

Exploring the Future: Finding Meaning and Purpose

Live Event: Wednesday September 22, 2021

10:45 AM – 4:45 PM

On-Demand Viewing / Individual Registration: September 24 – October 8

On-Demand Viewing / Organizational Registration: September 24 – October 22

Over-all Program Purpose

The 5 sessions will be: **Engagement Through the Eyes of the Resident**, featuring individuals living in care communities who will share their personal stories and their vision for the future from a very personal perspective along with Scott Smith from Five Star Senior Living who will share the Club Model, an innovative model that builds programs and engagement opportunities from deep knowing of residents interests and passions; **A New Look at Community Commitment: It's All About Making Connections**. In this session, Jared Bloomfield from Make A Wish Foundation will moderate a discussion centered around connections and engagement with panelists representing communities whose enrichment programs have been recognized through the Community Commitment Award program; **The Cost of Meaning & Purpose: Selling Value from the CNA to the CEO** will be moderated by Matt Reiner from Eversound, and features a panel discussion with Michelle Daniel, Angie McAllister and Joe Carello, each representing organizations known for their innovative approached to engagement as well as the commitment of the organization leadership and care team to a focus on well-being; and **Meaning and Purpose for Staff: Goals with Souls** will be a presentation by Denise Boudreau-Scott in which she will explore with attendees their personal values, identifying how these can support a life that makes them feel healthy, fulfilled and balanced and is overflowing with genuine meaning and Purpose. The final session will be **"Bringing the Vision Together"** and will feature speakers from each of the 4 previous sessions in a Q&A style panel discussion where attendees can interact with the speakers to further explore the future of meaning and purpose as we bring together the ideas from each of the day's sessions.

Over-all Learning Objective:

As a result of this presentation the participant will be able to identify future opportunities and define shared goals that will support a culture that provides true meaning and purpose for those living and working in nursing homes and assisted living.

General Session 1: Engagement Through the Eyes of the Residents

1 hour (Live event: 10:45 AM – 11:45 AM EDT)

Life will likely never be quite the same for any of us after what we have experienced individually and collectively during the pandemic. For those whose role is to support life enrichment for elders living in senior living communities, most of the old ways had to be put aside, and innovative new ways to address the needs of residents had to be designed. All the while, there were lessons to be learned. Is being alone always a bad thing? Are large groups and structured activities the hallmark of a LTC Activity calendar – are they really how we want to spend our days?

The past year and a half has provided us with an opportunity to rethink resident engagement and approach life enrichment from a new perspective – one that is truly resident-directed. And what better way to start than by listening to the voice of Elders. Verna Cavey, Win Barnard, and Sandy Foltz each reside in a senior living community, and they will share stories of their experiences as well as their vision of how to support meaning and purpose – for themselves and others residing in senior living.

And what about providers? We know that innovation was happening before the pandemic and continued throughout it. One innovation is the “Club Model”, a program based on knowing the person, responding to individual preferences, making connections based on shared interests, a belief that bigger is not necessarily better, and turning over control to the residents. Scott Smith will share his experiences with this unique and yet very natural approach to engagement, the Club Model. You’ll learn what it is, why you should consider it, and tips on how to operationalize it.

Objectives:

1. Attendees will gain insight into what defines meaning engagement and purpose directly from individuals living in senior living communities.
2. Attendees will identify the components of the Club Model. What it is, why it is, and how to operationalize it.
3. Attendees will gain understanding how life enrichment team members and residents can work together to support a resident-directed community.

Speakers:

For **Win Barnard**, a resident at Scandinavian Living Center, the Greater Boston area has been her home since birth. While she has traveled extensively since 1996, Boston has remained her “home town”.

For 21 years, 1955-1976, Win was employed by Harvard University (the Harvard Business School) as an administrator of executive education programs. From 1976-1988, she worked in the Community Relations Department at Shawmut Bank of Boston. She was administrator of the Warren Charitable Trust, the Shawmut Corporation’s corporate contributions program, where in 1982, in order to further encourage community involvement, she initiated an employee volunteer program.

Win served on the boards of numerous non-profits and was a founding member of the Corporate Volunteer Council of Greater Boston, as well as a member of Women in Philanthropy. In 1988, Shawmut merged with an out of state bank, whose community philosophy was quite different. And she left with regret and a desire to try something different.

