

## Of Interest

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### 2005 Graduate Fellowships Available

AAHSA and Ziegler Capital Markets Group opened the 2005 Call for Submissions for the AAHSA/Ziegler Graduate Fellowship Award in Strategic and Financial Planning. The AAHSA/Ziegler Graduate Fellowship Award enables AAHSA member non-profit professionals to develop integrated strategic planning skills and perspectives, explore financial management concepts at leading universities, assess and acquire techniques for long-range organizational planning and strategy implementation, and apply their new knowledge to their organizations' integrated strategic planning processes. The 2005 Fellowship Award recipient will receive tuition, travel and expenses in full (up to \$10,000) for the executive education program of his/her choice, including, but not limited to, Harvard University, Wharton School of Business, University of Michigan and Northwestern University's Kellogg School of Management.

For more information or to receive an application packet, email [alittle@aahsa.org](mailto:alittle@aahsa.org) or call 202-508-9434. All submissions must be completed and received by Tuesday, August 2.

### MedWatch - The FDA Safety Information and Adverse Event Reporting Program

Kingswood Laboratories, Inc. and the FDA announced a nationwide recall of Moi-Stir Oral swabsticks due to the finding that certain lots contain molds including *Aspergillus* and *Penicillium* which could result in respiratory infections. Doctors and dentists should consider screening patients who are at risk for infections, especially those with weakened immune systems (low white blood cell counts) who have used the Moi-Stir Swabstick. Read the complete MedWatch 2005 Safety summary, including a link to the firm press release, at: <http://www.fda.gov/medwatch/SAFETY/2005/safety05.htm#MoiStir>.

### Fair Labor Standards Guidance Available

The U.S. Department of Labor released a fact sheet to aid employers in complying with the Fair Labor Standards Act (FLSA). "Fact Sheet #22: Hours Worked Under the FLSA" explains how to figure compensation for issues such as on-call time, waiting time, sleeping time, meetings attendance, travel time, etc. The fact sheet also outlines typical problems and resources available for additional information. For more information, call the Wage-Hour toll-free information and helpline (8 a.m. to 5 p.m.) at 866-4USWAGE (866-487-9243). Additional information can be found at: [www.wagehour.dol.gov](http://www.wagehour.dol.gov).

### 2005 White House Conference on Aging

Plans are underway for the 2005 White House Conference on Aging, October 23-26, 2005. This event is held every 10 years to develop recommendations for the President and Congress on issues, policy and research in the field of aging.

The theme of the conference is "*The Booming Dynamics of Aging*." Approximately 1,200 delegates from across the country will attend the conference and discuss issues including:

- Planning Along the Lifespan;
- Workplace of the Future;
- Our Community;
- Health and Long Term Living;
- Social Engagement; and
- Marketplace.

The conference will be available for viewing via web cast at: [www.whcoa.gov/about/faqs.asp](http://www.whcoa.gov/about/faqs.asp).

### JCAHO Warning

The Joint Commission on Accreditation of Health Care Organizations (JCAHO) has warned accredited facilities that imposter surveyors have been showing up at facilities and asking to conduct a JCAHO survey. Ask any surveyors to present their official JCAHO badges and a letter from the organization's Executive Vice President, Russell Massaro, MD, to verify their authenticity before permitting them to initiate the survey.

CAHSA is the Colorado affiliate of



American Association of Homes and Services for the Aging



Assisted Living Federation of America

Thanks to everyone who participated in our 2005 annual convention. By all accounts, the convention was a great success. Our Poker in Paradise Casino Night, sponsored by Total Longterm Care, was once again one of the more interesting events. It's said that a picture's worth a thousand words. Well, we've included several in this issue of *CAHSA Connecting*, so you get to be the judge. And while the Board wasn't dressed in Elvis costumes this year, they still provided an entertaining presence!

Based on the conference evaluations we've received, the educational aspects of the convention were also memorable. High marks were given to the luncheon keynote speakers, as well as the many break-out sessions. As one member wrote, "Every session I attended was great. I learned and came away from each session inspired!" We are already working on plans for 2006 and will announce those dates soon, so be sure to look for them and mark your calendar.

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

In May I attended the ALFA Annual Convention in Atlanta as well. Speaking of getting better every year, this was the best yet! Attendance was record-breaking and the exhibit hall overflowed with vendors. The new roundtables established by ALFA were highly attended and I heard a lot of positive feedback for the networking that occurred. ALFA CEO and President Rick Grimes presented to the affiliate state executives the latest strategic direction for ALFA targeting the 5,200 senior executives within the top 300 largest Assisted Living provider companies. The new "value premise" is focused on operational excellence, influencing policy, and promoting a positive public image for Assisted Living. All future efforts will be directed toward these areas and we look forward to our continued relationship with ALFA, moving forward together!

With Memorial Day marking the official start of summer, your leadership is gearing up for a two-day Board retreat in late June. We will assess how well we met our goals for the past 12 months. In addition, we will evaluate how closely aligned we are with the "envisioned future" we described in 2002 as part of a three-year strategic effort, and look ahead to set strategic priorities for the next 12 months. I appreciate all of the completed and returned member surveys with your feedback on our envisioned future. These will guide us as we evaluate past efforts as well as our future planning process. There is still time to give us your feedback, and another copy of the survey is enclosed with this issue of *CAHSA Connecting*.

And finally, if it's summer, it must be time to make plans for the CAHSA Golf Tournament. In its 9<sup>th</sup> year, the date is August 31st at Englewood Golf Course – a new location! The details are in this issue of *CAHSA Connecting*. And, whether you golf, hike, bike or enjoy relaxing with a good book, I hope you remember to take time to slow down a little and enjoy these long days of summer. See you on the trails!

