

Of Interest

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Colorado Receives HISPC Award

The National Governors Association Center for Best Practices (NGA Center) awarded 34 states and territories subcontracts by RTI International to participate in a plan to address privacy issues associated with the proposed creation of a National Health Information Network. The 34 states and territories chosen, including Colorado, will form the Health Information Security and Privacy Collaboration (HISPC), a component of the U.S. Department of Health and Human Services' strategy. The goal is to be able to share electronic health records among health care professionals nationwide. Awards range from \$250,000 to \$350,000 and will require participating states to bring together a broad range of stakeholders from their respective regions to develop consensus-based solutions to the barriers to health information exchange.

-Source: NGA Communications, May 23, 2006

House Committee Renews Older Americans Act

Providers recently praised a House committee's passage of the Senior Independence Act of 2006. The legislation (H.R. 5293) would reauthorize and update the Older Americans Act. The Older Americans Act, which is 40+ years old, provides options such as adult day care, Meals on Wheels and other nutrition programs, transportation support, senior centers and other programs to help seniors remain more independent. The bill can be found at http://www.house.gov/ed_workforce/issues/109th/education/oa/seniorindependenceact.PDF.

Sex Offenders at LTC Facilities Number in Hundreds

Nearly 700 registered sex offenders were living in long-term care facilities in 2005, according to the Government Accountability Office (GAO), which cited statistics from the National Sex Offender Registry. This represents about 0.5% of the 1.5 million residents in these facilities. The GAO has been conducting an ongoing investigation regarding sexual offenders living in nursing homes and intermediate care facilities for people with mental retardation. For more information on the report, visit <http://www.gao.gov/new.items/d06326.pdf>.

AAHSA 2006 Leadership Summit, July 27-28

The AAHSA 2006 Leadership Summit, **Primal Leadership: Learning to Lead with Emotional Intelligence**, features national best-selling author and emotional intelligence pioneer Richard Boyatzis. Specifically designed for chief executives, trustees, and the senior team, participants will explore and apply the principles of emotional intelligence—individually and as a team. Visit <http://www.aahsa.org/conferences/summit/2006/> for more information.

CAHSA Next

CAHSA Next Solicits Mentors/Mentees

A handful of attendees stopped by the CAHSA Next Saloon at last month's convention and posed for photos with John Wayne and the Rhinestone Cowgirls. Many of you also expressed interest and signed up for the CAHSA Next Mentor Program, which we are exploring as part of the initiative's long-term goals. The CAHSA Next Planning Committee will meet later this month to begin putting some structure to the program, and continue planning activities for 2006, including a summer cookout on July 18 at Shalom Park and the 10th annual CAHSA golf tournament on August 31. Stay tuned for more details. Special thanks to all the members of the CAHSA Next Planning Committee who manned the booth, snapped photos, and gathered contact information from members. For more information on becoming a mentor/mentee, please contact Karen Simmering at Karen@cahsa.org or call 303-837-8834.

CAHSA Next Summer Cookout/Career Strategies Discussion

Come network by the pool during the CAHSA Next Summer Cookout/Beer-B-Q party on Tuesday, July 18, from 4 to 6 p.m. at Shalom Park, 14800 E. Belleview Drive, Aurora. Community tours will be available before the event from 3 to 4 p.m., with program/dinner to follow. Cindy Hogan, vice president of PACE Operations and COO of Total Longterm Care, will be discussing smart career strategies and offering Nexters advice, tips and techniques to advance their careers. For more information or to RSVP, please contact Karen Damhof, R.D., Shalom Park, at 303-680-5000 or Karen Simmering at 303-837-8834, karen@cahsa.org.

