

CAHSA Connecting

The Resource for Senior Housing and Care Professionals

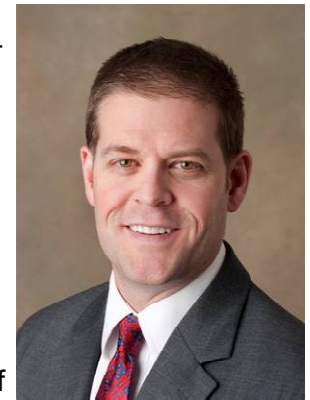
Insights on Leadership

Each month we profile a CAHSA member to learn their Insights on Leadership. This month we spoke with Ford Allison, Executive Director of Longterm Care Options.

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Ford Allison is executive director of Longterm Care Options, which serves as the single entry point for individuals seeking long-term care services through Medicaid for Adams, Arapahoe, Denver, Douglas, and Elbert counties. It also provides case management or service coordination services for over 7,000 individuals in the Denver metro area. The company works with 22 hospitals, 50 nursing facilities and over 500 community providers. Longterm Care Options is the largest case management agency in Colorado and has developed a number of technological tools to serve a high volume of individuals.



Ford Allison

What is your morning ritual?

Checking in with the staff to see how things are going.

What was your first health care job?

Working in social services in a nursing facility.

What do you look for in staff?

Good customer service skills, problem-solving abilities, thoughtfulness, sense of humor. People named Jennifer. Seriously, we have 10 Jennifers on our staff of 150.

What do you consider required reading?

Denver Post

What was the best career advice you've ever received?

Lead with a vision.

What is the most distinctive part of your office?

Poster of Evel Knievel Days from Butte, Mont.

Who was your mentor?

I have learned something from everyone I've ever worked for.

If you were not in this field, what would your ideal job be?

Fly-fishing guide.

CAHSA is the Colorado affiliate of:



Assisted Living Federation of America

Thanks to all of the participants, exhibitors and sponsors at our 2010 annual convention. By all accounts the convention was a great success despite the continued snowfall. For those of you who couldn't join us, be sure to go to www.cahsa.org and view photos posted on the home page. We also have a "CAHSA Virtual Conference" page on our web site with handouts from most of the breakout sessions and a list of the exhibitors and their contact information.

Based on the conference evaluations we received, the educational aspects of the convention were well received and the new venue at Keystone Resort was also well received. The leadership pre-conference session had record attendance this year as "teams" from CAHSA member organizations spent the afternoon learning how to recognize, accept and value the differences in others. Teresa Neal, Director of the Pinnacle Center for Total Long-term Care, provided an engaging program on The Real Colors System®: A Temperament Typing Tool. From the sounds of the attendees' laughter, the program offered creative breakout activities that added a lively dimension to the learning.

At the opening session we offered several presentations about emerging trends. Sharon Brooks of SB&A and Brooks Adams Research presented her firms' research on emerging trends in consumer preferences. A new technology theater offered attendees the chance to hear shorter sessions on emerging technologies in senior living. The Quality First Awards program was moved to an afternoon general session to allow for lunch with the exhibitors and more networking time. This year we initiated our first Business Partner Quality First award. Congratulations to Elisabeth Borden of The Highland Group in Boulder and thanks to Lynn O'Connor from Frasier Meadows Retirement Community for her nomination of Elisabeth. Each winner will be profiled in our Quality First column in coming months. At the closing general session, David Troxel, long term care consultant and author of "The Best Friends Approach to Alzheimer's Care," provided new models of person-centered care for seniors with dementia and new ideas for staff training and development and leadership development. As one attendee wrote, "I think this conference was one of the best. Every presenter was engaging and I left with ideas I

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CAHSA is a membership organization committed to promoting quality and dignity in the continuum of care through education and advocacy.

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5 Minutes with... A Business Partner

Joey Kellum, Senior Care Practice Group
Van Gilder Insurance Corporation



Joey Kellum

How long have you been a member of CAHSA?

Three years

Why did you become a member?

Since I am fortunate enough to work exclusively with owners, operators, and developers of senior care facilities, CAHSA seemed to be a natural avenue of service and a great place to meet the people who also work in this space and are dedicated to serving seniors.

What goods or services does your organization provide and what would you like members to know about this service/product?

While we provide risk management and insurance placements for all lines of insurance coverage, the three biggest cost-drivers to our prospects and clients are professional liability, worker's compensation, and employee benefit programs. Since this is the only space I work in, it is critical that I stay abreast of changes in the marketplace, both from the standpoint of who the new players are and how we see the overall marketplace changing down the path, and share that information on a regular basis with our clients.

