



## Call for Presentation Proposals

We invite you to submit a presentation proposal for the 2017 Association of Jewish Aging Services (AJAS) Annual Conference to be held in Memphis, Tennessee April 2-5 at The Peabody Memphis.

**Background:** AJAS members—C-Suite executives, Development and Philanthropy leadership and staff from Jewish skilled communities, rehab facilities, assisted and independent living (market rate and subsidized) settings throughout the U.S., Canada, Australia, and Israel—gather annually for three days of extensive educational programming and site visits to help enhance their knowledge and expertise in the Jewish aging field.

The breakout sessions will follow the same format as the last few years, with more defined areas of focus allowing participants to hear from multiple presenters within each session on important topics relevancy within the field of senior care.

**Format:** Each breakout session of 75 minutes will include up to three accepted proposals (with one speaker per proposal) on a moderated panel. Each presenter will have an opportunity to share their insights, achievements and ideas on the topic, followed by questions and discussion. This will enhance the breadth of material covered and create a lively format for ideas and conversation. There may be a few sessions where only one proposal is chosen and can use the entire 75 minutes.

**Selections:** Please choose your preferred topic (listed below) for your proposal. You may submit more than one proposal, however, depending on the scheduling of sessions you may only be able to participate in one. Please review the guidelines for submitting a proposal in the next section.

### Topics:

**Value Based Purchasing:** Value-Based Purchasing is a part of the Centers for Medicare & Medicaid Services' (CMS') long-standing effort to link Medicare's payment system to a value-based system to improve health-care quality, including the quality of care provided in acute and long term care settings. Effective value-based purchasing is an external motivator for providers to lead this re-engineering of health care delivery. AJAS will be accepting proposals on the topic of Value-Based Purchasing to promote best practices amongst communities. Proposals should represent a deep dive into this topic with the objective that the participant can come away with specific takeaways for their communities.

**Philanthropy:** The conference will have 3 breakout sessions on the topics of development and philanthropy. To submit sessions for these areas, please reach out to Michelle LaPointe and Joel Ashner directly at [MLaPointe@villageshalom.org](mailto:MLaPointe@villageshalom.org) and [jashner@memphisjewishhome.org](mailto:jashner@memphisjewishhome.org)

Suggested topics may include:

- Next Generation Philanthropy
- Endowments and Family Trusts
- CEO-CDO Partnership in Development

**Proposals are due**

**September 19, 2016**

Acceptance/Rejection  
notifications will be sent  
Mid-November

**The Impact of Alzheimer's Disease:** Alzheimer's disease is nothing short of a disease that has become a burden of epidemic proportions. There are currently more than 5 million Americans with the disease, and the prevalence increases with age. With annual costs exceeding \$100 billion, Alzheimer's is the third most costly illness in the United States, following heart disease and cancer. The annual cost of caring for an Alzheimer's victim can be as much as \$45,000 per year. As our population continues to age and we see more and more victims of this disease within our communities or in the population of non-facility based elders we serve, AJAS would be interested in seeing proposals of innovative programs and processes you have developed and instituted that not only enhance the quality of life but serve to educate and train care givers. Additionally, early interventions with community elders suffering from Alzheimer's is often associated with lower overall costs compared with costs for institutional placement of these individuals. This is a wide open topic and one that must be confronted head on by all of us in the elder care world.

**Cyber Security (Ransomware):** Cyber Security fallout from breaches can be devastating to your community. Legally, breached entities face potential class-action lawsuits and extensive legal expenses. Additionally, consumer trust, the bedrock for provider and payer relationships with residents, evaporates following such instances. Keeping the bad guys out is still important, but cybercriminals are increasingly able to bypass even the most sophisticated network defenses. Once they're inside, you have got to find them fast – before they have had a chance to hide – with security analytics. Recent instances of ransomware have placed some major business entities at risk and in positions to pay huge sums of money to have their data released. Ransomware crimes on all U.S. targets are soaring. In just the first three months of 2016, attacks increased tenfold over the total entire previous year, costing victims more than \$200 million. Authorities stress that this number only represents known attacks. The viruses are typically so impenetrable that even FBI agents have at times advised victims to just pay up and get their data back. The proposal should represent case studies of what you and your communities have done to overcome the challenges to cyber threats and what actions you have taken to prevent such occurrences from occurring.

