



2025 Activities Strong Decoding Dementia gathering
Tuesday, September 30, 2025 | 12 PM - 4 PM ET / 9 AM - 1 PM PT

The future of dementia care: From the VP's view

Charles de Vilморin

SVP, Resident
Engagement



- Co-founder & CEO of Linked Senior, a resident engagement platform for senior living
- 16+ years Senior Living experience
- Master's thesis on nursing homes: "The nursing home, a Foucauldian paradigm" (Georgetown, 2006)
- Certified Dementia Practitioner
- Validation Method Worker
- MEPAP 1
- I believe Old People Are Cool
- I believe Senior Living is #ActivitiesStrong

LifeLoop

Since 1999, LifeLoop has had the same mission: **make senior living exceptional for everyone**

26+ years serving senior living communities

4,700+ communities served

550K+ lives touched by our solution

85% of customers recommend us¹



¹2024 LifeLoop NPS customer survey

Why LifeLoop

Helping senior living communities flourish

Enhance resident experience



100%

of operators report that LifeLoop increases resident engagement

Improve staff experience



72%

of operators report that LifeLoop improves staff retention

Connect family members



90%

of operators report that LifeLoop improves communication with families

Why LifeLoop

Improving outcomes

Save time &
money



31%

increase in staff retention

94%

staff confirm saved time in
day-to-day operations²

Increase
revenue



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staff confirm faster and easier
communication with families²

4.4%

average year-over-year
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Reduce
risk



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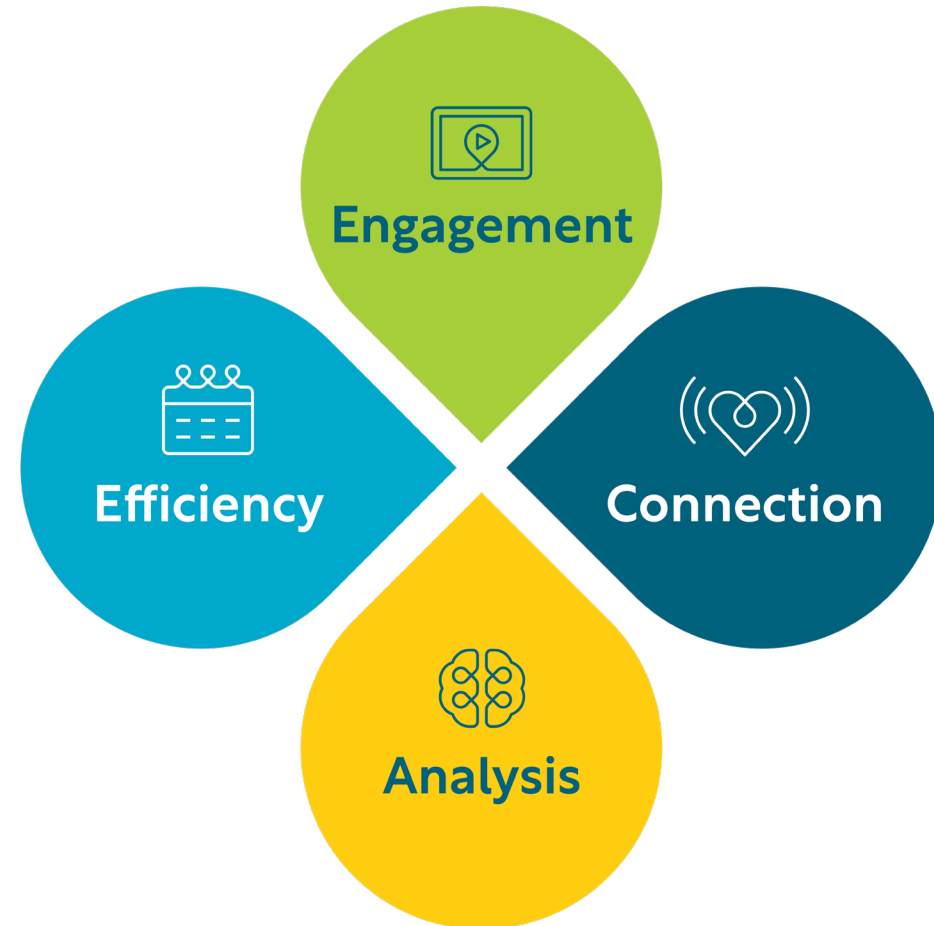
¹iN2L Engagement Technology, Research Review, 2021

