



 **NIC** 2024 SPRING  
CONFERENCE  
Care & Housing for Older Adults

# 2024 NIC Spring Conference Program

March 5 - 7, 2024 | Dallas, TX

Omni Dallas Hotel

# Table of Contents

---

Welcome	<b>3</b>
Conference Schedule	<b>4</b>
Important Information to Know	<b>5</b>
On-site Attendee Resources	<b>6</b>
Networking Opportunities	<b>8</b>
Cuisine Options & Kosher Accommodations	<b>9</b>
NIC MAP Vision Acknowledgment	<b>10</b>
General Information	<b>11</b>
Educational Sessions	<b>12</b>
About NIC	<b>20</b>
NIC Premier & Official Partners	<b>21</b>
Spring Conference Sponsors	<b>22</b>
2024 NIC Spring Conference Program Committee	<b>25</b>
Ally Healthcare Real Estate & Asset Based Lending Acknowledgement	<b>26</b>



**Omni Dallas Hotel**  
*555 S Lamar St, Dallas, TX 75202*

More information available at  
[springconference.nic.org](http://springconference.nic.org)

# Welcome to the NIC Spring Conference

We're delighted that you're joining us for these three days in Dallas! The 2024 NIC Spring Conference provides senior executives like yourself actionable insights to navigate the capital markets, to identify shifts, to shape the future of the industry, and to improve care and housing for older adults. Reflecting the evolving senior housing and care landscape, our conference's theme is Insights into Action.

As new competition enters the industry and consumer preferences change, leaders must embrace change and lean into where the industry is headed. This will require knowledgeable capital partners, new product innovations to address affordability and access for older adults, integrated care to meet the needs of older adults, and new insights and relationships to increase operational efficiencies.

## *Meaningful Relationships*

The conference's in-person networking fosters meaningful business relationships so leaders can candidly discuss challenges, learn from each other, and form partnerships that build on strengths. With over 70% of conference attendees represented by senior level executives, this event provides unmatched access to the decision-makers among the sector's stakeholders—including investors and operators.

We encourage use of the event's networking lounges, evening receptions, and the conference's mobile app to make those connections with your fellow conference attendees.

## *Curated Thought Leadership*

Not only does the conference provide powerful networking opportunities, but its educational program also provides you access to senior housing and care thought leaders who will deliver relevant, timely actionable insights and strategies. The educational program delivered via both our strategically focused Main Stage sessions and our interactive Innovation Lab workshop-style sessions will help inform strategy as organizations navigate the rapid change and disruption in the market.

On behalf of the 2024 NIC Spring Conference Program Committee, the NIC Board of Directors, and NIC Staff, we're excited to connect with colleagues both old and new during the conference which we hope you find engaging, insightful, and productive.

*Welcome to Dallas!*



**Colleen Blumenthal**

2024 NIC Spring Conference  
Program Committee Co-chair  
Chief Operating Office & Partner,  
HealthTrust, LLC



**Peter Longo**

2024 NIC Spring Conference  
Program Committee Co-chair  
Principal & Managing Partner,  
Cantex Continuing Care Network



**Ray Braun**

President & CEO, NIC

# Conference Schedule

## TUESDAY, MARCH 5

- 7:00 a.m. – 6:30 p.m. **On-site Registration and Badge Pick-up**
- 8:00 a.m. – 2:00 p.m. **NIC Academy Senior Housing Boot Camp**  
(prior registration required)
- 10:00 a.m. – 5:00 p.m. **Networking Lounges Attendee Resources\*\***
- 10:30 a.m. – 11:30 a.m. **Women's Networking Meetup**
- 1:00 p.m. – 2:00 p.m. **First-time Attendee Gathering**
- 2:15 p.m. – 3:30 p.m. **Main Stage:**  
*NIC Research & Analytics: Demonstrating the Value of Senior Housing and Care*
- 4:00 p.m. – 5:00 p.m. **Main Stage:**  
*Big Retail Healthcare Strategies and the Implications for the Senior Housing and Care Sector*  
**Innovation Lab:**  
*Orchestrating the Future of Medicare and Medicaid for Senior Living Operators*
- 5:00 p.m. – 6:30 p.m. **Welcome Reception**

## WEDNESDAY, MARCH 6

- 7:00 a.m. – 6:30 p.m. **On-site Registration and Badge Pick-up**
- 8:00 a.m. – 5:00 p.m. **Networking Lounges Attendee Resources\*\***

9:00 a.m. – 10:30 a.m.

### **Innovation Lab:**

*Do This, Not That: Future Operating Models for Boomers*

9:30 a.m. – 10:30 a.m.

### **Main Stage:**

*Medicare's Priorities and Programs: What Are the Opportunities and Challenges for Senior Housing and Care?*

11:00 a.m. – 12:00 p.m.

### **Main Stage:**

*Skilled Nursing Facilities Ancillary Services: Can You Afford to Not Be in the Game?*

### **Innovation Lab:**

*Navigating the Middle Market: Strategies for Capital Success*

1:00 p.m. – 2:00 p.m.

### **Main Stage:**

*Innovative Housing Solutions in Active Adult Communities: A Case Study Exploration*

### **Innovation Lab:**

*Enhancing Health Outcomes Through Innovation: Tech-Enhanced Senior Living*

2:30 p.m. – 3:30 p.m.

