

The Resource for Senior Housing and Care Professionals

Of Interest

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Smallest Rise in Medicaid Spending in a Decade

According to a study released in October by the nonprofit Kaiser Family Foundation, Medicaid spending rose by 2.8 percent in fiscal 2006, which is the smallest increase in a decade. The study reports that state tax revenue grew by 3.7 percent as the economy continued to improve, the survey of 50 states and their Medicaid directors found.

These trends suggest that the state-federal program that pays for health care for the poor and disabled is emerging — at least temporarily — from a situation where many states limited eligibility, benefits and reimbursement rates for healthcare services to control costs. For 2007, only five states plan to restrict eligibility, while 26 indicated plans to restore benefits, relax application and enrollment restrictions and undertake new outreach efforts.

You can read the entire report at: <http://www.kff.org/medicaid/kcmu101006pkg.cfm>.

NIC to Fund First Comprehensive Review and Analysis of Financing in Long Term Care in America

The National Investment Center for the Seniors Housing & Care Industry (NIC) announced plans to make available a comprehensive review and analysis of existing available research in an effort to help better understand the future cost of meeting America's growing long-term care needs for the nation's elderly. This comprehensive review and analysis will include all previous studies done on the need for long-term care in its various forms (nursing, assisted living, home health care, adult day care, etc.) at the national level.

"This effort is the first undertaking of its kind on this subject," said Robert G. Kramer, NIC president. "The resulting compendium and analysis of collected research should serve as a solid starting point for business leaders, policymakers and academia to help them focus discussions on how to finance long term care for America's future."

To read more on the study, view the press release at: <http://www.nic.org/press/060928.asp>.

CAHSA Next

CAHSA Next Oktoberfest

CAHSA Next held its Oktoberfest celebration and networking event at Frasier Meadows Retirement Community in Boulder. While Colorado's first big storm affected attendance, those who made it indulged in root beer floats, cider and other refreshments after touring the impressive Frasier Meadows campus. It was also the first meeting for three sets of our CAHSA Next mentor/mentee pairings.

Guest speaker Kathy Dilger, administrator of Good Samaritan Connections Home Health and Wellness, gave an informative overview of their telehealth programs. The telehealth program is part of Good Samaritan Connections Home Health and Wellness program and utilizes a HomMed Health Monitoring unit. The unit, which uses a voice system to tell users what to do, makes it simple for users to take their vitals at home. Their vitals are automatically sent to a nurse, who monitors changes and can take appropriate action if the vitals suggest a problem. Dilger says the approach helps reduce unnecessary ER visits and permits staff to focus on other activities when they visit. Dilger concluded by saying that technology such as the health monitoring system and home health in general will play a larger role in the future of health care.

Thanks to the organizers, special thanks to Frasier Meadows for hosting and nice job to the attendees for making the effort. For more information, please contact Karen Simmering at Karen@cahsa.org or 303-837-8834.

CAHSA is the
Colorado affiliate of



American Association of Homes
and Services for the Aging



Assisted Living
Federation of America

We're getting very close to finding out the outcome of the election with respect to the new Governor, as well as key races at both the state and federal level in Colorado. Regardless of the outcome, you can expect to see changes and new appointees in State Government. We will have our work cut out for us to get acquainted with the new "players" and let them know about CAHSA and our policy agenda!

At our Board retreat this past August, the policy agenda we discussed was based on the fact that until the election is over, state government staff are in a "holding pattern" and it is difficult to pursue any specific agenda items. Nevertheless, we agreed that we need to continue to meet with key policymakers about the recommendations of the SB 173 Advisory Committee. Specifically, we are urging that a Blue Ribbon Commission on Long Term Care be appointed to continue the work of the Advisory Committee and move forward a plan and process to begin implementation of the recommendations. Members of the SB 173 Advisory Committee have been asked to meet with legislators and report to them on their work and encourage that the efforts be continued. The Colorado Health Institute, which was the convener of the Advisory Committee, is producing a policy brief and talking points for the SB 173 Final Report and Recommendations. We will share this information with you once it is available. As you are most likely aware, several CAHSA members were appointed to the Advisory Committee, and we will look to them for continued leadership in this education effort.

