

Annual Meeting

SESSION GUIDE

for

LIFE PLAN COMMUNITIES



Sunday, October 24, 2021

3:00 p.m. - 4:00 p.m. Educational Sessions (A)

- [13-A](#). Reaching the Middle Market: A Step by Step Guide
- [45-A](#). Continuing Care At Home: A Catalyst for Change
- [46-A](#). Create a Plan for Your Planned Giving Program
- [61-A](#). How to Incorporate Actuarial Analyses into Marketing Efforts

4:30 p.m. - 5:30 p.m. Educational Sessions (B)

- [15-B](#). Engaging Stakeholders in Community Expansion
- [24-B](#). Promoting Diversity in Aging Services
- [48-B](#). Revenue Opportunity: Primary Care Partnerships
- [73-B](#). Using a Predictive Model to Transform Your Life Plan Community

Monday, October 25, 2021

8:00 a.m. - 9:00 a.m. Educational Sessions (C)

- [17-C](#). Healthy Design: Building to Prevent Infection Spread
- [26-C](#). Best Practices for Welcoming LGBTQ+ Older Adults
- [37-C](#). Answering Your Questions about Mergers and Acquisitions
- [104-C](#). Policy Expert Panel

3:00 p.m. - 4:00 p.m. Educational Sessions (D)

- [38-D](#). Tips and Tools for Governance and Compliance
- [93-D](#). Dementia Inclusive Communities: The Resident's Perspective
- [105-D](#). Life Plan and Assisted Living Policy Update
- [119-D](#). Employee Retirement Readiness Benefits Everyone

Tuesday, October 26, 2021

8:00 a.m. - 9:00 a.m. Educational Sessions (E)

- [19-E](#). Breaking New Ground in Designing for Dementia
- [55-E](#). Preserving the Non-Profit Legacy by Talking about Growth
- [67-E](#). Embracing Digital Marketing to Influence Occupancy
- [80-E](#). How Will Future Trends Impact Your Business Planning?

3:00 p.m. - 4:00 p.m. Educational Sessions (F)

- [8-F](#). Plan Your Response to Cybersecurity Threats
- [9-F](#). Connectivity is Key: Does Your Network Measure Up?
- [57-F](#). Why Single Site Life Plan Communities Continue to Thrive
- [109-F](#). A Bold Policy Vision for Long Term Services and Supports

Wednesday, October 27, 2021

10:30 a.m. - 11:30 a.m. Educational Sessions (G)

- [21-G](#). Designing Spaces that Promote Engagement
- [31-G](#). Strategies for Providing Culturally Sensitive Care
- [69-G](#). Milestone-Based Planning: Maximizing Results in Troubled Times

12:00 p.m. - 1:00 p.m. Educational Sessions (H)

- [22-H](#). Improving Your Bottom Line through a Culinary Center for Excellence
- [85-H](#). Revitalize Your Community: Adopt an Entrepreneurial Spirit
- [101-H](#). Debunking the Myths about Resident-Directed Communities
- [112-H](#). COVID-19 Liability Projections, Claims and Defenses