

# REGISTER NOW!



## **RISING TO THE CHALLENGE OF CHANGE**

2022 WALA FALL CONFERENCE

**SEPTEMBER 21-22, 2022**

**NEW LOCATION! BROOKFIELD CONFERENCE CENTER**



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CEU's available: 8 hours. NAB credits applied for.

# WEDNESDAY, SEPTEMBER 21

## 11:00AM -1:00PM: CONCURRENT BREAKOUT SESSIONS

### 11:00AM-11:30 REGISTRATION

Thank you to our Registration Sponsor: Medication Management Partners

### 11:30AM LUNCH - CONNECT BALLROOM

### 12:00PM-1:00PM OPENING KEYNOTE - CONNECT BALLROOM

### NAVIGATING THROUGH CHANGE AND UNCERTAINTY

Thank you to our sponsor Heritage Senior Living  
Dennis McIntee, Author of "Drama Free Teams in Healthcare":  
Leadership Development Group

There are outstanding opportunities for organizations to grow, yet many leaders face hurdles. In fact, many of these hurdles are internal - not external. According to research by Bain & Company, 85% of executives say their greatest barriers to achieving growth objectives actually lie inside their own four walls. Because senior care is changing it is imperative to continually modulate your thinking to deal with uncertainty.

- Discover The Creative Focuser to help you think outside the box
- Learn the three mindsets needed to navigate through transition and change
- Master The Learning Matrix to make your future bigger than your past
- Implement The Excuse Buster Formula that eliminates procrastination



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## 1:15PM -2:15PM: CONCURRENT BREAKOUT SESSIONS



### PROGRESSIVE STAFFING SOLUTIONS IN ASSISTED LIVING

*Sam Smith, HR Business Partner, Talent Acquisition Manager: Capri Communities LLC*

The number of healthcare workers are decreasing and the number of open shifts are increasing. As employers, we need to find progressive and creative solutions to help staff our communities. These solutions come from frequent conversations with employees and community leadership and willingness to improve the current state of staffing in healthcare.

This session will introduce attendees to solutions and partnerships that have been created to help with staffing by a large provider in Wisconsin.

- Identifying staff concerns with onsite HR business partners
- Partnering with high schools, universities to hire healthcare students
- Providing a hands-on job shadow experience of what “a day in the life” looks like
- Partnering with Uber for business to allow employees without consistent transportation a way to get to work.

### WHAT MAKES YOU, YOU? HOW THIS AFFECTS CARE

*Tanya Sutton, Director of Operations: SeniorHelpers Madison*

Focus on the importance of knowing your resident and their story and explore what is important to have in care plans or life stories. Why are these pieces important and how can they help with care? This interactive session will help those who provide care and support for residents as we dive deep into resident-centered care. Participants will walk away with a better understanding of what should be known and how to use such knowledge to provide excellent care.

### ENSURING AN EXCELLENT ROI IN YOUR ASSISTED LIVING COMMUNITY BY OPTIMIZING PHARMACY AND eMAR

*Murry Mercier, Industry Market Leader: PointClickCare*

*Patrice Johnson, Director of Partner Success: Medication Management Partners*

*Amanda Runnoe, VP of Clinical Operations: Heritage Senior Living*

Join panelists to gain insight into eMAR configuration through understanding workflows and developing an end goal. Learn how to train clinical team members to be successful in a season of high turnover. Be part of a discussion on how assisted living providers, pharmacy partners, and eMAR partners can work together to best troubleshoot.





### LEGAL DEFENSE DOCUMENTATION

*Robert Lightfoot, Attorney, RN: Reinhart Boerner Van Deuren, S.C.*

In this session, attendees will review documentation standards and learn tips and techniques to document defensively. Documenting defensively will assist providers and caregivers in reducing liability while maintaining an accurate resident record.

### VOLUNTARY BENEFITS ARE NOT ONE SIZE FITS ALL: CUSTOMIZING A STRATEGY FOR ASSISTED LIVING PROVIDERS

*Sara Kekula, Senior Account Executive: M3 Insurance*

*Kelsey Stacks, Account Executive: M3 Insurance*

Benefits that aren't customized to your employees just don't resonate. And, ultimately, they don't result in higher engagement or retention for your organization. (P.S. In today's war for talent, that's kind of a deal breaker.) Your organization needs a customized benefits strategy, one that takes into account your employee population's largest challenges and offers solutions through employee benefits.

The Senior Care industry is unique – and so are your employees. Employees don't value traditional healthcare benefits as they do in other industries. So, what's an employer to do in order to engage and retain their employees with their benefits?

