



NIC²⁰²³ SPRING Conference

Care & Housing for Older Adults | March 1 - 3 | San Diego, CA

2023 NIC Spring Conference Program

Marriott Marquis San Diego Marina

333 W Harbor Drive, San Diego, California 92101



Marriott Marquis San Diego Marina
333 W Harbor Dr, San Diego, CA 92101

More information available at
springconference.nic.org

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Welcome to the NIC Spring Conference



This is an exciting and challenging time for senior housing and care. As millions of baby boomers age, they will increasingly prioritize wellness, active lifestyles, and care in the place they call home.

We are thrilled that the 2023 NIC Spring Conference will host nearly two thousand senior housing and healthcare leaders in San Diego to explore the integration of senior housing and healthcare. Together we will consider how to seize this moment—by learning about how to integrate healthcare services into senior housing and forming the connections and partnerships that are critical for success.

Learn From Experts

A focus on resident wellness will be a vital strategy for integrating healthcare with housing. The NIC Spring Conference will not just inform but will teach attendees how to improve residents' wellbeing and reduce healthcare costs. Sessions will feature healthcare and senior housing thought leaders sharing knowledge and strategies on topics like getting started in value-based care and behavioral health's role in senior living—plus NIC staples like capital markets and valuations.

Meet Your Next Business Connection

For senior housing and care leaders looking to get started in housing and healthcare integration, forming the right partnerships to tap into needed skillsets will be critical. The NIC Spring Conference will provide numerous formal and informal networking opportunities, such as networking lounges, receptions, and small group discussions to facilitate meaningful, results-oriented connections.

We're pleased to meet colleagues old and new as NIC hosts you for what is sure to be an engaging and insightful event. Welcome to San Diego!

Warm regards,

2023 NIC Spring Conference Program Committee Co-chairs



Colleen Blumenthal, MAI

Co-chair, 2023 NIC Spring
Conference Program Committee

COO & Partner,
HealthTrust, LLC



Peter Longo

Co-chair, 2023 NIC Spring
Conference Program Committee

Principal & Managing Partner,
Cantex Continuing Care Network



Joel Mendes

Co-chair, 2023 NIC Spring
Conference Program Committee

Managing Director, JLL

Schedule at a Glance



WEDNESDAY, MARCH 1

- 7:00 AM – 6:30 PM On-site Registration and Badge Pick-up**
North Tower - Lobby Level
(2nd Floor) Conference Entrance
- 9:00 AM – 5:30 PM Pacific Ballroom Networking Lounge**
North Tower - Ground Level
(1st Floor) Pacific Ballroom
- San Diego Ballroom Networking Lounge**
North Tower - Lobby Level
(2nd Floor) San Diego Ballroom
- 9:00 AM – 5:00 PM braindate™**
South Tower - 3rd Floor
Marina Foyer
- Attendee Resources**
- 9:00 AM – 2:30 PM NIC Senior Housing Boot Camp**
(Prior registration required)
North Tower - Lobby Level
(2nd Floor) San Diego Ballroom C
- 11:00 AM – 12:00 PM NIC Women's Networking Meetup**
South Tower - 3rd Floor
Marina Ballroom
- 1:00 PM – 2:00 PM First-time Attendee Gathering**
South Tower - 3rd Floor
Marina Ballroom
- 2:45 PM – 4:00 PM MAIN STAGE SESSION**
The "Wellness Revolution:"
Defining the Future of Care in Senior Housing
- 4:30 PM – 5:30 PM MAIN STAGE SESSION**
Emerging Value-Based Care Opportunities for Seniors Housing & LTC Operators
- INNOVATION LAB**
Active Adult Tools for Success: Market, Product, and Lifestyle
- 5:30 PM – 7:00 PM Welcome Reception**
South Tower - 3rd Floor
Marina Ballroom

THURSDAY, MARCH 2

- 7:00 AM – 6:00 PM On-site Registration and Badge Pick-up**
North Tower - Lobby Level
(2nd Floor) Conference Entrance
- 8:00 AM – 5:00 PM Pacific Ballroom Networking Lounge**
North Tower - Ground Level
(1st Floor) Pacific Ballroom
- San Diego Ballroom Networking Lounge**
North Tower - Lobby Level
(2nd Floor) San Diego Ballroom
- 8:00 AM – 4:30 PM braindate™**
South Tower - 3rd Floor
Marina Foyer
- Attendee Resources**
- 8:00 AM – 8:30 AM MAIN STAGE SESSION**
NIC Welcome
- 8:30 AM – 9:30 AM MAIN STAGE SESSION**
The Future of Health and Healthcare: How Will Senior Living Operators Differentiate Themselves?
- 9:45 AM – 11:00 AM INNOVATION LAB**
Keepin' it Real—Let's Talk Margin
- 10:00 AM – 11:00 AM MAIN STAGE SESSION**
The Case for Pursuing Mission & Margin
- 11:30 AM – 12:30 PM MAIN STAGE SESSION**
Value Beyond Capital: Enhancing Returns and Building Relationships
- INNOVATION LAB**
How to Begin Your Journey in Value-Based Care
- 1:00 PM – 2:00 PM MAIN STAGE SESSION**
Taking Your Show on the Road: Bridging Care Gaps by Extending Services into the Community