Other policy discussion included efforts to continue our work on "parity" in funding of home- and community-based providers. While we are grateful for the funding of the second two years of increases as originally recommended by the Footnote 50a report, we recognize that unless we develop a basis for justifying annual cost of living increases, we will fall behind quickly. Russ DenBraber and Dan Stenersen from our Board agreed to initiate work on a possible methodology for this purpose. We will keep you apprised of their efforts.

We also discussed the work of the SB 131 Task Force which was appointed by the Department of Health Care Policy and Financing to study a new nursing home reimbursement methodology. At the time of our retreat, the Task Force was still meeting and had not made any final recommendations, so the Board got an update on their work as of that time. As of this writing, I can tell you that the group decided not to pursue making recommendations for a new methodology for consideration by the 2007 General Assembly. After hearing "expert" presentations, including AAHSA's Barbara Manard, and after considerable discussion, the Task Force determined that more time was needed to conclude their work. Officially, the work of the SB 131 Task Force has concluded as per the legislation. A new group will meet over the next year to continue studying new approaches. We will continue to advocate aligning cost and quality and plan to fully participate in the discussions.

Finally, we agreed that we will support efforts of the Colorado Association of Transit Agencies to restore transportation funding cuts. In addition, we will continue to support efforts of the Affordable Housing Coalition as appropriate to our members' needs.

On a separate note, mark your calendars for our annual membership meeting on December 5th from 3 to 6 pm at Eaton Terrace Senior Residences in Lakewood. A flyer is enclosed with this issue of *CAHSA Connecting*. Have a Happy Thanksgiving!

Laura Landwirth
Laura Landwirth, Executive Director

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

For information on membership, advertising rates and deadlines, please contact CAHSA at 303-837-8834 or visit our website at www.cahsa.org. One subscription to *Connecting* is included in membership dues. Additional mailed subscriptions are available for \$75, and are for member organizations only.

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Postmaster: Send address changes to:

CAHSA
1888 Sherman St., Suite 610
Denver, CO 80203

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CAHSA

Laura Landwirth
Executive Director

Holloway & Hyde
Newsletter Editor

A Business Partner

How long have you been a member of CAHSA?

I've been a member of CAHSA since 1988—first as a provider, and now that I own my own company, as a business partner.

Why did you become a member?

CAHSA is the strongest voice for the continuum of elder care in Colorado. The advocacy CAHSA does on behalf of seniors enhances lives and provides opportunities, which is so important.

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

FASS, Inc. provides assistance with financial management, including Medicaid and Medicare reimbursement issues. Frequently, I act as a Contract Chief Financial Officer for small organizations that do not have those resources in-house. The main focus is to keep the organization financially sound so it can provide high quality services to its residents.

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

FASS, Inc. is unique in that I personally do all the work. I create strong relationships with the accounting staff, administration and Board members, making it easy for them to explore their financial issues and concerns.

How can people learn more about your services?

Anyone can contact me directly at 303-526-0623.

How did you get into this business?

An attorney referred me to a company that was looking for an accountant in the long-term care industry, and it grew from there.



Gail Hoyt

Get out there!

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

Tips for Gaining Exposure

Do Good and Get Good Coverage

With the holiday season quickly approaching, organizations have a timely opportunity to do some good in the community. Philanthropic opportunities abound during the holiday season. The good deeds your organization does also provide an opportunity to promote the good will in the community-at-large.

"Get out there" by considering the following charitable activities, both to do good and maybe get good coverage in the public eye:

Adopt a Charity: Adopting a charity is a great way to help others during the holiday months. It gives you the opportunity to hold a plethora of events, from bake sales to book fairs, and raise a substantial amount of money for a specific cause. An interesting way to celebrate this partnership would be to hold a kick-off party. Invite the public in to help and get the giving season off to a good start. Send a press release to your local paper announcing your plans.

Adopt a Family: There are many families that could use a helping hand to make the holidays brighter. When residents or employees donate time, food, clothes and toys for a family in need, it shows the giving nature of your organization. Inviting the family in to your community for Thanksgiving or delivering wrapped holiday presents would brighten the season for the family and would make a good photo opportunity for local press.

