 PM - 4:30 PM Melanie Bunn: "Making Helping Helpful: Adapting Care Approaches To Dementia State" (Part 2)
- 4:30 PM - 5:30 PM Richard Cheng: "Impact Of Cannabis On Long Term Care"

END OF DAY 1 (8 CEU's)

MANAGER'S SCHEDULE (3 Day Schedule)

Wednesday, June 17th, 2020

8:30 AM - 9:30 AM Dr. Kim Lee: "The Role Of Feedback As An Engaging And Engaged Leader?"

9:30 AM - 10:30 AM Melanie Bunn: "Finding Meaning In Dementia: Understanding The Moments To Understand The Days" (Part 1)

10:30 AM - 10:45 AM BREAK

10:45 AM -11:45 AM Melanie Bunn: "Finding Meaning In Dementia: Understanding The Moments To Understand The Days" (Part 2)

11:45 AM - 1:00 PM LUNCH BREAK

1:00 PM - 2:00 PM Carmen Tilton, VP of Public Policy: "Public Policy And Advocacy Update"

2:00 PM - 3:00 PM James Lee: "Strategy Vs. Operational Efficiency"

3:00 PM - 3:15 PM BREAK

3:15 PM - 4:15 PM Chasiti Horne: "Social Media Marketing And Staying Within The Legal Boundaries"

4:15 PM - 5:15 PM Dave Keaton: "The Power Of Light"

END OF DAY 2 (7 CEU's)

MANAGER'S SCHEDULE (3 Day Schedule)

Thursday, June 18th, 2020

8:30 AM - 9:30 AM Peter Brissette: "Reviews Marketing: Collecting Positive Online Reviews For Senior Care Communities - Increasing Move In's With Positive Reviews"

9:30 AM - 10:30 AM Erin Hayes & Samantha Machado: "What Really Works? Leveraging Technology And Data To Drive Marketing Decisions"

10:30 AM -10:45 AM BREAK

10:45 AM -11:45 AM Michelle Dionne Vahalik: "HHSC Update"

END OF DAY 3 (3 CEU's)

Session Descriptions

MANAGER'S: Tuesday, June 16th, 2020

8:00 a.m. – 9:15 a.m. – Ty Jones: “How To Develop Future Leaders, Reduce Turnover & Improve Employee Satisfaction”

At the core of leadership excellence is the need to be a leader that cares about people and positioning them to be successful. As an Executive Director are any of your departmental directors fully equipped to lead the community if you were to have an extensive absence? As a Regional Director have you cultivated one of your EDs to be fully ready to be promoted from within should another Regional Director role become available? As a leader, are you successfully onboarding and integrating millennials? Is your overall team better this year than they were last year? Finally, are you intentionally implementing effective strategies on a monthly basis to reduce turnover and improve employee satisfaction while simultaneously increasing team performance? The development, turnover, and satisfaction of team members are essential topics that always have been and will continue to be critical factors to the success of communities, regions, and companies. These key areas impact NOI, census, and resident satisfaction while also either contributing to your HR departments' great efforts or hindering them from being maximized. Community and regional leadership play a big role in driving HR's vision of people development and satisfaction, let's discuss how we can be even better in supporting them with the realization of achieving that with excellence.

9:30 a.m. – 10:30 a.m. – Linda Abel: “Dementia Friendly”

This course will train Assisted Living leaders to be Dementia Friends trainers, called Champions in the Dementia Friends community. It will enable them to use the Dementia Friends training for their staff as well as out in the larger community.

10:30 a.m. – 11:30 a.m. – Jennifer FitzPatrick: “Social Media Ethics in Healthcare: Designing A Viable Float Plan Policy”

It seems like every healthcare organization is posting pictures and stories on Twitter, Facebook, Snapchat, Instagram and even LinkedIn. Is this ok? This interactive session will help healthcare professionals of different backgrounds following different codes of ethics determine what is the most ethical course of action when it comes to social media at work. Also discussed will be how to guide family caregivers on this issue.

12:30 p.m. – 2:15 p.m. – Welcome and Keynote, Jennifer FitzPatrick: “Panic During Pandemic: Leadership Strategies When You Have Particularly Anxious Team Members, Residents & Families”

It's a tense, uncertain time for everyone. But what about the nearly 20% of our population who already suffer with an anxiety disorder? What strategies are most effective in collaborating with team members who are having panic attacks at work? How can you best treat residents and family members who struggle with seemingly endless worry? And most importantly how do you reduce the spread of panic in your community? This session will help you better understand how anxiety disorder symptoms are being triggered during this international crisis and how to respond with effective compassionate leadership.

2:15 p.m. – 3:15 p.m. – Melanie Bunn: “Making Helping Helpful: Adapting Care Approaches To Dementia State” (Part 1) Caring is complicated when dementia is involved, whether you are doing, monitoring, or receiving the care! But it doesn't have to be! Switching from “doing to” to “doing with” by making small changes in communication and approach can make life better for everyone involved. This interactive session offers strategies to identify GEMS state (level of progression) and adapt visual, verbal and hands-on care approaches to optimize interaction and outcome.

