

# CAHSA Connecting

The Resource for Senior Housing and Care Professionals

## Of Interest

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#### Denver Area Doctors Rated

A new web site provides ratings for Denver-area doctors based on results from patient surveys. Nearly 500 primary care physicians are rated according to their listening and communication skills, appointment availability and staff. The rating system is available at [www.coloradohealthonline.org](http://www.coloradohealthonline.org). The rating program is managed by the Colorado Business Group on Health. To read more, go to [http://denver.bizjournals.com/denver/stories/2009/07/20/daily50.html?ed=2009-07-22&ana=e\\_du\\_pap](http://denver.bizjournals.com/denver/stories/2009/07/20/daily50.html?ed=2009-07-22&ana=e_du_pap).

#### Medicare Part D Meeting Seniors' Medication Needs

Medicare Part D, a prescription drug plan for Medicare recipients subsidized by the federal government, is successfully providing affordable medicine for seniors, according to a recent Kaiser Family Foundation study. Prior to the implementation of the prescription benefit plan, seniors with diabetes and other health issues that required routine maintenance drugs would reduce or completely skip doses due to the expense of filling their prescriptions. Now, 90 percent of Medicare recipients receive prescription medication benefits. Read more: [http://www.denverpost.com/fitness/ci\\_12892062](http://www.denverpost.com/fitness/ci_12892062).

#### San Jose to Host Elder Abuse Training November 18-19

Elderly people are the fastest growing segment of the world's population. With this aging population comes increased potential for elder abuse. The Office for Victims of Crime is hosting a two-day training session on the topic in San Jose, Calif., on Nov. 18 and 19. Those attending the "Identifying and Responding to Elder Abuse" sessions will learn what constitutes elder abuse, how to recognize and respond to it, and how to help victims of elder abuse. For more information, go to <https://www.sei2003.com/OVCTTAC2009/ElderAbuse.asp>.

#### The Ends of the Earth: The AAHSA Advocacy Agenda

Larry Minnix, AAHSA president and CEO, has developed a five-part series on AAHSA's advocacy agenda to provide people with information about various finance topics, AAHSA's perspective on them and what AAHSA is doing about them. Minnix will use each of AAHSA's Five Big Ideas as the basis of his information. The Five Big Ideas are designed to transform the way aging services are delivered for future generations. This is a long-term agenda designed to have a 10-year impact through two-year outcomes.

The Five Big Ideas are:

- QUALITY:** the public can trust
- TRANSITIONS:** to help consumers navigate clear paths of service
- TALENT:** from the frontline to the boardroom
- FINANCE:** new services delivery and capital models
- TECHNOLOGY:** to catalyze quality improvement and quality of life

To read this five-part series, go to [www.aahsa.org/fivebigideas.aspx](http://www.aahsa.org/fivebigideas.aspx) and find Larry Minnix's Five Big Ideas in the Related Items box on the left side.

CAHSA is the Colorado affiliate of:



I hope everyone is having a wonderful summer and taking time to enjoy the season. Usually this time of the year I am reminding members about our annual golf tournament and urging you to participate. This year, however, we have decided not to hold the tournament. You may recall the survey we distributed to all of our members at the May convention and again in late May. Based on your feedback, and in consideration of the difficulties many members are experiencing, we decided that planning a golf tournament was not the best use of CAHSA resources. Our organization sponsors agreed and they have given us permission to redirect their financial support of the tournament to other member programs as needed this year.

Over 70 percent of the member survey respondents requested a one-day workshop in Denver that would offer ideas and practices for surviving during difficult economic times. As a result, we have been busy planning a one-day education program, "Strategies to Succeed in Today's Economy," to be held Sept. 10 at Shalom Park in Aurora. The brochure for the program is enclosed with this issue of *CAHSA Connecting*. This program is a great value for members (\$99) thanks to our presenters, host and sponsors. We have lined up national experts to provide you with ideas for how to be proactive today and position yourself for success; a case study about achieving critical operational improvements; creative solutions and techniques to help survive these turbulent financial times; and information about how to transform your organization to meet the needs of the Silent Generation.

In addition to redirecting our resources from the golf tournament to this education program, we are looking at additional ways to make better use of technology that will also allow us to operate as efficiently as possible. It occurs to us that we have been publishing in the newsletter timely and time-sensitive information via the classifieds, calendar, and people and places columns. Beginning with our next issue we will no longer publish these sections in the newsletter. Instead, we have modified our web site to include all three of these features. Note the announcement in this issue with information about how to submit items directly to us at the CAHSA office. This way your submissions will be posted within 24 hours rather than wait for a monthly or bimonthly newsletter issue.

