

## Overview of Conference:

A wide range of topics will be covered, all relating to how compassionate care can support goals like workforce well-being, both long-term care resident and patient experience, safety, quality, and innovation, as well as additional content to support caregivers and leaders during this challenging time.

Participants will learn how healthcare organizations around the world are improving quality, lowering costs, and strengthening patients' and providers' experience using compassionate, collaborative care. Our vision is to form a powerful community where every participant plays an integral role in sharing ideas, stimulating new thinking, and provoking the change that will better our healthcare system.

Through interactive experiential sessions with experts from diverse care settings and communities, this innovative conference focuses on fostering compassionate leaders across all healthcare professions and roles. Participants will leave the conference having gained inspiration as well as the knowledge & skills to improve care quality and outcomes, resident/patient experience, and workforce well-being through compassion and collaboration.

**Track 1: Empathy & Compassionate Care**

**Track 2: Diversity, Equity, & Inclusion**

**Track 3: Economics & the Ethics of Healthcare**

## Learning Objectives:

At the end of this conference, participants will learn to:

- Discuss the effects of empathy and compassionate care not only on the patient, but also the caregiver.
- Discuss how compassionate and inclusive conversations foster a culture of inclusion both within the work environments as well as in direct patient care.
- Discuss how an organization can strategically and purposefully provide structural care for its employees and how to advocate for better care.

Time:	Schedule:
7:00 – 7:45 a.m.	BREAKFAST (included)
	MORNING GENERAL SESSIONS
7:45 – 8:00 a.m.	Welcome, Conference Orientation, Introduction of Opening Speaker Led by: PIA Advisory Board & Program Committee Members, Phoebe Staff
8:00 – 9:00 a.m.	General Session 1: Compassion Resilience for Caregivers Led by: Missy Wise and Carmen Bell
9 – 9:15 a.m.	Mini - Break
9:15 – 10:15 a.m.	Keynote Speaker: “Compassionomics and the Wonder Drug” The Revolutionary Scientific Evidence that CARING Makes a Difference Led by: Dr. Stephen Trzeciak
9:15 – 10:15 a.m.	Mini - Break
10:30 – 11:30 a.m.	General Session 2: The Importance of Compassion in the Journey of Aging Led by: Lisa Hoffman and Mimi Leinbach
11:30 – 12:30 p.m.	LUNCH (included)
	AFTERNOON BREAKOUT SESSIONS
12:30 – 1:30 p.m.	SESSION 1
Session 1: Track 1	Compassion in Long Term Care: Some Initial Thoughts Led by: Dr. Joseph E. Vincent & Dr. Stephen E. Lammers
Session 1: Track 2	Open & Affirming: True Inclusion for Our Communities Led by: Rev. Steve Ohnsman
Session 1: Track 3	Caregivers Are Fine Now That the Pandemic is Over, Right? No, They Are Not, And Here is How You Can Help Led by: Michelle Gaugler
1:30 – 1:45 p.m.	Mini -Break
1:45 – 2:45 p.m.	SESSION 2
Session 2: Track 1	Navigating the River of Grief Led by: Rev. Dr. Bonnie Bates
Session 2: Track 2	Marketing with Compassion Led by: Phoebe Marketing Team
Session 2: Track 3	Geriatric Emergency Rooms: Reality vs. Aspirations Led by: Karen E. Joseph-Kent, PhD
3:00 – 4:00 p.m.	CLOSING GENERAL SESSION
	Compassion Resilience Toolkit Led by: Missy Wise and Erika Newhard

### General Session 1: Compassion Resilience for Caregiver

Led by: Missy Wise and Carmen Bell

This interactive session will introduce Compassion Resilience and its relevance to older adult caregivers. Individuals will also learn about the cycle of compassion fatigue and how it impacts their ability to care for others. Through discussion and breakout activities, individuals will explore drivers of fatigue and resilience.

