



# 2024 IHCA **CONVENTION + TRADE SHOW**

## **IHCA 2024 CONVENTION + TRADE SHOW** PRINT- FRIENDLY INFORMATION GUIDE

**SEPTEMBER 23 - 25, 2024**

Des Moines Marriott Downtown  
700 Grand Ave.  
Des Moines, IA



Official Convention Sponsor:

**Martin Bros.**  
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SCAN ME

For a complete guide to the 2024 Convention and Trade Show, including registration, scan the QR code or visit our website at: [iowahealthcare.org/convention](http://iowahealthcare.org/convention).

## GENERAL SESSIONS

### **Monday Opening General Session featuring Clif Porter and Ralph Peterson**

Clif Porter, senior vice president of government relations at AHCA/NCAL will kick off convention with his vision on why long-term care is going to survive the workforce crisis and other challenges.

The keynote presentation features Ralph Peterson, who will provide an entertaining look at the workforce environment we are facing today in the senior care industry. This lighthearted speech is designed to empower administrators, managers and professional staff with the knowledge, skills and strategies needed to effectively navigate the workforce crisis and ensure the delivery of high-quality care to our aging population.

### **Tuesday General Session featuring Sherene McHenry**

With decades of experience as a motivational keynote speaker and a PhD in counselor education, Sherene McHenry is an entertaining, high-content speaker that provides practical insights and immediately implementable skills. Sherene's keynote presentation, "Resilience Recharged: Navigating Your Healthcare Journey," will include a powerful blend of stories, humor and content that will enhance your well-being, relationships and success.

### **Wednesday Closing Session featuring Dan Meers, the Kansas City Wolf**

**Sponsored by [BrownWinick Law](#)**

Dan Meers is a man whose energy, humor and excitement not only entertains but also encourages others to strive for the best of life. Dan has served as KC Wolf, the official mascot of the Kansas City Chiefs, for over 30 years. His work and experiences as a professional sports mascot have reinforced in him the philosophy that laughter and a cheerful heart are good medicine.

## EVENING ENTERTAINMENT

### **Monday's Silent Disco Party**

Back by popular demand - get ready to dance the night away in silence at the Silent Disco Party! Put on your glowing headphones and choose from multiple channels of electrifying beats — there's something for everyone! Don't miss out on this interactive night of music, fun and unforgettable moments for both the crowd and onlookers.

### **Tuesday's Music Bingo Party**

Get ready to test your musical knowledge, have a blast with friends and groove to the rhythm of your favorite tunes. Grab your co-workers and come for a lively evening filled with laughter, music and the chance to win fantastic prizes. Whether you're a pop aficionado, a rock enthusiast or a country music lover, there's something for everyone at Music Bingo.

## OTHER CONVENTION EVENTS

### IHCA Annual Trade Show

The IHCA Annual Trade Show will feature over 80 vendors, offering the latest innovative products and services in the industry. Attendees will have ample opportunities to meet with company representatives and view the latest technology demonstrations.

The Trade Show will be open on Monday, Sept. 23, from 11:45 a.m. to 5:30 p.m., with an exclusive administrator/owner time slot at 3:15 p.m. to 4:45 p.m., sponsored by [Martin Bros. Distributing Co. Inc.](#), [Right Dose Pharmacy](#) and [CMBA Architects](#), and a trade show reception from 4:45 p.m. to 5:30 p.m.

### Nurse Connect “Fill Your Cup” Power Hour

Sponsored by [McKesson](#)

Self-care takes time that most nurses can't find in their demanding schedules. IHCA has taken the liberty to schedule some self-care time for you. While at convention, take advantage of this one-hour exclusive event to feed your nurse soul by relaxing with peers over complimentary refreshments and appetizers. Bring your nurse peers and join us!

### General Session Slide Show

We want to feature the wonderful moments and smiles that light up your community at this year's convention! Whether it's a heartwarming interaction between residents or a behind-the-scenes glimpse of your dedicated staff, your photos capture the essence of what makes your community so special. Submitted photos will be shared on the big screen during the general sessions at convention.

Please submit photos to [info@iowahealthcare.org](mailto:info@iowahealthcare.org) by Sept. 6. Please include your facility name, location and contact information. Please try to limit the submission to three photos per facility/organization.

## EDUCATION SESSION INFORMATION

Over 40 education sessions will be offered during the three-day event, providing attendees the latest management, leadership, teamwork strategies and hands-on techniques for continued success in long-term care.

### Continuing Education Information

All disciplines can earn up to **16.0 contact hours** toward licensure renewal by attending all convention sessions, including Sunday's pre-convention education session.

