

2025 ROAD SHOWS PROGRAM



8:00-8:40

Registration, Breakfast & Networking

Register, enjoy breakfast, and connect with commercial partners at their tabletop displays.

8:40-9:00

Welcome & Association Update

Cathy Hecimovich, CEO, ORCA

Learn about the Association's recent efforts and activities and find out what's to come for the rest of 2025.

9:00-10:00

Give Your Influencers a Reason to Rave: The Impact of Third Party Advocacy

Erin Gray, Senior Vice President of Customer Experience, Endy

You already know how to delight your residents—but are they telling the world? While internal satisfaction surveys are helpful, today's prospects trust public reviews, even from complete strangers, far more. In this session, we'll explore the power of third-party advocacy and how it directly impacts your community's reputation and revenue. With Google ratings and online reviews playing a critical role in decision-making, it's never been more important to get them right. Learn practical strategies to encourage glowing reviews, make it easy for residents and families to share their love for your community, and turn everyday satisfaction into public praise. Let's get those 5 stars working for you!

10:00-10:45

Family Conflict and Substitute Decision Makers: What Operators Need to Know

Robyn. A Grant, Partner, Borden Ladner Gervais & **Henry Ngan**, Partner, Borden Ladner Gervais

In this session, lawyers will address the legal complexities surrounding substitute decision-makers and family involvement/conflict. Topics will include who has the right to make care decisions for a resident, the role of family members in financial and healthcare decisions, and the rights of residents in relation to family involvement. The session will also cover when and how a Power of Attorney is effective and the legal boundaries regarding information sharing between retirement homes and families. Participants will have the opportunity to ask questions and gain insights from lawyers experienced in advising on situations involving family dynamics and related legal issues in retirement settings.

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10:45-11:00

Networking Break & Tabletop Displays

Enjoy a break to connect with peers and colleagues and visit commercial partners at their tabletop displays.

11:00-12:00

Navigating Inspections: Tips, Insights and Resources for Operators

Michael Cumpstey, Manager Licensee Engagement & Support, RHRA; **Ben Razulis**, Inspections Manager, RHRA & **Corina Gadde**, Inspections Manager, RHRA

Join the RHRA for a session where we will discuss inspections. We'll share insights into how inspections work, including what happens after the inspection and offer practical tips to support your efforts in maintaining compliance. You'll also hear about the resources and guidance available to assist you.

12:00-1:00

Networking Lunch & Tabletop Displays

Enjoy lunch, connect with peers and colleagues, and visit commercial partners at their tabletop displays.

1:00-2:15

An Understanding of Changing Behaviours with Dementia

Dawn Lockhart, RSSW, Gerontology Community Education Coordinator, Alzheimer Society of Durham Region; **Robin Smart**, M.A., Public Education Coordinator, Social Work & Programs Team, Alzheimer Society Waterloo & **Robin Hull**, First Link Care Navigator/Education Coordinator, Alzheimer Society Lanark Leeds Grenville

Dementia is a progressive condition that brings about a wide range of changes—not only in memory and thinking, but also in behaviour and communication. For those working in retirement homes, understanding these changes is essential for providing compassionate, person-centered care. This session offers a clear and practical overview of what behaviour means in the context of dementia, and how behavioural changes may emerge over time. Participants will gain insights into how these shifts impact residents, families, and care teams—and how to respond effectively and empathetically.

2:15-2:30

Networking Break & Tabletop Displays

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2:30-3:15

Ready for Anything: Best Practices for Fire and Code Drills

Speakers to be announced.

Fire and code drills—especially Code Yellow and Code White—are essential to ensuring the safety of residents and staff. Representatives from the Public Services Health and Safety Association (PSHSA) will focus on effective staff training, best practices, and the importance of mock drills in preparing for emergencies. An experienced operator will also share real-life insights and proven strategies for running drills and handling actual incidents. Delegates will gain knowledge to improve safety protocols and ensure their teams are well-prepared for any emergency situation.

3:15-3:30

Closing Remarks & Door Prize Draw

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