#### Learning Objectives:

1. Learn what Compassion Resilience is.
2. Identify the stages of compassion fatigue and its impact on one's work.
3. Identify drivers of fatigue and resilience.

### Keynote Speaker: "Compassionomics and the Wonder Drug": The Revolutionary Scientific Evidence that CARING Makes a Difference

Led by: Dr. Stephen Trzeciak

Stephen Trzeciak, MD, MPH, physician scientist and co-author of the book "Compassionomics: The Revolutionary Scientific Evidence That Caring Makes a Difference." Trzeciak will explore eye-opening data reflecting that compassion could be a wonder drug for the 21st Century. Now, for the first time, a rigorous review of the science, coupled with captivating stories from the front lines of medicine, demonstrates that human connection in health care matters in astonishing ways.

You will see compelling evidence that:

- Compassion has vast benefits for patients across a wide variety of conditions
- Missed opportunities for compassion can have devastating health effects
- Compassion can help reverse the cost crisis in health care
- Compassion can be an antidote for burnout among health care providers
- Forty seconds of compassion can save a life

### General Session 2: The Importance of Compassion in the Journey of Aging

Led by: Lisa Hoffman and Mimi Leinbach

In this session, we will discuss what role a program like Pathstones can play in adding more compassion to the medical, psychological, social and spiritual needs of older adults. Could Pathstones and other programs like it be a model in recognizing and responding to the systems that may be perceived as failing to meet many of the compassion needs of a person? The session will explore whether incorporating the "whole person" components of physical, psychological, spiritual, and social aspects lend themselves to the concept of palliative care. That is, care that is not curative but geared toward making living more comfortable, more tolerable, and more fulfilling.

#### Learning Objectives:

1. How a model of compassionate care allows individuals to improve the quality of their aging experience.
2. How the Pathstones model, and others like it, respond and adapt when changes to health or daily life occur.
3. How valuable compassion is to the journey of aging.

### Closing General Session: Compassion Resilience Toolkit

Led by: Missy Wise and Carmen Bell

Participants will learn how to access the Compassion Resilience toolkit. The toolkit will serve as a resource for individuals and can be accessed by clicking [here](#). As a result of this presentation, individuals will gain the knowledge and skills to better care for themselves, allowing them to become more compassionate and care for others.

#### Learning Objectives:

1. Learn about the existing Compassion Resilience toolkit, and how to use it as a resource.
2. Be able to identify drivers of fatigue and drivers of resilience as it pertains to one's locus of control.
3. Take away knowledge and skills to prioritize self-care, resulting in more compassionate caregivers.

## Breakout Session 1:

### Track 1: Compassion in Long Term Care: Some Initial Thoughts

**Led by: Dr. Joseph E. Vincent & Dr. Stephen E. Lammers**

In this session we will look at practices that can allow for more compassion to be displayed in long term care such as: 1. Time to attend to the patients over time, making relationships possible. Attending is not only caring for bodily needs but listening to patients. Listening is a skill that is learned and fostered, especially when patients cannot be cured. 2. Having well-trained staff who are valued. 3. A setting that allows staff to flourish. Lastly, the attendees will be invited to participate in hands-on learning activities, including a case study involving an elderly patient.

### Track 2: Open & Affirming: True Inclusion for the Church & Community

**Led by: Steve Ohnsman**

This session will outline the process, problems, and victories of becoming the first Open & Affirming congregation for 40 miles in every direction of Reading, PA. We will discuss culture change and the effect this process had to change the congregation's way of doing church.

#### Learning Objectives:

1. Learn some basic ways to institute change in a congregation,
2. Prepare for backlash from other Christian groups,
3. Look at the joy this kind of movement of the Spirit can bring to the congregation and the larger community around it.

