BUILDING a CUSTOMER DRIVEN CULTURE

Thursday, April 26, 2018
8:00 a.m. to 4:15 p.m.

University Center at DeSales University

PRESENTED BY

#piaconference

Register at phoebe.org/piaconference by April 17, 2018.
### BUILDING a CUSTOMER DRIVEN CULTURE

Customer driven culture aims to transform organizations that serve seniors by infusing person centered awareness and approaches into all interactions, relationships, and services in order to provide positive experiences for everyone involved. Empowering those in our care to make their own decisions optimizes their health, their well-being, and the satisfaction they find in their own lives. This conference will explore an exciting new direction in the way we work with seniors, as well as its effect on family caregiving and dementia care.

### CONFERENCE SCHEDULE

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:15–8:00 a.m.</td>
<td>Registration and continental breakfast</td>
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<tr>
<td>8:00–11:35 a.m.</td>
<td>Keynote and Workshop: Building a Customer Driven Culture</td>
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<tr>
<td>8:00–11:35 a.m.</td>
<td>Two breaks included</td>
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<tr>
<td>11:35 a.m.–12:30 p.m.</td>
<td>Lunch and vendor visits</td>
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<tr>
<td>12:00–12:30 p.m.</td>
<td>“Everything About ME: A Guide for My Future Caregivers” (DC Press, 2011) will be available for sale and signing by author Dee Marrella.</td>
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<tr>
<td>12:30–1:30 p.m.</td>
<td>First Breakout Session (2 options)</td>
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<tr>
<td>1:45–2:45 p.m.</td>
<td>Second Breakout Session (2 options)</td>
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<tr>
<td>3:00–4:00 p.m.</td>
<td>Third Breakout Session (2 options)</td>
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### BREAKOUT SESSION SPEAKERS

**Dori Billowitch, PTA,** has been employed in Outpatient Neurology Therapy at Good Shepherd Rehabilitation Hospital for 14 years. She specializes in working with patients who present neurological conditions, such as a traumatic brain injury (TBI), stroke, spinal cord injury (SCI), and Parkinson’s disease. Billowitch is certified in Interactive Metronome®, Lee Silverman voice treatment (LSVT), Rock Steady Boxing, and Neuro-IFRAH treatment.

**Hope Horowitz, MSW, LSW,** began her career in social services as a VISTA volunteer. She received a Master of Social Work from the University of Michigan, and has enjoyed a distinguished career as a practitioner, administrator, trainer, and educator for 35 years. She is an instructor of social work/sociology at Northampton Community College and proudly serves on the advisory board for the Phoebe Institute on Aging.

**Dee Marrella** spent more than 20 years in the field of education, both in Europe and the United States. Experiencing different cultures allowed her to examine the vast differences in the way caregivers interact with both young and old individuals in a variety of communities. When her mother was living in a skilled nursing center, Marrella observed other families dealing with pain, love, and even guilt, which inspired her to write “Everything About ME: A Guide for My Future Caregivers.” Her book compiles a decade of sharing and learning and provides an entirely fresh approach to the future of caregiving.

**Mary Kay McMahon, RN, MHA, NHA,** is the Senior Vice President of Health Care Services for Phoebe Ministries. She has 40 years of clinical and leadership experience in a variety of positions in both acute and long term care. McMahon graduated from Pittston Hospital School of Nursing and received both a Master of Science and a Bachelor of Science from the University of St. Francis. She has been a featured speaker at several regional, state, and national conferences, and was honored with the LeadingAge PA Leader of the Year Award in 2012.

**Susan Shifrin, Ph.D.,** is the director of ARTZ Philadelphia, which she founded in 2013. She is an art historian, curator, educator, and arts accessibility advocate. She received her doctorate from Bryn Mawr College and has worked at museums up and down the East Coast. She was inspired to launch ARTZ Philadelphia after hosting programs for visitors with dementia at her museum. She was profoundly affected as she watched them come to life in the galleries, talking about art with each other, their caregivers, and museum staff. She says art became their vehicle for self-expression, interaction, creativity, mutual respect, and joy.

**Nicole Weaknecht, PT, DPT,** graduated from Thomas Jefferson University with a Doctorate in Physical Therapy. She works primarily in the brain injury unit at Good Shepherd Rehabilitation Hospital. Weaknecht also volunteers with Good Shepherd’s Rock Steady Boxing classes for people with Parkinson’s disease.

**Anna Ortigara, RN, MS, FAAN,** Organizational Change Consultant, PHI Consulting Services

Ortigara joined the coaching and consulting services team at PHI after working in the fields of gerontology and long term care for more than three decades. Since beginning her career as a registered nurse, Ortigara has gone on to work with elders in a variety of settings, including skilled nursing communities, adult day care, and home care. She is a fellow of the American Academy of Nursing, and the primary author of “LEAP for the 21st Century LTC Workforce.” Ortigara has served as the vice president of culture change for the Life Services Network of Illinois, the director of residential care services for the Rush Alzheimer’s Disease Center in Chicago, and the associate director of long term care accreditation at the Joint Commission.

