
LeadingAge™ Colorado



STATE PARTNER

LeadingAge Colorado Assisted Living Conference
Friday, September 20, 2019
Wind Crest
3235 Mill Vista Rd, Highlands Ranch, CO 80129

8:00 AM – Registration, continental breakfast, tour of exhibits

9 - 10 AM

SENIOR LIVING: FACING THE INNOVATION IMPERATIVE

Our understanding of the impact of older adults is shifting, from “burden on society” to “fast-growing contingent of active, productive people who are working longer and taking the American economy in new directions” (The Longevity Economy, Oxford Economics/AARP). By 2032, the Longevity Economy - representing the sum of all economic activity serving the needs of Americans over 50—is projected to generate more than half of the U.S. GDP, employ nearly 100 million people and make up two-thirds of wages and salaries.

This opens up all kinds of exciting new opportunities for the senior living industry ... but only if we’re prepared. Taking advantage of the Longevity Economy requires more than simply business as usual. Entire industries that have previously not seen people over 50 as their market will shift their attention to those we serve. Change is imperative. And innovation is the key.

In this keynote address, Dan Hutson will look at the current senior living market, the forces that are changing it, and how we might harness innovation to stay relevant and win in an exciting but increasingly more challenging environment.

Dan Hutson *Former Chief Strategy Officer, HumanGood*

Dan Hutson has more than 30 years of experience in helping educational institutions and corporations meet their strategic planning, marketing and communication needs. He most recently served as chief strategy officer for HumanGood, the country’s sixth-largest nonprofit provider of senior housing and services. As CSO, he was responsible for strategic planning, sales and marketing, corporate communications, innovation and experience design. His communications and marketing programs have been honored by the National Mature Media Awards, Content Marketing Awards, EXCEL Awards and Healthcare Marketing IMPACT Awards, among others.

10-10:15 AM – Refreshment break and tour of exhibits

10:15 AM – 12:15 PM

NEW COLORADO ASSISTED LIVING REGULATIONS

Michelle Topkoff from the Colorado Department of Public Health & Environment (CDPHE) will present on the new assisted living regulations including an overview of the new survey process, top tags, new expectations under the new rules, medication issues and drug destruction, individualized care plans and due diligence for admissions. She will go beyond offering an overview of the rules by diving into the specifics of the regulation changes and how CDPHE is interpreting these new requirements. There will also be plenty of time for attendees to ask their own questions. This session is not to be missed!

*Presenter: **Michelle Topkoff**, Community Services Supervisor, Home and Community Facilities Branch, Colorado Department of Public Health & Environment*

12:15-1:00 PM – Complimentary lunch and tour of exhibits

1:00 – 2:00 PM

RISING BEHAVIORAL HEALTH NEEDS

Learn about plans at the state level for coping with the rise in people looking for behavioral health services. The goal of this session is to get information so you will have answers for people when they come to you for help that your community can't provide and to give you the opportunity to tell someone involved in state planning what you are seeing at your assisted living community. This session will create a platform for conversation about how assisted living operators can plan to cope with rising behavioral health needs.

***Deb Hutson**, LCSW, LAC, MAC, Manager of Momentum Program and Transitional Services, Community Behavioral Health, Office of Behavioral Health, CDHS; **Becky Huckaby**, Manager, OBRA/PASRR, Community Behavioral Health, Office of Behavioral Health, CDHS; **Camille Harding**, LPC, Division Director, Community Behavioral Health, Office of Behavioral Health, CDHS*

2:00-2:15 PM - Refreshment break and tour of exhibits

2:15 – 3:00 PM

LIFE SAFETY HOT TOPICS

This session will highlight life safety updates to the new assisted living regulations and other life safety hot topics. Learn how to ensure a safe work environment for your community, your residents and guests, and staff.

*Presenters: **Rob Sontag**, Fire Prevention Branch Chief at Colorado Division of Fire Prevention & Control*

3:00-4:00 PM

THE NEXT GENERATION OF EMPLOYEES. WHAT DO THEY WANT?

We have invited a panel of students to talk about what they are looking for in an employer and why or why not they will choose a career in assisted living.

Students from Metropolitan State University of Denver and University of Denver Graduate School of Social Work

4:00-5:00 PM

PERSON CENTERED CARE – SETTINGS RULE UPDATE

This team will update you on the current status of the home- and community-based services (HCBS) Settings Final Rule implementation in Colorado. They will explain how ACF and SLP providers are able to become fully compliant with the rule, including individual rights, informed choice and being an active member of their community, similar to individuals not receiving HCBS. The presentation will include the new rights modification process and time for questions and answers.

***Barb Rydell**, Community Settings Supervisor, CDPHE; **Leah Pogoriler**, Strategic Policy Advisor, HCPF, and **Kyra Acuna**, HCBS Benefits Specialist, HCPF*

Pricing:

Member Individual: \$99

Non-Member Individual: \$199

Member Group (3 individuals): \$249

Non-Member Group (3 individuals): \$499

Silver Sponsorship: \$499 - You will receive (1) recognition on the Welcome Sign displayed during the conference; (2) conference recognition through a special name badge ribbon; (3) a listing in the event program; (4) recognition in the Connecting e-newsletter; (5) one complimentary registration.