### **Main Stage:**

*Forging Futures: Unveiling Skilled Nursing Innovation through Strategic Partnerships*

### **Innovation Lab:**

*Data Discovery: Unveiling the Untapped Potential of Senior Living's Value Proposition*

3:30 p.m. – 4:00 p.m.

*NIC Academy Certified Senior Housing Investment Professional (CSHIP): Information Session\**

4:00 p.m. – 5:00 p.m.

### **Innovation Lab:**

*Accessing Public Funds to Enhance Profitability and Increase Market Appeal*

5:00 p.m. – 6:30 p.m.

### **Networking Reception**

## THURSDAY, MARCH 7

- 7:00 a.m. – 9:00 a.m. **On-site Registration and Badge Pick-up**
- 8:00 a.m. – 11:00 a.m. **Networking Lounges Attendee Resources\*\***
- 8:30 a.m. – 9:30 a.m. **Main Stage:**  
*Opportunities and Threats in Today's Skilled Nursing Environment*
- 9:45 a.m. – 11:00 a.m. **Main Stage:**  
*Capital Markets Update*

## NIC Café



NIC Café and Kosher meal schedule on page 9.

\*\* Attendee resources include the Specialty Coffee Bar, Shoe Shine, LinkedIn® Corner, Quiet Spaces and Headshot Lounge.

\* NIC Academy information session will take place in Dallas Ballroom "F".

# Important Information to Know

## On-site Registration and Badge Pick-up

Level Three, Conference Registration Foyer

### Hours:

Tuesday, March 5	7:00 a.m. – 6:30 p.m.
Wednesday, March 6	7:00 a.m. – 6:30 p.m.
Thursday, March 7	7:00 a.m. – 9:00 a.m.

## Badges

You may pick up your badge on-site on Level 3 of the Omni Dallas Hotel beginning Tuesday, March 5 at 7:00 AM CT. NIC will no longer be mailing your credentials.



## Name Badge and Lanyard Colors

To aid attendees who have color-blindness, we have added a letter representing the registration type on the lanyards.

<b>R</b>	Senior Housing & Care Provider (Operator)
<b>Y</b>	Healthcare Provider/Payer
<b>O</b>	Developer
<b>G</b>	Lender/Debt Provider
<b>B</b>	Products/Services and Transactional Services
<b>P</b>	NIC Scholar

Attendees are required to wear their name badges throughout the conference, which provides admission to all conference-related activities.

## Badge Rules

Your registration includes one badge for general admission to the 2024 NIC Spring Conference. Only individuals who are registered and present a badge may attend conference events, including all conference sessions, networking lounges, and receptions.

Badge swapping is not permitted. Anyone found wearing a badge that does not match their identification will be removed from the conference without a refund. In addition, the registration of any attendee whose badge is being worn by another individual will be forfeited. The NIC Conference does have security in place to ensure that only registered individuals have access to the conference space.



**Keep your badge in a safe place. Replacement badges will be printed at a cost of \$150 to the attendee.**

## Attendee Listing

Located exclusively on the NIC Conference Mobile App, the Attendee Listing includes registered attendees who chose to be listed. You can export the Attendee Listing to Excel to sort and print using the desktop version of the mobile app. You can filter by attendee type right in the app to get your networking started faster!

## Meetup Points

Meetup points are in several locations throughout the conference space. They are provided to assist with networking to make finding your industry peers easier! Check the printed Schedule at-a-Glance or conference signage for locations.

# On-site Attendee Resources

## On-site Attendee Resource Hours

(unless otherwise indicated):

Tuesday, March 5	10:00 a.m. – 5:00 p.m.
Wednesday, March 6	8:00 a.m. – 5:00 p.m.
Thursday, March 7	8:00 a.m. – 11:00 a.m.



### Coat & Item Check

Need a place to stash your coat or briefcase? Coat & Item Check can lighten your load.

Location:

- Level Two, near escalators

Tuesday, March 5	7:00 a.m. – 7:00 p.m.
Wednesday, March 6	7:00 a.m. – 7:00 p.m.
Thursday, March 7	7:00 a.m. – 11:30 a.m.



### Conference Concierge

Our Conference Concierges are located throughout the conference space and will be delighted to assist you with any needs you might have—from mobile device chargers to other personal comforts.

Location:

- Lobby Level – Lobby Foyer

- Level Two – Near the UPS Business Center

- Level Three – Dallas Ballroom Foyer



### Headshot Lounge

Need to update your professional photo? Stop by the Headshot Lounge to have your complimentary portrait taken. Makeup artists are available for touch-ups to add a professional finish. View and receive your photo instantly!

Location:

- Level Three, Dallas Ballroom Networking Lounge



### LinkedIn® Corner

A robust LinkedIn® profile featuring your skills and experience will help you grow your professional brand with colleagues, customers, peers, and potential employers. Drop by to learn from skilled coaches how to stand out from the crowd, capture and keep attention, and enhance your networking.

Plus, learn about:

- Storytelling to define your personal brand
- How to complete your profile so that LinkedIn rewards you
- What to feature in your intro
- How to define your audience and the keywords to attract their attention
- The best way to use your summary section

Location:

- Level Three, Dallas Ballroom Networking Lounge

\*Attendee resources subject to change.

