

May 27-28 2020

ICAA

COVID-19

Senior Living

task
force

ICAA COVID-19 Senior Living Task Force

May 27 or May 28, 2020

12:00 pm – 3:00 pm Eastern

11:00 am – 2:00 pm Central

10:00 am – 1:00 pm Mountain

9:00 am – 12:00 pm Pacific

Co-chairpersons

Colin Milner, Founder and CEO, International Council on Active Aging

Ken Dychtwald, Founder and CEO, Age Wave

Richard Carmona, MD, 17th Surgeon General of the United States, Chief of Health Innovations at Canyon Ranch

Host organization

International Council on Active Aging (ICAA)
www.icaa.cc

ICAA is a professional association that leads, connects and defines the active-aging industry and supports professionals who aspire to develop wellness cultures for adults over 50. This support includes creating wellness environments, programs and services. The association is focused on active aging—an approach to aging that helps older adults live life as fully as possible within all dimensions of wellness—and provides its members with education, information, resources and tools. As an active-aging educator and advocate, ICAA has advised numerous organizations and governmental bodies.

Task Force supporters



Creating the “next normal” in senior living

Wellness is derived from our ability to understand, accept and act upon our capacity to lead a purpose-filled and engaged life. In doing so, we can embrace our potential (physical, emotional, spiritual, intellectual, social, environmental, vocational) to pursue and optimize life’s possibilities.

The coronavirus (COVID-19) pandemic is challenging every aspect of our society. What the next normal looks like has yet to be decided. What we do know is that how we respond to this crisis *now* will either move us forward, on the path to whatever normal becomes, or create further challenges to overcome.

If there was ever a time to focus on optimizing the health and wellness of residents and staff in senior living, now is it. The lifestyle that drew so many people to senior living has, in many instances, been put on hold to help halt the spread of the disease. While operators and staff work diligently to provide services and support during this period of isolation, they also realize that phasing back to the pre-COVID-19 days might be wishful thinking. We need to pause and reset the value proposition each segment of senior living will offer.

To assist with forging a path forward, the International Council on Active Aging convened this COVID-19 Senior Living Task Force. By combining the expertise of national societies and associations, senior living organizations and industry suppliers, the “senior living” model can be reinvented to survive and flourish in the new post-COVID-19 world, thus providing the place where older adults can enthusiastically engage in life.

Aims of the COVID-19 Senior Living Task Force

Purpose

The Task Force will generate and provide ideas, tactics, strategies and messaging suggestions that organizations can consider as they begin to emerge from a period of quarantine and plan for a new post-COVID era. This includes, but is not limited to, the impact of the built and virtual environments, social activities and food/beverage services, technology, education and security that impacts the health and well-being of staff and residents; challenges to current and future business models; and approaches to build confidence in living in and visiting senior living properties.

Areas of focus

1. Brainstorm and conceptualize innovative and timely approaches to optimize the health and wellness of residents and staff (with particular attention, but not limited to, COVID-related safety precautions), and
2. Explore the new post-COVID value proposition of your organization and how to best communicate it to the public.

Outside the task force scope

The Task Force will not seek to replace or complicate the numerous guidelines and regulations aimed at clinical practices or congregate housing. These guidelines are already being provided by the Centers for Disease Control and Prevention, Health and Human Services, federal, provincial and state health departments and governments, along with physician groups and professional associations.

Outcomes

- A consensus paper that documents (1) the strategies and best practices organizations can follow to optimize the health and wellness of residents, staff, visitors and the greater community; and (2) the practices and messaging organizations can embrace to show the value of communities, housing and services for older adults.
- Decision on how to continue developing the ideas and practices generated during the inaugural May virtual meetings.

Participants

The ICAA COVID-19 Senior Living Task Force includes representatives of for-profit, not-for-profit, and affordable housing—organizations providing active-adult and independent living, continuing care/life plan communities, assisted living, long-term care, skilled nursing and rehabilitation along with representatives from the industry associations and the suppliers that support their work.