²LifeLoop Communities That Shine Survey, 2024

³Grace Management Case Study, 2024

Comprehensive solution to improve senior living

- iN2L content
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Wellness-focused engagement
- Communication
Involvement
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- Performance trends
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Operational insights & best practices
- Operations & management
Scheduling & planning
Workflow automation





2025 Activities Strong Decoding Dementia gathering
September 30, 2025 | Session 1: 12:00 PM – 1:00 PM ET / 9:00 AM – 10:00 AM PT

Holding on, letting go: Dementia and dying with dignity



Cole Smith

Corporate Director of
Dementia Services
Brightview Senior Living



Andi Walsh

Senior Wellspring Village Director
Brightview Senior Living
Westminster Ridge

Holding On, Letting Go: Dementia and Dying with Dignity

Andi Walsh and Cole Smith
Brightview Senior Living

Objectives

Recognize	Recognize the stages of end-of-life for individuals living with dementia and the unique signs that may accompany them.
Understand	Understand dementia as a terminal diagnosis and how its progression and care needs differ from other terminal illnesses.
Identify	Identify compassionate, practical strategies to support individuals living with dementia at the end of life, their loved ones, and the colleagues who care for them.

Dementia: A Progressive, Terminal Diagnosis

- Progressive, Incurable, and Terminal
- Different from other terminal illnesses
 - Longer, less predictable decline
 - Communication barriers
 - Behavioral/functional challenges

Why Does this Matter to Leaders?

- **Impacts:**

- Planning
- Family expectations
- Care team preparedness

- **Role of leaders:**

- *Set tone-being comfortable with your own mortality and can speak about it with confidence*
- *Create systems*
- *Model compassion*

Stages of End-of-Life in Dementia

- Signs to recognize and what they may mean
 - Eating/drinking decline
 - Increased sleep & withdrawal
 - Mobility loss
 - Nonverbal communication shifts
 - Terminal restlessness

Physical Signs of Approaching Death

- What can be expected as our loved one starts their transition to their next adventure?
 - Breathing changes
 - Skin color/temp changes
 - Decreased responsiveness

Supporting the Person Living with Dementia through the Dying Process

- **Person-centered comfort strategies:**
 - Pain & symptom management
 - Sensory comfort (music, touch, aroma, spiritual care)
 - Preserve dignity (identity, rituals, honoring preferences)

Creating Moments of Peace

- Creating sacred space for all
 - Playing familiar songs
 - Holding hands or gentle touch
 - Reading prayers, poetry, or favorite stories
 - Quiet presence and reassurance

Preparing Families

- What to expect at the end of life
- Normalize changes at end of life
- Simple explanations of physical changes
- Provide reassurance: *comfort, dignity, no suffering*

Supporting Families

- Communicating with honesty & compassion
- Anticipatory grief and guidance
- Encouraging meaningful connection (letters, memory sharing, rituals)

Hospitality Carts

- Music
- Tissues
- Toothbrush/toothpaste
- Hand lotion/hand sanitizer
- Paper and pens
- Crossword/Sudoku/Word Search book
- Assorted beverages and snacks
- Hand towels
- If family has young children:
 - Coloring book with crayons/color pencils
 - A few reading books
 - If family is looking for education on dying, consider the book “When Dinosaurs Die” by Laurie Kransy Brown or “Ida, Always” by Caron Levis



Supporting Associates

- Acknowledge emotional impact of repeated loss
- Create rituals: associate debriefs, moments of silence, memorials
- Build skills/confidence with training
 - Remember: Associates are experiencing several types of loss: loss of someone they love and care about, loss of relationship with families they've known for years, and the changing dynamics of a neighborhood when a member transitions to their next adventure.

