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Welcome to Lancaster!

Dear conference attendees –

I'd like to personally welcome each of you to PALA's 2023 Spring Conference at the Wyndham Resort and Convention Center. This is an exciting time as PALA continues to meet and bring inspired people together at conferences to ensure we remain at the cutting edge for providing care for seniors in Pennsylvania. This year's theme, Seeds for Success, provides an opportunity for you to learn new ideas so you can plant the seeds for success in your community.

Seven years and thirteen conferences later, this will be my last conference as the Executive Director of PALA. These past years have been the building block for PALA to finally be recognized as the leader in Personal Care and Assisted Living in Pennsylvania. It has been an honor to be recognized personally on the national level as the 2022 Argentum Champion of Seniors and on the state level as the 2021/2022 and 2023 PA Health Care Power 100. These accolades are a result of the support of our board of directors and members and indicate the importance Personal Care and Assisted Living are in the long-term continuum of care.

It will be a slow progression into retirement as I plan to continue advocating for senior living both in Pennsylvania and Washington, DC. Not only advocating for senior living but for all the seniors, including me, who will need the care and compassion you provide on a daily basis to the residents.

PALA is also planting the seeds for its own future success with the recent appointment of Susan Saxinger as its new executive director. Susan has over 15 years of experience in leadership and healthcare administration. Please embrace Susan, as you have embraced me these seven years.

Thank you for taking time out of your busy schedule to attend and bring your expertise to the conference. As leaders, you have the vision, the knowledge and the desire to help move our industry forward. You are our greatest assets for today and the future and we could not accomplish what we do without you.

Margie Zelenak

PALA Executive Director

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Vendor	Booth #
Accushield	26
AdvantageCare Rehabilitation	30
AlixaRX	48
AMI Expeditionary Healthcare	50
BAYADA Senior Living Solutions	1
BeeCentral Technology	34
BluSky Restoration Contractors	32
BMS CAT	11
Care Options RX	2
Clipboard Health	40
connectRN	3
Diamond Pharmacy Services	23
DRIFT Services, LLC	55
Eastern Diversified Services, Inc	25
Eldergrow	47
Elderguide	58
Enable Dental	42
ESHYFT	60
Eugeria	51
Extended Care Pro (ECP)	36
Famileo	31
FOX Rehabilitation	4
Gene IQ	7
Graphtech	16
Health Direct	27
HPSI Purchasing Services	18
Icon	9
Image First	14
Innovative RX Solutions, LLC	54
Integrated Security Systems	28
Johnson's - Polaris	10

Vendor	Booth #
KARE	24
KCBA Architects	53
Legacy Health Care Services	22
Lonseal Flooring	20
Medicine Shoppe LTC Pharmacy	57
Minnich's Continuing Care Pharmacy	33
PA Project Firstline	29
Paychex	8
Peak Senior Living	44
PointClickCare	62
PharMerica	45
Powerback Rehabilitation	17
Pure Air Solutions of PA	35
RC Legnini Co., Inc.	59
RestoreCore	39
Reverence Care	43
Rugged Interactive	6
Select Rehabilitation	41
Sensiva Health, LLC	52
Serenity Hospice	56
SMD, Inc.	38
Special Care Systems	13
Strategic Tax Planning	46
Synergy Pharmacy Services	5
Systems Solutions, Inc. (SSI)	21
TABULA PRO	49
ThriveWell Tech	15
Touch of Color Flooring	12
U. S. Complete Care	37
Warfel Construction Company	19
WSI Business Solutions	61

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Program Agenda

April 18, 2023	
2:00pm-6:00pm	**Registration *(Lobby)***
2:30pm-4:00pm	**Creating Welcoming and Supportive Services for LGBT Older Adults** ***(Lincoln Theatre)*** *Terri Clark, Consultant Trainer, SAGE* While older lesbian, gay, bisexual, and transgender (LGBT) adults confront the same issues everyone else does when choosing aging services, the reality of life in long-term care for LGBT people can be drastically different from their non-LGBT peers. This session will provide an overview of the unique needs and experiences of LGBT older adults so that service providers, advocates, and the aging network can consider these factors when serving this population. Participants will learn how to address the disparities through best practices that are grounded in cultural awareness, humility, and responsiveness. The session will also introduce the Long-term Care Equality Index (LEI). The LEI is a program of SAGE and the Human Rights Campaign Foundation that supports adopting affirming policies and practices. This session will review best practices developed by key industry stakeholders along with the self-assessment to assess LGBT inclusiveness in areas such as policies and procedures, resident services and supports, and community engagement. *Sponsored by BluSky Restoration Contractors*
4:30pm-6:00pm	**Customer Service: Managing Challenging Residents and Families** ***(Lincoln Theatre)*** *Denny Granahan, Senior Living Consultants of York LLC* This session will discuss the primary concerns communities are currently experiencing from residents and families post COVID, how to respond, effectively communicate and mitigate future concerns. In addition, the session will also look at how to become proactive instead of reactive and steps you can take today to improve damaged relationships. *Sponsored by Serenity Hospice*
6:00pm-7:30pm	**Welcome Reception with Exhibitors *(Lampeter Exhibit Hall)*** *Sponsored by Priority Life Care and Legend Senior Living*
April 19, 2023	
6:30am	**Registration *(Lobby)***
7:00am-8:00am	**Breakfast with Exhibitors *(Lampeter Exhibit Hall)*** *Sponsored by Clipboard Health*
8:00am-8:15am	**Conference Welcome** ***(Lincoln Theatre)*** *Margie Zelenak, PALA Executive Director*