CAHSA is the
Colorado affiliate of



American Association of Homes
and Services for the Aging



Assisted Living
Federation of America

Executive Update

Thanks to all the participants at our 2006 annual convention. By all accounts, the convention was a great success. Our Western Round-up and Poker Party, sponsored by Total Longterm Care, was once again one of the more interesting events. I finally learned how to play Texas Hold-Em although I am not quite ready for Vegas. Our membership continues to surprise me with their willingness to throw caution to the wind and just enjoy themselves. There were actually lines of people waiting for an opportunity to see how long they could "ride the bull," many returning to try a second and third time as the contest wound to a close. Similar lines could be found in the mechanical calf-roping area. Lessons were provided on how to throw the rope to lasso a calf. It took great skill and precision to rope that calf! Depending on your beverage of choice that evening, these traits got less precise as the evening wore on. I am not sure how we can top this one – a special thanks to Ann Olson and Tom Reiter for all of their hard work. They are the ones "behind the scenes" who made it happen!

This year our exhibit hall had a new feature, the CAHSA Next Saloon. The saloon gals and at least one cowboy hosted this area. Members of our CAHSA Next planning committee were dressed in costume and stood ready to photograph members with a life-size cut-out of none other than "The Duke." They provided information on our CAHSA Next initiative and the developing Mentor Program. The planning group will meet this summer to further flesh out the Mentor Program, which we hope to launch this fall. This group will hold a summer BBQ event and program on July 18th at Shalom Park. I hope you can join us to hear Cindy Hogan from Total Longterm Care talk about "Career Strategies."

Based on the conference evaluations we've received, the educational aspects of the convention were also memorable. High marks were given to the Quality First Awards programs and closing luncheon keynote speaker Emily Friedman, as well as the many break-out sessions. As one attendee wrote, "I had a great time learning at the conference last week. Of all of the conferences I have ever attended from technology to recycling to housing, this was the most useful. Every presenter was a master of both their content and delivery. I never thought of leaving any of the sessions because the quality and quantity of the information was excellent. Everyone I met was friendly and helpful."

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.

With Memorial Day marking the official start of summer, your leadership is gearing up for a two-day Board retreat. To assist us with our planning efforts, we will be emailing a link to a short member survey and I encourage you to complete it. Look for additional information this month on the survey and consider this your first "heads' up."

And finally, if it's summer, it must be time to make plans for the CAHSA Golf Tournament. In year 10, the date is August 31 at Thorncreek Golf Course. 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, Executive Director

VOL. 9, NO. 6

JUNE 2006

CAHSA Connecting is published monthly by the Colorado Association of Homes and Services for the Aging (CAHSA), 1888 Sherman St., Suite 610, Denver, Colorado 80203.

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

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

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Executive Director

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Newsletter Editor

A Business Partner

Why did your organization become a member of CAHSA?

Schryver joined CAHSA to help support our partners in health care in their mission to provide excellent service to their patients and residents.

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

We are a full-service supplier of health care products in the Rocky Mountain region, including medical supplies and equipment, oxygen and respiratory therapy, laboratory services and mobile imaging services.

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

We are a one-stop shop for our customers. We strive to be proactive in our approach so that we can be industry leaders and offer the best in health care products and services. Our goal is simply to provide high quality products and services at economical prices.

How did you get into this business?

Mark and Denise Schryver started selling medical supplies in 1993 and the company has continued to grow over the past 16 years.

How can people learn more about your service/product?

Please visit our web site at www.schryvermedical.com or contact us directly at 303-371-0073.



Get out there!

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

Tips for Gaining Exposure

The Power of PSAs

"Friends don't let friends drive drunk."

"A mind is a terrible thing to waste."

These widely recognized adages are the result of some of the largest public service announcement (PSA) campaigns ever mounted - both on radio and television. While these examples demonstrate high-dollar marketing efforts, even on a budget, if the message is strong and clear, radio PSAs can be a highly effective way to disseminate your information to the public.

PSAs are short messages—usually 10-60 seconds long—that are broadcast at no charge to the sponsor. In fact, radio and television stations are obligated by the Federal Communications Commission (FCC) to devote a certain amount of air time to community calendar events and messages. PSAs promote programs, activities, or services that benefit or are open to the public.

The summer months are upon us, and many of you will host community activities and events of interest. For example, are you planning a community-wide blood drive or a resource fair for seniors? If so, think about utilizing the power of a radio PSA to publicize your event.

