

November 2011

agendaTM

aging services of california



Inside

Keeping Pace With the New Technology Boom:

AgeTech California Helps Providers Take the Lead

This Month...

Handy Topics.....	2
Feature: Keeping Pace With The New Technology Boom.....	3,14-16
Policy Matters.....	4-7, 16
Resident Matters.....	8-9
Membership Matters.....	10-13
Education Matters.....	18-19

Copyright © 2011 by Aging Services of California. All rights reserved.
The *Agenda* logotype is a trademark of Aging Services of California.

Byline articles express the opinions of the authors and do not necessarily reflect those of Aging Services of California and its members. Advertisements within *Agenda* do not imply Aging Services of California endorsement of the product or service.

Permission is granted to reprint articles written by Aging Services of California staff and to reproduce pages (in same, unaltered format) for educational, noncommercial purposes only. A copy of any publication including a reprinted *Agenda* article should be forwarded to Aging Services of Calif.

The *Agenda* Editorial Board encourages submission of original articles for consideration.

Subscription to *Agenda* is paid through Aging Services of California membership dues. Third-class postage paid at Sacramento, Calif.

ISSN 2159-3507 (print)

ISSN 2159-3515 (online)

Editor: Gerard Koskovich

Art Director: Darren Lindsey

Contributing Writers: Claudia Anderson, Jack Christy, Lori Costa, Eric Dowdy, Stephanie Doute, Jan Guiliano, Kristy Oriol, Rick Taylor



agenda is the monthly newsjournal of

Aging Services of California

1315 I Street, Suite 100, Sacramento, CA 95814

tel. 916-392-5111 • fax 916-428-4250 • www.aging.org

Aging Services of California represents more than 400 nonprofit providers of senior living services – including affordable housing, continuing care retirement communities, assisted living, skilled nursing, and home and community-based care. Aging Services of California's advocacy, educational programs, communications and other resources help its members best serve the needs of more than 100,000 seniors. Founded in 1961, Aging Services of California is celebrating its 50th year of public service.

"Aging Services of California," the line "Advocating Quality Senior Living and Care" and the "homes and heart" logo are registered servicemarks of Aging Services of California.

The Birth of an Idea

by Joanne Handy

In early 2010, Aging Services of California partnered with the California Association for Health Services at Home to sponsor a joint informational hearing at the California State Capitol. Originally, the hearing was intended to educate members of the legislature and their staff about innovative ways that technology could be used to help older adults age in place. Although we anticipated a fair amount of interest – our state is, after all, home to Silicon Valley – the attendance far surpassed our expectations.

The hearing room was quite literally packed with lawmakers, legislative staff, aging services providers and residents – all eager to learn more about the vital role technology can play in supporting elders. It was immediately evident that we were on to something here. After the hearing, we started having more frequent conversations with our friends at CAHSAH about the possibility of a joint project that would focus exclusively on the intersection of technology with the field of aging services.

In the fall of 2010, that project became a reality with the launch of AgeTech California, a strategic partnership between our two organizations. The mission of the initiative is to break down the barriers providers of housing and services for older adults face when it comes to adopting new technologies. I guess you could say that AgeTech California owes its existence to an overflow hearing in Sacramento. The cover article in this issue of *Agenda* will give you a fuller picture of AgeTech California and the promising uses of technology in the field of aging.

In an effort to set the record straight, I want to correct a misprint from the October issue of *Agenda*. In my column, we reversed the previous MetLife Foundation Award winners. We should have indicated that in 2009, Episcopal Senior Communities received the award for Lytton Gardens in Palo Alto, Calif., and Mercy Housing California won for Mission Creek Senior Community in San Francisco. We apologize for the error and again congratulate all of our members who have received this prestigious award. • • •

Joanne Handy is president and CEO of Aging Services of California.

Keeping Pace With the New Technology Boom: AgeTech California Helps Providers Take the Lead

by Eric Dowdy & Scott Peifer

The technology boom was slow to hit aging services. Over the last several years, however, interest has been surging among providers, technology companies and consumers. Today's market includes a dizzying array of devices to support an array of services for older adults, ranging from laundry tracking, passive behavioral monitoring, tracking vital statistics remotely and providing telehealth consultations with caregivers to keeping records electronically.

The new challenge for providers and tech developers alike is to keep pace with consumer demands, tastes and preferences in the field of aging. In response to the ongoing development of such technologies and their growing everyday use among providers of housing and services for elders, Aging Services of California partnered with the California Association for Health Services at Home to form AgeTech California. The mission of the initiative is to advance efficient and cost-effective use of technology to support high-quality care for older adults.

Todd Murch, president and CEO of Eskaton, a nonprofit provider of residences, community services and healthcare for more than 14,000 older adults annually throughout northern California, recently highlighted the shift in the domain of technology for elders. "It's been a long time since we've had such a positive, disruptive change come about as I believe technology will bring," he

noted at the grand opening of the international headquarters of Care Innovations in Roseville, Calif. Care Innovations has partnered with Eskaton to install passive monitoring system in two of Eskaton's newest communities.

The term "aging services technologies" encompasses a wide array of devices and software that improve the quality and efficiency of care for older adults. These technologies make it possible for elders to remain in the place they call home longer, more safely and in better health. Aging services technologies are broadly divided into four categories:

- **Safety technologies** such as advanced call systems, fall-management devices, medication-management and wander-alert systems and cognitive aids.
- **Health and wellness technologies** such as health promotion technologies, behavioral and health-status monitoring systems, telehealth and telemedicine consultation systems and medication management devices.
- **Social connectedness technologies** such as specialized telephones, smart homes and social networks
- **Electronic documentation technologies** such as electronic health records, point-of-care and point-of-service systems, and electronic-charting workflow and documentation systems.

continued on page 14



Ordinary Citizens Redraw California's Legislative Districts: How'd They Do?

by Jack Christy

California voters passed Proposition 11 in November 2008, creating a citizens commission to draw new legislative districts after the 2010 census. Proposition 11 was the result of strong voter dissatisfaction with the redistricting job the California Legislature had done after the 2000 census. In 2001, the Democrats had agreed to a bipartisan gerrymander that protected incumbents from both parties with safe districts. The increasingly partisan rancor in the Legislature during the ensuing decade was partially fueled by allowing the politicians to pick their voters.