Preventing Burnout, Fostering Resilience

- Normalize grief in dementia care
- Peer support & self-care strategies
- Leadership's role in supporting teams

Building a Culture of Dignified Care

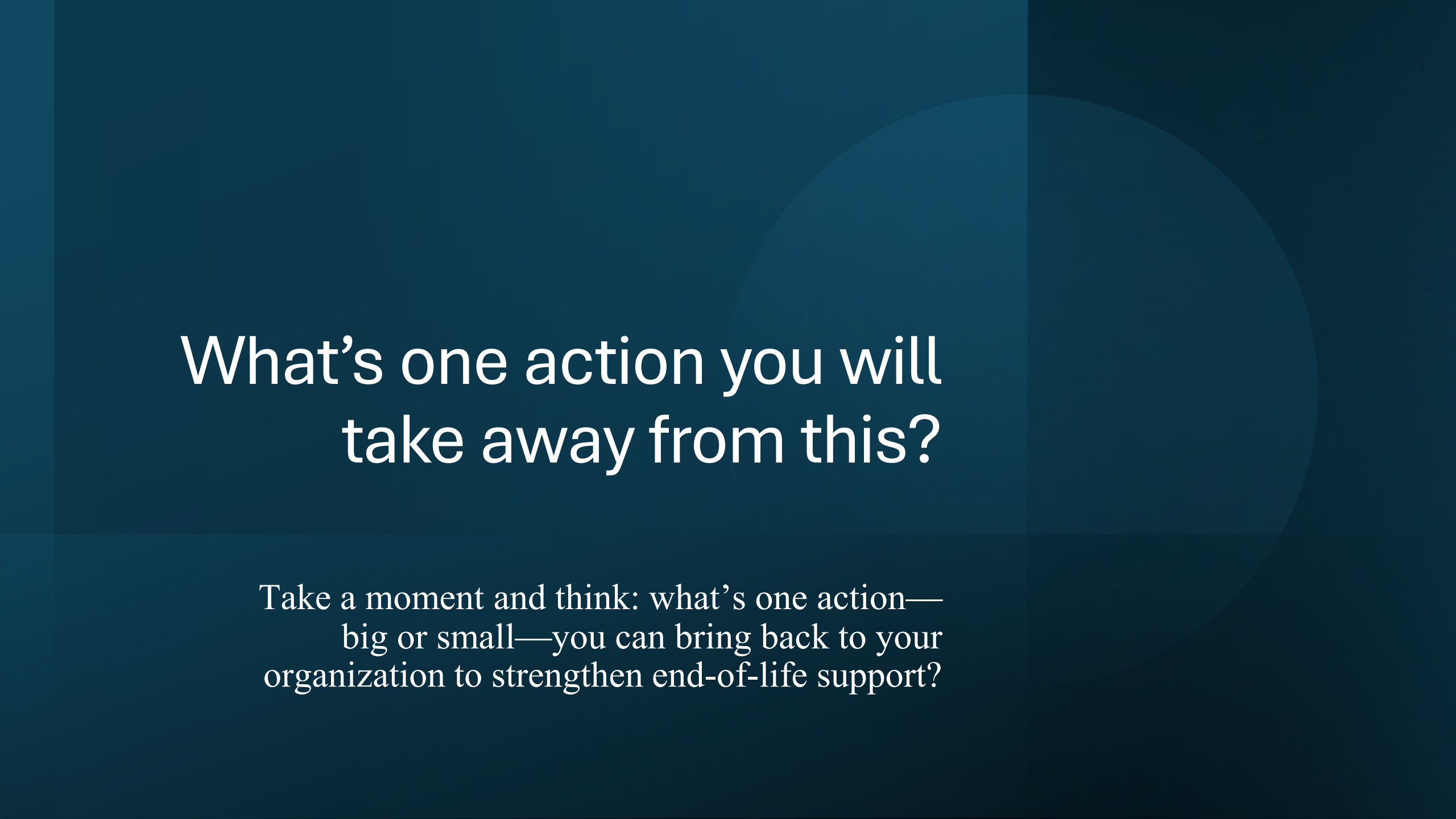
- **Core elements of a strong program:**
 - Philosophy: dignity & compassion
 - Hospice/palliative partnerships
 - Family & staff support resources
 - Rituals & traditions of remembrance

The Leader's Role

- Championing philosophy and expectations
- Ensuring training & resources are available
- Modeling compassion for families & associates
- Understanding business needs while creating necessary space to allow for families and associates to grieve
 - The day someone dies is as important as the day they move in—we should treat it with the same care, love, dignity and respect.