Intergenerational Programming: Many children's groups look for opportunities to volunteer in the community during the holidays. Next time you have children come in to your community to carol, craft or perform, take pictures. Many local papers or community

newsletters take photo submissions. Call ahead to confirm your contact. Make sure to write an interesting caption to send along with it.

Hold a Food Drive: This could be a great way to involve the community in your facility. Hold an area food drive and send a press release to the local media about your donation place and times. If it is published, you can get more donations. Also, place a sign on your door telling the public about your donation site. The sign will inform the neighborhood of your efforts. Make sure to publicize how well you did when your drive is over. Send a press release or letter to the editor thanking the community for its support.

Hold a Coat Drive: With winter's cold almost here, make sure that old coats are doing more than collecting dust in a closet. Hold a coat drive and donate them to a local shelter to help those in need keep warm. Make sure to tell the press about the good deeds that you are doing, both to get your name out there and to get additional donations. Again, use a press release to announce your plans for collection. Include your donation location and times, and tell people what organization will receive your collected donations.

Your effort to do good in the community is an opportunity to promote the philanthropic nature of your organization. These opportunities help to introduce and build the reputation of your organization and expose potential customers to your business.

Get Out There by helping the community and promoting the good work you are doing!



Russ DenBraber
Chair, Quality First

Quality First is a framework and focused approach for earning public trust in aging services through a philosophy of excellence. Most importantly, it is a renewal of commitment to help older adults live their lives to their fullest potential. A commitment to Quality First creates the future for aging services with quality care people can trust. We have recently highlighted several Quality First winners in Colorado. To remind all of our members about Quality First, we would like to revisit the main tenets of the initiative. Review each tenet carefully and think how your company fulfills or could improve its commitment.

1. **Commitment**—Maintain and promote ethical practices and the highest standards of quality.
 - Example: Post copies of the Quality First Covenant throughout your facility. Displaying the Covenant can underscore its importance to your organization.
2. **Governance and Accountability**—Achieve and maintain high standards of management and governance to improve quality.
 - Example: Organize a training session for new board members. This can help individuals understand their roles and responsibilities and align their work with your organization's mission, vision and values.
3. **Leading-Edge Care and Services**—Implement models and practices that are based on evidence of success, represent the tradition of personal service and are adaptable to a changing society.
4. **Community Involvement**—Engage in community citizenship, service and social accountability, volunteer involvement and relationship building.
5. **Continuous Quality Improvement**—Use continuous quality improvement methods to enhance existing programs, improve effectiveness and foster a collaborative work environment.
6. **Human Resources Development**—Provide training, competitive wages and benefits, and a supportive workplace environment.
7. **Consumer-Friendly Information**—Provide accessible and understandable information for older adults, families and caregivers.
8. **Consumer Participation**—Engage residents/clients, family members and other consumers in care and services.
 - Example: Make Quality First the topic of your next resident or family council meeting. Explain the program, distribute information about Quality First and ask for ideas about how to implement Quality First. If you do not have a resident or family council, start one.
9. **Research Findings and Education**—Use and share the latest research findings to improve care and services for older adults.
10. **Public Trust and Consumer Confidence**—Commit to a policy of outreach, openness and authenticity to increase public understanding of quality aging services and earn the trust of the people we serve and their families as well as the media, the public and policymakers.
 - Example: Create an organizational fact sheet. Include information about your mission, history, services and most importantly, your commitment to provide quality care that people can trust.

CAHSA is always looking to feature members with a commitment to Quality First. To nominate an organization or program, email cahsanews@comcast.net. For additional information about how your organization may become a partner in QF, contact Karen Simmering at Karen@cahsa.org or 303-837-8834

Adult Day News

Marketing Ideas for Building Attendance: "Free Day" Coupon

Friendship Village Adult Day Service of Schaumburg, IL recently started offering a "free day" coupon valued at \$58 with a goal of building enrollment. Friendship Village sent the coupons to 300 senior service agencies in the area and gave them to visitors who came in to tour the community. Every person who toured the center and received a coupon came back to use the coupon and later joined the center. *Adult Day Services Letter, Sept. 2006*

Adult Day Professionals Average 10 Years Experience

According to the *Adult Day Services Salary and Benefits Survey* adult day services professionals have worked in the field for nearly 10 years, on average. The study found the majority of respondents have spent one through nine years in the field and an average of seven years at their present center.

