PREETHI FERNANDO

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1501 MORNING DRIVE LOVELAND, CO 80538 970 663 4316 2017EXCEL@GMAIL.COM

Presenter Name: Preethi Fernando

Presenter Title: Author, Speaker, Healthcare Affiliate

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Workshop Title and Presentation :

Multicultural Aging: How to Effectively Deal With a Diverse Resident/Patient Population and Benefit From A Multicultural Workforce

Description of Proposed Session as it might appear in the conference brochure

The melting pot around the globe has never been greater. From Mexico to Peru, India to China, immigrants are becoming a formidable aging and working population in America. How can the current long term care industry, serve this niche market? Continuing the same trends may only help competitors to move ahead and stay ahead of the curve. Changes have to be made. From hiring employees who can converse multiple languages, to accommodating the cultural diversity of residents representing different countries, America and countries around the globe are going to see a changing face of healthcare care when it comes to embracing cultural diversity in the decades to come. Preethi Burkholder will cover these and more in her presentation titled "Multicultural Aging and Cultural Competency in the Resident Population and Workforce." This is an informative,

Four Key Topics to be Discussed:

1. Examines the challenges in catering to Seniors from different countries. Eg: How to accommodate dietary habits, creating life enrichment programs that will appeal to a multicultural audience are some of them.
2. The benefits of having a multicultural workforce.
3. Planning ahead to stay ahead of the curve for a multicultural resident body
4. Creating effective life enrichment programs for residents of different countries

Learning Objectives:

- How to effectively train and handle a multicultural workforce
- How to effectively cater to the needs of a multicultural resident population
- How to market a healthcare business to a widening multicultural population
- Handling communication barriers with people from different ethnicities
- The benefits of having a multicultural workforce and resident population

Speaker Qualifications: Preethi Fernando, M/A, Tufts University, Massachusetts; www.preethifernando.com

- Author of six successful books
- Professional speaker at healthcare and assisted living conferences
- Provides of music as healing at 100+ assisted living and memory care facilities
- Winner, 2016 Stephen King Haven Foundation AWard, given to an outstanding author in the United States
- Winner, 2016 Carnegie Fund for Authors

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Target Audience:

- Life enrichment coordinators
- Staff at independent living facilities, hospitals, assisted living, memory care, Hospice, home health care providers, senior center staff, sober living, rehabs
- Marketing and Sales
- Nursing home administrators
- Nurses, caregivers, social workers
- CFOs, CEOs

How will this session, meet the needs of the above audience described?

The staff as a whole, will learn about the benefits of a having a multicultural work and resident population. From a marketing perspective, it helps to attract new clients and to retain existing residents. It will increase profits and create employee retention. This "futuristic" topic will help long term care providers to prepare for an explosive resident and work population coming in the years ahead.

Time Required for Session: 60-75 minutes

Honorarium. To present up to five topics, my honorarium is $3,000 plus hotel lodging and food. Eg: This can include a Keynote and four breakout session topics. $3,000 covers to present anywhere from one to five topics at a single conference.

Preethi has Previously Spoken At the Following Conferences:

Nebraska Health Care Association, October 2015
Leading Age, Nebraska, March 2015
Oklahoma Association of Healthcare Facilities, April 2015 (pending)
Ohio Healthcare Association, April 2015 (pending)
Kentucky Association of Healthcare Facilities, November 2014
South Dakota Assisted Living Association, September 2014
Wisconsin Healthcare Association, April 2014
Michigan Assisted Living Association, May 2014