



6.75 Nursing contact hours available!

IALA's 2025 Spring Conference April 2, 2025

Event Center West

1701 – 25th Street, West Des Moines IA 50266

“Empower, Engage & Evolve”

Conference Purpose: To provide senior care training, skills to assist residents with care, promoting dining experiences for those with dementia, promoting physical and emotional improvements through exercise, provide skills to reduce anxiety and increase resilience, and become more productive by being happier, practicing happiness techniques. Our sessions provide learning tools attendees can take back and put into place at their assisted living programs and create an atmosphere where attendees have the opportunity to network with colleagues and grow in their positions, utilizing suggestions they learn.

Overall Objectives: These outcomes shall address the educational needs and can result in narrowing or closing practice gap(s). Objectives are provided overall and for each speaker/session.

2025 Spring Conference Schedule *At A Glance*

8:00 – 8:30	Registration & Continental Breakfast
8:30 – 9:30	Curana Health- Dr. Brian Whyms & Scott Hansen: Pharmacological Considerations in Dementia
9:30 – 10:15	Curana Health- Tasha Janssen: Supporting Compliance Across the Continuum of Senior Care Facilities in IAC Inspections and Appeals
10:15 – 10:30	Break
10:30 – 11:30	CE Solutions- Deb Martin: Infection Prevention & Control Program
11:30 – 12:15	Lunch
12:15 – 1:15	DIAL- Catie Campbell: DIAL Updates & Trends
1:15 – 2:00	Curana Health- Tasha Janssen: The GUIDE Model: A Framework for Enhancing Dementia Care
2:00 – 2:45	Curana Health- Dr. Scott Hanson & Jodi Wilson: Interactive Session: Exercises for Dementia and Memory Care
2:45 – 3:00	Break
3:00 – 3:45	Curana Health- Dr. Brian Whyms & Brittany Enlow: Caregiver Support: Building Resilience and Reducing Burnout
3:45 – 4:30	Curana Health- Brittany Enlow & Jodi Wilson: Day-to-Day Activities in Dementia Care: Engaging Residents Meaningfully
4:30	Program Concludes

CONTINUING EDUCATION ♦ IALA Spring Conference ♦ April 2, 2025

6.75 Nursing Contact Hours awarded through IBON Provider #22 Des Moines Area Community College. Participants must register and attend full day to earn Contact Hours. No partial credit will be awarded. Contact hours are based on a 60-minute education hour.

It is up to the licensee to choose relevant courses to earn their continuing education credits. Professional license numbers are required for Contact Hours; please bring this information with you on the day of the event.

Target audience includes: Nurses, directors, administrators, activity directors, universal workers &/or CNAs

Meet the Speakers Specializing in Dementia Care, Infection Prevention & Control and DIAL's Rules & Regs



Dr. Brian Whyms, DO is the Regional Medical Director for Curana Health's Midwest Division, where he oversees physician quality of care and value-based medicine programs across 11 states. Growing up in Milwaukee, Wisconsin, and having family in Minnesota and Illinois, Dr. Whyms completed his medical education and residency in Iowa. He began his career as a hospitalist before transitioning to post-acute care, joining Curana Health during its early expansion phase. A board-certified physician in Internal Medicine, he is also the President of the Iowa Society for Post-Acute and Long-Term Care Medicine.



Dr. Scott Hanson, D.O., CMD is a Board-Certified Physician in Family Medicine with certification in Geriatric Medicine. He graduated from The University of Northern Iowa and then attended medical school at Des Moines University. He completed a Family Medicine Residency Program through the University of Minnesota in Mankato, Minnesota, and then completed a fellowship in Geriatrics at The University of Nebraska Medical Center in Omaha, Nebraska. He has also received certification as a CMD (Certified Medical Director) through the American Board of Post-Acute and Long-Term Care Medicine. He has been working in Long-Term Care since his graduation from fellowship in 2016. He is a member of the American Geriatrics Society, AMDA, American Board of Family Medicine, the Iowa Health Care Association, and The Iowa Society for Post-Acute and Long-Term Care Medicine.



Tasha Janssen, NP-C is the Vice President of Operations for Curana Health. She is also a board-certified family nurse practitioner and received her bachelor's and master's degrees in nursing from Graceland University. Tasha's expertise and experience is in senior living, palliative care, and post-acute care. Her passion, drive, and expertise lie in quality of life-centered care, business development, and post-acute care. She finds joy in bridging the gap between hospitals and post-acute care facilities, forming partnerships between corporate entities and medical services, and aligning resident and family goals of care with their medical provider.

