

Of Interest

Medicare Home Health Benefit

The Home Health Independence Demonstration is a new project being conducted in Colorado, Massachusetts and Missouri by the Centers for Medicare and Medicaid Services (CMS) under a mandate created by Section 702 of the Medicare Prescription Drug, Improvement and Modernization Act of 2003 (MMA). It allows severely disabled Medicare beneficiaries who receive Medicare home health benefits in those states to leave their homes as frequently as they wish without risking the loss of those benefits. To qualify, Medicare beneficiaries must be enrolled in Medicare Part B and must meet all current home health eligibility requirements (other than those related to absences from the home). To learn more about those criteria and about the services covered by the Medicare home health benefit, visit: <http://www.cms.hhs.gov/quality/hhqi/HHBenefits.pdf>. For more information about the Home Health Independence Demonstration, visit: <http://www.cms.gov/researchers/demos/homehealthindependence.asp> or email HomeHealthIndependence@abtassoc.com or call 1-800-MEDICARE (1-800-633-4227).

Pictures from CAHSA's 2005 Legislative Luncheon

Laura greeting
Legislative Luncheon
attendees



Hungry legislators and members



Russ DenBraber giving the welcome speech.

Inside

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

By the time you read this we will be almost halfway through the 2005 Legislative Session and the Annual Legislative Luncheon will be upon us! This year our focus has been on SB 173, "Rebalancing the Long Term Care Health System in Colorado." Since last year's session, we have been working with Senator Owen on the conceptual framework for the bill. We are pleased with the support we have received to date, including Governor Owens, the Department of Health Care Policy and Financing, AARP Colorado, the Alzheimer's Association Colorado Chapter, Colorado Commission on Aging, and Colorado Senior Lobby. Also supporting the bill are twelve members of the Colorado Coalition of Faith-Based Continuum-of-Care Providers.

Another focus in this year's session is to lobby for an increase in the Community Long Term Care Provider rates. These programs have had their reimbursement rates frozen since 2001-02. It is critical that we find a way to provide the 2% increase that the Joint Budget Committee has tentatively budgeted for them. Of course the primary focus that takes precedence over the other two is lobbying for a "budget fix." Without this fix, provider increases will be moot, and "rebalancing" long-term care becomes even more critical and challenging to accomplish. I urge you to tell your Legislators how important it is for them to pass legislation in this session that will get our budget out of the "red" and on the road to recovery.

Consistently, you tell us that our legislative and regulatory advocacy work on your behalf is an essential reason you renew your CAHSA membership year after year. We appreciate your feedback and support of our efforts. This year we are pleased with how many members have come forward to testify to Legislative Committees at the Capitol on behalf of CAHSA. We thank you for your efforts. For those of you who considered stepping up, it's not too late—we still have the "second half" of the session to go. Contact us at the CAHSA office if you wish to take a more active role in our efforts. CAHSA's Legislative Brochure summarizing our key issues is enclosed with this issue of *CAHSA Connecting*. And remember to read the *Capitol Focus* each Friday to keep abreast of our weekly activities. We will continue its publication throughout the session.

This month we are offering two education programs: the popular "30-hour Assisted Living Residence Owner/Operator Program," with the required sessions scheduled for March 17-18 and the elective sessions April 14-15; and "Re-Inventing Skilled Nursing: Principles and Solutions for Design and Financing," on March 15. Several CAHSA members are trainers for these programs and we appreciate their support. Speaking of members, Bill Fischer of Shughart, Thomson & Kilroy, our "HIPAA guy," has asked me to remind you that if you are covered by HIPAA, you must be in compliance with the HIPAA Security Regulations on April 21, 2005. The first thing you are required to do is a risk analysis of the potential vulnerability to the confidentiality of your electronic protected health information. If you need his assistance with this requirement, see the "box" on the calendar section of this issue of *CAHSA Connecting* for how to reach him.

Many of you have been asking about the Annual Convention. The brochure is posted on the CAHSA web site, and the printed version will be in the mail shortly. If you haven't made your hotel reservations, now would be a good time to do so.

I would like to thank all of our members who have renewed their membership this year and say a special welcome to our new members. A list of both may be found elsewhere in this issue. In closing, if you think you read this issue a little faster than usual you didn't imagine it. We have streamlined the newsletter to make it an easier read for you. Let me know what you think. We've noticed a spike in the number of member contributions to our newsletter, too—keep that good news coming.

Laura Landwirth
CAHSA Executive Director

VOL. 8, NO. 2

MAR. 2005

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.

