

Of Interest

Inside

5 Minutes With...	4
Adult Day News	6
Assisted Living/ALFA News	5
CAHSA Calendar	12
Classifieds	11
Design Matters	8
Did You Know?	8
Executive Update	2
Get Out There!	4
Housing News	3
Insights on Leadership	7
Nursing Home News	3
People & Places	10
QF Corner	5
Resources	9

CAHSA Next Launched!

Based on feedback gathered in two focus groups and a written survey from members, CAHSA is launching a new initiative—CAHSA Next. The Board of Directors heard the findings of this research gathered in April and May and is fully committed to the formation of this group within CAHSA, which aims to encourage active participation among younger and new members of CAHSA through various activities and forums and provide an opportunity to develop future leaders who will help ensure the continued success of the organization. A planning committee will meet in mid-August to help determine the structure of this group and establish a timeline for coordinating proposed breakfast get-togethers and various events. We'll keep you posted.

Grant Awarded in Colorado

During the 30th Annual National Association of Area Agencies on Aging (n4a) Conference, the Administration on Aging (AoA) Assistant Secretary Josefina G. Carbonell announced \$10.5 million to further the development of innovative approaches to provide care for people with Alzheimer's disease and support for their family caregivers. The award includes \$2.6 million to expand three-year systems change demonstration programs in nine states, including Colorado, as well as support a one-year capacity building demonstration program in New Jersey. In addition to the 10 new awards, approximately \$7.9 million in continuation funding was recently awarded to 28 states. Learn more at http://www.aoa.gov/press/pr/2005/05_July/07_11_05.asp.

HIPAA Ruling Surprises Experts

The Department of Justice ruled that the HIPAA privacy rule applies to covered entities such as hospitals and nursing homes, but not to the covered entity's employees, according to a report in the *New York Times*. The decision surprised experts who thought that employees were subject to the same HIPAA provisions and penalties as physicians, insurers, hospitals, nursing homes and other covered entities. However, the Justice Department said employees would still be subject to criminal prosecution under other state and federal laws for privacy violations.

-HIPAA Weekly Advisor

CMS Helps to Get the Word Out on Medicare Part D

CMS announced the creation of a website, called a "Partner Center," providing outreach materials to help educate new enrollees about how to sign up for prescription drug coverage. It includes Medicare resources, materials, and training information. Visit the site at <http://www.cms.hhs.gov/partnerships/>.

Health Info Technology Legislation Introduced

Senators Bill Frist (R-TN) and Hillary Clinton (D-NY) have introduced S1262, the "Health Technology to Enhance Quality Act." The bill calls for the development of a nationwide interoperable health information technology structure. Part III of the measure provides for the development of quality measures to be used as "pay-for-performance" under all federal health care programs. For more information, visit <http://www.theorator.com/bills109/s1262.html>.

AHRQ Website Provides Source for Patient Safety Findings and Resources

The Agency for Healthcare Research and Quality (AHRQ), which leads the federal government's effort to improve patient safety and reduce medical errors, has announced a new website. AHRQ's Patient Safety Network, or PSNet, is the first comprehensive effort to help health care providers, administrators, and consumers learn about all aspects of patient safety. Visit <http://psnet.ahrq.gov> to learn more.

CAHSA is the
Colorado affiliate of



American Association
of Homes and Services
for the Aging



Assisted Living Federation
of America

I hope you are having a wonderful summer and taking some time to enjoy the sunshine. I also hope that all of our CAHSA golfers are out on the links practicing their swing in preparation for our Ninth Annual Golf Tournament on August 31st at Englewood Golf Course. This year's tournament is shaping up to be the best ever. (I probably say that every year!) However, we have added a number of new features to this year's tournament that will help to ensure a sell-out event as well as provide some serious incentive to practice. We even made plans for the non-golfers!

For the first time ever, we have four exciting hole-in-one prizes. How about a two-year lease on a luxury sport car from Murray Motors (we are talking BMW, or Mercedes!)? Or perhaps an all expenses paid trip for two, including airfare, to Grand Bahamas Island or PGA Resort in Florida. And of course, for the third year in a row, we are thrilled to have generous support from Hyde Park Jewelers, which is sponsoring a hole-in-one with a sports watch valued at \$5,000.

We have added two totally new contests this year, too. First, we will have a "\$100,000 Shoot-Out" contest prior to the start of the tournament. Golfers may purchase a ticket to be eligible for a chance to shoot a hole-in-one. The contest will be held at a hole conveniently located near the clubhouse so the "gallery" can watch. Four lucky players' names will be drawn who will then have a chance to win \$100,000!

As I mentioned earlier, we have included the non-golfers in our plans this year as well. We want all CAHSA members to join in the fun this year. To facilitate everyone's involvement and show support for our programs and services, we are selling dinner tickets and inviting all non-golfers to join us for dinner and networking with the players. We even found a way to turn our non-golfers into golfers with a virtual golf game, including a grand prize for the winner. We really mean it when we say that this year there is something for everyone!

With all of the new features and contests, we are seeking volunteers to assist us with this fun event. If you are interested in helping, please contact me at the CAHSA office at 303-837-8834, or email to laura@cahsa.org.

In July, I devoted several issues of "Week's Wirth" to update you on our Strategic Planning process and to share the results of our member survey. In follow-up to those updates I want to remind all of our members that this month we have three important member meetings scheduled to gather your input on our Strategic Direction for Public Policy for the upcoming year. The dates are August 18th with locations in Louisville in the morning and Denver in the afternoon. We will hold a meeting in Colorado Springs on August 22nd. See the calendar section of the newsletter for the details. Contact our office if you need directions.

In the "Of Interest" section of this newsletter, be sure to read about the formation of CAHSA Next. This group will target new and young members of CAHSA to provide opportunities for networking, professional exploration and leadership development. The board wholeheartedly endorsed this initiative at the retreat last month, and you'll be hearing more on CAHSA Next as it takes shape. In closing, I hope you enjoy the rest of your summer — and you better start practicing that swing!