The first step is understanding the challenges and obstacles your employees are facing in their day-to-day lives. This can even change across your industry due to geographic factors, socioeconomic factors, etc., so it's imperative that you spend time getting to know your employee population's desires and needs from their benefits package, then develop a strategy to align.

In this session, we'll discuss innovative strategies to consider, including, but not limited to:

- “Outside the Box” benefits (not just the traditional dental, vision, etc.)
- Give a monthly distribution of funds to employees, where the employee can then choose from a customized list of benefits where/how to apply the funds
- Daycare/Childcare Stipend or “Holding” Slots (for last minute employee childcare needs)
- Earned Wage Access
- Student Loan Repayment Programs
- Onsite services (meals, grocery, clinics)

### TALENT: IF YOU RECRUIT RIGHT, YOU WILL RETAIN!

*Dave Molenda, Owner: Positive Polarity*

It is safe to say that finding qualified talent is front and center for most businesses right now. And then once we find our “Rockstar”, how do we keep them on our team for years to come? These are two of the questions that we will dive into in this fast-paced executive briefing.



## 3:45PM -4:45PM: CONCURRENT BREAKOUT SESSIONS

### EMERGENCY MANAGEMENT - PLANNING FOR YOUR TOP 5 EMERGENCIES

*Ann Coyle, Nurse Manager: Gardenvue Assisted Living*

Currently, one of the top citations for assisted living in Wisconsin is emergency management. In this session we will go over the basics of an emergency plan, discuss the Hazardous Vulnerability Assessment, and how to use these tools to help you set up a plan in your community. Learn what emergencies you need to plan for and how to write an effective emergency plan.

### MENTAL HEALTH IN THE WORKPLACE - BREAKING DOWN THE STIGMA AND RESOURCES TO ASSIST

*Jeff Sewell, Benefit Consultant: R&R Insurance*

Mental well-being includes how people think, act and feel. It also helps people cope with stress, relate to others and make decisions. According to the World Health Organization, there's not a specific definition of mental well-being. However, various studies agree that achieving a state of mental well-being includes being able to:

- Realize your full potential.
- Work productively.
- Cope with normal stresses of life.
- Contribute meaningfully to your community.

Join this session to be educated on mental health and mental illness and to see the relevancy in the workplace while providing ways to minimize the stigma. Walk away with tools and resources to help better manage mental well-being.

### ASK AN AL RN: LIVE Q&A

*Robert Lightfoot, Attorney, RN: Reinhart Boerner Van Deuren, S.C.*

*Pam Gaurkee, RN, BSN, Director of Clinical Operations: Capri Communities*

Back by popular demand! Join expert assisted living nurses who will answer your questions about the crucial aspects of care delivery and delegation in the assisted living setting. This open forum session is designed to spark dialogue about the critical role of nursing in your community.



### 5:00PM - 7:15PM: NETWORK RECEPTION IN EXHIBIT HALL

*Thank you to our sponsor  
M3 Insurance*

Connect with other conference attendees and sponsors as we network among our exhibitors in the Connect Ballroom.



# THURSDAY, SEPTEMBER 22

## 9:00AM-10:00AM: CONCURRENT BREAKOUT SESSIONS

### **WALKING THE TIGHTROPE IN A TIGHT LABOR MARKET: PRACTICAL AND LEGAL CONSIDERATIONS IN RECRUITMENT AND RETENTION**

*Miriam R. Horwitz, Of Counsel: Goldstein Law Group, S.C.*

High employee turnover is a particular problem for the assisted living industry. The tight labor market demands creative programs and policies to increase recruitment and retention. This presentation will discuss offers of employment, compensation practices, discipline considerations and Diversity, Equity & Inclusion policies that can increase employee satisfaction without creating legal liabilities. Attendees will walk away with the understanding of how to address employment law implications when implementing recruitment and retention policies and practices.

### **LGBTQ+ INTERSECTIONS: OLDER ADULTS & PEOPLE WITH DISABILITIES**

*Christine Carter, Aging & Disability Coordinator:  
Milwaukee LGBT Community Center*

This session will provide a brief overview regarding some of the terms related to the LGBTQ+ communities as well as assisted living providers. After this session participants will have a better understanding of how to make their organizations more welcoming and affirming for LGBTQ+ clients, their struggles and triumphs, as well as other options for resources/support.

### **ADVANCED CARE PLANNING - IT'S ABOUT MORE THAN DNR**

*Jessie Waks, Nurse Practitioner/SVP of Clinical Practice:  
Bluestone Physician Services*

Advanced Care Planning is about more than discussion of code status. This presentation will cover other important decision areas and how to address them with patients and families at end of life. Attendees will leave this presentation with a deeper understanding of the data supporting decision making in advanced care planning. They will also leave with talking points and a stronger ability to have difficult conversations with patients and their families.