How is your organization different or unique from others who provide a similar service/product?

We are a 106-year-old company headquartered here in Denver, but our senior care practice has clients across the country because of our specialty in this space. As an insurance broker, I am fortunate to be able to focus on such a narrow field of practice. A lot of my competitors also work with car dealers, contractors, manufacturers, and other types of businesses. By being totally focused on protecting the owners, operators, and developers of

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Get out there!

Have an idea for a *Get Out There* column?
Contact us at: cahsanews@pivotcomm.com.

Local media outlets featured our friends at Total Longterm Care's Cody Center in Lakewood on June 8 when they hosted a remote town hall meeting with President Obama. It was a wonderful event.

National organizers of the town hall helped set up 100 "watch parties" around the country, with senior citizens in 100 locations learning about the Affordable Health Care Act and efforts to combat scams and fraud in advance of the first mailing of the \$250 "doughnut hole" rebate checks. Total Longterm Care's Cody Center was chosen as one of four Colorado sites where seniors could gather and listen in via phone and webcast. The Cody Center was the only site in Colorado where representatives from the regional offices of the Department of Health and Human Services and the Centers for Medicare and Medicaid also attended.

With only two days' notice, TLC worked quickly to make their watch party a success. Employees invited participants and political contacts, set up the necessary computer and IT infrastruc-

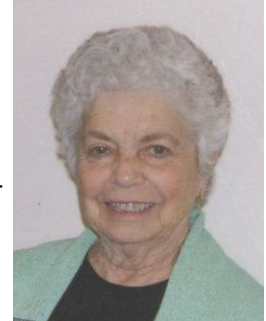
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Want to tell your Quality First story? Contact us at: info@cahsa.org and you could be featured in an upcoming issue of QF Corner.



QF Corner

Each month Ann Lane, chair of CAHSA's Quality First Task Force and executive director of Kentucky Circle Village, highlights examples of quality within CAHSA's membership. This month she reviews the Quality First Awards Luncheon and the winners of the Quality First Awards at CAHSA's 2010 Annual Convention and Exhibition, held at Keystone in May.



Ann Lane

The Quality First Awards have been held for six years now, and every year the submissions seem to get stronger. It's so inspiring to see our members excelling at providing senior care. At the same time, it's often very difficult to pick the winners. That said, our winners this year deserve all the recognition we can give them for their creative and ingenious ideas. I look forward to going into more depth about each winner's project in future issues. For now, here's a roundup of who took home a 2010 Quality First Award from CAHSA.

In the Leading-Edge Care and Services category, the "Putting the Care Back in the Conference" program from **Frasier Meadows Assisted Living**. Kym Hansler and Krisi Wollman accepted.

Also in the Leading-Edge Care and Services category, the "Benefits of a Transportation Safety Specialist" by **Total Longterm Care**. Cindy Valdez accepted.

In the Community Involvement category, the "Parish Nurse Program" by **Covenant Village of Colorado**. Bill Lange and Audrey DiGiorgio accepted.

Also in the Community Involvement category, the "Intergenerational Literacy Partnership" by **Christian Living Communities Adult Day Services**. Lori Williamson accepted.

In the Continuous Quality Improvement category, the "Resident Falls Committee" at **Good Samaritan Society Bonell Community**. Craig Thomes accepted.

In the Human Resources Development category, the "Days to Hire Best Practice Initiative" by **Christian Living Communities**. Kelly Denning and Jan Roth accepted.

Also in the Human Resources Development category, "Castle Country Courtesy Boot Camp" at **Castle Country Assisted Living**. Barbara Dice accepted.

In the Consumer-Friendly Information category, "Website and Social Media Outlets" by **Seniors' Resource Center**. Mark Smiley accepted.

For the Consumer Participation category, the "Volunteer Driver Services" program by **Seniors' Resource Center**. Mark Smiley also accepted this award.

In the Research Findings and Education category, the "Hover Manor Wellness Center" at **Hover Community**. Lisa Czolowski accepted.

The Business Member Quality First Award went to **The Highland Group**, with Elisabeth Borden accepting. Lynn O'Connor of Frasier Meadows Retirement Community nominated The Highland Group for the award.

