

IMAGINE how memory care could look in the future.

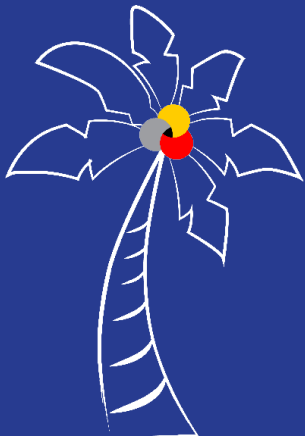
The Erickson School has joined with the Disney Institute to create a unique experience for you and your colleagues that will stimulate your imagination, present insights from experienced leaders, and provide practical, evidence based, state of the art knowledge to inspire you and transform your thinking about memory care.

Be part of this uniquely interactive and thought provoking event from **January 24 – 26, 2018** at **Disney's Coronado Springs Resort**.

Join us to...

- IMAGINE the advantage of Disney's approach to Leadership Excellence
- IMAGINE if someone gave you a billion dollars to invest in memory care
- IMAGINE the leadership lessons learned from failure

For more information, visit:
<http://erickson.umbc.edu/mcs>

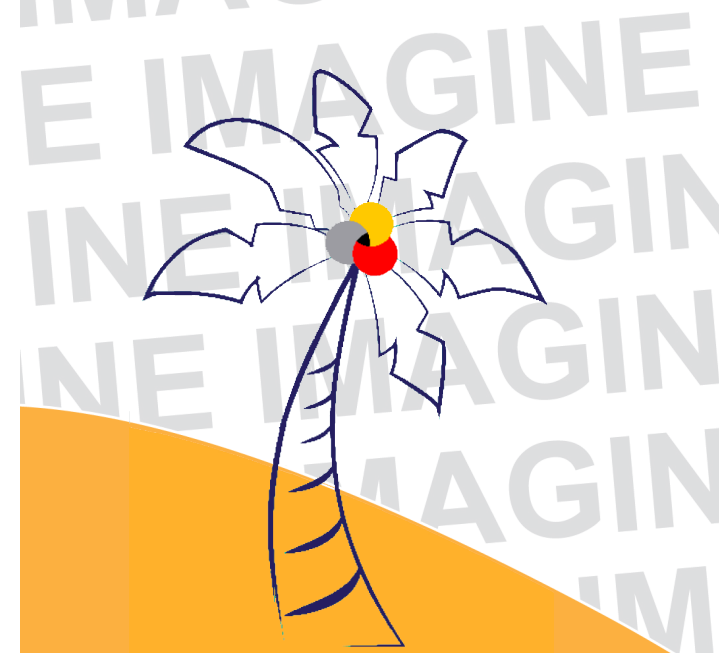


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The Erickson School's 6th Annual Memory Care Summit

January 24 - 26, 2018

Disney's Coronado Springs Resort,
Lake Buena Vista, Florida

IMAGINE!

Memory Care Summit Agenda | January 24 - 26, 2018

Wednesday, January 24, 2018

8:30 - 9:30am | Welcome and Introductions

9:30 - 10:45am | **Disney's Approach to Leadership Excellence**

Speaker: Mark Matheis, The Disney Institute

10:45 - 11:15am | **Networking Break**

11:15 - 12:15pm | **Breakout Sessions: Imagine...**

Breakout 1: *Delivering on Your Promise: The Benefits of Technology and Family Engagement*

Speaker: Kelsey Mellard, Honor

Breakout 2: *Using Evidence Based Design Principles to Achieve Person-Centered Care Environments*

Speaker: Jane Rohde, JSR Associates

Breakout 3: *Innovative Models of Comprehensive Community Responses to Dementia*

Speaker: Leilani Doty, PhD, Florida Department of Elder Affairs, Alzheimer's Disease Initiative and Sandy Markwood, Co-chair, Dementia Friendly America, CEO, National Association of Area Agencies on Aging (n4a)

12:15 - 1:15pm | **Lunch**

1:30- 2:15pm | **Oops! Learning from Failure**

Speaker: Steve Proctor, President, Presbyterian Senior Living

2:15 - 3:15pm | **Close Your Eyes and See the Future: Three Roadblocks to Imaginative Leadership.**