8:15am-9:45am	**Hateful to Grateful: Creating Resident and Team Karma** ***(Lincoln Theatre)*** *Jennifer FitzPatrick, Jenerations Health Education* Most people dread needing a senior living community! Because of this, prospects, residents, and families are often stressed and in a negative frame of mind when you begin working with them. Fortunately, you have tremendous power over how most residents and families ultimately perceive their experience with your organization. This motivational session shares strategies your team can use to win over residents and their families early on, keep them happy and transform them into fans. *Sponsored by KARE*
9:45am-10:15am	**Break with Exhibitors *(Lampeter Exhibit Hall)***
10:15am-11:45am	BREAKOUT SESSIONS I
	The Future of Assisted Living in Pennsylvania ***(Lincoln Theatre)*** *Margie Zelenak, PALA Executive Director; Susan Saxinger, PALA Executive Director; and Kelly Hoffner, Area Director of Operations, New Perspective Senior Living* Join a panel of PALA experts understand the differences between PCH and AL and answer questions on whether your community is ready to transition to the Assisted Living Licensure. The session will discuss the application process along with the physical site requirements, training, and how to make a smooth transition. *Sponsored by Reverence Care*
	Working with individuals with Developmental Disabilities and Chronic Mental Illness as they Age ***(Wheatland)*** *Linda Shumaker, Director/CEO, Optimize Aging, LLC* It is well documented that as an individual ages, they become "increasingly vulnerable to mental health disorders." The loss of friends and family, exacerbated by the loss of supports, mobility, failing vision and hearing issues can lead to isolation. For individuals with chronic mental illness or intellectual disabilities, these social losses as well as age-related physical changes and complicated medical problems increase the risk of hospitalization and potential institutionalization. This session offers providers of individuals with chronic mental illness and intellectual disabilities an understanding of normal age-related changes as well as potential issues posed by delirium and risks of dementia. Each of these issues will be discussed in detail, including symptoms, interventions and resources. It is hoped by the end of the presentation, community professionals will work across systems to enable all older adults to remain active members of their communities. *Sponsored by Diamond Pharmacy Services*

11:45am -1:15pm	**Lunch with Exhibitors *(Lampeter Exhibit Hall)***
1:15pm-2:15pm	**PA Department of Human Services – Bureau of Human Services Licensing (BHSL) Update** *Brian MacDaid, Acting Director, BHSL, PA Department of Human Services* This session will provide information on changes and clarification related to regulations and inspections. The session will include an opportunity for attendees to participate in a Q & A.
2:30pm-4:00pm	**Burned Out to Better Now: How A Post-Pandemic Plan Will Endear You to Stressed Out Clients** *Jennifer FitzPatrick, Jenerations Health Education* Before the pandemic, burnout was classified as an official phenomenon in the International Classification of Diseases. Prior to Covid-19, nearly three quarters of all healthcare leaders suffer from it. The pandemic has elevated this frightening problem to a new level. This timely, thought-provoking program will help you identify burnout in yourself, your leaders, and perhaps, most importantly, your frontline staff. Leave this session better understanding the impact burnout has on client engagement. Also discussed will be strategies for preventing and minimizing burnout in your organization so your service goals are exceeded. *Sponsored by Sunrise Senior Living*
4:15-6:00pm	**Networking and Nibbles** *Margie Zelenak, PALA Executive Director and Table Moderators* Get ready to enjoy light refreshments and the opportunity to network with your peers at PALA's speed roundtable discussions. This is a great way to share your opinions and thoughts while learning about a topic and hearing others' perspectives. *Sponsored by Connections Life Care*
April 20, 2023	
7:00am	**Registration *(Lobby)***
7:30am-9:00am	**Breakfast and Learn** ***(Lincoln Theatre)*** **Harrisburg Happenings** *Margie Zelenak, PALA Executive Director* This presentation will provide information on the regulatory and legislative issues pertaining to Personal Care and Assisted Living including legislation that may affect providers of these services. *Sponsored by Brookdale*
9:00am-9:15am	**Break *(Lincoln Theatre)***
9:15am-10:15am	BREAKOUT SESSIONS II