In late June, the CAHSA leadership met for their annual board strategic planning retreat. We reviewed the results of the member survey and identified several ideas/areas of focus for the balance of 2009 and early 2010. These ideas will be prioritized at the next board meeting in late August. In addition to our discussion about how CAHSA can best serve members in today's environment, we also talked about the CAHSA "brand" and where to focus our advocacy efforts for the next 12 months. Look for a full report on the retreat discussion early this fall. In the meantime, stay cool this summer and don't hesitate to contact us at the CAHSA office if we may be of assistance to you.

*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](http://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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# **5 Minutes with....**

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## **A Business Partner**

### ***How long have you been a member of CAHSA?***

Jacobs Chase joined CAHSA in March 2009, and we're looking forward to exploring the opportunities, education and networking that is available through CAHSA.

### ***Why did you become a member?***

Senior housing is one of our focused practice areas and CAHSA's members represent the diverse professionals serving the industry. We want to be active participants with these professionals and to benefit from the information and insight that CAHSA and its members provide.

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

Jacobs Chase provides legal services to senior housing developers, owners and operators. Our lawyers are highly experienced, and as a result of that experience, are able to offer practical, business-oriented solutions in an efficient and cost-effective manner.

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

Our lawyers aren't afraid to propose creative solutions or to think outside the box. In fact, it's what we've become known for. Sometimes all that is needed to solve a problem is simply to redefine the problem.

### ***How did you get into this business?***

Jacobs Chase is the result of five highly-talented lawyers who decided in 1995 that a big firm practice wasn't the best model for providing our brand of legal services. They were right. Our attorneys have been recognized annually by some of the industry's most respected organizations and specialty media outlets. Today, Jacobs Chase is one of the most respected firms in town. Just ask our clients.

### ***How can people learn more about your service/product?***

Our firm's Web site, [www.jacobschase.com](http://www.jacobschase.com), is an excellent source of background information on the firm, our key players and relevant experience. Obviously, each situation is unique and we would encourage people to contact us directly to discuss more specific details and/or to learn more about how our firm's expertise may fit their needs. To speak with us directly, please call Kevin Kelley at 303-892-4424 or [kkelley@jacobschase.com](mailto:kkelley@jacobschase.com), or Lori Duwve at 303-892-4450 or [lduwve@jacobschase.com](mailto:lduwve@jacobschase.com).

# **Get out there!**

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

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## **Castle Country Assisted Living Uses Awards to Attract Media, Garner Goodwill**

Castle Country Assisted Living, a nonprofit senior living company serving seniors in Douglas County, was recently given two Quality First Awards by CAHSA in the categories of Governance and Accountability and Community Involvement, as well as an award from the Assisted Living Federation of America for being among the 2009 "Best of the Best" senior living companies. Instead of simply hanging their awards in the lobby, Barbara Dice, executive director of Castle Country, decided to take their awards outside of the community as well. This has proven to be a very successful marketing idea for the company.

Castle Country used its PR firm to distribute press releases about the awards to the local media. A national magazine reporter found Castle Country through a Google search for an article she was working on about seniors and activities. Her first page of a Google search was all about Castle Country's Quality First award for their intergenerational landscape project. Because Castle Country took full advantage of getting the word out about their awards, they will now be featured in the magazine.

"There is so much that communities can do on a monthly basis to market their communities, whether it is from a human interest angle, or something specific about the industry," said Dice. "From inviting the public to community events, to taking full advantage of a special event or awards or a great survey, turning almost anything fun or newsworthy into a marketing opportunity to further get the word out about your community is a good idea. Plus, all of this shows the surrounding community that there are

Want to tell your Quality First story? Contact us at: [cahsanews@pivotcomm.com](mailto:cahsanews@pivotcomm.com) and you could be featured in an upcoming issue of QF Corner.



# QF Corner

Each month Ann Lane, chair of CAHSA's Quality First Task Force and executive director of Kentucky Circle Village, highlights examples of quality within CAHSA's membership. This month she reviews the Quality First Award recipient for Public Trust and Consumer Confidence, Eaton Senior Programs, for placing "Quality First."



Ann Lane

Eaton Senior Programs, a Denver-based housing community for low-income seniors, received a Quality First Award in the category of Public Trust and Consumer Confidence for developing a partnership with the School to Work Alliance Program (SWAP). SWAP is a partnership between Jefferson County Public Schools and the Division of Vocational Rehabilitation to prepare youth with mild to moderate disabilities to join the workforce and gain meaningful career-path experience.