- 1:00 PM – 2:00 PM INNOVATION LAB**
Customizing a Value-Based Care Strategy for Operators
- 2:30 PM – 3:30 PM MAIN STAGE SESSION**
Opportunities in Behavioral Health
- INNOVATION LAB**
What Capital Sources Need to Know About Operators
- 4:00 PM – 5:00 PM MAIN STAGE SESSION**
Valuations – Avoiding the Rough and Deploying Capital Prudently
- 5:00 PM – 6:30 PM Networking Reception**
South Tower - 3rd Floor
Marina Ballroom

FRIDAY, MARCH 3

- 7:00 AM – 9:00 AM On-site Registration and Badge Pick-up**
North Tower - Lobby Level
(2nd Floor) Conference Entrance
- 8:00 AM – 11:00 AM Pacific Ballroom Networking Lounge**
North Tower - Ground Level
(1st Floor) Pacific Ballroom
- San Diego Ballroom Networking Lounge**
North Tower - Lobby Level
(2nd Floor) San Diego Ballroom
- 8:00 AM – 10:30 AM Attendee Resources**
- 8:30 AM – 9:30 AM MAIN STAGE SESSION**
The Trends and Opportunities in Medicare all Types of Operators Should Be Tracking
- 10:00 AM – 11:00 AM MAIN STAGE SESSION**
Data Town Hall

NIC Café and Kosher meal schedule on page 9.

Important Information to Know



On-site Registration and Badge Pick-up

North Tower, Second Floor (Lobby Level), Conference Entrance

Hours:

Wednesday, March 1	7:00 AM – 6:30 PM
Thursday, March 2	7:00 AM – 6:00 PM
Friday, March 3	7:00 AM – 9:00 AM

Mailed Badges

Conference attendees who registered and paid by January 30, should have received a badge in the mail so there is no need to stop by the NIC Registration counter – you can skip the line! Upon entering the conference space, your badge will be quickly scanned to mark your attendance. Then you are ready to network and learn!

Name Badge and Lanyard Colors

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

R	Senior Housing & Care Provider (Operator)
Y	Healthcare Provider/Payer
O	Developer
G	Lender/Debt Provider
B	Products/Services and Transactional Services
P	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 2023 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 his/her/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 via 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. In our new conference mobile app, you can now 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):

Wednesday, March 1	9:00 AM – 5:00 PM
Thursday, March 2	8:00 AM – 4:30 PM
Friday, March 3	8:00 AM – 10:30 AM



Coat & Item Check

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

Located:

*North Tower, Second Floor (Lobby Level) -
Marriott Grand Ballroom East Registration Desk*

Wednesday, March 1	7:00 AM – 7:30 PM
Thursday, March 2	7:00 AM – 7:00 PM
Friday, March 3	7:00 AM – 11:30 AM



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.

Located:

*North Tower, First Floor (Ground Level) —
Pacific Ballroom Networking Lounge and Pacific Ballroom Foyer*

*North Tower, Second Floor (Lobby Level) —
San Diego Ballroom Networking Lounge*

*North Tower, Second Floor (Lobby Level) —
Marriott Grand Ballroom Foyer*

South Tower, Third Floor—Top of Escalators



Headshot Lounge

Need to update your professional photo? Put your best face forward and stop by the Headshot Lounge to have your complimentary portrait taken.

Use the kiosk provided in the Headshot Lounge to see and send your photo instantly.

Located:

*North Tower, First Floor (Ground Level) -
Pacific Ballroom Networking Lounge*



LinkedIn® Corner

LinkedIn has become THE place for professionals. The professional network helps you share your skills and experience with colleagues, customers, peers, and potential employers. Having a robust profile helps you grow your professional brand. Skilled coaches will help you stand out from the crowd, capture and keep attention and enhance your networking. Stop by to 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

Located:

*North Tower, First Floor (Ground Level) -
Pacific Ballroom Networking Lounge*



Individual Private Workspaces

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 one of the provided individual private workspaces.

Located:

*North Tower, Second Floor (Lobby Level) -
Marriott Grand Ballroom Salons 10-13 Foyer*

On-site Attendee Resources



NIC Conference Mobile App

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

- Conference schedule
- Up-to-date attendee list
- Speaker presentations and handouts
- Attendee profiles
- Maps, and much more

To download the app—search for “NIC Events” in your iTunes App Store or GooglePlay store. To access the desktop version go to networking.nic.org.