### Audience Keys

ALL	Approved for all disciplines
ADM	Administrators and Owners
DH	Department Heads
N	Nurses (IBON Provider #166)
AP	Activity Professionals
SS	Social Services
D	Dietary
ALMC	Assisted Living Management Certificate

### Education Tracks

Dietary Track: Sept. 23

Activities Track: Sept. 24

Home Health Track: Sept. 24, sponsored by [McKesson](#)

# AT-A-GLANCE SCHEDULE

## Sunday, Sept. 22

3:00 p.m. - 7:30 p.m. Convention Registration Open  
3:30 p.m. - 5:00 p.m. Pre-Convention Education Session

## Monday, Sept. 23

7:00 a.m. - 5:30 p.m. Convention Registration Open  
8:30 a.m. - 10:30 a.m. **Opening General Session** featuring Clif Porter & Ralph Peterson  
10:45 a.m. - 11:45 a.m. **Education Session 1**  
11:45 a.m. - 5:30 p.m. **Trade Show Open** (Lunch available)  
11:45 a.m. - 1:30 p.m. Lunch On Your Own  
1:30 p.m. - 3:00 p.m. **Education Session 2**  
3:15 p.m. - 4:45 p.m. **Education Session 3**  
3:15 p.m. - 4:45 p.m. Exclusive Administrator/Owner Trade Show  
4:45 p.m. - 5:30 p.m. **Trade Show Cocktail Reception**  
8:00 p.m. - 11:00 p.m. **Silent Disco Party**

## Tuesday, Sept. 24

7:00 a.m. - 5:30 p.m. Convention Registration Open  
8:30 a.m. - 10:30 a.m. **Tuesday's General Session** featuring Sherene McHenry  
10:45 a.m. - 11:45 a.m. **Education Session 4**  
11:45 p.m. - 1:15 p.m. Lunch On Your Own  
1:15 p.m. - 2:45 p.m. **Education Session 5**  
3:00 p.m. - 4:30 p.m. **Education Session 6**  
4:30 p.m. Open Time  
7:30 p.m. - 9:30 p.m. **Music Bingo Party**

## Wednesday, Sept. 25

7:00 a.m. - 12:00 p.m. Convention Registration Open  
7:00 a.m. - 8:15 a.m. Rise & Shine Breakfast  
8:30 a.m. - 10:00 a.m. **Education Session 7**  
10:15 a.m. - 11:30 a.m. **Closing General Session** featuring Dan Meers, the KC Wolf,  
[Sponsored by BrownWinick Law](#)  
11:30 a.m. Convention Concludes

# EDUCATION SESSION DESCRIPTIONS

## Sunday, September 22

### **Pre-Convention Education Session: 3:30 p.m. – 5:00 p.m.**

#### **Surviving the Toxic Co-Worker**

Instructor: Lori Dierolf

Audience: ALL (NF - AL - HH)

We've all worked with them – sometimes we've worked *for* them: Co-workers who make our workdays miserable! But if you're not willing to leave your organization and you want some tips on preserving your sanity, this session will outline strategies, both interpersonal and intrapersonal, to maintain a positive outlook even with the most negative of co-workers!

## Monday, September 23

### **OPENING GENERAL SESSION: 8:30 a.m. – 10:30 a.m.**

#### **Managing When No One Wants to Work**

Instructor: Ralph Peterson

Audience: ALL (NF - AL - HH)

In this lively keynote, Ralph will delve into one of the most pressing challenges facing the senior care industry today – the workforce crisis. Maintaining quality care in the face of staffing shortages is a formidable challenge, but with the right strategies and mindset, it is achievable. This session will explore innovative solutions, resource optimization techniques and morale-boosting practices to ensure quality care remains uncompromised regardless of staffing levels.

### **Education Session 1: 10:45 a.m. – 11:45 a.m.**

#### **The Burden of Leadership in Senior Care**

Instructor: Ralph Peterson

Audience: ALL (NF - AL - HH)

Leadership in senior care is a multifaceted and deeply impactful role, carrying significant responsibilities and challenges. Senior care leaders must be able to make difficult decisions and deal with the emotional burden of caring for seniors. This session is designed to equip current and aspiring leaders in the senior care industry with the knowledge, skills and strategies needed to become a more effective leader and create a better workplace for their employees and the seniors they care for.

#### **Creating a Culture of Care in the Workplace**

Instructor: Deborah Porter

Audience: ALL (NF - AL - HH)

This session will explore the significance of cultivating empathy, allyship and care among colleagues, irrespective of their personal caregiving roles or backgrounds. Attendees will learn how to recognize and address the diverse needs of their colleagues, promote mental and emotional well-being and create an atmosphere where collaboration and innovation thrive. By the end of the session, participants will be

empowered to lead by example, contributing to a workplace culture that prioritizes care, respect and mutual support.

### **Understanding the Impact and Dynamics of the Aging Process**

Instructor: Eric Collette

Audience: ALL (NF - AL - HH)

This session will provide an in-depth look at the aging process, including the biological, psychological and social changes associated with aging. Participants will delve into the latest research on age-related diseases, mental health issues and the socio-economic implications of an aging population. Attendees will gain practical insights and strategies to effectively support and enhance the well-being of older adults, fostering a more inclusive and understanding approach to patient-centered care.

### **Creating Excitement in Your Dining Program**

Instructor: Julie Halfpop and Steve Tiezzi

Audience: D, ADM, ALMC (NF - AL)

Expectations relative to senior living dining continue to increase. Nowadays, an effective program goes well beyond offering a nourishing diet to bringing joy, meaningful connections and dynamic experiences. Participants will learn about exciting trends that elevate the dining experience and cater to resident preferences. Learn how to host fun cooking demos, showcase approachable international cuisines, add pizzazz to your happy hours and much more.

