

*Conference
Recap*

ADVISOR
The magazine of LeadingAge New York | Summer 2016

LeadingAge[™]
New York

ANNUAL CONFERENCE & EXPOSITION

BE THE DIFFERENCE

May 23 - 25, 2016

The Saratoga Hilton & Saratoga Springs City Center, Saratoga Springs



LeadingAge New York Annual Conference & Exposition



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Our national partner, LeadingAge, is an association of 6,000 not-for-profit organizations dedicated to expanding the world of possibilities for aging. Together, we advance policies, promote practices and conduct research that supports, enables and empowers people to live fully as they age.

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Founded in 1961, LeadingAge New York represents more than 500 not-for-profit, public and mission-driven senior care providers, including nursing homes, senior housing, adult care facilities, continuing care retirement communities, assisted living, home care and community services providers which serve approximately 500,000 people across New York each year.



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Making a Difference for Members Through the Annual Conference & Exposition

Organizations tell us the main reasons they join LeadingAge New York are to:

- Combine the collective strength of a larger group in helping to preserve business models/missions;
- Gain skills and organizational intelligence by educating staff;
- Understand data relevant to themselves and others in their marketplace;
- Be prepared for future opportunities; and
- Learn from each other by sharing best practices.

The LeadingAge New York Annual Conference and Exposition is an important resource that addresses all these vital membership benefits. If you've never attended, or missed this year's event, this issue of LeadingAge New York Adviser will show you what you missed.

Several top-notch pre-conference sessions were offered for attendees to get a jump start on learning- and earning credits. I Am Who I Was but I'm Different highlights the brilliant pre-conference intensive by one of America's leading educators on dementia, Teepa Snow. For others, the Annual LeadingAge New York Golf Tournament provided a picture-perfect day on the greens to help raise funds for member educational scholarships. Fun in the Sun for a Great Cause provides readers with an overview of a fun filled and successful day at the Ballston Spa Country Club.

The 2016 conference was kicked off with the opening keynote address by new president and CEO of our national organization LeadingAge, Katie Smith Sloan. See a full reprint of Katie's speech (Finding Solutions in Challenging Times: Making an Impact Together) on page 21. Katie provides a framework for LeadingAge's direction and scope of work over the next few years.

Delivering valuable education is one of the key purposes of our conference and this issue highlights many sessions so readers can see the caliber of programing we typically offer. The number and types of credits offered this year made conference registration a valuable investment.

Several special events were held during the conference. The third class of the IGNITE Leadership Academy graduated and an Alumni Mixer was held to help the newly formed Alumni Network members continue to build career-long bonds and recruit interested future Fellows. See highlights and information on this incredible member resource on page 35.

Also, the accomplishments of visionary leaders to the field and the dedicated staff working every day providing direct care and services to New York's seniors and people with special needs were celebrated through the Annual Awards Luncheon held on Wednesday, May 25. See highlights on page 37.

Most importantly, members had many opportunities to learn from each other, connect and reconnect new friendships through the many networking events including: the Annual Member Business meeting; Learning Lounge-style educational sessions; The CEO Roundtable; film screenings (Two Thumbs Up for Cyber Seniors, page 40); the Party with a Purpose reception; the Chair's Reception; the Exposition Hall and many parties and events hosted by members and Business Partners.

That's a wrap for 2016! See you next year at the LeadingAge New York Annual Conference & Exposition.

If you looking to advertise in *Adviser* or submit a story for publication, please contact Kristen Myers, editor, at 518-867-8847 or via email at kmyers@leadingageny.org.

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Telemedicine: The Hidden Risks

Telemedicine Defined

Telemedicine, which the American Telemedicine Association defines as “the use of medical information exchanged from one site to another via electronic communications to improve a patient’s clinical health status,” promises to transform the landscape of health care. Due to the growing population of the elderly, the increasing demand for health care services and the rapid advances in telecommunications technology, a roaring market demand for telemedicine has been created along with the means of satisfying it.

Telemedicine promises to become even more widespread in the coming years—erasing geographic barriers to place general practitioners and world-class specialists in the same virtual room. However, new opportunities present new risks, and some are less obvious than others.

Protecting Patient Privacy

Patient privacy is of paramount concern for all health care providers, and telemedicine only makes that concern more important. Telemedicine is contingent upon the quick and reliable transmission of electronic health records (EHR), which creates an inherent risk of a patient privacy breach.

