

2026 Convention Detailed Agenda

Idaho Health Care Association

July 29 – 30, 2026

Nampa Civic Center • 311 3rd St S • Nampa, Idaho

DAY 1 — Wednesday, July 29, 2026 • Aloha & Welcome!

7:30 – 8:30 AM

► **Check-In Opens**

Badge pickup • Presenting Sponsor

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 **PharMerica®**

8:30 – 10:00 AM • 1.5 CEU

► **Welcome & Keynote – Auditorium**

Building a Resilient Team: Remodel, ReNew and ReEnergize

Kathy Parry • Auditorium

Roadblocks and unforeseen adversity, both personal and professional, stretch us every day. Understand the different reactions to adversity and how to use them to better manage disruptions. Discover five ways to re-frame disruptive events so that new ideas and attitudes are generated. Learn to escalate both personal and organizational energy levels to decrease absenteeism and increase retention and productivity.

 **BREAK 10:00 – 10:15 AM** • *Grab a refreshment & enjoy the aloha spirit!*

10:15 – 11:30 AM • 1.25 CEU

► **Recognition Awards & AHCA/NCAL Report – Auditorium**

LaShuan Bethea, Executive Director, NCAL • Auditorium

In this national update, LaShuan Bethea will provide a comprehensive overview of the current landscape of the assisted living sector — highlighting NCAL's priorities, federal and state policy developments, and key initiatives shaping the future of assisted living nationwide.

1.25 CEU

► **Wound Workshop — Beyond the Basics of Wound Care: Integrating Advanced Modalities into Clinical Practice – Pacific Source Room**

Wound medicine in post-acute long-term care settings extends beyond standard moist wound healing interventions when patient complexity and wound-specific barriers impede progress. Factors such as impaired perfusion, infection, edema, and systemic illness frequently contribute to delayed or stalled healing.

This session will focus on practical, evidence-based strategies to enhance clinical decision-making using advanced assessment technologies and therapeutic treatment modalities. Emphasis will be placed on improving diagnostic accuracy for skin assessments and blood flow to the extremities, supporting regulatory compliance for pressure ulcer/injury prevention, and expanding treatment options beyond traditional dressings.

 **TRADESHOW 11:30 AM – 1:30 PM** • **Open to Everyone** • **Lunch at 12:00 PM**

1:45 – 3:00 PM • 1.25 CEU

► **The New Workforce Blueprint: Reinventing Recruitment, Hiring & Staffing – Auditorium**

Gina Mancini

A forward-looking session on innovative strategies for attracting, hiring, and retaining healthcare talent in today's competitive environment.

1.25 CEU

► **Wound Workshop — LEAP UP: A Structured 5-step Management Program – Pacific Source Room**

It is estimated that over 150,000 to 200,000 lower extremity amputations performed annually in the United States due to chronic wounds. 60-70% of all lower extremity amputations are related to chronic wounds, especially diabetic foot ulcers and peripheral vascular disease.

The evidence is clear: numerous studies and peer-reviewed articles have shown that chronic ulcers can be prevented with appropriate skin care practices.

This session is for teams focused on Lower Extremity Amputation Prevention (LEAP) and general Ulcer Prevention (UP), and how to integrate with key wound and skin care protocols. Ideal for CNAs, LPNs and interdisciplinary wound care teams.

 **BREAK 3:00 – 3:15 PM** • **Recharge & refresh!**

3:15 – 4:30 PM • 1.25 CEU

► **Referee Leadership – Auditorium**

David Posner • Health Care Ref

Drawing parallels between the art of refereeing and healthcare leadership, this session delivers practical skills in decisiveness, conflict resolution, resilience, impartiality, and effective communication.

1.25 CEU

► **Wound Workshop — Best Practices in Lymphedema Care for Senior Care Providers – Pacific Source Room**

Lymphedema is frequently encountered in skilled nursing settings and can significantly impact mobility, comfort, skin integrity, and risk for complications, yet even experienced SNF nurses often find day-to-day management and documentation challenging — particularly when residents have multiple comorbidities, fragile skin, fluctuating edema, or unclear treatment goals — so this session provides senior care professionals with a practical review of current best practices for identifying, assessing, and supporting individuals living with lymphedema, including common risk factors and causes, early warning signs, skin and wound prevention strategies, appropriate compression considerations, movement and positioning approaches, and when to refer to specialized lymphedema services, with emphasis on realistic, team-based care plans, resident education, and strategies to reduce complications such as infection and functional decline.