*Laura Landwirth*

Laura Landwirth, Executive Director

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# Nursing Home News

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## Nursing Homes Lauded for Timely MDSs

The federal Office of Inspector General (OIG) released the second of its reports complimentary to nursing homes this year. In its report "Nursing Facility Performance in Assessing Residents Timely and Submitting Required Records," the OIG concluded that SNFs submitted required MDS assessments for residents in Medicare- and Medicaid-certified beds 99.9% of the time. In addition, facilities performed assessments in a timely manner 95% of the time, and submitted those records to the state database on time 94% of the time. The only criticism from the OIG was that SNFs might be overzealous in their assessment efforts—the report turned up 1,852 records that SNFs should not have submitted to the state database because they were not for Medicare- or Medicaid-certified beds. To view the entire report, visit the HCPro web site at: <http://www.hcpro.com/content/47581.cfm>.

## Skilled Nursing Facility PPS Rule Posted

The Centers for Medicare & Medicaid Services (CMS) placed on display the proposed rule for the skilled nursing facility prospective payment system (SNF PPS). The rule includes the annual update for fiscal year 2006, refinements to the payment system, and other changes. View the proposed rule at: <http://www.cms.hhs.gov/providers/snfpps/default.asp>.

# Adult Day News

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## New Medicare Substitute Adult Day Care Services Act Introduced

The bill, H.R. 1981, introduced by Rep. Lloyd Doggett (R-TX), would allow adult day service (ADS) providers to become Medicare-certified and receive Medicare reimbursement for home health services they deliver at their site. The bill is similar to bills AAHSA and NADSA supported in the last Congress. AAHSA will continue to support this legislation that expands options for ADS providers and consumers. AAHSA also supports a provision in the bill that allows CMS to terminate the current Medicare demonstration, which is limited in scope and does not include direct Medicare reimbursement to ADS providers. To view a summary of the legislation, visit: <http://www2.aahsa.org/Document/Display.asp?MsgID=29-@-LV592005132825.eml&SC>.

## ADHCC Wins Telly Award: National Award Honors Excellence in Video Productions

The Adult Day Health Care Council (ADHCC), the state affiliate of the New York Association of Homes and Services for the Aging, has received the prestigious Telly Award for its video program, "Adult Day Health Care Changing How You Live—Not Where You Live." The nine-minute promotional video, filmed during the summer of 2004, gives ADHCC members a vehicle with which to better market their programs. For information regarding the video, contact Christine Fitzpatrick at 518-449-2707, ext. 130 or [cfitzpatrick@nyahsa.org](mailto:cfitzpatrick@nyahsa.org).  
-NYAHS Advisor, April 2005

# Assisted Living/ALFA News

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## Assisted Living U. Program Thrives

George Mason University's program for assisted living administration—the nation's first undergraduate and graduate curricula dedicated to assisted living—has enrolled more than 100 students. Launched in 2002, the program's goal is to develop curricula in long-term care to address changing housing and care preferences among seniors.

The school notes assisted living communities in the United States have grown to outnumber nursing homes by more than two to one.

Students learn to treat patients through exposure to companies known for excellent services, such as Walt Disney Resorts, Fla., and are required to complete a "Hospitality Internship." In addition, students are given "Mystery Shop" assignments which involve contacting assisted living communities tending to seek care for a family member. Students then rate areas of performance. Results are published in national industry publications.

Sunrise Senior Living, a Tysons Corner, VA, senior-housing provider with nearly 400 communities, provided seed money to start the program.  
[www.assistedliving.gmu.edu](http://www.assistedliving.gmu.edu).

*Assisted Living Executive*, the official publication of the Assisted Living Federation of America, published an article by CAHSA's Executive Director Laura Landwirth, CAE, entitled "Creating Compelling Member Communications" in the Affiliate Spotlight section of the May issue. The article included information on the importance of having a well-planned, ongoing communication plan in place to share information about the latest industry trends, news and updates with members. Several of CAHSA's member communications, including *CAHSA Connecting*, *Week's Wirth* and *Capitol Focus*, were described in detail. To read Laura's full article, go to: <http://www.cahsa.org/associations/2606/files/alarticle0505.pdf>.

# 5 Minutes with...

CORINNE M. JOHNSON  
EXECUTIVE DIRECTOR  
COLORADO HEALTH FACILITIES AUTHORITY

## *A Business Partner*

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

Since 1997.

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

COHFA has worked with long-term care organizations for almost 30 years and wanted to be part of an association which exists to help meet their needs.

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

COHFA issues tax-exempt bonds for nonprofit long-term care organizations who want to finance or refinance the acquisition, construction, renovation and equipping of their facilities.

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

Sufficient Medicaid reimbursement for those participating in the program.

### ***Who's your hero/heroine?***

My grandmother.

### ***What do you do on your time away from work?***

My teenage son takes up most of my free time.



# Get out there!

## *Tips for Gaining Exposure*

### **'Re-fresh' Your Web Site**

Did you know that the more you update or add new content to your web site, the more likely powerful search engines such as Google, MSN, and Yahoo will come back to index your site for key words and phrases? Why does this matter? Because the more these goliaths on the Internet index your web site, the more people that search the Internet will be able to find you.

Each month, almost 100 million people visit the Internet. Almost all conduct searches via a search engine, such as Google. If Google thinks you have a good, informative, and actively changing web site, your web site will "rank" higher when someone searches the Internet, for say "adult day services Denver," or "assisted living in Boulder."