### Track 3: Caregivers Are Fine Now That the Pandemic is Over, Right? No, They Are Not, And Here is How You Can Help

**Led by: Michelle Gaugler**

A very bright light was shown on healthcare in the past three years through the pandemic as healthcare struggled to keep up with the ever-changing landscape of information, regulation and the impact to operations and labor. Three years later, as the pandemic evolves into an endemic, as regulations relax and the world expects life to return to "normal," the expectation is for the life of healthcare providers and caregivers to return to normal; however, their lives were forever changed and will never be normal again. In fact, the incidence of depression, anxiety and trauma remain high among healthcare workers. It remains crucial to keep the topic of caring for caregivers in the forefront of conversation, process and policy for organizations who employ caregivers.

#### Learning Objectives:

1. Understand what shaped the healthcare worker's current work experience based on their previous 3 years,
2. Understand what the experience has yielded in terms of personal, interpersonal and organizational outcomes,
3. Gain practical tips on how an organization can strategically and purposefully provide structural care for its employees

## Breakout Session 2:

### Track 1: Navigating the River of Grief

**Led by: Rev. Dr. Bonnie Bates**

This workshop will explore a model of grief based on a metaphor of a river, with rapids and shoals, inlets and switchbacks. Rather than a linear process, grief encounters twists and turns, ups and downs. We will explore supports needed from pastors and congregations.

**Learning Objectives:**

1. Explore grief processes.
2. Examine the means through which grief ebbs and flows as the process continues.
3. Look at supports which might assist those in mourning.

### Track 2: Session 2: Marketing with Compassion

**Led by: Phoebe Marketing Team: Donna Schudel, Lynann Everett, Rachel Cavotta**

Marketing to senior citizens using compassion requires a thoughtful and empathetic approach that acknowledges their unique needs, concerns, and experiences. Adopting a compassionate strategy can establish a genuine connection with this demographic, build trust, and create a positive brand image. This includes breaking out of the traditional media mold and introducing additional ways to connect with our audience through social media and non-traditional forms of marketing and advertising.

**Learning Objectives:**

1. Be able to identify advertising and social media campaigns that show compassion and empathy.
2. Learn how diversity, equity, and inclusion are essential when advertising and how to showcase that your organization supports these initiatives.
3. How to use compassion to drive lead generation. Compare & contrast website design, photographs, advertising campaigns. How to create engaging social media.

### Track 3: Session 2: Geriatric Emergency Rooms: Reality vs. Aspirations

**Led by: Karen E. Joseph-Kent, PhD**

Despite the aging population representing the second highest utilization patterns for emergency care, specialized services for this population are lacking. Approximately 10 years ago, Geriatric Emergency Department (GED) Guidelines were published and endorsed by four major medical organizations. The GED Guidelines identified the complex needs of the older emergency department (ED) patient and current best practices, to promote more cost-effective and patient-centered care. The recommendations are extensive and most EDs have neither the resources nor the administrative support to provide this additional service.

**Learning Objectives:**

1. This presentation will review the current best practices for Emergency Care,
2. Share success stories of well-established programs, and Identify resources to develop programming, and
3. Identify resources to develop geriatric ED services and identify opportunities for long term care providers to support the establishment of programs.

## Speaker Biographies:

### General Session: Co-Presenters: Lisa Hoffman and Mimi Leinbach

#### Lisa G. Hoffman, MBA

Lisa Hoffman has over 30 years of diverse experience in the fields of not-for-profit senior services and insurance. At Pathstones by Phoebe, Lisa is responsible for the overall operations of the program. She oversees the development, marketing and implementation of comprehensive programs and service offerings to help members stay well and maintain their highest level of independence. Prior to her position at Pathstones by Phoebe, Lisa served as the Senior Director/Senior Vice President at LeadingAge PA, an association of more than 340 not-for-profit senior service providers whose mission is to lead advocacy and innovation in aging services. She has also held positions in the finance and business offices of Phoebe Ministries, in Allentown, PA and Moravian Hall Square in Nazareth, PA. Before her career in senior services, Lisa worked in the insurance industry and held a Pennsylvania insurance license. She holds a BA in Management from Allentown College of St. Francis DeSales and a MBA, with a healthcare concentration from DeSales University in Center Valley, PA.