Laura Landwirth

Laura Landwirth, Executive Director

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Housing News

HUD Posts Occupancy Handbook Summary Q & A

HUD released a summary of questions pertaining to Occupancy Handbook 4350.3 Revision 1m, which includes HUD responses to online questions from housing administrators categorized by topic. Download the 40-page document at http://www.hud.gov/offices/hsg/mfh/rhiip/4350_faqs.pdf.

HUD Creates Two Fair Market Rent Systems

HUD's Office of Policy Development and Research added two new web systems to the Huduser.org website to provide information about the Fair Market Rents (FMRs) set by HUD each year for the Housing Choice Voucher program and other programs. These new systems will provide easier access to FMR information, as well as highly detailed information on the process HUD uses to set FMR nationwide. The new Fair Market Rent History system provides the published FMRs for all unit sizes from FY 2000 to FY 2005 for any area of the country. To view FMR history by state and county, go to <http://www.huduser.org/datasets/fmr/fmrs/index.asp?data=hist>.

The second system is the 2005 Fair Market Rent Documentation System. It provides complete descriptions of the development of the 2005 FMRs for any area of the country. By location, you can determine how the 2005 FMRs were updated and developed, starting with the 2000 Census benchmark and including any subsequent re-benchmarking that has come developed as a result of a local random digit dialing survey or American Housing Survey data. To view the FMRD system by state and county, go to <http://www.huduser.org/datasets/fmr/fmrs/index.asp?data=docs>.

Additional Tools for Employee Attraction and Retention

A recent HUD notice notes that planned changes to the Management Agent Handbook 4381.5 REV2 will help managers attract and maintain workers. The changes will allow for an increase of employer matching contribution funds for pension/retirement plans from 5% to 10%. Changes also will be made to the definition of employees who may participate in qualified retirement plans. Currently only employees who work over 30 hours per week are qualified. That standard will change to 20 hours per week. HUD hopes that these changes will help managers hire more professional and knowledgeable employees and reduce high turnover rates. The full notice (NOTICE: H 05-08) can be found at www.hudclips.org.

House Votes to Add Dollars

The U.S. House of Representatives voted to add \$165 million to planned federal housing spending, keeping alive a program to rebuild severely distressed public housing. In amendments to a transportation, housing, treasury and judiciary appropriations bill, the House voted to increase funding for Section 8 low-income housing vouchers by \$100 million over committee recommendations and restored the Hope VI public housing reconstruction program with funding of \$60 million. The changes bring HUD appropriation to about \$37.7 billion for the 2006 fiscal year.

-Reuters News

Nursing Home News

CMS Publishes Two-Part Fire Safety Regulation

CMS' new fire safety regulation, which will become effective after a 60-day comment period, addresses two safety issues. The first part of the rule allows nursing homes to mount alcohol-based hand rub sanitizer containers on exit corridor walls if certain conditions are met. These conditions are related to heat sources. The second part of the rule requires battery-operated smoke detectors in patient rooms and public areas in facilities that are neither fully sprinklered nor have hard-wired smoke detectors in these areas. A one-year phase-in period is allowed before facilities must be in full compliance with the second part of the rule. To access a complete copy of the rule, visit <http://www.cms.hhs.gov/providerupdate/regs/cms31451fc.pdf>.

CMS Offers New Data Collection Tools

Beginning in January 2006, CMS will offer skilled nursing facilities a "Nursing Home Improvement and Feedback Tool (NHIFT)." This tool is based on a series of questions related to clinical processes in the five areas of management and treatment of depression, immunizations, pain, high-risk pressure ulcers, and physical restraints. NHIFT is for internal quality improvement use, and data extracted will only be shared with the QIO. Participation is voluntary. The second tool being offered is Setting Targets, Achieving Results (STAR). STAR is a website that will help skilled nursing facilities set individual targets for their publicly reported quality measures. This process is also voluntary.

-CAHSA Newsfront, May 2005

Nurse Aides Numbers Rise Along With ADL Assistance

The average number of certified nursing assistants (CNA) per 100 residents rose from 35 in 1985 to 40 in 1999, according to *Morbidity and Mortality Report Weekly*, the Centers for Disease Control and Prevention's newsletter. This equals a difference of 14% more CNA help over the past 14 years. During the same period, the percentage of residents who needed assistance dressing also rose, from 79% in 1985 to 87% in 1999.

Kaiser Study Reports that Assets Won't Cover One Year of SNF Care

In the quest to save Medicaid funding, some have wondered lately whether elderly people who transfer assets to their children in order to qualify for Medicaid have been bleeding the system dry. According to a study from the Kaiser Family Foundation, the answer is no. The nonprofit foundation, which studies health care issues Americans face, determined that most elderly people do not have the assets to pay for a year of nursing home care. Further, of those at high risk for needing nursing home care, 84% would exhaust their assets within one year of SNF care. Read the report at <http://www.kff.org/medicaid/7335.cfm>.

Computer Updates

Nursing homes need to update their computers by December 31, 2005 to meet the minimum system requirements for access to the Quality Improvement and Evaluation Systems website. The new requirements are as follows:

CPU:	Pentium 3,500 MHz
Memory:	256 MB
Operating System:	Windows 2000 or XP
Hard Drive:	500Mb free space
Browser:	Internet Explorer V5.5 SP2

-CAHSA NewsFront, May 05

A Business Partner

How long have you been a member of CAHSA?

We became members of CAHSA this year.

Why did you become a member?

We became members because we felt it was important to build relationships and network with other organizations that provide services to seniors. It also gives us an opportunity to have a voice in shaping our industry.

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

We provide pharmacy products and services to Assisted Living communities. We are unique in that we focus on meeting the special needs of these communities. SeniorMed has developed additional specialized services also—for example, we offer programs for diabetes management and dementia management. We are proud to be educators as well, putting on more than a half dozen educational expos throughout the nation annually.