Patient privacy needs to be secured at every point of access. Consider the following individuals who may have access to your network:

- Doctors, nurses and other employees who use telecommunications equipment
- Employees responsible for moving, storing and servicing telecommunications equipment
- IT personnel – either in-house or contracted out – who perform service or maintenance on networks, systems and equipment
- Guests and patients who are provided with Wi-Fi access

Administrators should work with in-house personnel to ensure every precaution has been taken to secure sensitive patient information. It’s also important to remember that these points of access exist at both the originating and distant site, and that both sites will have to work in conjunction to ensure that every effort has been made to protect patient privacy.

(See *Telemedicine* on page 6)



Telemedicine: ... (Continued from page 5)

Technical Support

In addition to a data breach, employers need to consider the problems posed by the technology itself. Telemedicine requires real-time communication between the originating and distant site, and any interruption of service between the end points could result in a host of problems. Equipment malfunction could result in miscommunication or misdiagnosis, and if a third party is responsible for the equipment or the transmission of data, servicing malfunctioning equipment could result in delays that compound costs or even jeopardize patient health.

One of the best ways to mitigate this risk is to establish processes that reduce the threat of technical problems or equipment failure:

- Develop policies and processes for reviewing current technology and for implementing new technology.
- Establish a maintenance schedule; regularly service technology as needed and make sure that all software and hardware is functioning as it should be.
- Make sure all staff is properly trained and understands how to use the equipment.
- Devise sufficient controls, like passwords and PIN numbers, to restrict access to sensitive patient information.

Patient privacy is of paramount concern for all health care providers, and telemedicine only makes that concern more important.

Regulation and Licensure

Regulation is another major issue facing telemedicine providers. Traditionally, state boards have been responsible for licensing doctors and health care practitioners. So what happens when a health care provider practices telemedicine across state lines?

Generally speaking, the scope of practice – the specific kinds of medical actions that the practitioner is allowed to make – is usually determined by the location of the patient. This can pose problems for practitioners, since laws can vary widely from state to state. State regulations regarding licensure, online prescribing requirements and informed consent requirements are varied and often conflict with one another or with federal rules.

With so many – often contradictory – regulations to abide by, risk managers recommend that health care providers consult with legal counsel. And, since these regulations are changing rapidly in response to advances in technology and increasing demand, it's a good idea to continue working closely with counsel to address new or developing risks as they emerge.

(See *Telemedicine* on page 7)


Telemedicine: ... (Continued from page 6)

Liability—Are You Covered?

Since it's so new, telemedicine might be currently excluded from most insurance policies. For example, many medical malpractice policies only cover face-to-face encounters within the state that a doctor is licensed and practices.

Because of this, it's essential for health care providers to make sure that their liability insurance covers the telemedicine services that they offer. You can work with Cool Insuring Agency, Inc. to make sure your policy offers the specific coverages you need in order to reduce your exposures and mitigate your risks.

Moving Forward

Health care providers need to stay current on new technologies in order to best serve their patients, and telemedicine is one technology that will continue to grow in scope and ability. Navigating your exposures with evolving technologies like telemedicine requires diligence and expertise. Be sure to contact your trusted advisors at Cool Insuring Agency, Inc. to help you identify your exposures. 

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Spotlight



Welcome the New Value First Team of Sarah Daly, Denis Miciletto and Jacqueline Penman!

LeadingAge New York has assembled a brand new team to assist members in assessing and accessing potential savings on purchasing through Value First. The team, consisting of Sarah Daly, Denis Miciletto and Jacqueline Penman, have quickly embraced their roles by effectively helping members save money on their purchasing in New York as well as in Massachusetts, Connecticut and New Jersey.

What is Value First and why should members care?

Value First is LeadingAge's solution to addressing member challenges in the world of purchasing. Created and owned by LeadingAge and state affiliates, the organization exists to help members save money through a partnership with MedAssets who is charged with negotiating contracts based on the collective purchasing power of members. As a result, Value First offers over 400 powerfully negotiated contracts in nearly any category. Pricing is negotiated at the manufacturer level and leverages the buying power of more than 7,000 long term care organizations. This collective purchasing power gives Value First the ability to affect overall

With a wide breadth of contracts, Value First can usually save members money and, in many cases, even allow for continued relationships with the same vendors and representatives on a day-to-day basis.

unit cost, not just the product mark-up. With a wide breadth of contracts, Value First can usually save members money and, in many cases, even allow for continued relationships with the same vendors and representatives on a day-to-day basis.

