



IT'S ALL ABOUT THE PEOPLE:
**RESOLVING YOUR GREATEST
WORKFORCE CHALLENGES**

MARCH 11 - 12 | A VIRTUAL SYMPOSIUM



PROGRAM SUMMARY

Staff challenges are not unique to your organization; in fact, it is a threat affecting long-term care and senior living nationally. According to the 2017 U.S. Census Bureau, National Population Projections Tables, the number of adults aged 65 and older will nearly double from 49 million to 95 million over the next 40 years. This means that one in four Americans will be at least 65 years old by 2060. During the same time period, the number of adults aged 18 to 64 will only increase by 14 percent. The labor force is not keeping up. Experts predict that more than half of that aging population will need both short- and long-term care.

As the paradigm shifts and more people choose to age in place, home care services are in demand. As a result, millions of jobs will be added to home health services during that same time period. On the flip side, filling direct care jobs continues to be a struggle as the economy grows and people shift to other industries for higher wages, more stable and flexible hours, safer working conditions, and opportunities for advancement. Turnover rates in long-term care continue to be high, and health care leaders are looking for strategies and solutions to combat the problem.

The goal of this workforce symposium is to provide health care leaders with strategies for success. We will look at ways to not only generate a high volume of applicants but to find the right ones—the best fit for the job. The presenters will discuss how to retain those best candidates by: developing new worker pools, improving the hiring process to ensure a good fit, strengthening the onboarding process and staff training, developing opportunities for advancement, and using technology to move your hiring and retention process to the next level.

TARGET AUDIENCE

- C-suite and decision makers in long-term care and senior living
- CEOs/Owners/Executive Directors
- Corporate Directors/Supervisors/Managers
- Regional Directors/Supervisors/Managers
- Administrators
- Assisted Living Managers
- Human Resource Professionals

SPEAKERS



AMBER ROGOTZKE, MA, SPHR, SHRM-SCP, PRESIDENT, HEALTH DIMENSIONS GROUP

Amber Rogotzke has more than 20 years of leadership, human resources, and strategic operational experience. Ms. Rogotzke provides executive leadership of HDG's operations to direct the organization's goals, strategy, and business solutions. Previously, she served as HDG's EVP of Human Resources and is skilled at employee development, human resources best practices, policy and program development, recruitment and retention strategy, benefits and compensation, employee and labor relations, regulatory compliance, and safety, which allow her to develop high-performing leadership teams and engaged workforces. Her prior experience also includes area director of human resources for Omnicare, a leading long-term care pharmacy services provider. Ms. Rogotzke holds a Master of Arts in Human Resources Management and is certified as Senior Professional in Human Resources by the HR Certification Institute and as a SHRM Senior Certified Professional.



ERICKA HEID, SPHR, VP, HUMAN RESOURCES, HEALTH DIMENSIONS GROUP

Ericka Heid has over 25 years of experience in human resources management and consultation. Ms. Heid provides leadership in ongoing development of work processes, systems, and organizational culture, specifically related to recruitment, retention, and development of a superior workforce. Her expertise includes organizational change and development, recruitment and sourcing strategy, employee development and training, and employee and labor relations. Ms. Heid's prior experience includes senior human resources positions at health care, real estate, manufacturing, and hospitality organizations, as well as serving as executive director for a senior living community. She holds a degree in human resource management and is certified as a Senior Professional in Human Resources by the HR Certification Institute.



ROB KERR, MANAGING DIRECTOR, HEALTH & COMMUNITY SERVICES PRACTICE LEAD, HARTMAN EXECUTIVE ADVISORS

A long-time leader in healthcare services, Rob Kerr has lived through many changes in healthcare practice, regulation and reimbursement. His role has been to make sure healthcare organizations are getting the information they need to succeed through those changes. Throughout his career, Rob has been engaged in the full spectrum of healthcare IT, from staffing, budgeting and operations to application development and implementation. He knows the industry, and believes it's at a tipping point in this country; it's time for care providers to get strategic about their technology to improve patient care.