Eaton Senior Programs is working with its third round of interns, providing resume-building work experience and helping them explore career paths in which they have shown interest. David Smart, executive director of Eaton Senior Programs, said he has seen about 40 or 50 kids aged 16 to 25 participate in the program.

Each intern has a job coach who serves as a mentor along with the Eaton Senior Programs supervisor. Interns are compensated through the Jefferson County Workforce Center, saving Eaton Senior Programs wage costs. The organization benefits because they receive extra help at no cost to them, and the intern is provided with real-world work experience and the chance for a position if one is available at the end of their adjustment period. Several interns have hired on to continuing positions at Eaton as dietary aides, caregivers and receptionists. A few interns find that they want to try out something different, but they leave with a resume and job seeking experience.

"We're able to give a trial run to kids, to expose them to the real life experience of the process of getting a job," said Smart. "Some of these kids need an extra boost, and it's great that we can give it to them. It's really a win-win situation because they're getting the experience and we're receiving their help around the community."

Robin Smay, the coordinator for south and south central Jefferson County SWAP, and the woman who helped make this program possible at Eaton, approached Smart at an event in 2007 and asked him if he would be interested in the program. Eaton became the pilot program for SWAP in Jefferson County, and Smay is hopeful that more organizations will sign on now that the kinks are worked out thanks to the success of the program. She is looking for more senior living communities, hotels or any type of organization that is "like a little city," she said, where the kids can all be in one place and have lots of different job options to choose from.

Eaton Senior Programs looks forward to keeping the SWAP program alive at the community. If your organization is interested in implementing SWAP, please call Robin Smay at 303-982-7014, ext. 6, or e-mail her at [rsmay@jeffco.k12.co.us](mailto:rsmay@jeffco.k12.co.us).

Congratulations to Eaton Senior Programs for maintaining quality first by helping their own community as well as the community at large.

### **Get Out There, continued from Page 3**

good things happening in the industry and the economy. And for us, as a nonprofit and not a huge company, it shows that good work and deeds are recognized."

According to Dice, all organizations should budget for the expertise of a PR firm. "A PR company is an affordable way to get the news and stories out in a timely manner," she said. "We have seen that the more press and articles that we have out on a consistent basis, the more hits we have on our web site; they're directly related. We actually track our web site hits, and the results have been amazing."

Dice also stresses the importance of letting residents, families and employees know about the great things going on within an organization. "We make copies of our articles and press releases and share them with potential families looking for assisted living or bring them to meetings to share," she said. "We have received quite a lot of interest and mileage from these articles."

Castle Country Assisted Living successfully *got out there* by applying some simple, accessible tactics to items that were already in place. How will you use recent good news to further market your organization?

# CAHSA Next

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Many members of the CAHSA Next group are finding that having a job and a family changes their previous lifestyle. Some of these future leaders are young parents or soon will be. Responsibilities become greater and more pressing with age. Modern men and women want it all—a steady job *and* a happy, healthy home life and family. Maintaining both successfully can be a delicate balance. Work should not cross over into your home life; your family should not have to take the brunt of a “bad day on the job.” Here is how our CAHSA Nexters are approaching it.

Planning for an expanding family is a hustle. “It doesn’t matter how much you prepare for a child; there are always lots of surprises,” said David Smart from Eaton Senior Programs. And while you may not be able to fully plan for the changes, “understanding that life as you know it is changing [is important],” said Smart. Kathleen Charles from Golden West agrees, “Before I had my son, I could cancel personal commitments if I needed to extend my hours at work for some reason. Now, I have to stick to the schedule I set.” Jennifer Naber from Total Longterm Care added, “I didn’t really know what to expect until I had a three-month-old baby and had to go back to work. I organized as much as I could the night before and got home as soon as I could to spend time together.”

Setting limits helps young professionals create a work-life balance. But an ability to shift and re-balance is vital. “Senior housing is a 24/7 job; the responsibilities don’t go away in the evening or on the weekend. I try not to work on the weekends; however, if I do, I bring my two older children. They think this is a treat,” shared Smart. When illnesses or other surprises cause challenges, the ability to modify a normal schedule is important. “I have come to terms with the reality of working when I need to, not always maintaining a day off to be a day off,” said Charles.