The California Citizens Redistricting Commission created under Proposition 11 has 14 members chosen through a complicated procedure intended to make certain no commissioner has ties to an elected officials whose district would be redrawn. Proposition 11 also specified the formal redistricting criteria. Existing California law had required new districts to have equal populations and district contiguity and to adhere to the federal Voting Rights Act.

Proposition 11 added several new criteria, including requiring commissioners to protect the geographic

integrity of cities, counties, neighborhoods and other undefined communities of interest; avoid creating sprawling and irregularly shaped districts; and seeking to incorporate two state Assembly districts into each single Senate district. Considerations of political party registration and increasing political competition were specifically excluded.

By most observers' accounts, the commission has led the most participatory and transparent redistricting process in California in decades. Nevertheless, the Republican Party is collecting signatures for a referendum to throw out the United States Congress and California Senate maps. The GOP is also challenging in court three congressional districts in Los Angeles for violations of the Voting Rights Act. Whether any of these challenges will succeed remains to be seen.

Did ordinary citizens deliver a useful redistricting proposal for administering our democracy? The short answer is yes. That 13 of the 14 commissioners voted to approve the redistricting maps is a tribute to their work. The districts are competitive: Approximately 14 current members of the California State Assembly and Senate have announced they want to run for Congress; 13 percent of the new State Senate districts are open or vacant; and nearly 50 percent of the new Assembly districts are open or vacant.

Minority representation in the legislature also is improved by the redistricting. The 2011 maps adopted by the commission create 10 additional districts in which ethnic minorities – mostly Latino – will form a majority, for a total of 27 such districts compared to 18 under the 2001 plan. The commission's final redistricting plan also fashioned a useful community-of-interests requirement, thus preserving 97 percent of all census-designated places in the final maps. Finally, the goal of nesting two Assembly districts in each Senate district was substantially achieved.

All Californians owe a debt of gratitude to the California Citizens Redistricting Commission. By taking their job seriously, unsoiled by partisan bickering, and by maintaining a laser-beam focus on the tasks at hand, the commissioners achieved a workable outcome for the state.

Prepared by Jack Christy, vice president of policy for Aging Services of California. Christy can be reached at jchristy@aging.org or 916-469-3366.

CCRCs & Assisted Living

California Releases Evaluator Manual With New CCRC Instructions

The Community Care Licensing Division of the California Department of Social Services has updated the Evaluator Manual it uses for licensing visits. The manual now includes protocols related to continuing care retirement communities. Under development since 2006, the protocols provide direction to the department's field staff on how to properly conduct CCRC visits and how to take into consideration the unique features of these communities.

The protocols also clarify that residents may not opt out of a system that allows the CCRC to fulfill its obligation to monitor residents.

Most importantly, the section titled "Protocols for Evaluation of Residential Living Units" instructs analysts to refer to the CCRC's plan of operation to determine how license holders maintain a general awareness of the residents mental and physical health and safety and to determine the CCRC's means for observing, communicating and documenting the resident changes that may occur. The protocols also clarify that residents may not opt out of a system that allows the CCRC to fulfill its obligation to monitor residents.

In addition, the manual now provides specific instructions on

how to inspect residential living units in CCRCs. Specifically, the update to the document states that residents occupying such units should be generally self-sufficient individuals who do not need care and supervision.

The manual also clarifies that residents may store and administer their own medications, disinfectants, pest or garden poisons, and may possess firearms. The manual notes that these items should not pose a danger provided the residents are competent to manage them.

The update also provides clarification on how to process CCRC expansions off the licensed property. New properties can only be added to an existing license for a residential care facility for the elderly if all existing services can still be reasonably provided at the new property. The update likewise includes specific steps licensees must undertake in any such expansion.

The full text of the updated Evaluator Manual is available for download free of charge as a 13-page PDF on the website of the Community Care Licensing Division at <http://tinyurl.com/CCLD-083011>.

California Governor Signs Foreclosure, Notification Bills

California Governor Jerry Brown has signed SB 897, the RCFE Residents Foreclosure Protection Act of 2011. Authored by Senator Mark Leno (D-San Francisco),

the law takes effect Jan. 1, 2012. It requires residential care facilities for the elderly to provide written notice within two business days of specified events that may indicate foreclosure.

The events covered include notices of default, the filing of an unlawful detainer action against the license holder, or the licensee holder filing for bankruptcy. The mandated formal written notices must go to the State Department of Social Services and the State Long-Term Care Ombudsman, as well as all residents, applicants and their legal representatives. The new law does not apply to continuing care retirement communities, which must follow a separate more detailed process if the provider is in financial distress.

Brown also signed AB 313, authored by Bill Monning (D-Santa Cruz). The law requires RCFEs to provide written notice to residents, the residents' responsible parties, if any, and the local long-term care ombudsman, within 10 days of the department commencing proceedings to suspend or revoke the license of the facility and within 10 days of a criminal action being brought against the facility when the action relates to the health or safety of the residents. The law goes into effect Jan. 12, 2012.

Prepared by Eric Dowdy, director of policy for Aging Services of California. Dowdy can be reached at edowdy@aging.org or 916-469-3376.

California's Move to End Redevelopment on Hold Until New Year

The California Legislature recessed on Sept. 9, 2011, and Governor Jerry Brown had until October 9 to sign any outstanding bills. In the last days of session, two trailer bills written to fix legislation eliminating redevelopment agencies made their way through committees. The governor vetoed one of the bills, SB 8x; the other bill, SB 13x, failed to pass. Another redevelopment-related bill, SB 450, passed and was awaiting the governor's signature at press time.