One of the easiest and most overlooked ways to change and update your web site is to add press releases. By adding a "press room" or news release section, you provide a location where you can constantly add information about new products, services, programs or personnel. In addition, you can insert speeches by executives, testimony given before legislative committees, or articles and white papers that you or your expert staff have written.

Beyond making your web site more attractive to search engines, it is valuable to add fresh news items to your web site where reporters who may be working on a story about you can easily go to see what you do and how you do it. This historical record could be categorized easily by year, such as all press releases for 2003, 2004, and 2005. Obviously,

old items could eventually be dropped if they are not relevant, but it is surprising how far back the media will go to learn about your organization. Since you've written and approved the press release before it was posted to the press room on your web site, it must be accurate and good news, right?

Previously in this column, we've covered the basics of writing a good press release. If you've forgotten or want a reminder, go to [www.cahsa.org](http://www.cahsa.org) to our "Members Only" section to find a sample press release. The bottom line to writing a good press release and attracting publicity to your community or organization is really pretty basic – just think like a reporter! Once you've mastered that, you also have to:

- Be able to separate real news from promotional puffery
- Be able to deliver a sharp story angle that would mean something to the public
- Be able to deliver this angle in a professional manner.

So, if your organization has a web site but does not have a press room, consider adding one now. It should not take much effort to add this section nor add a press release every few weeks. It will reap benefits to your organization and help attract interested consumers looking for more information about good organizations like yours. Good luck.



**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 stories and examples of quality within CAHSA's membership.*

Last month at CAHSA's annual conference I was delighted to participate in the CAHSA Inaugural Quality First Awards ceremony. Laura Landwirth, CAHSA's executive director, Bruce Rosenthal, director of AAHSA Quality First, and I recognized seven Colorado communities that have demonstrated an outstanding commitment to QF through exceptional care, services, systems or practices in one or more components of the AAHSA QF 10-point plan.

Congratulations to all of CAHSA's members who have embraced the QF initiative and continuously review and improve their services and programs. This year's CAHSA QF award winners include:

- **Golden West Senior Residences**, Boulder, "Golden West Wellness Center." Executive Director John Torres received a QF award in the category of Leading-Edge Care and Services, which honored the community's partnership with Boulder-based Medically Based Fitness to construct and operate an affordable wellness program for low- to moderate-income seniors.
- **Christian Living Communities—The Johnson Center**, Denver, "Pilates for Seniors." Executive Director Mary Grace Smigiel received a QF award in the category of Leading-Edge Care and Services for her help in establishing a successful Pilates program, specifically tailored to nursing home residents.
- **Seniors' Resource Center**, Denver, "Customer Survey." Executive Director John Zabawa received a QF award in the category of Continuous Quality Improvement, which highlighted his community's ongoing commitment to improving customer service satisfaction.
- **Kentucky Circle Village**, Denver, "Steps to Healthy Aging." Executive Director Ann Lane received a QF award in the category of Consumer Participation for creating a community of active, healthy and better connected seniors through a 12-week nutritional pilot program with the Colorado Department of Public Health.
- **Christian Living Communities—The Village**, Denver, "Operation Gray Eagle." Executive Director George Meister received a QF award in the category of Consumer Participation for his efforts to involve World War II veterans in their community by serving as Honorary Air Force Instructors to students at Buckley Air Force Base.
- **Christian Living Communities—The Johnson Center**, Denver, "Montessori-Based Activities for Residents with Dementia." Executive Director Mary Grace Smigiel received a QF award in the category of Research Findings and Education for integrating Montessori-type activities and learning techniques into a program for residents with Alzheimer's and related dementia.
- **Seniors' Resource Center**, Denver, "Annual Report." Executive Director John Zabawa received a QF award in the category of Public Trust and Consumer Confidence for developing a publication that represents a positive image of aging and is used as a referral source by legislators, local officials and health care leaders across the country.

Thank you to everyone who participated in this year's CAHSA Inaugural Quality First Awards. Special thanks to the six QF Task Force members who reviewed nominations and selected the winners.

Remember, you don't have to wait until next year to share your QF story. I want to hear about the success or "noble experiments" you are having in any area of QF today.

In closing, I'm throwing down the gauntlet and challenging members to get more involved with Quality First. This year's winners will be defending their tiles and I'd love to see an even larger pool of applicants for next year's awards.

## Housing News

### Minnix Voices Support for HCBS Funding Increases

As part of his testimony before the Health and Human Services Committee in April, AAHSA Executive Director Larry Minnix stressed the importance of maintaining funding for these important providers. Below is an excerpt from that testimony: "Home and community based services are the leading edge and fastest-growing sector in our field. Consumers overwhelmingly prefer to receive whatever services they need in their own homes. . . The Older Americans Act (OAA) and Social Services Block Grants (SSBG) are the primary sources of federal funding for the supportive services that enable older adults to remain in the community. . . These programs have been level-funded for the past four years despite the growth of the elderly population and consequent need for health and supportive services. As the cost of providing services rises every year, level funding becomes inadequate to meet growing needs. . . To ensure that we are able to meet older adults' needs for supportive services to remain in the community, we urge the subcommittee to include the following provisions in the fiscal year 2006 appropriations bill for the Department of Health and Human Services:

1. Increase funding for Older Americans Act programs by 10%.
2. Increase funding for the Social Services Block Grant (SSBG/Title XX) to its authorized level of \$2.8 billion. We also support a 10% transfer authority between SSBG and the Temporary Assistance to Needy Families program to increase states' flexibility to address service gaps among the most needy."

