



 Phoebe

Institute on
Aging

The Changing Face of Care:

Serving Older Adults in a Dynamic Environment

Wednesday, March 15, 2017

8:00 a.m. to 4:30 p.m.

University Center at DeSales University

PRESENTED BY

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Register at phoebe.org/piaconference by March 6, 2017

The Changing Face of Care:

Serving Older Adults in a Dynamic Environment

Those working in the senior services field know that continuing to provide quality care for older adults in our communities despite reduced government reimbursements and increased health care costs is a challenge. The establishment of the Affordable Care Act, coupled with the changing senior market and other new industry regulations, pushes senior care providers to be even more flexible and proactive in the care they deliver.

Our spring conference will focus on new trends and service lines in senior care and how the current dynamic health care and political environments can inspire us to find solutions to the current care puzzle.

CONFERENCE SCHEDULE

7:15–9:15 a.m.	Registration and continental breakfast
8:00–9:00 a.m.	Pre-Conference Event: Screening of “Finding Penelope”
9:15–11:00 a.m.	Keynote and Q&A: The Future of Aging Services in a World of Uncertainty Robyn I. Stone, DrPH., Executive Director and Senior Vice President of Research, LeadingAge Center for Applied Research
11:15–11:45 a.m.	Panel Discussion: The Dynamic Care Environment Robyn I. Stone, DrPH., Scott R. Stevenson, and Anne Henry
11:45 a.m.–12:15 p.m.	Lunch buffet
12:15–12:45 p.m.	Book signing and resource table visits “Transforming Long-Term Care: Expanded Roles for Mental Health Professionals” by Kelly O’Shea Carney, Ph.D., ABPP, CMC, and Margaret P. Norris, Ph.D.
12:45–1:45 p.m. First Breakout Session (2 options)	Option A*: Implementing and Sustaining Meaningful Transformation in Elder Care Susan Ryan, M.A., Senior Director, The Green House Project Option B: The Future of Aging Services: It’s All About the Partnerships Robyn I. Stone, DrPH., Executive Director and Senior Vice President of Research, LeadingAge Center for Applied Research
2:00–3:00 p.m. Second Breakout Session (2 options)	Option A*: How are the Revolutionary Changes in Government Policies Affecting the Face of Aging Services? Anne Henry, Vice President of Government Affairs, LeadingAge PA Option B: The Power of Generational Understanding Erin Read, Director, Strategic Planning, Creating Results, LLC
3:15–4:15 p.m. Third Breakout Session (2 options)	Option A*: Transforming Care via Teamwork and People Skills Kelly O’Shea Carney, Ph.D., ABPP, CMC, Executive Director, Center for Excellence in Dementia Care, Phoebe Ministries Option B: Health Care Reform and Older Americans Christopher P. Borick, Ph.D., Director, Muhlenberg College Institute of Public Opinion

* Select Option A to follow the nursing track



The Future of Aging Services in a World of Uncertainty

KEYNOTE

Robyn I. Stone, DrPH.

Executive Director and Senior Vice President of Research, LeadingAge Center for Applied Research

Dr. Robyn I. Stone, a noted researcher and leading international authority on aging and long term care policy, joined LeadingAge to establish and oversee the LeadingAge Center for Applied Research. The Center has earned a national reputation for its ability to translate research findings into real-world policies and practices that improve the lives of older Americans and their caregivers.

Previously, she worked for the Federal Agency for Health Care Policy and Research and served the White House as deputy assistant secretary for disability, aging, and long term care policy. Dr. Stone also served as acting assistant secretary for aging in the Department of Health and Human Services under the Clinton administration. Stone was on the staff of the 1989 Bipartisan Commission on Comprehensive Health Care and the 1993 Clinton administration's Task Force on Health Care Reform. Stone holds a doctorate in public health from the University of California, Berkeley.