SB 8x would have extended by five years the deadline for redevelopment agencies to repay money taken from their low- and moderate-income housing funds as part of previous budget deals. It also would have ensured that the balances of low- and moderate-income housing funds of dissolving agencies be passed on to successor agencies for their original purpose. The governor's veto message stated that it would be premature to make the modifications while the original bills are still the subject of litigation.

SB 13x would have allowed redevelopment agencies unable to make their payments to appeal to the California Department of Finance for a deduction in payment amount or to set up an installment plan; SB 13x died in committee.

The final version of SB 450, authored by Alan Lowenthal (D-Long Beach), was sent to

the governor near the end of the session. The bill, which was supported by Aging Services of California, would require that 75 percent of redevelopment agency funds be spent on creating, rehabilitating and preserving affordable homes; cap spending on administration; and fund agency audits by the California Department of Housing and Community Development.

The state is currently facing lawsuits to overturn the original bills that eliminate redevelopment agencies. The California Supreme Court is operating under an expedited schedule to hear *California Redevelopment Assn. v. Matosantos*, contesting the bills on the grounds that they violate Proposition 22.

The court accepted amicus briefs through September 2011 and is expected to make a decision early next year. At the same time, the court declined a request to clarify its stay of AB26x and AB27x. This may delay contract signings and modifications and will stop agencies from making new monetary commitments for proposed developments. The stay applies to all redevelopment agencies, even those that had already opted into the alternative voluntary redevelopment program.

Section 202 Funding: U.S. Senate Proposal Cuts New Development

The appropriations committees of both houses of the U.S. Congress have released their transportation, housing and urban development

appropriations bills for the coming fiscal year. The House bill allocates \$600 million in funds for the Section 202 program, with just \$236.4 million going toward the Capital Advance Program. The Senate, by contrast, set aside just \$369.6 million for the Section 202 program, but eliminated funding altogether for new development.

A report issued by the Senate Appropriations Committee acknowledges the growing need for affordable senior housing but does not commit to new development. The report states, "Due to severe budget constraints, the committee is unable to continue to invest in the construction of new housing units.... Knowing that budgets will only become more constrained over time, the construction of new units is not financially sustainable."

In October 2011, LeadingAge collaborated with fellow national housing advocates to present the following unified message to Congress through a letter writing and call-in campaign: Maintaining funding for new development is critical; the need for senior housing is increasing and once funding is reduced or eliminated, it is difficult to restore.

For more information, visit the LeadingAge website at www.leadingage.org.

Prepared by Carrie Paine, public policy analyst for Aging Services of California. Paine can be reached at cpaine@aging.org or 916-469-3372.

Home & Community Services

Washington Rumors Spur Concerns About Fate of CLASS Act Roll-Out

Confusion surrounding the fate of the federal Community Living Assistance Services and Support Act mounted in September 2011 when Robert Yee, actuary for the program, announced that the Department of Health and Human Services was closing down the CLASS office and reassigning staff. At the same time, Yee indicated that Kathleen Greenlee, CLASS administrator, would retain her role.

The White House dismissed concerns that Lee's

announcement meant financing for CLASS was to be put on hold and the staff dismantled. In a statement to the media, the administration indicated that the staff for CLASS has been reduced but the office will not be closed. The administration also noted that it continues assessing CLASS and will implement the program only if it proves to be fiscally solvent and self-sustaining.

In its analysis of CLASS, HHS has included a report from Yee, coupled with legal and political analyses. The department was

expected to issue its findings and recommendations by mid-October, shortly after this issue of *Agenda* went to press.

"We encourage all our members and supporters to urge Congress to protect the CLASS Act," says Jack Christy, vice president of policy for Aging Services of California. "You'll find updates on the act as well as information on contacting your representatives on our website and on the LeadingAge site."

Visit Aging Services at www.aging.org and LeadingAge at www.leadingage.org.

Skilled Nursing

California Files Final Standard Admission Agreement Regulations

The Licensing and Certification Division of the California Department of Public Health has filed its standard admission agreement regulations with the Office of Administrative Law for final review. The regulations will become effective six months after they have been reviewed and filed with the Secretary of State.

In preparation for this event, the department has issued an all-facility letter that alerts providers to the process for making modifications to the standardized agreement. The letter is available on the CDPH website at <http://tinyurl.com/CDPH-ALF1142>.

Aging Services of California will notify its members when the regulations become final.

Medi-Cal Quality Measures: 2011–2012 Set as Baseline Year

The baseline year for Medi-Cal's proposed quality and accountability supplemental payment system for skilled nursing facilities has been set as 2011–2012. This year's budget language identifies several measures that would form the basis for supplemental Medi-Cal payments to providers in the 2012–2013 rate year. These measures address the ratio of 3.2 nursing hours per patient, immunization rates, facility-acquired pressure ulcers, physical restraints, resident and family satisfaction, and direct care staff retention.

Baseline data must be collected to help identify the benchmarks for the quality measures. The Licensing and Certification Division of the California

Department of Public Health has contracted with the Centers for Medicare and Medicaid Services for use of MDS 3.0 data. It also has contracted with the Health Services Advisory Group to develop other aspects of the program. In addition, the division is doing audits of all skilled nursing facilities to gather baseline data for the staffing measure.

Although the quality measures this year have no Med-Cal rate implications, the benchmarks will affect how next year's rate will be identified. Although Nursing Home Compare's website does not contain current quality measures, providers may run their own reports using their MDS 3.0 program. In addition, benchmarks from the last Nursing Home Compare

continued on page 16



New Documentary Has Connection to Aging Services Conference

A new documentary film, *More Than Me*, chronicles former *Saturday Night Live* cast member Jim Breuer's cross-country comedy tour accompanied by his 84-year-old dad. Aging Services of California played a role in the development of the project by offering its 2009 Annual Conference as a forum for Breuer to preview and receive feedback on a rough cut of the film before the several hundred professionals in attendance.

