



2020 FORUM

Honoring the

Journey

of Growing Older

#AsIGrowOlder

Agenda

Monday, October 19

Pre-Show

9:30 – 10:00 am

Opening Plenary

10:00 – 11:30 am

Welcome

- *Bruce Chernof*, MD, FACP, President and CEO, The SCAN Foundation

Keynote Addresses

- *Maria Shriver*, Chair of the Governor's Task Force on Alzheimer's Prevention, Preparedness and a Path Forward, Former First Lady of California
- *Fiona Ma*, California State Treasurer

Why a Master Plan for Aging? The Latest Perspectives from Older Adults and People with Disabilities

- *Kareeshma Ali*, Design Research Lead, Greater Good Studio
- *Eli Gelardin*, Chief Executive Officer, Marin Center for Independent Living
- *Kim McCoy Wade*, Director, California Department of Aging
- *Edie Yau*, MA, Director, Diversity and Inclusion, Alzheimer's Association

The value of planning to meet the needs of our aging population has never been greater. Many states, including California, have initiated important steps to develop Master Plans for Aging. To elevate these steps and ensure the voice of older Californians is at the forefront, Greater Good Studio listened to older adults, people with disabilities, and those that provide their care and services. One year later, this plenary revisits this effort to highlight these individuals, further understand their experiences, and hear how the COVID-19 pandemic has impacted them.

2020 Innovation Award

- *Bruce Chernof, MD, FACP, President and CEO, The SCAN Foundation*
- *Representative from Innovation Award winning organization*

Dr. Chernof will present The SCAN Foundation 2020 Innovation Award. This year, we honor a member organization of our California Advocacy Network of Regional Coalitions that has shown significant leadership in improving the lives of older adults in California.

Lunch Intermission

11:30 am – Noon

Learn about co-designing products and services with older adults, indulge in a basic yoga flow or seated yoga/meditation, see where fellow Forum attendees are located, and more!

Concurrent Breakout Sessions

Noon – 12:45 pm

If It's Possible on TV, Let's Do It in Real Life: Changing the Narrative on Aging and Caregiving

- *Aaron Ginsburg, Co-Executive Producer, New Amsterdam*
- *Bruce Chernof, MD, FACP, President and Chief Executive Officer, The SCAN Foundation*
- *John K. Holton, PhD, Director of Strategic Initiatives, Center for Social Policy and Research, Jane Addams College of Social Work, University of Illinois at Chicago*
- *Judy Tate, Founding Artistic Director, Stargate Theatre*
- *Sarah Thompson, Producer/Writer, How to Get Away with Murder*

Popular shows like *New Amsterdam* and *How to Get Away with Murder* have focused on aging in their hospital and family storylines and what the health care system could and should be offering older adults and their family caregivers. They do this with creativity and grace—always entertaining and often educating us. Looking forward, how should the entertainment industry weave in COVID-19, related racial equity issues, and other realities of today into their storylines? What are the opportunities and responsibilities? Hear from experts and top TV writers about how they're working to change the narratives around older adults and caregivers on screen and, in turn, within living rooms.

Combatting Ageism and Ableism to Promote Equity: A California for All Ages

- *Cheryl Brown, Member, California Commission on Aging; Former California State Assemblymember*
- *Shireen McSpadden, MA, Executive Director, San Francisco Department of Disability and Aging Services*
- *Karyn Skultety, PhD, Executive Director, Openhouse*
- *Silvia Yee, Senior Staff Attorney, Disability Rights Education and Defense Fund*

Across all areas of life, negative depictions of aging and disability often permeate our collective conscience, which can contribute to health disparities, poverty, and system inequities for marginalized communities. In this session, learn how California is tackling this issue head-on through its campaign to combat ageism and ableism, and promote equity. Panelists will explore what can be done to ensure this dialogue leads to system transformation that embraces aging and disability.

California’s Master Plan for Aging: Charting a Path Forward in the Midst of a Pandemic

- *Donna Benton*, PhD, Research Associate Professor of Gerontology, University of Southern California
- *Susan DeMarois*, California State Policy Director, Alzheimer’s Association
- *Carrie Graham*, PhD, Professor, Institute for Health and Aging, University of California, San Francisco; Senior Policy Consultant for the California Master Plan for Aging
- *Andy Imparato*, Executive Director, Disability Rights California

For the past year, the development of a Master Plan for Aging has engaged state leaders and stakeholders in identifying policy changes and opportunities for system transformation—all while facing the COVID-19 pandemic, ensuing economic fallout, fire emergencies, and other hardships. This session will explore how the Master Plan for Aging process prepared California to address current crises with an eye toward system reform, and in an era of shrinking resources. Hear members of the Master Plan Stakeholder Advisory Committee share their insights on the issues, lessons learned, and the importance of advocacy leading into the Master Plan’s implementation.