Entire contents © 2005 by CAHSA. All rights reserved. Reproduction in whole or part without written permission is prohibited.

Members are encouraged to reproduce articles if credit is given to CAHSA.

Postmaster: Send address changes to:

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

Officers

President

John Zabawa
Executive Director
Seniors Resource Center

President Elect

Russ DenBraber
CEO
Christian Living Campus

Secretary

Tammy Minuhin
Regional Director of Operations
Alterra Healthcare Corp.

Treasurer

Dan Stenersen
President and CEO
Shalom Park

Past President

Ronda Schumacher
Vice President of PACE Operations
Total Longterm Care

Board of Directors

Bill Brummett

President
William Brummett Architects

Kathy Dilger

Administrator
Boulder Good Samaritan Village

Ken Hoagland

President
Community Capital Corporation

Vennita Jenkins

Administrator
The Granville Assisted Living

Larry Lillo

Administrator
Sunrise Assisted Living at Orchard

Carolyn Mickey

Administrator
Eben Ezer Lutheran Care Center

Linda Sanden

Administrator
Myron Stratton Home

John Torres

Executive Director
Golden West Senior Residence

CAHSA

Laura Landwirth
Executive Director

Holloway & Hyde
Newsletter Editor

Adult Day News

Free Online Benefits Service

As many as 4.6 million low-income seniors and younger persons with disabilities who are eligible for Medicare pay more than they have to, according to The National Council on the Aging (NCOA). Using NCOA's free, confidential, and easy-to-use online tool, "BenefitsCheckUp®," Medicare beneficiaries can find out if they qualify for savings programs which, depending upon income, will pay for Medicare premiums, deductibles, and co-pays. A recent Government Accountability Office study said that 43 percent of those who qualify for two of these Medicare Savings Programs, Qualified Medicare Beneficiary (QMB) and Specified Low Income Medicare Beneficiary (SLMB), have not enrolled in them. To learn more, visit: <http://www.benefitscheckup.org/>.

People & Places

Submit Content to CAHSA Connecting

Send press releases, administrative changes, awards and event announcements our way! Email cahsanews@comcast.net or fax submissions 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.

Kelly James has joined **Christian Living Campus** as director of sales and marketing at its **Holly Creek Retirement Community**. A Denver native, Kelly graduated from Colorado State University in 1995 with a double major in marketing and journalism. Since graduation, she has worked in marketing for senior living communities in Denver, most recently as a director of sales and marketing. Holly Creek, located in Centennial, is scheduled to open its first phase of 114 apartment homes, designed for an active senior lifestyle, in late spring.



Kelly James

John Torres, executive director of **Golden West Senior Residence**, announced that the organization and its wellness center were featured in the January/February issue of AAHSA's *FutureAge* magazine, page 31. The article highlighted five AAHSA member organizations that have implemented Quality First programs and begun to share their innovations and success stories with others. By forming a "Partnership for Quality" with Medically Based Fitness, Golden West has improved its quality standards through wellness programs and physical therapy. In June 2003, Golden West partnered with Medically Based Fitness to construct and operate the Golden West Wellness Center, which offers affordable wellness, physical therapy and treatment programs to low-income adults.

Cindy Avery is the new executive director at **The Retreat at Church Ranch**. The Retreat is located at 10190 Olde Wadsworth Blvd., in Westminster, and serves the surrounding communities of Arvada, Broomfield, Wheat Ridge, Northglenn, Louisville, Lafayette, and Boulder. Since assuming the position, revenues have increased substantially. Cindy plans on turning The Retreat into the premier assisted living facility in the area. She can be reached at 720-933-0308.

Eaton Senior Programs would like to invite all CAHSA members to the 25th Anniversary Celebration for **Eaton Terrace Residences** on Friday, March 11 from 4 to 7 p.m. The celebration will be held in the Residences dining room, 333 S. Eaton St., Lakewood. **RSVP 303-937-3011 by March 7**. For more information, call Kris Hayes at 303-937-3011 or email khayes@eatonterrace.org.

Wellspring Senior Foundation and **Eaton Senior Programs** are holding a special fundraising event April 6 at the Lakewood Cultural Center, 470 S. Allison Parkway. The event will include an opening night benefit performance by **The Spencers' Theater of Illusion**, a silent auction and light supper buffet. This will be a fun family event. The Spencers are billed as "modern day Houdinis." Tickets are \$50. To purchase tickets or for more information, call Gayle Fitzgerald at 303-937-5107 or email gfitzgerald@eatonterrace.org.