Tools and Resources

- The End-of-Life Namaste Care Program for People with Dementia by Joyce Simard
- Barbara Karnes books on End of Life
- Hospice materials
- Family education toolkits
- Associate training resources (scripts, rituals, guides)
 - Cultural humility: helping associates recognize and understand different cultural practices for dying
 - Empowerment of team to have difficult conversations
 - Don't give a script, rather explain a concept and allow associates to role play and use their own words—to keep with authenticity



What's one action you will take away from this?

Take a moment and think: what's one action—
big or small—you can bring back to your
organization to strengthen end-of-life support?

Much Gratitude, Andi and Cole

Holding on is believing that there's only a past; letting go is knowing that there's a future.

- Unknown

We cannot change the outcome, but we can affect the journey.

- Ann Richardson



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Register today



Live webinar

The behavior toolkit: Hacks, fixes, and game-changers



Benjamin Surmi

Director of Education and Culture
Koelsch Senior Communities

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Break

The future of dementia care: From the VP's view

This event will resume at 1:30 PM ET / 10:30 AM PT



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Tuesday, September 30, 2025 | 12 PM - 4 PM ET / 9 AM - 1 PM PT

The future of dementia care: From the VP's view



2025 Activities Strong Decoding Dementia gathering

September 30, 2025 | Session 2: 1:30 PM - 2:30 PM ET / 10:30 AM - 11:30 AM PT

Navigating care partnerships with families



AJ Cipperly

VP of Memory Care
The Arbor Company



Kelly McCarthy

VP, Resident Engagement and
Memory Care Services
Northbridge Companies

Navigating Care Partnerships with Families



AJ Cipperly

VP of Memory Care, The Arbor Company



Kelly McCarthy

VP of Engagement & Memory Care, Northbridge Companies





Busch Gardens Tampa Bay - ALFA

May 6, 2015

Learning Objectives

- Define a successful care partnership
- Review common challenges with relationships
- Understand what to expect during the visit
- Discuss having the talk
 - Increased need for care and support services
 - Unrealistic expectations for services
 - Conversations when emotions are high
 - Impact of our language



Education

A Successful Care Partnership

Individuals sharing responsibilities, listening to each other, and respecting everyone's role in the care process

- What is our message?
- Everyone understanding “care partnership”
 - Varying degrees
- Setting clear expectations that are flexible right from the start
- The power of “why”
- When turning to pivot, clear the way for communication
- A commitment to be open-minded



care partner vs taking over care

Common Challenges with Relationships

- Who has the direct line of communication?
- Educational recourses
- Empower your teams to communicate
 - Guidelines on what to say and how to say it
 - Don't forget the "why"
 - What is your process?
 - Would some team members like a script?
- What do families know about your communication process?
 - Do they look for covert information?
 - Ways to respond to those questions

What Would a Script Look Like?

Teaching frontline caregivers how to have appropriate conversations about a loved one's care is crucial for ensuring a supportive and empathetic environment. These conversations can be delicate, but with the right approach, caregivers can navigate them effectively.

Here are some steps to help guide the process:

Know when to redirect: Caregivers should remain professional and know when to gently steer the conversation back to relevant topics of care if a family member starts to vent or discuss unrelated issues.

- “Thank you for bringing this up. I will be sure to get your question to the person in charge of that area to have them follow up with you.”

Everyone Loves Role-Playing, Right?

Role-play scenarios: Running role-play exercises can be helpful in preparing caregivers for conversations that may catch them off guard. Practice making the conversation more about listening and offering reassurance, rather than trying to have all the answers.



Not a One-Shot Deal



Ongoing education: Regularly revisit communication techniques and provide additional training. Continuous learning is key to improving caregiving skills, especially when it comes to maintaining relationships with families and loved ones.

- Daily meeting – communication
 - Standup
 - Buzz meetings with our teams

Self-care for caregivers: Remind caregivers that they also need emotional support. Help them develop coping strategies, and ensure they have resources to turn to when they need assistance managing their emotions.