Tasha currently sits on the board of the Iowa Society for Post-Acute and Long-Term Care Medicine, along with multiple other committees within Curana Health.



Deb Martin RN, BSN, IP is a Senior Care Account Executive for CE Solutions/VGM Education. Deb started out her nursing career in the NICU in Waterloo, Iowa. Deb worked for a leading pharmaceutical company as a Sales Executive for NE Iowa and was the Director of Nursing at a Skilled Nursing Facility for 10 years. Currently, Deb authors content for CE Solution courses, serves as the nurse expert and is the senior care account executive. She is a certified Infection Preventionist and served as a clinical author of Infection Compliance Solutions, a software program that tracks and trends multiple areas in infection control.



Catie Campbell has been with the Department of Inspections and Appeals since 2009. Catie began her employment with the Department as a surveyor for the Special Services Bureau. In 2014 Catie moved to the Program Coordinator position for Intermediate Care Facilities for Individuals with Intellectual Disabilities (ICF/ID) and assumed the role of Program Coordinator for Adult Services Bureau in July 2016, as well. Catie has served as the Bureau Chief of the Adult/Special Services since December 2021. Catie has a bachelor's degree in Sociology from Coe College in Cedar Rapids. Prior to joining DIA, Catie worked in the human services field with an ICF/IID facility.



Jodi Wilson, ACNPC-AG is the Senior Director of Operations at Curana Health, where she is responsible for overseeing the day-to-day operations and ensuring the seamless delivery of care across the organization’s senior living facilities. With over 20 years of experience in healthcare management, Jodi specializes in operational efficiency, staff development, and regulatory compliance. She is deeply committed to creating a positive, high-quality environment for both residents and staff, with a focus on continuous improvement and achieving optimal care outcomes. Jodi’s leadership and strategic approach play a key role in supporting Curana Health’s growth and dedication to person-centered care across the continuum of senior services.



Brittany Enlow, MSN, ARNP, FNP-C is the Director of Clinical Operations at Curana Health, where she leads the clinical strategy and supports operational excellence across the organization’s senior care facilities. With a background in nursing and healthcare management, Brittany brings a wealth of experience in clinical quality, regulatory compliance, and patient-centered care. She is dedicated to enhancing care delivery across the continuum of senior living, from assisted living to skilled nursing, and is passionate about developing and mentoring clinical teams to achieve the highest standards of care. Brittany plays a pivotal role in driving innovative solutions that improve resident outcomes while fostering a culture of continuous improvement at Curana Health.

To ensure YOUR success for the conference, please remember to....

- ✓ *Bring a copy of this brochure to the conference*
- ✓ *Print off speaker handouts; copies will NOT be available at the conference*
- ✓ *Bring a sweater or jacket if you get cold easy*

Wednesday, April 2, 2025

8:00 – 8:30 a.m. Registration & Continental Breakfast

8:25 – 8:30 a.m. Welcome – President Jody Thomas

8:30 – 9:30 a.m. Dr. Brian Whyms & Dr. Scott Hanson
Pharmacological Considerations in Dementia Care

Dementia care involves a delicate balance of pharmacological and non-pharmacological interventions. This session will provide an overview of the latest medications used to manage symptoms of dementia and Alzheimer's disease, including cholinesterase inhibitors and NMDA antagonists. Speakers will discuss the potential benefits, side effects, and considerations when prescribing these drugs, as well as how to assess their effectiveness and adjust care plans as necessary.

Attendees will leave with a better understanding of how to make informed decisions about

pharmacological treatments to improve quality of life for residents with dementia.

After this session, attendees will be able to:

- Describe the newest medications being prescribed for dementia and Alzheimer’s disease symptom management (including cholinesterase inhibitors and NMDA antagonists)
- Discuss the benefits and side effects of these medications
- Understand and share the factors to consider before prescribing these medications and how to assess their effectiveness

9:30 – 10:15 a.m. Tasha Janssen

Supporting Compliance Across the Continuum of Senior Care Facilities in IAC Inspections and Appeals

This session will provide an in-depth exploration of how our company supports senior care facilities, from independent living to skilled nursing, in navigating Chapters 67 and 69 of the Iowa Administrative Code

(IAC). These chapters, overseen by the Iowa Department of Inspections and Appeals (DIA), establish the regulations for inspections and appeals across a continuum of care settings, including assisted living, residential care, and nursing facilities. Attendees will learn how to effectively interpret and comply with the standards set forth in both chapters, which govern everything from initial licensing and routine inspections to handling enforcement actions and appeals. We will address how to manage compliance across varying levels of care and acuity, with practical strategies for preparing for inspections, responding to citations, and appealing adverse findings. Through real-world case studies and expert guidance, our team will outline proactive steps to ensure facilities are not only compliant, but also foster safe, high-quality environments for residents. This session is ideal for administrators, compliance officers, and operations managers involved in the regulatory management of senior care facilities throughout Iowa.

