

2019 MEMORY CARE SUMMIT AGENDA

TUESDAY, JANUARY 22

8:00 - 8:30AM **Breakfast Buffet and Registration**

Location: Asbury Lobby
Sponsored by **Village on the Isle**

Welcome & Introductions

Location: Asbury C&D

8:30 - 8:45AM **Deans Welcome**

Speaker: **Dana Burr Bradley**, Ph.D.

8:45 - 9:15AM **"Connectome"**

Speaker: **Judah L. Ronch**, Ph.D.

9:15 - 10:30AM **Delivering Service Excellence to Connect with Every Guest**

Location: Asbury C&D
Speaker: **Mark Matheis**, The Disney Institute

10:30 - 12:30PM **Behind the Scenes at Magic Kingdom**

Location: Disney's Magic Kingdom
The Disney Institute

12:30 - 1:30PM **Lunch**

Location: Yachtsman Steakhouse
Sponsored by **Integrace**

1:30 - 1:45PM **Travel Back to Asbury C&D**

1:45 - 2:15PM **Behind the Scenes Connections**

Location: Asbury C&D
Speaker: **Mark Matheis**, The Disney Institute

4:30PM **Connections & Reflections at Hurricane Hanna's**

Networking opportunity to connect with fellow attendees and the Erickson School staff to reflect on the day
Light fare and cocktails are available for purchase

WEDNESDAY, JANUARY 23

8:00 - 8:30AM **Breakfast Buffet**

Location: Asbury Lobby
Sponsored by **It's Never 2 Late**

8:30 - 10:00AM **The Lure of Technology in Memory Care: Choosing Products Strategically**

Location: Asbury C&D
Speaker: **Jack York**, President & Co-Founder, IN2L & **Jody Holtzman**, Longevity Venture Advisors, LLC

10:00 - 10:15AM **Networking Break**

10:15 - 11:15AM **Breakout 1: Music & The Mind**

Location: Salon VII
Speaker: **Concetta M. Tomaino**, DA, LCAT, MT-BC, Institute for Music and Neurologic Function

Breakout 2: Palliative Care & Advanced Dementia

Location: Asbury C&D
Speaker: **Ann Wyatt**, CaringKind

Breakout 3: Using Adult Learning for Results in Technology Training

Location: Salon VIII
Speaker: **Kristi Stoglin**, IN2L

11:15 - 11:30AM **Networking Break**

11:30 - 12:15PM **All Emergencies are Local**

Location: Asbury C&D
Speaker: **Richard Prudom**, FL Department of Elder Affairs; **Kathryn Hyer**, Ph.D., MPP, FL Policy Exchange Center on Aging

12:15 - 1:00PM **Lunch**

Location: Yachtsman Steakhouse

1:15 - 2:15PM **Connecting Facts with Figures: Improving Quality of Care & Retention**

Location: Asbury C&D
Speaker: **Robyn Stone**, PR.P.H., LeadingAge

2:15 - 2:30PM **Daily Review: Connecting the Dots**

Speaker: **Judah L. Ronch**, Ph.D.

7:00PM **Connections & Reflections at Abracadabar**

We invite you to walk around the lake or take a complimentary ferry to the Boardwalk's Abracadabar to connect with attendees, speakers, and the Erickson School staff and alumni
Light fare and cocktails are available for purchase

9:00PM **Fireworks Visible from Boardwalk**

THURSDAY, JANUARY 24

8:00 - 8:30AM **Breakfast Buffet**

Location: Asbury Lobby

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

Location: Asbury C&D

8:45 - 9:45AM **Improvisation Techniques to Create Caregiver Connections**

Location: Asbury C&D
Speaker: **Donna Poole, M.A. & Jessie Poole**, Arcadia Assisted Living

9:45 - 10:00AM **Networking Break**

10:00 - 10:45AM **Lessons Learned from a Local Dementia Friendly Business Owner**

Location: Asbury C&D
Owner: **Kimberly Speckner**, Hen House Cafe
Moderator: **Richard Prudom**

10:45 - 11:00AM **Networking Break**

11:00 - 12:00PM **I'm Still Me**

Location: Asbury C&D

12:00 - 12:15PM **Daily Review: Connecting the Dots**

Speaker: **Judah L. Ronch**, Ph.D.