Shoe Shine

They say NIC conferences are a marathon not a sprint. No matter how fast you walk or run, we have you covered. Polish your look with a complementary shoe shine. Don't have time to sit for a shine? Simply drop off your evening or next-day shoes for a shine and pick them up by the end of the day. And for those who are wearing a skirt or dress, we have you covered—literally. Leg blanket covers are offered to give you a more comfortable experience when sitting in those high shoe shine chairs!

Located at:

*North Tower, First Floor (Ground Level) -
Pacific Ballroom Networking Lounge*



Relaxation Station

Take a break from your busy schedule and visit the Relaxation Station to enjoy an upper-body chair massage between business meetings and sessions.

Located:

*North Tower, First Floor (Ground Level) -
Pacific Ballroom Networking Lounge*



Specialty Coffee Bar

Grab a complimentary cup of coffee between business meetings and sessions. Hot and cold options are available!

Located:

*North Tower, First Floor (Ground Level) -
Pacific Ballroom Networking Lounge Foyer*

Wireless Internet Access

Enjoy complementary wireless internet throughout the NIC Conference space.



Network: NICSPRING23
Password: VENTAS23



Networking Opportunities



The conference offers an abundance of networking opportunities to establish and build relationships. There are two complementary receptions and numerous networking spaces designed to make your time efficient.



Networking Lounges

Develop relationships and conduct business with industry peers in one of the two Networking Lounges, designed with comfort and efficiency in mind. Both spaces offer ample conversational areas available for business meetings and casual networking.

The San Diego Ballroom Networking Lounge is a more intimate space with places to meet with other attendees as well as companies that have Huddle Spaces.

The Pacific Ballroom Networking Lounge is the larger ballroom and will offer attendees a variety of resources including the Headshot Lounge, Relaxation Station, LinkedIn® Corner, and Shoe Shine.

Wednesday, March 1	9:00 AM – 5:30 PM
Thursday, March 2	8:00 AM – 5:00 PM
Friday, March 3	8:00 AM – 11:00 AM

Receptions

End your day with some fun and wind down with your peers! An area marked as “Conversations on Care” will be designated for those attendees who are interested in connecting around Partnering for Health.

South Tower, Third Floor - Marina Ballroom

Welcome Reception

Wednesday, March 1
5:30 PM – 7:00 PM

Networking Reception

Thursday, March 2
5:00 PM – 6:30 PM



Networking Opportunities

Support for First-time Attendees

First-time attendees have access to activities and resources specifically designed to help prepare for and quickly acclimate to the conference environment. First-time attendees can stand out by placing an identifying sticker on their badge. Stickers will be distributed at the First-time Attendee Gathering or can be picked up at any of the Conference Concierge desks.



First-time Attendee Gathering

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

South Tower, Third Floor - Marina Ballroom

• Wednesday, March 1 1:00 PM - 2:00 PM

First-time Attendee Seating in Main Stage Session Room

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.

Women's Networking Meetup

Women are invited to participate in an informal networking event co-hosted by American Seniors Housing Association, Argentum's Women in Leadership, and the Senior Housing Women's Initiative.

South Tower, Third Floor - Marina Ballroom

• Wednesday, March 1 11:00 AM - 12:00 PM



Cuisine Options & Kosher Accommodations



NIC Café

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. The NIC Café is located outside of the Main Stage Session Room.

North Tower, Second Floor (Lobby Level) - Marriott Grand Ballroom Foyer

Wednesday, March 1

9:00 AM – 5:30 PM	All-day Break Items
9:30 AM – 10:30 AM	Morning Break
11:30 AM – 1:30 PM	Lunch
3:00 PM – 4:00 PM	Afternoon Break

Thursday, March 2

7:30 AM – 5:00 PM	All-day Break Items
7:00 AM – 9:00 AM	Breakfast
10:00 AM – 11:00 AM	Morning Break
11:30 AM – 1:30 PM	Lunch
3:00 PM – 4:00 PM	Afternoon Break

Friday, March 3

7:00 AM – 11:00 AM	All-day Break Items
7:00 AM – 9:00 AM	Breakfast
10:00 AM – 11:00 AM	Morning Break



Kosher Meals

Glatt kosher options are available for attendees who requested kosher meals in advance. Glatt kosher mealtimes follow the NIC Café schedule.

North Tower, Second Floor (Lobby Level), Marriott Grand Ballroom Salon 10

NICMAP VISION

THE MOST TRUSTED DATA & ANALYTICS FOR SENIOR HOUSING & CARE

- ✓ Active Adult
- ✓ Independent Living
- ✓ Assisted Living
- ✓ Memory Care
- ✓ Nursing Care
- ✓ CCRCs

15+
Years of Historical
Market Performance
Data

35K+ Properties
Nationwide with
Inventory Data

1B+ Demand &
Demographic
Data Points

Rate & Occupancy
Data for
140 Markets

OUR HOURS:

WEDNESDAY
March 1, 2023
9AM - 5:30PM

THURSDAY
March 2, 2023
8AM - 5PM

FRIDAY
March 3, 2023
8AM - 11AM

Location: Pacific Ballroom Section 23

THERE'S NO SUBSTITUTE FOR A GOOD CONVERSATION

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



General Information

Business Center

A Fed-Ex managed business center is available for use during the following times:

Wednesday, March 1	7:30 AM – 6:00 PM
Thursday, March 2	7:30 AM – 6:00 PM
Friday, March 3	7:30 AM – 6:00 PM

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 Marriott Marquis San Diego Marina security.