Writing a PSA differs from writing a press release. It is important to clarify both your message and your target audience. What are you trying to publicize? Who do you want to find out about it? Consider the following when preparing a PSA:

- Know the station's ground rules: find out where to send PSAs, in what format (email, fax or standard mail), and preferred length.

- A 30-second PSA is only 60 to 75 words, so make every word count. Use vivid yet understandable language.
- Write for the ear.
- Include the who, what, where, when and why.
- Encourage listeners to call or go online for more information.
- Brainstorm a "hook." A hook is a device for grabbing the attention of the listener with a catchy phrase, an emotional appeal or a humorous line.
- Target your audience. Are they more likely to be listening to oldies, a country station, or early morning radio shows? Do not blanket all available stations; choose the ones that are likely to be a part of your target audience.
- Submit your PSA far in advance of the event, preferably at least three weeks prior.

The simplest PSAs are called "live copy" and consist of typed, double-spaced copy that an announcer or DJ will read on the air. For events or announcements, live copy works well and is cost-efficient.

Remember, despite FCC regulations, no station is forced to run *your* PSA, and most stations do not track when your PSA is aired. Nevertheless, PSAs are a proven method of increasing your visibility. Additionally, PSAs can improve the visibility and public recognition of your company, as well as increase the effectiveness of other media outreach methods. So, next time you're stuck in traffic, make sure it's your PSA being heard on the radio.



Russ DenBraber
Chair, Quality First

Each month, Russ DenBraber, chair of CAHSA's Quality First Task Force, highlights examples of quality within CAHSA's membership. This month, he congratulates the winners of CAHSA's Second Annual Quality First Awards.

For me, the highlight at last month's convention was commemorating the achievements of CAHSA's Second Annual QF Award Winners. **Randy Fitzgerald**, AAHSA's QF Chair and the Kansas/Colorado Regional Director of The Evangelical Lutheran Good Samaritan Society, was on hand to help me recognize five CAHSA members who have demonstrated an admirable dedication to the principles of QF through excellence in care, services, systems or practices in one or more components of the AAHSA QF 10-point plan.

Congratulations to the following winners of CAHSA's 2006 Quality First Awards:

- **Eaton Senior Programs**, Lakewood, "Care Consultation Team." Director of Social Services **Gwen Million** received a QF award in the category of *Leading-Edge Care and Services* for her team's commitment to serving the "whole resident." Eaton's progressive approach to serving residents includes consultations with ministers, social workers, activity coordinators and nurses.
- **Christian Living Communities—University Hills**, Denver, "Diversity." Executive Director **Ted Ahlem** received a QF award in the category of *HR Development* for CLC's commitment to recognizing and honoring diversity in the workplace. In 2005, CLC organized an international fashion show which drew more than 120 attendees!
- **Seniors' Resource Center**, Denver, "Community Garden and Horticulture Therapy Program." Adult Day Services Program Manager **Jodine Belden** received a QF award in the category of *Consumer Participation*. The volunteer-run community garden, led by a local horticultural therapist, has proven effective in providing a sense of accomplishment, stimulation and socialization to seniors of all levels of ability and disability.
- **Christian Living Communities**, Denver, "Community Benefits Program (Social Accountability)." Vice President and C.O.O. **Jan Bomgaars** was honored with a QF award in the category of *Governance Accountability*. Bomgaars created a Social Accountability Program designed to benefit the local and national community. The program has met with great success, including organizing an effective fundraiser for victims of Hurricane Katrina.
- **Christian Living Communities**, Denver, "www.ChristianLivingCommunities.org," and "Annual Report." Director of Communications **Scott Williamsen** was twice honored at this year's QF Awards ceremony, receiving recognition in the categories of *Public Trust and Consumer Confidence*, and *Consumer-Friendly Information*. Williamsen designed a web site to inform adult children about the programs available at CLC as well as provide a way to keep in touch with CLC residents. Additionally, Williamsen's Annual Report aims to raise awareness and understanding of CLC's mission.