**8:00AM - 9:00AM  
BREAKFAST IN  
EXHIBIT HALL -  
CONNECT BALLROOM**



## 10:15AM-11:15AM: CONCURRENT BREAKOUT SESSIONS

### **INFECTION PREVENTION IN LONG TERM CARE AND BEYOND**

*Mary Cantu, BS RN, Medical Science Liaison, Medical Affairs: Medline Industries, LP*

Infection affects all of us that are in its path. Through education and understanding of infection prevention evidence based practice, we can help ourselves and our patients navigate, mitigate and manage this path. This presentation discusses some of the infections most frequently seen in the long term care setting, patient population vulnerabilities, how infection spreads illness as well as looking at resources that help us understand the problems at hand and manage them.

### **FINANCING STRATEGIES AND OPTIONS FOR SENIOR HOUSING PROVIDERS**

*Adam Walter, Associate Director: Lument Capital*

In an environment that often lacks clarity, one thing that is crystal clear is that borrowers abreast of the latest developments, legislation, and trends will be best positioned to forge a path to long-term financial prosperity. As providers seek occupancy gains while dealing with the continued challenges caused by the pandemic, many may be seeking bridge financing to buy time as they focus on improving performance. Those properties that are stabilized may benefit from pursuing long-term agency financing as soon as possible to take advantage of low interest rates. In this session, we will look at strategic financing options available for assisted living providers in the current market.

### **CURIOSITY AND APPROACH GUIDE QUALITY DEMENTIA CARE**

*Sheri Fairman MSW, CEO: Dementia Care Solutions, LLC*

Caring for a person with dementia is not a “common sense” task and those privileged to care for this vulnerable population will walk away with increased knowledge of dementia and concrete tools to use to support the residents throughout the disease. This workshop is offered using the Adult Experiential Learning Cycle so attendees will not only learn the material but they will process what they learned, make connections to their real life experience and leave prepared to apply these skills. Attendees will learn how a person with dementia is experiencing a situation and what to look for in their body language, tone of voice, and actions to better understand what is being communicated. A step-by-step positive approach is provided and practiced in this interactive workshop inspired by Teepa Snow and her Positive Approach to Care model.





# THURSDAY, SEPTEMBER 22

## 12:30PM-1:30PM: CONCURRENT BREAKOUT SESSIONS

### AN INTERPROFESSIONAL APPROACH TO FALLS MANAGEMENT

*Dawn Bookshar, PT, DPT, GCS Clinical Director: Powerback Rehabilitation*

*Amanda Preiner, OTR/L, CLIPP: Powerback Rehabilitation*

*Jenna Straszheim SLP/CCC: Powerback Rehabilitation*

This falls management education is designed as an introductory overview for the individuals working with residents who live in the assisted living environment. We will explore the prevalence of falls and risk factors associated with disease progressions among the older adult population. Attendees will learn the importance of establishing an interprofessional approach where all parties play an active and defined role for a robust falls management program. Finally, we will discuss strategies to support reduction in the rate of falls and injury from falls across the continuum to work toward improvement in overall safety, quality of life, resident satisfaction, and reduced hospital readmissions to support successful aging in place.

### BRING THE 5 LANGUAGES OF APPRECIATION TO YOUR LEADERSHIP TEAM

*Joel Moyer, Executive Vice President, Strategic Partnerships: ECP Software*

We have all heard about the 5 love languages and that understanding how your partner wants to be loved can improve your relationship. The same is true with your team. Everyone has different ways they want to be appreciated and recognized. This presentation shows how you can quickly and easily implement similar concepts to improve your work relationships. Better communication and appreciation can increase loyalty and improve employee engagement. Walk away with easy-to-implement ideas that create a stronger work culture by improving an understanding of your team.

### PR + SOCIAL - THE DYNAMIC DUO TO DRIVE SENIOR LIVING LEADS

*Christel Henke, VP of Earned Media: STIR Advertising and Integrated Messaging*

*Josh Arter, Director of Social Media: STIR Advertising and Integrated Messaging*

Using a comics-inspired presentation theme, Christel and Josh will teach you how to develop your PR and social media 'super powers' to increase awareness and drive leads for your senior living facility. During this session, you will learn how to find and create media hooks beyond the expected and discover how to go beyond basic social posting to developing paid social campaigns that are more targeted and effective.