Minyan

A space is available for use to observe Minyan.

North Tower, Second Floor (Lobby Level) - Marriott Grand Ballroom 13

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.



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.



Be Social

Join the social buzz & share your conference experience using

#NICSPRING23



ntl_invctr



@Nat_Inv_Ctr

Education Sessions



NIC educational sessions are meticulously crafted to offer attendees relevant, timely, and actionable insights on the newest trends in care and housing. Sessions will feature healthcare and senior living thought leaders sharing knowledge and strategies that fellow stakeholders need to know to better serve older adults. Educational programming at the 2023 NIC Spring Conference offers 10 main-stage sessions and five Innovation Lab workshops designed for interactive discussions.

Sessions are designed based on three formats:

Main Stage Presentations

Industry experts and respected business leaders will present and discuss timely, relevant, and actionable insights.

💡 Innovation Lab

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.

🗨️ braindate™

Share your knowledge and book one-on-one or group conversations called “braindates” with other participants on the Braindate platform



Daily Session Schedule



Wednesday, March 1

Main Stage Sessions

2:45 PM – 4:00 PM

The “Wellness Revolution:” Defining the Future of Care in Senior Housing

4:30 PM – 5:30 PM

Emerging Value-Based Care Opportunities for Senior Housing & LTC Operators

Innovation Lab

4:30 PM – 5:30 PM

Active Adult Tools for Success: Market, Product, and Lifestyle

All education sessions take place in a portion of the Marriott Grand Ballroom, located in the North Tower, Lobby Level, (2nd Floor)
If you prefer to enjoy the sessions in a less crowded environment, visit the Live Streaming Lounge outside of the Pacific Ballroom.

2:45 PM – 4:00 PM | Main Stage Session

The “Wellness Revolution:” Defining the Future of Care in Senior Housing

As the senior housing sector increasingly integrates healthcare services into housing offerings, defining “wellness” and how it is measured will be critical to determine capital and operational needs. This marquee session will help frame what “wellness” is; how a focus on wellness can not only improve resident health but also the bottom line; the behavioral, social, and biological health needs that define it; new and emerging innovations and technologies to support wellness; and how those services can be provided and paid for. Join us for this marquee panel that will set the stage for the future of care in senior housing.

Moderator:

Colin Milner, Chief Executive Officer, International Council on Active Aging

Co-moderators:

Diane Burfeindt, Managing Partner, Trilogy Connect

Lynne S. Katzmann, PhD, Founder & CEO, Juniper Communities

SCAN ME



**Connect with Attendees
During and After the
NIC Spring Conference!**

**Download the NIC Conference
mobile app.**

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





4:30 PM – 5:30 PM | Main Stage Session

Emerging Value-Based Care Opportunities for Seniors Housing & LTC Operators

Payers and Providers need access to Seniors Housing and Long-Term Care operators to achieve scale. This session will highlight three revenues generating value-based care partnerships options in senior care. These three models, primary care groups, share savings with ACO's and development of special need plans can not only create higher enrollment to spread risk and increase revenue for operators but reduce unnecessary hospitalizations.

Moderator:

Anne Tumlinson, Founder & CEO, ATI Advisory

Panelists:

Chris Dawe, Acting President, Curana Health Medical Group

Jim Lydiard, Chief Strategy Officer, HarmonyCares

Grant Severson, Vice President, Optum Senior Community Care

4:30 PM – 5:30 PM | Innovation Lab

Active Adult Tools for Success: Market, Product, and Lifestyle

Baby Boomers are seeking active, community-based housing alongside generational peers, causing many senior living analysts to predict outsized demand for Active Adult properties over the next 10 years. For those interested in entering the Active Adult space, this boot-camp style session will use case studies to teach attendees:

- How to start an Active Adult property: what investors should look for and what operators should incorporate.
- How to position an Active Adult property for a specific market.
- How to make Active Adult properties appeal to the target demographic.

Facilitators:

Mitch Brown, Principal, Senior Housing Consulting

Richard M. Gollis, Co-founder and Principal, The Concord Group

Michael E. Joseph, President/Secretary, Clover Capital Management Inc.