IHCA Birthday Party Mixer! 4:30 – 6:00 PM

• **Games** • **Music** • **Food** • **Drinks**



DAY 2 — Thursday, July 30, 2026 • Mahalo & Celebrate!



7:30 – 8:30 AM

► **Check-In Opens**

Badge pickup & morning networking

8:30 – 9:30 AM • Concurrent Sessions • 1 CEU

North Banquet ▶ Marketing as an Introvert

David Posner

Introverts possess unique strengths for exceptional marketing. This session highlights how deep listening, thoughtful communication, and authenticity drive powerful marketing results — helping you build genuine client relationships and leverage social media with confidence.

Central Banquet ▶ RHTP Grant: What Does It Mean to You?

Angela Hillehiem and Panel

This seminar will introduce a coordinated rural healthcare model designed to deliver the right care at the right time through integrated technology, including wearable monitoring, pharmacy collaboration, 24/7 nursing access, telehealth, education, and care coordination. Participants will learn how these strategies can reduce avoidable 911 calls, emergency department visits, and hospitalizations while improving patient outcomes. Beginning in Idaho's rural communities with the goal of statewide expansion, this initiative is designed to demonstrate measurable improvements in quality, access, and cost of care. The outcomes from this program will serve as the foundation for requesting restoration of the 4% Medicaid reimbursement reductions by demonstrating that strategic investment in coordinated care can reduce overall healthcare spending while improving patient outcomes.

South Banquet ▶ Minimizing Caregiver Burnout in Memory Care Settings

Jen Wilson

Reducing caregiver stress and burnout, especially in dementia care, is essential for success in any healthcare setting. This session brainstorms the main stresses and burdens that cause caregiver burnout, shares practical, hands-on strategies to increase caregiver joy and reduce costly turnover, and offers proven tools to renew caregivers' passion for their jobs while increasing the joy of residents in their care.

Home Federal ▶ Food Safety Deep Dive: Improve Resident Safety & Regulatory Outcomes

Kelee Hansen

Identify the four most important actions to prevent resident foodborne illness, review common food safety citations in senior living and skilled nursing kitchens, and explore a team approach to building a regulatory-ready food safety culture.

Pacific Source ▶ Building Infection Prevention Practices that Endure

Kelley Knappek

A review of standard, transmission-based, and enhanced barrier precautions — and how to make them stick through strong policies, staff education, compliance monitoring, and ongoing surveillance for a culture of continuous improvement.

 **BREAK 9:30 – 9:45 AM** • Aloha break time!

9:45 – 10:45 AM • Concurrent Sessions • 1 CEU

North Banquet ▶ New Medicaid Handbook Changes & The Medicaid Application Process

Chris Barrott, Kristin Matthews and panel

Central Banquet ▶ RHTP Grant: AI and Wearables in Action

Josh Studzinski

South Banquet ▶ Behavioral Planning for Assisted Living Facilities

Jo Black, RN

Maladaptive behaviors pose significant challenges for assisted living facilities. This session covers what constitutes a maladaptive behavior, effective behavioral plan examples, staff documentation best practices, and how to review and revise plans to meet IDAPA standards.

Home Federal ▶ The Story Behind the Behavior: Practical Trauma-Informed Care

Justin Smiley & Megan Meinberg

An interdisciplinary model that integrates multiple trauma-informed tools and processes into a practical, person-centered approach. These real-world strategies support regulatory compliance while improving resident outcomes and quality of life. Participants will leave with actionable tools and strategies that can be tailored to their own communities.

Pacific Source ▶ New Dietary Guidelines for Americans: Menu & Potential Regulatory Changes

Kelly Dimond, RDN, LD

Explore the 2025 Dietary Guidelines changes impacting senior living and skilled nursing menus — including whole grain incorporation, reducing added sugars, and navigating potential regulatory shifts while keeping residents satisfied.