After this session, attendees will be able to:

- Interpret and comply with the standards outlined in Chapters 67 and 69 of the IAC
- Understand and discuss how to manage compliance across varying levels of care and acuity
- Utilize practical strategies for preparing for inspections, responding to citations, and appealing adverse findings

10:15 – 10:30 a.m. Break

10:30 – 11:30 a.m. Deb Martin

Steps to Developing an Effective Infection Prevention & Control Program in Assisted Living

In an Assisted Living community an infectious disease outbreak can occur and pose a potential threat to residents, staff and visitors. As we age there is reduced ability to maintain immunity and fight off disease. Nearly all Assisted Living residents can be considered high risk for infections and infection complications. It is important for the Assisted Living community to identify and develop an Infection Control Program (ICP) that promotes the health & safety of the residents, as well as quality of care.

After this session, attendees will be able to:

- Recognize components of a comprehensive infection control program.
- Identify elements of an Infection Prevention & Control staff training program.
- Apply Standard Precautions & Transmission-Based Precautions in the Assisted Living setting.

11:30 – 12:15 p.m. Lunch

12:15 – 1:15 p.m. Catie Campbell

DIAL Updates and Trends

Department of Inspections, Appeals, and Licensing updates and trends in assisted living programs.

Objectives

- Discuss trends in assisted living programs
- Explore any updates that affect assisted living programs.

1:15 – 2:00 p.m. Tasha Janssen

The GUIDE Model: A framework for Enhancing Dementia Care

The GUIDE model offers a holistic approach to dementia care that focuses on:

- Giving residents a sense of purpose,
- Understanding their individual needs
- Integrating family and community
- Delivering tailored interventions, and
- Empowering caregivers.

This session will dive into the GUIDE model framework and its practical applications within assisted living communities. Learn how the GUIDE model is structured, eligibility for participation and enrollment in the GUIDE model, and potential implications for how the GUIDE model impacts environment, improves communication with residents and families, and ensures that everyone's needs are met in a compassionate and effective way.

After this session, attendees will be able to:

- Explain what the GUIDE model is and what it offers assisted living residents facing dementia and their family members
- Describe eligibility for participation and enrollment in the GUIDE model

- Share how the GUIDE model can positively impact assisted living facilities and improve communication with residents and families

2:00 – 2:45 p.m. Dr. Scott Hanson & Jodi Wilson

Interactive Session: Exercises for Dementia and Memory Care

This interactive session will focus on hands-on exercises that can be integrated into daily routines for individuals living with dementia. Scott Hanson and Jody Wilson will demonstrate a variety of exercises that are specifically designed to enhance cognitive function, improve physical coordination, and promote emotional well-being. These exercises are both safe and effective and can be adapted for individuals at various stages of dementia. Participants will have the opportunity to practice these activities and learn how to incorporate them into their care plans. This engaging, hands-on session aims to empower caregivers with the tools needed to deliver fun, functional, and therapeutic exercises to residents.

After this session, attendees will be able to:

- Recommend exercises that enhance cognitive function, improve physical coordination, and promote emotional well-being for individuals facing dementia
- Describe how these exercises can be modified and adapted across various stages of dementia
- Share how to best incorporate these exercises into existing care plans

2:45 – 3:00 p.m. Break

3:00 – 3:45 p.m. Dr. Brian Whyms & Brittany Enlow

Caregiver Support: Building Resilience and Reducing Burnout

Supporting caregivers is essential to ensuring the long-term quality of care for residents with dementia. This session will focus on practical strategies to support both professional and family caregivers in managing the emotional, physical, and psychological challenges of dementia care. Topics will include stress management techniques, building caregiver networks, and developing resources for respite care. Attendees will leave with actionable tools to help

caregivers feel empowered, supported, and better equipped to handle the challenges they face, ultimately benefiting both caregivers and the residents they care for.

