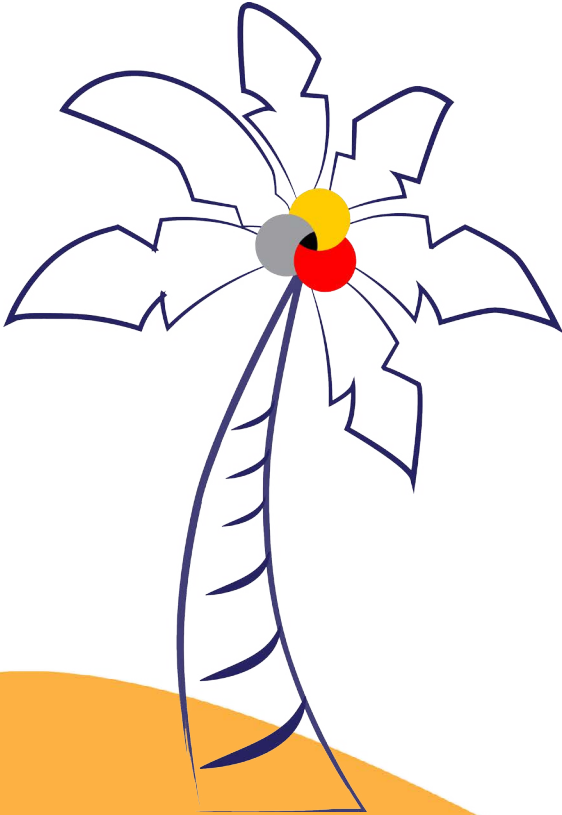


IMAGINE!

6th Annual Memory Care Summit Speaker Information



Click on the speaker's name to see their bio:

[Robert G. Kramer](#)

[Tabassum Majid, PhD](#)

[Kelsey Mellard, MPA](#)

[Judah Ronch, PhD](#)

[Scott Townsley, JD](#)



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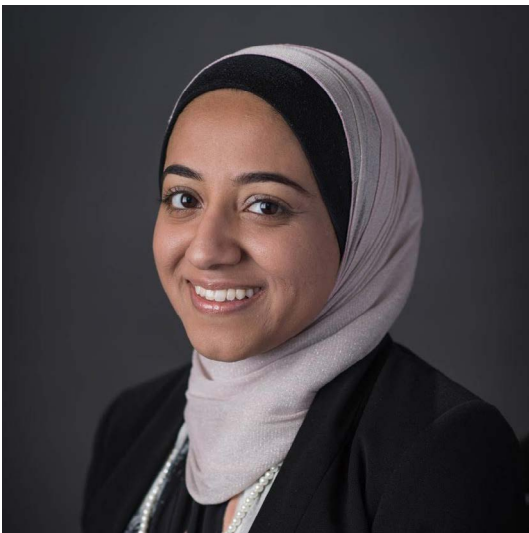
THE ERICKSON SCHOOL



Robert G. Kramer

Mr. Kramer is Founder and Strategic Advisor at the National Investment Center for Seniors Housing & Care (NIC), a non-profit education and resource center that serves debt and equity investors interested in the seniors housing and care industry. NIC is the leading provider of research as well as business and financial performance data on this sector for capital providers. NIC's focus is to enable access and choice in seniors housing and care by providing data, analytics and connections that bring together investors and care providers. Mr. Kramer, a frequent writer and speaker on trends in seniors housing and long-term care, directed NIC from its inception in 1991 until July, 2017. A former county government official and Maryland state legislator, Mr. Kramer was a leader on health and environmental issues while representing the state capital of

Annapolis in the 1980s. Mr. Kramer was educated at Harvard and Oxford Universities and also holds a Master of Divinity degree from Westminster Theological Seminary.