# On-site Attendee Resources

## NIC Conference Mobile App & Help Desk

The NIC Conference Mobile App is your one-stop portal to all conference information, including:

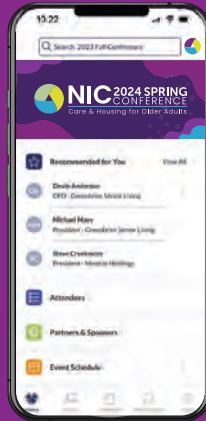
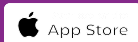
- Conference schedule
- Meeting schedule
- Up-to-date attendee list
- Speaker presentations and handouts (if available)
- Attendee profiles
- Maps, and much more

Located:

- Level Three, Conference Registration Foyer

To download the app, search for "NIC Events" in your iTunes App Store or Google Play Store. To access the desktop version, go to [networking.nic.org](http://networking.nic.org).

If you need assistance, please visit the Mobile App Help Desk located on level three.



## Specialty Coffee Bar

Grab a complimentary cup of coffee between business meetings and sessions.

Hot and cold options are available!

Location:

- Level Three, Dallas Ballroom Foyer



## Individual Private Workspaces / Quiet Spaces

Need a quiet workspace during the conference? Take a break, make a call, check e-mail, or take a few minutes to wind down in a private workspace.

Location:

- Level Three, near Dallas Ballroom C foyer



## Shoe Shine

Visit the complimentary shoe shine station for a fresh shoe shine to help polish your look.

Location:

- Level Three, Dallas Ballroom Networking Lounge

## Wireless Internet Access

Enjoy complimentary wireless internet throughout the NIC Conference space.

Network: NICSPRING24 | Password: VENTAS24

\*Attendee resources subject to change.

# Networking Opportunities

Develop relationships and conduct business with industry peers; the conference offers an abundance of networking opportunities to establish and build relationships.



## Networking Lounges

Both spaces offer ample conversational areas available for business meetings and casual networking. The Pegasus Networking Lounge is a more intimate space with places to meet with other attendees. The Dallas Ballroom Networking Lounge has ample seating and tables for business meetings. This lounge will offer attendees a variety of resources including the Headshot Lounge.

### Dallas Ballroom Networking Lounge

- Level Three - Dallas Ballroom

Tuesday, March 5	10:00 a.m. – 5:00 p.m.
Wednesday, March 6	8:00 a.m. – 5:00 p.m.
Thursday, March 7	8:00 a.m. – 11:00 a.m.

### Pegasus Networking Lounge

- Lobby Level - Pegasus Lobby Bar

Tuesday, March 5	10:00 a.m. – 5:00 p.m.
Wednesday, March 6	8:00 a.m. – 5:00 p.m.
Thursday, March 7	8:00 a.m. – 11:00 a.m.

## Women's Networking Meetup

Location: Level Three, Dallas Ballroom E

Women are invited to participate in an informal networking event co-hosted by the Senior Housing Women's Initiatives.

- Tuesday, March 5      10:30 a.m. – 11:30 a.m.

## Welcome Reception

Location: Lobby Level, Pegasus Lawn

- Tuesday, March 5      5:00 p.m. – 6:30 p.m.

## Networking Reception

Location: Lobby Level, Street Party

- Wednesday, March 6      5:00 p.m. – 6:30 p.m.

## Support For First-Time Attendees



New to the NIC Conference? First-time attendees have access to activities and resources specifically geared to help you successfully navigate the conference, including an orientation webinar, a First-time Attendee Gathering, and designated seating areas for the Main Stage.

### First-Time Attendee Gathering

Meet other first-time attendees and NIC senior staff and volunteer leaders

Locations: Level Three, Dallas Ballroom E

- Tuesday, March 5      1:00 p.m. – 2:00 p.m.

### First-Time Attendee Seating

The Main Stage session room will have seating for first-time attendees to sit together and become more acquainted. Feel free to discuss educational insights and network with one another in between sessions.



# Cuisine Options & Kosher Accommodations



## NIC Café

Level Three, Dallas Ballroom Foyer - Outside of the Dallas Ballroom Networking Lounge

The NIC Café is a fresh market concept open during conference hours serving breakfast, lunch, and snacks. Re-fuel when it's convenient for you! Designed to create efficiencies for your meetings schedule as well as eliminate congestion around food functions, the NIC Café will serve as your hub for meals.

### Tuesday, March 5

10:00 a.m. – 5:00 p.m.	All-day snacks
10:00 a.m. – 11:00 a.m.	Morning Break
12:00 p.m. – 2:00 p.m.	Lunch
3:00 p.m. – 4:00 p.m.	Afternoon Break

### Wednesday, March 6

7:00 a.m. – 9:00 a.m.	Breakfast
8:00 a.m. – 5:00 p.m.	All-day snacks
10:00 a.m. – 11:00 a.m.	Morning Break
12:00 p.m. – 2:00 p.m.	Lunch
3:00 p.m. – 4:00 p.m.	Afternoon Break

### Thursday, March 7

7:30 a.m. – 9:30 a.m.	Breakfast
8:00 a.m. – 11:00 a.m.	All-day snacks



## Kosher Meals

Level Three, South Side 1

Glatt kosher options for breakfast and lunch are available for attendees who requested kosher meals in advance. Glatt kosher mealtimes will be as follows:

