

## IMAGINE how memory care could look in the future.

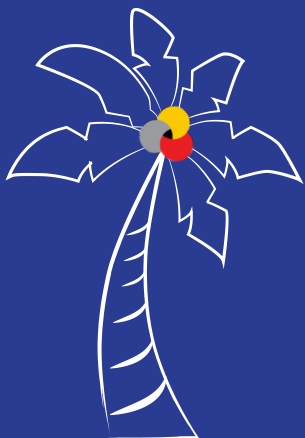
The Erickson School has joined with the Disney Institute to create a unique experience for you and your colleagues that will stimulate your imagination, present insights from experienced leaders, and provide practical, evidence based, state of the art knowledge to inspire you and transform your thinking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

Be part of this uniquely interactive and thought provoking event!

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

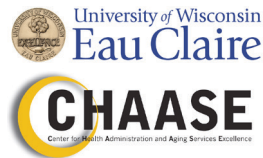
For more information visit:  
<http://erickson.umbc.edu/mcs>



We would like to thank our sponsors:



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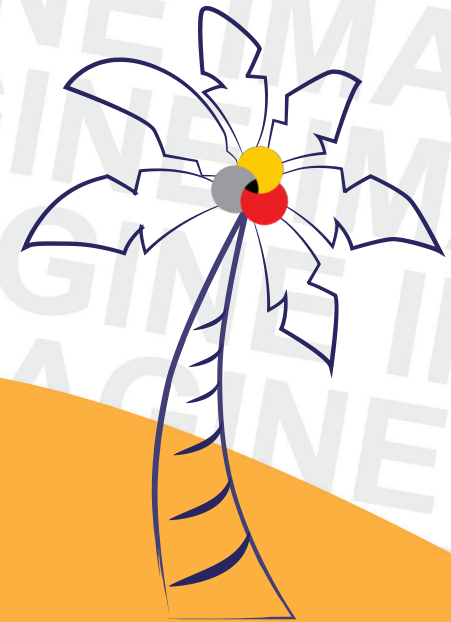


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# The Erickson School's 6th Annual Memory Care Summit

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

**8:00 - 8:30AM** | Breakfast | **Yucatan Lobby**

**8:30 - 9:30AM** | Welcome & Introductions | **Yucatan**

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

**Speaker:** Mark Matheis, The Disney Institute

**Sponsored by:** Integrate

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

**11:15AM - 12:15PM** | Breakout Sessions: Imagine...

**Breakout 1:** *Delivering on Your Promise: The Benefits of Technology and Family Engagement in Home Care* | **Fiesta 7**

**Speaker:** Kelsey Mellard, MPA, Honor

**Breakout 2:** *Using Evidence Based Design Principles to Achieve Person-Centered Care Environments* | **Fiesta 8**

**Speaker:** Jane Rohde, JSR Associates

**Breakout 3:** *Innovative Models of Comprehensive Community Responses to Dementia: Imagine the Opportunities* | **Fiesta 9**

**Speaker:** Leilani Doty, PhD, Florida Department of Elder

Affairs, Alzheimer's Disease Initiative;

Sandy Markwood, Co-chair, Dementia Friendly America, CEO, National Association of Area Agencies on Aging (n4a);