Thank you to everyone who participated in this year's QF Awards ceremony. Special thanks to the members of the QF Task Force who reviewed nominations and selected the winners. Members include: **Larry Lillo**, Sunrise Assisted Living, **Lynn O'Connor**, Frasier Meadows Retirement Community, **Mary Reilly**, AAHSA, and **John Zabawa**, Seniors' Resource Center.

In closing, I congratulate all of CAHSA's members who have signed the QF Covenant and proactively strive to implement QF practices in their communities. I wish you continued success this year, and encourage you to highlight your services and programs by participating in this column. Keep up the great work and don't forget to apply for next year's Third Annual QF Awards!

For additional information about how your organization may become a partner in QF, contact Karen Simmering at Karen@cahsa.org or 303-837-8834.



Nursing Home News

CMS Issues Letters to State Survey Agencies

CMS released three new survey and certification letters. The letters include the following:

- Clarification of an existing regulation that rehabilitation agencies cannot provide occupational therapy services without also providing physical therapy or speech-language pathology services. Go to <http://www.hcpro.com/content/57930.cfm> for a copy.
- Nursing homes and Medicare Part D memorandum clarifying residents' rights regarding choice of a prescription drug plan and pharmacy provider, the nursing homes' responsibility to provide drugs to residents, and state survey agencies' responsibilities with respect to the new Medicare prescription drug benefit. Go to <http://www.hcpro.com/content/57935.cfm> for a copy.
- Notification to state survey agencies and regional offices that effective immediately, new freestanding nursing homes are no longer permitted to express a preference for a particular fiscal intermediary (FI) and must be assigned to the designated local FI. In addition, nursing homes may no longer request a change of FI and must continue with the FI to which they have been assigned. Go to <http://www.hcpro.com/content/57934.cfm> for a copy.

Middle-Age Lifestyle Factors Suggest Long-Term Care Need Later in Life

Twenty years of data suggest a strong correlation between nursing home admissions and the presence of certain unhealthy lifestyle-related factors in middle age. Researchers at the Institute for Health at Rutgers University in New Brunswick, N.J. found that the same factors that increase the risk of disease and early death also increase the risk that people will require nursing home care later in life. Most of these factors, including smoking, high blood pressure, physical inactivity, obesity and diabetes, are modifiable, according to researchers. The risk linked to each lifestyle-related factor was higher for middle-aged people at the start of the study than for those who were elderly. For example, a middle-aged person (someone age 45 to 64 at the start of the study) with diabetes had three times the risk of admission to a nursing home over the next 20 years, the study found.

CMS to Protect Residents Against Formulary Changes

CMS issued new guidance that protects nursing home residents against the sudden loss of coverage for medications they are taking under the Medicare Part D prescription drug program. CMS is requiring the prescription drug plans (PDPs) to submit all proposed mid-year formulary change requests to CMS for review and approval—except for expansions to the formulary or list of covered drugs. The guidance addresses one of the chief criticisms of the Part D benefit: that it was unfair that PDPs could change their formularies while beneficiaries were locked into a drug plan for a full year. To see the guidance, go to <http://www.hcpro.com/content/57566.cfm>.

CMS Releases Instructions on No-Pay Bills

CMS released the instructions on “benefits exhaust” and “no-payment billing” for skilled nursing facilities. SNF billers have been waiting for the transmittal, which includes new instructions on the requirements for nursing homes to submit no-pay bills. While bill submission in benefits exhaust and no-payment situations vary across fiscal intermediaries, the instructions provide a single consistent billing process that CMS will apply to all contractors. To read the transmittal, go to <http://www.hcpro.com/content/57560.cfm>.

Housing News

CCRC Fair Housing Teleconference Notes

In March, AAHSA held a Fair Housing audio conference to discuss fair housing issues related to continuing care retirement communities. The handout materials from the audio conference are available for download from the following web site http://www.aahsa.org/edocuments/conference/audioconference/fair_housing_03_27_06.pps.

Section 8 Renewal Guide

HUD has issued several changes to the Section 8 Renewal Policy Guide Book. To access the full 419-page renewal policy guide, visit <http://www.hud.gov/offices/hsg/mfh/mfhsec8.cfm>.