### Tuesday, March 5

12:00 p.m. – 2:00 p.m.	Lunch
------------------------	-------

### Wednesday, March 6

7:00 a.m. – 9:00 a.m.	Breakfast
12:00 p.m. – 2:00 p.m.	Lunch

### Thursday, March 7

7:30 a.m. – 9:30 a.m.	Breakfast
-----------------------	-----------



# NICMAP VISION

**THE ONE PLACE FOR ALL SENIOR HOUSING SUPPLY, DEMAND, AND OPERATIONAL DATA**

**Are You Ready?**

NIC MAP Vision AI

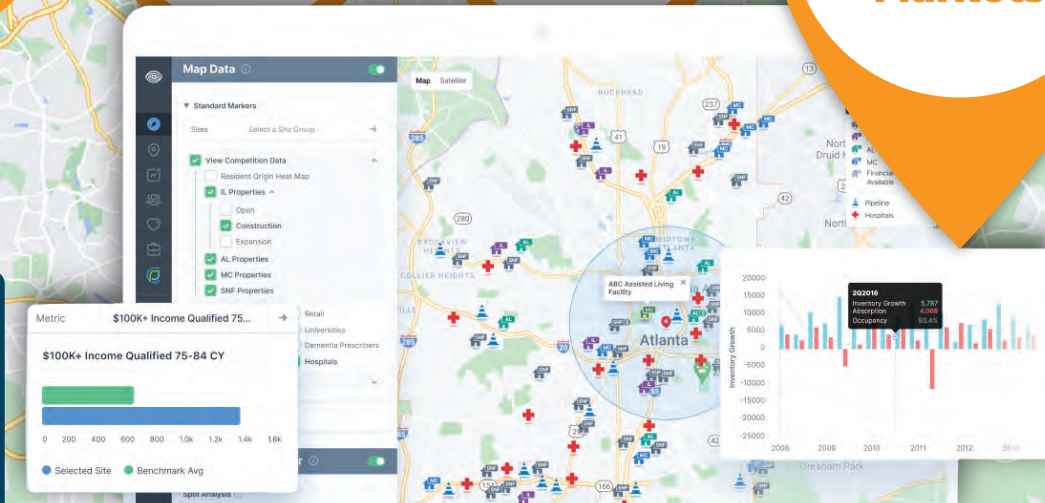
Save time and make better decisions with best-in-class data combined with the power of AI.

**1B+**  
Demand & Demographic Data Points

**15+**  
Years of Historical Market Performance Data

**35K+**  
Properties Nationwide with Inventory Data

Rate and Occupancy Data for **140 Markets**



## OUR HOURS

**Tuesday**  
March 5th, 2024  
10 AM - 5 PM

**Wednesday**  
March 6th, 2024  
8 AM - 5 PM

**Thursday**  
March 7th, 2024  
8 AM - 11 AM

## LOCATION

Level 2  
Katy Trail Room

Stop by the NIC MAP Vision meeting room or scan the QR code to schedule a meeting in advance.

# General Information

## Business Center

A UPS managed business center is available for use during the following times:

- Level Two

Monday	7:00 a.m. – 6:00 p.m.
Tuesday	7:00 a.m. – 6:00 p.m.
Wednesday	7:00 a.m. – 6:00 p.m.
Thursday	7:00 a.m. – 6:00 p.m.

## Lost and Found

Any lost items may be available to claim at NIC Registration. NIC will secure items until the end of each day and then turn them over to the Omni Dallas security.

## Minyan

A space is available for use to observe Minyan.

Level 2, Deep Elum B

Tuesday, March 5:	6:00 p.m. – 8:00 p.m.
Wednesday, March 6:	6:00 a.m. – 8:00 a.m. & 6:00 p.m. – 8:00 p.m.
Thursday, March 7:	6:00 a.m. – 8:00 a.m.

## Photos and Videos

NIC reserves the right to use photographs/video taken of attendees at the conference for its purposes. Attendees waive any right to inspect or approve finished photographs/video or copy used for promotional purposes.

## Speaker Presentations

Attendees can view available session slides via the NIC Conference Mobile App.



## Be Social

Join the social buzz & share your conference experience using

**#NICSRING24**



ntl\_invctr



## Need Assistance?

Conference Concierges are located throughout the conference space and will be delighted to assist you with any needs you might have—from mobile device chargers to other personal comforts.

# Educational Sessions

NIC educational sessions are meticulously curated to offer attendees relevant, timely, and actionable insights on the newest trends in care and housing. NIC educational sessions will demonstrate for operators, investors, care partners, and other stakeholders the significant opportunity that senior living and healthcare leaders have to more closely integrate healthcare services with housing services – thereby helping to improve the overall well-being of older adults.

This year's program features two session formats. Educational programming at the 2024 NIC Spring Conference offers eight Main Stage sessions and six Innovation Lab workshops designed for interactive discussions.

**Main Stage:** Industry experts and respected business leaders will present and discuss timely, relevant, and actionable insights. Main Stage sessions will take place in Trinity Ballroom 4 – 8. If you prefer to enjoy the sessions in a more casual environment, these sessions can be viewed in the Live Streaming Lounge outside the Trinity Ballroom.