This brought her to Massachusetts General Hospital (MGH), where she was a patient advocate for five years, retiring in 1995. She continued as a volunteer at MGH for an additional 12 years.

In 2015, Win moved to the Scandinavian Living Center, which truly has been home ever since.

Verna M. Cavey is a retired educator (behavioral and social sciences as well as teaching and counseling in lifelong learning). Her graduate work was at the Johns Hopkins University and the Maxwell School of Syracuse University. She’s been involved in the aging field – teaching, programming, research, writing, sitting on elder and anti-ageism committees and presenting locally, nationally and internationally. In addition to her anti-ageism

work, Verna is also currently working on projects related to resident-directed communities and life development for aging adults. Proud to be in her 70s, Verna resides in Denver, Colorado as an independent living resident in an aging community.

Joan Devine, Director of Education, Pioneer Network. Joan leads the development and implementation of educational programming for the organization. She is also a certified Eden Educator and Mentor and the owner and operator of JPDevine Consulting whose mission is to “support care partners on their journey 2 home.” A registered nurse and former activity professional, Joan has over 30 years of experience in healthcare having served in leadership positions in long-term and acute care settings since 1990. As an advocate for the LTC culture change movement, Joan serves as a frequent speaker at state and national forums and currently serves as a Director on the board of MC5 (Missouri Coalition Celebrating Care Continuum Change). Joan is the author of the book, “Word of the Week: Creating a Culture Change Dictionary.” She earned a B.A. in Music Education/Music Therapy, a B.S. in Nursing and a Masters in Management.

Sandra Foltz is a retired teacher living at Asbury Springhill in the personal care unit in Erie Pennsylvania. She was born in Oil City Pa and eventually made her home in Union City Pa with her husband Dan and their 2 daughters Colleen and Remlee.

A member of the First United Methodist Church, Sandra served on the Ladies Auxilliary, often helping serve meals for special events held at the church. In past years Sandra also held a position on the Union City Building Commission. After 26 years, Sandra retired from teaching 3rd Grade at Union City Elementary School and was able to enjoy her hobbies of golf, bingo and hosting weekly Wednesday night dinners for friends and family. In 2002 Sandra carried the Winter Olympics Torch on its journey through Erie Pa to Salt Lake City Utah. Sandra has lived at Oakview personal Care for 3 happy years, where she serves on Resident Council and enjoys visiting with neighbors and staff. She always has a smile and a kind word for all who meet her. The team is so glad to have her in their community where she is an inspiration to all.

Scott Smith is the National Director of Resident Programming for Five Star Senior Living where he oversees resident engagement in their 260 communities. Prior to joining the Five Star team, Scott was the Director of Education and Experience for Thrive Senior Living and the Director of Implementation for It’s Never 2 Late. Scott spent seven years with It’s Never 2 Late, developing and leading the strategic implementation of the engagement program throughout the country. Scott has led team members in over 500 communities, on the benefits of the use of technology to engage residents in person-directed care. Now with Five Star, Scott is working to create a resident experience that focuses on creating opportunities for resident connections and purpose. Scott lives in Colorado Springs, Colorado with his wife and four children.

Session 2: A New Look at Community Commitment: It’s All About Making Connections

1 hour (Live event: 12:00 PM – 1:00 PM)

Being locked out from the world has impacted all of us, none more than those living in residential care communities. Prior to the pandemic, many senior living communities had been engaged in finding new and innovative ways to support residents in being a part of the greater community, finding ways to engage and to give back.

Was this work yet another victim of COVID, or have the events of the past year served to ignite our commitment to find ways for greater connections with the outside community, and more opportunities to create meaningful engagement for residents?

In this session our speakers, representing past Community Commitment Award recipients and the Heart to Serve program from Rockport Health Services, which inspired this award, will share how they have kept the spirit of their programs alive as well as their vision for what’s next. You will also learn about the work of Wish of a Lifetime, and how they have supported opportunities for elders to realize their dreams.

Finally, you will learn how “Community Commitment” is evolving into “Community Connections” and how you can be a part of the next chapter in this journey.

Objectives:

1. Attendees will be able to describe programs that have been designed and implemented to support meaning and purpose for residents while making connections to the greater community.
2. Attendees will describe the value to residents and the community of programming that supports connection to the greater community.
3. Attendees will identify challenges faced in creating community connections and ways in which they can be overcome.

