

2023 Senior Care CONFERENCE SESSIONS

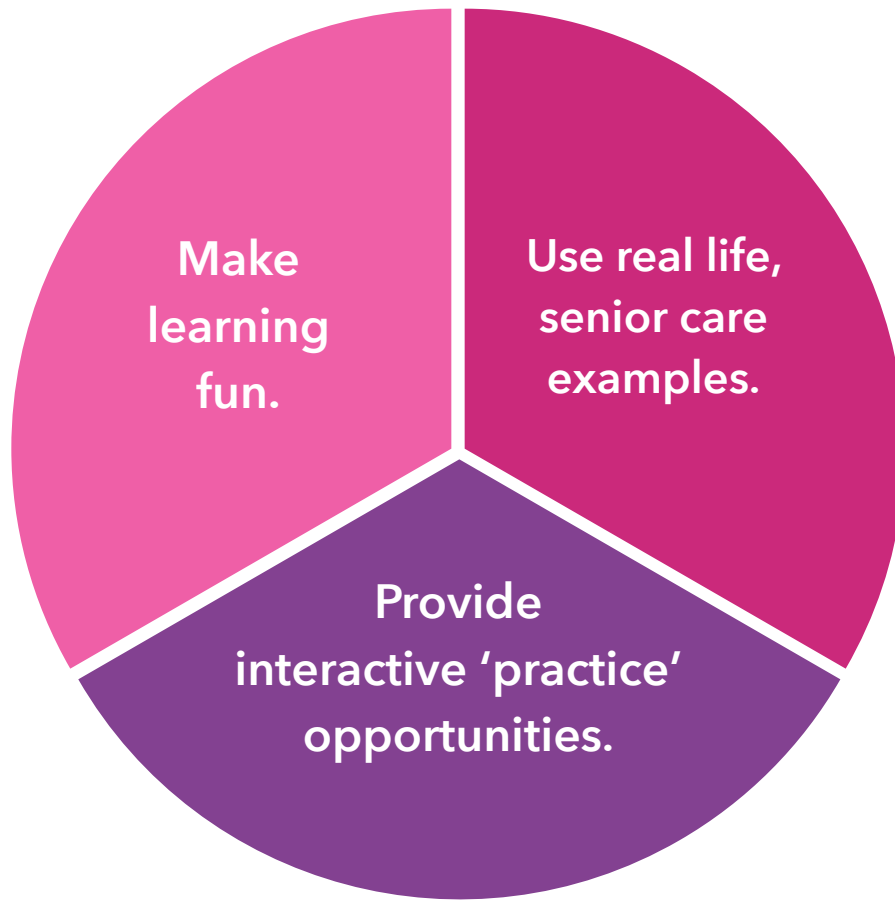


BRUBAKER CONSULTING
301-535-5449
brubak97@aol.com
www.brubakerconsulting.com

TABLE OF CONTENTS

OUR APPROACH TO CONFERENCE EDUCATION	1
BUILDING OCCUPANCY & MIX	2
ACHIEVING STAFF STABILITY: HOW TO RECRUIT & RETAIN IN 2023	3
COACHING STAFF FOR INCREASED PERFORMANCE	4
DEVELOPING CONFIDENT SENIOR CARE MANAGERS	5
MANAGING CHANGE IN SENIOR CARE	6
CREATING THE EXCEPTIONAL SENIOR CARE TEAM	7
DAILY ETHICS: HOW TO EXPLAIN IT & INVOLVE STAFF	8
ACHIEVING GREAT CUSTOMER SERVICE	9
SALES PROGRAMS FOR ASSOCIATION VENDORS	10
ABOUT BRUBAKER CONSULTING & LOU ANN BRUBAKER	11

OUR APPROACH TO CONFERENCE EDUCATION



BUILDING OCCUPANCY & MIX

Traditional marketing and outreach strategies that once drove SNF admissions and ALF move-ins aren't as effective in today's senior care marketplace.

Across the country, the pressure for SNFs to meet payer and quality expectations, as well as the remarkable growth of assisted living centers and resident acuity have altered the competitive landscape. In both SNFs and ALFs, a retrospective look-back at number of admissions/move-ins is unproductive. Any decline in occupancy declines is lost revenue nearly impossible to make up for. Senior care providers need to be *proactive* to create a steady stream of inquiries by monitoring 3 data sets that enable more nimble strategies.

