Entering A New Season
...of Clarity, Unity & Opportunity

April 29-May 2, 2015
April 29, 2015 Pre-Sessions

Grand Hyatt Denver | Denver, Colorado

31st Annual NAPGCM Conference 2015
Dear Colleagues,

Just as spring is a time of renewal it is appropriate that our 31st annual conference enter into this “New Season of Clarity, Unity and Opportunity” here in Denver. Periods of transition define both individuals and organizations like NAPGCM, and like our organization you may be experiencing a “New Season” in your personal or professional life. Keynote Dr. Mark Holder, University of British Columbia, will set the tone by bringing us up-to-date information on the latest research about happiness, but also challenge us to take ownership of ways to increase our own levels of contentment.

Our national organization has undergone many changes in the last few years, with the most recent change being the move towards re-branding ourselves as specialists in Aging Life Care. We are excited to continue the roll-out with a presentation Thursday morning by Jane Cavalier, BrightMark Consulting. On Friday and Saturday mornings there will be an opportunity for a limited number of you to attend workshops offered by Jane that will help you uncover the new possibilities this branding offers and plan for the road ahead.

While change brings new opportunities, it can also produce feelings of discomfort and loss. Jane Barton will speak on Resilience and Compassion, Dr. Sara Han Qualls will talk about Balancing Loss with Possibilities, and Dan Cohen will explore the ways music touches those who have lost memories due to dementia. There will be many different ways for you to apply what you learn at the conference both to yourself as well as your clients and their families.

Our conference venue is in the heart of downtown Denver, and brings many opportunities for fun, recreation and relaxation. Feel free to walk the 16th Street Mall, visit Historic Larimer Square, and take advantage of the nearby museums and cultural venues Denver has to offer. Most of all connect with your colleagues and friends: morning walks/runs will be offered as well as Dine-Arounds at local restaurants. For those of you wishing for an elegant and refined experience, we will be offering High Tea at the renowned Brown Palace Hotel on Friday afternoon.

Make your plans now to join us in Denver April 29 to May 2. We look forward to seeing you here!

Your 2015 Conference Co-chairs,
Luci and Chris
ATTENTION EXHIBITORS!

Exhibiting at the 2015 NAPGCM Conference will put you in direct contact with more than 300 professional geriatric care managers who recommend or purchase the products and services you provide.

Up to two exhibit staff can register for the conference at a 50% discount. For more information on exhibiting at the 2015 NAPGCM Conference, contact Callie Daters at cdaters@napgcm.org. An Exhibitor Prospectus is available online at www.caremanager.org

CONTINUING EDUCATION (CE) INFORMATION

NAPGCM has applied for continuing education contact hours for the conference (including the pre-session) for the following:

- SOCIAL WORK – NATIONAL ASSOCIATION OF SOCIAL WORK
- NURSING - CALIFORNIA BOARD OF REGISTERED NURSING
- NATIONAL ACADEMY OF CERTIFIED CARE MANAGERS (NACCM) CARE MANAGER CERTIFIED (CMC)
- COMMISSION FOR CASE MANAGER (CCM) CERTIFICATION

Please indicate on your registration form which CE certificate(s) you require. You must include your license number for social work or nursing. Each certificate requested will be included in your registration packet upon check-in. You must sign the attendance book on site.

Provider approved by the California Board of Registered Nursing. Provider #15884 for 18 Contact Hours.

DENVER
THE MILE HIGH CITY

By an amazing stroke of good luck, the 13th step on the west side of the Colorado State Capitol Building is exactly 5,280 feet above sea level - one mile high. In Denver's rarified air, golf balls go 10 percent farther. So do cocktails. Alcoholic drinks pack more of a punch than at sea level. The Mile High City is also extremely dry, so it is a good idea to drink more water than usual. With less water vapor in the air at this altitude, the sky really is bluer in Colorado.

Denver is where 300 days of sunshine, a thriving cultural scene, diverse neighborhoods, and natural beauty combine for the world's most spectacular playground. A young, active city at the base of the Colorado Rocky Mountains, Denver's stunning architecture, award-winning dining and unparalleled views are all within walking distance from the 16th Street pedestrian mall. Upscale shopping awaits in Cherry Creek, while Denver's seven professional sports teams entertain year-round.

For more information about Denver or to plan your pre/post events, visit the Denver Convention & Visitors Bureau at http://www.denver.org/
Airport Transportation
Denver is served by one major airport, Denver International Airport (DEN), approximately 23 miles from the hotel. The Grand Hyatt is located roughly 30 minutes from Denver International Airport, but it is recommended to allow for an hour of travel time. All ground transportation services at DEN are located in the Jeppeksen Terminal, level 5. For more information, call (303) 342-2000. While the hotel does not offer shuttle service, there are a number of options for transportation to-and-from the hotel.