12:15PM **Attendee Gifts**

AGENDA SESSION DESCRIPTIONS

TUESDAY, JANUARY 22

Delivering Service Excellence to Connect with Every Guest

Mark Matheis, The Disney Institute

Walt Disney parks and resorts is a recognized leader in delivering world-class experiences. Want to learn how they do it and uphold a culture of excellence? Join us and learn how they use time-tested business methods to connect with their guests. Disney's Approach to **Employee Engagement, Leadership Excellence and Quality Service** is a custom program designed just for leaders in memory care at our Summit. For over 30 years, Disney Institute has helped organizations in a variety of industries apply these insights to enhance their own customer experiences, both internally and externally.

Behind the Scenes at Magic Kingdom

The Disney Institute

We will travel on buses to the Magic Kingdom so The Disney Institute can take you behind the scenes for a first-hand look at **how** they use technology to connect to the customer. This is a unique opportunity for this event you won't be able to see this anywhere else!

Behind the Scenes Connections

Mark Matheis, The Disney Institute

Our Disney Institute facilitator has worked with our Summit attendees in the aging field for the past three years, giving him the expertise, perspective and understanding to connect concepts taught by the Disney Institute to critical lessons we can take away for memory care. You will return from Magic Kingdom so that Mark can connect the main ideas from his keynote with the behind the scenes tour, giving you the opportunity to leave inspired and ready to unlock the magic inside your own organization to connect with those you serve.

WEDNESDAY, JANUARY 23

The Lure of Technology in Memory Care: Choosing Products Strategically

Jack York, President & Co-Founder, It's Never 2 Late and Jody Holtzman, Lengetivity Venture Advisors, LLC

We live in a world of rapid technological development where new products claim to solve all of our problems. However, it is important to be able to pick out products that have an appropriate evidence-base and avoid those that just don't work that well and impede care, confuse the user, and waste your time. Jack York and Jody Holtzman will lead this session discussing how to strategically choose products in memory care and how you might even be able to use technology that you already have access to without making a large investment. Jody will then lead a technology pitch where three companies with products in memory care will have 5 minutes each to give their "elevator speech" convincing you that their product is worth investing in. You will have the opportunity to interact with the leaders of these tech companies- asking questions and providing feedback based on the skills you learned from Jack and Jody. You will learn how to make an informed decision as a consumer, while the companies will have the unique opportunity to get feedback from their consumer (you!) in order to improve their products. If you are interested in hearing more about a product that you see in this session, you will also have the opportunity to meet with the companies during our lunch hour.

Breakout 1: Music and the Mind

Concetta Tomaino, DA., LCAT, MT-BC, Institute for Music and Neurologic Function

Concetta Tomaino will present trending research to explain why and how music therapy works when caring for people with dementia. She will also share how you can meet CMS standards of care (F-tags) through music therapy in memory care. This session will share how to scale the program across your organization, because active music making can become a positive shared experience for everyone involved in memory care.

AGENDA SESSION DESCRIPTIONS

Breakout 2: Palliative Care and Advanced Dementia

Ann Wyatt, CaringKind

Back By Popular Demand

Ann joined us at the 2015 Summit to help attendees understand what palliative care has to offer long term care residents and facilities. We are happy to welcome her back based on the overwhelmingly popular feedback.

Palliative care is not accessible to people with dementia unless specific organizational adaptations are in place to appropriately assess and manage their care. Ann will go through case studies with you to help identify tools for assessing current capabilities, opportunities for improvement, and challenges to implementing palliative care.

Breakout 3: Using Adult Learning for Results in Technology Training

Kristi Stoglin, It's Never 2 Late

Kristi will share the adult learning principles employed by her team to successfully train customers to use IN2L in their organizations. She will demonstrate the adaptability of her training by using multiple devices, showing that training using these principles can be used for many different technologies that your organization might adopt in the future. Kristi will use videos and self-assessments to demonstrate the importance of using personal stories and learning by DOING. This will assist your organization in training for impact so your newly adopted technology doesn't become just another "cool" product with little or no value to users. In this session, you will discover your learning style and why it is important to incorporate it into training, how to create personal experiences for training, as well as adult learning in technology training.