 **BREAK 10:45 – 11:00 AM**

11:00 AM – 12:00 PM • Concurrent Sessions • 1 CEU

North Banquet ▶ How to Retain Your Best Employees

Justin Stenquist & Maria Hart

Central Banquet ▶ RHTP Grant: Tech Integration

Dr. Schoch & Angela Hilleshiem

This seminar will introduce a coordinated rural healthcare model designed to deliver the right care at the right time through integrated technology, including wearable monitoring, pharmacy collaboration, 24/7 nursing access, telehealth, education, and care coordination. Participants will learn how these strategies can reduce avoidable 911 calls, emergency department visits, and hospitalizations while improving patient outcomes. Beginning in Idaho's rural communities with the goal of statewide expansion, this initiative is designed to demonstrate measurable improvements in quality, access, and cost of care. The outcomes from this program will serve as the foundation for requesting restoration of Medicaid reimbursement rates and reversing the 4% reduction by demonstrating that strategic investment in coordinated care can reduce overall healthcare spending while improving patient outcomes.

South Banquet ▶ Where AI Is Delivering ROI in Long-Term Care

Spencer Jones & Michael Nielsen

Explore where AI delivers the greatest impact in LTC today — from improving occupancy and referral management to optimizing scheduling and workforce operations, and strengthening compliance and survey readiness with practical, real-world applications.

Home Federal ▶ The Future of Value Based Care 2026 and Beyond

Eric Palm & Keith Persinger (Provider Partners)

Pacific Source ▶ Hidden Refunds: Recovering Sales Tax on Medical Supplies in Idaho

Aaron Giles (Agile Consulting Group)

Idaho healthcare providers may be overpaying sales tax on wound care products and other medical supplies. This session explains how to identify qualifying exemptions, pursue prior-period refunds, and strengthen future compliance processes.

 **12:00 – 1:30 PM • Lunch & Membership Meeting — All Attendees, Main Hall**

1:30 – 2:30 PM • Concurrent Sessions • 1 CEU

North Banquet ▶ Clinical Indicators & SNF Reimbursement: Driving Outcomes Through IDT Collaboration

Sabrena McCarley, MBA-SL, OTR/L, RAC-CT, QCP, FAOTA

Explore how interdisciplinary team collaboration supports accurate identification and documentation of clinical indicators — including SDOH and chronic disease factors — to strengthen care planning and ensure documentation aligns with PDPM, managed care, and value-based purchasing.

Central Banquet ▶ Choosing Excellence: Creating a Relevant and Effective QAPI Program

Rebecca Evans

Move beyond paper compliance to cultivate a true culture of quality. This workshop provides practical strategies and actionable insights to transform Quality Assurance & Performance Improvement from a daunting task into a dynamic engine for excellence across all departments. Discover how to engage staff, overcome common challenges, and drive continuous improvement. Participants will: (1) Define the expected elements of a QAPI program and understand why they matter; (2) Describe who should be participating in QAPI and why this is important; (3) Understand how to effectively apply a structured improvement cycle.

South Banquet ▶ 11 Things I've Learned About Leadership

Scott Mortensen (PACS)

Life is full of moments where we can let it pass us by, or we can grab the bull by the horns, step into leadership, and make an impact on the lives of those we serve, lead, and support. Drawing on lessons from his career as a former hospital CEO, senior living executive, and business owner, Scott shares practical, real-world insights you can apply today in your daily leadership.

Home Federal ▶ Understanding Idaho's New Guardianship Law: Key Changes & Practical Implications

Sean Beck & Amanda Bartlett

This session provides a practical overview of Idaho's new guardianship and conservatorship laws, highlighting key changes that take effect in 2027. Participants will compare the new law to the prior framework, review when guardianship or conservatorship may be appropriate, and explore less restrictive alternatives, including powers of attorney, supported decision-making, and advance health care directives.

Learning Objectives

By the end of this session, participants will be able to:

- **Identify** the significant changes to Idaho's guardianship and conservatorship laws and understand how they differ from prior law.
- **Recognize** when a guardianship or conservatorship may be appropriate and understand the legal standards governing these proceedings.
- **Evaluate** less restrictive alternatives to guardianship, including powers of attorney, supported decision-making, and advance health care planning, to help preserve individual autonomy whenever appropriate.