Tabassum Majid, PhD

Dr. Tabassum Majid has had both a personal and professional passion in caregiver-care recipient dyads in Alzheimer's disease and related dementias since she was a caregiver for her grandparents as a teenager. A native Marylander, Dr. Majid received her Bachelor of Science degree from the University of Maryland, Baltimore County concentrating in an interdisciplinary approach to Neurodegenerative Disorders of the Aged. She then gained expertise in the pathology, imaging, and biology of dementia from both pre-clinical and clinical perspectives in Houston, TX, where she earned her PhD from Baylor College of Medicine. She then returned to Maryland to complete a fellowship at the University of Maryland, School of Pharmacy researching care management decisions with caregivers and individuals with dementia, which is providing an evidence

base to evaluate both health services and social programs tailored to the needs of both caregivers and their care recipients at Integrate Communities. Dr. Majid also is a member of the Maryland Governor's Council on Alzheimer's Disease and Related Disorders and contributes to the development and implementation of the Maryland State Plan.



Kelsey Mellard, MPA

Kelsey Mellard is Head of Population Health at Honor. Prior to joining Honor in 2015, she launched the Bundled Payment initiative at naviHealth and founded and directed the Post-Acute Care Center for Research in Washington, D.C. Kelsey was part of the initial team at the Center for Medicare and Medicaid Innovation and has held positions at UnitedHealth Group, Advisory Board Company, Children’s Mercy Hospitals and Clinics, and Kaiser Family Foundation. She has an MPA from the University of Kansas and a BS in Community Health from Winona State University, where she also serves as Adjunct Faculty.

During her free time, Kelsey co-chairs the Health Datapalooza, which convenes a diverse audience from the public and private sectors to learn how health and health care can be improved by harnessing the power of data and technology. She is also on the steering Committee at the National Investment Center for Seniors Housing & Care, an organization that enables access and choice in seniors housing and care by providing the data and analytics that seniors, investors, and operators need to make informed decisions. When not engaged in work, Kelsey practices self-care through yoga, hiking, and camping.



Judah Ronch, PhD

Dr. Ronch is a nationally renowned expert on improving the treatment and mental well-being of elders. Prior to coming to the Erickson School, Dr. Ronch was Vice President of Resident Life, Mental Health and Wellness for Erickson Retirement Communities, where he was responsible for developing person-centered, strengths-based approaches to best serve the mental wellness needs of Erickson’s over 20,000 residents on 18 campuses. He has been on the faculties of Vassar College, the University of Miami and Dutchess Community College. Dr. Ronch was previously the Executive Director of the Brookdale Center on Aging of Hunter College, City University of New York.

His numerous publications include the critically acclaimed *Alzheimer’s Disease: A Practical Guide for Families and Other Helpers* and *The Counseling Sourcebook: A Practical Reference on Contemporary Issues* (winner of the 1995 Catholic Press Association of the United States Book Award). He is co-editor of *Mental Wellness in Aging: Strength Based Approaches* (winner of the 2004 Mature Media Award), *Culture Change in Long-Term Care* – the first text published about culture change in aging services, *Culture change in elder care* (2013), and *Models and pathways to person-centered elder care* (2013). His numerous journal articles and professional presentations include contributions in organizational culture and person-centered care, psychotherapy and counseling with the aged, care of persons with Alzheimer’s disease and other dementias, caregiver education, and other service delivery issues in elder care.



Scott Townsley, JD

Scott Townsley has more than 30 years experience in the senior living and senior care field. He formed Trilogy Consulting, LLC after serving as the managing Principal of Third Age, Inc. – one of the largest firms dedicated to consulting and strategy for senior living organizations. For the last seven years he was a Principal within the senior living practice of CliftonLarsonAllen, LLP. Scott has worked with hundreds of organizations across the country as they have grappled with how to successfully navigate and drive change and is known for his willingness to ask provocative questions and probe traditional thinking,

Scott currently serves on the faculty of the University of Maryland Baltimore County's Erickson School where he leads the graduate courses on Strategy, Entrepreneurship, and Innovation. He most recently co-founded the Center for Innovation a newly formed social enterprise and innovation accelerator associated with the Erickson School.

Mr. Townsley has led hundreds of client assignments involving strategic planning, governance, market analysis, affiliations and mergers and project development. He pioneered the development of a demand methodology for determining the market for Continuing Care at Home, created an interactive demand model for assisted living and has designed a unique approach to strategy, called the “Vision-driven Strategy” process.