



September 25–27, 2023

Monday, September 25, 2023

Registration for attendees 8:00 –9:00 a.m.

Continental Breakfast 8:00 –9:30 a.m.

1.5 ceu's



Welcome & Keynote: Conversations That Matter 9:00–10.30 a.m.

Jessica Pettitt, Good Enough Now.
Let's face it, there are people and topics that at some point are just off limits. You just can't do it or them right now. Even worse, often it is a difficult topic that you have to bring up with a difficult person. What if you could engage in these conversations with more confidence, humor, and ease? No matter the person or topic, you are your best tool for conversations that matter. Understanding yourself and others as differently right gives you the tools to intentionally design teams, groups, and partnerships that can bring value to a single project or topic. We are all frustrating to someone, and at times even to ourselves. Once you know who and how you are, you can reclaim responsibility for these behavior response patterns and leave room for others to do the same. Before you know it, you are having better conversations and fuller relationships with those around you. I promise — it is that easy.

Break 10:30–10:45 a.m.

1.5 ceu's



How Elder Law Protects You and Your Residents 10:45 a.m–12:15 p.m.

Lisa Hostetler Brown, Attorney, LawyerLisa
Learning how elder law is different from estate planning allows you to plan ahead in the most comprehensive way. There are basics one must consider in their planning to make sure there are options available when life forces you to pivot.

1 Ceu



Lunch & Association/Industry Updates 12.15–1:15 p.m.

Melody Bailey, Executive Director, SCALA
Join Melody Bailey and the SCALA Directors as we review any industry updates affecting attendees as well as discussing a new partnership opportunity with SimplyConnect that SCALA members can participate in and the potential for involvement from non-member facilities as well.

1.5 ceu's

Breakouts: Track 1: Operations/Leadership Track 2: Resident Care

1:15–2:45 p.m.



Value Creation–Blending Community Performance with Investment Expectations

Bear Mahon, CEO, Oaks Senior Living

In this session, we will cover the various KPI's / KPM's of operations and how to utilize them to create effective strategies that lead to sustain results, positive cash flow, and meet the expectations of lenders and investors



Creating a Vibrant Culture Through Multi-Dimensional Wellness & Activities Programming

Sarah Robertson & Amy Simmons, Aegis Therapies

A vibrant activities program is the key to boosting engagement and quality of life for the individuals we serve in Assisted Living environments. During this session, explore the importance of offering multi-dimensional programs, receive tools for boosting attendance, and experience sample programs that touch on each of the 7 dimensions that are ready-to-implement in your community.



Break

2:45–3:00 p.m.

1.5 ceu's

Breakouts: Track 1: Operations/Leadership Track 2: Resident Care

3:00–4:30 p.m.



Leadership Luau–Core Values & Your Mindset in Transforming Your Community

Mike Schonberg, CEO, vCare Hospice

Have you used your organization's Core Values to inspire your team? This talk will provide three distinct, easy to implement action items that will absolutely transform your staff, your community's energy, and your leadership skills, while inspiring your staff. Hint: It's not Starbucks gift cards, it's you! We will discuss mindset tools, your WHY, and how to inspire your team to adopt your organization's core values so they are put into action for your residents!



Beyond Balance

Adam Kendig, Area Clinical Coordinator, Weston Group & Rich Brazil, RDO, Weston Group & Jamel Pharr, Area Clinical Coordinator

This is a comprehensive fall risk management program designed to bring the facility staff and our contracted therapy staff together to collaborate and identify areas of risk for falls in their communities. This two pronged approach allows for increased communication and interventions to be implemented to reduce the number of falls a community may experience.



Luau/Hawaiian Party

6:30–9:30 p.m.

Total Ceu's for the Day: NAB/NCERS: 7 SC BLTHCA/CE BROKER: 7

1.5 ceu's



Breakfast 8:30 –9:30 a.m.

General Session:Track –Regulatory/Compliance 8:30 –10:00 a.m.