Ortigara spent six years at The Green House Project®, where she worked closely with PHI, adapting the PHI Coaching Approach to fit The Green House® model. She presents frequently at national and international conferences, speaking about culture change, quality jobs, recruitment and retention, and person centered dementia care, as well as other long term care issues. She was named a Leader of Tomorrow by Long Term Living in 2014.

Ortigara received a Master of Science in Nursing at Northern Illinois University and a Bachelor of Science in Nursing from Saint Xavier University in Chicago.

**Organizational Change Consultant, PHI Consulting Services**

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SESSION DESCRIPTIONS

MORNING
KEYNOTE AND WORKSHOP
8:00–11:35 A.M.
Building a Customer Driven Culture
Anna Ortigara, RN, MS, FAAN, Organizational Change Consultant, PHI Consulting Services

Everything in the area of aging services is moving towards an approach that recognizes the sovereignty of the individual who receives supports and services. The intensive morning presentation and workshop will provide a highly experiential glimpse into the four core elements of person directed living, the ultimate expression of elder empowerment that effectively shifts power and focus to the elder and the elder’s closest care partners.

AFTERNOON
FIRST BREAKOUT SESSION
12:30–1:30 P.M. (2 OPTIONS)

OPTION A:
Creating Person Directed Care Teams
Anna Ortigara, RN, MS, FAAN, Organizational Change Consultant, PHI Consulting Services

Creating person directed care settings is important, but it cannot be accomplished without a shift in leadership engagement of staff in the process. This session will explore how to create a coaching culture with the goal of empowering direct care staff and creating work teams. Empowered staff has the capacity to listen to and empower seniors. This model depends upon quality jobs, which is directly related to greater staff satisfaction and job retention.

OPTION B:
ARTZ @ Jefferson: A New Paradigm for Empowerment at the Intersection of Arts, Dementia, and Health Care
Susan Shifrin, Ph.D., Founder & Executive Director, ARTZ Philadelphia

As our population continues to age, models for senior care must change to meet new demands. What can we learn from other countries? What is happening in the United States? Designing and developing new approaches to senior care challenges us to be creative, innovative, and daring.

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

OPTION A:
The Complex Journey Toward Customer Driven Culture
Mary Kay McMahon, RN, MHA, NHA, Senior Vice President, Health Care Services, Phoebe Ministries

Using Phoebe Ministries’ journey toward customer driven culture as a case study, this presentation will explore why organizations must move in this direction, how to identify who the customers are and what they value, and how to set organizational expectations. We will also address the challenges of systemic resistance, and how to educate employees on customer driven culture in a way that motivates them to change their own habits and routines.

OPTION B:
When Life Gets Tough, Put on Your Boxing Gloves
Dori Billowitch, PTA, RSB-Certified Coach, Rock Steady Boxing of the Lehigh Valley
Nicole Weaknecht, PT, DPT, Inpatient Neurorehabilitation Therapist, Good Shepherd Rehabilitation Hospital

Rock Steady Boxing gives hope to people with Parkinson’s disease through a non-contact boxing-based fitness curriculum. By using boxing drills, participants condition themselves for optimal agility, muscular endurance, and overall strength to defend against the limitations of the disease. This session will outline the physical and emotional effects of living with Parkinson’s disease and how fitness programs like Rock Steady can improve the physical health and quality of life for those living with Parkinson’s.

THIRD BREAKOUT SESSION
3:00–4:00 P.M. (2 OPTIONS)

OPTION A:
Fostering Innovative Ideas and Thinking for Senior Care
Hopi Horowitz, MSW, LSW, Professor of Social Work/Sociology, Northampton Community College

“Everything About ME: A Guide for My Future Caregivers” is a valuable resource for professional and family caregivers, as well as for older adults who want to specify their care wishes. The information captured in this workbook gives caregivers a clearer picture of each individual’s wants and needs, thus encouraging personalized care. This session will review the information most necessary to understand about the client or loved one, and will inform attendees how best to make use of this tool.

OPTION B:
Caregiving Fitness: How Capturing Important Information Helps to Personalize Care for Clients and Loved Ones

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EVERYTHING IN THE AREA OF AGING SERVICES

is moving towards an approach that recognizes the sovereignty of the individual.
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.

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

A shuttle and a walking path from the Billera Hall lot 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.

FROM ROUTE 309 TRAVELING NORTH
• Bear right at the intersection of Route 309 and Route 378.
• 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.
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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.

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