Role of task force members

- Participate in the spirit of collaboration. The task force is not a place to analyze competitors.
- Concentrate on the future, sharing ideas and possibilities for what is being done and what could be done; exclude focusing on challenges currently being faced. These are well known to participating colleagues.
- Share best practices that are successfully addressing challenges.
- Be available to join additional task force meetings if needed.
- Complete a post-meeting survey requesting additional thoughts or priorities.

Convening the virtual task force

Before the meeting May 27 and May 28, 2020	
Download Whova app, and test access	Check your email for instructions on logging into the virtual meeting.
11:30 am ET 8:30 am PT	Networking Greet colleagues, share best practices
Agenda May 27 and May 28, 2020	
12:00 pm – 1:00 pm ET 9:00 am – 10:00 am PT	
Welcome	Commit to creating a path forward Objective 1: Optimizing the health and wellness of residents and staff. Objective 2: Our value proposition: past, present and future. <i>- Colin Milner, Co-Chair, CEO, ICAA</i>
Overview	The next age of aging: challenges and opportunities <i>- Ken Dychtwald, CEO, Age Wave</i>
Orientation	Task force meeting structure <i>- Tom Kehner, CEO, theDifference</i>
Discussion	COVID-19: Healthwise, where are we now and where do we go from here? <i>- Dr. Richard Carmona, 17th Surgeon General of the United States, Chief of Health Innovations, Canyon Ranch</i> <i>- Ken Dychtwald</i>
COVID-19 Industry insight panel	Perspectives
Discussion	Creating the optimal physical environment for health and wellness <i>- Barbara Spurrier, Managing Director, Well Living Lab</i> <i>- Paul Scialla, CEO, Delos and Founder, IWBI</i> <i>- Colin Milner</i>
COVID-19 Industry insight panel	Perspectives

Convening the virtual task force

Agenda May 27 and May 28, 2020	
1:00 pm – 1:25 pm ET 10:00 am – 10:25 am PT	
Discussion	Our value proposition: past present and future, and how we communicate about it - Bob Kramer, President, Nexus Insights - Ken Dychtwald
COVID-19 Industry insight panel	Perspectives
Break	
1:25 pm - 2:15 pm ET 10:25 am – 11:15 am PT	
COVID-19 Task Force Work Groups	Topic 1: Optimizing health and wellness. What should we keep, what should we change, what should we introduce? Topic 2: What is our new value proposition? What should we keep, what should we change, what should we introduce?
2:15 pm – 3:00 pm ET 11:15 am – 12:00 pm PT	
Group reporting of 3 best ideas	- Moderated by Colin Milner & Ken Dychtwald
Concluding comments	Meeting summary - Bob Kramer, Ken Dychtwald & Colin Milner Discussion Next steps (involvement in ongoing workgroups), homework (survey for key takeaways)
Post-meeting: Happy Hour Networking	
3:00 pm - 3:45 pm ET 12:00 pm – 12:45 pm PT	Continue to share best practices, learn about what each other is doing to address the challenges of COVID-19, and meet and chat with the Task Force partners.

Task force work group outcomes

Topic: Optimizing health and wellness

What we keep	What we change	What we introduce

Topic: What is our new value proposition?

What we keep	What we change	What we introduce

Thought leaders



Richard H. Carmona, MD, MPH, FACS. The 17th Surgeon General of the United States, Carmona is also a decorated US Army Special Forces veteran and a distinguished professor with a wide range of training and experience in health care management, clinical care and research. Currently, he is chief of health innovations at Canyon Ranch, serves on several corporate boards and works with private equity and venture capital firms to identify emerging science and technology to translate to market for economic and public benefit. Carmona continues to work on national and global projects for the US government and the private sector.



Ken Dychtwald, PhD. Over the past 40+ years, Dychtwald has emerged as North America's foremost visionary and original thinker regarding the lifestyle, marketing, health care, economic and workforce implications of the age wave. Ken is a psychologist, gerontologist and best-selling author of 17 books. His newest book is *What Retirees Want: A Holistic View of Life's Third Age*, to be released July 15, 2020. Since 1986, Ken has been the Founder and CEO of Age Wave, and his client list has included over half the Fortune 500. He has served as a fellow of the World Economic Forum, was a featured speaker at two White House Conferences on Aging, and twice received the American Society on Aging Award for outstanding national leadership.