Adult Day Services Letter, Aug. 2006

Nursing Home News

AAHSA's Minnix Urges More Constructive Nursing Home Survey Process

In October, Larry Minnix presented AAHSA members' grievances to Thomas Hamilton, director of the Survey and Certification Group at the Centers for Medicare and Medicaid Services (CMS). Minnix called some enforcement practices unfair, inconsistent, and unjust. Minnix discussed with Hamilton various AAHSA members' experiences with the survey and enforcement process and suggested more constructive approaches to the survey process. For more information on AAHSA's nursing home advocacy issues, contact Evvie Munley at (202) 508-9478.

Annual MetLife Survey Reports Slight Increase in Private Rooms for 2006

The average daily cost of a private room in a nursing home in the U.S. is \$206 per day or \$75,190 annually, according to the annual MetLife Market Survey of Nursing Home and Home Care Costs, conducted by the company's Mature Market Institute®. The cost represents an increase from last year's \$203 of 1.5 percent. The highest rates, once again, were reported in Alaska where the cost is \$578 per day. The lowest were in the Shreveport area of Louisiana at \$111. Nationally, the semi-private room rate rose 3.9 percent to \$183 per day from \$176.

The survey also looks at changes in homecare costs and lists a comparison of costs state by state. To read the entire survey, visit http://www.metlife.com/WPSAssets/18756958281159455975V1F2006_NHHCMarketSurvey.pdf.

Medicare Learning Network Offers Information on Consolidated Billing and PPS

The Skilled Nursing Facility Consolidated Billing Web-Based Training Course is now available on the Centers for Medicare & Medicaid Services (CMS) Medicare Learning Network (MLN). The course provides general information about Skilled Nursing Facilities (SNF), SNF Consolidated Billing, and "under arrangement" agreements between SNFs and other providers or suppliers. To access the course, visit http://www.cms.hhs.gov/mlngeninfo/01_overview.asp. Once on the page, scroll down to "Related Links Inside CMS," and select "Web-Based Training Modules."

The Skilled Nursing Facility Prospective Payment System Fact Sheet is also available on the CMS MLN. To access and download the fact sheet, visit <http://www.cms.hhs.gov/MLNProducts/downloads/snfprospaymtfctsht.pdf>.

Did You Know?

Where the Money Will Go

A special report from the Motley Fool, *The Big Boom*, predicts that by the year 2016, the U.S. will spend more than \$10 BILLION per day — that's \$4 trillion per year — on healthcare and more than \$1 out of every \$5 spent in the U.S. will go toward medical costs.

'Young Seniors' Still Supporting Kids

Nearly half of 'young seniors' surveyed continue to support adult children. Most young seniors, however, do not expect their children to support them. Most seniors think that they will get by with Social Security, pensions and savings, without going into debt.

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John Zabawa, President and Chief Executive Officer of Seniors' Resource Center, manages a \$10 million budget and 300 employees for the comprehensive, community-based senior services organization. As President and CEO, he oversees financial management, donor and community relations, strategic planning and implementation, leadership and vision, board administration and support, and business planning development. Zabawa is also the Board president of CAHSA and will conclude that term at the Annual Membership Meeting in December.



John Zabawa

We caught up with Zabawa to get his perspective on leadership and being the outgoing President of CAHSA. Here's what he had to say....

How did you evolve into your position with CAHSA? I have been on the Board for about six years, two years as President-elect and two as President. I am committed to CAHSA and actively involved in fulfilling the mission and vision of our association.

What qualities do you think are important to a leader? Humility is important. It allows you to lead by example and demonstrate through your actions how others should act. Also, being open to new ideas and embracing change is important for a leader. There are always new opportunities, and by embracing new ideas and being flexible you can take advantage of these opportunities.

What unique leadership challenges have you faced as CAHSA President? I have had the distinction of being the first president from a community-based services organization and I have a little different perspective than past presidents. We have a very diverse membership representation, which means there are differing views. We really focus on the importance of communication and supporting our positions as an organization that represents this broad spectrum of providers.