Speakers:

As the Manager of Field Operations for Wish of a Lifetime (WOL), **Jared Bloomfield** is grateful to have ‘the best job’ at ‘the best place’ and is thrilled with the innovative and positive steps WOL has taken since he joined the team.

As an intern in 2014, Jared immediately fell in love with the tangible, meaningful and positive outcomes that he saw wish granting provide. After receiving his Masters of Social Work from the University of Denver in 2016, Jared became a full-time staffer focusing his energy on building out unique and creative ways to provide services to a wide-ranging demographic of seniors and to engage community members in participating in this important movement. Under his leadership, the growth of the annual Cupid Crew rose delivery campaign has turned from a small Denver-based activity into a national volunteer day, engaging thousands of volunteers in delivering roses, cards and kindness to hundreds of thousands of seniors. As a licensed social worker, Jared created a social work internship program to engage social work students in providing meaningful clinical services to wish recipients in Colorado. This program has provided more than 200 clinical hours and granted more than 50 wishes since its creation in 2016. Through exploring innovative solutions to complex problems that exist around aging, Jared sees great potential in Wish of a Lifetime’s future expansion of existing special projects and creation of new special projects to help support connection among older adults.

Jared brings several years of nursing home, senior independent living and hospice experience to the WOL team and appreciates the mix of micro and macro mindsets at the organization. Originally from Minneapolis, MN, Jared is very appreciative of his roots and fully dedicates his geriatric career to his maternal Grandmother, Eva, who passed in 2016 after a long battle with Alzheimer’s.

Annie Dunlop is an enthusiastic leader with over 13 years of experience working in the nonprofit arena. She is originally from San Diego and her background has focused on development and community building. Annie was working at NAMI San Diego and PATH San Diego prior to joining the Rockport team in 2018. Annie holds a Master of Arts degree in Nonprofit Leadership and Management from the University of San Diego, and prior to that she attended San Francisco State University and graduated with a Bachelor of Arts in International Relations.

Annie serves as Director of A Heart to Serve with Rockport Healthcare Services, and has been instrumental in growing that program throughout the organization. As COVID has impacted the ability for residents to interact with the greater community, Annie has focused her attention on other programs, including the Adopt-a-Window program and penpal program with Dream Catchers.

Kelly Klund, is passionate about improving the aging experience. She has worked in healthcare since 1989 with broad experience as a staff nurse, unit manager, nurse consultant and clinical project manager in the areas of quality improvement, infection control, staff development, admissions, marketing and business development. She enjoys program development and along with building relationships.

Kelly has been with Empira since 2016 and has presented Empira's work to thousands of people across the United States and she believes that every day offers an opportunity to educate professionals in aging services to know better so they can do better.

Kelly holds an associate degree in practical nursing from Minnesota State College Southeast in Red Wing MN and is enrolled in the Bachelors of Gerontology program at the University of Maryland Global Campus.

She lives in Wisconsin, has a husband and two children and is an avid Green Bay Packers fan.

Mary Knapp has been the Director of Health Services at Foulkeways at Gwynedd for over ten years. Her responsibilities include the day to day operational, clinical and regulatory management of the health care for those Residents living in the Nursing Home, Personal Care and Independent Living. Before coming to Foulkeways Mary Knapp was a consultant for 23 years including being the President and Co-Owner of The Whitman Group, a national consulting and management firm. She served as a national expert in the development of the full continuum of programs and services for older adults.

Mary has a Master's Degree in Nursing from the first University of Pennsylvania Gerontological Nurse Practitioner Graduate Program and is currently a Fellow in the American Academy of Nursing. In 2020, Mary was awarded The McKnight's Women of Distinction Hall of Honor a national award that recognizes executive-level women who have made significant contributions to the senior living or skilled nursing fields.

Session 3: The Cost of Meaning & Purpose: Selling Value from the CNA to the CEO

1 hour (Live event: 1:20 PM – 2:20 PM)

Advocates for person-directed care with a passion for providing quality of life for all who work and live in their communities see the value of investing resources into developing programs that support meaning and purpose for elders. In fact, they tend to be quite passionate about it, and yet passion will only get you so far. How do you find the money to support the vision, and even more fundamental than finding the money, how do you convince others in your organization, from the direct care staff who need to support this concept every day in their work to the CEO/CFO who need to believe that there is "return on engagement?"