### Seniors Cite Online Photos and Tours as Best Home-Searching Tools

Today's seniors choose the Internet as the most popular home buying research method, and cite photos and virtual tours as the most important tools when looking for property online, reveals a survey conducted by ERA Real Estate.

The annual survey, which interviewed 1,500 people aged 50+, shattered long-held assumptions about preferences of mature adults.

One common misperception is that most seniors relocate from their lifelong homes to townhouses, condos or adult communities. But the survey shows 61% of seniors prefer to purchase single-family homes rather than live in residential facilities—opting for an independent lifestyle.

The survey finds nearly 57% of seniors would rather stay within 50 miles of their family during their next move. Moving farther away to a retirement mecca is not desirable. Only 16% of those surveyed said they'd consider moving more than 1,000 miles away.

Despite the strong real estate market, 43% of the respondents worry about the cost of housing. In addition, mature consumers list the following concerns:

- 62% worry about prescription drug costs.
- 60% worry over hospital costs.
- 59% worry over income and other taxes.
- 56% worry about gas prices.

[www.cendant.com/media/trends\\_information/trends\\_information.cgi/Real+Estate+Services/264](http://www.cendant.com/media/trends_information/trends_information.cgi/Real+Estate+Services/264).

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

Randy Fitzgerald is the Kansas/Colorado Regional Director for the Evangelical Lutheran Good Samaritan Society, a national not-for-profit organization daily serving 28,000 elders in 250 communities. Randy has been with GSS since 1982. In addition, he serves as a member of the board of directors for the American Association of Homes and Services for the Aging. We asked Randy to share his thoughts on what it takes to be a leader serving in different capacities. Here's what he had to say....



**Randy Fitzgerald**

**What leadership qualities are the most important for being successful?**

- Passion—Leaders have to have passion about their work, their organization's mission, their residents, their team members and their community.
- Trust—Leaders have to be able to trust the people they work with and give them the tools, training and knowledge to become a leader and be successful.
- Quality Improvement Mindset—Leaders should practice daily quality improvement and find ways to improve as a leader. And expect the same from the people they work with.
- See the Future—Leaders need to be aware of the challenges ahead and develop ways to provide future elders with the services that they want and will demand.
- Teamwork—No one can do this work alone. Leaders need to develop a strong team of leaders who share a common passion, commitment, and loyalty to their work and desire to always improve.
- Target-Oriented—Leaders have to have targets that people can work toward. Once met, leaders need to celebrate those accomplishments and set the next targets even higher.

**What previous experience or leadership roles prepared you for serving on AAHSA's board?**

I've worked in the health care field for more than 23 years, during which I served on several boards at both the state and local level, including three and a half years as Chairman of the Board for the Kansas Association of Homes and Services for the Aging (KAHSA).

**What's the most important thing you've learned about leadership from serving on these various boards?**

I've learned a deep sense of commitment. AAHSA's board of directors are deeply committed to each other and to their work. In fact, I've never seen a more dedicated group of loyal board members. That experience has given me a new sense of commitment and it shows what great people we have working in the field of elder care.

**AAHSA is trying to encourage leadership development and succession planning among members. What do you think the industry needs to do to develop strong leaders who can lead from the inside out?**

We have to continually find leaders who have a passion for elders and change the way elders are cared for in the future types of services we will provide them.

**What do you do to sharpen your leadership skills?**

I love to read books and magazines that deal with leadership. I try to learn from others outside the field of health care who are successful in their own right. I attend conferences and am looking forward to AAHSA's leadership summit in Denver this summer.

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

Continue to find ways to improve, find a good mentor, find people who have a high level of energy and commitment, and never give up.

**Was there a person in your life who influenced your leadership style?**

My first regional director. I was a very young administrator, right out of college, and he taught me a lot of these same philosophies I have now. Also John Grace, president/CEO of KAHSA. He is the most innovative person I have ever met in my work.

**How do you maintain a work-life balance?**

You have to have balance in your work and personal life and you need to set boundaries and targets for your personal life as well. I stay focused through daily prayer, and by asking God for spiritual wisdom and guidance.

## Did You Know?

...According to the U.S. Census Bureau:

- 36.3 million—The number of people age 65+ in the United States on July 1, 2004. This age group accounts for 12% of the total population. Between 2003 and 2004, 351,000 people moved into this age group.
- 4.6 million—The number of people age 65+ who are still employed; this amounts to 13% of all people in this age group.
- 81%—The proportion of householders age 65+ who own their homes. This compares with 68% for all householders.
- 12.4 million—The number of people age 65+ who engage in exercise walking, by far the most popular sports activity for this age group, at least six times a year. The next most popular forms of exercise for this age group are exercising with equipment, net fishing and swimming.

...About 22.4 million households, nearly one in four, provide care to an elderly relative or friend age 50+, according to the National Alliance for Caregiving and AARP.

...Life expectancy for Americans is at an all-time high, according to the Centers for Disease Control and Prevention (CDC). Life expectancy in 2003 was 77.6 years and was at 77.3 in 2002. The gap between men and women is also closing.

...Assisted Living Week is set for September 11-17, 2005.

...Health Care Decisions Week is scheduled for October 24-30, 2005.

# Design Matters



by William Brummett  
President, William Brummett Architects

*This is the first in a two-part series, focused on designing for the needs of caregivers.*

Residents are the most important people we design for. Meeting residents' needs, wants and expectations is always our first priority. But there are others who use and experience our settings that are just as important, including staff and family members.