What do you think is the biggest challenge for providers in relationship to your service/product?

I think establishing effective and easy to use medication management systems, including staff training and support, are key for today's assisted living communities. And, because today's communities must meet so many demands, it's critical to have a partner that can provide the latest in technology tools and the best service and support available.

Who's your hero/heroine?

I don't have one particular "hero." There are many accomplished people who amaze me and motivate me to be the best person I can be. We all have a hero inside of us.

What do you do on your time away from work?

When I am away from work, I rest a lot. My position requires travel so when I am home I like to have dinner with friends and spend as much time with my German shepherd as possible. We go to dog parks and take many walks. I enjoy volunteer work with the Leukemia Society, going to movies, music, playing tennis, writing and traveling around the country visiting family and friends.



Melanie Weber

Get out there!

Tips for Gaining Exposure

A new approach to reporting the news is on the rise, a participatory approach that puts *you* behind the headlines. From web blogs to e-newsletters, community journalism is a hot national trend that your facility can tap into.

Citizen's media efforts are cropping up across the country and right here in Colorado. Recently launched, **YourHub.com**, **Mytown.dailycamera.com**, and **Mymilehighnews.com** are interactive, electronic town squares where you can post stories, share photos and opinions, list events, even sell things. Mostly filled with reader-submitted content, these Internet portals are a great way to reach your local community's audience and help spread the word about the positive things and people at your community.

To date, there are 39 **YourHub.com** portals, from Arvada to Wheat Ridge. **Mytown.dailycamera.com** covers towns in Boulder and Broomfield counties—Lafayette, Louisville, Superior, Erie, Broomfield, Boulder, Longmont and the mountain towns, and **Mymilehighnews.com** reaches Arvada, Lakewood, Golden and Wheat Ridge.

Some of these sites will even include your story or photos in the print edition of their publication. For example, **YourHub.com** staffers cull through the online postings and package material into zoned print publications that are delivered to *Denver Post* and *Rocky Mountain News* subscribers once a week. That's a huge potential to target both the niche, community market on a smaller level, and the state/national market on a larger level.

From open houses, to resident birthdays, to performances, lectures, and demonstrations, community journalism adds a new, intensely local flavor to the news. Not only can residents, staff, family, and friends access your news, but so can potential future customers.

Consider the following before picking up a pad and pen or even a camera:

- * Look for newsworthy, interesting, informative angles for your story. Use people to help tell the tale.
- * Don't overwrite or exaggerate your story.
- * Be fair and accurate.
- * When you quote or highlight someone, make sure you spell the person's name correctly.
- * Be courteous. Ask people's permission to take and post their photos.
- * Write a caption or brief description for each photo, with specifics about what is going on. Try to get the names and hometowns of people pictured to include in the captions (double check spellings).

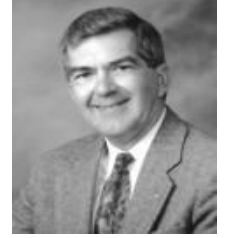
There's an array of newsworthy events and stories surrounding your organization so get out there and start generating your own coverage!



Russ DenBraber
Chair, Quality First

Each month Russ DenBraber, chair of CAHSA's Quality First Task Force and Chief Executive Officer of Christian Living Communities, highlights examples of quality within CAHSA's membership.

Hover Community, Inc., a Longmont-based, nonprofit corporation that offers assisted and independent living for seniors from a wide range of socio-economic levels, signed the QF Covenant shortly after the initiative was announced in late 2003. According to President and CEO Larry Hartman, "We were anxious to become a part of a national initiative that would elevate the good work that we do at Hover."



Larry Hartman

The community's initial efforts with implementing QF focused on ensuring that existing policies, procedures and practices were current and reflective of QF standards. Next, the organization moved toward supporting those policies, procedures and practices with adequate staff attention and funding. Current efforts focus on several elements outlined in the QF 10-point plan, including Continuous Quality Improvement and Governance Accountability.

Founded in 1979 by the Hover family, Hover Community has always engaged in a Continuous Quality Improvement process that demands a forward focus. In all of the community's planning and quality assurance activities, two basic questions are asked: "What do we do well?" and "How can we do more of those things or how can we do them better?" The responses to these questions are based on the results of customer satisfaction surveys, family interviews, care planning conferences and governing board discussions. This ongoing process has allowed Hover to maintain a position of leadership within the community, exceed minimum standards and earn a position of excellence in service delivery.

Hover Community is governed by a volunteer Board of Directors composed of local civic leaders from diverse backgrounds. Governance Accountability has come to the forefront at Hover in terms of demanding ethical practices in all that the organization does. Board members are well versed in issues of nonprofit corporate business standards and compliance, industry standards, and benchmarks within the community. They have helped staff implement formal standards for practice that had previously been implicit in its policies, procedures and practices.

"There is a need for national standards in our industry. However, we much prefer that those national standards are generated internally rather than from external sources," said Hartman.

Participation in the QF initiative has helped Hover continue its standards of excellence, strive beyond those existing accomplishments, and create a business atmosphere that maintains consistency, integrity and dignity through choice.

"We have an obligation to our organization and to our customers to ensure that all of our activity engenders trust," said Hartman.

Future steps at Hover will be to incorporate QF standards in the organization's mid-range planning for development of its campus and its long-range planning for development of other sites.

"Public trust is extremely important as aging services look toward growth and development to serve the growing marketplace that will include the 'baby boomers.' Consumers are more savvy and more demanding than ever before and the improvement of available choices is vital," said Hartman. "We look toward our affiliation with other QF organizations to embellish and improve the services we provide," he added.

Assisted Living/ALFA News

Who's Who in AL

With almost 2,000 leading assisted living and senior housing executives in attendance, the ALFA Conference truly represented the best of the industry. See photos of the 'Who's Who' in assisted living, in attendance at the ALFA 2005 Conference & Expo's VIP events at <http://www.alfaconferenceandexpo.com/pics.htm>.