**Innovation Labs**💡: Smaller “roll-up-your-sleeves” workshop sessions that give attendees a more intimate, in-depth, and dynamic experience where they come away with tangible solutions. Innovation Lab workshops will take place in Trinity Ballroom 1 – 3.



[springconference.nic.org](https://springconference.nic.org)

For the most up-to-date information on education sessions, Innovations Labs and speakers, refer to the conference website.

SCAN ME



Connect with Attendees During and After the NIC Spring Conference!

Also, access the conference schedule, speaker presentations, and much more in the app.



# Sessions Schedule

## TUESDAY, MARCH 5

### Main Stage

2:15 p.m. – 3:30 p.m.

NIC Research & Analytics: Demonstrating the Value of Senior Housing and Care

4:00 p.m. – 5:00 p.m.

Big Retail Healthcare Strategies and the Implications for the Senior Housing and Care Sector

### Innovation Lab

4:00 p.m. – 5:00 p.m.

Orchestrating the Future of Medicare and Medicaid for Senior Living Operators

2:15 p.m. – 3:30 p.m. | Main Stage Session

### NIC RESEARCH & ANALYTICS: DEMONSTRATING THE VALUE OF SENIOR HOUSING AND CARE

What does research show about the health and longevity of senior housing residents? What is the relative affordability for homecare and assisted living at the metro market level? What are scalable strategies for financing housing and care for middle-income older adults? Come here the answers to these key questions and more from NIC's research leaders and partners along with insights from NIC case studies and white papers.

#### Moderator:

Jim Thompson, SVP, Healthcare Senior Credit Officer, Flagstar Bank, N.A

#### Panelists:

Lisa McCracken, Head of Research & Analytics, NIC

Jen Molinsky, Project Director, Housing and Aging Society Program, Harvard Joint Center for Housing Studies

Dianne Munevar, Vice President, Health Care Strategy, NORC at the University of Chicago

Diane Ty, Managing Director, Milken Institute Future of Aging



4:00 p.m. – 5:00 p.m. | **Main Stage Session**

### **BIG RETAIL HEALTHCARE STRATEGIES AND THE IMPLICATIONS FOR THE SENIOR HOUSING AND CARE SECTOR**

Major retailers are redefining their role in influencing the health and well-being of their customers. Through billions of dollars invested in affordable housing and communities, financial alignment with health plans and provider groups through value-based care and acquisitions, and expansion of in-store and community-based health-related services, companies such as Amazon, Best Buy, CVS Health, Kroger, and Walmart are growing their footprints to facilitate accessible care. The senior housing and care industry is a valuable and underutilized hub for health and services coordination, offering an exceptional opportunity for more traditional players to advance person-centered care and health equity for older adults while benefiting from the concentration of residents and the potential for more cost-effective care delivery. This panel will feature leaders from major retailers and healthcare companies discussing the opportunities to partner in new care delivery models with the senior housing and care industry.

**Moderator:**

Anne Tumlinson, Founder and CEO, ATI Advisory

**Panelists:**

Anne Tumlinson, Founder and CEO, ATI Advisory

Lindsay Botsford MD, MBA, CMQ, FAAFP, Market Medical Director, One Medical

Chip Gabriel, Partner, Senior Living TransFormation Company

Carla Perissinotto, MD, MHS, Geriatrics, University of California, San Francisco

Marc R. Watkins, MD, Chief Medical Officer, Kroger Health

4:00 p.m. – 5:00 p.m. | **Innovation Lab** 💡

### **ORCHESTRATING THE FUTURE OF MEDICARE AND MEDICAID FOR SENIOR LIVING OPERATORS**

This Innovation lab will discuss the evolving landscape of Medicare and Medicaid and shed light on the policy changes and their potential impact on senior care. The intersection of these public health programs raises shifts in funding, eligibility criteria, and the broader healthcare landscape. Panelist will hear of the direct and indirect implications of these policy changes within senior living, including considerations for reimbursement rates, regulatory compliance, and evolving expectations for delivering care within their communities.

**Moderator:**

Amy Kaszak, Executive Vice President Strategic Initiatives, Curana Health

**Panelists:**

Mike Cheek, President and CEO, SNP Alliance

Nisha Hammel, Associate Vice President, Population Health Management, American Health Care Association

Jeff Micklos, Executive Director, Health Care Transformation Task Force



# Sessions Schedule

## WEDNESDAY, MARCH 6

### Main Stage

9:30 a.m. – 10:30 a.m.	Medicare's Priorities and Programs: What Are the Opportunities and Challenges for Senior Housing and Care?
11:00 a.m. – 12:00 p.m.	Skilled Nursing Facilities Ancillary Services: Can You Afford to Not Be in the Game?
1:00 p.m. – 2:00 p.m.	Innovative Housing Solutions in Active Adult Communities: A Case Study Exploration
2:30 p.m. – 3:30 p.m.	Forging Futures: Unveiling Skilled Nursing Innovation through Strategic Partnerships

### Innovation Lab

9:00 a.m. – 10:30 a.m.	Do This, Not That. Future Operating Models for Boomers
11:00 a.m. – 12:00 p.m.	Navigating the Middle Market: Strategies for Capital Success
1:00 p.m. – 2:00 p.m.	Enhancing Health Outcomes Through Innovation: Tech-Enhanced Senior Living
2:30 p.m. – 3:30 p.m.	Data Discovery: Unveiling the Untapped Potential of Senior Living's Value Proposition
4:00 p.m. – 5:00 p.m.	Accessing Public Funds to Increase Market Appeal

### NIC Information Session

3:30 p.m. – 4:00 p.m.	NIC Academy Certified Senior Housing Investment Professional (CSHIP): Information Session
-----------------------	---

9:00 a.m. – 10:30 a.m. | Innovation Lab 💡

### DO THIS, NOT THAT. FUTURE OPERATING MODELS FOR BOOMERS

Learn directly from boomers what they want. As a boomer, not as a senior living executive. Participate in a charrette style exercise to develop operating models for the future for boomers. Attendees will work in teams and then present their model to the boomer panel.