"Not surprisingly, scenes featuring Breuer's stand-up routines and the travails of weeks of touring thousands of miles by bus produce plenty of hilarious moments," said Joanne Handy, president and CEO of Aging Services. "What is surprising is how incredibly poignant and inspiring it is to witness Breuer

use humor and compassion to care for his aging dad as his dad's health deteriorates. We're delighted to have given our conference-goers a chance to comment on the film while it was still in post-production."

In another Aging Services' connection, the film was produced by Pilotfish Productions, the creative team responsible for the association's award-winning TV commercials.

Breuer, who is currently promoting the film on the network talk-show circuit and through film festivals and competitions, explains that the title *More Than Me* is a tribute to his dad's oft-stated comment that he wanted his son to grow up to have "more than me."

The trailer for the film is available on YouTube at <http://tinyurl.com/more-trailer>.

Time to Quit

A recent *New York Times* article talks about the benefits of quitting smoking later in life despite the common argument from older smokers that it's too late to make any difference. Most people think that if they have smoked most of their lives, they have already suffered consequences of tobacco

use that are irreversible. As a result, older smokers are much less likely to try to quit.

"They've been smoking longer, so they might be more nicotine-dependent," Bethea Kleykamp, a postdoctoral fellow in nicotine pharmacology at the National Institutes of Health, told *The Times*. She noted that older

smokers often tell themselves, "Eh, I've lived this long. It's really not so bad. Why quit now? Let me enjoy my last years."

Sometimes, Kleykamp added, their doctors concur – yet researchers argue that in fact the damage is not done. Older adults who quit smoking can feel better, sometimes improving enough to stop taking certain medications, ward off cognitive decline and lower their blood pressure. In short, they may have better and perhaps longer lives.

"If you're open to quitting, regardless of how old you are, it's one of the best things you can do for your health," Kleykamp said.

On the other hand, continuing to smoke can make elders' final years much worse, exacerbating a long list of chronic diseases. Smokers who enter hospitals often have to endure withdrawal along with other unpleasantness. Smokers also have higher rates of hospital delirium, Kleykamp pointed out, and they heal more slowly after surgery.

The good news for older smokers is that under the Affordable Care Act, Medicare now covers smoking-cessation counseling for any beneficiary who wants to stop. In addition, Part D drug plans cover smoking-cessation medications – patches, gum, pills – in most states.

"We know that the best treatment is a combination of pharmacology and counseling," Kleykamp said. •••

Prepared by Claudia Anderson, online communications manager for Aging Services of California. Anderson can be reached at canderson@aging.org or 916-469-3385.

Flo Semelmaker

From Germany to San Diego: A Passion for Theater Endures for Half a Century

After living around the United States and in Germany as a military wife, Flo Semelmaker selected Wesley Palms as the place to settle in her later years. A multilevel-care retirement community located on a 40-acre campus in San Diego, Calif., Wesley Palms is owned and operated by Front Porch, a longtime member of Aging Services of California. From her new home, Semelmaker continues her passion for community theater, a pursuit that first caught her attention more than 50 years ago.

Born and raised in Detroit, Flo Rosenberg met her husband-to-be, Mort Semelmaker, at a casino night sponsored by a fraternal organization that offered memberships to soldiers. Wearing an off-the-shoulder blouse, Flo was selling roses at the event. Not long after meeting her, Mort told Flo they would be getting married, to which Flo responded, “When?” Their wedding took place four months later.

Mort was sent to Korea when the Korean War broke out, leaving his pregnant wife behind in Detroit with her parents. Their

daughter Beth was born while Mort was still in Korea. When Mort returned to the U.S., they moved to Fort Meade, Md., and Camp Picket, Va. Then they were shipped overseas to Germany for two years, where their younger daughter, Donna, was born. The family rotated to Camp Carson, Colo., then to Lewistown, Pa., for three years before being sent back to Germany in 1959.

The Semelmakers were stationed in Stuttgart for four years. Mort went to school nights to get his bachelor’s degree plus two masters’ degrees. Flo got tired of staying home nights and became involved in little theater. The military was very supportive of this type of morale-building activity. She started out acting, but eventually graduated to directing and became president of the theater group, as well.

The Semelmakers next moved to Heidelberg, where they remained 13 years. At the Roadside Theater there, Flo performed as Grand Duchess Anastasia in *The Student Prince*. This operetta takes place in Heidelberg, and was one of the main reasons the Allies did not

bomb the city during World War II. The production later became a part of an annual festival at Heidelberg Castle. Flo played the role of Anastasia for five years – and the yearly production of *The Student Prince* in Heidelberg continues to this day.

When Mort retired from the military in 1979, the Semelmakers moved to San Diego. Mort liked having Flo at home nights – but Flo missed her evenings at the theater. The resolution was for both to become involved as ushers, then as house managers, with a Gilbert and Sullivan theater group that later became the Lyric Opera San Diego. After Mort died, Flo continued as sole dedicated house manager and head usher for more than 16 years, a position from which she retired last year.

Flo moved to Wesley Palms about six months ago, getting involved in her new community while maintaining her commitment to ushering at several San Diego venues, including The Old Globe, San Diego Rep and North Coast Rep. •••

Adapted with permission from The Breezes, a publication for the Wesley Palms community. For more information, visit the Wesley Palms website at www.wesleypalms.org.



Building Stability by Making Sacrifices:

How One Community Became a Covenant Keeper

by Matthew Neeley

Martin Luther King Jr. once said, “The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy.” The same is true for nonprofits that provide housing and services to older adults. When economic forces cause an organization to fall short in its commitments to investors, the integrity of the organization and its leaders is at stake.

How we respond in times of difficulty can strengthen or deplete the confidence of key stakeholders – not only investors, but also current and prospective residents, their loved ones, staff and the public at large. This principle is central to the story of how one community of residents, board members and staff became

unified in their commitment to keep the covenant made by their organization – and how they reached that goal together.