ALFA Executive Portfolio

ALFA's groundbreaking new research report, the ALFA Executive Portfolio, reveals executives' predictions and real-world strategies in assisted living and senior housing. This comprehensive review of provider practices offers details on what works, what doesn't, and what's next for the assisted living business. The *ALFA Executive Portfolio: Inside the Minds of Leading Executives in Assisted Living & Senior Housing* goes far beyond basic market statistics to uncover the pattern of thinking at top assisted living companies by those setting the tone for the next few years. For more information visit http://www.alfa.org/store/category.cfm?category_id=2 or call 703-691-8100.

National Assisted Living Week Logo Released

The National Center for Assisted Living (NCAL), in collaboration with the American Association of Homes and Services for the Aging (AAHSA) and the Assisted Living Federation of America (ALFA), has released the logo for the 11th annual National Assisted Living Week®, which will be celebrated September 11-17. The design symbolizes this year's theme of "A Fair to Remember" with multi-colored flags flying at a county fair. This year's theme recalls the local fairs of yesteryear, with blue ribbon bake-offs, petting zoos and parades. For more information, visit www.nalw.org.

ALFA Unveils New Direction

ALFA has announced that the association will no longer attempt to be all things to all people and will now entirely focus on the following:

- * ALFA will facilitate the development and sharing of best or most successful practices for operational excellence in assisted living;
- * ALFA will influence public policy in support of resident choice, quality of care, accessibility, and state regulations for assisted living;
- * ALFA will serve as the voice of assisted living, enhancing and maintaining a positive public image of assisted living.

-Mid-Atlantic Life Span, March 2005

CAHSA Makes Front Page of *Adult Day Services Letter*

CAHSA's adult day marketing practices were featured in the July issue of the *Adult Day Services Letter*. CAHSA's executive director Laura Landwirth discussed the association's involvement in supporting its adult day members' ongoing marketing efforts, including developing a 32-page resource booklet and poster to help raise members' visibility in the community. Visit <http://www.cahsa.org/displaycommon.cfm?an=1&subarticlenbr=11> to read the full article or log on to CAHSA's website (www.cahsa.org) and click on the Press Room, then CAHSA in the News.

AAHSA Adult Day Resources

As part of the alliance between the National Adult Day Services Association (NADSA) and the American Association of Homes and Services for the Aging (AAHSA), CAHSA members can now access many of AAHSA's information resources. These include the following:

- * **Listservs:** AAHSA listservs provide regular news and information to subscribers. The listservs below relate to adult day services:
 - * **Daily Clips from AAHSA:** Receive links to news about aging services issues from major media worldwide and links to examples of AAHSA, our state association partners and our members in the news.
 - * **Home- and Community-Based Services:** The place to discuss and share information related to HCBS services including policy, funding, regulatory and operational issues.
 - * **Information Line:** The AAHSA-NADSA member services line is staffed Monday-Friday, 9 a.m. to 5 p.m. (EST). An information specialist is available to answer questions about NADSA resources and policy positions. Call 800-558-5301 or email your questions to info@nadsa.org.

Adult Day in the News

- * The National Adult Day Services Association's (NADSA) strategic alignment with the American Association of Homes and Services for the Aging (AAHSA) has been featured prominently in several long-term care trade publications. *McKnight's Long-Term Care News* ran a story and photo in its March issue, as did *Contemporary Long-Term Care*.
- * NADSA Board Chair Annemarie Mark O'Hearn appeared on the radio show, "Your Life, Your Legacy," on WFED in Washington, D.C. with AAHSA Board of Directors Chair Bill Smith. The archive of the show can be heard online at www.wtopnews.com/?sid=401435&nid=410.
- * Linda Velgouse, NADSA policy director and AAHSA director of home- and community-based services, was quoted in a *Baltimore Sun* story about a new adult day center in Baltimore. The story was reprinted in the *Concord (NH) Monitor*. To read the article, visit <http://tricare.osd.mil/eenews/downloads/042005eldersBaltimoreSun.doc>.

Adult Day Services Research

AAHSA and NADSA members are part of the technical advisory group for a study of adult day services the Research Triangle Institute is conducting with funding from the Office of the Assistant Secretary of Planning and Evaluation (ASPE), part of the federal Department of Health and Human Services. The purpose of the study is to determine the current role and efficacy of adult day services in long-term care, including its role in potentially forestalling institutionalization. The study will include an examination of the current literature, a review of state regulations and statutes, and an in-depth look at policy and practice in five to six states, including site visits to providers and discussions with consumers and families in those states.

-*The Voice*, June 2005

NADSA Adult Day Resources

Check out these great resources from NADSA's bookstore. Visit www.nadsa.org for more information or an order form.

Adult Day Services: Secrets, Systems and Strategies for Excellence: Sourcebook for Directors and Administrators

What starts as a national curriculum for training the leaders in our field has become a one-volume, essential *Sourcebook* for all those in planning, management and administrative positions. The *Sourcebook* covers the following subjects: the essentials of good leadership; the planning process from beginning to end; assessing your community's and participants' needs; programming; managing the people process; financial management; marketing, public relations and community affairs; environment, atmosphere and design; ethics and liability; and evaluation, problem-solving and continuous quality improvement.

Adult Day Services: Secrets, Systems and Strategies for Excellence: Leader's Guide

The *Leader's Guide* allows a community or group of providers to use the *Sourcebook* as a curriculum in the way it chooses, but will give an instructor, trainer or leader some guidance on how to maximize the value of the *Sourcebook* as a curriculum with a group of peers. For each of the subjects, there is guidance on goals, the main message and key points, the cultivation of management skills, handouts, thought-provoking questions, exercises and suggestions for self-study.