Beth Mace, Chief Economist, NIC

Laurie Schultz, Principal & Founder, Avenue



Daily Session Schedule



Thursday, March 2

Main Stage Sessions

8:00 AM – 8:30 AM	NIC Welcome
8:30 AM – 9:30 AM	The Future of Health and Healthcare: How Will Senior Living Operators Differentiate Themselves?
10:00 AM – 11:00 AM	The Case for Pursuing Mission & Margin
11:30 AM – 12:30 PM	Value Beyond Capital: Enhancing Returns and Building Relationships
1:00 PM – 2:00 PM	Taking Your Show on the Road: Bridging Care Gaps by Extending Services into the Community
2:30 PM – 3:30 PM	Opportunities in Behavioral Health
4:00 PM – 5:00 PM	Valuations – Avoiding the Rough and Deploying Capital Prudently

Innovation Labs

9:45 AM – 11:00 AM	Keepin' it Real – Let's Talk Margin
11:30 AM – 12:30 PM	Benefits of Integrating Primary Care into Senior Housing
1:00 PM – 2:00 PM	Customizing a Value-Based Care Strategy for Operators
2:30 PM – 3:30 PM	What Capital Sources Need to Know About Operators

All education sessions take place in a portion of the Marriott Grand Ballroom, located in the North Tower, Lobby Level, (2nd Floor)
If you prefer to enjoy the sessions in a less crowded environment, visit the Live Streaming Lounge outside of the Pacific Ballroom.

8:00 AM – 8:30 AM | Main Stage Session

NIC Welcome

Join us as we kick off the second day of the conference focused on Partnering for the Future of care and housing for older adults. NIC Board Chair and RSF Partners Managing Partner Kurt Read along with NIC President & CEO Ray Braun will share the latest updates on NIC's strategic initiatives designed to deliver on NIC's mission of enhancing access and choice for older adults through data, analytics, and connections.

Speaker:

Ray Braun, President & CEO, NIC

Kurt Read, Partner, RSF Partners and Board Chair, NIC



8:30 AM – 9:30 AM | Main Stage Session

The Future of Health and Healthcare: How Will Senior Living Operators Differentiate Themselves?

Integrating senior housing and healthcare will require innovations and disruptions that challenge the status quo. How can the senior housing sector combine the wide array of tools and services that currently exist with new and emerging data, technology, and staffing services to make integrated care a reality? Our marquee presentation will feature speakers from across various industries that are pioneering the ways in which communities can come together to fully integrate senior housing and healthcare.

Keynote Speaker:

Nirav R. Shah, M.D., MPH, Senior Scholar, Stanford University
Department of Medicine



9:45 AM – 11:00 AM | 💡 Innovation Lab

Keepin' it Real – Let's Talk Margin

The current economic situation—the increased cost of goods, the labor market, rising interest rates, etc.—has greatly affected the way senior housing leaders make deals and manage their portfolios. These economic changes continue to impact the sector, creating a new operating environment with compressed margins. This Innovation Lab will address the macro effects of the economy on senior housing operations and will outline operator challenges and new strategies and tactics to address them.

Emcees:

Maria Nadelstumph, Senior Vice President, Brandywine
Jerry Taylor, VP, Operations, National Health Investors

Facilitators:

Joe Daniels, VP, Business Development, Direct Supply
Beth Mace, Chief Economist, NIC
Tom Tabler, General Manager, Marriott Marquis San Diego Marina





10:00 AM – 11:00 AM | Main Stage Session

The Case for Pursuing Mission & Margin

This session will demonstrate how pursuing your organization's mission could enhance its margin, allowing investment in facilities, services, and people. Equity sources are increasingly seeking mission-driven operators who can deliver sustainable margin before they commit to investments. Learn as a panel of experts discuss how pursuing your mission can better position your organization to attract new residents and capital sources.

Moderator:

Kris Woolley, Founder & CEO, Avista Senior Living

Panelists:

Todd Austin, President & COO, Home Care Pulse

Jack R. Callison, Jr., CEO, Sunrise Senior Living

Arnold Whitman, Executive Chairman, Formation Capital Dana Scheppmann, Vice President, PGIM Real Estate

11:30 AM – 12:30 PM | Main Stage Session

Value Beyond Capital: Enhancing Returns and Building Relationships

What should operators look for in a capital source, and what can capital sources do to better support the operations of their partners? Listen to a variety of perspectives from capital providers and senior living leaders about how capital providers can work with their operating partners to help them to drive efficiency in operations during this main stage panel session. Strategies discussed will include purchasing power through economies of scale, improved group insurance plans, easier adoption of better technology, and much more.

Moderator:

Joel Mendes, Managing Director, JLL

Panelists:

Derick Apt, EVP, Corporate Finance, Providence Administrative Consulting Services (PACS)

Vikas Gupta, SVP, Acquisitions & Development, Omega Healthcare Investors, Inc.

Mark Hancock, CFO, Providence Administrative Consulting Services (PACS)

Nikki Joson, Vice President, Goldman Sachs

Jerry Liang, Chief Financial Officer, Benchmark Senior Living



Headshot Lounge

Need to update your professional photo? Put your best face forward and stop by the Headshot Lounge to have your complimentary portrait taken.