The story is about Hillcrest, a 400-resident continuing care retirement community in Southern California, where I have the honor to serve as president and CEO. In 2003, Hillcrest obtained \$47 million in municipal bonds to fund a major reconstruction project. The general economic outlook at that time was very optimistic, and the housing boom was in full force. Home values soared and buyers qualified for home loans with ease.

High construction demand caused by the resulting housing boom increased competition for labor and materials, and the prices of both rose sharply. From these and other factors, the Hillcrest reconstruction project experienced significant delays and cost overruns.

Occupancy percentages, revenues and cash reserves fell as a result.

The covenant for the municipal bond funding received by Hillcrest required that it maintain 150 days of operating expenses in unrestricted cash reserves. By June 2008, however, the organization’s liquidity had dropped to 31 days – approximately 20 percent of what was required. The financial pressure was mounting.

Resolved to set things right, Hillcrest reported the situation candidly to investors, residents and associates. The board considered its options carefully:

- Remaining an independent entity.
- Hiring a management services company.
- Affiliating with another organization.

The board opted both to hire a management services company and to pursue an affiliation with that company. When the board reviewed details of the affiliation, however, it decided to turn down the deal. The management service company then opted to sever its engagement to oversee Hillcrest operations. It was clear that resolution would not come from an external source.

Hillcrest’s residents, associates and board then came together in a unified resolve to do whatever was necessary to honor the community’s obligations while remaining an independent entity. Though exciting and liberating, this decision would ultimately try the commitment of all. The community learned one key lesson: Keeping covenants requires sacrifice.

Recognizing the need to provide stability, the board

members agreed to extend their service an additional year. In addition, the board met more frequently, attended resident meetings and provided unrelenting support to management. The management team created and carried out a multiyear plan to build cash reserves. The plan included multiple sacrifices:

- A three-year wage freeze for management and a two-year wage freeze for hourly associates.
- A 40 percent reduction in sick pay accrual.
- A 62.5 percent decrease in employer contributions to the staff's 403(b) retirement plans.
- Significant labor reductions in every department, including a few layoffs.
- Significant expense reductions focused on areas least discernible to residents.

Residents also became engaged and greatly assisted by creating a fundraising appeal called "The Hour Glass Fund." They figured that if each of them couldn't donate an amount equal to a whole day's cash on hand, they could at least give an hour's worth or 15 minutes' worth. Through large and small donations, the residents raised over half a million dollars in

unrestricted reserves. Other residents donated their time as volunteers to support staff and fill in the gaps.

In addition, Ziegler Capital Markets and Sawgrass Partners provided outstanding support to Hillcrest in communicating with and meeting the needs of the investment community.

Over the course of three years, Hillcrest's campaign to keep its covenant produced outstanding results:

- The days of cash on hand at June 2011 rose to 189.
- The operating ratio at June 2011 dropped to 96.
- The net operating margin at June 2011 rose to 18.22 percent.
- Occupancy growth (calendar 2010 over 2009) grew in all areas: Assisted living by 6 percent; skilled nursing by 4.5 percent; and residential living by 0.6 percent.

Having thus met its liquidity goal, Hillcrest was now a covenant keeper once again. As organizations like Hillcrest continue to meet their obligations with honor and integrity, the foundation of trust upon which the future growth of our field depends is further established.

We are very fortunate as members of Aging Services of California to see a larger picture – how we are

Inspired by Aging Services



Paul Gordon



Pamela Kaufmann



Deidre Schönfeldt



Glenda Zarbock



Allan Jergesen



Diane Marie O'Malley



James Napoli



Meghan Mead

For more than 50 years our attorneys have worked side-by-side with the nonprofit communities that form Aging Services of California. We continue to be inspired by our clients' commitment to the people they serve. We are proud to share that commitment and look forward to helping build a better future for seniors in California.

We understand your legal needs because we understand your world. Turn to us for: Business and Regulatory Issues; RCFE and CCRC Development and Operations; Tax-Exemption Questions; Litigation; License Deficiency Appeals; Financings; Labor and Employment Matters; Insurance Recovery Issues. | seniorcarelaw.com





Value First: Did You Know That...

Value First is the group purchasing organization created by Aging Services of California and Leading Age. Following are useful facts about this first-rate member benefit. Did you know that...

Value First has an agreement with Morrison Senior Dining?

Existing Morrison clients will receive waived management fees for a select number of months upon choosing Value First as their group purchasing organization and extending their Morrison contract. New Morrison clients selecting Value First as their GPO also will receive a select number of months of management fees waived. This agreement is in place only through March 2012, so act now by contacting your Morrison representative or Aging Services of California for more information.

Aging Services of California is a partial owner of Value First?

By being a part of a national group purchasing organization supported by LeadingAge and by all its state affiliates, Aging Services members will have access to the best pricing through the volume of the nationally aggregated purchasing of LeadingAge members.

Value First provides financial support to Aging Services?

By providing a percentage of its income to Aging Services, Value First helps advance the mission and goals of the association and its members.

Value First offers discount contracts with over 450 vendors?

Here's just a small sampling of the Value First vendors used by senior living providers:

Accurate Business Results	Office Max
Abbott Nutrition	Orkin Inc.
Aegis Therapies Inc.	Otis Elevator
ArjoHuntleigh North America	RTTEMPS/RNTEMPS
AT&T Mobility	Sears Commercial
Carrier Corporation	Select Rehab
Cintas Corporation	Skilled Staffing Solutions
Direct Supply	Smith & Nephew Inc.
Ecolab	Stanley Security Systems
GE Healthcare	Stericycle Inc.
HD Supply	Sysco Corporation
Hill-Rom Company	United Laboratories
Johnson & Johnson Health Systems	United Natural Foods Inc.
KCI USA	Welch-Allyn Inc.
Kimberly-Clark	Xerox Corporation
Konica-Minolta Business Solutions	Zimmer Inc.
McKesson Medical Surgical	3M Healthcare
Medline Industries Inc.	
Nestle Healthcare Nutrition	
Novartis Pharmaceutical Corp.	