Pacific Source ▶ Beyond the Tremor: Recognizing & Managing Psychosis in Parkinson's Disease

Nathan Crapo, PharmD, BCGP (Acadia Pharmaceutical)

An in-depth review of hallucinations and delusions associated with Parkinson's disease psychosis — covering diagnosis, screening, appropriate management approaches, and the clinical efficacy and safety profile of pimavanserin (NUPLAZID®).

 **BREAK 2:15 – 2:30 PM • Almost pau hana!**

2:30 – 3:30 PM • Concurrent Sessions • 1 CEU

North Banquet ▶ New and Updated SNF Information

Nate Elkins

Central Banquet ▶ New and Updated ALF Information

Tom Moss

South Banquet ▶ The VITAL 5 Pillars of Effective Dementia Care

Eric Collett

Most people know that good communication lies at the heart of effective dementia care, but many struggle to know how to make sense of the many techniques and strategies out there. The VITAL 5 Pillars cuts through the clutter of possibilities by focusing on the five over-arching principles that good dementia care techniques derive from. When family and professional care partners understand the VITAL 5 Pillars, they are empowered to assess and understand challenging behavior and choose approaches that are truly individualized and person-centered. Participants will learn: (1) The true nature of emotional experience and what it means

to validate another's emotional experience; (2) What it means to be 'in the moment'; (3) The biggest roadblock to person-centered care and how to remove it; (4) Sensory deficits that commonly affect people living with dementia and how to accommodate them; (5) The two things knowing another's life history gives us that are critical to successful interactions.

Board Room ▶ ICF Board Meeting

For the ICF Executive Committee



3:45 PM • IHCA Foundation Raffle — MUST BE PRESENT TO WIN!



PRESENTER BIOS — Alphabetical

Amanda Bartlett *Attorney*

Amanda Bartlett is an attorney with Advanced Legal Planning PLLC in Boise, Idaho, where she focuses her practice on estate planning, elder law, guardianships and conservatorships, Medicaid planning, special needs planning, probate, and trust administration. Before entering private practice, Amanda spent more than 11 years with the Idaho Legislature's Office of Performance Evaluations, specializing in statutory and public policy analysis. She is a member of the Idaho State Bar and the National Academy of Elder Law Attorneys (NAELA).

Sean R. Beck *Attorney*

Sean R. Beck is a partner at Advanced Legal Planning, PLLC, and serves in the role of lead attorney in the firm's Disability, Medicaid Planning, and Elder Law practice areas. While he began practicing in 2008, for over a decade he has focused his practice solely on estate and disability planning, serving many families with children and other family members with developmental and other disabilities. Sean is a Certified Elder Law Attorney by the National Elder Law Foundation. He is a Member of the Special Needs Alliance, an invitation-only, national non-profit organization committed to the practice of disability and public benefits law, and he participates in several Idaho Bar sections.

LaShuan Bethea *Executive Director, NCAL*

LaShuan Bethea serves as Executive Director of the National Center for Assisted Living (NCAL), where she leads the organization's efforts to support assisted living providers, strengthen the workforce, elevate quality, and advance the profession at both the state and federal levels. In her national update session, she will share insight into NCAL's current priorities, federal and state policy developments, and the key initiatives shaping the future of assisted living across the country.

Jo Black *RN*

Jo Black was born and raised in Idaho and is a registered nurse and healthcare business owner. She is passionate about advocating for vulnerable populations and improving the quality of care for residents across Idaho. Through her work in long-term care, she strives to create compassionate, safe, and person-centered care environments through her business Treasure Valley Direct Nurse Contracting.

Nathan Crapo *PharmD, BCGP*

Nathan earned his Doctorate of Pharmacy degree from Midwestern University in Glendale, Arizona. Prior to joining Acadia Pharmaceutical as a Medical Science Liaison, he enjoyed eight years of clinical practice as a Board Certified Geriatric Pharmacist for the largest long-term care pharmacy in Arizona, where he led clinical education efforts and provided pharmacy consultation services across various levels of care. Outside of work, Nathan enjoys hiking, camping, and spending time with his wife and their four energetic children.