North Tower, First Floor (Ground Level) -
Pacific Ballroom Networking Lounge



11:30 AM – 12:30 PM | Innovation Lab How to Begin Your Journey in Value-Based Care

As healthcare migrates from acute care facilities to home-based settings, treating older adults in senior housing residences provides an opportunity to keep residents healthier. Emerging models such as value-based care can bring primary care into home-based settings, while increasing resident satisfaction and facility occupancy. This Innovation Lab will let participants discuss primary care models that benefit residents' health and operators' business models.

Emcee:

Jim Lydiard, Chief Strategy Officer, HarmonyCares

Facilitators:

Brian Cloch, Principal & Co-founder, Innovative Health

Shane Connor, VP, Senior Housing & Healthcare Group, Bull Realty

Laurie Geschrey, Director of Value-Based Care and Partner Relations, Pathway to Living

Dan O'Neill, Chief Commercial Officer, Pine Park Health

1:00 PM – 2:00 PM | Main Stage Session Taking Your Show on the Road: Bridging Care Gaps by Extending Services into the Community

Skilled nursing offers a wide range of services potentially deliverable outside of traditional institutional settings. Those needing skilled nursing services beyond that offered by home health increasingly desire to receive those services at home, including in seniors housing settings. This session will cover the wide range of options hospital and skilled nursing providers are exploring to extend their services into the community, including hospital-at-home, skilled-nursing-at-home, and community-based special needs plans (SNPs).

Moderator:

Kelsey Mellard, CEO, Sitka

Panelists:

Bruce Allen Leff, M.D., Director, The Center for Transformative Geriatric Research
Professor of Medicine, Johns Hopkins University School of Medicine

Fee Stubblefield, Founder and CEO of The Springs Living

Michael Kurliand, Vice President, Clinical Quality and Integration, MedWand



Save the Dates

Join us next time

2023 NIC Senior Housing Boot Camp

September 27

Minneapolis, MN

2023 NIC Data and Analytics Conference

September 28

Minneapolis, MN

2023 NIC Fall Conference

October 23-25

Chicago, IL

2023 NIC Skilled Nursing Boot Camp

October 25

Chicago, IL

2024 NIC Spring Conference

March 5-7

Dallas, TX



1:00 PM – 2:00 PM | 💡 Innovation Lab Customizing a Value-Based Care Strategy for Operators

Value-based care (VBC) plays an increasingly important role in senior housing and care, offering operators new tools to more closely integrate housing and healthcare services. In this hands-on “Innovation Lab” session, test your knowledge of the care model and work with fellow attendees to identify the first steps needed to build partnerships between housing and VBC providers.

Emcees:

Ben Burke, Managing Partner, Headwaters Group
Amy Kaszak, President, Special Needs Plans, AllyAlign

Facilitators:

Fred Bentley, Managing Director, ATI Advisory
Alan Fairbanks, Executive VP of Operations, Bickford Senior Living
Dan O’Neill, Chief Commercial Officer, Pine Park Health
Chirag Patel, M.D., Chief Medical Officer, Hansa Medical Groupe, LLC
Cheryl Phillips, President & CEO, SNP Alliance
Andrew Salmon, Director of Network Development, Salmon Health
Jill Sumner, VP, Population Health, American Health Care Association
Anne Tumlinson, Founder & CEO, ATI Advisory

2:30 PM – 3:30 PM | Main Stage Session Opportunities in Behavioral Health

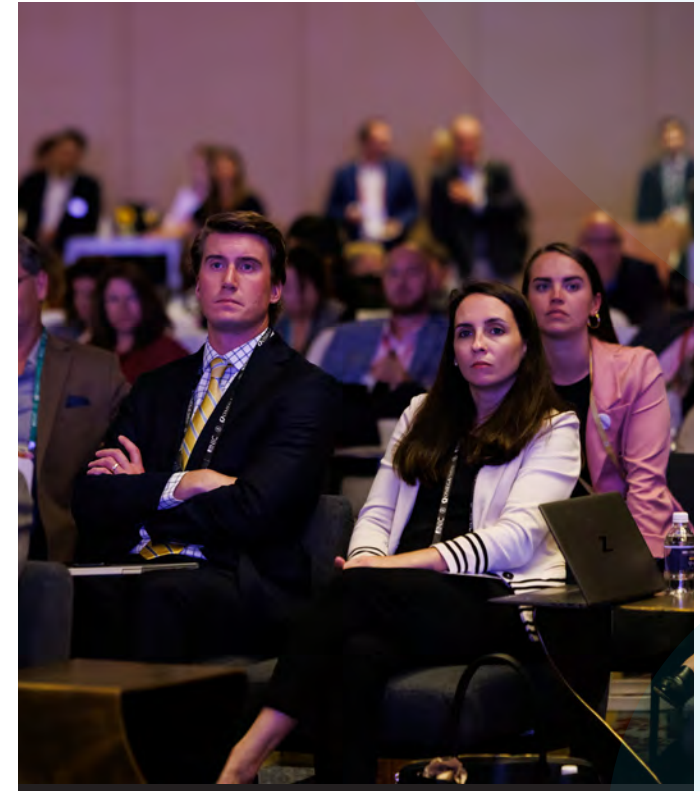
Recent data suggests two-thirds of senior housing residents have behavioral health challenges. This uncovers a significant opportunity for owners and operators to more closely integrate housing with care, which can improve residents’ well-being and mitigate growth in healthcare costs. This session will define behavioral health and identify gaps as well as opportunities in service offerings. Operators will learn how focusing on behavioral health improvement can help them make the strategic shift toward integrating housing and care in a value-based environment.