**Public Policy and Legislative Forum:** If you are interested in co-presenting a topic in the PPLG arena, please reach out directly to AJAS PPLG Chair Richard Schwalberg at [rschwalberg@menorahpark.org](mailto:rschwalberg@menorahpark.org).

**NEW \*\*\*\*\*Best Practices Forum:** A series of presentations/best practice discussions relevant to communities based on size of operation. There will be two breakouts. Each will be discussing the topics of external partnerships and affiliations and a leveraging mechanism to increase community impact and campus repositioning.

Section One: Communities with annual budgets of below \$40 million

Section Two: Communities with annual budgets greater than \$40 million

**As always, the Association welcomes proposals of relevant subject matter that may not directly correspond to any of the above categories**

## **AJAS**SPEAKS

AJAS will hold a 75-minute session composed of four, 15-minute talks done in a setting and format where the presenter tells a compelling story of success and achievement.

We have established specific criteria for this format of presentation. Each speaker will be allowed 15 minutes and no more than six PowerPoint slides. The presenter will stand before the audience in a semi-circle setting with a lapel microphone. The topic must be something that you are passionate about and that has relevance to our audience. Not only should the topic be informative, but the presenter should reach to the hearts and spirit of the audience. The delivery should be heartfelt and persuasive. Our objective is to create a positive, memorable experience for the audience.

If you are chosen to present, you may be asked to give the presentation live or via electronic media to the presentation selection panel in advance.

If this format is of interest to you please reach out to Carol Silver Elliott [celliott@jewishhomefamily.org](mailto:celliott@jewishhomefamily.org) directly for additional details and production specifications.

## Guidelines for Submitting a Presentation Proposal:

- All proposals are due **Monday, September 19, 2016**
- Your presentation proposal will have three parts:
  1. Cover sheet. Complete the cover sheet form and attach it with the rest of your proposal.
  2. Title and description. Must include the following sections:
    - Title: Capitalize first letter of each word and no more than ten words
    - Topic: Choose one topic from the list of four
    - Description: A brief description of the presentation (one paragraph of up to 250 words)
    - Attendee Benefits: How will your presentation benefit the audience? (2 - 3 sentences)
  3. Your brief bio or short-form curriculum vitae. Be sure to list any presenting/speaking experience and also your education (for CEU purposes).
- You may submit a proposal for a breakout session which already includes presentations given by several organizations.
- Please only submit a proposal if you are available to present anytime Monday, April 3 through Tuesday, April 4.
- Travel and hotel accommodations are the presenter's responsibility. In addition, presenters must register to attend the conference unless you are only attending your session. If only attending your session, you must inform the AJAS staff.
- Presenters may not use a conference presentation to market products or services; exhibit space is available for this during the exhibit hall. Companies who wish to present should partner with member facilities that have used their products or services to highlight case studies and give attendees a take-home learning experience.

2017 AJAS ANNUAL CONFERENCE  
Sunday, April 2 - Wednesday, April 5



## Presentation Proposal Cover Sheet

*\*If you are not able to fill-in and save this form please copy and paste into a Word document as the first page of your proposal\**

**Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Organization/Company:** \_\_\_\_\_

**Street Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**Email (primary contact):** \_\_\_\_\_

**Presentation Proposal Title:** \_\_\_\_\_

Submit your complete proposal via email by Monday, September 19th to:

Rachel Stevens, Communications Coordinator, at [Rachel@ajas.org](mailto:Rachel@ajas.org).

AJAS  
2519 Connecticut Ave NW  
Washington, DC 20008  
202-543-7500