#### Mimi Leinbach

Mimi Leinbach has worked in many facets of healthcare including mental health and senior services. At Pathstones by Phoebe she serves as the Senior Wellness Coordinator. In this role, she oversees member health and wellness planning including the coordination of care services when needed. She acts as a trusted resource and advocate for members. Mimi earned her Psychology degree from Lock Haven University where she concentrated on counseling. Her work experience includes holding positions as a Residential Supervisor, Wellness Coordinator, and Director of Memory Care. Her experience in person-centered case management along with her knowledge of the complexities of hospital systems are an ideal fit for position at Pathstones. She has received certification as a Certified Health Coach, Aging Life Care Professional, AFA Memory Screener, and a Certified Dementia Practitioner.

### Keynote Speaker: Dr. Stephen Trzeciak

Stephen Trzeciak, MD, MPH is a physician scientist, professor and chair of medicine at Cooper Medical School of Rowan University, and the chief of medicine at Cooper University Health Care. Dr. Trzeciak is a practicing intensivist (specialist in intensive care medicine), and a clinical researcher with more than 120 publications in the scientific literature, primarily in the field of resuscitation science. Dr. Trzeciak's publications have been featured in some of the most prestigious medical journals, such as: *Journal of the American Medical Association (JAMA)*, *Circulation*, and *The New England Journal of Medicine*. His scientific program has been supported by research grants from the American Heart Association and the National Institutes of Health (NIH), with Dr. Trzeciak serving in the role of Principal Investigator. Dr. Trzeciak is the co-author of two books, "Compassionomics: The Revolutionary Scientific Evidence that Caring Makes a Difference" (2019), and "Wonder Drug: 7 Scientifically Proven Ways That Serving Others Is the Best Medicine for Yourself" (2022). His work has been featured in numerous media outlets including CNN, NPR, *The Washington Post*, *USA TODAY*, *The New York Daily News*, and *Freakonomics*. For this work, he was awarded the Influencers of Healthcare Award by *The Philadelphia Inquirer*. Broadly, Trzeciak's mission is to raise compassion and kindness globally, through science.

Dr. Trzeciak is a graduate of the University of Notre Dame. He earned his medical degree at the University of Wisconsin-Madison, and his Masters in Public Health at the University of Illinois at Chicago. He completed his residency training at the University of Illinois at Chicago Medical Center, and his fellowship training in critical care medicine at Rush University Medical Center. He is board-certified in internal medicine and critical care medicine.



**General Session 2 & Closing Session: Co-Presenters: Missy Wise and Carmen Bell****Melissa Wise**

Missy is the current Resiliency Project Coordinator of the United Way of the Greater Lehigh Valley. She has previously served the community as the Empowerment & Engagement Director at Valley Against Sex Trafficking, Community Services Coordinator and RP Trainer at Ripple Community Inc. Missy received a double BA in Social Work & Psychology from Cedar Crest College and then went on for further training wherein she attained a Trauma Competent Professional and Train the Trainer Certification from Lakeside Global Institute and became a Certified Restorative Practices Trainer at International Institute for Restorative Practices. Missy also completed a fellowship at Leonard Parker Pool Institute for Health Leadership. Missy is an active volunteer with the Sanctuary at Haafsville, a local animal rescue.

**Carmen Bell**

Carmen Bell, Sr. Director of Healthy Aging for United Way of the Greater Lehigh Valley, envisions a Lehigh Valley that is safe, inclusive and respectful for people of all ages. As an influential member of the Lehigh Valley Alliance on Aging, Carmen participated in the strategic formation of Age-Friendly Lehigh Valley and currently leads the age-friendly initiative in our community. With Carmen's leadership, deep connections and partnerships, the Age-Friendly Lehigh Valley Action Plan was released, making the Lehigh Valley the nation's first dual-county age-friendly community, certified by AARP and the World Health Organization. Carmen also has a prominent role in our dementia outreach, the Lehigh Valley Walk Audit initiative and the community hubs program.