HUD Lists Most Common Income and Rent Calculation Errors

According to the U.S. Department of Housing and Urban Development the most frequent errors encountered in reviews of annual and adjusted income determinations in tenant files fall in three categories:

- Applicants and tenants failing to fully disclose income information;
- Errors in identifying required income exclusions;
- Incorrect calculations of deductions often resulting from failure to obtain third-party verification.

-Source: *WeeksNews*, May 8, 2006

Continued on page 7

Each month we will profile a CAHSA member and learn their Insights on Leadership. This month, we talked to members who attended the convention luncheon with Independent Health Policy and Ethics Analyst Emily Friedman. Here's what they had to say...



Emily Friedman

1. What did Friedman say about ethics in aging services that caught your attention?

Cindy Hogan, vice president of PACE operations and COO, Total Longterm Care: It hit home when she spoke of rationing health care services. She said there are enough resources to go around, but we lack a fair and equitable distribution system.

Lynn O'Connor, CEO, Frasier Meadows Retirement Community: We have many opportunities for improvement and as leaders we are compelled to take action. It is our responsibility to address these issues as a coalition of like-minded professionals.

Larry Lillo, executive director, Sunrise Assisted Living at Pinehurst: Her main point for me was related to the poor treatment of seniors by society; they are treated as if they are valueless.

2. How are ethics tied to good leadership?

Hogan: Friedman stressed that leadership requires us to think and rethink our stances, our decisions and our direction to be well rounded and non-sided for each ethical situation we face.

O'Connor: Every organization should start with a mission, and company policies should flow from that. Accountability for both the margin and the mission is critical.

Lillo: I think the foundation of good leadership is based upon strong morals and ethics. Ethical values are the foundation for quality leadership skills.

3. How can health care leaders and aging service organizations prepare for unforeseen ethical challenges?

Hogan: Commit to ethics as a science and an everyday practice by developing standards you are willing to enforce, and then regularly practice the application. Practice leads to preparedness.

O'Connor: Education of staff, residents and legislators is essential. Ultimately, ethical challenges unmask an organization's true priorities—serving residents or serving stockholders. It needs to be a balance.

Lillo: I think that first of all we must recognize that the low valuation of seniors leads to unscrupulous business practices. We need to start valuing seniors and not let outside pressures influence the quality of the care and services we provide.

People & Places

Submit Content to CAHSA Connecting

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

Golden West Senior Residence announced that **Lisa Suprenand** has joined the organization as the new Resident Services Manager for the senior apartments.

Residents and staff from **Golden West Senior Residence** landed on the front page of the Boulder *Daily Camera's* Balance section last month in an article titled, "Go ahead, LAUGH a little." The article focused on laughter and its therapeutic benefits, and featured quotes and photographs from Golden West residents who are members of a monthly laughter yoga club. Visit http://www.dailycamera.com/bdc/lifestyles/article/0,1713,BDC_2520_4712637,00.html to read the full article and view photos.



Lisa Suprenand

Ed Schans was elected chairman for **Christian Living Communities**, and a notice of his appointment was picked up by the *Rocky Mountain News*.

Christian Living Communities Adult Day Services at Calvary Baptist Church welcomes **Ramon Pacheco** as the new Program Coordinator.

Christian Living Communities raised \$20,000 at its first annual wine tasting and silent auction event, "Aged to Perfection." The event drew roughly 200 participants who came to taste fine wine from all over the world, sample more than 50 different foods and bid on artwork donated by residents, volunteers and staff of CLC. The money raised will go toward building a new adult day services program at The Johnson Center.

William H. Lange has been appointed campus administrator at **Covenant Village of Colorado** in Westminster.

Business partner **Capmark Securities Inc.**, formerly **Newman & Associates**, was purchased by an investor group of affiliates from Kohlberg Kravis Roberts & Co., Five Mile Capital Partners, LLC, and Goldman Sachs Capital Partners.