Eric Collett

Eric Collett is the Founder & CEO of A Mind For All Seasons, an innovative company that provides powerful tools to help long-term care professionals improve the cognitive, mental, and physical health of the people they serve. AMFAS also serves executives, professional athletes, and other private clients who want to optimize their brain health. He is a nationally recognized speaker, consultant and brain health expert, a licensed residential care administrator, a teacher at the College of Western Idaho, and has also taught at Boise State University. Eric passionately believes that lifelong learning is a key to finding powerful new solutions to significant challenges and has been working to change lives through innovative brain health interventions, dementia care techniques, program development, and leadership strategies since 2000.

Kelly Dimond *RDN, LD*

Kelly Dimond, Registered Dietitian, has been with S&S Nutrition Inc. for more than 20 years, primarily specializing in menu development. In her role, Kelly is actively involved in recipe testing, extension writing, and IDDSI implementation. S&S Nutrition Inc. provides menus for approximately 70 healthcare facilities across the United States. Outside of her professional work, Kelly and her husband Darin enjoy harvesting many of their own fruits and vegetables from the family farm.

Rebecca Evans *NHA, MSC-NH, RCFA*

Rebecca Evans, NHA, MSC-NH, RCFA is a Long-Term Care Consultant and Director of Operations for Consulting Resources. With experience in Nursing Facilities, Assisted Living, Memory Care, and Residential Care Facilities, Rebecca brings a comprehensive perspective to compliance strategies and quality improvement. She utilizes Baldrige framework based, data-driven methodology to guide system and process development with a focus on the vital importance of effective quality programs for meaningful, lasting improvements. She supports facilities with mandated corrections and Special Focus Facility status return to compliance. She holds active Nursing Home Administrator licenses in Oregon, Washington, Idaho, Colorado, and Montana, as well as Residential Care Facility Administrator licenses in Oregon and Idaho. She leads mock survey teams, guides root cause analysis, assists with writing and implementing plans of correction, policies, Independent Dispute Resolutions (IDRs) and developing and rehabilitating quality programs. She delivers large and small group training sessions and webinars for clients and trade associations and serves as a SME for the WA DSHS Aging and Long-Term Support Administration Training Unit, contributing to Mental Health and Dementia specialty course development and as a Silver Examiner for the AHCA Quality Awards.

Aaron Giles

Aaron C. Giles is the Founder and Managing Principal of Agile Consulting Group, a nationally recognized sales and use tax consulting firm with offices in Florida and Georgia. Before launching Agile in 2005, Aaron spent five years specializing in Sales & Use Tax consulting at Brown & Associates. He earned his B.A. in Economics from Emory University and his MBA with Honors from University of Florida Warrington College of Business. With more than 26 years of experience, Aaron has led hundreds of multistate audits and helped clients secure more than \$125 million in tax refunds and credits.

Kelee Hansen

Kelee Hansen represents S&S Nutrition Network, which provides Registered Dietitian clinical and food services consulting to healthcare, senior living, and residential living facilities and meal programs across the west. She has over 25 years of experience in food and nutrition services and helps clients build, develop, and lead food and nutrition services teams; refine menus and production systems; enhance dining service models; identify and implement food cost and labor savings; improve regulatory compliance; and develop programs and systems to improve outcomes and enhance the resident and team member experience.

Maria Hart *Senior Vice President of Human Resources, Pennant Services, Inc.*

Maria Hart is the Senior Vice President of Human Resources at Pennant Services, Inc., where she leads people strategies across diverse operations spanning coast to coast. With a unique foundation in law, Maria practiced for seven years before transitioning into HR — a shift that has shaped her thoughtful, strategic approach to leadership, compliance, and organizational culture. At Pennant, she partners closely with leaders to strengthen engagement, guide organizations through change, and design workplace practices that support both performance and employee well-being. Her work focuses on building adaptable, resilient teams and fostering environments where people can succeed and stay. Outside of her professional role, Maria is an avid runner and mountain climber, and brings that same endurance and determination to her work. She is also a proud mother of four, balancing a dynamic career with a deep commitment to family.