Common Challenges with Relationships





Man on the Inside

The Visit

- Walk a mile in their shoes...or at the least, from the parking lot to your door...
- How do you think families should feel before visiting their loved one?
- How do we greet our visitors?
- Do all families know what “recasting their relationship” means, and do they want to?



The Talk

- Ensure we're talking about the future early and often
- Include the expert in the conversation
- If emotions are high, it's not the time to “educate”
- Be confident AND flexible in conversations



Role-Play



Questions for your team

- How do you think that daughter is feeling about her visit?
- How do you think she's feeling about the care being provided to her mom?
- Does this demonstrate a true care partnership as we described?
- Let's provide this team with some additional roleplay and see how the scenario may change

Additional scenarios to play out

- Family says "Hey, it seems quiet around here, are you short staffed?"
- "Nothing going on today?"
- Family says "What's the scoop with Joe in 102? He seems like a handful, huh?"
- What other questions do you think your staff have heard?

Best Practices

- Family Communication program
- Care Partnership program
- Essentials of Care partnership agreement
 - Knowledge about the progression of the decline
 - Sharing process of behavioral interventions

Questions?



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The future of dementia care: From the VP's view

This event will resume at 3:00 PM ET / 12:00 PM PT



Break

September 30, 2025

Break 2: 2:30 PM - 3:00 PM ET / 11:30 AM - 12:00 PM PT

LifeLoop and New Perspective

Quantifying the impact of resident experience
technology on resident length of stay in senior living



Lydia Nguyen, PhD
Principal Researcher
LifeLoop

Lydia Nguyen, PhD

Principal Researcher
LifeLoop



- PhD in Neuroscience from University of Illinois Urbana-Champaign
- **Areas of focus:** aging cognitive neuroscience; neurodegenerative diseases; aging & technology
- **Research passions:** promoting older adults' cognitive & social well-being through non-pharmacological approaches
- **At LifeLoop:** lead research efforts that evaluate and demonstrate how technology enhances the daily lives of residents, staff, and families across the senior living continuum
- Recently recognized as a **Class of 2025 Future Leader** in Senior Housing & Senior Living by WTWH Healthcare (Senior Housing News)

Senior living's first quantifiable LOS study for engagement technology

Background

- Hard to quantify link between tech use & business outcomes
- Top barriers to tech adoption according to senior living leaders:¹
 - Lack of demonstrable ROI (74%)
 - Funding (63%)

About the project

- Partnered with New Perspective to evaluate LifeLoop's impact on LOS
- Goal: Determine if tech that supports resident engagement + staff operations can measurably influence outcomes

"This research is the missing link between what we believe matters and what we can measure. It's not just validating—it's actionable. And frankly, if we can keep even one resident longer because they feel more engaged, that's ROI that means something."