3:30 p.m. – 4:30 p.m. – Melanie Bunn: “Making Helping Helpful: Adapting Care Approaches To Dementia State” (Part 2)

(Note: This session part 2 of this topic) Caring is complicated when dementia is involved, whether you are doing, monitoring, or receiving the care! But it doesn't have to be! Switching from “doing to” to “doing with” by making small changes in communication and approach can make life better for everyone involved. This interactive session offers strategies to identify GEMS state (level of progression) and adapt visual, verbal and hands-on care approaches to optimize interaction and outcome.

4:30 p.m. – 5:30 p.m. – Richard Cheng: “Impact Of Cannabis On Long Term Care”

This session will discuss the general legal status of cannabis and its variations, including hemp CBD, medical cannabis programs and related cannabinoids, and the impact it is having on long term care. The presentation will identify legal liabilities, physician trends and other long-term care provider trends as it relates to cannabis and how the topic is managed.

MANAGER’S: Wednesday, June 17th, 2020

8:30 a.m. – 9:30 a.m. – Dr. Kim Lee: “The Role Of Feedback As An Engaging And Engaged Leader?”

This session will explore the critical role of asking for and providing feedback and practicing emotional intelligence as an engaged and engaging leader, leading to more effective communication with team members, colleagues, business partners, and clients. In addition, participants will learn strategies to better manage the environment for more enhanced communication.

9:30 a.m. - 10:30 a.m. – Melanie Bunn: “Finding Meaning In Dementia: Understanding The Moments To Understand the Days” (Part 1) Too often when things don't go well, we try to manage the moment. This approach encourages managing the day, by first understanding the person, then adapting the environment, approaches and flow of the day. Using this approach, we can minimize conflict and improve quality of life for the person living with dementia and the care partners. Content will include structural and chemical brain change and systematic planning for change.

10:45 a.m. – 11:45 a.m. – Melanie Bunn: “Finding Meaning In Dementia: Understanding The Moments To Understand The Days” (Part 2) (Note: This session part 2 of this topic) Too often when things don't go well, we try to manage the moment. This approach encourages managing the day, by first understanding the person, then adapting the environment, approaches and flow of the day. Using this approach, we can minimize conflict and improve quality of life for the person living with dementia and the care partners. Content will include structural and chemical brain change and systematic planning for change.

1:00 p.m. – 2:00 p.m. – *Carmen Tilton: “Public Policy And Advocacy Update”*

Carmen Tilton will present current issues that are likely to be introduced during the next Session and the interim work being done. The presentation will contain a regulatory update and they will engage the audience on regulatory issues they see as problematic.

2:00 p.m. – 3:00 p.m. – *James Lee: “Strategy Vs. Operational Efficiency”*

A review of the framework and differences between business strategy and operational efficiency. Defining operational efficiency in senior living (how inputs are converted to outputs) and then a deep dive into three basic goals: 1. GROW - Get more output for the same input 2. CLEAN - Get the same output for less input 3. TRANSFORM- Get much more output for more input

3:15 p.m. - 4:15 p.m. – *Chastiti Horne: “Social Media Marketing And Staying Within The Legal Boundaries”*

Social Media Ethics will give guidelines for using social media as part of your marketing and communications strategy, while ensuring appropriate use to prevent and mitigate facility-damaging postings.

4:15 p.m. – 5:15 p.m. – *Dave Keaton: “The Power Of Light”*

The session will focus on the power of light and its impact on the day to day lifestyle and functioning of residents with cognitive impairments. Lighting has a tremendous effect on all of us but more significantly it impacts the mood and demeanor of residents with cognitive issues. Bright light or low light, the color of light, and shadows as a result of lighting play a major role in how a resident with cognitive issues interprets their environment and how they function throughout the day.

MANAGER’S: Thursday, June 18th, 2020

8:30 a.m. – 9:30 a.m. – *Peter Brissette: “Reviews Marketing: Collecting Positive Online Reviews For Senior Care Communities - Increasing Move In’s With Positive Reviews”*

The most trusted form of advertising is a personal recommendation. The next most trusted is what is consumer reviews online. What is your strategy for managing reviews and making the most of review marketing? You will learn where reviews are being collected, why they are being collected, how it impacts search engines, how to deal with negative reviews and more. You will also receive a proven step by step way to make reviews a central part of your marketing plan.

9:30 a.m. – 10:30 a.m. – *Erin Hayes & Samantha Machado: “What Really Works? Leveraging Technology And Data To Drive Marketing Decisions”*

Technology has transformed marketing departments and with competition increasing for senior living communities, marketing strategy and data analytics have become more important than ever. Marketing analytics are critical to determining the allocation of marketing dollars and resources. Clean and accurate marketing data starts with the right technology strategy. Investing in technology that allows you to aggregate your own marketing and sales data, as well as data from external data sources, will give your organization more insight into what works and what doesn’t. Streamlined processes, sales data capture and system integration are necessary to achieve quality marketing data. In our new data-driven reality, every marketing leader should be motivated to shift their focus to data aggregation and interpretation because making gut-feeling decisions significantly increase marketing expenses.

10:45 a.m. - 11:45 a.m. – *Michelle Dionne Vahalik: DADS/ HHSC Update*

This session will give you an update on current HHSC focus areas as they are related to Assisted Living.