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where therapists learn and excel in the care of the ever-increasing geriatric population

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## Functional Standards for Optimal Aging Expert

**COURSE DATE:** November 2-3, 2019

**HOST:** Northwestern University, Feinberg School of Medicine, Department of Physical Therapy and Human Movement Sciences

**LOCATION:** Chicago, IL

Get certified to use the evaluation/screening tool that will revolutionize the physical and occupational therapy professions!

*Become an expert in an innovative, comprehensive assessment tool for aging adults. Dr. Carole Lewis developed the Moving Target to identify problematic areas or deficits and address physical functional limitations. She and Kele Murdin co-developed this certification course. Be a FSOAE, become a change-maker in the rehab field.*

Improve functional fitness for adults age 50 and older, gain new patients, and become an expert in functional evaluation, treatment, and standards for optimal aging, this is the course for you.

Have you ever people watched and seen posture so stooped that they can't pull their head back? Do you wonder, "Does she know that her posture could lead to fractures and falls?" Poor posture can make everyday life difficult - dressing, bathing, getting out of bed, falls and so much more - but posture is only one of the 5 key areas of aging well.

*Posture. Endurance. Strength. Flexibility. Balance... All of these are equally important to the functional success of your clients and their ability to age well.*

I have been a physical therapist for decades, and I love working with older clients. But I realized that a lot of the evaluations don't give you vital information, are limited to one area of the body, take too long to complete, and are often not comprehensive – which is why we only stick to doing one or two in a session.

The Moving Target can be used as a screen in a community education setting or as a comprehensive functional assessment tool that will be submitted to 3rd party payers and serve as the basis for interventions.

Kele Murdin and I co-developed this FSOAE training to certify therapists in the use of the Moving Target and how to prescribe an appropriate exercise program that your clients will actually want to do.

*We as rehabilitation professionals have to show the world what we can do to help people age successfully. We're the exercise experts, and if we don't start owning that expertise and knowing our responsibility, we're going to lose all credibility in our careers.*

*Join Kele in this training and learn how to transform your practice! Let's get started!*

Your Partner in Rehab,  
Dr. Carole Lewis, PT, DPT, GCS, GTC,  
MPA, MSG, PhD, FSOAE, FAPTA



**Register Today**

*“These tests look simple, but doing them accurately is a different matter. It was great to learn how to correctly perform each test and translate the results to exercises.”*

## Meet Your Instructor



**Kele Murdin PT, GCS, GTC, CEEAA, FSOAE** is a leading rehabilitation expert in geriatric care.

Kele co-developed this certification course with Dr. Carole Lewis and Dr. Molly Laflin. She is an outstanding presenter and has an amazing knack for providing feedback in gentle but effective ways that result in tremendous skill improvements.

Kele Murdin PT, GCS, GTC, CEEAA, FSOAE received her Masters in Physical Therapy from Wichita State University in 2000. She began her career in the Outpatient setting, during which she completed the Level II exam for NAOMPT.

Kele transitioned to the Skilled Nursing setting in 2003, and now serves as the Clinical Knowledge Broker for Infinity Rehab. Her passion for Geriatrics and excellent patient care fueled her to pursue a Geriatric Certified Specialization (GCS) in 2009 from the APTA, then a Certification as an Exercise Expert for Aging Adults (CEEAA) in 2013 from the Academy of Geriatric Physical Therapy, a Geriatric Training Certification (GTC) from Great Seminars in 2016, and a Functional Standards for Optimal Aging Expert (FSOAE) Certification in 2017.

She has served as an adjunct professor at the University of Puget Sound's DPT program in Physical Agents, Basic Skills, and Adult Systemic Diseases. Kele is the State Advocate for the Academy of Geriatric Physical Therapy in the State of Washington. For the Washington State Chapter, she is the founder and chair of a Geriatric SIG, serves on the State Legislative Committee, and is the Federal Affairs Liaison. Kele's passion for her profession is mirrored by a passion for cycling (Olympian level), laughter, and her family.



