

ICAA[®] Forum
2016

The future of technology for active aging

May 4, 2016

ICAA Forum Sponsors

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The ICAA Forum

The ICAA Forum brings together thought leaders from many organizations—both private and public—to form a think tank that develops strategies to turn the challenges facing senior living providers into opportunities. Launched in 2005, the meetings forge connections among industry leaders while promoting understanding and cohesive action around the ultimate goal: health and quality of life as people age.

Active aging

Active aging promotes the vision of all individuals—regardless of age, socioeconomic status or health—fully engaging in life within all seven dimensions of wellness: emotional, environmental, intellectual/cognitive, physical, professional/vocational, social and spiritual.

International Council on Active Aging®

Changing the Way We Age®

International Council on Active Aging has been leading, connecting and defining the active-aging industry since 2001. Founded in the belief that unifying the efforts of the organizations focused on older adults benefits both the people they reach and the organizations themselves, ICAA's vision is shared by over 10,000 organizations. ICAA's support of the active-aging industry includes the ICAA/ProMatura Wellness Benchmarks and Industry Research Reports, environment and program development, market development, education and research on healthy aging and wellness, networking, best practice sharing, marketing and strategy development, public relations campaigns and recognition programs.

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Notes:

The next ICAA Forum is on Friday, November 18, along with the ICAA Conference in Orlando, Florida, November 17-19, 2016.

You will receive a list of all the delegates, along with company name and contact information, in an email following the meeting. If your information is not up to date, please tell Julie Milner by emailing juliemilner@icaa.cc.



AGENDA

Tuesday, May 3, 2016	
6:30 - 7:30 pm	Networking social, informal, lobby bar at the DoubleTree by Hilton Hotel Washington DC - Crystal City
Wednesday, May 4, 2016	
7:00 - 8:00 am	Registration and continental breakfast; networking
8:00 am - 12:00 pm	<p>Welcome</p> <ul style="list-style-type: none"> • Colin Milner <p>Opening remarks</p> <ul style="list-style-type: none"> • Don Wright, MD, MPH <p>Exploring the Forum questions and concepts</p> <p>Discussion: Exploring the landscape</p> <p>Moderator: Don Wright, MD, MPH</p> <ul style="list-style-type: none"> • Andrew J. Carle, MHSA • Eun-Shim Nahm, PhD, RN <p>Presentations from sponsors</p>
11:30 - 12:30	Lunch (provided) & Networking
12:30 pm – 4:00 pm	<p>Presentations from sponsors</p> <p>Discussion: View from the field</p> <p>Moderator: Pat Ryan</p> <ul style="list-style-type: none"> • Hollie Fowler • Maria Connelly <p>Reconciling the key questions</p>
4:15 pm	Networking and social hour

ICAA FORUM 2016

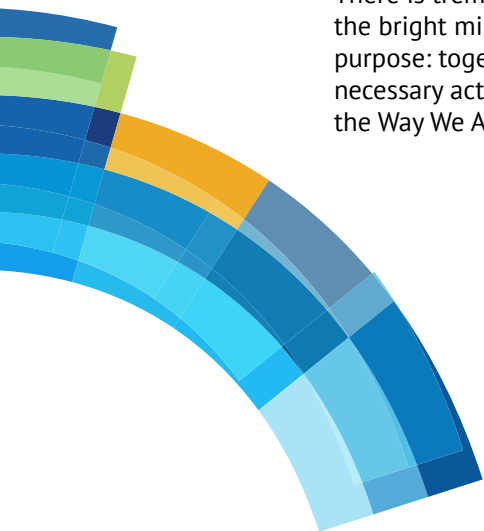
The future of technology for active aging

Purpose

The ICAA Forum on May 4, 2016, brings together knowledgeable and key personalities in the field of Senior Living, Rehab and Corporate Wellness to address the crucial challenge of how digital technology will impact quality of life for older people, while changing environments, services, staffing needs and outcomes for the industry.

The Forum offers a day filled with interaction and collaboration among key decision makers from all areas of Senior Living (ICAA members and constituents). The results from the Forum will have a major impact on shaping the industry's agenda by monitoring and prioritizing industry challenges and elaborating on solutions. It will also act as an Advisory Group to the International Council on Active Aging and other interested parties such as governmental, public and private organizations.

There is tremendous potential for achievement when the bright minds are gathered for a relevant, shared purpose: together we can be truly creative and take necessary action to pursue our mission of "Changing the Way We Age."



Discussion points

Philosophical:

- Why technology? Driven by organization's strategy or by technology companies?
- Technology replacing or aiding humans? Do humans adapt to technologies or technologies to humans?

Nuts and bolts:

- How do you evaluate technology options?
- Integration, how integrate into your company? And integrate with technology that may already be in place?
- Return on investment? ROI from whose point of view? What outcomes would result because of the investment?
- Policies for privacy and data protection. Who is in charge of privacy?
- Impact on staff. Skills and competencies needed or trained? Will technology help share knowledge across departments?
- Impact on buildings and infrastructure, what is needed?
- What do companies miss when developing technology?
- What makes older adults adopt a technology? What do they care about?

DISCUSSION LEADERS



Don Wright, MD, MPH, Deputy Assistant Secretary for Health, Office of Disease Prevention and Health Promotion, US Department of Health and Human Services

Presenter: Dr. Don Wright became the Deputy Assistant Secretary for Health and Director of the Office of Disease Prevention and Health Promotion (ODPHP) in 2012. In this capacity, he leads the coordination and policy development for public health and prevention activities within the Office of the Assistant Secretary for Health, US Department of Health and Human Services. ODPHP is responsible for Healthy People 2020, a comprehensive set of ten year national health objectives and a framework for public health priorities and actions. He also provides leadership for Dietary Guidelines for Americans, an evidence based nutrition information system based on expert review of current science.