### **Facility Investigations: Release Your Inner Detective**

Instructor: Amy Stewart

Audience: N, DH, ADM (NF)

Considering the increase in survey scrutiny, the high cost of litigation and the emphasis on quality in long-term care, once an incident occurs in your facility, a thorough investigation is critical. Participants will be guided through a comprehensive, step-by-step approach to ensure thorough and effective investigations. This session will also provide strategies for collaborating with state agencies and other stakeholders, including best practices for writing clear, objective reports that support corrective actions.

## **Education Session 2: 1:30 p.m. – 3:00 p.m.**

### **Fostering a Culture of Fun and Engagement in the Workplace**

Instructor: Lori Dierolf

Audience: ALL (NF - AL - HH)

It is said that workplace culture guides employee behavior and that it picks up where the employee handbook leaves off. This lively session will outline what workplace culture is and how long-term care leaders can assess it within their own organizations. It will provide an overview of why a culture of fun is so important in a health care setting and offer creative, low-cost suggestions for developing a culture of fun in your organization.

### **The Myth of Work/Life Balance: Dispelling the Illusion, Defining the Priority**

Instructor: Deborah Porter

Audience: ALL (NF - AL - HH)

This session will examine the common misconceptions about achieving work/life balance. Is it possible or is it a myth? We will answer these questions and more. This session will also look at traditional models of work/life balance and introduce practical, new approaches for handling competing demands. Attendees will

discover how to pinpoint their fundamental values, establish significant objectives and set boundaries that reflect their personal ambitions.

### **New Advances in Non-Pharmaceutical Behavior Management Techniques**

Instructor: Eric Collette

Audience: ALL (NF - AL)

Responding to residents whose behavior is out-of-character and disruptive to others is one of the most challenging things teams working in long-term care must do. This insightful presentation will explore root causes of behavioral expressions and provide nonpharmacological interventions that work. Discussion will include the science behind approaches that help residents function better physically and interpersonally, so out-of-character responses are less likely to occur.

### **Principles of a Zero-Deficiency Survey in the Dietary Department**

Instructor: Reynold Landry

Audience: D, ADM, ALMC (NF - AL)

This presentation is targeted toward every dietary manager who is sick and tired of not having control over their survey but needs to take back control over their survey outcome. It will demonstrate how to create a wow factor in the kitchen that no surveyor can deny. Participants will also learn proven skills and strategies that will prepare them for the next survey and empower them and their staff to overcome the impossible and make a zero-deficiency probable.

### **Survey Success Strategies**

Instructor: Amy Stewart

Audience: N, DH, ADM (NF)

Are you prepared for survey? Ensuring preparedness for a nursing home survey is crucial for maintaining compliance and delivering high-quality care. Knowledge is power, and there is no greater power than having information about current survey trends and the best practices to prevent getting cited. Learn how to proactively address these areas, so you can demonstrate your commitment to excellence and readiness for any inspection.

## **Education Session 3: 3:15 p.m. - 4:45 p.m.**

### **Communication, Conflict and Creating Synergy on Your Team**

Instructor: Lori Dierolf

Audience: ALL (NF - AL - HH)

Having everyone on your health care team agree sounds like a dream come true, right? Wrong! This session reviews the importance of having different perspectives on your team to develop synergy and effectiveness. It outlines ways people communicate with each other - consciously and unconsciously - and how to be a better communicator to improve teamwork and employee morale.

### **Resident Hoarding: What You Need to Know**

Instructor: Kathleen Weissberg

Audience: ALL (NF - AL - HH)

This session will explore hoarding in senior living by first defining hoarding and identifying the types of hoarding behaviors. Discussion will focus on the reasons why individuals may hoard, health conditions that might lead to hoarding behavior and the effects (physical, social, emotional) of hoarding behavior. Finally, strategies to address hoarding in senior living will be offered, including how to balance interventions with

resident rights, standardized assessment and practices for supporting the hoarder toward a place of health and well-being.

### **When the Well Runs Dry: Staffing During a Crisis**

Instructor: Eric Collette

Audience: N, DH, ADM, ALMC (NF - AL - HH)

Most health care-oriented businesses are enduring some of the biggest staffing challenges they have ever faced. Despite significant recruiting and retention efforts, many organizations find themselves unable to admit more residents/patients because they lack the staff to properly care for them. This timely presentation is designed to help participants develop practical skills and insights to improve their effectiveness in dealing with staffing shortages.

### **Leadership for the Dietary Manager: Is It in You?**

Instructor: Reynold Landry

Audience: D, ADM, ALMC (NF - AL - HH)

This session is specifically tailored for dietary managers looking to enhance their leadership skills and excel in their roles within health care food service settings. Through a blend of theoretical frameworks, practical applications and case studies, participants will develop the essential competencies needed to lead diverse teams, drive operational excellence and navigate the unique challenges of the dietary department.

### **Root, Root, Root for the Right Cause**

Instructor: Amy Stewart

Audience: N, DH, ADM (NF)

When an unintended event happens, leaders must respond by investigating the incident and determining its true root cause or causes. Root cause analysis is part of the QAPI program and is not just about finding a cause, it is about finding the right cause. This session will use real-life scenarios and teach a six-step approach to a comprehensive root cause analysis conclusion. You will gain confidence in your ability to seek out root causes and put interventions in place to sustain the changes.