Richard Prudom, Deputy Secretary of the Florida Department of Elder Affairs

**12:15 - 1:15PM** | Lunch | **La Mesa Patio**

**Sponsored by:** Village on the Isle

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

**Speaker:** Steve Proctor, CEO, Presbyterian Senior Living

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

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

**4:00PM** | Reflections & Connections at Laguna Bar

*\*Light fare and drinks available for purchase*

**6:00PM** | Hollywood Studio's Fantasmic!

*Buses leave from the Convention Center Port Cochère*

## Thursday, January 25, 2018

**8:00 - 8:30AM** | Breakfast | **Yucatan Lobby**

**8:30 - 8:40AM** | Introductions | **Yucatan**

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

**Speaker:** Robert Kramer, Founder and Strategic Advisor,

National Investment Center for Seniors Housing & Care

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

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

**Speaker:** Peter Rabins, MD, MPH, The Erickson School at UMBC

**11:15AM - 12:15PM** | Preventing Preventable Cognitive Loss | **Yucatan**

**Speaker:** Jeremy Walston, MD, Johns Hopkins University

**12:15 - 1:30PM** | Lunch | **La Mesa Patio**

**Sponsored by:** It's Never 2 Late

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

**Speaker:** Scott Townsley, JD, Trilogy Consulting

**4:00PM** | Reflections & Connections at Laguna Bar

*\*Light fare and drinks available for purchase*

## Friday, January 26, 2018

**8:00 - 8:30AM** | Breakfast | **Yucatan Lobby**

**8:30 - 8:40AM** | Introductions | **Yucatan**

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

**Speaker:** Anne Basting, PhD, TimeSlips

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

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

**Speaker:** Tabassum Majid, PhD, Integrate

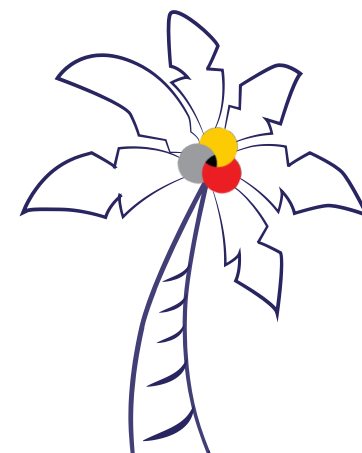
**Discussion Leader:** Peter Rabins, MD, MPH, The Erickson School at UMBC

**11:15AM - 12:15PM** | Personal Story "I'm Still Me" | **Yucatan**

**Discussion Leader:** Dama Melendez, Alzheimer's Association, Central and North Florida Chapter

**Speaker:** Lenore Dillard

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



# 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 with 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 adapting these principles to your own organization.

## Imagine... Delivering on Your Promise: The Benefits of Technology and Family Engagement in Home Care

**Kelsey Mellard, MPA**

During this session, Kelsey will provide an overview of how Honor is building the future delivery model of non-medical home care. We know that 90% of Americans want to age in our own home, and will likely need some additional support with the activities of daily living to help us age safely and happily in the places we love. At Honor, we empower our caregivers and families to actively engage and monitor care plans through our tech-enabled platform, instilling trust and providing piece of mind.

## Innovative Models of Comprehensive Community Responses to Dementia

**Leilani Doty, PhD, Sandy Markwood, Richard Prudom**

Persons with dementia and their families live in our communities and typically face many obstacles as they try to succeed in everyday life. Learn 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, discover 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 potential resolution!

*\*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 become a more effective leader, and identifies the lessons learned that enhanced his 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 to eliminate the three roadblocks to imaginative innovation: flawed perception, fear of failure and the inability to persuade others. Engage your inner iconoclast to help break through these barriers.



# Agenda Session Descriptions | January 24 - 26, 2018

## 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 if he trusted you with his investment in exceptional memory care. Bob Kramer, Founder and Strategic Advisor of NIC will tell us how the "smart money" is thinking about innovation, and 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. With these advances come complex questions about individual risk and the practical value of knowing this information, it 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 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 for this process, whether this will result in people entering programs earlier, and will raise the question whether you are running programs you yourself 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 likely contributes to memory disorders, especially mild cognitive impairment. Dr. Walston, the Director of the Older Americans Independence Center at Johns Hopkins Medicine and editor of the 3rd Edition of the Oxford Textbook of Geriatric Medicine, will provide insights on the connections between physical frailty and cognitive decline. He'll discuss emerging evidence that suggests that specific lifestyle changes and disease management can impact the trajectory of memory decline in older adults. He will also comment on the underpinnings of resiliency in older adults.

Learning Objectives:

Leadership: What causes frailty and how is physical frailty tied to cognitive decline? What is the competitive advantage of preventing physical frailty, and what are the potential cost benefits of frailty prevention? What is resiliency and how can it be utilized in maintaining overall health and well-being?

Clinical: What causes physical frailty and how does it impact memory decline? What evidence-based programs are available to prevent frailty? Are there ways to assess risk/benefit outcomes of frailty reduction?

Marketing: How can promoting resiliency and the prevention of frailty and a fitness oriented lifestyle get people in your door?



# Agenda Session Descriptions | January 24 - 26, 2018

## Imagine a Cure for Alzheimer's, Then What?

**Scott Townsley, JD, Trilogy Consulting**

What if you had that \$2 billion dollars to invest in memory care . . . and then a cure was found? We frequently work intently to create the best program or best facility possible in order to meet the consumer's needs and expectations. In many cases we invest as much as we have (time, dollars, etc.) to perfect the model as it ultimately provides us with the competitive advantage that we need in order to be successful. The challenge is that as models of memory care/memory support are evolving and improving each day, even the most innovative approach can become outdated in short order. Imagine if after all of the investment, a cure was found – or, the symptoms could be moderated or delayed for years.

This session will focus on creating an organizational culture and building leadership capabilities that enable organizations involved in memory care/memory support to become masters of 'transient advantage', rather than becoming the victims of static competitive advantage in a fast-changing environment.

Objectives include:

- understanding the risks associated with static competitive advantage (complacency and inflexibility being two);
- providing the tools to create a culture of continuous reconfiguration – achieving a balance between stability and agility;
- and using resource allocation and analytics to promote deftness.

## 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, 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". She'll stimulate our thinking about the advantages of testing imagination to benefit those with dementia.

