

2015 LeadingAge Maryland & DC Finance & Strategy Symposium

DRAFT Agenda 11/18/2015

Thursday, December 10, 2015	
8:00 - 8:30 am	Registration
8:30 - 8:35 am	Welcoming Remarks <i>Speaker: Jill Schumann (LeadingAge Maryland)</i>
8:35 – 10:00 am	The 2015 State of Senior Services <i>This opening session will set the stage for the other sessions throughout the day by providing an overview of key trends in the senior services sector within a framework of the national economy and senior living climate in the state of Maryland. Specific focus will be on growth in the sector, from expansions and new community development, to the ongoing evolution of home and community-based services and expansion across the services and consumer income spectrum. Attendees will also hear an overview of the capital markets for the not-for-profit senior living sector.</i> <u>Objectives:</u> <ol style="list-style-type: none"> 1. To present key senior living-specific trend data from the past year. 2. To discuss the implications for changes taking place in the not-for-profit senior living sector. 3. To provide an update on the current lending environment and senior living capital markets. <i>Speakers: Amy Castleberry & Lisa McCracken (Ziegler)</i>
10:00 - 10:15 am	BREAK
10:15 - 11:15 am	Focus on NOM: Best Practices to Improve the Bottom Line With the “new normal” following the economic crisis, ongoing changes brought on by healthcare reform and external reimbursement pressures, there is an ongoing need for senior living providers to focus on their bottom line. Whether a full turn-around is needed or simply a recalibration of efforts, proactive providers look to industry professionals and benchmarking tools to provide assistance. This session considers the latest thinking and techniques for driving to a better bottom line and improving operational efficiencies. <u>Objectives:</u> <ol style="list-style-type: none"> 1. To identify diagnostics to use, not only to avoid trouble, but to enhance operations. 2. To learn from provider case studies about how to improve operating margin and avoid financial challenges. 3. To identify what specific metrics are most important to track and focus on when looking to enhance the bottom line. <i>Speakers: Mark Ross (Baker Tilly Virchow Krause, LLP)</i>
11:15 am - 12:15 pm	An Evolving Senior Living Industry <i>What is a bigger threat to your organization, the new for-profit on the corner or Uber’s drivers on demand? What about the unseen opportunities? This session provides a framework for organizations seeking to assess and develop their position in the market and reaches beyond the familiar industry themes to understand the next generation of opportunities and disruptors to traditional senior living.</i>

	<p><u>Objectives:</u></p> <ol style="list-style-type: none"> 1. Understand competition from for-profit senior living and services organizations in the Mid-Atlantic 2. Learn the key questions organizations should be asking themselves about their product, market reputation and competitive environment 3. Understand the risks and opportunities for senior living that come from outside of the traditional industry <p><i>Speakers: Rob Love (Love & Company), Amy Castleberry (Ziegler)</i></p>
12:15 pm – 1:15 pm	LUNCH & COMMUNITY TOUR
1:15 - 1:45 pm	<p>CCRC Profile: Implications for Not-for-Profit Providers</p> <p>This session will provide a general overview of a recently released report by Ziegler and My LifeSite. Attendees will have access to the full report, which details local-specific CCRC statistics, but the focus of the session will be on what the findings tell us. What trends are being observed in the state and how does that relate to the changing consumer, increased competition and the state regulatory environment? This will be an informative session with relevance to all organizations who are serving older adults.</p> <p><u>Objectives:</u></p> <ol style="list-style-type: none"> 1. To reveal the findings from a statewide CCRC benchmarking report. 2. To observe the key trends that are revealed in the report. 3. To discuss the implications of the trends and findings for Maryland providers. <p><i>Speakers: Lisa McCracken (Ziegler)</i></p>
1:45 - 3:15 pm	<p>Update on Emerging Post-Acute Models & Payment Arrangements</p> <p>Everyone can agree that we are in the midst of transition in our nation’s healthcare delivery model. The post-acute sector and long-term care is no different. Hear from an expert in the field about the migration from volume-based service delivery and reimbursements to a value-based network. How have senior living providers adapted to these changes? What still needs to be done? This session will provide guidance on these questions and will leave attendees with tools and resources they are readily available to them, such as the LeadingAge Business Intelligence Tools.</p> <p><u>Objectives:</u></p> <ol style="list-style-type: none"> 1. To provide a status update on the implementation of the Affordable Care Act in Maryland. 2. To discuss the areas where senior living and post-acute care providers are being impacted the most. 3. To share resources available to help providers navigate the complexities of healthcare reform in Maryland and their local market. <p><i>Speakers: Jill Sumner (LeadingAge)</i></p>
3:15 pm	<p>Wrap-Up & Closing Remarks</p> <p><i>Speakers: Jill Schumann (LeadingAge Maryland)</i></p>

Note: Continuing Education credits will be provided.