**11:15AM-12:30PM:  
LUNCH & EXHIBITOR  
PRIZE DRAWING -  
CONNECT BALLROOM**

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## 1:45PM-2:45PM: CONCURRENT BREAKOUT SESSIONS



### NAVIGATING THE CHALLENGES OF INFLATION AND SUPPLY CHAIN DISRUPTION

*Jeff Szalacinski, VP Insurance Operations and Marketing: R&R Insurance*

Join this discussion on dealing with the confluence of inflation, supply chain disruption and the growing demand for assisted living services. This discussion will include an examination of procurement strategies, supply chain redundancy and the importance of short and long term planning when assessing your risk profile. In addition, the importance of pre-planning, comprehensive risk assessment, strong financial and operational controls, along with effective contingency and redundancy strategies will all be discussed in an interactive environment. Lastly, mitigation strategies and techniques on dealing with “black swan” type events will be included as well.

### UTILIZING MOLECULAR TECHNOLOGY TO IMPROVE QUALITY OF LIFE AND ANTIBIOTIC STEWARDSHIP IN LONG TERM CARE

*Houston George, Senior Account Manager; Genetworx Labs*

Genetic molecular technology has seen major advances in the last decade leading to improved laboratory diagnostics utilizing PCR technology. Leading Hospital systems have been using PCR diagnostics for the last several years to improve pathogen diagnostics, treatment outcomes, and antibiotic stewardship. COVID introduced PCR technology to the LTC market. This presentation will focus on how to utilize this and other technology to improve quality of life, improve antibiotic stewardship, and reduce hospitalizations due to infection.



### EFFECTIVE STRATEGIES FOR IMPROVED CLOSING AND INCREASED OCCUPANCY

*Kim Seidl, CPRS, Owner, Executive Director: CarePatrol of Greater Milwaukee & SE Wisconsin*

*Michelle Graf, CSA, Owner: CarePatrol Fox Cities and Green Bay*

The delicate balance of community occupancy, care levels, and staffing continues to be a challenge in the assisted living industry and is exacerbated by the workforce shortage. This session will focus on improving occupancy through effective lead and tour strategies as well as leveraging placement professionals to maximize the bottom line. Key takeaways will focus on pre-sale, internal summary, overcoming objections, and relational marketing that will save you and your prospects time and stress. This session will also reveal methods to leverage the service of Placement Advisors to reduce your lead to a close timeline, free up valuable marketer time, and increase community occupancy levels.

# EXHIBITORS



## RISING TO THE CHALLENGE OF CHANGE

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**BE SURE TO VISIT OUR EXHIBITORS  
AND SEE WHAT TOOLS THEY HAVE TO HELP  
YOU RISE TO THE CHALLENGE OF CHANGE!**

EXHIBITOR	FOCUS	BOOTH
Acadia Pharmaceuticals.....	Pharmaceuticals.....	36
Assisted Living Pharmacy Services.....	Long Term Care Pharmacy.....	14
American Data.....	eMAR Solutions.....	19
Bluestone Physician Services.....	On-Site Primary Care Providers.....	22
CLA.....	Health Care Consulting & Accounting Firm.....	23
Consolidated Construction Company.....	General Contractor & Construction Manager.....	31
DBS Group.....	General Contractor & Construction Manager.....	24
Dementia Care Solutions.....	Dementia Care.....	35
Dynamic Mobile Imaging.....	Mobile X-Ray, Ultrasound & More!.....	41
ECP.....	eMAR Solutions.....	30
FOX Rehab.....	Rehabilitation Provider.....	13
GENETWRx.....	On-site Lab Services.....	15
Genoa Healthcare - Assisted Living Pharmacy.....	Long Term Care Pharmacy.....	43
Greenfield Rehabilitation Agency.....	Rehabilitation Provider of PT, OT, and Speech Therapy Services.....	38
Guardian Pharmacy of WI.....	Long Term Care Pharmacy.....	26
Herzing University.....	Education.....	44
HJ Martin & Sons.....	Architecture & Design.....	42
Hoffman Planning, Design & Construction.....	Planning, Design & Construction.....	28
Lument.....	Financial Advisory.....	8
M3 Insurance.....	Insurance Services.....	27
Marcus & Millichap.....	Commercial Real Estate.....	25
Martin Bros Distributing.....	Full-Line Food Service Distributor.....	37
Medication Management Partners.....	Long Term Care Pharmacy.....	29
Medline Industries.....	Manufacturer & Distributor of Healthcare Products and Solutions.....	21
Midwest Alarm Services.....	Alarm and Nurse Call Integrator.....	17
MyChoice Wisconsin.....	Managed Care Organization for the Family Care Program.....	18
R&R Insurance.....	Insurance Services.....	16
SFM - The Work Comp Experts.....	Workers Compensation Insurance Carrier.....	32
SVN - Hintze Commercial Real Estate.....	Commercial Real Estate.....	33
Therap Services, LLC.....	Electronic Health Record with Billing.....	34
Thrifty White Pharmacy.....	Long Term Care Pharmacy.....	20

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