A complete listing of Value First Vendors can be found at www.valuefirstonline.com.

Aging Services can help members get started with Value First?

Aging Services staff are available to help members work with Value First to ensure that they are getting the most from this important member benefit. Members who have questions about Value First, including how to best take advantage of the available discount programs and get started using Value First, can contact Stephanie Doute, vice president of membership and group services of Aging Services, at sdoute@aging.org or 916-469-3364.

all connected. We know that when one community fails, all are affected; when one triumphs, we all benefit. Let's continue to nurture one another, celebrating successes together and supporting one another in times of need. Let's remain unified in our individual and collective commitments to keep the promises we make so it can always be said that Aging Services members are covenant keepers.

Matthew Neeley is president and CEO of Hillcrest, a continuing care retirement community in LaVerne, Calif. Visit the Hillcrest website at www.livingathillcrest.org.

Human Resources Group Plans Sessions for 2012 Annual Conference

Aging Services of California continues to work with its Human Resources Professionals Group to improve the services and education available to members who work in human resources. The association's next Annual Conference, coming up in May 2012 in Palm Springs, Calif., will provide the group a showcase for sessions focusing specifically on this key segment in aging services.

"For 2012, human resources professionals and other executives in our membership should look to the annual conference to deliver substantive and informative content developed by their peers," said Jan Guiliano, vice president of education at Aging Services. "The sessions will address needs unique to human resources professionals in senior living and will highlight the role of human resources as a strategic function in aging services organizations."

For more information on the Human Resources Professionals Group at Aging Services of California, contact Stephanie Doute at sdoute@aging.org or 916-469-3364.

Aging Services Member Receives Sacramento Catholic Service Award

The *Catholic Herald Magazine* in Sacramento, Calif., reports that Larry Garcia, partner at Gordon & Rees, a law firm that is an enhanced associate member of Aging Services of California, has received the St. Thomas More Award. The annual award honors a member of the legal profession within the Sacramento diocese who has shown “integrity in the practice of law, leadership in the community and faithfulness to Gospel values in his personal and professional life.”

Stephanie Doute, vice president of membership and group services at Aging Services, said, “We know that integrity is one of the strongest values in the Aging Services community, and it’s wonderful to see that characteristic honored in the work of one of our members.”

Garcia has been an attorney for nearly 35 years and has been an active member of the Legal Committee of Aging Services of California.

Community Profile Changes Abound at Sierra View Homes

In late summer 2011, Sierra View Homes in Reedley, Calif., opened an extension to Marden’s Place, its assisted living unit designed for residents with dementia. Within the first two weeks, Marden’s Place had reach one-third of its 21-resident

capacity. The \$1.3 million dollar building was developed by Doug Pancake Architects and Pickett and Sons Construction Company, with the assistance of gerontologist Caitlin Gibson.

The opening of Marden’s Place is not the only change happening at Sierra View Homes. The Aging Services of California member also continues work on Sierra View Terraces, a three-story independent living apartment building that will be the only one of its kind in Reedley when construction is completion in January 2012.

According to Vito Genna, executive director and CEO of Sierra View Homes, “The new additions will increase our capacity by 40 percent. These changes have been a long time in the making, and we are excited about our new capacity to serve more residents.” •••

We have a plan to cope with health care reform.

Ascension offers the expertise and resources to navigate the Accountable Care Act and help you understand the immediate and long-term implications for your benefit plan.

- Action plans to ensure compliance
- Regular updates on regulatory changes
- Benefit and cost analyses for your plan
- Legal, administrative and actuarial expertise and support

 **ASCENSION**
Benefits & Insurance Solutions

800-404-4969 www.ascensionbenefitsins.com
Ascension Benefits & Insurance Solutions, CA License no: 0G55469



Keeping Pace With the New Technology Boom

continued from page 3

Views From the Front Lines

Aging Services interviewed Kari Olson, chief information officer of Front Porch – a nonprofit that develops and manages senior living communities in California and several other states and in Mexico – to find out how the aging services technology field is advancing and how providers are working in this evolving space. Our discussion also covered resident attitudes and advice to organizations jumping onto the technology bandwagon.

“Residents are very open to technology,” noted Olson. “However, providers must be sure that the technology meets an identified need.” Olson recommends that before attempting to roll out a technology, providers set aside time for training and allow adoption on residents’ own terms. As far as gaining buy in, Olson stresses the importance of recruiting resident champions of the technology to help promote it among other residents.

When asked what the tech industry is doing right, Olson observed that companies are working closely with residents and providers to develop a deep understanding of the market. At the same time, Olson cautions that some startup companies may have inadequate resources and that providers should be wary of

technologies that are too early in their development.

“Be prepared to enter into an ongoing dialogue,” Olson said. “At this point, there’s no silver bullet.” Olson added that it is important to pick vendors that want to collaborate and share the provider’s goals.

“Today’s seniors are entering retirement with high expectations of technology and how it can be seamlessly integrated into their day-to-day activities,” Olson said. “There are increasing numbers of residents moving into Front Porch communities with computers.”

Olson also noted the marketing benefit of high-tech communities. “The passive monitoring systems built into our newly redeveloped community in Anaheim have drawn new interest to the community by those seeking an added level of security and peace of mind.”

Earlier this year, AgeTech California surveyed the members of Aging Services of California and the California Association for Health Services at Home to document technology use in the normal business operations of nonprofit providers of housing and services. Almost half the respondents indicated that they use wandering-detection technology (43 percent) and fall-detection technology (48 percent). More than a third use electronic health records (34 percent) and care-planning software (41 percent). “Theraputainment” technology mixing therapeutic or social interactions with

entertainment – including gaming systems such as the Nintendo Wii – is used by 38 percent.

Areas where members are not using technology as heavily include home telehealth for monitoring of vitals and disease management (4 percent) and home telehealth with two-way video (less than 1 percent). Also little used are medication optimization and remote monitoring of activities of daily living (both at 2 percent).