**Tuesday, September 24**

**TUESDAY MORNING GENERAL SESSION: 8:30 a.m. - 10:30 a.m.**

### **Resilience Recharged: Navigating the Health Care Journey**

Instructor: Sherene McHenry

Audience: ALL (NF - AL - HH)

In today's fast-paced, ever-changing health care landscape, we are increasingly feeling frazzled, frustrated and stressed. As the industry faces unprecedented challenges and rapid changes, health care professionals must harness the power of resilience to not only survive but thrive. This inspiring keynote presentation will equip participants with actionable insights to enhance well-being, foster a supportive work environment and ultimately deliver better patient care. Join us for a journey of empowerment, where resilience is redefined and recharged to meet the demands of today's health care world.



## Education Session 4: 10:45 a.m. – 11:45 a.m.

### **Boost Your Engagement: Leading the Five Types of People**

Instructor: Sherene McHenry

Audience: ALL (NF - AL - HH)

Wouldn't it be wonderful if everyone showed up, got along and did their job? Unfortunately, in the real-world lackers, slackers and hackers exist and negatively impact engagement, performance and relationships. Successful individuals and leaders understand that one size leadership never fits all. Instead, they use varying strategies to halt destructive behaviors as well as encourage actions that lead to success. In this informative and humorous presentation, attendees will learn practical information and strategies they can immediately use to enhance their effectiveness and their team's well-being and productivity.

### **Making Activities Meaningful**

Instructor: Amy Siple

Audience: AP, ADM, ALMC (NF - AL)

Engaging in meaningful activities is important for every human, including those in long-term care. Our lives need to be filled with more than sleeping, eating and entertainment. This insightful session will explore challenges in offering meaningful activities in the long-term care environment. Participants will discover how to foster a sense of community, joy and engagement among residents and will learn how to enhance the quality of life through thoughtfully designed and purposeful activities.

### **Strategies to Prevent Immediate Jeopardy (IJ) Survey Issues**

Instructor: Cassidy Youngblut

Audience: N, SS, ADM (NF)

This session will provide a thorough understanding of what constitutes an Immediate Jeopardy (IJ) citation and its significant impact on your operations. Discussion will focus on various proactive measures that can be implemented to prevent these citations, including engaging and empowering your staff, continuous improvement initiatives and other key areas. Attendees will also learn about current trends in IJ citations to help anticipate and address potential issues before they escalate.

### **Minimizing Complaints in Assisted Living**

Instructor: Stacy Hejda

Audience: N, SS, ADM, ALMC (AL)

This session will underscore the importance of establishing clear policies and procedures, ensuring they are consistently implemented and understood by all stakeholders. Attendees will be provided with strategies to enhance communication between residents, staff and administration, emphasizing active listening and empathy as crucial tools in resolving issues before they escalate. Overall, this session will highlight the value of proactive management in reducing grievances and promoting a positive living experience for residents in assisted living communities.

### **Why Good Enough Seldom Is**

Instructors: Kay Kendall and Glenn Bodinson

Audience: N, DH, ADM, ALMC (NF, AL)

What are the characteristics of an organization with a culture of continuous improvement? What are the attributes of the leaders of such organizations? Learn how to engage everyone in your organization in not only doing their jobs, but also improving their jobs. This session will feature best practices for aligning employees with the vision, mission, and values of the organization to enable them to achieve exceptional

results including higher productivity, reduced turnover, increased customer loyalty, and strong financial performance.

### **Home Health Value-Based Purchasing (VBP) Update**

Instructors: Kim Corral and Annette Lee

Audience: N, SS, ADM (HH)

Participants will receive an overview of the latest updates and revisions in the VBP model, including changes in reimbursement structures and performance metrics. The session will delve into strategies for improving patient outcomes while optimizing operational efficiencies to meet VBP requirements effectively. Case studies and practical examples will illustrate successful approaches to achieving high-quality scores and maximizing reimbursement under the updated framework. Additionally, there will be discussions on leveraging data analytics and technology to enhance care coordination and patient satisfaction, ensuring alignment with VBP goals.

### **Memory Care: Going Beyond a Secured Unit**

Instructor: Becky Slocum

Audience: N, SS, ADM (NF)

The session will delve into person-centered care principles that prioritize individual preferences and routines, fostering a supportive and engaging environment beyond traditional secured settings. Attendees will learn about effective communication strategies, practical solutions to improve care, tailored to the unique needs of residents with dementia, and promoting dignity and autonomy while ensuring safety. There will also be a discussion on ways to showcase improvements in your secured unit and your programs to best market your facility to prospective residents.

## **Education Session 5: 1:15 p.m. – 2:45 p.m.**

### **Ethical Issues in Nursing Homes**

Instructor: Dr. Kelly Pettit

Audience: N, SS, DH, ADM (NF)

Federal and state regulations, as well as the Five-Star Quality Measures, can create ethical conflicts between what is best for the resident and what is best for the facility. This session will explore the impact of ageism on the treatment of nursing home residents. Discussion will focus on the top ethical issues health care providers struggle with in nursing facilities, including informed consent, decision-making capacity, balancing resident and family requests, end-of-life care decisions/planning and inappropriate prolongation of the dying process.