# Why is the Moving Target better than others?

If you only did one standard test, then you wouldn't pick up a multi-faceted reason why people can't function properly.

A great example is falls. If you only do a one-legged stand, you won't get any sense of the person's gait speed, their ability to accelerate and decelerate, or turn. They may look great walking, but if you just use one test, the sit stand test for example, then you don't know what happens when they move their head.

If you use multiple quick tests, then you've really gotten the full picture.

The Moving Target is a fantastic multi-faceted screen for older adults to help you optimize their physical fitness levels. The tools in this course will assist you in developing a program to assist the client in achieving optimal fitness, strategies to combat resistance, and techniques to increase motivation while creating great relationships with clients.

## This 20 contact-hour certification includes:

- Assessments and interventions that can be used in the clinic immediately to treat common deficits
- Keys to motivating patients
- Hands on practice and feedback using the Moving Target and prescribing interventions
- **The Moving Target forms, instructions, and implications handouts**
- Introduction to the Level 2 Moving Target for lower level patients
- **Patient exercise handouts (with pictures and step by step instructions)**
- Exercise Adherence handouts including an Action Plan Contract, Coping Plan Contract, and Motivational Interviewing Strategies
- Community marketing flyer, Physician marketing flyer, and PowerPoint presentations to physicians and to community groups
- **Participants who successfully complete this course will be able to use the designation FSOAE and their contact information will be included on the FSOAE Age-Optimally website.**



# Program Outline

RECOMMENDED: The Moving Target: Functional Standards for Optimal Aging, a 5-hour video course by Dr. Carole Lewis available at Great Seminars Online, is recommended but not required prior to taking the FSOAE course.

## Day 1

- 7:30 - 8:00 Registration and Continental Breakfast
- 8:00 - 8:30 Optimal Aging and the Moving Target
- 8:30 - 9:15 General Health History and Posture
- 9:15 - 10:00 Flexibility
- 10:00 - 10:15 Break
- 10:15 - 12:00 Balance
- 12:00 - 1:00 Lunch on your own
- 1:00 - 2:00 Endurance
- 2:00 - 4:00 Strength
- 4:00 - 4:15 Break
- 4:15 - 5:00 Case Study / Group Discussion: Review Moving Target results, appropriate referral, exercise prescription
- 5:00 - 6:30 Motivation: Increasing the likelihood of exercise compliance
- 4:15 - 4:45 Motivation discussion
- 4:45 - 5:15 Brief patient case study video followed by group discussion
- 5:15 - 6:30 Homework: Each person develops a Motivational Interviewing Script

## Day 2

- 7:30 - 8:00 Continental Breakfast
- 8:00 - 1:00 Class rotates through 3 stations
  - A Multiple-choice exam
  - B Case study motivational interviewing presentations/role play
  - C Moving Target performance testing: participants must demonstrate the ability to properly administer a section of the assessments that comprise the Moving Target and teach the 16 Moving Target exercises
- 1:00 - 2:00 Working lunch – list ways the Moving Target can be used in your clinic/practice
- 2:00 - 2:05 Moving Target forms
- 2:05 - 3:30 Moving Target Level 2 – Demonstration, practice and critique of items and interventions
- 3:30 - 3:45 Break
- 3:45 - 4:45 Marketing to the community with slide presentations and flyers
- 4:45 - 6:15 Small group educational presentations to physicians
- 6:15 - 6:30 Debrief and awarding of certificates

# Objectives

Upon completion of this seminar, participants will be able to:

1. Demonstrate competence in the administration of the 15 assessments for middle to older aged adults that comprise the Moving Target Evaluation.
2. Determine where patients/clients fit within the norms and cutoffs for these assessments.
3. Describe Moving Target score implications with regard to optimal aging.
4. Provide instruction on the appropriate use of 16 exercises for the remediation of the problems found in the Moving Target.
5. Identify and explain the evidence for using each exercise to address the specific deficit.
6. Develop a marketing strategy to build awareness within the medical and general community regarding the need for performance-based, functional assessments for adults aged 50 and older.
7. Develop several motivational strategies to encourage older persons to participate in appropriate exercise.
8. Demonstrate competence in administering the Lower Level Moving Target and subsequent exercises.