Following this 90-minute session, participants will be able to:

- differentiate their senior care center from the competition & how it's accomplished in 2023 and beyond
- redirect their primary focus from admissions/move-ins to more valuable ones
- calculate the 3 benchmarks that predict a rise or fall in occupancy
- address where inquiries are lost
- expand their internal marketing team (plus how to select & train them)
- create the compelling argument for referrals and managed care admissions
- eliminate the barriers that prevent selection of a senior care center.



ACHIEVING STAFF STABILITY: HOW TO RECRUIT & RETAIN IN 2023

Long before COVID-19 senior care providers were in a recruitment/retention crisis.

For many senior care centers, the pandemic simply exacerbated the problem—and there is little reason to believe that this will get any easier in the future.

We target ways that care providers can improve their outreach, candidate handling, interviewing, first day/weeks post-hire strategies, and ways to maintain ongoing staff engagement without throwing more money at the problem.

Following this 90-120 minute session, participants will be able to:

- correct the barriers that discourage applicant interest
- increase desire to join their team (*before* speaking/meeting with the applicant)
- prepare for a new team member's start
- explain why 'on-boarding' shouldn't be the primary focus
- make retention a team sport
- describe why exit interviews are done at the wrong time
- list 2 staff engagement strategies that should happen each year
- address the major drivers of why someone quits
- explain what earns staff trust.



COACHING STAFF TO INCREASED PERFORMANCE

We believe that the best managers in senior care target two important goals: increase their staff's sense of confidence AND competence. Through effective, daily staff engagement, every single desired outcome of a senior care provider is achieved: staff retention, resident/family satisfaction, profitability, and occupancy.

Following this 90-minute session, participants will be able to:

- pivot to catching people doing things right, not wrong
- coach spontaneously, as well as within staff meetings
- utilize the elements required in meaningful performance feedback
- write a measurable performance objective (routine and disciplinary)
- leverage a compliment (or a complaint) into a coaching opportunity
- create employee recognition programs that excite staff.



Developing Confident Senior Care Managers

Ensuring that supervisors have the skills to lead is vital to senior care community success.

Often, though, great staff get promoted because they were good at something else. With often little preparation, a great *team member* becomes a *frustrated new supervisor*—struggling unnecessarily in that role.

We help people increase their confidence AND competence, teaching the strategies and the vital skill sets they need to succeed.

NOTE: This content can be offered as a four-to six-hour pre-conference intensive, as 60-90 individual sessions or in custom combinations.

Following the session (or sessions), participants will be able to:

- coach staff through meaningful and specific communication
- obtain consistent feedback from staff about how *they* think things are going
- plan and creatively problem solve
- set clear (and measurable) performance expectations
- use progressive discipline
- evaluate (or contribute to) staff reviews
- manage conflict between staff
- address staff attitude problems.