AGENDA: MARCH 11, 2020

WELCOME AND INTRODUCTION

March 11, 2020 | 10:00 a.m. – 10:10 a.m. CDT | 11:00 a.m. – 11:10 a.m. EDT

Speaker: Kevin Heffner, President, LifeSpan Network

STAFFING TO THE RESCUE: HOW EFFECTIVE RECRUITMENT, RETENTION, AND ENGAGEMENT CAN SAVE YOUR ORGANIZATION

March 11, 2020 | 10:10 – 11:00 a.m. CDT | 11:10 a.m. – 12:00 p.m. EDT

Staffing is the number one problem facing providers of senior care and housing today. Recruiting and maintaining a quality workforce affects all aspects of operations—from quality of care and service, to operational performance and financial results. While these challenges may seem insurmountable, successful aging services organizations use multiple employment strategies to ensure a stable workforce.

In this session, we will discuss the labor environment and its impact on the business. In addition, we will explore the constantly changing workforce, the importance of innovation, and how the focus on people is instrumental to success.

Speaker: Amber Rogotzke, President, Health Dimensions Group

HOW TO GET 'EM: STRATEGIES TO RECRUIT TOP TALENT

March 11, 2020 | 11:30 a.m. – 1:00 p.m. CDT | 12:30 p.m. – 2:00 p.m. EDT

With unemployment at an all-time low, recruiting the right people is more difficult than ever. Senior care organizations have particular challenges. They must compete for care staff with hospitality employers which offer comparable wages with less back-breaking work, and compete for clinical leaders with hospitals which offer much higher salaries.

This session will focus on how to implement innovative and effective recruiting strategies and techniques to help you address and better prepare for your staff vacancies. By enhancing your company's reputation, improving the creativity in recruiting, and developing an effective application process for employees, you will soon realize that it's not about applying one strategy, it's about using all of them to impact recruitment success.

Speaker: Ericka Heid, VP, Human Resources, Health Dimensions Group

HOW TO KEEP 'EM: WINNING THE BATTLE OF WORKFORCE RETENTION

March 11, 2020 | 1:30 p.m. – 3:00 p.m. CDT | 2:30 p.m. – 4:00 p.m. EDT

Employees don't leave jobs—they leave their manager. In order to retain your employees, managers need to create a positive environment in which people want to stay. By strengthening communication, using creative wage strategies, and implementing effective employee development planning, organizations can significantly improve employee engagement, fulfillment, and retention.

Speaker: Ericka Heid, VP, Human Resources, Health Dimensions Group



AGENDA: MARCH 12, 2020

LOVE 'EM OR LOSE 'EM: DEVELOPING LEADERSHIP STRENGTHS TO IMPROVE EMPLOYEE ENGAGEMENT

March 12, 2020 | 10:00 a.m. – 11:30 a.m. CDT | 11:00 a.m. – 12:30 p.m. EDT

Employees will give their best once they know you've given them yours. During this session, we will focus on developing your leadership strengths to ensure you care about your staff as a whole person, not just as an employee. We will also discuss how leading through emotion, kindness, and connection can positively impact employees in the workplace—and ultimately drive engagement.

Speaker: Ericka Heid, VP, Human Resources, Health Dimensions Group

TECHNOLOGY AS AN INFLUENCER ON WORKFORCE DEVELOPMENT

March 12, 2020 | 12:00 p.m. – 1:30 p.m. CDT | 1:00 p.m. – 2:30 p.m. EDT

This session will focus on how long-term care communities can use technology to help with staff recruitment and retention. We will address ways to make sure you're meeting modern-day expectations of workers and presenting your organization as a tech-savvy, responsive place where people want to work and where they feel connected throughout the application, selection, and onboarding processes. We will also discuss how to evaluate your current technology systems to ensure staff are spending less time doing data entry and more time caring for people.