Speaker: Judah Ronch, PhD, The Erickson School at UMBC

4:00pm | **Facilitated Networking at Coronado Bar**

7:30pm | **Welcoming Reception - TBA**

Thursday, January 25, 2018

8:30 - 8:40am | **Introductions**

8:40 - 9:45am | **What the Smart Money Wants from You**

Speaker: Robert Kramer, Founder and Strategic Advisor, National Investment Center for Senior Housing and Care

9:45 - 10:15am | **Networking Break**

10:15- 11:15am | **Ethical and Practical Issues in Early Detection**

Discussion Leader: Peter Rabins, M.D., M.P.H., The Erickson School at UMBC

11:15 - 12:15pm | **Preventing Preventable Cognitive Loss**

Speaker: Jeremy Walston, MD, Johns Hopkins University

12:15 - 1:30pm | **Lunch**

1:30 - 2:30pm | **Imagine a Cure for Alzheimer's, Then What?**

Speakers: Scott Townsley, Trilogy Consulting and The Erickson School at UMBC

4:00pm | **Facilitated Networking at Coronado Bar**

Friday, January 26, 2018

8:30 - 8:40am | **Introductions**

8:40 - 9:45am | **Forget Memory: Try Imagination**

Speaker: Anne Basting, PhD, TimeSlips

9:45 - 10:15am | **Networking Break**

10:15 - 11:15am | **Imagine Yourself in the Middle**

Speakers: Tabassum Majid, PhD, Integrate and Peter Rabins, MD, MPH, The Erickson School at UMBC

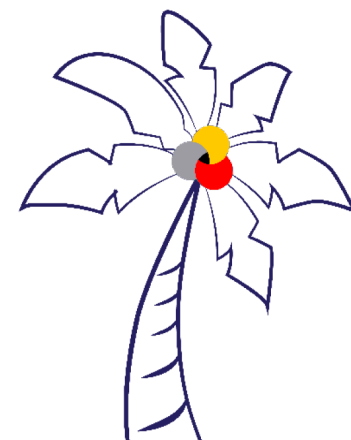
11:15 - 12:15pm | **Personal Story "I'm Still Me"**

Speakers: TBA

12:15 - 12:30pm | **Closing Remarks and Attendee Gifts**



<http://erickson.umbc.edu/mcs/> | erickson@umbc.edu



Agenda Session Descriptions | January 24 - 26, 2018

Disney's Approach to Leadership Excellence

Mark Mattheis, The Disney Institute

Disney Institute offers leadership development through a time-tested approach that demonstrates the values and behaviors of exemplary leaders. Leaders who intentionally nurture an environment of mutual trust and respect find that they create stronger employee performance, exceptional customer service and ultimately greater business results. Connecting great leadership to improved performance is just one of the ways that Disney Institute helps organizations reimagine their results. These powerful learning experiences are not about becoming Disney, but rather learning to think how we think, and adapting these principles to your own organization.

Innovative Models of Comprehensive Community Responses to Dementia

Leilani Doty, PhD, and **Sandy Markwood**

Persons with dementia and their families live in our communities and typically face many obstacles as they try to succeed in everyday life. Learn about how two successful initiatives have succeeded in identifying and bringing together multiple community resources and stakeholder groups to create systems that are responsive to the wide range of needs of persons with dementia, their families and their communities and how you can become a part of these innovations.

Using Evidence Based Design Principles to Achieve Person-Centered Care Environments

Jane Rohde

Imagine if your challenges to creating person-centered environments were removed. Using evidence based design principles to support your decisions as part of the planning and programming process is a practical way of supporting residents in existing and new settings. Prior to the session, your challenges (see below) will be reviewed in conjunction with MMP Architects Design Guide for Long Term Care Homes 2017 Edition, the Facility Guidelines Institute's Guidelines for Design and Construction of Residential Health, Care, and Support Facilities 2018 Edition, and additional resources as required to provide background and return on investment (ROI) data for solving your challenges!

**In preparation for attending this session, please identify a challenge that ties to one of these subject areas and send to: <http://www.jsrassociates.net/chat-with-jane>*

- Fall Risk
- Infection Control
- Spatial Relationships
- Access to Outdoors
- Lighting
- Incontinence
- Wandering

OOPS! Learning from Failure

Steve Proctor

An old Chinese proverb says that "failure is the mother of success." While even the smartest leaders fail, the successful ones are uniquely able to learn from their failures. Steve Proctor, President of Presbyterian Senior Living, shares how a failed venture helped him be a more effective leader and identifies the lessons learned that enhanced the organization's ability to develop better long term care services, including memory care.