### **Managing Diabetes in Seniors**

Instructor: Amy Siple

Audience: N, ADM, ALMC (NF, AL)

Unlock the keys to optimal diabetes management in long-term care settings with this in-depth session that will investigate the unique challenges faced by long-term care residents with diabetes. Learn evidence-based strategies to monitor and control blood sugar levels, customize care plans and enhance the quality of life for your residents. Instructor Amy Siple will guide you through practical approaches to medication management, nutrition and lifestyle modifications, ensuring you are equipped to provide exceptional, compassionate care.

### **Legal Hot Topics in Long-Term Care**

Instructors: Katie Cownie and Adam Freed

Audience: N, DH, ADM, ALMC (NF, AL)

This session will provide attendees with the knowledge they need to address a number of timely issues

facing nursing facilities and assisted living programs. The presenters will address recent enforcement actions related to nonpayment of nursing facility quality assurance assessment fees (QAAF), recently enacted CMS transparency rules related to disclosure of individuals with an ownership or control interest in nursing facilities, designation of facilities with multiple levels of care as continuing care retirement communities, how to address nursing facility or assisted living program residents without a payor source, implementation of a practical and effective compliance plan and other timely issues.

### **The Advantages of Telemedicine in Assisted Living**

Instructor: Marina Hirsch

Audience: N, ADM, ALMC (AL)

Discover the transformative power of telemedicine in assisted living. Participants will explore the numerous benefits of telemedicine, including improved access to medical specialists, reduced hospital visits and enhanced monitoring of chronic conditions. Learn how to seamlessly integrate telehealth solutions into your assisted living facility, ensuring compliance with regulations while maximizing efficiency and resident satisfaction.

### **Using Leading Indicators to Improve Performance**

Instructors: Kay Kendall and Glenn Bodinson

Audience: N, DH, ADM, ALMC (NF, AL)

Elevate the performance of your long-term care facility with this cutting-edge session using leading indicators. Gain a deep understanding of leading indicators, such as staff engagement, resident satisfaction and proactive health metrics, that can predict and enhance future performance. Our expert instructors will teach you how to identify, measure and act on these indicators to drive continuous improvement, reduce risks and boost overall quality of care.

### **Process to Ensure Compliance in Home Health**

Instructors: Kim Corral and Annette Lee

Audience: N, SS, ADM (HH)

This in-depth session will offer knowledge and practical strategies to navigate the complex regulatory home health landscape, ensuring your agency meets all legal and ethical standards. Attendees will learn how to implement robust compliance programs, conduct effective audits and maintain accurate documentation. This session will enhance your skills to protect your agency, improve patient care and stay ahead of compliance challenges.

### **We Got the Beat: Rhythm Activities for Seniors**

Instructor: Carla Bacon-Smith

Audience: AP, ADM, ALMC (NF - AL)

Music and rhythm are powerful tools that can be used to promote cognitive, physical, social and emotional well-being. This innovative drumming session will explore the application and benefits of rhythm to move body, mind and spirit. Both musicians and non-musicians will be inspired by new techniques to unleash the power of music and rhythm in their programs.

## **Education Session 6: 3:00 p.m. - 4:30 p.m.**

### **Drinking and Drugging in LTC: What You Need to Know**

Instructor: Dr. Kelly Pettit

Audience: N, SS, DH, ADM (NF - AL)

Long-term care facilities are accepting more residents who have problems with alcohol and/or drug use. Although facilities are not expected to be able to cure substance use disorders, updated guidelines and F-Tags have increased the responsibility of the health care providers and facilities in terms of treating these residents. This session will focus on best practices for intervention strategies, treatment and compassionate care approaches tailored to the unique environment of the long-term care setting.

### **The Aging Client: Process for Determining Competency**

Instructor: Amy Siple

Audience: N, SS, DH, ADM (NF - AL)

Aging is associated with increased risk factors for a number of diseases, including dementia. Screening for clinical competency is important for safety, as well as disease management. This presentation will explore the clinical evaluation of dementia, common cognitive assessment tools and common dementia profiles. Medication administration considerations will also be discussed.

### **Preventing Hospital Transfers: Strategies for Reducing Hospitalizations**

Instructor: Tasha Janssen

Audience: N, SS, ADM (NF)

Reducing hospital transfers from post-acute care communities is essential in improving patient outcomes and reducing health care costs. Participants will learn best practices for improving care transitions and how to identify key risk factors that contribute to hospital re-admissions. The goal is to equip health care teams with the knowledge and tools needed to provide high-quality care while minimizing the risk of patients being re-hospitalized soon after discharge.

### **Assisted Living Collaboration with Home Health and Hospice**

Instructors: Annette Lee and Traci Clark

Audience: N, SS, ADM, ALMC (AL)

Discover the power of collaboration in providing holistic care for tenants in assisted living facilities. This session will explore the seamless integration of assisted living services with home health and hospice care, emphasizing the importance of teamwork and communication. Participants will learn practical strategies for coordinating care plans, sharing information effectively and supporting tenants and their families through transitions.