Survey responses demonstrated that care concerns are the primary motivating factor for technology use. More than 80 percent of those surveyed indicated that their goal for technology is to improve resident or client outcomes and enhance safety and security. This was followed by 72.5 percent looking for organizational efficiencies. The survey also identified barriers to technology adoption, with the most frequently cited including high costs (58 percent) and lack of reimbursement from public and private insurers (33 percent).

The Role of AgeTech California

These trends in technology use sparked Aging Services of California to partner with the California Association for Health Services at Home in forming AgeTech California. The initiative is guided by a 15-member advisory council that includes representatives from technology companies, academia, foundations, and homecare and aging services

providers. Currently, AgeTech is staffed by part-time positions: Scott Peifer serves as executive director, Eric Dowdy is managing director and Kristy Oriol holds the post of coordinator.

With our lean staff, we at AgeTech hope to promote big change in the field of technology for aging services and to connect providers with current and emerging technology opportunities. The initiative serves three core functions: brokering opportunities between technology companies and care providers, advocating for public policy changes that provide for private and public reimbursement of certain care technologies, and assisting in educating providers about which technologies may fit organizational goals. Following are examples in each area.

Brokering Opportunities.

This year, AgeTech California assisted Front Porch's Center for Technology Innovation and Wellbeing in securing a grant funded by the California Telehealth Network and the University of California, Davis. Davis Park, director of the center, notes that "the grant will use broadband-enabled technologies to support the health and wellness of an underserved senior population not only by improving access to care but also by providing tools to help them proactively manage their own health."

The ambitious project has

four goals: promoting elders' knowledge of their own health by enhancing computer literacy and brain fitness, providing "big-screen health" by establishing health-education video conferencing and public safety trainings in senior housing and community centers, providing



telehealth video consultations and remote patient monitoring services, and supporting implementation of electronic health records in community health centers. The project will serve more than 700 older adults from community centers, clinics and affordable housing communities. In addition, it will support the healthcare and wellness-promotion capacity of organizations serving more than 48,000 people in the Koreatown area of downtown Los Angeles.

Advocating Change.

AgeTech's advocacy includes supporting efforts to modernize California's Telemedicine Act. AB 415—authored by Dan Louge, R-Chico, and signed by the governor in mid-October—revises the act to be more inclusive of current technologies. The telemedicine law previously had focused on communication between clinical settings and is silent on telehealth technology used in the home. The Telehealth Advancement Act of 2011 broadens the definition to include telehealth as a service-delivery mode in managed care and in the Medi-Cal program.

AgeTech also is involved in developing a model of integrated care for people eligible to receive Medi-Cal and Medicaid, referred to as "dual eligibles." California is one of 15 states awarded a federal grant to develop new models of integrated delivery for its 1.1 million dual eligibles. The current

system often is fragmented and difficult to navigate, particularly for rural beneficiaries. AgeTech California and its partners have developed a proposal to integrate technology into California's care-delivery system for dual eligibles through a county-organized health plan and a confederation of home health agencies.

Educating Providers.

AgeTech's conferences are its key initiative to assist providers in learning about technology for



Keeping Pace With the New Technology Boom

continued from previous page

aging services. We held our inaugural conference in February 2011, with a keynote presentation from Louis Burns, CEO of Care Innovations. The event was the first official address from the CEO of the new company that was formed as a joint effort of General Electric and Intel Corporation. The conference also included a presentation by Adam Darkins of the Veteran's Administration, who oversees a program that has produced savings by using telehealth to support care coordination.

The next AgeTech conference will be held Nov. 15, 2011, at the Hilton Pasadena in Pasadena, Calif. Titled "Tech-Enabled Care Management at Home: Our Future Imperative," the gathering will feature an opening keynote by Beth Hennessey of Sutter Care at Home. Throughout the conference, experts will provide nuts-and-bolts information on building technology-enabled care and business models that reposition wellness and healthcare in the place people call home, saving scarce resources while delivering the most satisfying products and services to older Californians. Ultimately, such models are the future imperative for sustainable wellness, sustainable resources and sustainable aging services and home care organizations.

A new feature of the November conference will be an interactive luncheon session where industry buffs Cindy Campbell of Fazzi Associates, a national homecare consulting firm based in Northampton, Mass., and Tim Rowan of *Home Care Technology Report* will lead quick rounds of interviews with technology exhibitors to get the latest scoop on tech-enabled care innovations and will take audience questions.

Joseph Smith, chief medical and science officer with the West Wireless Health Institute in La Jolla, Calif., will provide the closing keynote.

For more information on AgeTech California and to download the full conference brochure and registration form, visit the AgeTech website at www.agetechca.org. • • •

Eric Dowdy is managing director and Scott Peifer is executive director of AgeTech California.

Medi-Cal Quality Measures

continued from page 7

national and state percentages can be used as a rough comparison.

CMS Modifies Feeding Tube Survey Guidance

New survey guidance from the Centers for Medicare and Medicaid Services concerning feeding tubes will go into effect on Nov. 30, 2011. The new guidance (F-tag 322) employs the avoidable/unavoidable critical thinking path and investigative protocol format CMS uses for many of its other regulations. CMS continues to focus on chronic care areas and develop guidance to ensure that interventions are not being used inappropriately. The use of feeding tubes is a difficult care issue as it often is associated with death and dying and involves rights issues for residents and families. CMS will be developing a PowerPoint presentation on the guidance for regional offices and state agencies.

Prepared by Lori Costa, regulatory and clinical consultant for Aging Services of California. Costa can be reached at locsta@aging.org or 916-469-3377.

EXPANDING YOUR HORIZONS?

Undertaking a senior living community development, expansion or repositioning requires comprehensive planning and precise execution.

Greenbrier has the experience, discipline and focus to help you soar.



