NOVEMBER 2, 2012

Advocacy: The Forgotten Responsibility

Lehigh Carbon Community College
Community Services Center
4525 Education Drive
Schnecksville, PA 18078

Phoebe Institute on Aging Conference

Faculty

Larry Minnix, President and Chief Executive Officer of LeadingAge, is a passionate advocate for leadership and innovation in not-for-profit aging services. He has established the LeadingAge Center for Aging Services Technologies (CAST), developed programs to address important issues like workforce retention and regulatory reform, and is currently advocating for long-term care financing reform.

Ron Barth, President and Chief Executive Officer of LeadingAge PA, has over 30 years of experience in the healthcare field, particularly in the area of long-term care. LeadingAge PA is a trade association representing over 360 Pennsylvania non-profit organizations providing care services and housing to the state’s elderly.

Ric Alan Baxter, M.D., FAAHPM, Chairman of the Department of Pain Medicine/Palliative Care, St. Luke’s University Hospital
Scott Brooks-Cope, D.Min., Director of Pastoral Care Services, Phoebe Ministries
Kimberly Cahill, RN, BSN, Project Coordinator, Quality Insights, PA
Kelly O’Shea Carney, Ph.D., LML, Executive Director, Phoebe Center for Excellence in Dementia Care

Karen Frances, Admissions and Marketing Director, Arden Courts Memory Care Community
Sandra A. Massetti, NHA, LSW, Senior Vice President, Health Care Services, Phoebe Ministries
W. Russell ‘Russ’ McDaid, MHA, Vice President, Public Policy, LeadingAge PA
John R. Mehler, Administrator, Northampton County Area Agency on Aging
Cori Rolón, Director, Lehigh Valley Alliance on Aging and Manager, Older Adults and Basic Needs Investments, United Way of the Greater Lehigh Valley
Francis A. Galerno, M.D., FACGP, Associate Chief of Geriatrics, Lehigh Valley Health Network
Deborah Sieger, Ph.D., RN, LSW, Trustee, Phoebe Ministries
Suzanne Weaver, LSW, ACSW, Professor of Social Work and Gerontology, Cedar Crest College

New this Year! Exclusive Governing Board Education Opportunities

Open to those serving on Governing Boards of Not-for-Profit Organizations

Distance Learning: 7:30 to 9:00 a.m.
The Role of the Governing Board in Advocacy:
A Free Webinar with Larry Minnix and Ron Barth
Call 610-794-5135 to receive registration materials to allow for login from your home or work computer.

On-site Exclusive Board Luncheon and Q&A with Presenters: 11:45 a.m. to 1:30 p.m.
$15 to be paid the morning of the conference. Includes a cold lunch buffet. Pre-registration is required.
Call 610-794-5135 to register for the luncheon.

KEYNOTE ADDRESS

ADVOCAw THE FORGOTTEN RESPONSIBILITY, WILLIAM L. (LARRY) MlNIX, JR.
Larry Minnix will help us to explore the meaning of advocating on multiple levels in order to improve the quality of life and enhance services for the aging and their families.

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:45 a.m.</td>
<td>Registration and Complimentary Continental Breakfast</td>
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<tr>
<td>9:30 - 10:30 a.m.</td>
<td>Keynote address by Larry Minnix, “Advocacy: The Forgotten Responsibility”</td>
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<tr>
<td>10:45 - 11:30 a.m.</td>
<td>Question and Answer Period with Larry Minnix and Ron Barth</td>
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<td>11:30 a.m. to 12:15 p.m.</td>
<td>Lunch – boxed lunch available for $10</td>
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<tr>
<td>11:45 a.m. to 1:30 p.m.</td>
<td>Special Lunch for Board Members - Pre-registration required</td>
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<tr>
<td>12:30 p.m.</td>
<td>Break-out Session: 1*</td>
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<td>1:40 p.m.</td>
<td>Break-out Session: 2*</td>
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<td>2:50 p.m.</td>
<td>Break-out Session: 3*</td>
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<td>4:00 p.m.</td>
<td>Break-out Session: 4*</td>
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*See Registration Panel for More Details
PHOEBE INSTITUTE ON AGING CONFERENCE
Visit www.phoebe.org/piaconference to register