MANAGING CHANGE IN SENIOR CARE

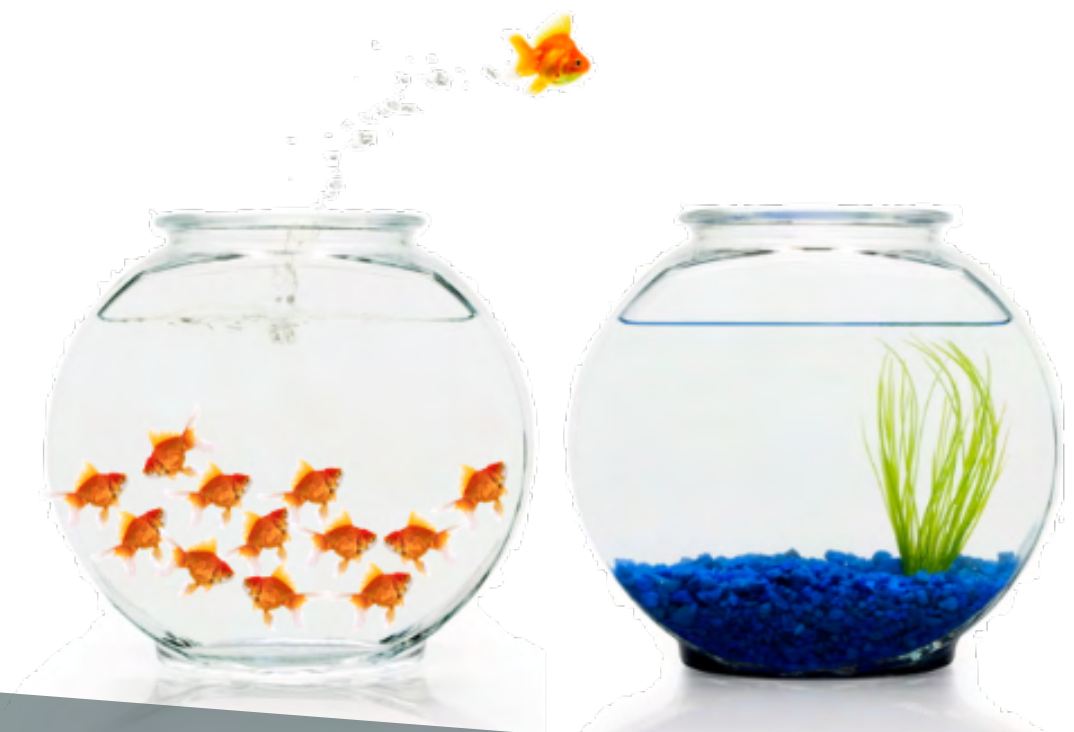
If time has taught senior care anything it is that change is the only constant.

From the increasing acuity of assisted living residents and regulatory scrutiny to staffing challenges, the process of change never stops in post-acute care. Success depends on how well leaders guide staff to get from **HERE** to **THERE**.

Helping your team through the 'psychological journey' associated with change is one of an assisted living leader's most important roles. This program focuses on the strategies that make a remarkable difference—keeping an eye on staff stress, engaging at the right moments, and addressing staff resistance.

Following this 60-90 minute session, participants will be able to:

- describe why people resist change
- implement strategies to get earlier 'buy-in' from staff
- explain the 3 stages of transition that all people must successfully move through
- address the 'bumps' along the way through authentic discussions with staff
- explain key indicators that highlight if people are struggling with letting go of the old ways
- measure how the transition is going in order to celebrate success.



CREATING THE EXCEPTIONAL SENIOR CARE TEAM

Focus + Collaboration = Achievement.

This is the model that separates one senior care management team from another. It drives outcomes, whether they are clinical, financial, regulatory or occupancy.

This thought-provoking session addresses the approaches and transitions that create more productive collaborations across disciplines. In this program we offer easily implementable methods that team members can use to enhance their contribution to center objectives.

Following this 60-90 minute session, participants will be able to:

- explain why silos are so embraced in senior care
- describe the one time that senior care staff ALWAYS abandons silos to reach a goal
- implement strategies used in a *case study* where the stakes were high
- transition to a 'holistic' thought process about achievement that teams should embrace
- hold others accountable to their team commitments.



DAILY ETHICS: HOW TO EXPLAIN IT & INVOLVE STAFF

Ethics aren't about good intentions; they're what informs decision processes and how people act.

They are explainable and should resonate with staff. Too often, though, ethics are made theoretical ("*just do the right thing*") or are confused with compliance. Ideally, ethics get embedded in every single aspect of employee conduct.

This session explains the 'why' and 'how to' in assuring that staff understand what ethical decision making and behavior really means – for them as team member, to the residents they serve, and the center that employs them.

Following this 90-minute session, participants will be able to:

- demystify 'ethics' to make it a more understandable concept for staff
- differentiate between compliance and ethical behavior
- explain the foundations of ethics, and how each person develops their own
- describe the types of questions that can drive ethical decisions
- use (provided) examples of ethical dilemmas to discuss with the care center team.



ACHIEVING GREAT CUSTOMER SERVICE IN SENIOR CARE

Residents and families have HIGH expectations of senior care providers. The good news is that there's an easily implemented formula to meeting/exceeding those expectations. When achieved, nearly every other goal also is more easily met, especially occupancy AND staff stability.