Standards and Guidelines for Adult Day Services

This is the 1997 revised edition of the *National Standards and Guidelines for Adult Day Services* manual. This edition provides a comprehensive outline of best practices in all areas of facility operations and service delivery. Emphasis is placed on the importance of target population identification and assessment, administration, organizational structure, individualized plans of care, including the new service categories, direct service provision, staffing requirements, facility design and program evaluation.

-*The Voice*, June 05

Ms. Olson Goes to Washington

Each month we will profile a CAHSA member and learn their Insights on Leadership.

Dana Olson has worked in long-term care for 35 years. Today, she is serving in her ninth year as the executive director of Colorado Springs-based Volunteers of America's Laurel Manor senior residence. In June, the long-term care veteran traveled to Washington, D.C., and joined four other experts in senior housing and health care to testify before the U.S. Senate Committee on Banking, Housing, and Urban Affairs in support of S705, "Meeting the Housing and Service Needs of Seniors Act." We caught up with Olson to learn about her experience in our nation's capitol and as a leader at VOA. Here's what she had to say....



Dana Olson in Washington

How were you selected to testify and why did you accept the challenge?

Senator Wayne Allard (R-CO) is co-sponsoring this bill and he wanted someone from Colorado to testify on its behalf. I agreed to testify because I not only felt honored to be asked but I also am passionate about meeting the needs of our aging population and ensuring that the services they need are available for them at every stage of life.

What was the focus of your testimony?

My testimony focused on the need for affordable housing and services for seniors, allowing them to "age in place" or in appropriate facilities, and avoiding having seniors forced into nursing homes because that is all that is available.

What was it like to testify before a congressional committee of leaders?

Exciting! It was nice to be recognized as an expert in the field and have my opinions respected by national leaders.

What did you learn from the experience and the other experts who testified? How have you parlayed this into your own organization?

I learned that we all want the same things for our elders—we just are at different levels in the spectrum and have our own priorities when it comes to the services we provide. This experience helped me see that there are many services and providers that enter the picture before we do at long-term care. We all need to work together to ensure that our elders are appropriately cared for, respective of their individual conditions. I have tried to explain this to my staff and work with Social Services to make sure we are appropriately serving our residents.

Beyond Washington, D.C., what other leadership opportunities do you participate in and how do you sharpen your leadership skills?

I am constantly attending educational classes and bringing the information back to my team. I send staff to as many workshops as schedules allow. I also invite our local state representative, who is also a member of our Community Advisory Council, into our facility at least six times a year, and keep him abreast of what is going on in long-term care and how he can support our elders.

What is the most difficult part of being a leader and how do you overcome that?

Keeping a positive attitude. With the constant staffing challenges and the increased pressures of state and federal regulations, it is easy to get discouraged. I try very hard not to let that happen and to continue to remain positive in a sometimes negative environment.

What are the greatest lessons you've learned as a leader?

I've learned that to be a good leader you must be flexible and change as the times change. The challenges increase constantly, and to be a good leader to your staff you must keep a positive attitude and help them with the ongoing changes and challenges. I really think my consistency and sense of humor keep me going daily and provide a sense of security for my staff.

What advice do you have for future leaders in the health care industry?

This isn't a profession for the weak at heart. You must genuinely care about the people you serve and strive to only give them the highest quality of care and service that you are capable of providing. If you aren't willing to give 110%, you probably won't succeed with the responsibilities that are placed on you daily.

To read Olson's full testimony, visit: <http://banking.senate.gov/files/olson.pdf>.

Design Matters



by William Brummett
President, William Brummett Architects
Inviting Family and Friends

This is the second in a two-part series that explores ways to create comfortable senior care settings for family, friends and visitors.

Family, friends, and other visitors of residents who live in senior care environments represent a critical component of design efforts. The need for meaningful personal relationships does not end when one moves into an assisted living or skilled nursing setting. In fact, research indicates it increases. According to interviews with residents, the number one thing contributing to residents' happiness and well-being is connections with family.

Creating connections with family and friends at a meaningful level takes both an awareness of the value of connections and sensitivity toward how they are developed. In tour after tour of housing and care settings for the elderly, it seems that what is needed is quite simple—places to talk and things to do while talking. The places need to be conducive to conversation and the activities must be meaningful. Ideally, this includes activities for two people, 10 people, up to 100.

Providing things to do is easy, providing meaningful activities proves difficult. The goal is to create places focused around activities that are both "normal" and appealing. One strategy for smaller groups, like families, is to create an activity kitchen. Imagine a room with a full kitchen and a large dining table, perhaps with interior windows to the common space or corridor. It is an ideal space for birthdays, holiday meals, or simply for two or three people to sit and drink coffee together. A library can also be a comfortable place for small groups to sit and talk. Intergenerational art classes (perhaps in the activity kitchen) also allow people to share time. Billiards rooms are great places to cultivate relationships. Beauty parlors and barber shops can offer familiarity and community.

Children, however, need more stimulation to hold their interest. Outdoor play areas, perhaps a basketball hoop, provide fun things

for grandchildren and great-grandchildren to do when visiting relatives. Grandma and grandpa can enjoy sitting in the shade, watching them play, cheering from the sidelines, even offering coaching advice. Smaller and simpler versions of this are feasible inside as well. Why not have an exercise room with a section of wood floor and a hoop, or a toddler-sized play kitchen in the activity kitchen? The answer to these questions is usually attorneys and insurance providers, but perhaps it's time to re-evaluate the risks and rewards.

The possibility of inviting larger groups such as dance troupes or local musicians to use larger spaces presents hurdles financially, but also offers the potential of building a stronger tie to the local community. A viable solution is to find partners willing to provide capital in exchange for use of the space for rehearsals and performances, all of which would benefit residents and the community at large.