### **Cybersecurity Tabletop Exercise**

Instructors: Logan Pottberg and Eric Ihlenfeldt

Audience: DH, ADM, ALMC (NH, AL, HH)

Boost your health care organization's cyber defense with this session that will provide a hands-on approach to managing cyber threats unique to the health care sector. Participants will engage in realistic scenarios to test their response strategies, enhance incident management and strengthen their cybersecurity posture. Gain the skills and confidence needed to safeguard your organization against cyberattacks while ensuring patient safety and data integrity.

### **Strategies for Educating the New Home Health Clinician**

Instructor: Kim Corral

Audience: N, ADM (HH)

This presentation provides strategies for educating clinicians who are new to home health, emphasizing the importance of orientation and training programs. We will discuss challenges faced by home health organizations, such as high turnover rates and a decrease in experienced clinicians in the market. This presentation also emphasizes the need for support, digestible content and just-in-time training for clinicians.

Finally, we will delve into the need to protect orientation time and consider paying for precepting to ensure a successful orientation process for new home health clinicians.

### **A Practical Approach to Activity Program Development**

Instructor: Carla Bacon-Smith

Audience: AP, ADM, ALMC (NF - AL)

This enlightening session will explore ways to revitalize your programs and re-energize your staff to meet the needs of a changing population. Learn to focus your energy and use a multi-faceted approach to evaluate and build your program one step at a time. Join us for this dynamic training experience and take your activity program development and quality improvement initiatives to the next level.

## **WEDNESDAY, SEPTEMBER 25**

*Casual Day - Wear your jeans & facility shirt*

### **Education Session 7: 8:30 a.m. - 10:00 a.m.**

#### **The Future of AI in Health Care**

Instructors: Logan Pottberg and Eric Ihlenfeldt

Audience: ALL (NF - AL - HH)

This cutting-edge session explores the transformative impact of artificial intelligence (AI) on the health care industry, exploring innovations in diagnostics, treatment personalization and patient care. Gain insights on how AI can enhance clinical outcomes, streamline operations and revolutionize patient experiences. This session will equip you with the knowledge to navigate and leverage AI advancements, ensuring you stay at the forefront of medical technology.

#### **Nursing Facility Regulatory Self Defense**

Instructor: Rebecca Brommel

Audience: N, DH, ADM (NF)

This session will provide a review of the current nursing facility regulatory and survey landscape. Discussion will focus on the knowledge and strategies necessary to navigate regulatory challenges effectively. The sessions will address compliance management, best practices to avoid the most cited survey tags, responding to citations, assessing your risk management policies and more.

#### **Managing Behavioral Issues in Dementia Care**

Instructor: Janel Meints

Audience: ALL (NF - AL - HH)

Enhance your caregiving skills by attending this session designed to equip health care professionals with practical strategies and compassionate approaches to handling challenging behaviors associated with dementia. You will learn effective techniques for managing aggression, agitation, wandering and other common behavioral issues. Gain a deeper understanding of the underlying causes, improve your communication skills and create a safer, more supportive environment for individuals with dementia.

#### **Embracing Value-Based Medicine: Transforming Care Delivery in LTC**

Instructor: Tasha Janssen

Audience: N, SS, ADM (NF)

Embracing value-based medicine in long-term care involves shifting from a fee-for-service model to a model that prioritizes outcomes, patient satisfaction and cost efficiency. This transformation requires comprehensive changes in care delivery. By embracing key strategies, long-term care facilities can transform their care delivery models to align with the principles of value-based medicine and enhance the resident experience and satisfaction while improving resident outcomes.

## **CLOSING GENERAL SESSION: 10:15 a.m. – 11:30 a.m.**

**Sponsored by [BrownWinick Law](#)**

### **Living a Life of Influence**

Featuring: Dan Meers

Audience: ALL (NF - AL - HH)

On Nov. 23, 2013, Dan Meers came within inches of losing his life while practicing a bungee jump and zip line stunt at Arrowhead Stadium, home of the Kansas City Chiefs. What Dan anticipated to be the thrill of a lifetime ended up being the spill of a lifetime. The stunt went terribly wrong, and Dan plummeted 75 feet before crashing into the stadium seats. Miraculously, he survived. Dan will share his incredible story and the important lessons he has learned about leadership and living life to the fullest.

## **INSTRUCTOR BIOS**

**Glenn Bodinson**, FACHE, founded BaldrigeCoach in 1989 to help organizations become more productive, profitable and fun places to work through the power of Performance Excellence. BaldrigeCoach helps senior leaders become extraordinary leaders by using the Baldrige Excellence Framework to take their organization's performance to the next level. Glenn serves as a Master Examiner for the Baldrige Award and as a judge for the Texas Quality Award, the Southwest Alliance for Excellence and the AHCA/NCAL National Quality Award. He is a Fellow of the American College of Healthcare Executives (FACHE).

**Rebecca (Becki) Brommel** is a lawyer with the Dorsey and Whitney Law Firm. Becki assists nursing homes, continuing care communities, pharmacies and pharmacists, doctors, nurses and other health care professionals with licensing board matters, regulatory citations and regulatory compliance. Becki also handles a significant number of judicial review proceedings arising out of health care regulatory matters, including, but not limited to Certificate of Need decisions.