Andrew J. Carle, MHSA, Department of Health Administration and Policy, George Mason University.

Presenter: Andrew Carle is an award winning professor and founding director of the Program in Senior Housing Administration at George Mason University in Fairfax, VA. In 2004 he coined the term “Nana” Technology to define technologies designed, intended, or that can otherwise be used to improve quality of life for older adults. Mr. Carle has served as a consultant or advisor to numerous technology companies including Nintendo, APPLE, and GTX Corp – with whom he helped develop the world’s first GPS shoe for individuals with Alzheimer’s at risk of wandering.



Eun-Shim Nahm, PhD, RN, FAAN, Professor, OSAH, Program Director, Nursing Informatics, Co-Director, Center of Excellence in Biology and Behavior Across the Life Span

Presenter: Dr. Eun-Shim Nahm is a professor and the program Director for the Nursing Informatics program at the University of Maryland School of Nursing (UMSON). She also serves as a co-director of the Biology and Behavior Across the Lifespan Center of Excellence at UMSON. Her research focuses on the use of technology-based interventions to promote and manage the health of older adults. She has conducted various studies in this field, including qualitative, measurement, theory testing, and usability studies, as well as longitudinal intervention trials. She has developed and implemented multiple online health behavior interventions for adults aged 50 and older and their caregivers.



Pat Ryan, VP Education, International Council on Active Aging

Pat Ryan conducts active-aging industry research, writes industry reports, develops educational content and facilitates work groups, meetings and association projects for ICAA. Ryan is also the program manager for the ICAA/ProMatura Wellness Benchmarks system.



Hollie Fowler, Senior Director Product & Brand Development, Prestige Care

Hollie Fowler brings more than 25 years of strategic marketing experience and a profound commitment to delivering customer-centered products and experiences to her work to enrich the lives of seniors at Prestige Care. Prior to her tenure at Prestige, Fowler led global operations in the high-tech industry, specializing in product innovation and marketing. At Prestige, Fowler leads brand and product development in addition to overseeing the organization's marketing team. In her role, she works collaboratively with both corporate and community-level leaders to drive industry innovation, placing residents and their families at the center of care and service-oriented programs and products.



Maria Connelly, CEO, TheWellnessEdge

Maria Connelly is president of THEWELLESSEGE, a consulting company that develops wellness strategies in programming, technology and training. She has over 25 years in the healthcare industry with emphasis in wellness and behavioral health. Most recently, she served as Vice President of Wellness for Kisco Senior Living, creating innovative programming that helped define Kisco's role in the wellness movement. Prior to the Kisco positions, she served several years as a Director of Operations for Sunrise Senior Living.

DELEGATES

(confirmed as of April 15, 2016)

ABHOW	Kleger Associates
Aegis Therapies	Liberty Lutheran
Artman Home	Life Care Services
Asbury - Inverness Village	LifeSpace Communities
Atria Senior Living	Living Care Lifestyles
BayBridge Senior Living	Loretto
Calamar	National Senior Campuses, New England
Calamar Construction	Office of Disease Prevention & Health Promotion, Dept of Health & Human Services
Christian Homes	Presbyterian Senior Living
Consulate Health Care	President's Council on Fitness, Sports & Nutrition
Corporate Fitness Works	Prestige Care Inc
Edelman Orlando	RehabCare
Evangelical Homes of Michigan	Senior Care Centers
Federal Communications Commission	Senior Lifestyle Corporation
Fifty + Fitness	Sharon Towers
Genesis Rehab Services	Springpoint Senior Living
George Mason University/ CNHS	Sunrise Senior Living
Global Coalition on Aging	The Goodman Group
Health Fitness Corporation	The Wellness Edge
Healthways	Trilogy Health Services
Heritage Healthcare	University of Maryland School of Nursing
Highgate Senior Living	Vi
International Council on Active Aging	

Forum team

Host:

Colin Milner, Founder and CEO
colinmilner@icaa.cc

Logistics:

Julie Milner, COO, International Council on Active Aging
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Advisors:

Pat Ryan, VP Education, International Council on Active Aging
patryan@icaa.cc

Patsy LeBlanc, Director of Business Development,
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patsyleblanc@icaa.cc

Facilitators:

Tom Kehner is a co-founder and executive director of theDifference, a professional services company focused on strategy, people, process and change. His company delivers creative business solutions through synergistic capabilities and expertise in Collaborative Facilitation, Visual Communications, Interactive Learning and Organization Development.

Tom is a master facilitator with 20 years of business experience. Having worked with the leadership teams of small, mid-sized and large companies on five continents, he possesses a unique depth and breadth of business expertise. Certified in 1999 by Ernst & Young's Accelerated Solutions Environment, Tom has developed, facilitated and produced over 300 collaborative interactions designed to solve business challenges, enable employee engagement, communicate clear direction and generate sustainable results. His clients include a wide variety of private companies and public organizations in diverse industry sectors.

<http://thedifferenceconsulting.com/>

RESOURCES

Active Ageing in the Digital Economy

Organisation for Economic Co-operation and Development

<http://www.oecd.org/sti/ieconomy/active-ageing-digital-economy.htm>

Aging in place technology watch

<https://www.ageinplacetech.com/>

ICAA career path for wellness professionals

<http://www.icaa.cc/business/whitepapers.htm>

ICAA/ProMatura Wellness Benchmarks

<http://www.icaa.cc/business/benchmarks.htm>

Forum white papers

Strategies that create the environment for wellness

Discovering the connections between brain health and wellness

Strategies for bringing wellness to people with cognitive decline

<http://www.icaa.cc/conferenceandevents/forums.htm>

LeadingAge Center for Aging Services Technologies

<http://www.leadingage.org/CAST.aspx>



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