Speaker: Rob Kerr, Managing Director, Health & Community Services Practice Lead at Hartman Executive Advisors

CLOSING REMARKS

March 12, 2020 | 1:30 p.m. – 1:45 p.m. CDT | 2:30 p.m. – 2:45 p.m. EDT

Speaker: Amber Rogotzke, President, Health Dimensions Group

CEUs AND REGISTRATION

CEUs

This program is sponsored by The Beacon Institute. Each session is approved for 1.0 - 1.5 continuing education hours with a total of 7.0 continuing education hours.

Administrators

This program is approved by the National Continuing Education Review Service (NCERS) of the National Association of Boards of Examiners of Long Term Care Administrators.

Assisted Living Managers

This program is approved by the Office of Health Care Quality for continuing education for assisted living managers.

REGISTRATION FEES

FULL SERIES	EARLY BIRD REGISTRATION - PRIOR TO FEBRUARY 28	LATE REGISTRATION - AFTER FEBRUARY 28
LifeSpan Members	\$250	\$300
HDG Clients	\$250	\$300
Nonmembers	\$350	\$400
PER SESSION	EARLY BIRD REGISTRATION - PRIOR TO FEBRUARY 28	LATE REGISTRATION - AFTER FEBRUARY 28
LifeSpan Members	\$85	\$100
HDG Clients	\$85	\$100
Nonmembers	\$125	\$150

CANCELLATION POLICY

Refunds, minus a \$100 processing fee per registrant, will be honored if requested in writing FIVE (5) business days prior to the start date of the symposium and a \$50 processing fee for the individual session registration. Cancellation due to State survey, the state Surveyors must actually be in the building in order to receive a refund. To receive a refund due to a Survey, Beacon Institute requires a form to be completed, please contact Annmarie Gordon @ agordon@lifespan-network.org. Additional fees may apply.



CLICK HERE TO REGISTER NOW!



ABOUT LIFESPAN AND HEALTH DIMENSIONS GROUP

ABOUT LIFESPAN

LifeSpan Network is the largest senior care provider association in the Mid-Atlantic, representing nearly 300 senior care providers in Maryland and the District of Columbia. LifeSpan's members include not-for-profit and for-profit facilities providing care and services to seniors across the continuum of care, including independent living, assisted living, nursing facilities, continuing care retirement communities, subsidized senior housing, community-based and hospital-based programs.

The LifeSpan Network is composed of LifeSpan, The Beacon Institute, and LifeSpan Products and Services (LPS). Providers and professionals involved in senior care in Maryland and the District of Columbia turn to LifeSpan to keep informed of the latest legislation and trends in senior care and to have a dedicated lobbyist representing their interests in Annapolis, as well as to have opportunities to network with colleagues in the field. LifeSpan's Beacon Institute provides clinical and administrative education and training for senior care providers, both in our Columbia, Maryland classrooms and in your facility via webcast.

ABOUT HEALTH DIMENSIONS GROUP

Health Dimensions Group (HDG) is a leading consulting and management firm, providing services to post-acute, long-term care, and senior living providers, as well as hospitals and health systems, across the nation. HDG has been serving health care organizations for more than 20 years with a firm commitment to its values of hospitality, stewardship, integrity, respect, and humor. Through management of more than 40 communities in seven states, HDG has extensive experience with day-to-day operations of skilled nursing facilities and independent living, assisted living, memory care, and continuing care retirement communities. HDG also designs integrated and customized solutions in areas including strategy, operational performance, revenue cycle management, financial advisory, value-based transformation, workforce solutions, and HDG Learn.





HEALTH DIMENSIONS GROUP

12900 Whitewater Drive, Suite 201
Minneapolis, MN 55343
P. 763.537.5700
healthdimensionsgroup.com

Consulting. Managing. Caring.



7090 Samuel Morse Drive, STE 400
Columbia, MD 21046
P: 410.381.1176
lifespan-network.org/beacon