Breakout Session Speakers

Christopher P. Borick, Ph.D., is a political scientist and Director of the Muhlenberg College Institute of Public Opinion. He is a nationally recognized public opinion researcher who has conducted over 250 large-scale public opinion surveys. Dr. Borick received his undergraduate education at Pennsylvania State University and completed his doctoral work at The State University of New York at Binghamton in the area of public policy analysis. He has government experience at both the federal and local levels and has published and presented four books and more than thirty articles.

Kelly O'Shea Carney, Ph.D., ABPP, CMC, is the Executive Director of the Center for Excellence in Dementia Care at Phoebe Ministries. She is a licensed psychologist with board certification in geropsychology. Dr. Carney provides leadership for the comprehensive dementia program at Phoebe and serves as a clinician, trainer, and consultant in long term care settings. With particular expertise in the assessment and management of challenging behaviors associated with dementia, Dr. Carney has provided training at the state and national levels to professional caregivers on issues related to behavioral health and aging.

Anne Henry is the Vice President of Government Affairs for LeadingAge PA. Prior to joining the association, Henry served as the Director of the Bureau of Finance/

Chief Financial Officer of the Office of Long Term Living (OLTC) at the Pennsylvania Department of Welfare. Prior to this role, she served as the Chief Operating Officer of the Pennsylvania Health Care Association (PHCA). Henry has an extensive background in the provision of senior services in Pennsylvania, and in-depth experience from a regulatory standpoint on issues affecting long term care providers.

Erin Read is the Director of Strategic Planning for Creating Results, LLC. She spearheads integrated and digital marketing programs for organizations targeting mature consumers. She writes, researches, and speaks about marketing to baby boomers and seniors. Read has addressed local, regional, and international conferences on generational marketing. She is the co-author of several national studies/e-books including "Photo Finish" (2008) and "Social, Silver Surfers" (2016), and the principal blogger for Mature Marketing Matters.

Susan Ryan, M.A., is the Senior Director of The Green House Project and provides leadership to the National Green House Replication Initiative. Previously, Ryan served as the Chief Operating Officer of The Green House Project as well as a project guide. She received a Master of Arts in Management of Aging Services from the University of Maryland, Baltimore County, and has served on the board of The Eden Alternative since 2009.

Session Descriptions

MORNING

PRE-CONFERENCE FILM SCREENING
8:00–9:00 A.M.

“Finding Penelope”

“Finding Penelope” chronicles a unique collaboration between a retirement community, a university, and a theater company. The film is a compelling exploration of how elders (of all abilities), college students, and actors come together to learn and ultimately to produce a professional play within a retirement community.

Together, the group created “Finding Penelope,” a play reinterpreting Homer’s “Odyssey” to tell it from Penelope’s point of view and inspire us all to rewrite the odyssey of aging in our own lives. The documentary asks how we build a healthier daily engagement practice with seniors who are living with Alzheimer’s disease and related dementias while simultaneously building a healthier long term care system.

KEYNOTE
9:15–11:00 A.M.

The Future of Aging Services in a World of Uncertainty

Robyn I. Stone, DrPH., Executive Director and Senior Vice President of Research, LeadingAge Center for Applied Research

This presentation will provide an overview of the changing demographic characteristics that will drive the demand for aging services over the next 25 years, and the shifting policy landscape that will influence how services are financed and delivered in the United States and Pennsylvania. Given this world of uncertainty, the speaker will highlight potential areas of program and business development that will help organizations navigate the stormy waters of change and thrive in our aging America.

PANEL DISCUSSION
11:15–11:45 A.M.

The Dynamic Care Environment

The discussion will focus on determining methods of innovation despite the challenges of the new health care environment and increased competition from medical providers.

BOOK SIGNING AND RESOURCE TABLE VISITS
12:15–12:45 P.M.

Please take this time to visit the resource tables provided by area organizations or to purchase a signed copy of “Transforming Long-Term Care: Expanded Roles for Mental Health Professionals” by Kelly O’Shea Carney, Ph.D., ABPP, CMC, and Margaret P. Norris, Ph.D.