#### Facilitators:

Bre Grubbs, Partner & Chief Strategy Officer, Leisure Care

#### Panelists:

Bethany Ghassemi, Chief Legal Officer, HumanGood

Sophia Lukas, Chief Operating Officer, St. Paul's Senior Services

Madisen Medly, Vice President – New Business, Merrill Gardens





9:30 a.m. – 10:30 a.m. | Main Stage Session

### KEYNOTE: MEDICARE'S PRIORITIES AND PROGRAMS: WHAT ARE THE OPPORTUNITIES AND CHALLENGES FOR SENIOR HOUSING AND CARE?

Dr. Meena Seshamani, the Director of the Center for Medicare and Deputy Administrator of CMS, brings her thoughts to this fireside conversation on the direction that the Medicare program she oversees is heading and why, as well as what this direction means for the senior housing and care industry. What is her goal for the engagement of Medicare recipients in value-based care arrangements, and what does that mean for MA plans, SNPs, and ACOs? How central is the focus on population health and social determinants of health, and what opportunities does this priority present to the senior living sector? Come hear Dr. Seshamani's answers to these questions and other hot topics during this candid discussion facilitated by Dr. David C. Grabowski, Professor of Health Care Policy, Department of Health Care Policy, Harvard Medical School.

#### Discussion Facilitator:

David Grabowski, PhD, Professor of Health Care Policy, Department of Health Care Policy, Harvard Medical School

#### Keynote Speaker:

Meena Sheshamani, M.D., PhD, Director of the Center for Medicare and Deputy Administrator of CMS

11:00 a.m. – 12:00 p.m. | Main Stage Session

### SKILLED NURSING FACILITIES ANCILLARY SERVICES: CAN YOU AFFORD TO NOT BE IN THE GAME?

Ancillary services expand a skilled nursing provider's service offerings to better serve patients both during and after in-patient stays. They also diversify risk and can materially boost the bottom line. Can you afford to not be in the game?

#### Moderator:

Bill Kauffman, Senior Principal, Research & Analytics, NIC

#### Panelists:

Amy Kaszak, Executive Vice President Strategic Initiatives, Curana Health

Bubba McIntosh, Senior Vice President, Ancillary Services & Service Strategy

Laurie Thomas, COO, Consonus Healthcare

11:00 a.m. – 12:00 p.m. | Innovation Lab 

### NAVIGATING THE MIDDLE MARKET: STRATEGIES FOR CAPITAL SUCCESS

The groundbreaking NIC study in 2019 on the Forgotten Middle highlighted the need for housing and care for older adults with too much income to qualify for subsidized housing but not enough resources for private pay senior housing. This interactive discussion will provide an outlook on next steps in launching middle market and provide tools to work with your lender.

#### Facilitators:

Pilar Carvajal, Founder and CEO, Innovation Senior Living

Jim Lydiard, Chief Strategy Officer, Pine Park Health

#### Panelists:

Joe Pohlen, Co-founder, Cardinal Senior Management

Avery Wallace, Senior Associate, Center for the Future of Aging, Milken Institute

Steve Kennedy, Executive Managing Director, VIUM Capita



1:00 p.m. – 2:00 p.m. | Main Stage Session

### INNOVATIVE HOUSING SOLUTIONS IN ACTIVE ADULT COMMUNITIES: A CASE STUDY EXPLORATION

Embark on a journey that takes a deep dive into the world of active adult communities, examining diverse housing options through compelling case studies. This session will showcase innovative solutions that cater to the unique needs and preferences of the active adult demographic.

**Moderator:**

Caroline Clapp, Senior Principal, Research & Analytics, NIC

**Panelists:**

Robert D. May, Managing Director, Avenida Partners

Jane Arthur Roslovic, CEO, Co-Founder, Treplus Communities

1:00 p.m. – 2:00 p.m. | Innovation Lab 💡

### ENHANCING HEALTH OUTCOMES THROUGH INNOVATION: TECH-ENHANCED SENIOR LIVING

Discover the transformative power of technology in shaping the future of senior living and healthcare outcomes. In this Innovation Lab, panelists will explore the latest operationalized advancements and strategies for integrating technology to improve the health and wellbeing of residents.

**Facilitator:**

Abby Levy, Managing Partner and Founder, Primetime Partners

**Panelists:**

Greg Furst, Technology M&A Strategy Consultant, Omega Healthcare Investors

Amy Silva-Magalhaes, Chief Operating Officer, Ultimate Care Assisted Living Management

2:30 p.m. – 3:30 p.m. | Main Stage Session

### FORGING FUTURES: UNVEILING SKILLED NURSING INNOVATION THROUGH STRATEGIC PARTNERSHIPS

Many hospital systems are entering into alliances with skilled nursing providers through acquisitions, mergers, and partnerships. This session evaluates the strategies for these hospital and skilled nursing alliances and the criteria considered. This session will examine the expected outcomes of these alliances and the implications for the skilled nursing industry.