THE NEW SENIOR CONTINUUM OF CARE

Sandra A. Massetti, NHA, LSW, Senior Vice President, Health Care Services, Phoebe Ministries

John R. Mehler, Administrator, Northampton County Area Agency on Aging

The Dept. of Public Welfare has made significant changes in the care coordination process used in the Medicaid Waiver program which includes modifying the functions of Area Agencies on Aging and opening some of the functions to the private sector. There are also new community-based programs - LIFE and the LINK – which professionals will want to know more about. Community resources for those living and working with Dementia will also be discussed.

STARTING THE DISCUSSION ABOUT POLST AND END OF LIFE CARE

Francis Salerno, MD, FACP, Associate Chief, Division of Geriatrics, Lehigh Valley Health Network

Ric A. Baxter, MD, FAAPHM, Department Chair, Pain Medicine/Palliative Care, St. Luke’s University Health Network

The study known as Last Act has reported that most people who wish to die at home surrounded by loved ones and free of pain. This session will involve discussion on how to address end of life choices that are based in medical ethics and the qualities that make a good healthcare provider. Where, when and how to begin the discussion on end of life care in conjunction with Pennsylvania Orders for Life Sustaining Treatment (POLST) will be addressed.

IT TAKES A VILLAGE: COLLABORATION FOR HEALTHCARE IMPROVEMENT

Kimberly Cohil, RN, BSN, Project Coordinator, Quality Insights of Pennsylvania

Building communities of providers who share values and goals for transitional care improvements is a priority goal of Quality Improvement Organizations (QIO) across the nation. Through recognition that every provider possesses valuable knowledge that can contribute to better care, providers can align within community coalitions to address common challenges, learn about improvement breakthroughs and share methods for replicating improvements in their facilities or practices.

GEROEThics: BIOETHICS AND THE OLDER ADULT

Suzanne Weaver, LSW, ACSW, Professor of Social Work and Gerontology, Cedar Crest College

Professional values and codes of ethics are nonspecific and do not offer answers, but only vague guidelines for ethical decision making. The workshop will address the major themes in bioethics and provide a framework for ethical decision making along the continuum of care.

EMPOWERING DIRECT CARE WORKERS

Kelly O’Shea Carney, Ph.D., CMC, Executive Director, Phoebe Center for Excellence in Dementia Care

Cori Rolon, Manager, Older Adults and Basic Needs Investments and Director, Lehigh Valley Alliance on Aging, United Way of the Greater Lehigh Valley

The Better Job, Better Care initiative clearly documented the positive impact on resident quality of care that occurs when direct care workers (DCW) are empowered personally and professionally. This session will explore strategies for fostering, encouraging and rewarding empowerment through organizational and cultural changes that promote DCW empowerment.

PROFESSIONAL ETHICS AND RISK MANAGEMENT

Suzanne Weaver, LSW, ACSW, Professor of Social Work and Gerontology, Cedar Crest College

Professionals working with the elderly are dealing with more complex cases, unclear and changing regulations and more behavioral health issues. Often, transitional ethical issues arise while providing direct care. Issues such as professional boundaries violations, dual relationships, issues of self-determination and capacity can produce ethical dilemmas. This workshop will address risk management and provide a framework for ethical decision making in the senior care continuum.

EXPANDING POLICY KNOWLEDGE FOR EFFECTIVE ADVOCACY

W. Russell McDaid, MHA, Vice President, Public Policy, LeadingAge PA

A professional in the field of gerontology advocacy whose daily job is to help formulate policies and legislation of particular consequence to older Americans will present this workshop. Information will provide the most current policy initiatives and proposed legislation available in Pennsylvania for aging service providers and administrators.