Moderator:

Ryan Brooks, Senior Principal, NIC

Panelists:

Richard Feldman, Co-founder and Managing Principal, Behavioral Health Advisory Group
Hilary Forman, Chief Clinical Strategies Officer, HealthPro-Heritage
Talya Nevo-Hacohen, Chief Investment Officer, Sabra Health Care REIT





2:30 PM – 3:30 PM | Innovation Lab

What Capital Sources Need to Know About Operators

The best partnerships between operators and capital providers start with transparency and an understanding of shared goals. In this session, capital providers will learn how to form a successful partnership: how to vet potential operators, the qualities that define a good operator, and the questions they should ask before entering a partnership; questions that delve beyond standard capital metrics and focus on critical content such as management culture, demographics, the owner-operation ratio, and more. Operators will learn which metrics are important to capital providers so they can prepare for conversations with potential investors. NIC MAP Vision data will be shared in this session.

Moderator:

John Getchey, Chief Investment Officer, ReNew REIT

Facilitators:

Michele Hughes, Asset Manager, Columbia Pacific Management

Katie Meyer, SVP, Operations, ReNew REIT

Morgin Morris, Senior Vice President, KeyBank

Arick Morton, Chief Executive Officer, NIC MAP Vision



4:00 PM – 5:00 PM | Main Stage Session

Valuations – Avoiding the Rough and Deploying Capital Prudently

Investors in 2023 must contend with a tighter money supply, rising capital costs, and a prolonged and uneven recovery. This panel will present views from debt, equity, brokers and appraisers about the debt market and sourcing construction debt. Learn how investors' expectations on cash flow recovery and the poorly deployed capital in the last five years are impacting valuations now.

Moderator:

Bill Kauffman, Senior Principal, NIC

Panelists:

Colleen Blumenthal, COO & Partner, HealthTrust, LLC

Clint Malin, Co-president & CIO, LTC REIT

Dague Retzlaff, Senior Vice President, Capital One

Josh Simpson, Managing Director, Meridian Capital Group

Dana Scheppmann, Vice President, PGIM Real Estate

Daily Session Schedule



Friday, March 3

Main Stage Sessions

8:30 AM – 9:30 AM The Trends and Opportunities in Medicare all Types of Operators Should Be Tracking
10:00 AM – 11:00 AM Data Town Hall

All education sessions take place in a portion of the Marriott Grand Ballroom, located in the North Tower, Lobby Level, (2nd Floor)
If you prefer to enjoy the sessions in a less crowded environment, visit the Live Streaming Lounge outside of the Pacific Ballroom.

8:30 AM – 9:30 AM | Main Stage Session

[The Trends and Opportunities in Medicare all Types of Operators Should Be Tracking](#)

Medicare and Medicare Advantage have become increasingly popular as the U.S. population ages, and more people are in line to participate in the largest federal healthcare program down the road. A prime opportunity exists for all operators to learn about the recent trends in Medicare and where the program is headed in the future. Medicare experts will speak about how even private pay senior housing industry can tap into Medicare payment models and educate themselves on this growing constituency.

Presenter:

Kurt Read, Partner, RSF Partners

Moderator:

Kelsey Mellard, CEO & Founder, Sitka

Keynote:

Dr. Sachin H. Jain , Chief Medical Officer, CareMore



10:00 AM – 11:00 AM | Main Stage Session

Data Town Hall

Everyone is welcome to join the Data Town Hall led by NIC President & CEO, Ray Braun, for a discussion focused on identifying where the opportunities remain for stakeholders to further advance transparency in senior housing and skilled nursing through additional data or metrics. What are the data or metrics that you seek for more insightful benchmarking or analyses and more informed decision-making? In addition, learn about the expanding product offerings from NIC MAP Vision for yet deeper insights into the market and emerging trends.

This session features NIC MAP Vision data.

Presenters:

Ray Braun, President & CEO, NIC

Chuck Harry, Chief Operating Officer, NIC

Beth Mace, Chief Economist, NIC

Arick Morton, Chief Executive Officer, NIC MAP Vision



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.