- Brandon Tabbert, SVP of Innovation & Optimization

Methodology to examine the relationship between LifeLoop usage and LOS

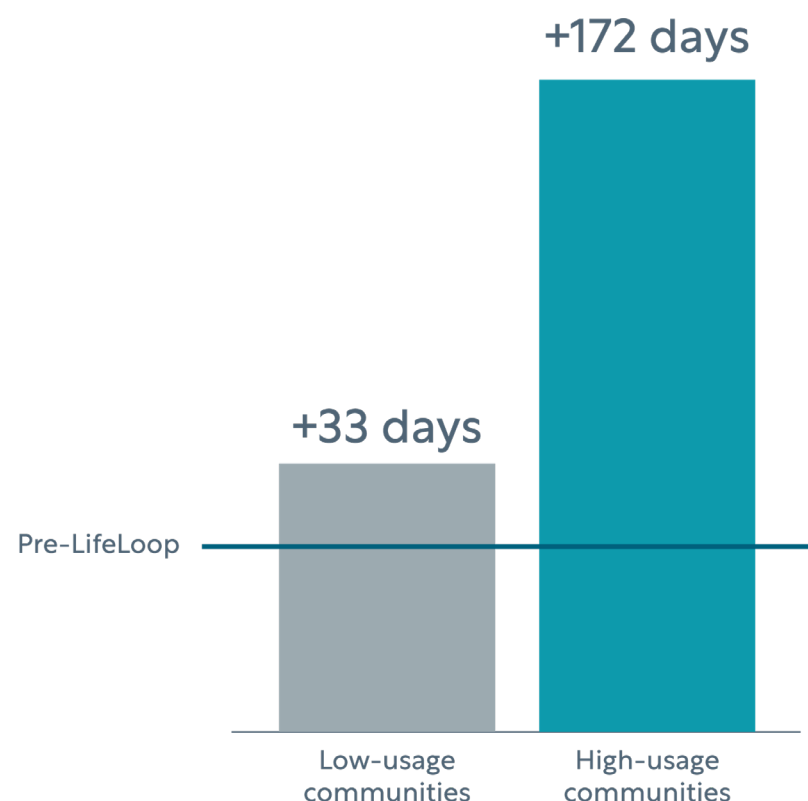
Data sources

- 28 communities
- **Resident LOS**: move-in to move-out days; median used for analysis; from 2 EHRs
- **LifeLoop usage data**
 - *Staff operations*: activities, messages, photos, digital displays
 - *Resident engagement*: total content hours per device
- **Team member survey**
 - Job ease, time savings, connection with residents

Analytic approach

- Datasets aligned by community and month for 15 months of data (March 2024-May 2025)
- Communities split into **low-** and **high-usage** groups (median split)
- Statistical test: Mann-Whitney U (non-parametric, compared medians)

LOS increased by nearly 6 months



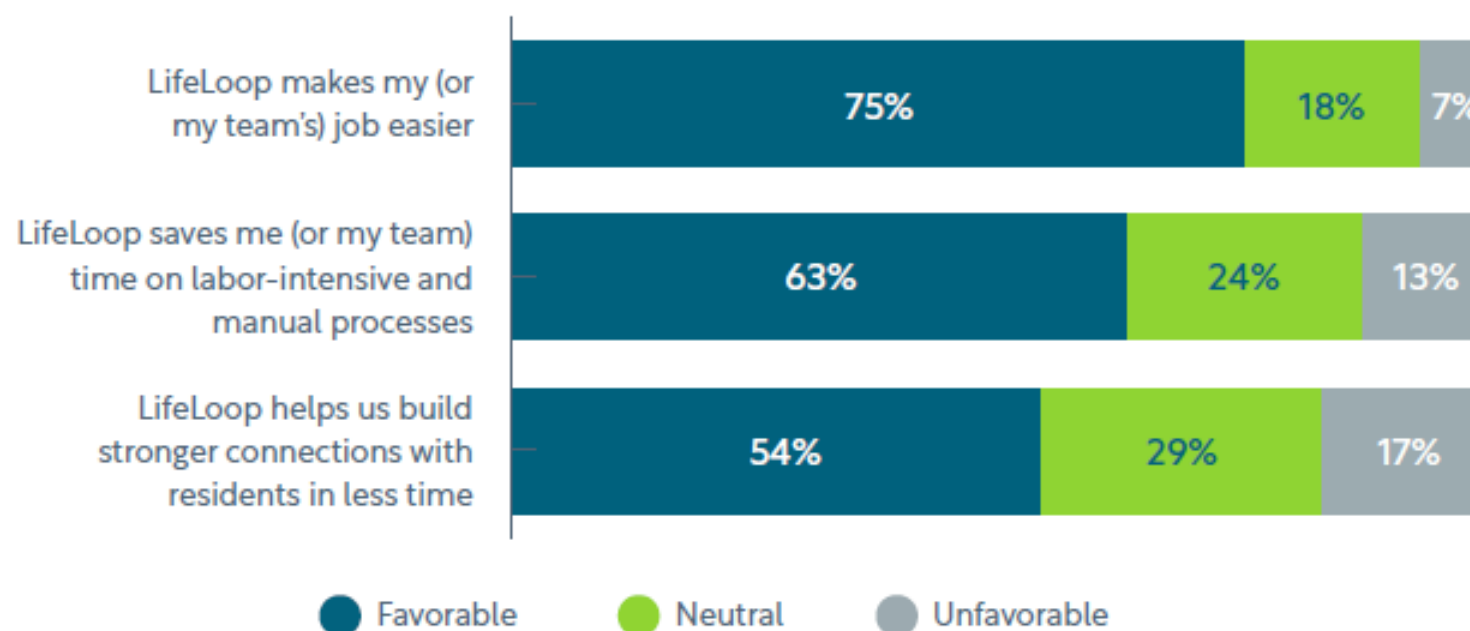
Median LOS was **statistically significantly different** between low- and high-usage communities → **High-usage communities had a 139-day longer LOS than low-usage communities**

($U = 149578.5$, $p < .001$ [$N_{\text{low}} = 518$, $N_{\text{high}} = 689$])

“We embedded LifeLoop into our communities because we believe it could drive engagement and performance. Now, we’ve proven it. This is what ROI should look like in senior living.”