Again, we'll tell you more about the individual recipients in upcoming issues. Thanks again to the task force that helped me select the honorees: Susan Grayson, Total Longterm Care; Marilyn Leist, Frasier Meadows Retirement Community; Larry Lillo, Eastern Star Masonic Retirement Community; and Camille Thompson, Christian Living Communities.

CAHSA Next

If you missed CAHSA Next's "pre-conference conference" in May, you missed out on a lot of great information. On May 12, the day before the start of CAHSA's annual conference, 54 attendees took a class from Teresa Neal, center director for Total Longterm Care in Thornton and a CAHSA Next mentor. Teresa taught us about personality types using a tool called the Real Colors System.

The class was a fun and interactive way to learn about your personality and temperament and that of others. For CAHSA Nexters, it was a chance to better understand team and workplace dynamics and learn why when you say something, the person you're speaking to won't necessarily hear it the way you think they will. The class sharpened the communication skills of everyone in the audience, and everyone had a good time.

CAHSA Next also had a strong showing at the CAHSA annual conference. Plenty of up-and-coming staffers from the senior care community stopped by the CAHSA Next booth to learn more about the group's programs, events and mentoring opportunities.

CAHSA Next is planning another event in late July or early August about the importance of having a work-life balance. Knowing how to keep your career from overtaking your personal life is especially important in our industry. CAHSA mentors teach their mentees about work-life balance during the nine-month CAHSA Next curriculum, but this is the group's first event to address the topic. If you'd like to attend the event or learn more once the schedule is determined, please become a member of CAHSA Next. For more about membership, send an email to Karen@cahsa.org.

Executive Update, continued from Page 2

can use at my organization. Everything was well organized and the crowd was so enthusiastic that I left energized and recharged."

It will be a challenge to top this year's event but we are up to it. I'd like to mention that we will be recruiting members to help plan next year's sessions, and we invite you to participate. What would you like to see, hear and learn more about? How in-depth should the sessions be? What questions would you like answered? Committee members will begin their planning in August. Please consider joining them in the development of next year's sessions. And even if you can't join the committee, please take the time to answer their surveys and questions—it helps ensure that your wishes are heard.

With Memorial Day marking the official start of summer, it's time to start working on your golf game in preparation for our 14th annual golf tournament. This year's event will be held on September 9th at Raccoon Creek Golf Course in Littleton. The Golf Tournament Task Force will be contacting members over the summer to encourage your participation and support of the event.

And finally, it's summer. Whether you golf, hike, bike or enjoy relaxing with a good book, I hope you remember to take time to slow down a little and enjoy these long days of summer. See you on the trails!

Karen Sandvick

President & CEO

Five Minutes With, Continued from Page 3

senior care, we have developed relationships with insurance markets both domestically and in London that allow us to provide our clients with coverage and pricing that is unavailable in the general marketplace.

How can people learn more about your service/product?

The best way is just to call me at 303-831-5234. I will be glad to share some of the results we have brought to our clients, and can email them brochures that provide more detail on what the senior care practice at Van Gilder is capable of doing for them.

How did you get into this business?

Before tort reform sort of swept across the country ten or twelve years ago, professional liability was extremely hard to come by, and when facilities could actually find coverage, it was virtually unaffordable. At that time I was like a lot of other brokers in that I worked with a lot of different types of companies. As I worked with more and more facilities trying to find an insurance solution they could afford, the more I realized I liked working with the people in these facilities. They were making an impact in the community, and while they could probably be making more money in a hospital environment or physician's practice, they chose to work with the elderly. And I liked that! So twelve years later, here I am, doing what I love, and enjoying the people I get to work for.

Get Out There, Continued from Page 3

ture, contacted the local media and worked to make guests feel welcome at the event. AAHSA also played a key role in coordinating the event.

During the meeting Barbara Kulp, who was watching from the Cody Center, asked one of just four questions the president answered. She said, "I am concerned about how any health care changes will impact seniors and choices around alternatives to having to go live in a nursing home. My friends and I want to live independently." She raised an important question that prompted Health and Human Services Secretary Kathleen Sebelius to highlight an important AAHSA initiative, the Class Act, which is written into the plan as a means of having money follow the services that individuals need when they need them.

The coverage gave outstanding exposure to Total Longterm Care and AAHSA while highlighting important elder care issues. The Denver Post, Channel 31 and Channel 2 covered the meeting. And Barbara Kulp's question really demonstrated the value and power of even one voice in the work of advocacy.

Thanks to Kathy Dilger at Total Longterm Care for the background information and congratulations on hosting an excellent event!