



“FACING FORWARD” WEBINAR

WEDNESDAY ~ MAY 26, 2021

8:15 – 8:30 Sign on to our Webinar

Presenter: Daneen Reese - DRA

8:30 – 10:00 Navigating the Landscape of Eldercare in Our New World

Presenter: William Holmes, President - Montage Connective Marketing

In a post COVID-19 reality, adaptability is the key. This market will now be different from what we have known before and may never come back to what we knew as our normal again. But with change comes opportunity for growth and disruption. Passion and compassion and adaptability have always been at the heart of the success of eldercare in America but now we are literally fighting for survival and adapting to the new normal. The biggest challenge that we face right now is embracing this change and being able to course correct to take a look at the challenges ahead of us and turn them into opportunities. These opportunities exist and we must look at ways to leverage them and make our families and residents feel comfortable with them.

10:00 – 10:15 Break

10:15 – 11:15 Leveraging Technology to Support Residents in Senior Living

Presenters: Rory English DPT and Colin Hunsburger DPT – FOX Rehabilitation

Technology has become so integrated into our worlds that we often take it for granted. What type of devices do we use every day that we could leverage to better support our residents in AL/PC/IL/Memory Care? How do we utilize these devices to maximize engagement, independence and functional wellness?

11:15– 12:30 Managing Toxic Behaviors *Presenter: Karen Harrell, RN - Diamond Pharmacy*

We all have employees and visitors that frustrate and confuse us and make us cringe when we see them coming. Do you have A BULLY, A QUEEN BEE, NEGAHOLIC, A SLACKER, OR A GOSSIPER walking your community hallways and paying you daily visits? Every community has at least one. In this session we will discuss how manage these behaviors. Time will be permitted for Q & A of situations in your communities.

12:30 – 1:00 Lunch

1:00– 2:15 PCH/ALR and Privacy Issues Update

Presenter: Bruce Baron, Esquire – Capozzi Adler, P.C.

Mr. Baron will discuss privacy issues for PCH/ AL providers, highlight best practices for preventing lawsuits, and he will provide a compliance/ regulatory update. Time for Q&A will be available at the end of the presentation.

Total CEU's: 5