How did your previous leadership roles prepare you for this role? Being in a leadership role for a large nonprofit has given me the opportunity to learn from challenging circumstances. I have served on many community boards, too. Those experiences taught me a great deal and really prepared me for being a leader within CAHSA. I was able to apply relationship-building skills from past experience. Also, I learned that allowing everyone the opportunity to be heard is important because each perspective is of value. For example, there is not always consensus among board members, but I think giving everyone a chance to be heard before making a decision gives everyone confidence in the process.

How has leadership in health care changed over the years? Health care leadership has changed in that it has more emphasis on accountability and consumer input. Also, being abreast of consumer needs and flexible to change has become increasingly important. It is important to have a broader perspective and look at new trends, then adapt to those trends. Without adapting to these changes, an organization's existence will be brief.

What is the one accomplishment that you are most proud of since becoming President of CAHSA? Helping to shape the public policy position and reaffirming that philosophy. I had an opportunity to interject my perspective and influence others while clarifying our public policy statement.

What can you do as an outgoing president to ensure the future success of CAHSA? I can help by staying involved. We have a good structure in place and as Past President I will continue to be a member of the Executive Committee and chair the Nominating Committee. This allows for consistency as new leadership takes over. Also, staying committed to the organization and being willing to be an active participant helps all along the way.

Resources

Web Site to Encourage Parent-Child Dialogue

WellPoint, Inc., which claims to be the nation's largest health benefits company, has launched *Connecting the Generations*, a long-term nationwide educational initiative to help older adults and their families discuss and plan for important health and aging issues such as health care, financial security, independent living and end-of-life planning. Visit the site at <http://www.connectingthegenerations.org/>.

Heart Attack Information Online

What causes a heart attack, and how can people reduce their risk? The answers to these and other questions are available on NIH SeniorHealth: <http://nihseniorhealth.gov/heartattack/toc.html>.

Overview of Medicare Preventive Services for Health Care Professionals Video Available

This educational video program provides an overview of preventive services covered by Medicare, including preventive services that became effective January 2005 as a result of the Medicare Prescription Drug, Improvement, and Modernization Act (MMA) of 2003. This program provides information on risk factors associated with various preventable diseases and highlights the importance of prevention, detection, and early treatment of disease. The program is useful for physicians, providers, suppliers, and other health care professionals involved in providing preventive services to Medicare beneficiaries. The program runs approximately 75 minutes in length. The video can be accessed at http://cms.meridianksi.com/kc/main/kc_frame.asp?kc_ident=kc0001&loc=5.

Remittance Advice Web Course

An Understanding the Remittance Advice for Institutional Providers Web-Based Training (WBT) course is now available through the Medicare Learning Network. This WBT course provides institutional providers and their billing staff with general remittance advice (RA) information. This course provides instructions to help institutional providers interpret the RA received from Medicare and reconcile it against submitted claims. Course participants will receive guidance on how to read Electronic Remittance Advices (ERAs) and Standard Paper Remittance Advices (SPRs), as well as information regarding balancing an RA. The course also provides an overview of software that Medicare provides free to providers for viewing ERAs. To register to take this WBT course, participants can go to the Medicare Learning Network's Product Ordering Page located at http://cms.meridianksi.com/kc/main/kc_frame.asp?kc_ident=kc0001&loc=5 and click on the course title.

Leadership in Long-Term Care Teleconference Series

Long-Term Leadership: The Key to Staff Retention Teleconference Series has one more upcoming session that is free to anyone who wishes to participate. You must submit the attached registration form prior to the event.

"**The Pep Rally**" on Nov. 16, 2:30 – 3:30 p.m. MT will feature Mary K. Ousley, President of Ousley & Associates, speaking about putting the whole process together for the team.

Medicare Drug Plan Schedule

Medicare introduced a new web page to help people make decisions when selecting a new drug plan during the enrollment period that begins November 15. "*Medicare Options Compare*" is one of several new tools for the promotion campaign called "My Health, My Medicare." People who wish to change prescription drug plans will have six weeks, between November 15 and December 31, to enroll in a new plan. But the Centers for Medicare & Medicaid Services is urging beneficiaries to sign up before December 8 to ensure they have their new prescription drug card in hand to fill prescriptions in early January. Here is the roll-out schedule timeline:

- October 1: Plans began marketing
- November 15: Open Enrollment Begins
- December 8: Optimum Date for Early Enrollment to Ensure Timely Processing
- December 31: Open Enrollment Ends

For details on state-specific plans, visit the Medicare web site at <http://www.medicare.gov/medicarerereform/local-plans-2007.asp>.