NIC promotes transparency, which improves the flow of capital. Thousands of subscribers enjoy original content published by NIC every week of the year, including interviews, analysis, the latest market trends, industry insights, and more.

NIC is also a platform for thought leadership and a catalyst for a new generation of leaders and innovators. We support a bright future through our Future Leaders Council, internship program, scholarships, academic outreach, and research partnerships.

Partners and sponsors have many valuable opportunities to align with our brand and our mission. [Learn More](#).

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- Executive Survey Insights
- Insights from NIC MAP® data, powered by NIC MAP Vision
- Skilled Nursing COVID-19 Tracker
- COVID-19 Impact Study (NORC at the University of Chicago)
- Lending Trends Report
- The Forgotten Middle: Middle Market Senior Housing Study



Sponsorship Opportunities

Whether your goal is to gain year-round brand visibility, boost executive exposure and corporate thought leadership, grow your footprint at a premier national event, or align with the NIC mission, NIC offers a variety of options, all of which connect you with decision-makers in senior living.

NIC produces and publishes timely, original content every week of the year. NIC content is often quoted in industry and national news outlets and is widely trusted and relied upon across the industry. Your sponsorship aligns your brand with the most trusted source of insight and thought leadership available in senior housing. We also offer sponsors the opportunity to submit their own original content, from white papers to leader interviews.

NIC Content Sponsorships

- Newsletters and blogs
- Podcasts and webinars
- Executive interviews

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 and the NIC Spring Conference.

Visit nic.org/sponsorship today!

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Electronic Final Program



Event Website



Meetup Points



Headshot Lounge



Speaker Ready Lounge



NIC Welcome Reception



Turndown Service



Networking Space



Tip of the Week



Conference Countdown Clock



Graphic Recording



NIC Networking Reception



Shoe Shine



NIC Welcome Reception



LinkedIn Corner



Know Before You Go Email



NIC Conference Mobile App



Escalator Clings



Evening Amenity - Thursday



Hotel Room Keys



Escalator Clings



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



Specialty Coffee Bar



Evening Amenity - Wednesday



Hydration Stations - Conference Space



Schedule-at-a-Glance



Badges & Lanyards



Kosher Accommodations



Daily Onsite Email & Tip of the Week



Elevator Clings



Relaxation Station



Tip of the Week



Kosher Accommodations



NIC Café



Electronic Preliminary Program



Wireless Internet



Individual Private Workspaces



Women's Networking Meetup



Live Streaming Area



NIC Scholarship Program



Welcome Signage



NIC Café



Ziegler
CAPITAL :: INVESTMENTS :: ADVICE
Welcome Area Gesture

Thank You!



2023 Spring Planning Committee

Colleen Blumenthal, MAI, Co-chair, COO & Partner, HealthTrust, LLC

Peter Longo, Co-chair, Principal & Managing Partner, Cantex Continuing Care Network

Joel Mendes, Co-chair, Managing Director, JLL

Ray Braun, Staff Contact, President & CEO, NIC

Ryan Brooks, Senior Principal, Healthcare, NIC

Diane Burfeindt, Managing Partner, Trilogy Connect

Benjamin Burke, Managing Partner, Headwaters Group

Brian Cloch, Principal & Co-founder, Innovative Health

Jamie Cobb, Managing Director, Columbia Pacific Advisors

Hilary Forman, PT, RAC-CT, Chief Clinical Strategies Officer, HealthPro-Heritage

John Getchey, Chief Investment Officer, ReNew REIT

Vikas Gupta, SVP, Acquisitions & Development, Omega Healthcare Investors, Inc.

Brandi Healey, VP, Asset Management, Harrison Street

Chuck Harry, Chief Operating Officer, NIC

Amy Kaszak, President, Special Needs Plans, AllyAlign Health

Lynne Katzmann, Founder & CEO, Juniper Communities

Joseph Kiernan, Chief Strategy Officer & SVP, Network Development, Ocean Healthcare

Michael Kurliand, Director, Telehealth & Process Improvement, West Health

James Lydiard, Chief Strategy Officer, US Medical Management

Beth Mace, Chief Economist, NIC

Sheryl Marcet, Chief Investment Officer, Arcus Healthcare Partners

Kelsey Mellard, CEO & Founder, Sitka

Morgin Morris, Senior Vice President, KeyBank Real Estate Capital

Maria Nadelstumph, SVP, Brandywine Center of Excellence, Brandywine Living

Jessica Pearce, Program & Professional Development Manager, NIC

Dague Retzlaff, Senior Vice President, Capital One

Jerry Taylor, Vice President, Operations, National Health Investors

John Rijos, Chairman & CEO, Chicago Pacific Founders

James Thompson, SVP & Executive Lending Officer, Healthcare Banking & Finance, Signature Bank

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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

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