**Moderator:**


Joseph Kiernan, Chief Strategy Officer, Senior Vice President Network Development

**Speaker:**

Johanny Garcia, MD, Vice President Population Health, Robert Wood Johnson Barnabas Health

Danielle Salazar, MSN, RN, Assistant Director of Post Acute Network, Robert Wood Johnson Barnabas Health



2:30 p.m. – 3:30 p.m. | Innovation Lab 

### DATA DISCOVERY: UNVEILING THE UNTAPPED POTENTIAL OF SENIOR LIVING'S VALUE PROPOSITION

The senior living industry has many stakeholders: residents and loved ones, operators, capital providers (both equity and debt), healthcare systems, insurers. Each defines value differently, and each represents an opportunity for operators to demonstrate the value our industry provides through enhanced data collection and reporting capabilities. Join this Innovation Lab session and collaborate with industry stakeholders on how we as an industry can unlock this value.

**Facilitators:**

Jamie Cobb, CFA, Chief Financial Officer, Columbia Pacific Advisors, LLC  
Jerry Taylor, CEO, Kalven Senior Living

**Panelists:**

Justin Dickinson, Founder and Partner, Evolve Senior Living  
Joelle Poe, CEO, Centered Care  
Justin Schram, MD, Co-Founder, August Health

3:30 p.m. – 4:00 p.m. | Dallas Ballroom "F"

### NIC ACADEMY CERTIFIED SENIOR HOUSING INVESTMENT PROFESSIONAL (CSHIP): INFORMATION SESSION

Discover the intricacies of the NIC Academy Certified Senior Housing Investment Professional (CSHIP) program in an insightful information session guided by NIC Academy staff, Ryan Brooks and Serena Lipton. The CSHIP program is designed to enhance your proficiency in senior housing investment through a comprehensive exploration led by industry experts. Join the information session to inquire about required courses, instructor perspectives, the program's rationale, timeline particulars, testimonials, pricing details, and participate in an engaging Q&A session.

**Facilitators:**

Ryan Brooks, Senior Principal, Research & Analytics, NIC  
Serena Lipton, Programming Curation Manager, NIC

4:00 p.m. – 5:00 p.m. | Innovation Lab 

### ACCESSING PUBLIC FUNDS TO ENHANCE PROFITABILITY AND INCREASE MARKET APPEAL

This interactive discussion will navigate how to incorporate Medicaid census and Medicare dollars to strategically enhance senior living and overall market appeal. Gain insights from operators who will lead a discussion on how they have leveraged public funds to drive success. If your operations have reached a plateau, supplementing with Medicaid census and participating with Medicare groups that manage risk could be the key to achieving higher occupancy levels and bolstering margins.

**Facilitators:**

Colleen Blumenthal, COO, Partner, HealthTrust LLC  
Sheryl Marcet, CIO, Arcus Healthcare Partners, LLC

**Panelists:**

Chip Gabriel, President, Generations, LLC  
Kathy LeVee, President and COO, Generations, LLC  
Greg Roderick, President and CEO, Frontier Senior Living

# Sessions Schedule

## THURSDAY, MARCH 7

### Main Stage

8:30 a.m. – 9:30 a.m. Opportunities and Threats in Today's Skilled Nursing Environment

9:45 a.m. – 11:00 a.m. Capital Markets Update

8:30 a.m. – 9:30 a.m. | Main Stage Session

### OPPORTUNITIES AND THREATS IN TODAY'S SKILLED NURSING ENVIRONMENT

Amidst the evolving dynamics of the skilled nursing sector, this session will spotlight latest trends. Explore critical facets including workforce challenges, hospital referrals, dynamic operating models, and reimbursement programs that are shaping the current landscape.

#### Moderator:

Aubrey Haenlein, Vice President Acquisitions & Asset Management, Omega Healthcare Investors, Inc.

#### Speaker:

Gary Blake Co-Founder and Chief Executive Officer, Creative Solutions In HealthCare, Ensign

Joe Kiernan, Chief Strategy Officer, Senior Vice President Network Development, Ocean Healthcare

Bernie McGuinness, President and CEO, Journey Skilled Nursing

9:45 a.m. – 11:00 a.m. | Main Stage Session

### CAPITAL MARKETS AND ECONOMIC UPDATE - WHERE HAVE WE BEEN AND WHERE ARE WE GOING

The last year has changed the landscape of the senior housing and care industry with rising interest rates, low transaction volumes, distress sales, and even defaults. This session will explore the debt and equity capital markets, asset pricing, and new developments.

#### Moderator:

Joel Mendes, Managing Director, JLL

#### Speaker:

Jamie Cobb CFA, Chief Financial Officer, Columbia Pacific Advisors

Douglas Duncan, Senior Vice President and Chief Economist, Fannie Mae

Jennifer M. Lawley, Senior Director Seniors Housing and Healthcare Lending, Synovus

John Olympitis, Senior Vice President, Head of Corporate Development, Welltower



# Sponsorship Opportunities

## Event Sponsorships

NIC convenes leaders in the senior living industry at events large and small, including the year's most important industry events, the NIC Fall Conference, NIC Spring Conference, and now the NIC Data & Analytics Conference.