All Emergencies are Local

Richard Prudom, Florida Department of Elder Affairs & Kathryn Hyer, Ph.D., MPP, USF, Florida Policy Exchange Center on Aging

Older adults with dementia represent a particularly challenging group to care for and/or evacuate in emergency situations. Each organization might be impacted by natural disasters and other emergency situations differently; even if they are in the same state. Richard Prudom and Kathryn Hyer will take what they have learned from Hurricane Katrina in Florida and Dr. Hyer's testimony to Congress regarding emergency preparedness to show the need for individualized plans, as well as the importance of leaders working with state agencies before disasters happen. This session will explain what disaster preparedness should look like for people with dementia, and will discuss the practical implications from their findings to help you better prepare in emergencies.

Connecting Facts with Figures: Improving Quality of Care & Retention

Robyn Stone, DrPH, LeadingAge

Dr. Stone is a noted researcher and internationally recognized authority on long-term care and aging policy. Research shows that the worker shortage is about to get worse before it gets better, so she will explain how to break down what's going on in your organization to start creating evidence-based, return-on-investment solutions to your workforce issues. Dr. Stone will give you tools and ideas that do not rely on recruiting alone to solve workforce issues by discussing topics like:

- Using Human Resources to your advantage
- Creating a staffing model that works beyond staffing ratios
- How to show that your workforce trains in "Memory Care" and are qualified to do so
- Using more sophisticated surveys than "Satisfaction Surveys" to see if your solutions are working

She will discuss the limits of technology in long-term care by connecting to the Disney Institute's idea that technology interventions might not be able to replace human investment in the workforce. Dr. Stone will share the importance of keeping it simple when working to improve the quality of care and retention in your organization.

AGENDA SESSION DESCRIPTIONS

THURSDAY, JANUARY 24

Introductions

Today, we will close the conference by connecting with three Memory Care Stakeholders who will share their experiences and ideas so we can better serve everyone involved in Memory Care.

The Caregiver: Improvisation Techniques to Create Caregiver Connections

Donna Poole, M.A. and Jessie Poole, Arcadia Assisted Living

Donna, an Erickson School alumna, will demonstrate how she has successfully used an interdisciplinary approach called "Alz-Prov" at her assisted living facility to help educate both staff and families to communicate more effectively and connect to people living with memory impairment. This low-cost training method is a form of validation therapy that combines knowledge of Alzheimers disease with applied improvisational theatre to help staff and families understand what the person with Alzheimers is trying to communicate when their stories might not make sense to us. This creates calm, person-centered interactions with family, staff and residents that gives Arcadia Assisted Living the opportunity to provide families with an exceptional customer service experience, setting them apart from the competition. Donna and her daughter Jessie will act out an example of Alz-Prov during this session.

The Community: Lessons Learned from a Local Dementia Friendly Business Owner

Moderator: Richard Prudom, FL Department of Elder Affairs

Business Owner: Kimberly Speckner, Hen House Cafe

We will hear from a new stakeholder in Memory Care- a local business owner who has decided to join the Dementia Friendly America movement. In our field, we rely on sharing information and ideas amongst ourselves. This session will give you the opportunity to talk to a business owner who operates outside of the memory care field, but has learned new customer service skills that can translate into our own practices. The owner of Hen House Café in Inverness, Florida, a former family caregiver, will share lessons learned, best practices and customer service excellence skills that her business and the community has benefited from by the training they received to better connect and serve customers with memory impairment and their families and friends.

The Person: I'm Still Me

TBD

This session has come to be one of our favorites over the past 5 years. You will learn from a local member of the community who has been diagnosed with Alzheimers disease as they tell their story of being diagnosed and the implications of their diagnosis. The speaker and family will share their hopes, wishes and fears in regards to their diagnosis and receiving care. We end the program with this story to remind the attendees why we are in the Memory Care field, and to inspire everyone to go back to work ready to improve the lives of affected persons.