**Eric Collett**, principal and owner of A Mind For All Seasons, LLC, is a nationally recognized speaker, consultant, dementia expert, licensed assisted living administrator and teacher at Boise State University and the College of Western Idaho. Eric passionately believes that lifelong learning is a key to finding powerful new solutions to significant challenges and has spent nearly 22 years changing lives through innovative dementia care techniques and leadership strategies.

**Kim Corral**, MA Ed, BSN, RN, brings over three decades of expertise to the field of home health care. As a seasoned professional, she has honed her skills in developing effective new-hire orientation strategies and continuing education programs. Kim's commitment to excellence is evident in her work as an online content development expert, where she has crafted numerous courses relevant to home health.

**Katie Cownie**, partner at Dorsey and Whitney Law Firm, has been practicing health care transactions and regulations for the last 25 years. Katie assists nursing facilities, long-term care providers, hospitals, health

systems, dental practices, home health agencies, mental health providers and other health care practitioners. Katie has experience representing clients in Certificate of Need related matters, in matters with the Iowa Department of Inspections, Appeals and Licensing and in matters with Iowa Medicaid. Additionally, her transactional practice spans contracting, joint ventures, mergers, and acquisitions.

**Lori Dierolf** spent more than 20 years as a human resources and staff development professional in the long-term care industry. She is the author of two books, “Set the Course: Best HR Practices for Long-Term Care Leaders” and “Training Your Team for Dementia Care Excellence.” Since 2006, Lori has conducted seminars and on-site educational programs through her company, Open Door Training and Development, and she has been a favorite speaker at conferences throughout the country on the topics of leadership, team building and dementia care. Lori has a master’s degree in psychology from Millersville University, Millersville, PA.

**Adam Freed**, partner at Dorsey and Whitney Law Firm, represents a wide range of health care providers, including nursing facilities, assisted living programs, home health agencies, hospitals, physician groups and individual practitioners. For facilities undergoing changes of ownership, Adam advises clients on issues related to licensing, Medicare and Medicaid enrollment and credentialing with Medicaid managed care organizations and commercial insurers. Adam also advises clients regarding compliance with the State of Iowa’s Certificate of Need program and routinely appears before the State Health Facilities Council.

**Julie Halfpop**, RD, LDN, serves as the director of nutrition services and leads a team of nine dietitians at Martin Bros. Distributing Co., Inc. Passionate about the senior living industry, Julie has devoted over 30 years to inspiring excellence in dining. Having managed food and nutrition departments, she challenges her team daily to develop and administer tools and services that will promote successful management of the industry’s opportunities and challenges. Her favorite topics of conversation revolve around long-term care menus, developing marketable dining experiences, controlling costs and training staff.

**Stacy Hejda** serves as director of business development with Healthcare of Iowa, formerly known as Assisted Living Partners. She has over 20 years of experience in working with assisted living programs. Stacy serves on the ICAL Board as Vice Chair and has been active on the ICAL Payment for Services and Quality Committees. She represented Iowa as a NCAL 2013-2014 Future Leaders of America and currently serves on the NCAL Board. She received her Assisted Living Management Certification in 2002.

**Marina Hirsch** is an experienced registered nurse of 16 years who is a customer success manager at TytoCare. Marina’s diverse health care background includes working in various settings such as emergency rooms, pre-operative and post-operative care units and pediatric ED/trauma. Marina was also part of the pioneering team of nurses at Amazon Care, a pivotal role that marked her shift from bedside care to health care technology. This journey ultimately led her to TytoCare, where she continues to thrive in her evolving career, dedicated to providing innovative and high-quality care.

**Eric Ihlenfeldt** is a seasoned health care services manager/managing director with over 10 years of dedicated service at Konica Minolta. With a distinguished career spanning 25 years in the IT industry, Eric has established himself as a leader known for his strategic vision, operational prowess and commitment to excellence.

**Tasha Janssen** is a board-certified family nurse practitioner and the director of clinical operations at Curana Health. Her education includes graduating from Ellsworth Community College with her associate degree in nursing and continuing to get her master’s degree from Graceland University. Tasha’s career as a nurse

practitioner has included hospice and post-acute care work. She is a member of the Iowa Nurse Practitioner Society and the American Academy of Nurse Practitioners.

**Kay Kendall** spent more than 20 years as a quality executive, leading large-scale change initiatives across diverse industries. As CEO of BaldrigeCoach, she currently works with organizations, coaching them on their journey toward Performance Excellence. BaldrigeCoach has worked with 24 organizations that have received the Baldrige Award, 36 organizations that have won their state program's highest-level award and 24 Gold Award recipients of the AHCA/NCAL Quality Award.

**Chef Reynold Landry**, CDM, CFPP, CP-FS, is an independent consultant and owner of Advanced Dietary Consulting Service out of Kaplan, LA. Reynold is an educator, trainer and national speaker specializing in creating greater resident satisfaction through restaurant-style dining and resident-centered culture change. With over 30 years of restaurant, hospital and nursing home experience, he uses his unique skill set as a trained chef and certified dietary manager to help nursing homes embrace culture change and lift satisfaction to all residents that grace their facility.