Visit [nic.org/sponsorship](https://nic.org/sponsorship) today!



## About NIC

NIC's Mission Statement: Enabling access and choice by providing data, analytics, and connections that bring together investors and providers.

The National Investment Center for Seniors Housing & Care (NIC), is a 501(c)(3) organization, working to enable access and choice for older adults by providing data, analytics, and connections that bring together investors and providers.

To stay abreast of the latest actionable insights, subscribe for updates at [nic.org/subscribe](https://nic.org/subscribe).

## Save the Dates

### 2024 NIC DATA & ANALYTICS CONFERENCE

May 21 - 22  
Minneapolis, MN

### 2025 NIC SPRING CONFERENCE

March 5 - 7  
Sand Diego, CA

### 2024 NIC FALL CONFERENCE

September 23 - 25  
Washington, DC

# THANK YOU

The support of our Strategic Alliance, Premier, and Official Partners helps NIC deliver on our mission of enhancing access and choice for older adults through data, analytics, and connections that bring together investors and providers.

## Strategic Alliance

# NICMAP VISION

## Premier Partners



## Official Partners



# THANK YOU

We would like to thank our conference sponsors for their support and commitment to advancing NIC's mission.



Electronic Final Program



Snack Cart



Headshot Lounge



CAMBRIDGE  
Senior Housing & Healthcare Capital

Speaker Ready Lounge



NIC Welcome Reception



Arrival Amenity



Networking Lounge



Graphic Recording



Tip of the Week



NIC Welcome Reception



NIC Leadership Reception



NIC Conference Mobile App



Escalator Clings



On-site Registration



Hotel Room Keys



Escalator Clings



First-time Attendee (FTA) Webinar, FTA Gathering, and FTA Special Seating



Specialty Coffee Bar



Evening Amenity - Tuesday



Hydration Stations - Conference Space



Tip of the Week



Badges & Lanyards



Kosher Accommodations



Elevator Clings



NIC Chats on-the-Road Podcast



Tip of the Week



Kosher Accommodations



Keynote



Tip of the Week



Electronic Preliminary Program



Wireless Internet



Individual Private Workspaces



Women's Networking Meetup



Live Streaming Area



NIC Scholarship Program



Welcome Signage



Welcome Area Gesture



Ziegler

CAPITAL :: INVESTMENTS :: ADVICE

Post Conference Recap Email

# Thank You!

---

## 2024 NIC Spring Conference Program Committee

**Amy Kaszak**, Executive Vice President, Strategic Initiatives, Curana Health

**Ann O'Shaughnessy**, Managing Director, CIBC

**Colleen Blumenthal**, COO/Partner, HealthTrust, LLC, Committee Co-Chair

**Diane Burfeindt**, Managing Principal, Trilogy Connect, LLC

**Brian Cloch**, CEO, Innovative Health

**Jamie Cobb**, CFO, Columbia Pacific Advisors

**David Friend**, Principal, Marcum, LLP

**Vikas Gupta**, Senior Vice President of Acquisitions and Development, Omega Healthcare Investors Inc.

**Brandi Healy**, Vice President Asset Management, Harrison Street Real Estate Capital

**Lynne Katzmann**, PhD, Founder & CEO, Juniper Communities

**Joseph Kiernan**, Chief Strategy Officer & SVP, Ocean Health Care

**Michael Kurliand**, Vice President Clinical Quality and Integration, Med-Wand Solutions, Inc.

**Peter Longo**, Principal and Managing Partner, Cantex Continuing Care Network, Committee Co-Chair

**James Lydiard**, Vice President, Pine Park Health

**Sheryl Marcet**, CIO, Arcus Healthcare Partners, LLC

**Joel Mendes**, Managing Director, Jones Lang LaSalle

**Morgin Morris**, Senior Vice President, KeyBank

**Maria Nadelstumph**, Senior Vice President, Retirement Unlimited

**Jerry Taylor**, CEO, Kalven Solutions

**James Thompson**, SVP, Healthcare Senior Credit Officer, Flagstar Bank

## Industry & Media Partners

Aging Media Network | Senior Housing News

Argentum

Bridge the Gap

France Media | Senior Housing Business

Institutional Real Estate, Inc.

Informa | Wealth Management Real Estate

Levin | The SeniorCare Investor

McKnight's | Long-Term Care News & Senior Living

Senior Living Foresight

SeniorTrade





**The Ally Healthcare Real Estate & Asset Based Lending team will work with you to find the financing solution you're seeking. We understand the healthcare industry and will listen to you to understand your financing needs.**

Have working capital, acquisition or replacement financing needs?

We'll work with you to structure a financing solution to meet those needs.

**YOUR TEAM**

**Steve Anderson**

Steven.Anderson@Ally.com  
312-775-7073

**Patrick Coffey**

Patrick.Coffey@Ally.com  
301-273-6041

**Patrick Tracy**

Patrick.Tracy@Ally.com  
716-870-8058



National Investment Center  
for Seniors Housing & Care

One Park Place, Suite 450  
Annapolis, MD 21401

(410) 267-0504  
[nic.org](http://nic.org)