Yellow Cab Taxi offers a flat rate, approximately $50-$60 one way, and can be reached at (303) 777-7777.

Super Shuttle, a shared van service is approximately $22 each way. For rates and reservations please call (303) 370-1300.

DIA Airport Shuttle, another shared van service, can be reached at (303) 342-2000. For other transportation offerings, please visit http://www.flydenver.com/parking_transit/transportation_den

Getting Around Denver
Whether on foot, by car, or by light rail, Denver is an easy city to get around and offers several modes of transportation:

- The 16th Street Shuttle runs throughout the central business and entertainment district of downtown Denver
- The Light Rail Service/RTD stops at most corners in the city, including Invesco Field, Pepsi Center/Six Flags/Elitch Gardens, Union Station – Lower downtown (LODO)/Coors Field/16th Street Mall
- The Amtrak – Union Station is approximately 11 blocks from the hotel

For maps and more information on travel accommodations, please visit http://www.denver.org/
Care management is a complex process that integrates areas as diverse as human development, health, mental health, family dynamics, community resources, law, finance, culture, and spirituality. Care management is also about the manner in which the professional utilizes him/herself in multidimensional roles to facilitate cohesion across settings, services, organizations, entitlements, family members, and community.

It is therefore, imperative that the Professional Care Manager have a suite of knowledge, skills, competencies, and resources in order to deliver high-quality services to clients, employers, and constituents. These talents also need to be grounded in a code of ethics and standards of practice that represent principles of conduct when confronted with ethical and/or business dilemmas.

This session will explore the Code of Ethics and Standards of Practice, while discussing the clinical issues that frequently arise in care management practices. This will be an interactive session that uses actual case histories to explore clinical approaches to meeting client needs and resolving common ethical challenges that arise within this process. Care management is not just a business — it is shaping the lives of people for generations to come! AUDIENCE EXPERTISE: BEGINNER

Rona Bartelstone, LCSW, CMC
OurAging, Hollywood, FL

Julie Gray, MSW, LICSW, CMC
Aging Wisdom, Bellevue, WA

1:00 PM – 5:00 PM
CARE MANAGEMENT 101: SECTION 1 CLINICAL AND ETHICAL
Pre-Conference Intensive
Separate Registration/Fee Required
How do you position your business as the service of choice? How can you leverage your expertise to underscore your value proposition? How can you better understand your ever-changing targeted market? While you have the training, experience, education, and knowledge to provide high-level, quality professional service, how do you ensure that a steady stream of clients will come in your door? As a care manager one assumes many roles in a successful practice, and the “rain-making” role often poses a unique challenge for the professional. In this interactive four hour pre-conference intensive, we will be outlining a process by which attendees will be able to enhance skills to grow one’s business. This session will further expand your abilities to reach out to other professionals who can refer business, creating a win-win situation for both parties. Enhancing your skills at outreach will result in more satisfaction as well as more clients. AUDIENCE EXPERTISE: BEGINNER

Steve Barlam, MSW, LCSW, CMC
LivHOME, Inc., Los Angeles, CA

Nina Herndon, MA, CMC, RCFE, CLPF
Sage Eldercare Solutions, Millbrae, CA

Care Management 201 is a unique opportunity for mid-career GCMs, who are solo practitioners and are now established businesses that want to grow. Participants will likely have been in practice for 3-5 years. The workshop will address the challenges of deciding who to hire, how to delegate, what resources are needed, and how to identify realistic business goals. The focus will be on the development of a strategic plan, which you can immediately put to use, to help you decide if you want to grow your business and how to do so. AUDIENCE EXPERTISE: INTERMEDIATE-ADVANCED

Phyllis Brostoff, CISW, CMC
Stowell Associates
Milwaukee, WI

Audrey Zabin, MEd, LSW, CMC
AZA Care Management and Home Care
Boston, MA

6:00 PM – 7:00 PM
FIRST-TIME ATTENDEES’ RECEPTION
Sponsored by the Western Region Chapter

7:00 PM – 9:00 PM
OPENING RECEPTION

CARE MANAGEMENT 201: TOOLS TO GROW YOUR BUSINESS
Pre-Conference Intensive
Separate Registration/Fee Required

8:45 AM – 9:00 AM
WELCOME & OPENING REMARKS

9:00 AM – 10:15 AM
KEYNOTE SPEAKER
THE SCIENCE OF HAPPINESS

Medicine and psychology have traditionally focused on dysfunction and disease (i.e., what is wrong with you and how do we fix it). Recently, science has also emphasized positive well-being (i.e., what is right with you and how do we promote it). Dr. Mark Holder leads a research team investigating happiness. With humor and knowledge, he will outline recent research related to human flourishing, spirituality, and relationships. Learn how happiness is associated with improvements in your immune functioning, social relationships, sleep, longevity, tolerance, creativity and physical health. Share a laugh while learning scientifically proven methods to increase your happiness and the happiness of your friends and family.