Our speakers share your passion, and taken that passion from a vision to reality, something that is only possible when that passion is shared and integrated into the culture of the organization. In this session, you will learn how supporting meaning & purpose for residents and staff is not just the right thing to do, it will actually produce outcomes that can support your bottom line through things like resident and staff satisfaction as well as recruiting new residents and staff.

Objectives:

1. Participants will identify the stakeholders in a senior living community need to be engaged in developing and supporting meaningful engagement programs.
2. Participants will gain understanding of how to create a compelling case in order to sell the value of engagement to elicit both financial and operational support.
3. Participants will identify the operational and financial outcomes achieved through community centered living.

Speakers:

Joe Carella is the Executive Director of the Scandinavian Charitable Society of Greater Boston; parent company of the Scandinavian Living Center and Scandinavian Cultural Center. The design and development of the Scandinavian Living Center in Newton, Massachusetts, is based on the research and principles from his first book, "Unlimited Options for Aging". He has shared these concepts on a national stage. His second book, "Creating Unlimited Options for Aging, The Path Forward" introduced the critical concept of community

centered living. He has been a guest speaker at national and international conferences and has written several articles.

Joe has an MBA from Babson College and an undergraduate degree from Northeastern University. He was a founding board member of the Newton Cultural Alliance, which supports the performing and visual arts in the Newton and Boston area. He also serves on the board of Elizabeth Seton and Marillac Residence, Inc., two nonprofit elder care organizations in Wellesley, Massachusetts.

Michelle Daniel has worked in the Long-Term Care field since 1995 and has a Bachelor's of Arts in Psychology from Louisiana Tech University and a Masters of Health Administration from the University of Memphis. Michelle is a Licensed Nursing Home Administrator and joined Methodist Senior Services in October of 2015. Michelle's focus at MSS is to build significant support for the benevolence fund, grow the donor base through meaningful relationships, write grants, and build the endowment. In her free time, Michelle enjoys the outdoors with her husband, children and pets and volunteering with her church and Boy Scout Troop 316.

Angie McAllister oversees Quality of Life and Culture Change Practices for 115 Signature HealthCARE Communities. She is responsible for training leaders to drive organizational change. An Eden Educator and Mentor, Angie has worked to bring 52 Signature HealthCARE communities onto the Eden Alternative Registry. She is currently working to sustain and drive organizational practices that are secondary to relationship development in 115 communities.

Matt Reiners is the co-founder of Eversound, a technology company dedicated to ending social isolation for older adults by giving every resident the gift of hearing. After seeing his Grandmother struggle with hearing, Matt, along with his other co-founders, saw an opportunity to help improve the resident's quality of life through better listening experiences. A serial entrepreneur, Matt has helped start two companies in the past eight years and is an up and comer in the senior living industry. Matt is a recipient of 2018 Forbes 30 Under 30, 2019 Argentum Senior Living Leader Under 40, and 2018 National Association of Activity Professionals Business Affiliate Award of Excellence.

Session 4: Meaning and Purpose for Staff: Goals with Souls

1 hour (Live event: 2:35 PM – 3:35 PM)

Driven, high-achieving people are a rare breed. They are wired to plow through and persist, even if the cost is at their own expense. Their health. Their family. Their relationships. I held true to my own unrelenting pursuit towards success, I have pushed myself to the limits, and it took its toll on my health, resulting in a mini-stroke at just 49 years old. I learned the hard way that the incongruity of one's own personal values and the unrelenting daily "grind" can have heartbreaking results, ones that I never saw coming.

In my own personal journey, I learned the simple joy-amplifying and stress-busting hacks that work and I am passionate about sharing them with people like you, so you don't need a wake up call to take care of yourself like I did! Among the most profound changes I encountered during this time of growth and healing occurred when I started focusing on my goals in a completely different way than before, using my personal values as my guide. There is no other way to truly unlock your passion and connect to a deeper meaning in life and work.

In this session you will have the opportunity to do an introspective reflection on your own personal values by completing an online Personal Values Assessment. Who you are, what you hold dear, what upsets you, and what underlies your decisions, are all connected to your personal values. I will share with you practical strategies you can implement immediately to apply these values in your daily routines, allowing you to use your values as a driving force and a personal true north star. Following the session, you will be able to seek out the things in life that are aligned to the values you have uncovered and this my friend, is a real game changer. Soon you will use what you learn to unleash a life and career that you love, one that makes you feel healthy, fulfilled and balanced. A life and future overflowing with genuine meaning and purpose!