CAHSA Board member Ken Hoagland and other officials at the ribbon-cutting to formally open **Pinewood Lodge**.

5 Minutes with...

KEITH LINE, VICE PRESIDENT OPERATIONS AND SALES COMMERCIAL INSURANCE SERVICES

A Business Partner

How long have you been a member of CAHSA?

Our company has been a member since the late 1980s. I have been a member since I started with Commercial Insurance Services in 1999.

Why did you become a member?

Our agency had several assisted living clients. One of our employees was a board member of a facility. We developed an understanding and expertise in the insurance issues of senior living communities. We joined to become more informed on issues confronting members and as an opportunity to network our services.

What would you like members to know about your service/product?

CIS helped put together the first workers' compensation safety dividend program for CAHSA. We still have an understanding of safety issues confronting senior living communities and the expertise to offer assistance in safety program development.

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

There are a very limited number of companies offering insurance and workers' compensation for senior care providers. It is important to have counsel on issues of risk management that might help make their facility acceptable to more companies, which helps provide competitive insurance program options. The end result of minimizing incidents, whether insurable or not, has a positive impact on the bottom line.

Who's your hero/heroine?

I have never claimed to have a hero. There are people I admire because of their character. I admire President Jimmy Carter for the role model he has projected in his post-presidential years. I admire a mentor I had earlier in my career for teaching me that you can be conscientious about what you do and also have fun doing it.

What do you do on your time off?

I enjoy being in the mountains hiking, skiing, and biking. I also enjoy golf.



Keith Line

Get out there!

Tips for Gaining Exposure

Extra! Extra! Read All About It

From the evening news to industry trade magazines to local newspapers, we are pleased to announce that many of CAHSA's members, their staff, programs and resident activities have been highlighted in the media.

But what happens when today's news becomes tomorrow's trash? How will people remember your story? Once published, there are a number of things you can do to prolong your 15 minutes of fame and increase the readership of your positive coverage.

- Begin by clipping positive press coverage from the newspaper or pull an electronic copy from the Internet. Be sure to make extra copies. Share the news with your community by framing the article and hanging it somewhere easily noticeable and accessible to all members of your community. Post copies of the article to a community bulletin board or visitor scrapbook.
- Upload the announcement to your organization's web site and begin to develop an "in the news" section.
- Include an announcement and possible copy of the clipping in your community's internal newsletter. Distribute this to your database, including residents, staff, friends, families, board members, shareholders and vendors.

- Submit your positive news to *CAHSA Connecting* for inclusion in the People & Places section of the monthly newsletter. Also be sure to send us a link to your article or fax a copy so we can post it to our web site (www.cahsa.org). CAHSA offers a "Members in the News" section within the Press Room and we'd love to see this continue to grow.

Tracking the media and following what's going on in your community is critical to identifying where opportunity lies. However, it does require time. If there is someone in your community, perhaps a volunteer or a resident, who is interested in being a "reporter," you can assign them to keep track of and clip positive news from your community that receives attention.

If your organization has yet to be formally published, there are plenty of opportunities for showcasing the people and places at your community. We are always looking for column participants in the monthly newsletter, including *5 Minutes With*, *QF Corner* and *Insights on Leadership*. This is a great opportunity to share your best practices and expertise with peers, learn about the interview process, and coordinate efforts to best publicize your media exposure.



Russ DenBraber
Chair, Quality First

Want to Tell Your Quality First Story?
Contact us at: cahsanews@comcast.net.

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



Max Coppom
CEO, Frasier Meadows Manor

Founded in 1960, Frasier Meadows Manor, a faith-based continuing care retirement community, provides independent and assisted living, Alzheimer's and skilled nursing care, as well as respite and rehabilitation care to 400+ seniors throughout its 20-acre campus in Boulder.

With the full support of its board of trustees, Frasier Meadows' management team endorsed the AAHSA Quality First Initiative in early 2003 and completed the AAHSA self-assessment in June of that year. Frasier Meadows got right to work improving its *Consumer-Friendly Information*. The organization conducted a thorough employee and resident satisfaction survey with both its independent and skilled nursing communities. Working with a national organization for its SNF survey, Frasier Meadows started to examine how it compared with more than 600 SNF communities nationwide.

While Frasier Meadows was generally pleased with the overall response of the surveys, CEO Max Coppom pointed out that there are always areas for improvement. "You have to be willing to put egos aside and accept areas of weakness and try to improve," he said. Current and future efforts for improvement focus on several elements in the QF 10-point plan, including *Research and Education, Human Resource Development, and Continuous Quality Improvement*.