Mark Holder, PhD, Associate Professor
The University of British Columbia, Okanagan
Kelowna, BC, Canada

10:15 AM – 11:00 AM
MORNING BREAK IN EXHIBIT HALL

11:00 AM – 12:15 PM
GENERAL SESSION
INTRODUCING AGING LIFE CARE

You won’t want to miss the review of how we will launch the new brand of Aging Life Care Association together and why the world will never be the same!

Jane Cavalier, Chief Executive Officer
BrightMark Consulting
New York, NY
**FRIDAY**

**MAY 1, 2015**

**7:00 AM – 8:30 AM**  
ALCA AND MY PRACTICE WORKSHOP  
*Sign Ups on Site/Limit: 100*

Plan to join us for one of three opportunities to learn how to work with the new brand in your practice, and leverage it to increase interest among referral sources, families with aging adults, and elder services groups. This workshop addresses the new opportunities created for your practice with the Aging Life Care brand. BrightMark CEO Jane Cavalier uses a small-group, hands-on format to help you uncover new possibilities for your practice and plan the road ahead. You will learn:

- How to tell the Aging Life Care story in your own words
- The top 10 Q&As of Aging Life Care
- Compelling value propositions to use for each market segment
- A variety of simple marketing techniques to increase interest and engagement

Explore new ways to think about and grow your practice in a world of Aging Life Care!

**8:00 AM – 3:30 PM**  
REGISTRATION DESK OPEN

**8:00 AM – 8:45 AM**  
CONTINENTAL BREAKFAST

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**9:00 AM – 10:15 AM**  
GENERAL SESSION  
**ALIVE INSIDE: HOW THE MAGIC OF MUSIC PROVES THERAPEUTIC FOR PATIENTS WITH ALZHEIMER’S AND DEMENTIA**

Could a pair of headphones change the lives of millions of Americans suffering from Alzheimer’s and dementia? Social worker and Music & Memory, Inc. founding Executive Dan Cohen will join us to share his experiences related to the Alive Inside: A Story of Music & Memory, documentary about the launching of his campaign to bring iPods and the therapeutic benefit of music to seniors. Cohen will also share more about his “Music & Memory” project which he hopes to expand around the world.

Dan Cohen, MSW, Founding Executive Director  
Music & Memory, Inc., Mineola, NY

**10:15 AM – 11:00 AM**  
MORNING BREAK IN EXHIBIT HALL

**11:00 AM – 12:15 PM**  
CONCURRENT BREAKOUT SESSIONS

- **FAMILIES: SHOULD I OPEN THE DOOR… OR RUN AND HIDE? THE CARE MANAGER’S GUIDE TO CALM AND EFFECTIVE FAMILY WORK**

Why do families do the things they do? Turn the distress of family involvement into meaningful interactions that actually improve client outcomes. Gain knowledge of current family theory and practical applications and increase your skills as a family practitioner.

Suzanne Oliver, LCSW, CSW-G, CA-SWCM  
Proper Care: Life Management for Aging Adults  
Austin, TX
Let’s Get Social... Media that is!
Blogging, social media, and email are cost-efficient, effective tools to support marketing goals and cultivate valuable relationships with your network of families and referral sources. Learn how one care manager harnessed the power of these tools to grow her practice.
Anne Markowitz Recht, LMSW, CMC
AMR Care Group, Jericho, NY
1:30 PM – 3:30 PM  
Mid-Conference Events
Separate Registration Required
Certified Members Roundtable (for Certified Members Only)
It’s been called a “Mini Advanced Practice Retreat” – an informal environment for you to tackle the hard questions you bring to your certified colleagues. No question goes unanswered! This is a free member benefit for Certified Members.