When considering staff-related design issues, establish design goals up front. Conduct discussions with both administrative and direct-care staff members. This includes:

- Establishing an ambiance that mirrors the type of care and relationship between staff and residents (i.e., homelike, personal, service-centered).
- Creating an environment where staff feel happy, honored, supported and safe.
- Creating an environment where staff can work efficiently and effectively.
- Balancing staff needs to connect and engage with residents while staying focused, protecting privacy (including HIPPA Regulations) and allotting time and space for reflection and rejuvenation.
- Creating settings that reduce the risk of injury to staff.

The overall tone of the environment helps establish the desired type and level of staff and resident interaction. When trying to create a homelike environment, craft the staff, resident and common spaces from this mindset. For instance, if nursing staff is centered around a dominantly-located "nurse station" with high counters and bright lights, this sends a message to residents, visitors, and staff that staff is in control, that it is a place of clinical work where people happen to live. On the other hand, if nursing staff work in an area that looks and feels more like a den, with warm task lighting, homelike cabinets, and the center of attention is focused on a well-designed resident living room, it can shift the focus to a place where people live and staff is there to provide assistance as needed. The difference is subtle yet powerful.

Nurse stations or care staff work areas present the toughest challenge to integrate in an effective yet non-institutional manner. The illustration above speaks to the ambiance issue, yet there is a tremendous amount of work that needs to be properly accomplished without undermining the desired character of the place. There are a number of strategies for doing so. Which approach is best depends on each client's approach to care and management as well as the scale of the setting. Approaches range from dispersing work into a series of smaller satellite work areas, placing the main work spaces behind closed doors, or normalizing the work setting by designing it as a place of work in any home, such as a den or kitchen. There is merit to all and a combination is usually the best solution.

The common denominator of most design approaches that work well is physically and operationally shifting the focus of the environment away from the work staff is doing. The work doesn't go away, it just happens in the background. To achieve this result, detailed staff member input on their work day is essential for designing a smart solution.

Another design fundamental is putting the work, the staff, and the equipment needed to do the job in close proximity to where the work needs to be done. Take medication distribution, for example. In many older facilities, a centralized medication room holds the med cart far from the dining room. Yet medications are often given at meals. Consider incorporating designs that would close such gaps to enhance efficiency and effectiveness.

Providing spaces for staff to rest, recuperate, and decompress is of utmost importance, particularly in assisted living, skilled nursing and dementia care settings. This may be as simple as a nice break room with natural light, adequate space and an outdoor patio or terrace.

There is no prototype perfect solution. The important thing is to get input from front-line staff early on in the design process and craft all spaces with your desired character in mind. And whenever possible, create an environment where staff will truly feel supported and appreciated.

*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](mailto:wba@brummettarchitects.com) or call 720-570-2302.*

*Of Interest, continued from page 1*

## Centers for MS and SSA Communicate MMA Changes

Under the new Medicare Modernization Act, all people with Medicare will be eligible for this new prescription drug coverage. The Centers for Medicare & Medicaid Services (CMS) and the Social Security Administration (SSA) are working together to insure the successful education of and communication with people with Medicare who are both eligible and potentially eligible for the extra help.

Starting at the end of May through June, CMS is mailing notices to people who are automatically eligible for extra help paying for a Medicare prescription drug plan, including people with Medicare and Medicaid, Supplemental Security Income and Medicare Savings Program coverage. The notices will let these people know that Medicare prescription drug coverage is coming and that they will get extra help without needing to apply for it. The notices can be viewed at: <http://www.cms.hhs.gov/medicarereform/lir.asp>.

## New Requirement for Benefits Improvement and Protection Act Effective July 1

Medicare fee-for-service beneficiaries will soon have the right to request an expedited appeal of their notice of termination of services. The Benefits Improvement and Protection Act (BIPA) §521, effective July 1, 2005, establishes new notice and appeal procedures for Medicare fee-for-service termination of coverage. Providers affected by this new regulation are skilled nursing facilities (SNFs), home health agencies, (HHAs), hospices, and comprehensive outpatient rehabilitation facilities (CORFs).

Medicare beneficiaries will have the right to request an appeal of their notice of termination of services to the Quality Improvement Organization (QIO). Colorado Foundation for Medical Care (CFMC), as the QIO for Colorado, is contracted with the Centers for Medicare and Medicaid services (CMS) to carry out the initial expedited appeal reviews.

To contact the Colorado Foundation for Medical Care, call 1-800-727-7086 or 303-695-3333; ask for Jean Nynas, RN, Medicare Appeal Program Coordinator, or Sharon Bren, RN, Review Coordinator. More information will soon be available at [www.cfmc.org](http://www.cfmc.org).

# Resources

**Volunteer Drivers Needed - Seniors' Resource Center (SRC)** has started a new program called *Volunteer Driver Services – Give a Neighbor a Ride*, which gives the gift of mobility to home-bound older adults. If you or someone you know has a good driving record and can take a friend, family member, or neighbor, age 55+, to church, the beauty salon or grocery store, SRC can pay mileage reimbursement and provide secondary insurance coverage for your efforts. If you are interested in becoming a volunteer driver, please contact **Krista Stafford** at 303-235-6941 or [kstafford@SRCAging.org](mailto:kstafford@SRCAging.org).

**Summer Wellness Series with Dr. James Hoven - Eastern Star Masonic Retirement Community** is pleased to announce its Summer Wellness series presented by Dr. James Hoven. The three-part lecture series is free and open to the public, and refreshments will be served. All programs begin at 1 p.m. at Eastern Star Masonic Retirement Community, 2445 South Quebec Street, Denver. Reservations are required; please call Barbara Borkan at 303-756-9489 for reservations or more information.

