

# GROW Mississippi

*A coalition promoting the Eden Alternative and other sound principles of Elder care transformation.*

GROW Mississippi is a Nonprofit Organization

## Who Are We?

GROW Mississippi provides a forum for those nursing homes and assisted living homes dedicated to changing the culture of institutions in Mississippi by creating more homelike places for residents to live and staff to work.

In this environment, each resident or Elder is involved in the decisions which affect his or her life. Residents and staff Care Partners alike have the opportunity to grow!

Regular meetings are held with speakers and facilitators to share ideas and best practices.

### TO REGISTER:

Contact Monique Cobb at [monique@sentrycare.com](mailto:monique@sentrycare.com) or call 228-466-0843

### FEE:

Conference 9:00am – 4:00pm **\$100.00**

**Make checks payable to GROW Mississippi**  
**113 N.Second St. Bay St. Louis, MS 39520**

**6 Administrator CE Hours applied for**

[www.growms.org](http://www.growms.org)

## CONFERENCE

**March 31, 2016 9:00am – 4:00pm**

**9:00 – 9:15 Welcome and General Session**

**9:15 -11:00 Person-Directed Care: Your New Marketing Standard**

Marketing is all about relationships and warmth; two very important components of an effective person-directed care culture. The challenge is how to express the value of this culture of care to consumers in a way that draws them to your doors. It is easy to fall into the trap of bragging about the number of therapies being offered but not so easy to brag about the love that is shared between care partners on a daily basis. Bring what you are using for marketing brochures, your web site, employment advertisements and speaking topics for community groups. Let's have some fun dreaming about how to really put the person first, even in marketing efforts, to raise the bar of expectations for consumers. Life for the Elders can be different, and you can show them how in both words and actions!

**11:00 – 12:00 Welcoming Elder & Employee Care Partners: A Well-Being Framework**

Abraham Maslow's hierarchy of needs places love and belonging in the center. Transitioning into a new environment can definitely diminish feelings of love and belonging for an individual. Organizations on the journey toward person-directed care fully understand that helping a new Elder move in, or a new employee join the team, has to be centered on ensuring they feel like they belong in their new community. If these needs are not met early on, the Elder's overall health may be impacted and the employee may leave for greener pastures. The Eden

Alternative Domains of Well-Being can be an important framework to assess current welcoming processes and identify opportunities to improve. This session will explore ways to create welcoming rituals that attend to the individual's identity, growth, autonomy, security, connectedness, meaning and joy.

**12:00-1:00 Lunch**

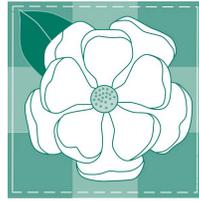
**1:00 – 2:00 Welcoming Elder & Employee Care Partners: A Well-Being Framework (Continued)**

**2:00 – 4:00 - Person-Directed Care: The QAPI Connection!**

Transforming old, institutional practices into a person-directed culture of care is a never-ending, continuous improvement process. The principles, practices, and approaches for person-directed need to be ingrained into all aspects of the organization. That is how you keep the journey alive and sustainable. During this session, we will explore how to use QAPI tools and concepts to get your person-directed care journey started, reinvigorated, or pushed further. Bring your latest initiatives and priorities along; reassess where your organization is at on their journey today; capture the dreams your team has for the future; and we'll explore how to create alignment between person-directed care efforts and QAPI expectations. Your time is too precious to be separating quality improvement from person-directed care. Let's connect the dots and make it seamless!



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113 North Second Street  
Bay Saint Louis, MS 39520



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**Keynote by:** Denise Hyde, Pharm D., R.P.  
Community Builder for the  
Eden Alternative

## **Conference**

March 31, 2016 9:00am – 4:00pm

## **Conference Location:**

**Eagle Ridge Conference Center**  
1500 Raymond Lake Road  
Raymond, MS 39154

**Conference FEE: \$100**

**Lunch will be provided**

**Make checks payable to GROW Mississippi**  
**113 N. Second St. Bay St. Louis, MS 39520**

**6 Administrator CE Hours applied for**

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Call 228-466-0843

**Keynote Speaker:**  
**Denise Hyde, Pharm D., R.P.**  
Community Builder for the  
Eden Alternative

Denise Hyde, became involved in the culture change movement in 1997 while working at the Thomas Fitzgerald Veterans Home in Omaha, NE. The home was using the Eden Alternative as their approach to culture change and the experience inspired Denise to become an advocate for organizations to begin the culture change process.

Being a pharmacist, Denise quickly developed an interest in how they could be a more active part of the culture change movement. Denise has served as a Regional Coordinator for the Eden Alternative supporting organizations in six states. During the 8th Scope of Work, Denise worked with the Quality Improvement Organization in Nebraska to do both culture change work and Medicare Part D projects. Denise has continued to provide education and support to organizations implementing the Eden Alternative since becoming an Eden Mentor in 1998. She worked with a group of Eden Mentors to develop a new resource for The Eden Alternative Registry called The Path to Mastery: The Art of Creating a Caring Community. The "Path to Mastery" guides organizations through the culture change process and is based on 20 years of experiences from the Eden Alternative Registry. Denise was a part of the expert panel for the CMS/Pioneer Network project: Creating Home in the Nursing Home II: A National Symposium on Culture Change and the Food and Dining Requirements. She is now serving as the Community Builder for the Eden Alternative supporting Registry organizations across the country and Canada. Denise is one of the founding members of the culture change coalition in Nebraska and has spoken several times on culture change locally and nationally. She has great passion for creating a better life for Elders everywhere.