Next month, Frasier Meadows will invite families, community leaders and members of the health care industry to celebrate its 45th anniversary. As part of the celebration and in an effort to share its QF story with others, Frasier Meadows will provide detailed handouts outlining the QF 10-point plan and highlighting some of the organization's current efforts to improve in several areas.

Since signing the QF covenant, Frasier Meadows has begun collaborating with more colleges and universities to offer on-site clinical experience. The organization's SNF is now a clinical site for several LPN and RN training programs, and interns are being utilized at both the graduate and undergraduate level from various fields of endeavor. Currently, four master's degree-level interns from Naropa University are involved in a nine-month program at the community.

"We've really tried to broaden our approach and offer a good learning experience," said Coppom. "I think the interns have learned a lot about elders, we've learned a lot from them, and they've been very helpful in relating to some of our residents one-on-one, especially residents who might be having emotional problems," he added.

Coppom and his staff have woven many of the goals of QF into their organization's strategic plan. They view QF as a good way to bring the organization's focus back from time to time and to measure success and progress.

"I don't know how other organizations measure success but I think the Quality First program covers some very key points," said Coppom. "If you don't have a road map to follow, take a look at the Quality First program. Complete the self assessment, identify areas where you'd like to devote some extra effort, and make a commitment to improve in those areas," he added.

Housing News

HUD Posts FY 2005 Income Limits

HUD issued a notice on February 11 with the FY 2005 estimated median family incomes and income limits, effective on the same date. The estimated median family income for Colorado FY 2005 metro is \$67,850 and non-metro is \$53,900. The estimated median family income for United States for FY 2005 is \$58,000. The complete notice may be found at: <http://www.huduser.org/datasets/il/i105/index.html>.

Insights on Leadership

Growing up, Sherry Friesen enjoyed spending time with all four of her grandparents (three of whom are still living) and three of her great-grandparents! Those personal interactions influenced her scholastically and paved the way for future success as a leader in the aging services industry. Today, Sherry is serving in her 12th year as administrator of Fort Collins Good Samaritan Village, a continuing care community providing independent living, assisted living, and skilled nursing care to seniors. We caught up with Sherry to uncover her thoughts on leadership and motivation for making a difference in the lives of elders. Here's what she had to say....



Sherry Friesen

What defines a successful leader?

Someone who truly listens to those around them, whether it's staff, elders, or family, and is honest about resolving issues that arise, attempting always to make a difference in the life of the individual. Good leaders respond to problems with a "what's the solution?" attitude.

What kind of leadership style do you employ?

My leadership style has evolved over 17 years as an administrator. I would describe it as a TEAM approach, where leadership is shared among the team. Empowering your team to share their feelings and opinions as well as be a part of decisions makes them feel valued and that they have ownership in the facility.

How does a leader make others want to work for them?

You don't **make** others work for you. You have a reputation for what you do and the quality of care you provide. Others find out about it and they want to become part of it. They bring unique talents and skills with them. You simply encourage them to use those talents to touch others and ultimately everybody wins, including the organization. I've heard it said, "As management does unto staff, staff does unto elders."

How do you emphasize leadership development among your staff?

We attempt to promote from within. Attending workshops and pursuing advanced degrees is strongly encouraged, and we also offer scholarships. It will be important in the future to have "grown" our own nurses if we plan to have any to take care of the elders—us.

What can the industry do to develop strong leaders who can change the aging services field?

Today's leaders need to think about what they want when they retire and create it. In the future, no one will want what is offered today. I suspect a lot of future services will be offered in people's homes.

What accomplishments at your facility define your leadership era?

I am most proud of being the only Eden Alternative-certified facility in Colorado. We empower staff to not just care for the physical needs of our elders, but to enrich their lives through spontaneous activities that involve plants, animals, and children, and eliminate helplessness, loneliness and boredom.

As a leader, what have you done to ensure the future success of your company?

We're currently developing an additional five acres of our 15-acre campus. We plan to build more residential condo-style living that people will be able to own, while still providing them with a full continuum of services.

How do you interact with other leaders?

It's important to interact with others to hear what new ideas they have in serving elders. I started a monthly leadership group for administrators from all the nursing facilities in Larimer County. We discuss what's going on at each other's facilities, talk about the latest survey deficiencies and stay abreast of industry trends. We've also had speakers join us in the past.

How does a leader maintain a work-life balance?

Your priorities have to be in the right order. I used to put work first but I've learned that my faith in God has to be first, family second, and finally work. It helps also to create a supportive network of people around you—I am blessed to say I have that.