# What Will This Course Give Me?

No other course provides such an extensive piece on motivation! Get the latest motivation strategies!!! This is the only course that has you work actual cases so the information is readily applicable and the training is clearly at a certification level. Not only do you get practical information, but incredible marketing tools you can use to educate the community and physicians.



## How the FSOAE Course Gives You Pivotal Information

Discover why Dr. Carole Lewis developed the Moving Target. You'll learn how the 5 functional areas are key to optimal fitness in clients and see how the Moving Target will irrevocably change your career as a rehab professional.



## Solutions for Any Setting

Dive into case studies that show you step-by-step how to implement the Moving Target, including how to fill out the forms and provide patient handouts.

The hands-on practice with feedback is invaluable! Learn how to implement the Moving Target with different types of clients. Help your patients perform exercises accurately. Learn techniques that help you create a great relationship with your client.

Improve patient understanding and commitment to specific and challenging exercise. Learn how to give feedback that helps patients perform exercises correctly and helps them feel good about themselves instead of shame for their failures.



## Address the Needs of Wheelchair Bound or Lower Level Patients

Learn how to use our Level 2 evaluation tool. It works great with lower level patients.



## Take Home Tips, Remedies & Marketing

Real-life tips will help you remember every part of the Moving Target process, including which exercises to recommend. How-to guides make learning and application easy.



You'll also receive POWERPOINT marketing pieces tested by Dr. Lewis that have been shown to create connections with physicians and community groups. You'll be able to easily market the Moving Target to these groups so they refer or sign up for Moving Target testing.



## Motivation & Resistance Methods

Dr. Laflin will walk you through the evidence based Motivational Interviewing approach to provide the best client-therapist relationship and rehab outcomes using video examples.

See real-life clients describe what they're looking for in a session to help them stay motivated and interested.

Increase client self-efficacy. Learn concrete ways to increase post-rehab exercise adherence. Best ways to explain the "why" and much more.

Learn how to talk with clients about their Moving Target results and how to make improvements. See how reflective listening can help your clients feel respected and supported, especially those who are ambivalent about making changes.



## Register Today

**AUDIENCE:** Primary Audience - Physical Therapists, Physical Therapist Assistants, Occupational Therapists, Occupational Therapist Assistants. Secondary Audience: Other Rehabilitation Professionals.

**LEVEL:** This course is at an intermediate level.

**FEE:** The \$595 registration fee includes all course sessions, breaks, continental breakfasts, and course handout. Deadline to register is October 9, 2019.

**LATE REGISTRATION:** Postmarked after the above date requires an additional \$25 late fee.

**DISCOUNT PROGRAM:** Receive \$25 off your class registration for each **GREAT Seminars & Books on-site course** attended from 2000 to the present up to a maximum of \$200. In order to receive a discount, a copy of each course certificate must accompany registration form. **No discounts will be taken once registration is completed. ADDITIONAL DISCOUNT CODES MAY NOT BE USED WITH CERTIFICATE DISCOUNT PROGRAM.**

**CONFIRMATION:** A confirmation letter will be sent via email at least 3 weeks prior to the course with local hotels and information. If you do not receive confirmation 2 weeks prior to class, please call to verify your registration. Registrations are not guaranteed until confirmed. Space may be limited, so **REGISTER EARLY.**

**CANCELLATION/REFUND POLICY:** Cancellations must be received in writing at least two weeks prior to the

seminar date for tuition refund less a \$75 administration fee. NO refunds will be made after this date.