- **June 6**—Maximizing Your Energy
- **June 27**—Aging with Agility
- **July 18**—Taking Control of Your Arthritis

**Eaton Senior Programs and Wellspring Senior Foundation's 2005 Speaker Series** - Don't miss this year's Eaton Senior Programs and Wellspring Senior Foundation's 2005 Speaker Series. Presentations will take place the fourth Wednesday of each month in the Centrum room at Eaton Senior Programs, 323 S. Eaton St. Lakewood, CO 80226. Light refreshments begin at 6 p.m. and speakers at 6:30 p.m. For more information, call 303-937-5107 or 303-937-3000.

- **June 22**—Advanced Life Care Planning: The Five Wishes, Laura Watt, RN, Hospice of Metro Denver
- **July 27**—Arthritis: What's New and How to Cope, Kaiser Permanente
- **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

**Elder Cohousing "Getting Started" Workshops** - To meet seniors' needs for more sustainable living solutions, Zev Paiss and Neshama Abraham, a husband and wife professional consulting team, will offer a "Getting Started" workshop to introduce the Elder Cohousing development process and to support the emerging industry. The second of three scheduled workshops takes place June 24-26 at the St. Julien Hotel and Spa in downtown Boulder. A third workshop is scheduled for September 23-25. The workshop is designed for builders and developers, architects, aging and health care specialists, and elders who are wanting to become familiar with the cohousing development process. For more information, visit: <http://www.ElderCohousing.org>, email [Zpaiss@comcast.net](mailto:Zpaiss@comcast.net) or call 303-413-8066.

**Polaris Group Teleconference Trainings** - Polaris Group is pleased to present the following CEU-approved, live teleconference trainings:

- **June 9**—Medicare Basics
- **June 16**—Quality Indicator Review
- **June 21**—New Urinary Incontinence Protocol
- **June 23**—Master ADL Coding

For further information regarding these seminars, please contact the Polaris Seminar Department at: 800-275-6252 ext. 233.

**Tips for Improving Sleep Patterns** - Some NIHSeniorHealth tips for a good night's sleep include getting regular exercise, which improves the quality of sleep, and maintaining a regular nighttime schedule before going to bed, which tells the body it's time to wind down for slumber. Find NIHSeniorHealth at: [www.nihseniorhealth.gov](http://www.nihseniorhealth.gov).

**Opportunities for Older Workers** - The AARP Foundation has launched an Internet site highlighting companies open to hiring job seekers ages 50+. The site ([www.aarp.org/featuredemployers](http://www.aarp.org/featuredemployers)) will feature a growing list of employers who have committed to an aggressive program of recruiting, hiring and retaining mature workers.

**Video to Promote Safe Working Conditions** - "Work Smart—Be Safe" is a free video from the federal government, which aims to make nursing safer. The Occupational Safety & Health Administration has collaborated with several Chicago-area organizations to produce the video and companion manual, both of which are free and available in English and Spanish. Visit: [www.illinoisbiz.biz/osha/videos/videos1.htm](http://www.illinoisbiz.biz/osha/videos/videos1.htm) for more information.

**Alzheimer's Report** - The National Women's Health Resource Center recently released "Women & Alzheimer's Disease," produced in cooperation with the Alzheimer's Association. The report highlights the importance of a diagnosis as well as information about symptoms, stages, treatment and prevention. Visit: [www.alz.org/news/05q1/020105.asp](http://www.alz.org/news/05q1/020105.asp) to learn more.

**Non-Profit Benefits** - The Catholic Health Association and an alliance of non-profit hospitals and health systems have released guidelines to assist non-profit health care providers in assessing and reporting the community benefits they provide. The guidelines come at a time when charities increasingly are being asked to justify their non-profit status. To learn more, visit: [www.chausa.org](http://www.chausa.org).

**Quality First Checklist** - The new Aging Services Providers' Checklist for AAHSA Quality First is now available in the "Self-Study and Providers' Checklist" section of the AAHSA Quality First website at: [www.aahsa.org/qualityfirst](http://www.aahsa.org/qualityfirst). The Providers' Checklist is a way for members to quickly identify the characteristics of quality that their organizations are doing well and the areas where they can improve. For more information on Quality First, contact Bruce Rosenthal at [brosenthal@aahsa.org](mailto:brosenthal@aahsa.org).

**Hotline** - Polaris Group's Solution Center offers a great way to help manage your Medicare program. For a reasonable fee, the Solution Center gives you and your staff access to a hotline which provides timely, accurate answers for providers with questions on PPS, MDS, billing, Medicare eligibility and related topics. The number for the hotline is 800-275-6252, ext 221. It is staffed from 9 a.m. to 5 p.m. EST Monday-Friday. Most calls are responded to within one hour, all calls within 24 hours. For more information, contact Julie Warner at 866-233-6904 or [Julie.Warner@polaris-group.com](mailto:Julie.Warner@polaris-group.com).

**Solutions for Seniors** - Jewish Family Service of Colorado's Solutions For Seniors program is dedicated to helping aging adults stay strong, well and independent. Solutions For Seniors provides a continuum of care for the elderly, including transportation, meal delivery, in-home care, personal care services, nursing home outreach, counseling on the effects of aging for adults and their families, and help transitioning from home to assisted care. For more information, call 303-597-5000 or visit: [www.jewishfamilyservice.org](http://www.jewishfamilyservice.org).

# 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](mailto: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.

Eaton Senior Programs celebrated Eaton Terrace Residences' 25th Anniversary in March. Reverend Jim Elland presented current Eaton Terrace Resident Faye Hinshaw with a "gold" watch in honor of her 25 years of residency.