	Infection Prevention and Control (IPC) Essentials for Assisted Living Residences and Personal Care Homes ***(Lincoln Theatre)*** *Merewyn Sheeran, BS, RN, CIC, LTC-CIP, PA Project Firstline* The presentation will highlight how to successfully adapt Infection Prevention (IPC) Concepts to decrease overall infections in Assisted Living Residences and Personal Care Homes. Topics will include: Recognizing Risks, Body and Environmental Reservoirs, How Germs Spread and Infection Prevention and Control Strategies to Prevent Germ Spread. *Sponsored by Philadelphia Protestant Home*
	Frontotemporal Dementia: Symptoms, Causes, Treatment (Wheatland) *Meri Luarasi, MS CADDCT CDCM PAC* Frontotemporal dementia (FTD) is the most common form of dementia for people under age 60. FTD is also frequently referred to as frontotemporal dementia, frontotemporal lobar degeneration (FTLD), or Pick's disease. It represents a group of brain disorders caused by degeneration of the frontal and/or temporal lobes of the brain. This session will look at FTD and its subtypes including symptoms, causes and treatments.
10:15am-10:30am	**Break *(Lincoln Theatre)***
10:30am-12:00pm	**Practical Ethics in Senior Living** ***(Lincoln Theatre)*** *Chris Dubble, Director, National Adult Protective Services Training Center* Senior living professionals and their teams routinely face ethical issues and dilemmas in their daily work. This workshop addresses ethical practice and policy decisions by using teaching methodologies and content that take ethics from the dry theoretical to rich applications for all professionals. These decisions can range from concerns about accepting a gift from a resident that doesn't have significant monetary value, to addressing personnel decisions, to balancing a resident's right to make autonomous decisions with their safety. Everyone, from new to seasoned executives, will find information in this training that will apply to their everyday work. *Sponsored by Atria*
Noon	**Boxed Lunches *(Lincoln Theatre)***

Jennifer FitzPatrick

Jennifer L. FitzPatrick, MSW, LCSW-C, CSP (Certified Speaking Professional) is a speaker, consultant, author and founder of Jenerations Health Education, Inc. A former psychotherapist, she is passionate about helping you better serve clients who wish they didn't need you BUT DO!

Jen is currently a gerontology instructor at Johns Hopkins University and is an Advisory Board Member/ Consulting Faculty Member at Salisbury University's School of Health & Human Services.

Jen has been featured on HLN, ABC, CBS, Sirius XM and in Forbes, U.S. News & World Report, Redbook, Fast Company and countless other media outlets.

One of less than 800 Certified Speaking Professionals worldwide, Jennifer is the author of Cruising Through Caregiving: Reducing The Stress of Caring For Your Loved One (www.cruisingthroughcaregiving.com).

Jennifer also serves as a Care Advisory Board Member for HFC (www.wearehfc.org), the non-profit founded by Seth Rogen and Lauren Miller-Rogen.

FUN FACT: Having grown up in Philly, she will challenge anyone to a parallel parking contest.

Chris Dubble

Chris is currently the Director of the National Adult Protective Services Training Center. Prior to this, Chris was the Assistant Director for Training at Temple University Harrisburg, where he oversaw the campus' professional development training offered throughout the United States. While at Temple, he was also the Director of the Institute on Protective Services. Chris serves on NAPSA's ethics committee and had served on the ethics committee at Hershey Medical Center.

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PALA 2023 SPRING CONFERENCE EVALUATION

Thank you for completing the following survey.

Please Rate the Following Sessions that you Attended	The subject matter was presented effectively.				I can apply the content of this presentation to my work.			
	Excellent	*Very Good*	*Good*	*Poor*	*Excellent*	*Very Good*	*Good*	*Poor*
Creating Welcoming and Supportive Services for LGBT Older Adults – *Terri Clark, Consultant Trainer*								
Customer Service: Managing Challenging Residents and Families – *Denny Granahan, Senior Living Consultants of York LLC*								
Hateful to Grateful: Creating Resident and Team Karma – *Jennifer FitzPatrick, Jenertion Health Education*								
Working with individuals with Developmental Disabilities and Chronic Mental Illness as they Age – *Linda Shumaker, Optimize Aging*								
The Future of Assisted Living in PA – *Margie Zelenak, PALA Executive Director and a Panel of Experts*								
DHS PCH/AL Update – Brian MacDaid, Bureau of Human Services Licensing								
Burned Out to Better Now: How A Post-Pandemic Plan Will Endear You to Stressed Out Clients – *Jennifer Fitzpatrick, Jenertion Health Education*								
Networking and Nibbles – *Margie Zelenak, PALA, and Table Moderators*								
BREAKFAST and LEARN: Harrisburg Happenings – *Margie Zelenak, PALA*								
FTD: Symptoms, Causes, Treatment – *Meri Luarasi, MS CADDCT CDCM PAC*								
Infection Prevention and Control in Assisted Living Residences and Personal Care Homes – *Merewyn Sheeran, PA Project Firstline*								
Practical Ethics in Senior Living – *Chris Dubble, Director, National Adult Protective Services Training Center*								

Please Rate the following:	Excellent	Very Good	Good	Fair	Poor
Food					
Venue					
PALA Staff and Volunteers					
Receptions					
Networking Opportunities					
Do you feel the conference provided value?					

Please Answer the Following questions

We use your answers to assist us in planning our conferences.

What topics would you like to see in the future?

Do you have any suggestions or comments to help us improve our future events?

Thank you!

If you would like us to contact you regarding any of your comments, please leave your name, phone number and email address below.

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