Angela Hilleshiem

Angela Hilleshiem, RN, is a healthcare executive, entrepreneur, and consultant with more than 30 years of experience leading healthcare organizations across the continuum of care. She has founded multiple healthcare companies, served in executive leadership roles, and brings expertise in clinical operations, strategy, and organizational growth. Angela currently helps lead Idaho's Rural Health Transformation Program (RHTP), advancing innovative partnerships and solutions that improve access, quality, and outcomes for rural communities. She is passionate about developing sustainable healthcare models that enhance the lives of seniors and underserved populations.

Spencer Jones *VP of Partnerships, Veras*

Spencer Jones is VP of Partnerships at Veras, an AI-powered workforce management platform built specifically for long-term care and senior living operators. His background spans hospitality and technology — starting as an Operations Manager at Marriott International in Scottsdale, where he learned firsthand that the guest experience lives and dies by the people delivering it. That conviction deepened at Qualtrics, where he saw the data behind it: when you understand what matters to your employees and genuinely invest in their experience, they take care of your customers — and your business follows. Outside of work, Spencer enjoys biking, swimming, and golf, and takes every chance he can to travel with his wife — preferably somewhere with a beach.

Kelley Knappek *CIC, CWON*

Kelley Knappek is a nurse and healthcare quality professional with dual certifications in Infection Prevention and Control (CIC) and Wound Ostomy Nursing (CWON). With over a decade of diverse clinical experience spanning long-term care, acute care, and public health settings, she has established herself as a national leader in infection prevention education and practice. Kelley has been nationally recognized for her innovative training programs and has authored multiple publications on quality improvement and infection prevention strategies. She currently serves with the Midwest Quality Innovation Network-Quality Improvement Organization (QIN-QIO). Kelley earned her BSN from the College of Saint Benedict and her Master of Public Health in Epidemiology from the University of Minnesota.

Sabrena McCarley *MBA-SL, OTR/L, RAC-CT, QCP, FAOTA, RAC-CTA*

Sabrena McCarley is Vice President of Reimbursement Strategy with Ensign Services, Inc. and a nationally recognized leader in post-acute care with more than two decades of experience supporting quality, regulatory excellence, and interdisciplinary practice in skilled nursing and long-term care. An occupational therapist by training, she brings a clinical lens to healthcare leadership, focusing on translating complex regulatory and reimbursement requirements into practical strategies that strengthen outcomes for residents and care teams. Sabrena is a frequent national speaker on regulatory strategy, interdisciplinary collaboration, and value-based care.

Megan Meinberg *MA*

Megan Meinberg serves as the Behavior Care Unit Coordinator at Valley Vista Care Corporation's Sandpoint skilled nursing community and provides programmatic guidance and support to their St. Maries care community. She holds a Master's degree in Health Psychology and brings nearly 30 years of experience across Idaho and California. Her diverse background spans multiple healthcare settings, including mental health, assisted living, and behavioral-focused care programs. Megan is passionate about delivering dignified, culturally responsive, person-centered care and is committed to ensuring that every resident receives compassionate, individualized support.

Scott Mortensen *MBA, MHA, FACHE*

Scott Mortensen has spent his career proving that great leadership works whether you're running a billion-dollar health system or convincing people to voluntarily drive through spinning brushes. Scott most recently served as Vice President of Corporate Development for PACS, where he led acquisitions, strategic growth, ancillary businesses, and operational transformation across the country, expanding the company's senior living portfolio from 6 to 33 communities across 11 states. Before joining PACS, he served as President and CEO of Intermountain Layton Hospital, Interim CEO and COO of McKay-Dee Hospital, and held numerous executive leadership positions throughout Intermountain Healthcare, overseeing operations exceeding \$1 billion in annual revenue. Scott is also the owner and operator of Morty's Car Wash in South Weber, Utah, a million-dollar business serving more than 75,000 vehicles each year. He earned his MBA and Master of Healthcare Administration from the University of Minnesota following undergraduate studies at Utah State University, and is a Fellow of the American College of Healthcare Executives. When Scott speaks, audiences can expect practical lessons, candid stories, and the reminder that success almost always comes down to people, culture, and the willingness to get your hands dirty.