Assisted Living News

Center for Excellence in Assisted Living Incorporates, Names Officers

Moving forward with its mission to promote research on and implementation of practices that will foster quality in assisted living, CEAL has formally incorporated and elected officers. Doug Pace, AAHSA's director of assisted living and continuing care, was named as chair; Don Redfoot, senior policy advisor for the AARP Public Policy Institute, as vice chair; David Kylo, executive director of the National Center For Assisted Living, as treasurer; and Josh Allen, executive director of the American Assisted Living Nurses Association, as secretary. To read CEAL's announcement visit: <http://www2.aahsa.org/SiteSearch/SearchResults.asp?SC=Providers/Assisted%20Living#>.

Assisted Living Salary and Benefits Report Now Available

Assisted living administrators received a 3.77% salary increase in 2004, according to the AAHSA *Assisted Living Salary & Benefits Report*, published by Hospital & Healthcare Compensation Service. Over 900 facilities participated and provided data on more than 31,000 employees nationwide. Visit: http://hhcsinc.com/Book_AL.php to review contents of the report. Contact Rosanne Cioffe at 201-405-0075, rcioffe@HHCSInc.com, to order the report.

Nursing Home News

CMS Clarifies Consolidated Billing Exclusion for SNFs

The Centers for Medicare & Medicaid Services has issued a clarification regarding consolidated billing provisions related to Rural Health Centers and Federally Qualified Health Centers that provide services to Part A residents of SNFs (Medlearn Matters Number SE0431). The issue concerns the services of physicians or other practitioners provided through the auspices of Rural Health Clinics (RHC) and Federally Qualified Health Centers (FQHC). For the full document visit: <http://www.cms.hhs.gov/medlearn/matters>.

FDA Posting

The Food and Drug Administration has posted information on its web site regarding possible contamination of IV Flush Brand Preloaded Syringes containing Heparin or Sodium Chloride. The FDA is concerned that all of those who may be affected by this problem have not been reached with the message that these devices should NOT be used because of possible contamination. The FDA has issued a second press release online at: <http://www.fda.gov/bbs/topics/news/2005/NEW01154.html>.

Did You Know?

2005 Older Americans Month Poster Unveiled

The U.S. Administration on Aging (AoA) has announced the theme for this year's Older Americans Month, "Celebrate Long-Term Living," and unveiled the poster and logo to commemorate the annual event held in May. For more information or to download the poster and logo, visit:



<http://www.aoa.gov/press/oam/oam.asp>.

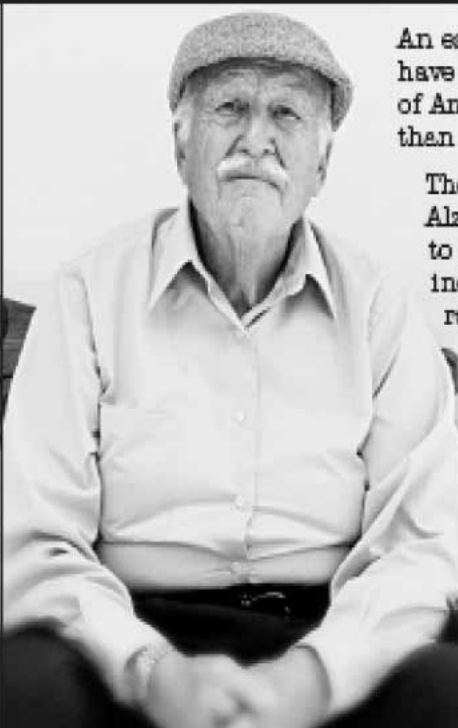
CMS Reports That Overall Health Care Costs Growth Projections Slow From 2003, Medicare Drug Coverage Expected to Lower Prices

The rate of health care spending in the United States is projected to grow 7.5 percent in 2004, down from the 7.7 percent growth experienced in 2003, according to a report issued by the Centers for Medicare & Medicaid Services (CMS). To view the full health care spending projection data, visit the CMS website at <http://www.cms.hhs.gov/statistics/nhe>.

Share Your Story in FutureAge

FutureAge magazine (formerly *Best Practices*) wants your best practices! *FutureAge* is looking for AAHSA members who have instituted innovative practices or policies relevant to these future articles: designing outdoor spaces that promote better lives, employer-assisted housing as a retention program, identifying and preventing depression among clients and residents, and managing the transition of residents through the continuum. For more information, contact Gene Mitchell at 202-508-9424 or gmitchell@aaahsa.org. Check out this month's People & Places to find out which CAHSA member has already been featured in *FutureAge* magazine.