Close Your Eyes and See the Future: Three Roadblocks to Imaginative Leadership

Judah Ronch, PhD

"We see with our eyes. We imagine with our eyes and brains." - Oliver Sacks

The next generation of distinctive memory care models go beyond incremental change because they will arise from the imaginations of people who are iconoclasts – leaders who literally "see" innovative solutions where others see nothing but empty spaces. Learn how groundbreaking research in neuroscience teaches us how to eliminate the three roadblocks to imaginative innovation: flawed perception, fear of failure and the inability to persuade others, and how you can engage your inner iconoclast to help break through these barriers.

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What the Smart Money Wants from You Bob Kramer

“If I had 2 billion, I would invest in memory care”, said Former Senator, Dr. Bill Frist. Imagine that he trusted you with his investment in exceptional memory care. Bob Kramer, Founder and Chief Executive Officer of NIC will tell us how the “smart money” is thinking about innovation, and how what to think about to deliver on your promise of exceptional memory care services in ways that both optimize quality of life. Learn how improved business results can be attained by being the game changer that establishes a new level of clinical and business excellence.

Learning Objectives:

Leadership: How can you plan for the future, finance new construction and position your company as a leader?

Clinical: How do you as a clinician create programs that fulfill the leader’s promise/ plan for the future?

Marketing: How do you ethically market what you have?

Ethical and Practical Issues in Early Detection

Peter Rabins, MD, MPH

Imagine if... Several new technologies may dramatically alter how Alzheimers disease is diagnosed and how individuals at increased risk for developing AD can be identified. But with these advances come complex questions about individual risk and the practical value of knowing this information, and introduces the issues of varied individual preferences about being informed of these risks. This session will review advances in brain imaging and genetic testing and focus on their ethical and policy implications as well as what they could mean for you as an individual and the programs you represent. Issues to be discussed include an update on people hiding early stage dementia when moving in, how an organization can determine the adequate resources when moving in, whether this will result in people entering programs earlier, and raise the question whether you are running programs you would want to be in.

Learning Objectives:

Leadership: Are you running programs that you would want to be in if you found out you have dementia? How can you plan for more accurate screening? How does improved diagnosis impact your admissions?

Marketing: How do you know who is coming in your door? How do you handle someone with memory problems who doesn’t tell you about it when they come in?

Clinical: How do you support people whose memory problems become evident after they move in and you may not have the resources to support that person?

Preventing Preventable Cognitive Loss Jeremy Walston, MD

Physical frailty and cognitive frailty leading to memory disorders have been found to be connected. Dr. Walston’s perspective as the Director of the National Frailty Center at Johns Hopkins University Medical School will share the applied research findings that are the evidence base for programs and practices you can implement that work to prevent cognitive frailty and memory problems through improved physical conditioning and function focused care.

Learning Objectives:

Leaders: What causes frailty and how is physical frailty tied to cognitive frailty and memory disorders? What’s the competitive advantage of preventing physical frailty? What are the cost benefits of implementing programs to prevent frailty?

Clinical: What causes frailty and how is physical frailty tied to cognitive frailty and memory disorders? What evidence- based programs are available to prevent frailty? How will you benefit from implementing these programs? Identify the specific aspects of rehabilitation services that lower the risk of frailty. Are there ways to assess risk/ benefit outcomes of frailty reduction?

Marketing: What causes frailty and how is physical frailty tied to cognitive frailty and memory disorders? How does promoting fitness oriented lifestyle get people in your door?

Agenda Session Descriptions | January 24 - 26, 2018

Forget Memory: Try Imagination

Anne Basting, PhD

MacArthur Fellow and imaginative visionary Anne Basting will demonstrate how the power of the arts and culture transform the lived experience of dementia by fostering communication, building relationships, fostering community and bringing both meaning and purpose into the lives of both families and staff. Through her work with TimeSlips, she has developed multiple creative projects that engage persons living with dementia wherever they live. Anne will share stories of the impact of these projects as well as look at the potential of “cultural care” and stimulate our thinking about the advantages of trying imagination to benefit those with dementia.