**Annette Lee**, RN, MS COS-C, HCS-D, is a registered nurse practicing since 1990, with nursing experience in public health care and a master's degree in health care administration. In 2000 she joined the home health intermediary Cahaba GBA, where she became a sought-after instructor, providing education to home health and hospice providers on Medicare reimbursement issues and effective documentation strategies. After nearly a decade working for the intermediary, she began Provider Insights, Inc., a home health care consulting company.

**Janel Meints**, CTRS, DCP, DCCP, serves as director of Luminations at Grand Living at Bridgewater in North Liberty, IA. Janel is an experienced recreation therapy director with a demonstrated history of working in the health wellness and fitness industry. She is skilled in dementia care training, virtual dementia tour training, assisted-animal therapy/interventions/activities, therapeutic recreation and health care program development.

**Dr. Kelly Ann Pettit** has been working as a psychologist in long-term care since 2008. She formed a private practice in 2010, where she provided individual therapy, neuropsychological assessments, group therapy, staff presentations and community education for residents and family in the long-term setting. Kelly has been the upper northwest manager and staff psychologist at Deer Oaks since June 2023. She has presented at various national and regional conferences on topics such as pain management, dementia care, the treatment of psychological disorders, mindfulness training and ethics.

**Deborah Porter** is a sought-after influential voice and media contributor on parenting, motherhood and work/life balance. She partners with organizations to create workplace cultures proven to retain their most significant talent pool - working parents. Her work helps Fortune 500 companies reduce attrition, the cost of turnover and burnout among working parents, as they navigate the intersection of work/life/family. Known as The Ultimate Mom Coach®, Deborah's impactful presence extends from delivering keynotes, conducting workshops, hosting webinars, to coaching across the U.S., Canada and Nigeria.

**Logan Pottberg** is a cybersecurity consultant for the Konica Minolta Healthcare Practice. His guidance helps organizations protect their brand, providing best-in-class cybersecurity, HIPAA compliance and IT-managed services to keep them secure and efficient. Logan provides security awareness trainings and is a member of many HIMSS chapters nationally.



**Rebecca (Becky) Slocum**, DPT, CDP, RAC-CTA, works as a clinical director at Powerback Rehab. For nearly 20 years, Rebecca has enjoyed working as a physical therapist in skilled nursing facilities across the country. In 2016, Rebecca became a certified dementia practitioner (CDP), and due to her ability to engage residents in all stages of dementia, she has earned the nickname of the “Dementia Whisperer.” Throughout Rebecca’s therapy career working in skilled nursing facilities, she has worn many hats, including therapist, therapy program manager, regional operations, clinical/quality and compliance roles.

**Amy Siple** has been a national speaker on health care issues that impact older adults, as well as the empowerment of their caregivers, for more than two decades. She has served the primary care needs of older adults as a geriatric nurse practitioner for 24 years and was a tenured associate professor of nursing for over 15 years. She is recognized as a leading expert on dementia-related topics and has been appointed by three Kansas governors to serve on boards and task forces to represent the health care interests of older adults.

**Carla Bacon Smith** has been working with seniors in long-term care for over 35 years. Her practical, experiential style of teaching stems from her experience “in the trenches” of senior care, where she has had extensive activity experience with long-term care, dementia care, assisted living and leisure programming for short-term rehab patients. She served as the activity director at a skilled care and rehabilitation facility in the Chicago area for over 25 years and is currently the assistant director of lifestyles in a large continuing care community.

**Amy Stewart**, MSN, RN, RAC-MT, RAC-MTA, DNS-MT, QCP-MT, is the chief nursing officer for the American Association of Post-Acute Care Nursing (AAPACN). She has over 25 years of experience in the post-acute health care industry, with expertise in the areas of the Resident Assessment Instrument (RAI), clinical reimbursement, quality and regulatory change. Amy is a Master Teacher for AAPACN’s RAC-CT, RAC-CTA, DNS-CT and QCP programs and is a nationally recognized speaker and subject matter expert on a variety of post-acute care topics.

**Dr. Kathleen Weissburg**, MS, OTD, OTR/L, CMDCP, CDP, has worked in rehabilitation and long-term care as an executive, researcher and educator in her 25+ years of practice. Dr. Weissburg provides continuing education support to over 17,000 therapists, nurses and administrators nationwide as the national director of education for Select Rehabilitation. She is a certified dementia care practitioner, certified montessori dementia care practitioner and a certified matter of balance Coach.

**Jo Ellen Whitney** is a senior shareholder of Denton’s Davis Brown Law Firm, having obtained her degrees (B.A., magna cum laude, and J.D.) from Duke University in Durham, NC. Jo practices primarily in the areas of labor and employment law, health care law, privacy and fair housing. In the area of labor and employment, Jo assists businesses with policy and contract development, human resources planning, disciplinary and termination issues, as well as regulatory compliance and litigation matters.

**Cassidy Youngblut**, RN, CDP, LNC, has over two decades of distinguished experience in the health care industry. With the ability to practice nursing in more than 40 states and a love for law, Cassidy Youngblut brings a wealth of experience to her role as the founder and principal consultant of Precision Clinical and Legal Nurse Consulting, LLC. Cassidy has held various titles including CNA, LPN, QAPI coordinator, MDS nurse, DON, regional nurse and vice president of clinical operations.