Value First offers free cost studies in the four areas of highest cost for members including medical supplies, janitorial/sanitation, office supplies and food. For each cost study, members are provided with an item-by-item comparison of costs to understand potential savings to gauge their own pricing versus other vendors, and even other Group Purchasing Organizations. Once the cost study is complete, the member decides what to do with the information. Cost studies do not require any subsequent purchasing; they simply provide information for members to use in making purchasing decisions.

What is the role of the new Value First team?

LeadingAge New York's Value First Team is just that – a team. Travelling Liaisons Denis and Sarah meet in-person with LeadingAge membership throughout the four states to discuss purchasing needs, help facilitate free cost studies and sign members up to purchase under Value First contracts.

(See Welcome on page 9)

Welcome ... (Continued from page 8)

Denis works primarily in metro New York/Long Island, Connecticut, New Jersey and Eastern Massachusetts while Sarah serves all of upstate New York and western Massachusetts. Denis and Sarah have the in-office support of Jacqueline who helps in coordinating and responding to the needs of the membership.

Not only are cost studies a free service, there are also no membership fees or charges of any kind. Value First is so flexible that members can use it for all of their purchasing, some or just use it for one-time purchasing.

The primary role of the new staff is facilitating free cost studies and encouraging members to use Value First contracts but only if there is significant savings. The whole concept is to help members figure out the needs of their organization and then help them cut costs. In addition to helping members save money, Value First helps give back to the future of non-profit, mission-driven care, services and housing for seniors.

Why is LeadingAge New York involved?

The answer is simple: to save members money!

What if a member wants to purchase through Value First? What do they do?

Members typically decide to purchase through Value First contracts in one of the following scenarios:

- They have chosen to have a cost study performed and the results show significant savings (Value First contracts have a 90 percent win rate on cost studies); or
- The member is planning a large purchase and wants to access Value First contract pricing, for example on new beds. In this case, Value First staff will assist the member by looking up contract pricing on the specific items to be purchased.

In order to take advantage of Value First negotiated pricing, the member simply signs a "Participation Agreement" enrolling them into the Value First database, and then signs a Letter of Commitment for the specific vendor(s) they choose to

work with. Also, Value First is an entirely free service to our members. Not only are cost studies a free service, there are also no membership fees or charges of any kind. Value First is so flexible that members can use it for all of their purchasing, some or just use it for one-time purchasing.

Cost studies do not require any subsequent purchasing; they simply provide information for members to use in making purchasing decisions.

(See *Welcome* on page 10)

Welcome ... (Continued from page 9)

Is there a threshold amount I need to purchase to use Value First contract pricing?

A member can enroll under one or any number of the 400+ contracts Value First offers. There is no threshold amount needed to purchase, though as with most volume purchasing contracts, the more you purchase the steeper the discount. Additionally, all Participation Agreements, Letters of Commitment, etc. are non-binding and hold no obligation.

What if I already belong to a GPO?

Value First, as well as most other GPOs are non-exclusive.

Does Value First offer any other benefits to members?

Value First offers an extensive construction program as well as free employee benefits that can be applied to a facility's entire staff following the signing of a Participation Agreement, including steep discounts on uniforms and cellular service, among others.

Value First offers free cost studies in the four areas of highest cost for members including medical supplies, janitorial/sanitation, office supplies and food.

Meet Sarah Daly

What is the best part of your role in Value First and with LeadingAge New York?

Having been with LeadingAge New York for about a year and working in a variety of roles, I am extremely pleased to take on this new role. I previously served as the coordinator for Value First (Jacqueline's current role), so I have a good understanding and enthusiasm for this amazing member benefit. The best part about being in this new position is the ability to visit member facilities because this one-one-one interaction gives me a deeper understanding of the challenges and successes within the field. The knowledge I receive from member visits allows me to determine how I can better help an individual organization and the field as a whole.

What do you hope to add to the long term care, services and housing community through your role?

I hope that I continue to foster my new-found relationship with the long term care community and become an increasingly proactive member of the community myself. I look forward to bringing my personal knowledge and experiences to the field especially during this time of transformation.



(See Welcome on page 11)

Welcome ... (Continued from page 10)

What do you bring to the role?

I have never been the type of person that knew exactly what I wanted to be when I “grew-up” but knew that I always wanted to be in a position where I could help people. Now, with Value First, I am helping people! LeadingAge members go beyond basic service in helping the aging population they serve and I feel that I bring a genuine desire to be an ally to not-for-profit, long term care, housing and services providers.

What do you do for fun?

In my free time I enjoy being outdoors with good company. I enjoy snowboarding, hiking and spending summer days on the Great Sacandaga Lake. I also appreciate any time I can be around live music and any opportunity to try new things.