- Chris Hyatt, Co-CEO

Study demonstrates positive staff impact



96% saved 1-6 hours per week

N = 76

Thank you!



Want to learn more?

Be sure to download
our research study!





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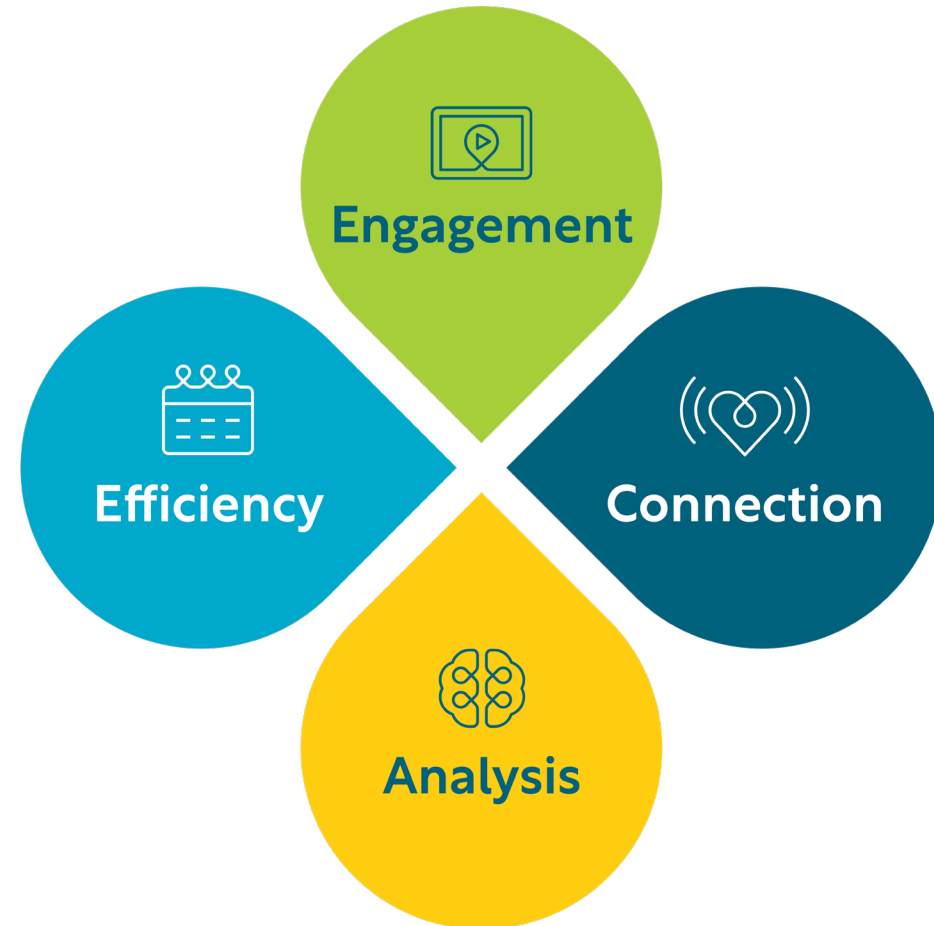
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September 30, 2025 | Session 3: 3:00 PM – 4:00 PM ET / 12:00 PM – 1:00 PM PT

Inside the mind of a VP: Unfiltered conversations on memory care & engagement



AJ Cipperly
VP of Memory Care
The Arbor Company



Charles de Vilmorin
SVP, Resident Engagement
LifeLoop



Melissa Dillon
VP of Memory Care
Senior Resource Group



Cole Smith
Corporate Director of
Dementia Services
Brightview Senior Living



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