"Dad Couldn't Remember How To Get Home."



An estimated 4.8 million Americans have Alzheimer's disease. The number of Americans with Alzheimer's has more than doubled since 1980.

The number of Americans with Alzheimer's disease will continue to grow — by 2050 the number of individuals with Alzheimer's could range from 11.3 million to 16 million.

Half of all nursing home residents have Alzheimer's disease or a related disorder.

A person with Alzheimer's disease will live an average of eight years and as many as 20 years or more from the onset of symptoms.

The average cost for nursing home care is \$42,000 per year but can exceed \$70,000. *

The answers to the legal and financial challenges posed by Alzheimer's disease can only be answered on an individual basis by an attorney whose practice is concentrated on elder law, Medicaid planning, and estate planning.

The Law Office of K. Gabriel Heiser is known throughout Colorado for the expert help they provide seniors who are faced with long-term care needs.

Take The First Step

Call today to reserve a place at one of our free seminars for seniors, their families, elder care professionals, and caregivers. Each presentation lasts about 90 minutes, including a "Question & Answer" session.

K. GABRIEL HEISER

BOULDER ELDERLAW—LAW OFFICE OF K. GABRIEL HEISER

4845 Pearl East Circle, Suite 101, Boulder, CO 80301

Tel: 303-447-6855

www.BoulderElderlaw.com

* (Source for all statistics: Alzheimer's Association, www.alz.org)

Resources

2005 Older Americans Month National Photography Contest; Deadline March 14

The U.S. Administration on Aging (AoA) is pleased to announce the 2005 Older Americans Month National Photography Contest. The purpose of the contest is to enhance the image of older Americans to all generations through pictures. The photographs are to reflect the photographer's interpretation of the 2005 Older American's Month Theme: "Celebrate Long-Term Living." The contest is open to non-professional photographers, age 60+ representing a senior center. The 1st, 2nd, and 3rd place winners and their sponsoring senior center will receive recognition from the AoA and have their photo prominently displayed on the agency's web site. Entries must be postmarked by March 14. For a complete list of contest rules, visit: http://www.aoa.gov/press/oam/OAA_photo_contest_2005.pdf.

Funds Available for "Green" Projects; Deadline March 15

The Housing Assistance Council (HAC) and the Home Depot Foundation are offering grants of \$10,000 to \$20,000 to nonprofits involved in the development or rehabilitation of buildings in rural communities to make them "green" homes by promoting efficiency and conservation. Applications are due to HAC by March 15 and awards will be made in late spring. For more information and to download an application visit: www.ruralhome.org.

The Colorado Foundation for Medical Care Sponsors Free Nutrition Teleconferences

Save these upcoming dates and plan a teleconference with your nursing and dietary team regarding the provision of high quality nutrition. These educational sessions will be lead by Becky Dorner & Associates, an organization specializing in nutrition and health care in long term care:

- **March 17, 2005**—It's Tough to Swallow: Nutrition and Dining for Dysphagia
- **April 13, 2005**—Do You Know Where I Can Get Something to Eat? Nutrition and the Dementia Resident

Calls are from 9:30 to 10:30 a.m. MDT/MST. For more information or to register, contact Marcy Cameron at 303-695-3300 x3345.

Colorado Health Institute Seeks Information about Health and Health Care Data Needs; Survey Deadline March 18

The Colorado Health Institute (CHI) recently created an online Data Needs Assessment Survey to solicit input from Coloradans who use health- and health care-related data. The purpose of the survey is to assess the importance, availability, and the accessibility of existing data in an effort to identify data that is either difficult to access or non-existent. CHI encourages Coloradans from across the state to complete the survey and tell colleagues about it as well. The survey is available at: www.chha.com/survey/dataneeds.htm through March 18. If you have questions about the survey, please contact Lori McNeilley at 303-831-4200 x215.

Elder Cohousing "Getting Started" Workshop, March 18-20

To meet seniors' needs for more sustainable living solutions, Zev Paiss and Neshama Abraham, a husband and wife professional consulting team, will offer the country's first "Getting Started" workshop to introduce the Elder Cohousing development process and to support the emerging industry. The first of three workshops will be held March 18-20 at the St. Julien Hotel and Spa in downtown Boulder. Additional sessions are slated for June 24-26 and September 23-25. The workshops are designed for builders and developers, architects, aging and health care specialists, and elders who are wanting to become familiar with the cohousing development process and learn how to create these innovative environmental neighborhoods. The cost to attend is as follows: individuals: \$250 (\$225 for Elder Cohousing Members); additional group members: \$200; and professionals in elder care or building industries: \$495. For more information, visit: <http://www.ElderCohousing.org> email Zpaiss@comcast.net or call 303-413-8066.