Assisted Living/ALFA News

ALFA Launches Career Center

The Assisted Living Federation of America has launched the ALFA Senior Living Career Center live on the ALFA web site. ALFA members receive a discount on job postings and searching is free for all users. The ALFA Career Center is exclusively for senior living jobs, and it includes more than just job postings. Watch the site for free tips, articles, and career advice, including recruitment and retention articles from ALFA's magazine, *Assisted Living Executive*. Visit the career center at <http://www.alfa.org/i4a/classifieds/?pageid=3671&showTitle=0>.
IAHSA eNewsBriefs – October 20, 2006

Housing News

Federal Home Loan Bank Program Amends Affordable Housing Program Rules

The Federal Housing Finance Board amended its Affordable Housing Program regulation to remove prescriptive requirements, clarify certain operational requirements, provide additional discretionary authority in certain areas, remove certain authorities, and otherwise streamline and reorganize the regulation. The final rule will be effective on Jan. 1, 2007. This will be helpful for providers that use the Federal Housing Finance Board's Affordable Housing Program for gap financing on your 202s. View the final rule at http://www.hudclips.org/sub_nonhud/cgi/pdf/8492.pdf.

Legislation Would Create Panel to Study Technology for Aging

New technologies under development to meet the need of older adults would get increased attention under bills introduced in both houses of Congress. HR 5906 and S 3739 would create a consortium to evaluate the potential of new technologies to help seniors stay independent longer and detect diseases earlier, as well as support their caregivers and minimize medical errors.

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Of Interest

Continued from page 1

Electronic Health Records Not Routine in Medical Practice

The Robert Wood Johnson Foundation reported recently that while one in four doctors use electronic health records (EHRs) to improve patient care, only one in 10 employ a "fully operational system" that collects patient information, displays test results, allows providers to order prescriptions, and helps doctors make treatment decisions.

The report suggests that EHR financial, technical, and legal barriers are keeping adoption rates low. The report's authors said these barriers must be removed if the healthcare industry is to meet President Bush's goal that most Americans have their medical information collected, stored, and organized in an electronic form by 2014. To see the press release on the report and access the full report visit <http://www.rwjf.org/newsroom/newsreleasesdetail.jsp?id=10439&gsa=1>.

Wheelchair Funding to be Cut

Medicare is planning to cut reimbursement for power wheelchairs in a reaction to a 2004 study conducted by the Health and Human Services Inspector General. The study concluded Medicare paid far more than consumers and suppliers for wheelchairs, at times \$6,000 for a \$1,000 chair. Because of the changes, many wheelchair suppliers will no longer provide power wheelchairs to Medicare recipients after Wednesday, Nov. 15, 2006, when the dramatic cuts in reimbursement go into effect. Residents with multiple sclerosis, spinal cord injuries, and similar conditions might find themselves without power wheelchairs. The U.S. Department of Health and Human Services said these changes are necessary to eliminate the increase of fraud.

Social Security Announces 3.3 Percent Benefit Increase in 2007

Monthly Social Security and Supplemental Security Income benefits for more than 53 million Americans will increase 3.3 percent in 2007, the Social Security Administration announced in October. Social Security and Supplemental Security Income benefits increase automatically each year based on the rise in the Bureau of Labor Statistics' Consumer Price Index for Urban Wage Earners and Clerical Workers (CPI-W), from the third quarter of the prior year to the corresponding period of the current year. This year's increase in the CPI-W was 3.3 percent. Increased payments to more than 7 million Supplemental Security Income beneficiaries will begin on December 29. Other changes that take effect in January of each year are based on the increase in average wages. Based on that increase, the maximum amount of earnings subject to the Social Security tax (taxable maximum) will increase to \$97,500 from \$94,200. Of the estimated 163 million workers who will pay Social Security taxes in 2007, about 11 million will pay higher taxes because of the increase in the taxable maximum in 2007. To read the full press release visit <http://www.socialsecurity.gov/pressoffice/pr/2007cola-pr.htm>.