AFTERNOON

FIRST BREAKOUT SESSION
12:45–1:45 P.M. (2 OPTIONS)

Implementing and Sustaining Meaningful Transformation in Elder Care*

Susan Ryan, M.A., Senior Director, The Green House Project

To succeed in the changing health care environment, organizations need a care model that is sustainable, balances the need for superior outcomes with quality of life, and is desirable to increasingly demanding consumers and families. Explore the comprehensive transformation of The Green House model that creates Real Home, Meaningful Life, and Empowered Staff. Learn about the current research, and a case study that compares The Green House model to the traditional nursing home from a clinical and financial perspective. The paradigm of elder care is changing across the country, and this session will highlight the imperative to be a leader of this transformed landscape.

The Future of Aging Services: It’s All About the Partnerships

Robyn I. Stone, DrPH., Executive Director and Senior Vice President of Research, LeadingAge Center for Applied Research

The policy and practice environment for aging services is ever changing and the future of the aging services landscape is in flux. One thing, however, is a given: the future will likely depend on aging services providers partnering with local health and social service organizations to provide better quality and more efficient care and support to older adults. This session





will focus on the role of partnerships in the expansion of one area of aging services—affordable senior housing and services. Building on over a decade of research, the presenter will highlight how a collaborative is helping low income seniors age successfully in their communities while lowering expenditures for public payers.

SECOND BREAKOUT SESSION 2:00–3:00 P.M. (2 OPTIONS)

How are the Revolutionary Changes in Government Policies Affecting the Face of Aging Services?*

Anne Henry, Vice President of Government Affairs, LeadingAge PA

Governments, both state and federal, are rapidly making monumental changes to policies that affect long term services and support providers. This session will provide in-depth information on current state policy changes and will highlight relevant federal changes. Insight and tools that might be useful to survive and thrive under the current revolution will be discussed. Attendees will be urged to share strategies they are utilizing to make the rapid operational changes necessary in the current dynamic environment.

The Power of Generational Understanding

Erin Read, Director, Strategic Planning, Creating Results, LLC

Baby boomers have long dominated media headlines, and now they're a dominating concern for many senior living organizations. How do boomers differ from the Silent Generation that came before them? Or the smaller Generation X cohort that follows? What will it be like to work with these consumers—is your team prepared to communicate, collaborate, and captivate the “new kids on

the block”? This session aims to provide insights that can help senior living professionals communicate more effectively across the generations—with boomer prospects, family members, influencers...even teammates!

THIRD BREAKOUT SESSION 3:15–4:15 P.M. (2 OPTIONS)

Transforming Care via Teamwork and People Skills*

Kelly O'Shea Carney, Ph.D., ABPP, CMC, Executive Director, Center for Excellence in Dementia Care, Phoebe Ministries

Every care provider knows that person-centered care is our goal, but all too often the firmly embedded medical model interferes with our good intentions. This program will challenge care providers to achieve true person-centered care through the application of psychological principles, insights, and skills offered through the vehicle of interprofessional collaboration. Based upon concepts presented in a recently released book, “Transforming Long-Term Care,” we will explore the ways in which professionals can become key partners in creating the kind of person-centered holistic care that our residents and their families expect and our care staff wants to provide.

