organized by Department of Counseling, Research, Special Education and Rehabilitation.

and the Center for Gerontology

presents

New Directions in Caregiving

Thursday, April 15, 2010
8 a.m.-3:15 p.m.

Multipurpose Room
Sondra and David S. Mack Student Center, North Campus

Maureen O’Donnell, R.N., B.A., MPH
Day Health Center Manager, Comprehensive Care Management of Amityville

Maureen O’Donnell has worked in the home care field for 22 years. Currently, she educates people about Comprehensive Care Management Corporation’s Long Term Home Health Care Program. The program assists the frail elderly remain safely and comfortably in their own homes. Ms. O’Donnell’s previous work experience includes administration, case management, education, and cardiac care.

Sheryl White-Scott, M.D., FACP
Medical Director, Brooklyn Developmental Disabilities Services Office

Sheryl White-Scott is currently the medical director for the Brooklyn Developmental Disabilities Services Office in Brooklyn, New York, and associate director of Community Health Services at AHRC/New York City. She is also an assistant clinical professor of medicine in the Department of Internal Medicine at New York Medical College.

Dr. White-Scott specializes in clinical services for adults with developmental disabilities. She has worked extensively with this population and has a special interest in health care delivery for women with developmental disabilities and individuals with developmental disabilities from minority populations.

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Hofstra University is an EO/AA/ADA educator and employer.

This daylong conference examines the challenges and complexities of caregiving in an ever-changing world. Now, more than ever before, caregiving is being reshaped by new technologies, new lifestyles for older people, and the social norms of "new" communities in the United States, especially on Long Island.

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Caregiving is also shaped by the norms and values of the local community. Long Island is now a seedbed of new caregiving norms and values. Sessions C, D, and E discuss the new and exciting ideas of the Day Health Center, as well as the unique caregiving concepts being developed as a result of the diverse communities on Long Island.

C. Caregiving in New York’s Diverse Communities: Senior Day Care Comes to the East Indian Community
Dr. Vasundhara Kalasapudi, President India Home: A Center for Senior Care

D. “New Populations, New Challenges for Caregiving”
Sheryl White-Scott, Medical Director, Brooklyn Developmental Disabilities Services Office

E. “The Day Health Center: A New Direction in Senior Day Care”
Carol Hartmann, Day Health Center Manager, Comprehensive Care Management of Amityville

Maureen O’Donnell, Day Health Center Manager, Comprehensive Care Management of Amityville

215-2:45 p.m.
“Medicaid Eligibility: Challenges for Nassau and Queens”
Neelam Ahuja, Director, Medicaid Eligibility Program, North Shore-LIJ Health System

245-3:15 p.m.
Challenges for the Future
Laurel Kennedy, President and Founder, AgeLessons™, Chicago, Illinois

Jeffrey P. Rosenfeld, Director, Center for Gerontology, Hofstra University
Sheryl White-Scott, Medical Director, Brooklyn Developmental Disabilities Services Office

ABOUT THE PRESENTERS

Neelam Ahuja, LCSW, ACSW, Director, Medical Eligibility Program, North Shore-LIJ Health System

Neelam Ahuja has a master’s degree in social work from Dalh School of Social Work at the University of Delhi. Ms. Ahuja was a trainer of child care workers in Delhi. India, she worked as a child care officer overseeing 100 sponsorship projects all over India for Christian Children’s Fund. She later worked in Los Angeles for Los Angeles County Adoptions. For the past 22 years, she has passionately served the elderly in health care. For 20 of those years, she worked in different capacities at Long Island Jewish Medical Center and provided direct services to patients, as well as managed programs. Currently, Ms. Ahuja is director of the Medicaid Eligibility Program at North Shore-LIJ Health System, and manages all outpatient social work areas, including but not limited to: ambulatory care, hearing and speech, dialysis, prenatal care, family planning, radiation oncology, and more.