Creating places to talk can be difficult. Everyday conversations happen anywhere, but more serious, intimate conversations require the right setting. Residents get ill, become frail, and die quite often in our buildings. This means that occasions for private, intimate conversations between family, staff and residents occur daily. Quiet, private spaces with natural light where two people can sit close to one another support this need. Small window seats off the beaten path are one idea. Shaded outdoor spaces with a bench and perhaps a small water feature are another. Private rooms support this need also.

The best place to begin a design is with empathy. Ask yourself, "Where would I go in this building to have fun with dad, have a serious talk with mom, have the whole family over for a visit?" "Would I feel comfortable or would I feel awkward?" "Would I want to stay, or would I want to leave?"

Design Matters is brought to you each month by William Brummett, a CAHSA board member and principal of William Brummett Architects. If you would like to write a "Design Matters" column or you have an idea for a column, contact Bill at wba@brummettarchitects.com or call 720-570-2302.

Did You Know?

...More Men are Entering SNFs

Though men only account for 28% of the nursing home population nationally, their numbers are growing, according to *New York Newsday*. Recent data from the Empire State shows its male senior home population was up to 30.1% in 2003, compared to 25.6% in 1993.

...Active Nurses in Colorado

- 51,503: Registered nurses
- 9,531: Licensed practical nurses
- 26,147 Certified nurse's aides
- 972 Licensed psychiatric technicians for the developmentally disabled
- 383 Licensed psychiatric technicians for the mentally ill.

-Colorado Board of Nursing; International Council of Nurses

...Medicating America

According to the Kaiser Family Foundation, while the U.S. population only grew 13% between 1993 and 2003, annual prescription drug purchases rose 70% from 2 billion to 3.4 billion transactions, signaling a dramatic increase in the medication of America. For people with Medicare ages 65+, the average number of prescriptions used per person jumped from 18 in 1992 to 30 in 2000.

-Marc's Medicare Update, July 4, 2005

Resources

Join CAHSA's Convention Planning Committee

Help develop the format and content of CAHSA's 2006 annual convention. Attend convention planning committee meetings and share your ideas. The first meeting will be held August 26, with additional meetings as needed. Contact Karen Simmering, at 303-837-8834 or Karen@cahsa.org for more details. If you cannot attend the meeting, feel free to send your topic and speaker suggestions to Karen to share with the group.

Block Party/Senior Resource Fair

Eastern Star Masonic Retirement Community invites all CAHSA members to promote their products and services at the community's First Annual Block Party and Senior Resource Fair on Saturday, August 20, from 10 a.m. to 2 p.m. Eastern Star is located at 2445 S. Quebec St., Denver. There will be health screenings, entertainment, fun and food. This event is free and open to the public. Each vendor will be provided with a 6' table, two chairs, and lunch, all under a canopied tent, for an affordable rate of \$45. Call MaryAnn Simendinger at 303-753-2160 for more information or to reserve a table.

Eaton Senior Programs and Wellspring Senior Foundation's 2005 Speaker Series

Don't miss this year's speaker series. Presentations take place the fourth Wednesday of each month in the Centrum room at Eaton Senior Programs, 323 S. Eaton St. Lakewood. Light refreshments begin at 6 p.m. with speakers at 6:30 p.m. For more information, call 303-937-5107 or 303-937-3000.

- **August 24**—Personal Safety and Identity Theft, Lakewood Police Department
- **September 28**—Healthy Eating for Mature Adults, Jennifer Musser, R.D., HDS Food Services
- **October 26**—Sleep and Aging, Quint Scoot, Centura Sleep Lab

Avoid Solvency Tax Surcharges

For the second straight year, the Colorado Department of Labor and Employment has assessed a solvency tax surcharge on tax-rated employers in the state in order to increase the unemployment insurance fund. Many Colorado nonprofits are opting out of their state unemployment tax system as a way to reduce operating budgets and increase funds. The **Unemployment Services Trust (UST)** is one cost-saving option available to Colorado nonprofits. Instead of paying taxes into the state unemployment system, nonprofits can enroll in the UST and pool money with thousands of other nonprofits, saving 50% in the first year of enrollment, and continuing to lower tax payments by 30% over time. To learn more, visit www.chooseUST.org or call **Kelly Fargo** at 1-888-249-4788 to request a free information packet.

Colorado Culture Change Coalition Educational Forums

CCCC educational forums are held the fourth Friday of each month at Longterm Care Options, 4500 Cherry Creek Drive S.; Suite 500, from 9 to 11 a.m. For more information, visit <http://www.coculturechange.org/>.

Upcoming Events:

- **August 26**—Culture Change in Action: Holly Care Center, LaVonda Cathcart, NHA and team.
- **September 23**—Culture Change Impact on Consumers

Colorado Culture Change Coalition Seeks Input

CCCC is seeking participation from family members and residents in long-term care experiencing culture change in their facilities. These individual would serve on a panel at the September 23 CCCC forum to discuss how culture change has impacted their lives. To participate, contact Tim Heronimus at theromimus@broomfieldnursingcenter.com or 303-785-5800.

ASA Medicare Training Program Offers Free Training Resources

New resources are available for free from the American Society on Aging (ASA) to help address the issues that people with Medicare will face as the new prescription drug coverage program, Medicare Part D, comes into effect. These include:

- Access to two new web cast trainings on Medicare Part D, including one specifically focused in the subsidy available to people with low incomes.
- Two PowerPoint presentations complete with talking points, which can be used in educational presentations.
- Tips on completing the low income subsidy application and a sample of the form.

These self-study materials allow you also to obtain two hours of continuing education credit for social work, nursing, or nursing home administration. Visit www.asaging.org/medicare to learn more.

New Web Service Helps Medicare Beneficiaries

A new web-based service will help Medicare beneficiaries of limited income and resources gain access to the extra help available to them through the Medicare Modernization Act of 2003. The new service is a special version of BenefitsCheckUpRx updated for the extra help with Medicare drug coverage. It is available at <http://www.BenefitsCheckUp.org/rx>. The new service screens beneficiaries for eligibility and then provides a quick link to applying online for the extra help through the Social Security Administration's website.