What would surprise people about you?

I think people may be surprised to know that I minored in French in college. Unfortunately, I don't have much opportunity to use by language skills in this area of the country and fear that I may have already lost much of my fluency.

What else should readers know about you?

I have a fairly eclectic knowledge of the state because I have lived in various parts of the state. Before my family's move to the Catskill Mountains, I lived briefly in Queens. I got my undergraduate degree at SUNY Cortland in Central New York and now reside in the state capital of Albany.



Meet Denis Miciletto

What is the best part of your role in Value First and with LeadingAge New York?

Offering the LeadingAge membership the potential to save thousands of dollars in any high spend categories or purchasing in general.

What do you hope to add to the long term care, services and housing community through your role?

With anything I do, I hope to make a difference within the organization.

What do you bring to the role?

Having worked in many industries, I hope to bring an outside perspective.

What do you do for fun?

Collect vinyl, wine and play music.

What would surprise people about you?

My diverse interests.

What else should readers know about you?

I find cooking meditative.

(See *Welcome* on page 12)

Welcome ... (Continued from page 11)

Meet Jacqueline Penman

What is the best part of your role in Value First and with LeadingAge New York?

The best part of my role is helping with communication and serving as a support for Sarah and Denis. I think it's very important for them to have support to help them stay organized while they are on the road serving members. We have a great team. We are really organized and have a system in place to keep track of all of contracts and member needs. We strive to efficiently utilize the team's time and collaborate often to make sure everyone is up to speed on everything that is going on with Value First, LeadingAge, our members and current vendors. I enjoy working together and knowing that we are making a difference in the quality of care members are able to provide. It makes my job really worthwhile.



What do you hope to add to the long term care, services and housing community through your role?

I hope to somehow help members cut costs and utilize their resources to better serve residents or consumers. By cutting down on costs members can better utilize their resources to serve other needs or increase the supply of essential resources resulting in a better quality of living for those served by the organization.

What do you bring to the role?

I feel that I bring an organizational and structural component to my role. I am a really hard worker with high standards. I also have a strong background in marketing which can be helpful in understanding how to best reach and help members by expanding the team's reach at trade shows and conferences.

What do you do for fun?

For fun I enjoy spending time with my family and friends and experiencing new things. Each year we like to plan one item off of our bucket list for our birthday weekends. I also like to travel, be active outdoors, sports, reading, anything creative, all activities in the Fall and cooking.

What would surprise people about you?

People are always surprised that I have obtained my MBA or that I am the mother of four.

What else should readers know about you?

Being social and spreading positivity is something that I enjoy and I hope that I bring these qualities into my work as part of the team for Value First.

Is you want to save money on purchasing in New York, Massachusetts, Connecticut or New Jersey, contact Value First's Jacqueline Penman at 518.867.8383 or jpenman@leadingageny.org. 

The Doctor Will “See” You Now

It all started as an outlandish idea in 1924 where doctors would use robotic fingers and a projected video feed to examine patients from afar. By 2020, telehealth is projected to be a \$34 billion industry and is expanding far beyond its primary usage of delivering care to patients in remote areas. Telehealth today is a combination of point of care video collaboration systems, remote scope exam cameras and Bluetooth enabled stethoscopes, all supported by telehealth workflow software – making virtual care synonymous with in-person care. By supplementing in-person consultations with virtual visits, skilled nursing facilities can dramatically improve patient outcomes while lowering the cost of care.

By combining collaboration tools and peripheral devices at the point of care, facilities can offer increased levels of provider interaction for high-risk patients.

But what about the patients? How do they really feel about using telehealth technologies? Nearly 75 percent of patients are comfortable communicating with a doctor via technology in place of an in-person visit, and 76 percent prioritize access to care over their need for an in-person interaction.¹ In a study of 8,000 patients who used telehealth services, patients found no difference between the virtual appointment and an in-person office visit.²

It's only logical that as we use smartphones and wearables to track exercise and monitor vitals, we'll expect and want more convenient and on demand access to healthcare providers.

(See *The Doctor* on page 15)



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The Doctor Will “See” You ... (Continued from page 13)

Doctors and healthcare facilities participating in telehealth programs are seeing financial benefits. In a University of California, Davis study telehealth consultations decreased the number of patients being transferred by 31 percent resulting in savings on expensive ambulance transfers.

Doctors and healthcare facilities participating in telehealth programs are seeing financial benefits.