Finding creative ways to incorporate work and life is something that can help balance the scale. “Many times I will bring my daughter to evening celebrations and dances. The residents love to see her and she gets to see some of the fun side of what her dad does,” said Smart. But the ability to interact in this way can depend on the age of the children. Kathleen shared that “although it is not ‘forbidden’ to bring my son to work, partly due to his age, there is no way I could now and still be productive.” Megan Novell from Christian Living Communities Holly Creek added, “I don’t have the opportunity to bring him to work; however, I do know that I work for a company that will be flexible with me when I need to be a little late or need to leave early for a doctor’s appointment.”

Though the changes are difficult and the balance between life and work is in constant motion, keeping communication open among all parties helps make the changes easier to handle. “Keeping the lines of communication open with my spouse and being flexible is how we keep our family life balanced, but it is a challenge,” said Smart. He continued, “My wife recently asked if I could stay at home a few minutes longer in the morning to help [with] the kids. I spend an extra 15 minutes and my wife is less stressed. As any good husband knows, when my wife is happy, I’m happy! And it only took 15 minutes.”

With changing roles in life, like becoming a parent or a spouse, comes changing priorities. “I no longer work like a ‘non-mommy.’ My priorities have changed a bit. I am still dedicated to my job; I just now have a family that requires much more of my time,” said Charles. “Family comes first; I’m a mother first, and if I fail at that, it doesn’t matter what I accomplish at my ‘other’ job.” Naber echoed these feelings, “Saying ‘no’ to extra projects is difficult for me. The need to determine who I am and who I want to be as a mother, wife and professional took me by surprise when I had a baby and went back to work.”

Overall, the advice from our Nexters came down to being a clear communicator, setting a schedule and sticking to it, prioritizing and accepting that you cannot do it all. Find a way to leave work at work and experience life outside of it.

# ***Insights on Leadership***

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*Each month we profile a CAHSA member to learn their Insights on Leadership. This month, Laura Landwirth, CAHSA's executive director, wanted to share a bit about why CAHSA features this column each month, and the important points members can take from it.*

In business, leadership is the driving force behind success. Without it, most organizations would flounder. Leadership is hard to define. We all see it differently. A leader can be a president, a mother, a boss, a teacher or even yourself.

Throughout the years, reading this column and all the different perspectives it brings has expanded my knowledge of the myriad leadership styles and lessons to be learned. I hope it has done the same for you. That is the purpose of featuring a different CAHSA member each month.

During the recent CAHSA conference in Vail, we included activities that taught different leadership styles through group activities and team-building events. After all, a good leader is nothing without a team of people. Leadership has been described as the “process of social influence in which one person can enlist the aid and support of others in the accomplishment of a common task,” as well as “creating a way for people to contribute to making something extraordinary happen,” both of which resonate with me.

So I hope you'll take some of these tips from fellow CAHSA members and incorporate them into your own idea of what leadership means to you.

## ***Resources***

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### **Denver Water Offers Water-Saving Incentive Programs for Businesses**

Eaton Senior Programs recently had all of their original toilets replaced with water saving toilets for free through a program with Denver Water and the Mile High Youth Corps, who provides all of the labor. If you are interested in getting more information about this program, contact Cindy Moe, Denver Water, 303-628-6009.

### **Long-term Care Idea Exchange Forum**

AAHSA has created an idea exchange forum for members to learn from each other's experiences. The forum is a space to pose questions, share tips and post success stories. To find out more or share your experiences, go to <http://www.aahsa.org/ideaexchange.aspx>.

### **Memory Care Therapeutic Activity Kits**

Expressing emotions can become difficult for memory care patients. Physical activities can be good outlets for emotional energy and can help re-orient patients and improve their moods. The Alzheimer's Association created a helpful table of ideas and materials for therapeutic activities: [http://www.annalsoflongtermcare.com/images/15-16\\_altc0709TryThis.pdf](http://www.annalsoflongtermcare.com/images/15-16_altc0709TryThis.pdf).

### **Virtual Safety Tour for Aging in Place**

For many seniors, remaining in their own home is the most comfortable and affordable option. The Home Safety Council created a web site that hosts a virtual home safety tour designed to help ensure that private residences are as safe as possible for elderly residents. Click on the kitchen, for example, and a list of safety suggestions for potential hazards appears. Explore the home safety tour here: <http://mysafehome.net/>.

# People & Places

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Total Longterm Care was recognized in the *Denver Post* for winning a Quality First Award at CAHSA's annual convention in May. TLC won the award in the category of Human Resources Development.