This program targets the critical elements that define and contribute to customer 'delight'. It describes how to model and embed service excellence within any center's culture and staff's daily efforts.

Following this 60-90 minute session, participants will be able to:

- describe why a focus on 'satisfaction' provides little-to-no competitive advantage
- ask new residents/families the most valuable and useful customer service question
- quantitatively measure customer service achievement
- explain how the center's Quality Assurance processes can support service delivery
- incorporate customer service expectations more directly in new hire on-boarding/orientation
- use customer service outcomes in marketing efforts
- expand upon frontline staff's decision making authority to increase service level.



SALES PROGRAM FOR ASSOCIATION VENDORS

Every year, your business members re-evaluate next year's association support.

By offering them senior-care specific sales training, you can increase their competitive advantage AND provide one MORE reason for them to STAY members of your association. (Due to its exclusiveness, we've found that associations charge participants a bit of a premium to attend.)

For more than 34 years we've been the 'go-to' organization for ancillary businesses wanting to increase their sales to senior care facilities. We do this by expanding their sales approach from one about their product/services to one based upon a more nuanced understanding of the senior care environment—the regulatory, rising acuity, financial, and occupancy/mix challenges providers face each day.

It's a tough 2 days—but afterward your business partners will be incredibly grateful you made it available to them. The program has never had less than rave reviews. We've taught every type of association vendor, from pharmacy and medical supply, specialty care (vision, hearing, dental, podiatry) companies to insurers, GPOs, contract rehab therapy, data analytics, laundry/housekeeping, and food services.

Day One: We dive deep into senior care—what its challenges are NOW and where it's going in the next few years.

Day Two: We leverage that knowledge so they can embed it in their sales efforts, especially when they are

- prospecting facilities (due diligence)
- getting in front of decision makers
- refining their sales pitch to REALLY align with the facility's challenges
- presenting the impactful solution
- closing the sale
- setting the stage for client retention
- increasing their success when they're standing in your trade show booths*.

* Many associations will provide just the trade show portion at their annual conference. It's an effective 'teaser' to motivate your business partners to attend the 2-day program.



ABOUT LOU ANN BRUBAKER

Lou Ann Brubaker is a highly accomplished Senior Health Care Consultant, Entrepreneur, and Educator with more than 36 years of success within the post-acute care marketplace. Leveraging extensive experience working with individuals from the C-suite to the front line, Lou Ann is a valuable asset to senior care provider organizations in market strategy, leadership development, occupancy growth, customer service, and board governance. She works with senior care providers throughout the US. Lou Ann is the President and Founder of Brubaker Consulting.

Lou Ann is a highly sought after speaker at both national- and state-level senior care conferences. Most requested topics currently include staff stability, occupancy/mix development, and front-line leadership skills.

She has a remarkably diverse background. Her earliest work included administration of a senior citizen utility assistance program, as well as writing governmental policy. She transitioned an in-house advertising agency of a leading senior care medication distribution systems company to a revenue-generating division, while also directing the company's sales efforts.

Just prior to founding her own company, Lou Ann directed the North American promotions for STN International, which grew in 3 years to become the world's largest provider of online medical, scientific, technical, and patent information.

Lou Ann holds a B.S. in Public Policy from Kent State University.

She is Past Chair and Past Director of the Board of Trustees for the Beacon Institute, the educational affiliate of the Lifespan Network, Maryland's largest senior care organization. She also served as a nationally elected Director of the Business & Professional Women's Foundation, Washington, DC.

Some of Lou Ann's previous senior care conference engagements include ones for Leading Age, the American Health Care Association, Leading Age Value First, American College of Health Care Administrators, Empire State Association of Assisted Living, Leading Age Kansas, Ohio Assisted Living Association, Missouri Assisted Living Association, Kentucky Senior Living Association, Virginia Assisted Living Association, as well as American Health Care Association affiliates in Alabama, Colorado, Delaware, Georgia, Maine, Michigan, Nebraska, New Jersey, North Dakota, Ohio, Utah, Virginia, Washington/Iowa, the Michigan Center for Nursing, and other senior care related service companies including Cardinal Health, Pfizer, Smith Drug, Framework/Softwriters, and the American Society of Consulting Pharmacists.