Barbara E. Friesner, M.B.A.
Founder and President, AgeWise Living™, New York, New York

Barbara E. Friesner is the creator of The Ultimate Caregiver’s Success System and a caregiving coach and expert on issues affecting the elderly and their families. In addition to her own highly regarded newsletter, she writes a monthly column for the National Association of Baby Boomer Women. Ms. Friesner’s articles have been published in national magazines and she has been quoted in newspapers and magazines across the country; in addition, she had her own radio talk show — Age Wise Living™ — on Voice America Talk Radio Network. Ms. Friesner is a keynote speaker and seminar leader — most recently for the Employee Assistance Professionals Association World Conference. She is also an adjunct professor at Cornell University, where she created and taught Seniors Housing Management at Cornell’s School of Hotel Administration. Prior to founding AgeWise Living™, Ms. Friesner was the director of education and development for Loews Corporation and dean of Loews University.

Fritzi Mazzola Gros-Daillon
President, Transitions USA

Fritzi Mazzola Gros-Daillon founded Transitions USA in response to perceived needs in the community and of personal friends. She is a certified senior advisor who has helped seniors and their families for the last eight years. As Ms. Gros-Daillon states, “Transitions USA fills a very important need for both seniors and their families. We remove the burden from seniors at a very stressful time for them, by helping them pre-plan their move, make decisions on the disposition of personal effects, packing and unpacking, and in effect, easing these stressful responsibilities from seniors and their family members.”

Frank Gucciardo, M.S., PT, CAPS, CGP
President, Frank Gucciardo Consulting and Remodeling, Inc.

Frank Gucciardo earned a master’s degree at Ithaca College and is a New York state-licensed physical therapist. He is also a licensed home improvement contractor in both Nassau and Suffolk Counties, and is a Certified Age-in-Place Specialist and Certified Green Building Professional. Mr. Frangeli exclusively provides customized, universally designed solutions and applications to the homes of individuals with disabilities or age-related limitations. These solutions for independent living range from simple bathroom modifications to living space additions that involve the use of smart home technology and adaptive equipment.

Carol Hartmann, B.A., CTRS
Day Health Center Manager, Comprehensive Care Management of Amityville

Carol Hartmann is the Day Health Center Manager for Comprehensive Care Management of Amityville and is also a certified recreational therapist. She currently serves on the Public Policy Committee for the Alzheimer’s Association of Long Island, where she is also a volunteer. Ms. Hartmann has worked in the fields of gerontology and recreation since 1995, and has a B.A. in community and human services, with a concentration in gerontology. Her passion is helping the elderly, with a specific interest in working with those afflicted with Alzheimer’s disease and other forms of dementia.

Laurel Kennedy, M.B.A.
President and Founder, AgeLessons™, Chicago, Illinois

As founder of the firm AgeLessons™, Laurel Kennedy has become an authority on multigenerational issues and an advocate for meaningful aging. Her book titled The Daughter Trap has captured national headlines in a variety of media outlets, including Yahoo! Finance, Forbes.com, MarketWatch, Morningstar, Copley News Service, The Irish Times, The Dallas Morning News, The Hollywood Reporter, Advertising Age, Chamber of Commerce Magazine, and Consumer Insight Magazine, to name a few. Currently, Ms. Kennedy is putting the finishing touches on a national study about ageism in the workplace and wrapping up her book titled The Daughter Trap (St. Martin’s Press, April 2010), which explores the quandary of Boomer women caring for elderly relatives. The Daughter Trap has a simple premise: America needs to do for elder care in the 21st century what it did for child care in the 20th century.

As a senior executive at Edelean Worldwide and Ketchum, Ms. Kennedy’s marketing and communications work has won many accolades, including National Telly Awards, Silver Anvil Awards (DRIIA), Golden Trump Awards (PPC), IABC Awards, Addy Awards (AAF), Davey Awards (IAVA), Gold Mercury Awards and CIPRas. She earned an M.B.A. with honors from University of Chicago Booth School of Business, where her honors thesis explored the impact of gender differences on field sales performance.