Tami Tibbitts

Tami Tibbitts was recently promoted to the position of Director of Financial Services at The Argyle. Tami started at The Argyle as Human Resources Director in 1992. She brings 20 years of accounting and bookkeeping experience to her new position.

Becky Trujillo has joined The Argyle team as the Director of Dining Services. Becky has more than 34 years of long-term care food service experience. A Colorado native, she completed the Dietary Managers Course through Auburn University in 1979.



Rev. Jim Elland and Faye Hinshaw



Becky Trujillo

Several new members of CAHSA were recently featured in the "On the move" section of the *Rocky Mountain News*, including Estes Park Good Samaritan Village, Pinewood Lodge, Health Care Center at Gunnison Living Community in Gunnison, and the Volunteers of America Valley Manor Care Center in Montrose. To read the full listing, visit: [http://www.insidedenver.com/drmn/business/article/0,1299,DRMN\\_4\\_3719586,00.html](http://www.insidedenver.com/drmn/business/article/0,1299,DRMN_4_3719586,00.html).

The Retirement Research Foundation has granted funding for a Denver area housing with supportive services proposal, "Housing with Supportive Services for Low-Income Elders in the Greater Denver Area: Documenting Promising Models and Outcomes," which was proposed by leadership from Eaton Terrace Senior Residences, Golden West Senior Residences and Hover Community. The starting date and details about the project will be forthcoming. Congratulations!

Christian Living Communities appointed four members to its board of directors: Dr. BK "Bette" DeMasters, professor in the department of pathology, neurology and neurosurgery at the University of Colorado Health Sciences Center; the Rev. Ed Hommes, chaplain at Denver Health Medical Center; Ed Schans, president, Donsons Distributing; and Greg Terry, retired AT&T executive. Allen Keesen was appointed to the foundation board of directors.

Christopher Goryniuk, Pharm.D, R.Ph, has joined SeniorMed's pharmacy management team as a regional Consultant Pharmacist. Jason Hegge was hired also as the new production manager. An announcement and photos of both Chris and Jason ran in last month's *Rocky Mountain News*: [http://www.rockymountainnews.com/drmn/business/article/0,1299,DRMN\\_4\\_3773662,00.html](http://www.rockymountainnews.com/drmn/business/article/0,1299,DRMN_4_3773662,00.html). SeniorMed also welcomes Melanie Weber as the new marketing director.

Donna Gruis, certified activities director and life enrichment coordinator at Fort Collins Good Samaritan, was recently honored by the Eden Movement for achieving the designation of Eden Mentor. This position enables Donna to lead and teach in Eden Certification seminars as well as speak at national Eden meetings. Donna first encountered Dr. William Thomas, the founder of the Eden movement, at a Good Samaritan conference in July 1999, and became an Eden Associate on February 2, 2000. She has Eden in her heart and sincerely believes that living in a long-term care facility can be different for the residents.



Donna Gruis

Congratulations to Kelly Imus from Fort Collins Good Samaritan's dietary department, who recently competed in the Boston Marathon. Kelly finished 109th out of 300 Colorado runners and 444th of the 7,000 women runners. Her time was 3 hours and 29 minutes to complete the 26-mile run. Kelly is currently training to enter a triathlon in June 2006, which includes a 1.2 mile swim, followed by a 56 mile bike ride, and then a 13.1 mile marathon!



Kelly Imus

David Reyes, CEO of Total Longterm Care, also completed the Boston Marathon with a time of 4:09. He is now beginning his training for the Chicago Marathon in October. Way to go, David!

An announcement in last month's *Rocky Mountain News* ([http://www.rockymountainnews.com/drmn/business/article/0,1299,DRMN\\_4\\_3773662,00.html](http://www.rockymountainnews.com/drmn/business/article/0,1299,DRMN_4_3773662,00.html)) named CAHSA's newly elected board members, which includes John Zabawa, who was elected president; Vennita Jenkins, who became a board member and was elected to a three-year term; and Ken Hoagland and Kathy Dilger, who were re-elected for three-year terms. Current CAHSA board member Russ DenBraber was elected president-elect.

Kobina Z. Asmah, a care associate from Heritage Club at Aurora, won ALFA's 8<sup>th</sup> Annual Hero Award. Terry Frisby, SVP-human resources at American Retirement Corp., submitted the nomination. Kobina joined Heritage Club at Aurora in 2002 and was promoted to Care Associate in April 2003. ALFA's hero award honors hard-working employees and volunteers who help make assisted living residents' lives more rewarding. Congratulations, Kobina!

Candy Ridel and Bonnie Blackburn have joined Balfour Retirement Community as leasing consultants.

Jean Jackson announced that the Good Samaritan Connections program, designed to address the demand that independence and choice become the foundation of the care people receive as they grow older, is yielding positive results. Using the HomMed Health Monitoring System, the Connections program is helping to prevent medical emergencies and decrease hospitalizations. Combined with technology, Connections' dedicated staff is helping clients to take part in managing their own health and lives by cutting down on the number of clients' emergency room visits. In fact, one client with a history of frequent ER visits, several per month, went almost a year without being admitted to the ER. Congratulations!