Assisted Living Expo in Denver, March 22

Earn up to seven Continuing Education Credits and learn about the latest advances in pain management, effective approaches to diabetes care, current findings on dementia and behavioral disturbances, and incontinence management strategies for assisted living communities. Hear from national speakers who focus on the special challenges of caring for the geriatric resident. This intensive day of learning includes continental breakfast and lunch. **Special pricing for CAHSA members — only \$25.** The event will take place at the Radisson Hotel in Aurora on March 22 from 7:30 a.m. to 5:00 p.m. Contact Melanie Weber at 800-788-8844 to learn more and reserve your place (Visa and MasterCard accepted). Space is limited.

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 take place the fourth Wednesday of each month in the Centrum Room at Eaton Senior Programs, 323 S. Eaton St., Lakewood. Light refreshments begin at 6:00 p.m. and speakers present at 6:30 p.m. For more information, call 303-937-5107 or 303-937-3000.

- **March 23, 2005**—Alzheimer's and How to Maintain Your Friendship With Someone Diagnosed With Alzheimer's
- **April 27, 2005**—Colorado Talking Books: Am I Eligible?
- **May 25, 2005**—He or She Who Laughs, Lasts—A lively presentation on the importance of maintaining a sense of humor to fight stress and enhance creativity
- **July 27, 2005**—Arthritis: What's New and How to Cope

Other dates have been scheduled, with topics yet to be determined.

Training Opportunity for Service Providers; Registration Deadline May 12

The Colorado Coalition for Elder Rights and Adult Protection will sponsor a training session, "Crossing the Barriers of Personality Disorders, Dementia & Resistance in Older Adults," May 19 from 1:30 to 4:30 p.m. at Aurora City Hall, 1551 Alameda Parkway, Aurora. Wendy Lustbader, M.S.W., a nationally-recognized elder care speaker and author, will lead the discussion. Lustbader will address how to deal with dementia, personality disorders and resistance, offer communications tools for working with clients who have dementia and mental disorders and highlight self-neglecting and self-abusing behaviors. Training is designed for caseworkers, law enforcement, ombudsmen, long-term care providers, health service providers and other professionals serving older and at-risk adults. Registration deadline is May 12. For more information or to register, contact Kathy Rickart at 303-866-3433, ccerap@comcast.net.

Design Matters

with William Brummett



Technology: Ready or Not, Here it Comes!

Guest Columnist, Jack York, *It's Never 2 Late*

Technology has begun to inform and improve virtually every aspect of senior housing environments and the delivery of care provided in our industry. In fact, residents from all levels of senior care are being afforded opportunities to connect with their loved ones and the "outside world," as well as keep up with their interests—shopping, research, news and information gathering, community and spiritual connections—via technology. Moreover, staff members have greatly improved tools for delivering care, from new paging and nurse call systems to more sophisticated wander control devices.



Jack York

The generic term "technology" invokes different meanings for everyone. My seven-year-old daughter deftly navigates her way through the www.pollypockets.com web site, my 10-year-old digs up school research reports on www.50states.com, and my 12-year-old is negotiating with me over how much of his allowance can be dedicated to downloading music from the Internet. My wife, however, would rather watch eight hours of non-stop ESPN Classic than figure out the nuances of balancing our checkbook with Quicken under my direction.

So goes the world of senior housing. Some organizations are embracing technology with enthusiasm, some are gradually accepting its practical benefits, and some are resisting it. For better or worse, technology, with its multiple flavors, is starting to have profound influences on the senior housing landscape. Whether an organization likes it or not, the reality of demographics and the complexities of staffing are going to drive implementation of technology into your organization on a large scale. Other industries have embraced technology at a much more rapid pace than the field of health care. There are lessons to be learned from these front-runner industries, and mistakes to avoid.

Our own company's journey (*It's Never 2 Late*) has been a microcosm of how the aging services industry either embraces or resists innovation. Six years ago, we were amazed at how unwilling senior housing organizations were to look at computer systems for their residents. In fact, our partner in California, Leslie Sweeney, had to travel to seven assisted living communities in California before she found one that would take a brand new, donated computer with free training for its residents. As we started making inroads over the years into various communities, the resistance we faced was not from the elders, but virtually always from staff.

