LeadingAge® Minnesota

Strategic Development in Turbulent Times

The Critical Importance of Engaged Boards for Our Changing Future

A virtual workshop for executive and board teams

Governance Intensive

Tuesday, June 27, 2023 • 3–6 p.m. • Virtual

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Organizations and their governing boards are now working through post-pandemic scenarios and strategic planning. At the same time, they are addressing the very urgent challenges that existed pre-pandemic which are now amplified to the point of crisis for many organizations.

Accelerating pressures around healthcare value, provider-based risk, social determinants of health, and health equity are challenging providers to adapt, evolve, and integrate.

While these changes may imperil some providers, others can prepare for opportunity and position for success. How ready is your board?

This virtual session will consider:

- **Where and how governance needs to evolve.**
- **How other organizations have innovated their approach to board engagement.**
- **Five questions you need to ask about your own board engagement.**
- **Strategies to consider to increase your board's engagement.**

This program is made possible with support from the LeadingAge Minnesota Foundation Ronald Patterson Governance Fund.

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Program Schedule

3 p.m.

Top Trends Affecting Older Adult Services: A Governance Perspective

Hear key trends in our field extracted from Ziegler's extensive proprietary research and provider case studies and discuss how governing boards can leverage this business intelligence into their strategic planning process.
Aaron Schroeder, Director, and Christie Rappl, Vice President, Ziegler, Minneapolis (invited)

3:25 p.m.

Strategic Planning and Development

Andy Edeburn, Owner/Founder, Elder Dynamics, Minneapolis

The Evolving State of Aging Services

- Discuss the evolving state of the aging services sector nationally and in Minnesota and the urgent need for adept strategic development by governing boards.

Board Governance and Performance

- Describe the characteristics of both low- and high-performing boards.
- Evaluate your current board performance and identify potential strategies to improve or adapt.
- Summarize how other organizations are adapting their approach to governance in the face of unprecedented challenges to our field.

BREAK

Exploring Next Steps and Opportunities

- Consider optional next steps for your organization which may include partnerships and discuss how to approach the conversation at the board level.
- Summarize the differing types of partnership arrangements for aging services providers, including provider-to-provider, hospitals, health plans, community services, etc.
- Differentiate the pros and cons of various options and the criteria often used in evaluating opportunities.
- Develop an approach to seizing opportunities, given organizational priorities and strategy.

This segment includes a 15-minute break and small group discussion.

5 p.m.

Member Experience Panel

Hear and learn from other member organizations about their partnering and governance perspectives.
Chris Knoll, CEO; and Kayo Aslagson, Board Chair, Minnewaska Community Health Services, Starbuck; and Dr. Penny Solberg, President/CEO, Spring Valley Living, Spring Valley

6 p.m.
Adjourn

Audience

This workshop is designed for executive leadership and board members from not-for-profit organizations.

Registration Information and Fees

- LeadingAge Minnesota Members/Board Members – $75 per person
- Prospective Members/Board Members – $125 per person

REGISTER HERE

Cut-off/Cancellation

Registration and cancellation deadline is 5 p.m. on Thursday, June 22, 2023. Cancellations must be made in writing and are subject to a $25 processing fee. This program will be recorded and made available to registered individuals unable to attend. LeadingAge Minnesota reserves the right to cancel this virtual workshop.

Continuing Education Credits

This program meets the CEU approval criteria for the Minnesota Board of Executives for Long Term Services and Supports (MN-BELTSS).

Questions?

Contact Olivia Scott at oscott@leadingagemn.org for registration assistance or Barbara Landeen at blandeen@leadingagemn.org regarding program content.

Featured speaker

Andy Edeburn, Owner and Founder of Elder Dynamics, is a 20+ year veteran of healthcare and older adult services consulting, specializing in senior care, acute, and post-acute services. Andy guides organizations through their strategic thinking and planning efforts, governance, hospital/health system and community-based partnerships, care coordination and care management programs, community-based care models, value-based thinking, new program and facility development/redevelopment efforts, and operational and performance improvement. Additional areas of expertise include communications strategy, acute/post-acute integration, provider network development, and managed care.

Prior to founding Elder Dynamics, Andy served as a principal in Premier's Strategy, Innovation and Population Health Advisory Practice and as a vice president with GE Healthcare Camden Group. He led the consulting practice area for continuum strategy and integration engagements at Health Dimensions Group in Minneapolis.