Objectives:

1. Participants will be able to determine their top 10 personal values
2. Participants will understand why living a values-driven life is crucial for personal fulfillment
3. Participants will identify ways to live their values on a daily basis

Speakers:

Denise Boudreau-Scott is President of DRIVE, which helps aging services organizations improve the resident and staff experience, and the bottom-line, through more engaged leaders and employees. A former nursing home and assisted living administrator, Denise co-founded and is chairperson of the New Jersey Alliance for Culture Change, a member of NAB's LNHA Exam Writing Committee, chair of NAB's Member Relations Committee and a former board member of the Pioneer Network. Denise received her Bachelor of Science in Gerontology from the University of Scranton and her Master in Health Administration from Cornell University where she serves as a student mentor and speaker. She is proud to share that she started off her career as a dietary aide and nursing assistant. Denise lives at the Jersey Shore with her husband, twin boys, one rescued Lab and a mutant Chihuahua who weighs 26 pounds!

Session 5: Bringing the Vision Together

1 hour (Live event: 3:45 PM – 4:45 PM)

What better way is there to find the meaning and purpose of today's event than to join together in this interactive and engaging session where both attendees and speakers will have the opportunity to share stories, ask questions, make connections, and share their vision of how we can find meaning and purpose for residents and staff as we envision the future.

Objectives:

1. Attendees will synthesize the information shared in the four general sessions and identify common themes that can help support engagement that will provide meaning and purpose for elders and staff.
2. Attendees will discuss what it means to move from a traditional long-term care "activities" program to a resident-driven program focusing on individuals and their personal pursuit to find meaning and purpose in their life.
3. Attendees will leave the session prepared to apply knowledge gained during the symposium to help shape a better future for individuals living in senior living communities.

Speakers:

Facilitator:

Penny Cook, MSW, President/CEO: Penny's commitment to changing the culture of aging and long-term care began early in her professional career as a social worker in Rochester, New York and continued as she moved to Colorado. She strongly believes that the care we provide to elders is directly related to the way we, as a society, view aging. She is passionate about spreading the message that we are in the midst of a revolution about how we age and where we do it. Penny comments that, "no matter whether people live, in nursing homes, assisted living communities or in their family home, we all deserve and should expect respectful and dignified care and support that is centered, directed and tailored to us as individuals."

Penny previously served as the Manager of the Long-Term Care Ombudsman Program in the Denver metropolitan region and as the Executive Director of the Colorado Culture Change Coalition. There she expanded the Coalition's reach to look beyond nursing homes and brought the message of culture change to assisted living communities and home care organizations. Most recently she was the Director of Long Term Services and Supports for Colorado Access where she managed a state Medicaid contract to connect individuals

to long-term services and supports. Penny received her Master of Social Work degree from the State University of New York at Albany and her Bachelor of Arts in Anthropology from Binghamton University.

Panel:

The speakers from session 1-4 (See info above under each session.)

Attendance verification process

- For live viewing, attendance is verified using the Zoom attendance log which shows actual time in / time out.
 - For on-demand viewing, attendance is verified through a 2-step process
 - Sign in required before the session video can be accessed
 - 5-question posttest completed with a score of 80% or higher.
 - Certificate of Attendance provided upon completion of the above criteria (as requested by individual attendee)
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Live Event Schedule

10:30 AM – 10:45 AM	Opening and Welcome
10:45 AM – 11:45 AM	Session 1: Engagement Through the Eyes of the Residents
11:45 AM – 12:00 PM	Break (15 min)
12:00 PM – 1:00 PM	Session 2: A New Look at Community Commitment: It's All About Making Connections
1:00 PM – 1:20 PM	Break (20 min)
1:20 PM – 2:20 PM	Session 3: The Cost of Meaning & Purpose: Selling Value from the CNA to the CEO
2:20 PM – 2:35 PM	Break (15 min)
2:35 PM – 3:35 PM	Session 4: Meaning and Purpose for Staff: Goals with Souls
3:35 PM – 3:45 PM	Break (10 min)
3:45 PM – 4:45 PM	Session 5: Bringing the Vision Together

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