HCBS E-News

The Clearinghouse for the Community Living Exchange Collaborative, www.hcbs.org, announced the arrival of e-CLIPS, two new free subscription services designed to keep you up to date on important developments in home- and community-based services. For more information about the Clearinghouse or to sign up for the publications, visit www.hcbs.org/e-clips.php.

Help Available for People Without Prescription Drug Coverage

If you know of someone who has high prescription drug costs and no insurance coverage, check out the following web sites for possible help: Pfizer Helpful Answers — <http://www.pfizerhelpfulanswers.com>, Partnership for Prescription Assistance — <http://www.pparx.org/Intro.php>, and Together Rx Access — <http://www.togetherrxaccess.com>.

Alzheimer's Grants

The Alzheimer's Disease Demonstration Grants to States (ADDGS) Program works to improve the responsiveness of home- and community-based services to persons with dementia and their caregivers. In Colorado, the Board of Governors received a grant of \$290,000. For more information on the ADDGS program, other information about Alzheimer's disease and tips for families affected by it, visit the AoA website at <http://www.aoa.gov/alz/>.

People & Places

Submit Content to CAHSA Connecting

We continually solicit members for column participation and content. Send press releases, administrative changes, awards and event announcements our way! Email submissions 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.



Shalom Park supporters at the Timeless Melodies, Loving Moments dinner included Faye Gardenswartz, Barby Sidon and Phyllis Averch

The 12th annual **Shalom Park** fundraising dinner was featured on the society page of both the *Denver Post* and the *Rocky Mountain News*. Timeless Melodies, Loving Moments was the theme for this year's event, which raised \$450,000. To read the *Rocky Mountain News* write-up and see photos from the event, visit http://www.rockymountainnews.com/drmn/lifestyles_columnists/article/0,1299,DRMN_4537_3858056,00.html.

Congratulations to **Nichol Townsend**, who received **Shalom Park's** Distinguished Performance Award.

The Academy's upscale restaurant-style dining services, along with residents and several staff members, were highlighted in a recent *Denver Post* article entitled, "Retirees Live Large with Meals at Tony Academy." To read the full article, visit http://denverpost.com/recipes/ci_2768600.

Lantz-Boggio Architects received an interior design award for work on a military dining hall renovation at the Air Force Academy. The new dining hall, designed around an up-beat western lodge concept, serves as the primary food service facility for the preparatory school.



Nichol Townsend, left, joined by her mother, Ella Beavers

Lantz-Boggio Architects received the 2005 American Society of Interior Designers' seventh annual Interior Design Award for their work at Covenant Shores Retirement Community in Mercer Island, Washington. Congratulations!

Lantz-Boggio Architects announced that **Bill Speck**, AIA, has joined as Project Manager, **Paul Bormann**, RA, has joined as Director of Design and **Bill Abney**, RA, as Project Manager. Welcome!

Two of CAHSA's newest members were featured in the "On the Move" section of the *Rocky Mountain News*. CAHSA welcomes **Life at the Bluffs Adult Day Center** in Colorado Springs and **Senior Hub's Adult Day Services** in Thornton.



Sally Linnenbrink

Congratulations to **Sally Linnenbrink**, who has been promoted to national hospice and preferred provider manager at **Sunrise Senior Living**. Sally has a long history with Sunrise, having joined the organization as a regional director of wellness services in 1998. She was recognized also this year as a President's Club Award recipient for innovative hospice practice. Contact Sally at 703-744-1738 or Sally.Linnenbrink@sunriseseniorliving.com.

Mountain Vista Health Center was recently honored with the nomination of six of its employees for the 2005 George and Pat Sugarman Excellence in Caregiving Award. Nominees included: **Stephy Martinez-Anderson**, **Jennifer Anthony**, **Shannon Hammel**, **Esparanza Romero**, **Linda-Lu Zanarron** and **Sa-Awi Benner**. For more information, contact **Linda Stumpp** at 303-421-4161. Congratulations Mountain Vista staff!

CAHSA's Inaugural Quality First Award winners (**Golden West Senior Residences**, **Christian Living Communities**, **Seniors' Resource Center**, and **Kentucky Circle Village**) and their programs were highlighted in the "On the Move" section of the *Rocky Mountain News*. Learn more at http://www.rockymountainnews.com/drmn/business/article/0,1299,DRMN_4_3875520,00.html.

Seniors' Choice Adult Day Programs announced the grand opening of its newly remodeled site in Littleton. Thanks to the generosity of Arapahoe County, Seniors' Choice was able to completely remodel the interior of Seniors' Choice West. What was once a space with many smaller interior rooms is now a bright, beautiful, open space with a large great room, a welcoming meeting area for families/caregivers as well as potential customers, a large dining room, a second spacious activity area, and a nook where participants can visit over tea or coffee. New paint, lighting and carpet complete the look. Feel free to stop by and visit the "new" center at 1060 W. Littleton Blvd. in Littleton. For more information, contact **Angie Pilkington** at angiepilkington@developmentalpathways.org.

Shalom Park Institute of Nursing Graduates

In early July, 14 Licensed Practical Nurses celebrated the completion of the Shalom Park Licensed Practical Nurse Training Program during a graduation ceremony at Shalom Park. Congratulations to the 2005 graduates! They include: Front Row: **Michelle Humphries**, **JeVena Loftin**, **Tatyana Nadykto**, **Barbara Brasen**, **Catherine Bebee-Hall**, **Luz Torres**. Back Row: **Carla Weeks**, director of nursing, **Lisa Detwiler**, **Paige Stewart**, **Maria Baker**, **Lyudmila Aylyarova**, **Margarita Khaimova**, **Nina Aminova**, **Elizabeth Bell**, **Karen McNair**, and **Pat McBride**, nursing educator.