Ralph David using Good Samaritan Connections HomMed Health Monitoring System



# Classifieds

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Christian Living Campus is seeking an experienced **Director of Nursing** for its Southeast Denver nursing home/assisted living community. The University Hills community houses 124 beds - 94 skilled care and 30 assisted living apartments. This position will be responsible for directing, planning, coordinating and evaluating the nursing services for 94 skilled residents. Must be a licensed RN in the State of Colorado. Should have working knowledge of Word, Excel. Must be flexible, creative, mission-directed and be a change agent. Christian Living Campus is a non profit mission driven Organization that values those who value a purpose-driven work environment. Competitive pay and benefits. Contact Jan Roth 720 974 3510 or submit a resume to [jroth@clcmail.org](mailto:jroth@clcmail.org).

Elk Run Assisted Living in Evergreen is looking for a nurse to join our team as **Director of Resident Services**. The Director of Resident Services is responsible for but not limited to, the medication administration program, assessments and individualized care plans of each resident, recruitment, training and scheduling of all Caregivers, working with physicians, pharmacies, and outside resources, solving day to day concerns of residents and families, and functioning within the State Regulations. The Director of Resident services is also involved in marketing the facility on-site as well as off-site and participating in weekend coverage. We are looking for an individual who is a self-directed and detail-oriented professional with excellent communication, team and organizational skills in search of a challenge and real opportunity. Call Esther at 303-679-8777 or fax your resume to 303-679-8779 attn Esther.

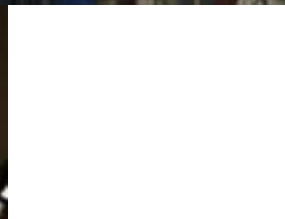
Village at Skyline, an established continuing care retirement community in Colorado Springs, has immediate full-time opportunities for the following service-oriented professionals:

- **MDS Coordinator** - experienced RN needed to manage the MDS process - 3-5 yrs long term care experience with a minimum of 2+ yrs exp. in MDS/RAI process/PPS required. Excellent assessment and leadership skills also required.
- **Associate Executive Director** - this newly created position will assist the Executive Director in managing the overall operation of the CCRC and will serve as the Administrator of our 58 bed SNF. Active CO Administrator's license and 5+ years experience in total skilled operations required. Proven track record, ability to build and lead teams, excellent communication skills and ability to adhere to high standards required.
- **Community Outreach Coordinator** - create and maintain professional relationships with various community, service, and health organizations in order to increase property exposure, develop referral sources, and generate new business in order to elicit sales. Related inside/outside sales experience within the senior housing and/or healthcare fields preferred. Strong communication skills, computer proficiency and the ability to build effective relationships a must!
- **Move-In Coordinator** - the selected individual for this newly created position in our Sales & Marketing Department will be accountable for assisting residents in all aspects of their transitions to and from the community. Computer proficiency and ability to work some evenings and weekends required. Excellent verbal and written communication skills and ability to multi task required. Preference will be given to detail-oriented individuals with related senior housing experience and to candidates who possess a dedicated commitment to serving the elderly population. Please visit our website at: [www.brookdaleliving.com](http://www.brookdaleliving.com). For immediate consideration, please forward resume of qualifications with salary history to: Brookdale Recruiting, 330 N. Wabash Avenue - Suite 1400, Chicago, IL 60611, Fax: (866) 309-2705 or email: [gmichel@brookdaleliving.com](mailto:gmichel@brookdaleliving.com) - EOE/no calls or agencies, please.

**Administrative** - Full time position available for Senior Living Center in NW Denver. Position includes Payroll, H/R duties, Accts. Payable, Excel knowledge, and general office duties. Experience required. Fax resume to Tami at (303) 433-7127.

**Life Enrichment Coordinator - Recreational Therapist** Do you have a caring heart for older Americans? If yes, we have the place for you! American Retirement Corporation (ARC) owns and operates some of the most beautiful assisted living communities in the industry characterized by upscale living, traditional home-like environments and excellent care associates. Learn more about ARC at <http://www.arclp.com/> or go to <http://www.careersincaring.com/> for a complete listing of our career opportunities. The Life Enrichment Coordinator is responsible for planning and implementing community activities to enhance the well-being of our residents. There are many challenges, personal rewards, and shared joy in providing creative, fun and professional activities related to physical, social, recreational, intellectual/educational, creative, entertainment, religious, service/volunteering and special requests of the residents. Specific responsibilities include organizing and facilitating a committee of residents and community members to work on issues of planning for activities and volunteer needs, and facilitating socialization among residents by inviting and/or reminding residents to participate in planned activities, promoting activities in a way that generates resident interest, and developing a volunteer program per the guidelines established in ARC's Volunteer Program. We seek the following qualifications: 2 years experience working with volunteer groups; clean driving record (verified by MVR) and willingness to drive company vehicle and transport residents; excellent customer service skills; must have a friendly and personable personality; ability to interact and build relationships with older adults; strong creativity and organizational skills. Preferred Qualifications; Bachelor or Associate degree in recreational therapy or related degree; experience in activity planning with older adults; and experience working with older adults in an assisted living community. Apply online at [www.careersincaring.com](http://www.careersincaring.com) or send email resume to [employment@arclp.com](mailto: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: **LECaCO23May05**

CAHSA's 2005 Convention Pictures:



# The CAHSA Calendar

June 8                    **Golf Committee Meeting**  
12:00 - 1:30 PM  
My Brother's Bar

June 23-24            **CAHSA Board Retreat**  
Peaceful Valley Ranch

**Mark your Calendar now for  
CAHSA's 9th Annual  
Golf Tournament  
on August 31, 2005!**

## Quality First Award Winners



Seniors' Resource Center



Christian Living Communities - The Village



Golden West Senior Residence



Kentucky Circle Village



Christian Living Communities - Johnson Center



Christian Living Communities - Johnson Center