Resources

Block Party and Senior Resource Fair: August 12

Eastern Star Masonic Retirement Community invites all CAHSA members to promote their products, programs and services at the Second Annual Block Party & Senior Resource Fair on Saturday, August 12, from 10 a.m. to 2 p.m. Eastern Star is located at 2445 S. Quebec St. in Denver. There will be health screenings, entertainment, fun and food. This event is free and open to the public. Participating vendors will be provided with a 6' table, two chairs, and lunch, all under a canopied tent for just \$60. Deadline to register is Friday, July 28. For more information or to reserve a table, call MaryAnn Simendinger at 303-753-2160 or Barbara Borkan at 303-753-2179.

Pandemic Flu Preparedness Checklist Available

Two government agencies have released a checklist to help long-term care facilities improve their preparedness for a potential pandemic flu. Several long-term care organizations provided input to the Department of Health and Human Services (HHS) and the Centers for Disease Control and Prevention (CDC), which compiled the checklist. The checklist identifies key areas for pandemic influenza planning. Long-term care and other residential facilities can use this tool to self-assess the strengths and weaknesses of current planning efforts. Visit www.pandemicflu.gov for more information.

Booklet Available on Medicare Rights

Do you have residents or family members with questions about their rights under Medicare? You may want to direct them to the booklet "Your Medicare Rights and Protections." CMS released an electronic version of the publication that includes information about the original Medicare plan, Medicare health plans, and the Medicare drug plans. The booklet has information that residents and their advocates need to know about advance beneficiary notices, appeals, billing information, and more. To view a copy, go to <http://www.hcpro.com/content/57751.cfm>.

CDC Publishes New Guidance on Lifting and Moving Residents

The Centers for Disease Control and Prevention (CDC) recently developed a new guide for nursing facilities, "*Safe Lifting and Movement of Nursing Home Residents*." The guide incorporates research by the National Institute for Occupational Safety and Health (NIOSH), Veteran's Health Administration (VHA) and the University of Wisconsin to address topics, including the "Challenge of Lifting Residents in Nursing Homes," the "Benefits, Cost, and Effectiveness of a Safe Resident Lifting Program" and frequently asked questions about these processes. Read the guide online at <http://www.cdc.gov/niosh/docs/2006-117/pdfs/2006-117.pdf>.

FDA Patient Safety News Program

FDA Patient Safety News is a monthly video news show for health care professionals covering significant new product approvals, recalls and safety alerts, and offers important tips on protecting patients. You can find more information about this show, read the complete stories, and watch or download the video program at <http://www.fda.gov/psn>.

AAHSA Offers Resources

AAHSA has developed several publications on hazards, emergency preparedness, and response plans for assisted living, continuing care retirement communities, nursing facilities, retirement health care facilities, senior housing and independent living facilities. Visit http://www.aahsa.org/pubs_resources/default.asp to access a 47-page "*Emergency Plan Development Guide*," a 62-page booklet titled, "*Update Your Disaster Plan*," and a document titled "*Do Your Best to Prepare for the Worst*."

Housing News

Continued from page 5

HUD's Senior and Disabled Housing Programs Meet Performance Targets

A HUD performance report concludes that federal housing programs for elderly and the disabled are meeting or surpassing performance goals for quantity and quality. The Section 202 elderly and Section 811 disabled housing programs met key performance indicators in 2005, and exceeded goals for project completion, financial management compliance and condition of the physical facility. Despite this success, HUD Secretary Alphonso Jackson suggested that pipeline delays for new projects are one reason for the Administration's proposed budget cuts of 26 and 50% respectively for senior and disabled housing. According to the HUD performance report, 303 housing projects for the elderly and disabled reached initial closing during 2005, while the department's goal was only 250. Both programs have a rate of 98% compliance with HUD financial management rules, three percentage points above the goal. Both programs met the HUD goal of at least 95% meeting physical facility standards. Elderly-only housing also exceeded the goal of 10% for increasing the number of residents receiving assistance from service coordinators. The actual rate of increase was 16% for 2005. For more information go to <http://www.knowledgeplex.org/news/159345.html>.