William Lange, executive director of Covenant Village, is pleased to announce that Julia Allen became Covenant Village's director of nursing on June 8. In making the announcement, Lange stated, "Julia Allen has been a director of nursing since 1994 for long-term care, sub-acute, rehabilitation and dementia units. She is a seasoned professional, holds a master's degree in nursing science and has special certification as a wound ostomy continence nurse. Julia will be a tremendous addition and will be instrumental in enabling the transition to our revised organizational structure which places focus on resident life and health services."

On June 19, Covenant Village of Colorado held its first annual Relay for Life. The event was held in conjunction with the American Cancer Society. There were 124 participants in the walk that went from 7 a.m. to 3 p.m. A survivor's walk took place at 10:30 and was followed by a BBQ that was free of charge to all who participated. More than \$2,000 was raised in support of the work of the American Cancer Society.

CAHSA was featured in the AAHSA Daily Clips: Senior Housing News on June 23, "CAHSA Names Quality First Winners at Annual State Conference." To see the article, go to <http://seniorhousingnews.com/2009/06/23/cahsa-names-quality-first-winners-at-annual-state-conference/>.

Christian Living Communities Holly Creek hosted the South Metro Denver Chamber of Commerce Business After Hours event on June 9. More than 170 Chamber investors and guests enjoyed hors d'oeuvres and an opportunity to socialize. Visitors were given scavenger hunt/tour cards to discover many of the amenities offered. Resident docents were available along the way to answer questions and share their enthusiasm for life at Holly Creek. Call Joyce Haberkorn at 720.974.3553 if you have any questions.

Eighth Annual Art from the Heart: A benefit for Seniors' Resource Center will be held on Saturday, Aug. 22, 6 to 9 p.m. at The Hudson Gardens & Event Center, 6115 S. Santa Fe Drive in Littleton. The event will feature an "enchanted dinner," a silent auction, celebrities and a peaceful garden stroll. Please wear cocktail attire. Call 303-797-8565 for more information or go to <http://www.regonline.com/artfromtheheart> to register.

Seniors' Resource Center's Southwest Adult Day site relocated from the Bear Valley Church in Lakewood (1001 W. Jewell Ave.) to Christ Baptist Church in Denver (3000 S. Wadsworth Blvd.).

Seniors' Resource Center announced the election of Karen Buchanan, president and founder of Colorado Elder Care Solutions, Vennita Jenkins, administrator of The Granville Assisted Living Center and Mark Martinez, regional president and senior lending officer of Solera National Bank, as three new members of its board of directors.

Eben Ezer Lutheran Care Center welcomes its new administrator, Amy Robbins.

Castle Country Assisted Living was named Best Assisted Living Community in Castle Rock and Parker by the Colorado Community Newspaper readers. Castle Country Assisted Living is a nonprofit company with three local assisted living communities, Cantril House and Valley House in Castle Rock and Victorian House in Parker. This is the third time Castle Country has won this award.

Shalom Park was featured in a 9 News segment about University of Colorado at Denver students interning at the community. See it here: <http://www.9news.com/news/local/article.aspx?storyid=119678&catid=188&provider=email>.

The American Association of Homes and Services for the Aging (AAHSA) recently selected Diana Delgado, COO of Eaton Senior Programs, Camille Thompson, COO of Christian Living Communities and Shareen Anderson, administrator of Good Samaritan Society Bonell Community, as members of their Leadership AAHSA Fellowship program. The Leadership AAHSA program is designed to augment the ranks of emerging leaders across the continuum of care and services for the aging and address the shortage of potential leaders nationwide. The year-long curriculum will be focused on advancing emerging leaders, encouraging innovation and focusing on a person-centered approach for residents, clients and staff members. Leadership AAHSA is also focused on fostering diversity among aging services leaders.

Continued on Page 11

# Housing News

## New Senior Housing Model Faces Uphill Climb

Experts blame the economy for the failure of a new housing option for the elderly to catch on. Fox Hill Club and Residences, nestled in an affluent Washington, D.C. suburb, boasts 240 luxury units ranging in price from \$577,000 to \$1.8 million. Fox Hill is a condominium community for people 60 and older. In a relatively new concept for the senior housing industry, residents purchase their condos rather than paying a lump-sum entry fee or monthly rent. Prospective residents have yet to embrace this new concept; equity in real estate is nice, but the primary concern remains access to quality care. To read more, go to [http://www.nytimes.com/2009/07/01/business/economy/01senior.html?\\_r=1&scp=1&sq=housing%20for%20elderly&st=cse](http://www.nytimes.com/2009/07/01/business/economy/01senior.html?_r=1&scp=1&sq=housing%20for%20elderly&st=cse).