Kathy Parry *CSP*

Kathy Parry is a nationally recognized keynote speaker and authority on workplace resilience, team dynamics, and purpose-driven performance. She empowers professionals to stay energized even in the face of relentless disruption, delivering an unforgettable blend of real-world strategies, humor, and high-impact takeaways. Kathy holds degrees in Business and Food Management from Miami University, a Certification in Plant Based Nutrition from the T. Colin Campbell Program at eCornell University, and a QualityCare Certification from the Alzheimer's Association. She holds the Certified Speaking Professional (CSP) designation from the National Speakers Association and has authored six books. Off stage, she is often found nibbling dark chocolate, cooking for a crowd, or walking her mini Bernedoodle, Phil, around a peaceful Ohio lake.

David Posner

David Posner is a professional basketball referee with 25+ years on the court, calling games at every level from Division I to the NBA preseason to Ice Cube's Big 3, where he has shared the floor with NBA legends including Dwight Howard, Gary Payton, and Dr. J. He has brought that same energy to leaders in more than 30 states, speaking on stages for organizations such as AHCA, TedX, LeadingAge, and The Today Show. An introvert by nature, David has also built three companies past seven figures by leveraging his quieter strengths — a story he brings to life in his session on marketing as an introvert.

Peter Schoch *MD*

Dr. Peter Schoch is a physician executive and health technology leader on a mission to transform American healthcare. A board-certified internist turned national leader in value-based care and interoperability, he pairs deep clinical insight with a command of healthcare operations across the full continuum of care — applied at scale through technology. He has built \$2.5B integrated networks, delivered tens of millions in shared savings, and pioneered care-at-home innovation.

MD, University of Missouri–Columbia • Internal Medicine Residency, Allegheny General Hospital • MBA, Webster University • Physician Leadership Development, Harvard Business School • Active medical license • National speaker (AMGA, Epic XGM)

Justin Smiley *LCSW*

Justin Smiley, LCSW serves as the Director of Clinical Operations for Valley Vista Care Corporation and brings 30 years of leadership experience across a variety of healthcare settings, including skilled nursing, geropsych hospitals, community mental health, and post-acute care throughout Idaho, Washington, and Arizona. His connection to Valley Vista spans more than three decades, beginning in the mid-1990s when he served as the first Behavioral Care Unit Manager in St. Maries. Justin is passionate about developing innovative programs and care models that improve outcomes and enhance quality of life for vulnerable adult populations.

Justin Stenquist *Executive Director, Bluebird Health*

Justin Stenquist serves as Executive Director at Bluebird Health, a leading Idaho-based home health and hospice organization serving Southwest Idaho. With over 20 years of experience in long-term care, Justin has built and led high-performing teams across a range of complex healthcare environments. Throughout his career, he has played a key role in organizational growth — supporting acquisitions, strengthening culture during times of change, and addressing one of healthcare's biggest challenges: workforce stability. His leadership focuses on developing people-first strategies that improve retention, engagement, and continuity of care. Justin brings a practical, frontline perspective on navigating staffing shortages, fostering resilient teams, and creating organizations where employees stay, grow, and thrive. Outside of work, Justin is an avid golfer who enjoys anything outdoors. He spends much of his free time on the river with his dog, Kona, recharging and embracing the same balance and resilience he brings to his leadership.

Jen Wilson

Jennifer Wilson has a passion for inspiring caregivers and families to spark joy in their lives while caring for those with dementia. Throughout her 11 years of experience, Jen has worked with hundreds of dementia residents and their families, and staff in memory care centers, ALCs, and skilled nursing centers. Jen integrates behavioral approaches and individualized activity programs through a system called Memory Care Mastery, using her own curriculum based on a high-production-value, 15-minute short film called Herb. Jen has found great success in her partnerships to reduce agitation in dementia residents and reduce stress for caregivers. Her heart has been to come alongside directors, families, and CNAs to provide the best, elevated care possible and to spark joy.

Questions? Visit the Info Desk • Mahalo for joining us! 