Robert Kramer, MDiv. President and Founder of Nexus Insights, an advisory firm that helps clients both inside and outside the aging services field to redefine aging and rethink aging services, Kramer is also Founder & Strategic Advisor at the National Investment Center for Seniors Housing & Care (NIC). He is broadly recognized as one of senior living's most influential and high profile thought leaders and connectors. With over 35 years of industry leadership, he has earned the reputation of "agent provocateur" in the seniors housing and care industry. He has been described as an "ice-cutter" and scout in identifying industries and trends that will disrupt the future of seniors housing, aging services and aging more broadly.



Colin Milner. The CEO of the International Council on Active Aging and a leading authority on the health and well-being of older adults, Milner has been a technical advisor to the World Health Organization, and was recognized by the World Economic Forum as one of “the most innovative and influential minds” in the world on aging-related topics. An award-winning writer, Milner has authored more than 300 articles and been published in such journals as *Global Policy*, and the *Annual Review of Gerontology and Geriatrics*. Milner has been a featured speaker at events for the US Department of Health and Human Services, An Informal Meeting of the European Union Ministers of Sport, and The National Health Services – Scotland.



Paul Scialla, BS(Finance). After 18 years on Wall Street, including 10 as Partner at Goldman Sachs, Scialla’s interest in sustainability and altruistic capitalism led him to create Delos, which is merging the world’s largest asset class—real estate—with the world’s fastest growing industry—wellness. Paul has become a leading voice in the healthy buildings movement, and is also the Founder of the International WELL Building Institute (IWBI), which administers the WELL Building Standard globally to improve human health and well-being through the built environment.



Barbara Spurrier, MHA. As Managing Director of the Well Living Lab, a Delos and Mayo Clinic collaboration, and Senior Vice President at Delos, Spurrier is responsible in partnership with Delos and Mayo Clinic for overall strategy and operations of the Lab. Spurrier has been building a multidisciplinary team of scientists, technologists and program staff as well as a Joint Steering Board, Scientific Advisory Council and Well Living Lab Alliance. Prior to joining the Well Living Lab, Barbara served as founding Director of Mayo Clinic’s Center for Innovation (CFI), responsible for building innovation from the ground up, with a mission to transform the delivery and experience of health and health care and advance a competency of innovation across Mayo Clinic.

Facilitator

Tom Kehner is a Co-Founder and Executive Director of theDifference, a professional services company focused on strategy, people, process and change. His company delivers creative business solutions through synergistic capabilities and expertise in Collaborative Facilitation, Visual Communications, Interactive Learning and Organization Development.
<http://thedifferenceconsulting.com/>

Task force supporters

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Resources

Preventing the Spread of COVID-19 in Retirement Communities and Independent Living Facilities (Interim Guidance)
Centers for Disease Control and Prevention
<https://www.cdc.gov/coronavirus/2019-ncov/community/retirement/guidance-retirement-response.html>

AGS Policy Statement: COVID-19 & Assisted Living Facilities
American Geriatrics Society
<https://onlinelibrary.wiley.com/doi/epdf/10.1111/jgs.16510>

AGS Policy Statement: COVID-19 & Nursing Homes
American Geriatrics Society
<https://onlinelibrary.wiley.com/doi/epdf/10.1111/jgs.16477>

AGS Position Statement: Resource Allocation Strategies and Age-Related Considerations in the COVID-19 Era and Beyond
<https://onlinelibrary.wiley.com/doi/epdf/10.1111/jgs.16537>

Coronavirus disease
Government of Canada
<https://www.canada.ca/en/public-health/services/diseases/coronavirus-disease-covid-19.html>

ICAA COVID-19 Response Center
<https://www.icaa.cc/covid19response/overview.htm>

Mental and Behavioral Health Novel Coronavirus Resources
Public Health Emergency, US Health & Human Services
<https://www.phe.gov/emergency/events/COVID19/mental-behavioral-health/Pages/default.aspx>



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