## Did You Know?

### World Population of Elderly to Triple by 2050

According to U.S. Census Bureau projections, the population of people 65 and older is expected to triple by 2050. The same population is expected to double in the United States. By 2050, the elderly population (89 million) is expected to surpass the population of children younger than 15 (85 million). To read the press release, go to [http://www.census.gov/Press-Release/www/releases/archives/international\\_population/013882.html](http://www.census.gov/Press-Release/www/releases/archives/international_population/013882.html).

### HHS Initiative Expands Age and Disability Resource Programs

President Barack Obama has proclaimed 2009 as the “Year of Community Living.” The Department of Health and Human Services has responded to this proclamation by announcing plans to expand age and disability resource centers across the country. There are pilot centers in 45 states that provide a single location for information, counseling and programs for the elderly and disabled. The new initiative will expand current centers and establish new centers in the remaining five states not participating in the pilot programs. To read more, go to <http://www.hhs.gov/news/press/2009pres/06/20090622b.html>.

### Fish-Rich Diet Reduces Risk of Dementia

In a large, international study, a diet rich in fish proved to reduce the risk of dementia. More than 15,000 people 65 and older in Asian and South and Central American countries were included in the study. According to the results published in the August issue of *The American Journal of Clinical Nutrition*, those who ate fish almost every day were 20 percent less likely to develop dementia than those who only ate fish two or three times a week, and adults who ate fish a few times a week were 20 percent less likely to develop dementia than those who never ate fish. Read more: <http://www.nytimes.com/2009/07/21/health/21fish.html?em>.

### Mobility Aids Contribute to Falls Too

They're supposed to help those with mobility limitations get around, but more than 47,000 seniors end up in the emergency room after their assistive devices trip them up. Walker- and cane-related falls account for almost three percent of falls among people 65 years and older. Nine out of 10 of those falls are caused by walkers rather than canes, according to a study published in June in *The Journal of the American Geriatrics Society*. To read more, visit <http://www.msnbc.msn.com/id/31613713/ns/health-aging/>.

# ***Assisted Living/ALFA News***

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## **Harmony Residence: Not Your Mama's Assisted Living**

Who says that assisted living residences have to be sedate? Not those who live at Harmony Residence in Denver. Harmony is one of two residences operated by Marycrest Assisted Living, and is the only such residence in Colorado that is recognized for its innovative programming to serve younger adults with permanent disabilities. Younger adults with disabilities are a distinct population, very different from seniors. Nationally, this population is growing rapidly due to advances in care of those with chronic diseases and trauma. Disability conditions at Harmony include mobility impairments, Parkinson's disease, multiple sclerosis, traumatic brain injuries, developmental disabilities, mental retardation, mental illnesses, strokes and other chronic illnesses.

Although living with significant disabilities, these individuals still have much to contribute. Activities and offerings typical of assisted living communities do not meet the needs of these residents. In particular, they demand and need more social stimulation, problem solving and opportunities to participate actively in their community.

Three factors distinguish Harmony Residence from other assisted living facilities. First, Harmony serves younger adults with disabilities exclusively. The average age of a Harmony resident is 49, compared to an average of 83 years at a typical assisted living facility. Harmony residents are in the prime of life.

Second, activities and program offerings at Harmony reflect the interests of this younger population. There is no Wednesday night bingo at Harmony; they prefer Texas Hold 'Em. Residents have an active schedule of trips for shopping, sports events, cultural offerings and other community events. In-house, Harmony offers classes and gatherings ranging from art classes to current events discussion groups, fitness activities including classes and interactive exercise with Wii, a community garden, regular Karaoke nights and general social events.

Harmony's full schedule has a programmatic focus: when residents actively participate in their community, they experience less social isolation and depression, maintain higher levels of independent functioning and report a higher degree of satisfaction and quality of life.

Key to Harmony's success in supporting this community is the specialized staff training provided to all caregivers. Initially funded by the Colorado Traumatic Brain Injury Fund in 2007, staff received extensive training in the causes and key behavioral characteristics of individuals with traumatic brain injury, and topics in caring for and managing this often unpredictable population. Subsequent funding granted by ECA Foundation is underwriting seminars on other conditions, their care and management. This innovative approach to educating caregivers as specialists has earned the recognition of the Colorado Association of Homes and Services for the Aging's (CAHSA) Quality First Award.