Intermission

12:45 – 1:00 pm

Afternoon Plenary

1:00 – 2:00 pm

State of the State: Seizing LTSS Opportunities in Challenging Times

- *Emily Bazar*, California News Editor, California Healthline/Kaiser Health News
- *Will Lightbourne*, Director, California Department of Health Care Services
- *Kim McCoy Wade*, Director, California Department of Aging
- *Nicole Vazquez*, Deputy Chief Consultant, California State Assembly Budget Committee

California’s state policymakers are grappling with a range of long-term services and supports (LTSS) challenges including system financing, service delivery, access, and workforce considerations across both home- and community-based settings and congregate settings. This plenary will touch on California’s most pressing issues and emerging opportunities across the LTSS landscape. Topics will include the impact of COVID-19 on LTSS, and ways state leaders are navigating reform during a budget crisis.

Performance

- **“You’re Aging Well” by Dar Williams**
Performed by Tony Award-winner *Ali Stroker*, *Rebecca Naomi Jones*, and *Damon Daunno*

Adjourn

2:00 pm

Tuesday, October 20

Pre-Show

9:30 – 10:00 am

Morning Plenary

10:00 – 11:00 am

Welcome

- *Bruce Chernof*, MD, FACP, President and CEO, The SCAN Foundation

Performance

- **“On Aging” by Maya Angelou**
Performed by Tony Award-winner *Phylicia Rashad* and Obie Award-winner *Alexandria Wailes*

2020 LTSS State Scorecard: Measuring Progress to Advance Action

- *Gretchen Alkema*, PhD, Vice President, Policy and Communications, The SCAN Foundation
- *Kathryn Kietzman*, PhD, MSW, Senior Research Scientist, Center for Health Policy Research, University of California, Los Angeles
- *Robin Lipson*, Deputy Secretary, Massachusetts Executive Office of Elder Affairs
- *Susan Reinhard*, PhD, Senior Vice President, AARP Public Policy Institute

In September 2020, AARP released the fourth iteration of the Long-Term Services and Supports (LTSS) State Scorecard. This plenary will present the Scorecard data, highlight state successes and opportunities for improvement, and discuss how data can be used to leverage policy opportunities in states working to reshape systems of care for aging populations.

Intermission

11:00 – 11:15 am

Concurrent Breakout Sessions

11:15 am - Noon

The 2020 AARP State Scorecard: How’s California Doing?

- *Christina Mills*, Executive Director, California Foundation for Independent Living Centers
- *Susan Reinhard*, PhD, Senior Vice President, AARP Public Policy Institute
- *Nina Weiler-Harwell*, PhD, Associate State Director, AARP California

California has long been a leader in LTSS transformation, so how does it rank relative to other states on creating a high-performing system of care? This session delves into California’s results on the 2020 LTSS State Scorecard. Panelists will discuss how California performed in each of the five Scorecard dimensions, how stakeholders can use the data to advance action, and how it relates to the state’s Master Plan for Aging.

Non-Medical Benefits in Medicare: Creating the Roadmap for Change

- *Tyler Cromer*, MPA, Principal, ATI Advisory
- *Mary Kaschak*, Executive Director, Long-Term Quality Alliance

Medicare Advantage plans can now offer non-health related home- and community-based services to selected beneficiaries with chronic conditions and complex care needs. Based on interviews with participating health plans and data analysis, this session discusses a new roadmap to identify the services being offered, lessons learned from implementation, and potential policy barriers. Panelists will preview early findings and recommendations on how to solve current challenges.

Using a Co-Design Practice to Design Better Solutions with Older Adults

- *Eric Thai*, CPA, MBA, Director of Finance and Mission Impact Investments, The SCAN Foundation
- *Molly Waseka*, Venture Manager, Alive Ventures

Co-design embraces a human-centered practice to better understand the wants and needs of older adults by welcoming them into the design process. How can we apply this practice to developing better solutions for older adults? Join us in a review of our findings from our 18-month co-design journey with older adults, and explore the co-design toolkit developed by The SCAN Foundation and design firm Birsell + Seck.

Lunch Intermission

Noon – 12:30 pm

Learn about co-designing products and services with older adults, indulge in a basic yoga flow or seated yoga/meditation, see where fellow Forum attendees are located, and more!

Closing Plenary

12:30 – 1:30 pm

Love, Work, Vitality, and Friendship: Catalyzing Designers and Entrepreneurs to Co-Design Beautiful Products with Older Adults

- *Ayse Birsell*, Co-Founder and Creative Director, Birsell + Seck
- *John Zapolski*, Chief Executive Officer, Alive Ventures

The SCAN Foundation launched Alive Ventures to reimagine and build companies, products and services to help older adults live, work, and love better. Join a conversation led by Alive Ventures' CEO, John Zapolski, and learn how the venture studio is engaging communities of designers, entrepreneurs, and older adults to reimagine the possibilities and opportunities for fulfillment in later life.

Closing Thoughts

- *Bruce Chernof*, MD, FACP, President and CEO, The SCAN Foundation
- *Jennie Chin Hansen*, Board Chair, The SCAN Foundation

Adjourn

1:30 pm