

# 2022 Session Lineup



# IGNITE 2022

PHCA AL/PC SUMMIT

## Featured Keynotes



### Welcome to IGNITE 2022!

Join us as we gather together in person for the first time since 2019! Zach Shamberg, PHCA president and CEO, will be joined by special guest LaShuan Bethea, executive director for the National Centers for Assisted Living, to open IGNITE 2022, Pennsylvania's premiere Assisted Living and Personal Care Summit.



### Coloring Outside the Lines: Innovation and Creative Problem Solving

Creatively changing the way you do business and look at what you do, will open many doors. Jeff Tobe will unleash your innovative thinking skills and challenge you to step outside of your comfort zone to position what your organization offers more creatively than ever before.



### Brand Differentiating Service | Delivering an Elevated Experience

Any brand not emotionally engaging their customers risks losing those customers to a brand who will – and in anxious times, consumers are especially likely to spend time and money where they feel safe and valued. At The Ritz-Carlton, creating guests for life is an inherent part of doing business because every Lady & Gentleman is educated in the emotional and psychological aspects of service. With this program you will learn how our time-tested methodologies foster a culture of personalized service and genuine care albeit in-person or through virtual engagement. Demystifying the legendary Ritz-Carlton mystique, we will show you exactly how to anticipate and fulfill unexpressed needs, pivot quickly to customize interactions, and make indelible impressions that create passionate internal and external brand advocates.

## Breakout Sessions

### Session Track Key

- Assisted Living / Personal Care
- Clinical
- Customer Service
- Leadership
- Workforce

### Leaders Speak

This insightful presentation brings to life the words of successful leaders across Pennsylvania's senior living industry. This session will offer thoughts on top leadership styles and discuss the challenges many leaders in senior living have faced including how family, upbringing and mentors can impact lives and careers.



### Diversity, Equity & Inclusion: What Is It and Why Is It Important?

During this session, attendees will broaden their awareness and expand knowledge of diversity, equity, and inclusion going beyond theoretical concepts by exploring the practical application of these concepts in the workplace. This presentation will also explore the four phases of the inclusive leader continuum, touch on the impact of implicit bias on diversity, equity and inclusion and highlight the importance of integrating diversity, equity, and inclusion into company culture.



### Wound Care in the Personal Care Home Setting

This session will offer a roadmap to early detection and treatment of wounds and include discussion around appropriate infection control practices to improve resident and staff well-being. You'll gain the insights with a proven course of team action to prevent skin issues.



### Understanding Ourselves and Others

We all have different personalities, and throughout life, we find there are some people we communicate with better than others. Is it because they (or you!) are difficult? Do you get impatient with someone who tells a story as they get to the point? Or, do you prefer to hear every detail before making a decision? In this session, we will have a brief overview of different personality types, using a quick DiSC assessment, and review tips on how we can better interact with others.



### State Updates in Senior Living from OLTL and BHSL

This panel discussion and Q&A will offer insights from representatives of the Commonwealth's state regulatory agencies covering a number of timely topics including compliance issues licensing representatives are identifying at inspection, as well as an overall update on BHSL activities and initiatives, insights on visitation and other relevant protocols in the AL/PC environment and an overview of the agency's top priorities moving forward that may impact providers.



### Understanding and Implementing an Effective Infection Prevention Program

Implementation of a robust, effective infection prevention program is a key element in providing a safe environment for residents, staff and visitors but can seem a daunting task. This presentation will discuss the key elements of an infection prevention program and identify available tools to evaluate and enhance your program. The basics of infection prevention, including transmission-based precautions, will be discussed along with ways to determine the level of precautions needed to prevent transmission while providing the least restrictive environment for the resident.



### PHCA Workforce Panel

This collaborative session will provide an opportunity for attendees to discuss workforce challenges and brainstorm on solutions for the current workforce crisis. To spark the discussion, LaShuan Bethea, executive director of NCAL, will share updates on initiatives at the federal level, and Susie Tack Beardsley, PHCA workforce committee chair, will share updates on our current state initiatives, including an update from our first-ever Workforce Summit. Attendees will be encouraged to share best practices and retention strategies.



### Maximizing Ancillary Services to Enhance the Resident and Staff Experience

This panel discussion will share best practices to best utilize ancillary service providers, including home health and hospice, to supplement your staff's efforts, further enhance the resident experience and outcomes, and contribute to overall staff and resident well-being, allowing residents to safely age in place.



### Strategies to Prevent Medication Administration Errors

Due to increased needs of residents in assisted living and personal care organizations, providers must have the ability to manage complex medication regimens. Although medications can improve the functional status and quality of life for residents, improperly managed medications can also cause serious consequences. This session will focus on errors that occur in recurrent patterns or systemic issues related to medication administration errors, irrespective of the healthcare worker.