Assisted Living/ALFA News

Assisted Living Executive Magazine Releases List of Top Assisted Living Companies

Assisted Living Executive, the magazine of the Assisted Living Federation of America, released its annual list of the Largest 50 Assisted Living Companies in the United States in the April Issue. In case you didn't see the list, the top five companies were: **Sunrise Senior Living**, Brookdale Senior Living, **Alterra Healthcare Corporation**, Atria Senior Living Group, and Emeritus Assisted Living. To see more about the list, visit the ALFA web site at <http://www.alfa.org/i4a/pages/Index.cfm?pageID=3641>.

Classifieds

SHALOM PARK - Associate Director of Nursing Services for 135-bed skilled nursing home wanted. Ideal candidate will be licensed as both RN and Nursing Home Administrator to be considered for this rare and exiting opportunity. This is a hands-on management position and reports to Shalom Park's Clinical Services Director. Candidate must have proven experience in directing and leading the delivery of exceptional nursing care to residents combined with demonstrated knowledge of SNF regulations and compliance. Please forward resume by fax or email that includes salary history and requirements to 14800 E Belleview Drive, Aurora, CO 80015 303-699-4300 violeta.costache@shalompark.net.

Adult Day Services Coordinator - Responsible for the strategic development, ongoing growth, financial performance and overall coordination, delivery of service and supervision of the adult day program. Administers, coordinates and directs day-to-day operational issues and strategic goals. All interested applicants can send a resume via email to kdenning@clcmail.org or fax to 720-266-5626. Salary starting range \$42,000.

Assisted Living Administrator, Dayspring Villa. Franciscan Ministries, Inc. (FMI) is seeking an experienced full-time administrator for Dayspring Villa, a 71-bed facility in Denver, CO. This position provides overall administrative and operation supervision to ensure long-term viability of the facility and reports directly to the regional manager. Candidate must have two years' prior assisted living facility experience with at least 50-bed capacities including food service/restaurant, twenty-four hour care and a staff of at least 15 employees. Candidates must be familiar with state and health department regulations. Candidates must possess strong communication and interpersonal skills, must be extremely organized and able to handle frequently competing deadlines. A degree in Social Services desired. Bi-lingual (English/Spanish) a plus. Competitive salary and excellent benefit package. Send resume, salary requirements and cover letter to: Mary Snyder, Regional Manager, Franciscan Ministries, Inc. Fax: 630-344-0983 or email: msnyder@fm-inc.org. EOE

Director of Sales - Village at Skyline, an established continuing care retirement community in Colorado Springs, has an immediate full-time opportunity for an aggressive, energetic, and seasoned senior housing sales management professional. As our Director of Sales, the selected individual will be responsible for managing the performance of the sales staff, monitoring all sales activities, managing the lead tracking system and meeting all expectations for budget and occupancy. Qualified candidates should possess a college degree in marketing or related field and should possess a minimum of three years of sales management experience within the senior housing industry. Compensation for this position is 38 - 42K depending on experience and is bonus eligible. For immediate consideration, please forward resume of qualifications with salary history and position of interest to: Village of Skyline Attn: Dawn Marsh, 2365 Patriot Heights, Colorado Springs, CO 80904 Facsimile: 866-766-8934 or email: dmarsh@brookdaleliving.com. EOE No calls or agencies please.

Adult Day News

Adult Day Services Week: September 17-23

This year's National Adult Day Services Week theme will be, "Tell the Story of Caring." NADSA members will soon receive a planning guide featuring a poster, tips, tools and activities to promote Adult Day Services Week. For more information, contact Angela Heath, NADSA managing director, at 202-220-0025 or aheath@nadsa.org.

Share Your Adult Day Story

In honor of this year's Adult Day Services Week theme, "Tell the Story of Caring," NADSA is collecting client and family member stories that best explain the importance of adult day services and the need for more federal funding to provide it. Stories will be used to reach out to policymakers, the media and other adult day providers. They will be shared in the Adult Day Services Week planning materials also. For more information about how you can share your story, contact Angela Heath, NADSA managing director, at 202-220-0025 or aheath@nadsa.org.