People & Places

Submit Content to CAHSA Connecting

Send press releases, administrative changes, awards and event announcements to cahsanews@comcast.net or fax to 303-474-3025 ATTN: CAHSA Newsletter. Please include photographs (label) when possible. CAHSA reserves the right to edit all submissions for length and content.

Attention CAHSA members: Through its new partnership with an online tour company, **New LifeStyles** is now able to offer discounted online tour prices and still shots to all CAHSA members. For more details, please contact Jenall Gold at 800-204-7221 or Jenall@newlifestyles.com.

New LifeStyles will be attending and sponsoring a marketing discussion track at the upcoming national AAHSA convention in San Francisco. Look for New LifeStyles at booth number 1614. Drop your business card off for your chance to win a FREE listing in the Spring/Summer 2007 edition for the Front Range.

Laura Landwirth was recently appointed to the **Denver Commission on Aging**. Congratulations Laura!

Golden West celebrated the groundbreaking for the new **Flatirons Terrace** independent living community on its campus Oct. 26. The event was a great success despite the weather challenges.

Holly Creek Retirement Community was featured in *The Villager* on Sept. 28. The article discussed resident efforts to spruce up a room for a homeless family. Good job.

Christian Living Communities raised \$135,000 at its 13th Annual Earthen Vessel Dinner on October 5th at the Hyatt Regency Tech Center Hotel. 600 guests enjoyed an evening of entertainment provided by well-loved entertainer **Art Linkletter**. Linkletter was joined by the **Suwon Central Baptist Church of Seoul, South Korea** children's choir and orchestra. The internationally acclaimed choir blended tones and cultures with Korean/English choral arrangements, culminating with a stirring rendition of *America the Beautiful*. **Russ DenBraber**, CEO, presented this year's award to **Frank and Sylvia Velzen**, long time volunteers.



John Torres using the shovel that's been used at each groundbreaking since Golden West built its first community more than 40 years ago.



Nexters try out the equipment described during Kathy Dilger's presentation on telehealth.

Classifieds

Director of Nursing - Broadmoor Court, Colorado Springs, CO. The Director of Nursing assures that the physical, mental, emotional, and spiritual needs of residents are met by selecting, leading and training the quality care staff. Assures all state and federal regulations and care standards are met. Provides excellent customer service. Provides supervision of all direct care staff. May assume supervision of facility in executive director's absence as required and requested. Experience requires proven leadership in a geriatric care environment. Minimum education: LPN/RN Minimum experience: 3-5 years. Excellent non-profit company offers vacation, sick leave, 403B retirement plan, health, dental, vision. Flexible hours with superb work environment. Contact Person: Cindy Batey, executive director, 719-471-2285, Fax 719-634-0491 E-Mail : cbatey@ba.org.

Marketing Director - Eastern Star Masonic Center, a non-profit AL/IL retirement community in S.E. Denver, is seeking an applicant that possesses leadership experience and a commitment to the mission and values of our community. The ideal candidate will have demonstrated knowledge of best practices in marketing, a strong sense of goal orientation, flexible scheduling and a professional demeanor. Qualified candidates should either fax resume to 303-753-2103, attn: Administrator, or e-mail to mattheww@esmrc.com.

The CAHSA Calendar

Nov. 5-8 **AAHSA Annual Meeting**
San Francisco

Nov. 6 **Colorado Night at AAHSA Annual Meeting**
6:00 - 7:30 p.m.
Jillian's at Metreon



*Get more information
on these events from
our web site -
www.cahsa.org*

Nov. 15 **Adult Day Interest Group Meeting**
Seniors' Resource Center, Denver

Save These Dates...

Dec. 5 **CAHSA Annual Membership Meeting & Holiday Party**
3:00 - 6:00 p.m.
Eaton Senior Programs

Mar. 1 **CAHSA Legislative Luncheon**
11:00 a.m. - 1:00 p.m.
Maggiano's Little Italy

May 17-18 **CAHSA Annual Conference**
"Listen, Learn & Lead"
Vail Cascade Resort & Spa