Despite the roller-coaster economy, Harmony Residence and Marycrest Assisted Living continue their commitment to providing accessible care, welcoming private pay residents and those on Medicaid. In order to maintain this mix of revenue streams, Marycrest Assisted Living has an active fundraising program, cultivating charitable support from individuals, churches and foundations. This fund development effort has made possible the expanded activities program for residents, staff training, on-site physician services and capital improvements.

In March, Marycrest Assisted Living hosted a community open house at Harmony, celebrating 10 years of service as well as a fresh new look. With the generous support of Denver area charitable foundations and individuals, Harmony now features vibrant colors and contemporary furnishings that reflect this lively community. For more information, contact Pam Wright, director of admissions and marketing, 303-433-0282.

# ***Nursing Home News***

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## **Is Your Facility Energy Efficient?**

The Environmental Protection Agency has partnered with several senior care organizations to present a free webinar series to provide energy-saving strategies for long-term care facilities. On Aug. 13, a webinar was held on "Senior Care: Benchmarking Energy Performance Using EPA's Portfolio Manager." The next webinar will be on Wednesday, Aug. 26 at noon mountain time. It will cover "Engaging Employees and Senior Care Residents to Save Energy." For more information or to register for a webinar, go to <http://www.alfa.org/alfa/NewsBot.asp?MODE=VIEW&ID=561&>.

## **Certified Medical Directors Improve Quality of Care**

A recent study found that the quality of care in nursing homes that had a medical director certified by the American Medical Directors Association was 15 percent higher than those that didn't. While other factors such as facility size and nonprofit or for-profit status affected quality of care, the presence of a certified medical director was a significant variable even when other factors were controlled for. For the full report, go to: <http://download.journals.elsevierhealth.com/pdfs/journals/1525-8610/PIIS1525861009001984.pdf>.

## **Five-star Rating System Under Review**

The Centers for Medicare and Medicaid Services' five-star rating system for nursing homes was criticized by nursing home administrators and other industry officials upon its release six months ago. Questions about the accuracy and reliability of the site continue. CMS plans to survey users about how helpful the site is in the search for a quality nursing home later this year, according to the *Washington Post*. To read the article, go to <http://www.washingtonpost.com/wp-dyn/content/article/2009/07/13/AR2009071302498.html>.

## **Mental Illness Outranks Dementia Among Nursing Home Admission**

A study conducted by medical doctors and Ph.D.s examines data on first-time nursing home admissions of individuals with mental illness, dementia, or both to identify trends and characteristics. See the full article here: <http://psychservices.psychiatryonline.org/cgi/content/abstract/60/7/965>.

# ***HCBS News***

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## **Fair Pay for Caregivers**

Under a very specific federal tax exemption, home health care employers are not required to meet the minimum wage or overtime pay requirements. Home health aides are classified as companions rather than employees. As a result, home health aides are among the most underpaid laborers in the employment system. To read a *NY Times* editorial about this and what lawmakers are doing about it, go to [http://www.nytimes.com/2009/07/09/opinion/09thur2.html?\\_r=1&ref=opinion](http://www.nytimes.com/2009/07/09/opinion/09thur2.html?_r=1&ref=opinion).

## **Compensation for Family Caregivers**

Caring for an elderly loved one at home often means caretakers reduce the number of hours they work outside the home, reducing their income and potentially the ability to pay for their own later-in-life care. While many people accept caregiving roles for older relatives out of love and a sense of duty, formal caregiving contracts are gaining in acceptance. To read a post from the *New York Times*' The New Old Age blog, go to: <http://newoldage.blogs.nytimes.com/2009/06/25/caregiving-on-contract/?ref=health>.

## **Access Advance Directives Anytime with Google Health**

The last thing to be worrying about in an end-of-life situation is locating a "Do Not Resuscitate" order or living will. The National Hospice and Palliative Care Organization has partnered with Google Health to provide a place to store advance directives online. Using Google Health, people can securely store their health records and quickly access them via Internet connection. To read more, visit <http://www.nhpco.org/i4a/pages/index.cfm?pageID=5946> or <http://www.google.com/intl/en-US/health/faq.html>.