Recognize an Outstanding Nurse Leader in Adult Day Services

AAHSA's Institute for the Future of Aging Services (IFAS) is accepting nominations for the first annual Joan Anne McHugh Award for Leadership in Long-term Care Nursing. The award recognizes an outstanding clinician whose practice demonstrates superior knowledge, leadership and commitment to older adults. The winner will receive personal and professional development awards and national recognition at AAHSA's 2006 Annual Meeting and Exposition. Entries are due to IFAS by July 1. For more information or to download an application, visit the IFAS web site at www.futureofaging.org.

New Home Health Demonstration

The Centers for Medicare & Medicaid Services (CMS) announced the implementation of the Medical Adult Day Care Services Demonstration, which encourages Home Health Agencies (HHAs) to collaborate with Medical Adult Day Care Facilities (MADCFs) to provide medical adult day-care services to Medicare beneficiaries as a substitute for a portion of home health services otherwise provided in the home. Five home health agencies will participate in the demonstration project and will be paid 95% of the home health prospective payment rate for services provided to beneficiaries participating in the demonstration.

Adult Day Services: The Facts

- More than 3,500 adult day centers are currently operating in the United States, providing care for 150,000 older Americans each day.
- Nearly 78% of adult day centers are operated on a nonprofit or public basis and the remaining 22% are for profit.
- Seventy-four percent of adult day centers are affiliated with larger organizations such as home care, skilled nursing facilities, medical centers, or multi-purpose senior organizations.
- The average age of the adult day consumer is 72, and two-thirds of all participants are women.
- One quarter of the participants live alone and three-quarters live with a spouse, adult children, or other family and friends.
- Fifty percent of the participants using adult day services centers nationwide have some cognitive impairment and one third require nursing services at least weekly.
- Fifty-nine percent of the participants require assistance with two or more activities of daily living: eating, bathing, dressing, toileting or transferring; 41% require assistance in three or more areas.
- Daily fees for services are almost always less than a home health visit and about half the cost of a skilled nursing facility. Daily fees for adult day services vary depending upon the services provided. Average cost across the country is approximately \$56.
- Funding for adult day services comes from participant fees, third party payers as well as public and philanthropic sources.
- Nearly one out of every four U.S. households (23%, or 22.4 million) provides care to a relative or friend aged 50 or older.

-Source: NADSA, <http://www.nadsa.org/adfacts/default.asp>

Did You Know?

Life Expectancy at All-Time High

The overall life expectancy for Americans at birth has reached a record high of 77.9 years, according to statistics released April 19 by the Centers for Disease Control and Prevention (CDC). The report from the CDC's National Center for Health Statistics also revealed that the gender gap narrowed in terms of life expectancy rates for men and women. Women may expect to live for 80.4 years, and men for 75.2 years. The gap of 5.2 years was the narrowest it has been since 1946. Heart disease, cancer, and stroke continued as the three leading causes of death, while Alzheimer's disease climbed into seventh place on the list. The report was based on 2004 preliminary mortality data for the United States. Go to <http://www.cdc.gov/nchs> for more on the report.

Impact of Baby Boomers Anticipated

The U.S. Census Bureau recently released an important new study that looks at the senior population today and in the future. The study, titled "65+ in the United States: 2005," found that the percentage of people over age 65 who had a disability described as "a substantial limitation in major life activity" decreased from 26.2% in 1982 to 19.7% in 1999. Researchers expect the population of U.S. residents over the age of 65 to increase to 72 million by 2030 from about 36 million in 2000, and the population over 85 is expected to double to 9.6 million during the same time period. For more information go to www.census.gov/Press-Release/www/releases/archives/aging_population/006544.html.

The CAHSA Calendar

June 23 CAHSA Board of Directors
12:00 - 3:00 pm
Location TBA



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

June 23 CAHSA Next Planning Committee
12:00 - 2:00 pm
Total Longterm Care Cody Center

CAHSA's 2006 Annual Convention



Karen demonstrating how to rope a calf



The "CAHSA Chief" and "Miss Kitty"



Thursday's Quality First Awards Luncheon



Randy Fitzgerald