**COURSE CANCELLATION:** GREAT Seminars and Books, Inc. reserves the right to cancel a course up to 2 weeks prior to the seminar date. In the event of cancellation of a course only the tuition fee will be refunded in full. GREAT Seminars and Books, Inc. is not responsible for reimbursement of non-refundable airline tickets, lodging, or other related costs.

**EDUCATIONAL CREDIT:** A certificate of attendance for 20 contact hours of educational activity (20 CEUs or 2.0 CEUs depending on how your Practice Act determines CEUs in your state) will be awarded to registrants upon completion of the seminar. Great Seminars and Books is an Approved CE Provider for PTs and PTAs in DC, NY, KY, IL, NC and TX. Approved in CA, MI, IN, MD and OH for 20 Clinical Contact Hours. Our courses also meet the guidelines for approval in PA, WI, WY, VA, AZ, DE, NH, OR, RI, UT and MO. Courses are accepted for CEUs in NE, ID, MT, WA, CT, IA, and ND. GREAT Seminars is an American Occupational Therapy Association (AOTA) Approved Provider of continuing education. Provider #5363. This course is not approved by ASHA or Board of Certification. If you do not see your state listed, please give our office a call. Your tuition is tax deductible. All expenses of Continuing Education (including registration fees, travel, meals, and lodging) taken to maintain or improve professional skills are tax deductible according to Treasury Regulation 1.162-5 Coughlin vs. Commissioner, 203 F2d 307.

**LOST CERTIFICATES:** Requests for a replacement certificate must be received in writing stating the name and dates of course attended. The cost for a replacement certificate is \$25.

**\$994.00 Value**  
**Limited Time Offer - \$595.00**

## 2019 Functional Standards for Optimal Aging Expert

**YES! Please register me for:**  Chicago, IL - November 2-3  PT • PTA • OT • COTA • Other \_\_\_\_\_

Name \_\_\_\_\_ Cell Phone (\_\_\_\_) \_\_\_\_\_

Address \_\_\_\_\_ Home Phone (\_\_\_\_) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Work Phone (\_\_\_\_) \_\_\_\_\_

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### 5 Easy Ways to Register

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**MAIL** your registration form with payment to: **GREAT Seminars and Books, Inc.**, 2639 Revere Drive, Akron, Ohio 44333-2311

**FAX** your completed registration form with credit card information to 330-865-6941, 24 hours a day.

**EMAIL** your registration to [greatseminars@aol.com](mailto:greatseminars@aol.com)

**CALL** Monday-Thursday 10-5 EST, Friday 10-1 EST  
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**Participant Feedback:**  
*The Moving Target can be used as a screen or as an initial evaluation to better inform intervention selections and guide treatment. The marketing materials are excellent!*

*Important for anyone (which is everyone) who works with a geriatric patient population!*

*Everything in this course is very relevant to our practice!*



**[\$994.00 Value]**  
**Limited Time Offer – \$595.00**

**Register Today**

**Earn 20 Contact Hours of CE Credits +**

**FSOAE Certification Included in the Price!**

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# GET CERTIFIED!

**Dr. Carole Lewis & Kele Murdin**

## FUNCTIONAL STANDARDS FOR OPTIMAL AGING EXPERT

Stop practicing in the 1990's! Get the current, evidence based measures. All Moving Target measures are research-based and provide predictive analytics.

**Become a Certified FSOAE – a designation that everyone is talking about! FSOAE's are the key to success with older adults.**

A note from Kele Murdin, FSOAE Instructor:

*We need to be the trailblazers who push for comprehensive, evidence based evaluations and interventions so that 5-10 years from now people say, "It's time for my annual fitness evaluation." Instead of "Why didn't someone tell me that my ankles had gotten stiff and could cause me to fall?" As Functional Standard for Optimal Aging Experts, you can lead the way!*

### CERTIFICATION

**Register Today**