# Classifieds

**Clinic RN:** Total Longterm Care is a local nonprofit established to provide and coordinate services ranging from primary and in-home care to transportation and therapies. The clinic RN provides skilled nursing care to participants, implements primary care orders, evaluates participant complaints physically and/or by telephone, develops appropriate plans of care, provides participant, caregiver and family teaching and communicates participant's condition to primary caregivers, physician and multidisciplinary team. Graduation from an accredited nursing program, current Colorado registered nurse's license required, certification as a gerontological nurse desired. BSN, CPR certification and three years of health care experience with emphasis in geriatrics preferred. If you are interested in joining the proud staff at Total Longterm Care, you may apply for this opportunity by faxing your resume to 303-996-1615 or emailing [jobs@totallongtermcare.org](mailto:jobs@totallongtermcare.org). Please reference REQUISITION #827 in your correspondence.

**Social Worker (MSW):** Total Longterm Care is a local nonprofit established to provide and coordinate services ranging from primary and in-home care to transportation and therapies. This position plans, organizes and implements social work services to TLC participants and families, performs initial psychosocial assessment including family, significant others and community agencies, participates in coordination and implementation of admission and discharge plan, provides individual, family and group counseling and acts as liaison between the participant and interdisciplinary team. Required: masters degree from a school of social work accredited by the Council on Social Work Education and a minimum of one year of experience working with frail/chronically ill elderly people. If you are interested in joining the proud staff at Total Longterm Care, you may apply for this opportunity by faxing your resume to 303-996-1615 or by e-mailing [jobs@totallongtermcare.org](mailto:jobs@totallongtermcare.org). Please reference REQUISITION #824 in your correspondence.

**Nursing Home Administrator:** Liberty Heights, a 219-unit upscale provider of independent living, assisted living and skilled nursing care in Colorado Springs, is currently seeking a nursing home administrator to oversee the daily operation of the skilled nursing (42 beds) and assisted living (20 units) operations of our community. Qualified candidates will possess a nursing home administrator's license in the State of Colorado and have at least three years of experience in nursing home administration or comparable health care administration experience. Must have a working knowledge of long term care regulations and standards. For immediate consideration, please forward resume with salary history to: Gayle L Michel, Corporate Director of Recruiting, Senior Lifestyle Corporation, 111 East Wacker Drive, Suite 2200, Chicago, IL 60601. Facsimile: 312-673-4493 or e-mail [gmichel@seniorlifestyle.com](mailto:gmichel@seniorlifestyle.com). Or apply online via the Career Opportunities Page of our web site at [www.seniorlifestyle.com](http://www.seniorlifestyle.com) (job requisition number 09-0253).

## ***People and Places, continued from Page 7***

Resident woodworkers at Holly Creek were featured in an NBC Nightly News segment called "Vets in Toyland" about American veterans making hand-crafted toys for kids half a world away, many of whom have never had a toy in their lives. See the segment here: <http://www.msnbc.msn.com/id/3032619/vp/31929478#31929478>.

Elisabeth Borden of the Highland Group, a strategic research, planning, and marketing firm working with both for-profit and nonprofit senior housing and care communities, wrote a guest commentary piece for Boulder's main paper, *The Camera*. The piece spoke about creating appropriate housing for the people who are growing older in Boulder. See it here: <http://www.dailycamera.com/news/2009/jul/23/guest-commentary-boulder-needs-to-get-real-about/>.

# ***The CAHSA Calendar***

- Aug. 20**      **Community Connections Bus Tour, Northwest Denver**  
8 a.m.—4:30 p.m.
- Aug. 28**      **CAHSA Board of Directors Meeting**  
noon—3 p.m.  
Seniors' Resource Center, Denver
- Sept. 10**      **CAHSA Workshop: Strategies to Succeed in Today's Economy**  
9 a.m.—4:30 p.m.  
Shalom Park, Aurora
- Sept. 17**      **Community Connections Bus Tour, South Metro Denver**  
8 a.m.—4:30 p.m.
- Sept. 18**      **CAHSA Leadership Development Committee Meeting**  
8:30 a.m.  
CAHSA office, Denver

## ***We're making some changes...***

*The CAHSA Connecting newsletter is going high-tech! Starting in September, we will be moving some of our regular and time-sensitive newsletter features like "People and Places," the classifieds and the calendar to the web site, where we will also have links to the national news affecting assisted living, CCRCs, HCBS, senior housing and nursing homes. Our "5 Minutes With," CAHSA Next," Insights on Leadership," "Quality First Corner" and "Executive Update" articles will still come out in the newsletter, which will be published every other month. To get news about your company and job postings on the web site, just e-mail them to [Karen@cahsa.org](mailto:Karen@cahsa.org). Stay tuned for more improvements!*