In July, the *Brush News Tribune* published a tribute to **Eben Ezer Lutheran Care Center** CEO and CAHSA board member **Carolyn Mickey**, who announced her resignation from Eben Ezer recently. In September, Mickey and her family will move to Bailey, Colorado, to manage the Farmer's Union Education Center, a resort that hosts various camps, retreats, weddings, family reunions and other large gatherings throughout the year. Ron Prasher, director of the Brush Area Chamber of Commerce, and several of Eben Ezer's board members, including Chairman Alan Dahms and Neil Kvern, were interviewed for the article, which highlighted the many achievements that took place at Eben Ezer under Mickey's administrative leadership. Mickey was the center's first non-clergy administrator in more than 101 years and the community's first woman CEO. CAHSA wishes Carolyn all the best in her new career opportunity. To read the full article, visit <http://www.brushnews Tribune.com/Stories/0,1413,226%257E23961%257E2963532,00.html>.



Shalom Park Institute of Nursing Graduates

Classifieds

Part-Time Social Services Coordinator - This position requires a caring, upbeat, organized professional who enjoys working with older adults in an independent and assistant living senior housing complex. Responsibilities will include: participating on the Care Consultation Team, reviewing and updating care plans, implementing policies and procedures to assess and identify residents' social and emotional needs, and serving as community social services advocate. The position requires flexibility, organization, problem solving skills, and effective oral and written communication skills. A bachelor's degree from an approved school of Social Work is preferred as well as two years of work experience. Please contact Eaton Senior Programs, Inc., Phone (303) 937-5074, Fax (303) 937-3090, E-mail: dforwood@eatonterrance.org.



President/CEO. Total Longterm Care, Inc. (Denver), Colorado's PACE—Program of All-Inclusive Care for the Elderly—provider. Must demonstrate strong leadership credentials in: health care, long term care and/or managed care; collaborative/value-based management style; interpersonal relations; innovation/creativity in strategic planning/visioning; organizational culture sensitivity/development; governmental/other community agency relations; and not-for-profit experience. Submit resume and 5 professional references, to: ExecutiveSearch@totalongtermcare.org Deadline: September 15, 2005

Golden West Senior Residence, a non-profit organization dedicated to providing quality housing with services to seniors with low to moderate income, has an opening for a full-time **Medication Coordinator**. The Assisted Living Medication Coordinator is responsible for the general oversight and administration of the medication program. The Coordinator is responsible for ensuring that Golden West is in compliance with all State and Federal regulations governing the medication program as well as all internal policies and procedures. Minimum Qualifications: thorough knowledge of state and federal regulations governing assisted living medication programs, one year of experience managing a medication program, qualified Medication Administration Person, exceptional organizational skills, passion for details. Desired Qualifications: Current Nursing License (LPN or RN) or Certified Pharmacy Technician
Bachelor's Degree in Gerontology or related field. Contact Donna Ruske at 303-939-0880.

Wellness Director, Heritage Club at Aurora - Responsibilities include scheduling, supervising, training of Care Associates, and ensuring delivery of quality resident care in a social environment. Specific responsibilities include: Supervising, mentoring, and training care professionals, coordinating the delivery of services outlined in the Personal Service Plans and monitoring to ensure they meet the health needs of the residents and promote wellness, assisting in the development and updating of Personal Service Plans, coordinating and adjusting Care Associates' schedules as needed, and assigning and monitoring resident services tasks. We seek the following qualifications: current LPN state nursing certification in good standing, home health, group home, assisted living or other related supervisory experience, CPR and First Aid Certification, solid ability to interact and build relationships with older adults, strong organizational and analytical skills, and strong team building and mentoring skills. Please apply online at www.careersincaring.com or email resume to employment@arclp.com. (Acceptable resume formats include: MS Word, HTML, Text, or RTF). For email responses/resumes, please include the job number in the subject line of the email:
WDaCO27June05.

Residence Manager - Assisted Living, Heritage Club at Aurora - This position is responsible for ensuring that the programs and services delivered are consistent with ARC's philosophy of Assisted Living and management of daily operations. Supervise and direct the work activity of the employees. Create and maintain a high level of resident and employee satisfaction. Specific responsibilities include: ensuring continuity and consistency in delivery and quality of services, hire and supervise employees, ensuring adequate staffing, participate in sales and marketing activities, conduct pre-residency evaluations of all prospective residents to ensure they meet the criteria established by state regulations and ARC operating standards, implement approaches and services to maintain or enhance resident independence, maintain high degree of resident satisfaction at all times, implement programs and changes to enhance resident satisfaction, and maintain and upgrade knowledge and implementation of standards and requirements specified by federal and state laws. We seek the following qualifications: two years minimum experience in managing a senior living residence or comparable experience in the senior living industry, State Assisted Living Certification or ability to become certified within six months, degree in healthcare, gerontology, business or related field, health management background supporting ability to read and interpret financial statements and manage a budget, work history supporting ability to hire, direct and manage associates. Apply online at: www.careersincaring.com or email resume to employment@arclp.com (Acceptable resume formats include: MS Word, HTML, Text, or RTF). For email responses/resumes, please include the job number in the subject line of the email: **RMaCO14July05.**

The CAHSA Calendar

August 16 **CAHSA Next Meeting**
10:30 AM - 12:00 PM
CAHSA Office



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

August 18 **CAHSA Public Policy Member Meeting**
9:30 - 11:30 AM
The Lodge at Balfour

CAHSA Public Policy Member Meeting
1:30 - 3:30 PM
Kentucky Circle Village

August 22 **CAHSA Public Policy Member Meeting**
11:30 AM - 1:30 PM
Alterra Wynwood at Colorado Springs

August 26 **CAHSA Board of Directors Meeting**
12:00 - 3:00 PM
Shalom Park

August 31 **9th Annual CAHSA Golf Tournament**
Englewood Golf Course



CAHSA's Board of Directors enjoying the beautiful scenery at Peaceful Valley Ranch during the Annual Board retreat