Prior to joining the team at United Way, Carmen worked with KidsPeace and LANTA where she gained a deep understanding of the needs of seniors in our community. She is a member of the AARP PA Executive Council, the Phoebe Institute on Aging Advisory Council, Phoebe Ministries Board of Directors, Allentown's African American Advisory Council and Lehigh County's Human Relations Advisory Council. A long-time community activist and precinct captain for her West End Allentown neighborhood, Carmen is also the 2nd Vice President of the Lehigh County Democratic Committee as well as a duly elected State Democratic Committeeperson. She is a 2021 Women of Influence award winner, a 2023 The Rising Sun Initiative honoree and a frequent speaker on aging issues. Carmen holds a Bachelor of Arts degree in Liberal Arts from City College of New York.

**Breakout session 1: Track 1: Dr. Joseph E. Vincent & Dr. Stephen E. Lammers**

Dr. Joe Vincent, MD practiced pulmonary and critical care medicine at Lehigh Valley Hospital for 45 years and helped start the medical ethics and palliative care programs. He has been active in the Phoebe ethics committee and the Phoebe Institute on Aging since their beginnings. Dr. Stephen E. Lammers, PhD taught in the Religious Studies Department at Lafayette College until 2009. He was the Helen T. Manson Professor of the English Bible. From 1987 to 2018 he served as ethics program advisor for the Lehigh Valley Health Network. Dr. Vincent & Dr. Lammers helped start the medical ethics and palliative care programs at LVHN.

**Breakout session 1: Track 2: Steve Ohnsman, D.Min., Pastor, Calvary United Church of Christ**

Steve attended Wilmington College of Ohio, majoring in Religion and Philosophy and minoring in music, political science, and recreation. After graduating from Wilmington, Steve attended Drew Theological Seminary in Madison, New Jersey. After two years there, he was appointed to serve as a local pastor at Garnerville United Methodist Church in New York. After being ordained in the Northern New Jersey Conference of the United Methodist Church, Steve was appointed pastor of Andover United Methodist Church in New Jersey. He then moved to Cincinnati, Ohio to serve as pastor of Mt. Auburn United Methodist Church. Steve completed his Doctor of Ministry degree at United Theological Seminary in Dayton, Ohio, focusing on ethics. His doctoral project was titled, "Teaching the Ethics of Jesus in a Cross-Cultural Setting". Steve also served as Executive Director of Ecumenical Campus Ministries during his four years there. Steve moved to Reading, Pennsylvania, where he served as chaplain for Albright College. After five years, he transitioned into the United Church of Christ, and has been the Senior Pastor of Calvary United Church of Christ since 1999. Steve also graduated with a Doctor of Philosophy in Leadership from Alvernia University, Reading, PA, in 2105. Steve also serves as a Clergy and Congregational Coach and Mentor.

**Breakout session 1: Track 3: Michelle Gaugler, NHA, PCHA, LSW**

Michelle holds a Master's Degree in Social Work from Marywood University Graduate School of Social Work and a Bachelor of Arts-Psychology from Rutgers University. She served over 29 years in Long Term Care, was Executive Director with Diakon Lutheran Social Ministries for over 7 years and is now the Executive Director/NHA of Country Meadows, Bethlehem. Her successes include facilitating organizational policy committee, managing oversight in all levels of care on campus, traveling to other campuses as needed to train and fill in vacant positions while maintaining current role, created scheduling standards of practice, exemplary customer service, mentoring staff on an off campus, maintaining PPD and budgetary costs to support campus, created relationship with local RN and LPN programs for clinical rounds at facilities, maintaining high occupancy, leading a campus repositioning project, and maintaining high level teamwork through a continually challenging healthcare environment.