Xtreme Mentoring
Back by popular demand! Got a question? Got a dilemma? Is it business, clinical, or ethical? We’ll cover them all in Xtreme Mentoring. We’ll take your topics. Make a list. Choose your subject matter. And then we begin! You’ll get connected with experts – NAPGCM’s most experienced care managers. You set the agenda and the pace! Here’s what past program participants had to say ...
“The people were wonderful!” “… ‘Open to sharing ideas and what works and what didn’t” … “A valuable part of the conference.”
ALCA and My Practice Workshop
(Sign Ups on Site/ Limit: 100)
Plan to join us for one of three opportunities to learn how to work with the new brand in your practice, and leverage it to increase interest among referral sources, families with aging adults, and elder services groups. This workshop addresses the new opportunities created for your practice with the Aging Life Care brand. BrightMark CEO Jane Cavalier uses a small-group, hands-on format to help you uncover new possibilities for your practice and plan the road ahead. You will learn:
• How to tell the Aging Life Care story in your own words  
• The top 10 Q&As of Aging Life Care  
• Compelling value propositions to use for each market segment  
• A variety of simple marketing techniques to increase interest and engagement
Explore new ways to think about and grow your practice in a world of Aging Life Care!
6:00 PM
Dine-Arounds
Sign-ups available onsite

SATURDAY
MAY 2, 2015
7:30 AM – 9:00 AM
ALCA and My Practice Workshop

10:30 AM – 11:00 AM
Morning Break
11:00 AM – 12:15 PM
Concurrent Breakout Sessions
Signs and Symptoms That Client Finances Are Off Track
By comprehending the warning signs that a client’s finances may be off track, financial risk and the potential for undue influence and harm to the elderly or disabled can be avoided. During this session tools will be provided to identify, prevent, and remedy such situations.
Sheri Samotin, MBA, CLPF, PDMM, NCG, CPC
LifeBridge, Marina Del Rey, CA

Boost Your Marketing IQ
The 2014 Care Manager Benchmarking study identified three top promotional strategies: internet marketing, public presentations, and referral networking. This workshop will include expert presentation on key techniques with “World Cafe” format for peer-to-peer exchange.
Natasha Beauchamp
Elder Pages Online, LLC, Sebastopol, CA

11:30 AM – 12:45 PM
Concurrent Breakout Sessions
Resilience and Compassion
Got Bounce? The Art of Resilience & Compassion
At birth, I think we should all be issued a set of heavy duty shock absorbers with detailed instructions on how and when to use. I know of no one who has been able to avoid the bumps and resultant bruises of life. As human beings, we will experience the highs and lows of life - and the transitions between the peaks and valleys are rough. It is during the stressful, difficult times that we realize the importance of resilience - the ability to “bounce back” from adversity. Resilience is not a trait. Rather, it is a process of adaptation. Please join us to explore this important process and identify the various factors contributing to resilience. Life can be shocking to say the very least! Instead of being shattered by the unexpected and the unwanted, we have the ability to choose a response to change. To meet the most daunting challenges of life, we gotta have bounce!
Jane W. Barton, MTS, MASM, CSA
Educational Consultant and Founder
Cardinal, LLC, Centennial, CO
Ethics and Business Alliances in a Changing Care Management Landscape

How can care managers capitalize on new business opportunities and partnerships, thrive as clinicians and business owners, and hold true to our code of ethics and standards of practice? This session will explore common dilemmas care managers face as they expand their scope of services. Is combining home care or guardianship with care management unethical? Can I ethically partner with an assisted living facility to serve clients?

Emily Saltz, LICSW, CMC, Life Care Advocates, AKA Elder Resources, Newton, MA
Jullie Gray, MSW, LICSW, CMC, Aging Wisdom, Seattle, WA

12:15 pm – 1:00 pm
Networking Lunch
All registered attendees welcome.

“This Special Invitation to all Attendees working for Nonprofit Organizations:
This first-time gathering during the networking lunch will be a time to share and generate ideas for future programs and opportunities from your association.

Look for the table announcing "Nonprofit Roundtable Meets Here!"

1:15 pm – 2:30 pm
Concurrent Breakout Sessions

• Wounds, Assessment, Treatment, and Nutrition
In this session, we will discuss the assessment and differentiation between pressure ulcers and non-pressure ulcer wounds and treatment options for different types of wounds including the nutritional requirement for clients with wounds.
Charlotte Popovich, CWOCN, MS, ACNP-AG, Hand in Hand Nursing, Inc., Denver, CO

This World Has Gotten So Darn Small - Managing Clients Across the World
Our “families” now come from all over the world. Join us for a discussion that helps all care managers when they are asked to assist with relatives who live outside the U.S., and who have family that care and want to know, here.
Cindy L. Shaefer, MS, RN, APN, CMC, Travel Care & Logistics, Inc., Highland Park, IL

2:30 pm – 3:00 pm
Closing Break/Farewell Reception

Entering A New Season