Years later, we still see resistance, but have been delighted to partner with several of CAHSA's members, including Christian Living Campus and Total Longterm Care. These organizations have willingly embraced what adaptive technology can provide for their elders, and have also provided us with creative ideas and solutions to help improve our product. Today, we have various systems up and running in 14 states, including virtual bikes, flight simulators, cognitive therapy puzzles, multimedia clips and truck driving programs. Some of these organizations have embraced our systems as a tool for improving the quality of life of their residents and others are looking for ways to differentiate their community in a competitive marketplace. One of our customers in Ohio (Menorah Park) recently reported that a family member asked when tablet PCs would be available in each resident's room. There is no doubt this is where things are headed in a few short years.

Organizations today need to develop a strategic technology plan. Consider the following before implementing any technology initiatives at your community:

- Check references before partnering with any technology companies;
- Get your staff on board, and involve them in the entire decision-making process from the start;
- Make sure the companies you are dealing with have a commitment to the senior industry;
- Build training dollars into your budget;
- Start small with pilot projects and expect initial frustration;
- Reward successes and let your staff train other staff members.

Embracing technology may not be your natural inclination. You may be resistant initially, looking for ways to avoid these types of innovations at all costs. However, you still have the opportunity to be a leader today as opposed to a follower tomorrow. Don't expect the journey to be painless, but there are some fringe benefits to be found. In my case, our seven-year-old now thinks her dad is pretty cool since I showed her how to burn a video clip onto a CD. That, as they say, is priceless!

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

Classifieds



Please visit the classifieds on our website - www.cahsa.org

Golden West, a non-profit senior residence, has a great opportunity for a flexible, detail oriented, well-organized and dedicated TEAM player. Golden West's community is made up of 255 senior apartments and 56 assisted living units. The manager is responsible for the day-to-day operations of Assisted Living, managing a staff of 25 (caregivers, medication coordinator and resident services coordinator) and working as a dedicated member of the Golden West management team to provide a quality living environment for the assisted living residents. Qualified candidates will have a bachelor's degree, knowledge of all state and federal assisted living regulations, experience working with senior populations and proven supervisory skills. Ideal candidates will possess a Bachelor's Degree in gerontology, sociology or a related field and two years management experience in a long-term care facility, including the direct supervision of hourly staff. **Application deadline – March 26, 2005.** Direct resume and inquires to Donna Ruske, druske@goldenwestseniors.com, 1055 Adams Circle, Boulder, CO 80303. Phone: 303-939-0880, Fax: 303-939-0808.

Welcome to these New Members:

Health Care Center at Gunnison Living Community Wade Baker, Administrator 1500 West Tomichi Gunnison, CO 81230	Volunteers of America Valley Manor Care Center Susan Pritchett, Executive Director 1401 S. Cascade Montrose, CO 81401	Estes Park Good Samaritan Village Randy Davis, Executive Manager 1901 Ptarmigan Trail Estes Park, CO 80517	Pinewood Lodge Stacie Packard, Manager 200 S. Ironton St. Aurora, CO 80012
--	--	---	---

and Thank You to these Renewing Members:

Allied Housing, Inc. Bent County HealthCare Center Colorado Springs Senior Homes EverCare Colorado F. A. S. S. HealthONE Alliance Johnson Adult Day Program Marycrest Assisted Living Morning Star Senior Day Program	Prairie Creeks Living Center Schryver Medical Sales & Marketing Senior Insight, Inc. Seniors Choice Adult Day Services The Village at St. Catherine Total Longterm Care U.S. Foodservice, Inc.
--	--

The CAHSA Calendar

- March 15** **Reinventing Skilled Nursing: Principles and Solutions for Design & Financing**
9:00 am - 12:00 pm
Longterm Care Options, Denver
- March 16** **Adult Day Interest Group Meeting**
10:00 am - 1:30 pm
1:30 - 3:00 pm Optional Policy Manual Meeting
CAHSA 2nd Floor Conference Room, Denver
- March 17-18,
April 14-15** **ALR 30-Hour Owner/Operator Training**
8:30 am - 5:00 pm
Longterm Care Options, Denver
- April 4-6** **AAHSA Future of Aging Services Conference**
Washington, DC

REMINDER: If you are covered by HIPAA, you must be in compliance with the HIPAA Security Regulations on April 21, 2005. If you need help with the HIPAA requirements, contact Bill Fischer of Shugart, Thomson & Kilroy, 720-931-1175.

Mark your Calendars for:

CAHSA's 2005 Annual Convention & Exhibition
May 12-13, 2005

Vail Cascade Resort & Spa

Check out our new location at www.vailcascade.com.