Health Care Reform and Older Americans

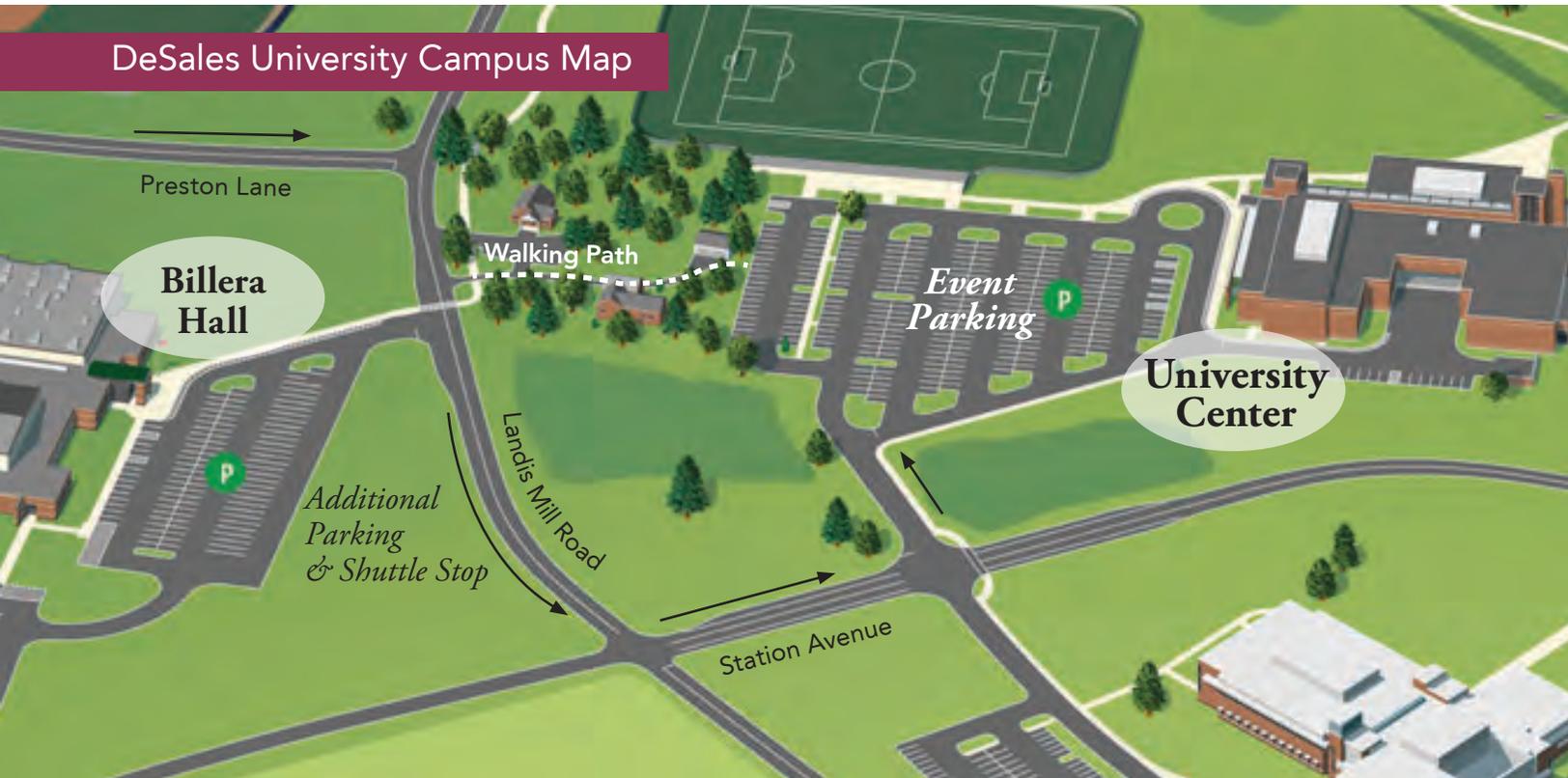
Christopher P. Borick, Ph.D., Director, Muhlenberg College Institute of Public Opinion

This session will examine the health care reform taking place in 2017 and how those changes may affect older Americans. In particular, participants will learn about the impacts of policy changes in Washington that may affect the cost, availability, and quality of health care.

