I. Opening Remarks
   (10 min)
   • Alison Barkoff, Acting Assistant Secretary for Aging and Administrator of the Administration for Community Living, United States Department of Health and Human Services

II. Panel: Nursing Home Reform, Enforcement, and Residents’ Rights
   (45 min TOTAL: 30 min speaking, 15 min Q&A)
   • Will Harris, Centers for Medicare & Medicaid Services
   • Susan Lynch JD, Dr.P.H., United States Department of Justice
   • Lori Smetanka, The National Consumer Voice for Quality Long-Term Care

III. Panel: Effective Messaging to Prevent Senior Scams and Frauds
   (45 min TOTAL: 30 min speaking, 15 min Q&A)
   • Marti DeLiema, Ph.D., University of Minnesota-Twin Cities
   • Jilenne Gunther, AARP, BankSafe
   • Sarah Sinden, UK Finance, Take Five Campaign

IV. Closing Remarks
   (5 min)
   • Alison Barkoff