GREENBRIER | GUIDING THE WAY
PLANNING | FINANCE | DEVELOPMENT | MARKETING
WWW.GREENBRIERDEVELOPMENT.COM

LeadingAge
premier sponsor



New Members

Communities

Beth Eden Housing Development
Oakland

Providence Senior Housing
San Francisco

Sycamore Place Senior Housing
Brentwood

Sycamore Place II
Brentwood

Associate Members

Fenton Nelson LLP
Los Angeles

Provident Credit Union
Redwood City

Aging Services Web Seminars

Bring Learning to Your Desktop

AGE-ucation. Weekly Web seminars on finance, audits, human resources, legal issues, reimbursement and more.

Care2Learn. Online courses that help care professionals build leadership skills and meet licensing requirements.

Financial Solutions. A monthly Web series in partnership with Lancaster Pollard for aging services providers and trustees. Through November 2011.

For more information and to register

Visit www.aging.org or contact Margaret Morneau at mmorneau@aging.org or 916-469-3371.



new healthcare insurance
programs for non-profit
organizations

**crush the
competition**

exclusive programs for:
workers' compensation
professional liability
group health

HCF
INSURANCE

866.832.4234 | www.hcfinsurance.com
21747 Erwin Street 2nd Floor, Woodland Hills

Aging Services 2012 Policy Conference to Focus on Major Changes

Aging Services of California's annual Public Policy Conference for 2012 will focus on key transitions in the policy landscape, examining how open primaries, redistricting and the state and federal budgets will affect care for California's older adults. The gathering is set for Feb. 7-8, 2012, at the Hyatt Regency Hotel in Sacramento.

The conference will wrap up with a keynote by Cheryl Phillips from LeadingAge, followed by several educational sessions.

Given the challenges ahead, Aging Services has made some timely changes to the conference format. "We not only have reduced the number of days our members will be away from their communities, but also have been intentional about focusing more on advocacy," explains Jan Guiliano, vice president of education at Aging Services of California.

The conference will kick off on Feb. 7, with a keynote by Barbara O'Connor, emeritus professor of communications and director of the Institute for the Study of Politics and the Media at California State University, Sacramento, and member of AARP National Board of Directors (2010-2016). Attendees will spend Feb. 8 brushing up on the issues and taking the association's message to the

California Capitol. The conference will wrap up with a keynote by Cheryl Phillips from LeadingAge, followed by several educational sessions.

Further conference details will be published in future issues of *Agenda* and will be posted at www.aging.org as they become available.

Annual Conference of Aging Services Planned For May 7-9, 2012

The next Annual Conference of Aging Services of California is planned for May 7-9, 2012, at the Renaissance Hotel in Palm Springs, Calif. The conference will open with a keynote by Key Dychtwald, president and founder of Age Wave, who will explore both the problems that the aging of the American population is bringing and the five interlocking solutions he sees to these problems. In the coming months, more details on the conference will be published in *Agenda* and on the Aging Services website at www.aging.org.

Awards Nominations. Aging Services members who have distinguished themselves through exemplary service, commitment and caring will be honored during the 2012 Annual Conference in Palm Springs. Members are invited to nominate individuals, companies, facilities or organizations in 10 annual awards categories.

"Nominees are those who have enhanced the field of aging through their innovation, leadership or advocacy and who have generously devoted time and resources to Aging

Services and the senior services community," notes Marla Hastings, executive director of The Heritage, San Francisco, and chair of the Aging Services Awards Committee Task Force. "All our members know someone who serves with distinction and who makes a difference. Please take the time to nominate an esteemed employee, volunteer, trustee or colleague."

For information or to make a nomination, visit the Aging Services website at www.aging.org or contact Jan Guiliano at jguilian@aging.org or 916-469-3367. The nominations deadline is Jan. 20, 2012.

Sponsorship Opportunities. Sponsorship of the Aging Services Annual Conference offers a not-to-be-missed chance for visibility to businesses, organizations and friends of the association. This premier event for long-term care professionals in California attracts more than 500 CEOs, CFOs, trustees, administrators, managers, nurses, professionals and community residents.

Sponsorship opportunities are available to suit every budget, and Aging Services staff will work with sponsors to tailor a package that delivers, with recognition in conference marketing materials, a listing on the conference page on the association's website, and a name or logo on conference signage.

For additional information, visit the Aging Services website at www.aging.org or contact Felicia Price at fprice@aging.org or 916-469-3370.

Dates to Remember

Conferences

For more information and to register, visit the Aging Services website at www.aging.org.

AgeTech Annual Conference & Expo

Nov. 15, 2011

Hilton Pasadena, Pasadena, Calif.

Aging Services of California Public Policy Conference: *Is Aging Policy at a Crossroads?*

Feb. 7-8, 2012

Hyatt Regency Hotel, Sacramento

Aging Services of California Annual Conference: *Inspire ... Serve ... Advocate*

May. 7-9, 2012

Renaissance Palm Springs Hotel,
Palm Springs, Calif.

Special Events

Aging Services of California 11th Annual Scholarship Golf Classic

(in conjunction with the Aging Services Annual Conference)

May 7, 2012

Escena Golf Club
Palm Springs, Calif.

Region Meetings

Los Angeles Valleys: Nov. 1, 2011

11:30 a.m.–1:30 p.m.

“A Simple Guide to Planned Giving”;
presented by Stephanie Titus,
Director of Charitable Giving,
The Retirement Housing Foundation
Location: Marguerite Gardens
700 N. Stoneman Ave.
Alhambra, Calif.

Inland Empire: Dec. 2, 2011

Noon–2:00 p.m.

Location: Hillcrest
2705 Mountain View Drive
La Verne, Calif.





**aging services
of california®**

Advocating Quality Senior Living and Care

A Partner of LeadingAge

1315 I Street, Suite 100
Sacramento, CA 95814

Pre-sorted
First-Class
U.S. Postage
PAID
Permit No. 972
Sacramento, CA



Is Aging Policy

At a Crossroads?

2012 Public Policy Conference

February 7-8 • Hyatt Regency Hotel, Sacramento