

The Next Frontier of Elder Law and Elder Care: Artificial Intelligence and the New Digital Landscape

April 11-12, 2019

Hilton Denver City Center
1701 California Street
Denver, CO 80202

CLE: Up to 2 hours

Robots caring for our seniors. Investments in cryptocurrency. Exploring the complexities and options of how one wishes to die. Devices that can transmit mom's blood pressure and notify a child when something is wrong.

The landscape of elder law and elder care is changing dramatically. Attorneys and elder care professionals must be prepared for these changes, including rethinking how to communicate with clients and referral sources.

This cutting-edge program will both excite you and equip you to deal with this "new frontier" of elder law and elder care. During day one, we'll cover everything from new technologies to improve the lives of your clients to handling the transfer of cryptocurrency. Then, we'll bring it all together with a hands-on video marketing event the morning of day two. You'll learn new ways to get clients and will receive individualized marketing help from our team of experts.

Thursday, April 11

12:00 Welcome Lunch

1:00 Welcome and Opening Remarks

Presenter: Valerie Peterson, J.D., CEO of ElderCounsel

1:15 The Phone Has Stopped Ringing – Now What?

Presenters:

Louis Pierro, J.D., Founder of EverHome Care Advisors and Pierro Law Group, LLC
Valerie Peterson, J.D., CEO of ElderCounsel

In 2004, more than 90% of households had an operational landline. Now it's significantly less than 50%. Smartphones have effectively replaced landlines, but not everyone is using them to talk. In fact, studies show most people prefer social media and mobile messaging over calls and emails. Has your law practice responded to these changes? During this session you will do a "communication check up" to determine how effective your communication strategies are, while learning more effective ways to allow clients and referral sources to interact with you, resulting in more clients and more revenue.

2:15 Break

2:30 Your Clients Are Investing in Cryptocurrency: Are You Prepared to Help Them Plan with It?

Presenter: Matthew T. McClintock, J.D., TEP
Founding Partner, Evergreen Legacy Planning, LLP
Manager, Bespoke Protector Company, LLC
Founding Principal, Rocky Mountain Blockchain Collaborative

Recent data shows the 55 and older group is more heavily invested in cryptocurrency than their younger counterparts. Cryptocurrency isn't like any other type of asset your client may own. Understanding how cryptocurrency is owned, how it can be transferred, and how to inherit are a must, as failing to understand this new type of currency can result in a loss of wealth that cannot be recovered. During this session you'll learn how to handle the transfer of cryptocurrency, and the opportunities to set yourself apart as a professional who is knowledgeable in this area.

3:30 Break

3:45 How to Expand Your Practice and Profits with Existing Technology

Panel discussion

Louis Pierro, J.D., Founder of EverHome Care Advisors and Pierro Law Group, LLC
Chris Faherty Chief Information Officer of [Call9](#)
Liz Loewy, Co-Founder and COO of [EverSafe](#)

Technology is and will continue to play a fascinating role in senior living and care. Bracelets that monitor the movement of a dementia patient and notify medical staff and family, implants that send vital signs directly to a health care provider and apps that alert caregivers of important health and financial changes are available now. These items as part of the "Internet of Things" can help round out your business and make your services more valuable to clients. Think of technology as a partner for life care planning services that can give your practice an edge and new revenue stream.

5:00 Adjourn

5:15 Reception

Friday, April 12

7:30 Breakfast

8:30 Marketing Gut Check: An Interactive Look at Your Efforts and How to Find the Hidden Wins

Presenter: Nicole Nixon, Director of Marketing, ElderCounsel

Are your marketing efforts helping you win big? We'll look at your current efforts to gauge how well your marketing is working for you and not against you. Learn how to navigate the digital kingdom and use technology to create simple and effective marketing and what to say "no" to. This session will take a closer look at video, social media and online search.

9:00 Break

9:15 The Robot Caring for Your Mom: The Future of Elder Care

Presenter: Prof. Mohammad Mahoor, Ph.D., Associate Professor Department of Electrical and Computer Engineering, University of Denver

Prof. Mahoor and his team at the University of Denver developed Ryan, the companion robot. Ryan can read people's emotions – an empathic robot who can read facial expressions and respond, providing social and emotional support to seniors suffering from Alzheimer's. During this session, you'll learn about this exciting area of robotics from Prof. Mahoor.

10:15 Break

10:45 How Would You Like to Die? Important Conversations We Should Be Having but May Be Avoiding

Presenter: Jonathan Patterson, J.D., [Compassion and Choices](#)

Dementia is a disease that is only gaining momentum, particularly with our senior population. Now more than ever, seniors have choices about how they want to live and die with dementia. Unfortunately, without your help and being comfortable with these topics, many families will miss the opportunity to learn what their loved one wants, and how to make sure those wishes are carried out legally.

Compassion and Choices is the nation's oldest, largest and most active nonprofit organization committed to improving care and expanding options for the end of life. We are honored to have Jonathan Patterson lead us in a discussion on end of life discussions we should be having with clients, and how to guide them in making these important decisions.

12:00 Lunch (provided)

Presenter: Nicole Nixon, Director of Marketing, ElderCounsel

Get your marketing questions answered during lunch.

Friday afternoon will be a hands-on event focused on video marketing and creating video for your own efforts. Grow your knowledge of how to use video to get more clients and walk away with a new marketing strategy that will help you stand out in a crowd of competitors.

1:30 Lights, Camera, Clients: An Attorney's Guide to Video Marketing

Presenter: Nicole Nixon, Director of Marketing, ElderCounsel

85% of the US internet audience watches video online and Marketers who use video grow revenue 49% faster than non-video users. Video is on a rapid rise as the king of marketing content with the highest ROI. Learn how to create video content from your home or office, map out a content calendar and walk away with 3 videos you can use in your own marketing efforts.

3:30 Closing Remarks: Valerie Peterson, ElderCounsel CEO

4:00 Adjourn