**Breakout session 2: Track 1: Rev. Dr. Bonnie Bates**

The Reverend Dr. Bonnie Bates began her work as the Penn Northeast Conference Minister on September 1, 2017. Prior to coming to PNEC, she served as the EOA/WRA Associations Associate for Congregational Vitality and Development. Her role there was to support pastors and congregations in transition, assist with search and call, work with congregational revitalization, and explore new church starts. She received her Master of Divinity degree and Doctor of Ministry degree in Transformational Leadership from Colgate Rochester Divinity School. Bonnie has served churches in the New York Conference; directed and taught in the Graduate Human Resource Development program at St. John Fisher College in Rochester, worked in Human Resources for several non-profits, and served on several not-for-profit Boards including the Dunkirk Camp and Conference Center in western New York. She served in a variety of association and conference positions while in the New York Conference UCC including chair of the conference personnel committee, Executive Council and Executive Committee, Church and Ministry Committee, Staff redesign, Visioning and Constitutional revision committee. Bonnie currently serves on the Phoebe Ministry Board of Directors, the Pennsylvania Council of Churches Board and Executive Committee, and the Lehigh Conference of Churches Ecumenical and Interfaith Committees.

**Breakout session 2: Track 2: Phoebe Ministries Marketing Team: Donna Schudel**

Donna Schudel, AAC, MA is a Community Relations and Grants Specialist for Phoebe Ministries. Donna carries the message of Phoebe through her interactions with the media and in her fundraising efforts. Before this role she was the Community Life Director on one of Phoebe's four continuing care retirement community campuses where she was known for her above-and-beyond personalized activities and her dedication to the residents she served.

Prior to her healthcare service, Donna spent over twenty years as an interdisciplinary arts educator, administrator and presenter. She prides herself on her ability to incorporate her knowledge of visual and performing arts with her passion for creativity into all of her daily interactions. Donna has a Bachelor of Arts from Maryland Institute, College of Art in Baltimore and a Master of Arts from Columbia College in Chicago. She is a Certified Activities Professional through the National Certification Council for Activity Professionals. She is a Fulbright Scholar and has received many awards throughout her career. In 2017 and 2023 she received Presidential Awards from Phoebe Ministries for outstanding service and in 2018 she was nominated by her peers for a LeadingAgePA Caregiver of the year award. Donna lives in Coopersburg, PA with her musical husband and two sports-obsessed sons who all work together to painstakingly renovate their 1850 home. She continues to explore her many talents in the visual and performing arts in whatever way moves her.

**Breakout session 2: Track 3: Karen E. Joseph-Kent, PhD**

Dr. Kent joined the Division of Business at DeSales in 2019 as the Director of the MBA program and chair of the healthcare administration major. She has spent her career both as a healthcare executive and an academic leader. She's held positions at Johns Hopkins University School of Medicine as the coordinator of Managed Care Arrangements and as the Administrator of the Department of Otolaryngology-Head and Neck Surgery-where she led the largest ENT Departments in the country. She has also served as an independent consultant, leading strategic planning and business development efforts for healthcare and business clients. Dr. Kent was an assistant professor at Xavier University and Penn State University before joining DeSales.



Dr. Kent is undergraduate alumnus of Penn State in Health Planning and Administration. She earned an M.S. in Health Systems Management from Rush University in Chicago and earned her Ph.D. in Social Gerontology from Miami University of Ohio.

Dr. Kent has many research interests, including the delivery of healthcare services to aging clients, especially those with disabilities. Her dissertation, "Autism Spectrum Disorders and the Healthcare Experiences of Older Adults," focused on the experiences of adults diagnosed with autism spectrum disorders and intellectual disabilities, and their challenges and successes in receiving quality healthcare services. She has presented on the topic at local, national and international meetings and has articles in publication on the subject.