After this session, attendees will be able to:

- Demonstrate and provide comprehensive support to staff and family caregivers to help them better manage their emotional, physical, and psychological well-being
- Describe stress management techniques that are most beneficial for dementia caregivers
- Explain how establishing caregiver networks and providing opportunities for respite care can empower staff and family caregivers (as well as positively impact patients/residents)

3:45 – 4:30 p.m. Brittany Enlow & Jody Wilson

Day-to-Day Activities in Dementia Care: Engaging Residents Meaningfully

One of the most important aspects of dementia care is providing residents with meaningful activities that stimulate cognitive function and promote overall well-being. In this session, we will explore strategies for creating engaging, everyday activities tailored to individuals with dementia. Topics include memory-enhancing exercises, sensory-based activities, and routines that support residents' independence and dignity. The session will provide practical examples and offer insights into how daily activities can be adapted based on cognitive and physical abilities to improve quality of life for dementia patients.

After this session, attendees will be able to:

- Describe how activities that stimulate cognitive function positively impact individuals facing dementia
- Recommend memory-enhancing, independence-promoting, and sensory-based activities for patients/residents
- Modify activities for individuals experiencing cognitive and physical decline

4:30 p.m. Program Concludes – Remember to scan Evaluation Form QR and Sign Out for Contact Hours

Thank you for coming and we look forward to seeing you at the Annual Conference & Tradeshow on October 22 & 23, 2025 at the WDM Marriott.

**Iowa Assisted Living Association
MEMBERSHIP APPLICATION**

**Join IALA today and attend the
Spring Conference at Member Rate!!**

Annual membership fees run April 1 through March 31. Membership dues will be prorated to the first of the month in which the application is received.

Company Name: _____ No. of Units: _____

Contact Person and Title: _____

Address: _____

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Please check the membership type that best fits you or your company.

- Certified Assisted Living Providers and Licensed Residential Care Facilities:** A facility that provides assisted living services. Provide a list of these communities on the reverse side. Also attach a copy of the certificate of occupancy or certification evidencing resident capacity. If a multi-facility provider, all facilities must join individually.
- Affordable Living Providers:** Independent living, nursing homes, hospitals, and any other senior housing/service/care alternatives, including developers. Flat fee based on resident capacity.
- Non-Providers:** Independent living, nursing homes, hospitals, and any other senior housing/service/care alternatives, including developers. Flat fee based on resident capacity.

IALA Membership Fee

	<i>Certified Provider</i>	<i>Affordable Living Provider</i>	<i>Non-Providers</i>
Base Fee	N/A	\$300	N/A
Per Resident Fee Minimum	\$15 \$300		\$300 20 or fewer \$500 21 - 74 \$750 75 or more
ANNUAL FEE Apr. 1 - Mar. 31			

Indicate (X) payment mode:

Check # _____ (Payable to IALA) **or** AmExp ____ Discover ____ M/C ____ Visa ____

Credit Card # _____ Security Code: _____

Exp. Date _____ Signature _____ **Total \$** _____

Please complete and return this form and your payment to:

Iowa Assisted Living Association
9001 Hickman Road, Suite 220
Des Moines, Iowa 50322
Ph: 515-278-8700 ♦ Email: info@ialaonline.net

Contributions or gifts to the Iowa Assisted Living Association are not tax deductible as charitable contributions for federal income tax purposes. However, they may be tax deductible under other provisions of the Internal Revenue Code.

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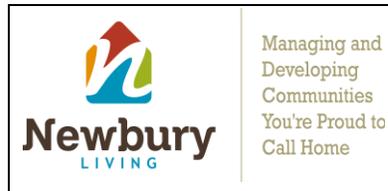


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Iowa Assisted Living Association 2025 Spring Conference Registration

April 2, 2025 ♦ Event Center West
1701 – 25th Street, West Des Moines IA 50266

Register today!

Enter an "x" in your selection below

<input type="checkbox"/>	Member – no contact hours	\$85.00
<input type="checkbox"/>	Member – with contact hours	\$135.00
<input type="checkbox"/>	Non-Member-no contact hours	\$135.00
<input type="checkbox"/>	Non-Member-with contact hours	\$190.00

Registration includes: Lunch & Breaks

Please feel free to photocopy this registration form to register additional attendees from your company.

Name _____

Company Name _____

Company City _____

Phone _____ Email _____

For **CONTACT HOURS**, please provide the following;

DOB: _____ License # _____

Home Address _____

City/St/Zip _____

Indicate (X) payment mode:

Check # _____ (Payable to IALA) or AmExp _____ Discover _____ M/C _____ Visa _____ Total \$ _____

Credit Card # _____ Security Code on Card _____

Exp. Date _____ Signature _____

For questions:
Contact Shellie Petek
9001 Hickman Road
Suite 220
Des Moines IA 50322
Ph: 515-278-8700
info@ialaonline.net
www.ialaonline.net

"Empower, Engage & Evolve"

Deadline to register: March 28, 2025

NO REFUNDS after March 19, 2025