SPRINTING SPIRITUAL GROWTH IN OLDER ADULTS

Scott Brooks-Cope, D.Min., Director of Pastoral Care Services, Phoebe Ministries

The session will teach caregivers how to advocate for and promote spiritual growth in aging adults who may be at various levels of development, cognitive functioning and spiritual maturity. How can Montessori methods be applied to encouraging spiritual growth with persons who struggle with cognitive impairment? How can a developmental approach help the spiritual caregiver meet people where they are, without imposing one’s own belief system?

HOW YOUR EFFORTS CAN IMPACT ETHICAL ISSUES IN AGING SERVICES

Deborah Sieger, Ph.D., RN, LSW, Trustee, Phoebe Ministries Governing Board and Chair, Phoebe Institute on Aging Advisory Board

Karen Frances, CDP, Marketing Director, Arden Courts Memory Care Community

This workshop will introduce ways to develop advocacy skills based on new knowledge of aging policy and current legislative initiatives. Aging budget reductions, transitional service initiatives, and reduced client services all effect the quality of life and personal choices of older people in our society. How to express your views to legislators and policy makers will be addressed.

NASW-PA Chapter is a co-sponsor of this workshop. 3 or 6 CEs will be awarded for completion of the half or full-day course. Credit can be paid the day of the conference.

Register online at: www.phoebe.org/piaconference
Scan and e-mail this form to hhaas@phoebe.org or fax it to 610-794-5414.
Or Mail to:
Phoebe Ministries, Marketing and Institutional Advancement
1925 Turner Street, Allentown, PA 18104

PRE-REGISTRATION IS REQUIRED BY OCTOBER 22.

THE PHOEBE INSTITUTE ON AGING CONFERENCE

A limited number of boxed lunches will be available for $10 payable the morning of the conference. Please select sandwich:
- Turkey
- Veggie
- Roast Beef
- No Lunch

Served with chips, cookie and a drink.
Registration and continental breakfast begin at 8:45 a.m.

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<tr>
<th>Plan to Attend The Following Sessions:</th>
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<tbody>
<tr>
<td>9:30 a.m. Morning Program</td>
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<tr>
<td>□ keynote and Q &amp; A with Larry Minnix</td>
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<tr>
<td>12:30 p.m. Break-Out 1</td>
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<tr>
<td>□ The New Senior Continuum of Care</td>
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<td>□ Starting the Discussion about POLST and End of Life Care</td>
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<td>□ It Takes a Village: Collaboration for Healthcare Improvement</td>
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<td>1:40 p.m. Break-Out 2</td>
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<tr>
<td>□ Gerontolics: Bioethics and the Older Adult</td>
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<tr>
<td>□ Starting the Discussion about POLST and End of Life Care</td>
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<td>□ Empowering Direct Care Workers</td>
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<td>2:50 p.m. Break-Out 3</td>
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<tr>
<td>□ Professional Ethics and Risk Management</td>
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<td>□ Expanding Policy Knowledge for Effective Advocacy</td>
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<td>□ Promoting Spiritual Growth in Older Adults</td>
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<td>4:00 p.m. Break-Out 4</td>
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<tr>
<td>□ How Your Efforts Can Impact Ethical Issues in Aging Services</td>
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Social Work ($15 for NASW members and $25 for non-members) and Pastoral Care (6 units at no charge) CEs are available. Costs will be payable the day of the conference. Certificates of Attendance and ACT 48 will also be provided.

- Phone and Fax: _____________________________________
- City/State/Zip: _____________________________________
- Name: ____________________________________________
- Title: ______________________________________________
- Organization: _______________________________________
- Certificates of Attendance and ACT 48 will also be provided.

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<th>CEs (4 total for the full-day conference.)</th>
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* Denotes this session qualifies for Ethics Social Work CEs (4 total for the full-day conference.)

NASW-PA has been designated as a pre-approved provider of professional continuing education for social workers (Section 47.36), Marriage and Family Therapists (Section 48.36) and Professional Counselors (Section 49.36) by the PA State Board of Social Workers, Marriage & Family Therapists and Professional Counselors.