* Indicates nursing track

Directions & Parking

University Center at DeSales University
2755 Station Avenue, Center Valley, PA 18034



FROM ROUTE 309 TRAVELING SOUTH

- Take state Route 309 South to Route 378 North.
- Turn LEFT and follow Route 378 North to Preston Lane (next to the Copperhead Grille).
- Turn RIGHT on Preston Lane.
- Turn RIGHT on Landis Mill Road to enter the DeSales University Campus.
- Turn LEFT on Station Avenue. The University Center parking lot is the first left. Additional parking and a shuttle are located across Landis Mill Road in front of Billera Hall.

FROM ROUTE 309 TRAVELING NORTH

- At the intersection of Route 309 and Route 378, bear right.
- Follow Route 378 North to Preston Lane (next to the Copperhead Grille).
- Turn RIGHT on Preston Lane.
- Turn RIGHT on Landis Mill Road to enter the DeSales University Campus.
- Turn LEFT on Station Avenue. The University Center parking lot is the first left. Additional parking and a shuttle are located across Landis Mill Road in front of Billera Hall.

PARKING

Parking is available in the lot in front of University Center. Overflow parking will be available across the street in front of Billera Hall. Carpooling is encouraged.

A shuttle and a walking path to the nearby University Center are both available.

Please note in your registration if you need a reserved spot close to the building due to a physical limitation.

Register for the Spring Conference

The cost for the full-day conference, which includes all programming, a continental breakfast, and a buffet lunch, is \$25. Students and Phoebe employees are admitted free with advanced registration and a valid ID (must be presented during morning registration/check-in). Most CEUs are offered at an additional cost.

Register online* at Phoebe.org/piaconference by March 6, 2017. Seating is limited and registrations will be taken in the order they are received, so please register early.

* Please call 610-794-5150 with questions or if you have limited access to the internet.



The Phoebe Institute on Aging promotes improved quality of life and care for the aging and their families. The Institute is well-known for its innovative educational programs, cooperative ventures, and outreach activities.

Phoebe Ministries is able to provide this educational conference at a low cost thanks to the continued support of our donors.



SAVE THE DATE

for the Phoebe Institute on Aging
Fall Conference: The Future of Aging Services!

Featuring a keynote address by futurist
Jeff Bauer, Ph.D., the conference will take place on
Tuesday, October 10, 2017, at DeSales University.

CONTINUING EDUCATION UNIT HOURS

SIX TOTAL HOURS ARE AVAILABLE FOR THE DAY.

Three credit hours are available for the morning (if attending the pre-conference event), and three for the afternoon. Please visit the designated CEU tables during registration to receive your paperwork.

Nursing CEUs

Phoebe has applied to the Pennsylvania State Board of Nursing for six CEUs for the full day. If approved, they will be available for \$10.

Nursing Home Administrator CEUs

Phoebe has applied to the Pennsylvania State Board of Nursing Home Administrators for six CEUs for the full day. If approved, they will be available for \$10.

Personal Care Home Administrator CEUs

Phoebe has applied to the Pennsylvania Department of Public Welfare for six CEUs for the full day. If approved, they will be available for \$10.

Social Work CEUs†

Six CEUs will be awarded: three for completion of the full-day course, and three for the morning program if attending the pre-conference event. Bring a check payable to NASW the day of the event: \$15 for NASW members; \$50 for non-members.

Community Life Professionals CEUs

Phoebe has applied to NCCAP for six CEUs for the full day and if approved, they will be available for \$10.

Pastoral Care CEUs

Six units are available at no cost for the full day.

Certificate of Attendance

Phoebe Ministries offers a certificate of attendance at no cost.

† NASW has been designated as a pre-approved provider of professional continuing education for social workers (Section 47.36), Marriage and Family Therapists (Section 48.36), and Professional Counselors (Section 49.36) by the Pennsylvania State Board of Social Workers, Marriage & Family Therapists and Professional Counselors.



Institute on Aging

1925 W. Turner Street
Allentown, PA 18104

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Applications have been submitted for
Nursing, Nursing Home Administrator,
Personal Care Home Administrator, Social Work,
Community Life, and Pastoral Care credits.



Register at
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