Fire & Life Safety Updates

Todd McAlhany, Director, Division of Fire and Life Safety–Healthcare Quality

This session will provide the latest updates on regulatory changes or updates on the fire code as well as a review of the top 5 citations Fire & LifeSafety is seeing is assisted living and residential care homes during inspections.

Break 10:00–10:15 a.m.

Exhibitor registration & tradeshow move-in 9:00 a.m.– 1:00 p.m.

Exhibitor lunch in trade show area 12:00– 1:00 p.m.

1.5 ceu's



General Session:Track–Regulatory/Compliance 10:15 –11:45 a.m.

DHEC Regulatory Updates

JoMonica Taylor, Director, Residential Facilities Division DHEC Healthcare Quality, Sandra Johnson, Field Manager & Pamela Williams, Field Manager.

Join us for a review of top violations being seen during inspections, organization and operational updates, and other regulatory issues affecting the industry. We will also ask that attendees submit questions they have and need clarification.

Lunch 11:45 a.m.–12:30 p.m.

General Session: Track – Resisent Care/Best Practices 12:30–1:30 p.m.

1 ceu



Importance of Value Based Care in Assisted Living & Memory Care

Scott Middleton, Owner/CEO SC House Calls

As healthcare is ever-changing, this session will explain how CMS partners to cost and capture unnecessary hospitalizations. This affects residents in assisted living and memory care as facilities need to maintain their census.

3 ceu's SC

Trade Show Open No credit given for NAB 1:30–4:30 p.m.

Networking & Bar Open during Trade Show 2:00–4:00 p.m.

Breakfast 8:30 –9:30 a.m.

1.5 ceu's



General Session: Track –Dementia 8:30 –10:00 a.m.

Mastering the Art of Challenging Behavior Management in Dementia Care: A Comprehensive Framework for Optimal Resident Well-being

Lizette Cloete, CEO, Think Different Dementia

This dynamic presentation delves into a robust problem-solving framework that equips participants with the essential skills to effectively analyze and address challenging behaviors exhibited by individuals with dementia. By immersing themselves in the identification of triggers and honing their communication skills, participants will develop a high level of competence to modify or maintain strategies with precision. Through this comprehensive approach, participants will gain the confidence and expertise needed to significantly reduce and manage challenging behaviors, fostering an environment of optimal care and well-being for residents with dementia. Additionally, the presentation empowers participants with the knowledge and expertise to develop individualized behavior management plans, focusing on essential strategies that prioritize environmental modifications, caregiver impact evaluation, and the integration of meaningful activities. By embracing these evidence-based approaches, participants will cultivate an environment that promotes tranquility, engagement, and an improved quality of life for the individuals entrusted to their care. Join us for an enlightening session that promises to transform the way you navigate challenging behaviors in dementia care, ultimately elevating the standard of resident well-being in your facility.

Break 10:00–10:15 a.m.

1 ceu



General Session: Track –Sales/Marketing 10:15–11:15 a.m.

Leveraging Social Media for Brand Development: Maximizing Impact on a Modest Budget in the Assisted Living Industry

Amy Wills, Chief Marketing Officer, The Atticus Group

In this digital era, having an online presence is no longer optional but a necessity, especially for the assisted living industry. Learn to utilize social media platforms efficiently to market your services, establish a strong brand, and expand your reach, all while operating on a small budget. This session will present practical strategies, creative content ideas, and insights on how to measure success in your social media marketing efforts. Harness the power of the internet to connect with your community and beyond.

General Session: Track –Sales/Marketing 11:15–12:45 p.m.

1.5 ceu's



Story Brand Marketing

Jamie Preston, Director of Marketing, SC House Calls

The **StoryBrand Framework** is a popular messaging tool designed to improve your business' marketing strategy by clarifying your message. By using this framework, you can communicate immediate value, connect with your ideal customers, and grow your business.

The StoryBrand Framework helps businesses simplify their message by using a story-based approach that places customers at the center of the hero's journey.

Conference Adjourns 12:45 p.m.