What about reimbursements? While navigating around telehealth policies and reimbursements can be tricky, the bottom line on Medicare and telemedicine is – Medicare is reimbursing for more telehealth services now and the Centers for Medicare & Medicaid Services is adding more eligible Current Procedural Terminology (CPT) codes every year. That’s good news for everyone!

Let’s not forget the role that telehealth plays in optimizing senior care in place. By combining collaboration tools and peripheral devices at the point of care, facilities



can offer increased levels of provider interaction for high-risk patients. Plus, administrators experience greater control of their facility’s capacity by requiring fewer transfers and patient readmissions, which equals fewer empty beds, increases in referrals and a higher quality of life and health status for the patients.

We can only imagine what telemedicine will look like in 2020. But with ideas like using Google Glass to automatically transcribe medical records during a patient

exam, you can bet that it will look dramatically different than today. And who knows, someday soon we may even be using robotic fingers from afar to facilitate virtual hands-on visits. 

MaryAnn Benzola, director of business development, Custom Computer Specialists can be reached at www.customtech.com.

¹ NTT Data. (2014). *Trends in Telehealth [White paper]*. Retrieved June 2, 2016, http://americas.nttdata.com/Industries/Industries/Healthcare/~/_media/Documents/White-Papers/Trends-in-Telehealth-White-Paper.pdf

² C2 Solutions: News and Press Releases. (2015). [White paper]. Retrieved June 2, 2016, <https://www.poweredbyc2.com/details.aspx?p=BFC9674642988AE3&ppid=94350&beid=0DEC3E4079E23759>

Value First, Inc. is a group purchasing organization (GPO) owned by LeadingAge and twenty-five of its affiliates, including New York. As a GPO that's committed to your mission, Value First leverages the buying power of LeadingAge members across the country to get the best pricing on a comprehensive array of high-quality products and services.

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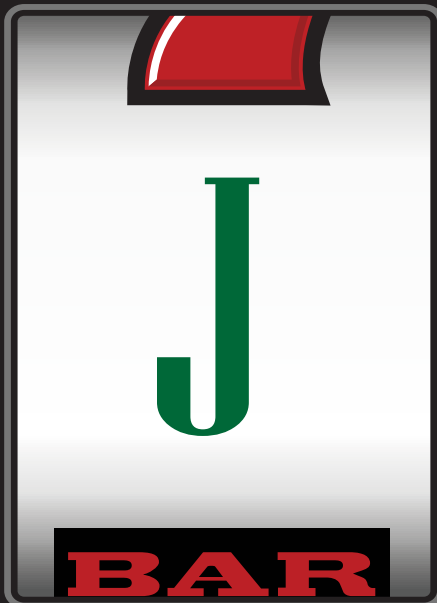
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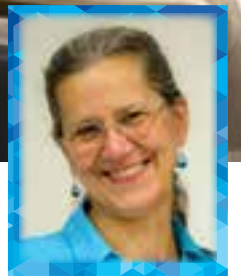
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The DIFFERENCE is YOU



The 2016 LeadingAge New York Annual Conference was, once again, the place to be and be seen in Saratoga Springs. From best practices to current trends there was something for everyone. We would like to share just a few of the highlights with you and hope to see you at next year's conference in May!



I Am Who I Was But I'm Different

Energetic and passionate, dementia care and training specialist Teepa Snow opened the morning session of her full-day, pre-conference intensive talking about the person, the human being. **Why do They do THAT? Understanding Symptoms and Behaviors** is a fundamental question asked by those who care for and love these individuals.

Why do those living with dementia do what they do? It's complicated. Only two out of 10 people suffering with the disease recognize they have it. This incurable, tragic assault on a person's brain causes physical and mental changes that will eventually kill everyone living with it. When interviewed, those in the early stages of this disease say, "I am a person first. I am not demented. I am a person living with dementia." Science classifies the disease as neuro-cognitive degeneration. But for

those suffering with dementia, the scientific terminology can't explain the human toll it takes on caregivers and patients alike.

In the afternoon session, "Reframing Challenging Behaviors When Dementia is in the Picture," Ms. Snow had attendees on their feet and participating in role-play activities to put them in the shoes of the patient. She reminded everyone that angry behavior is actually sadness and at its core is the feeling, "I am not getting something I need. I can't understand why all this is happening." The people are in emotional pain. She emphasized, never underestimate the desperation of someone with dementia to get out of the emotional pain.

By the end of the afternoon session, the message was clear: These are people who had hopes, dreams and lives. They matter.

The things they love and loved, matter to them. They are living in bodies they don't recognize anymore, all they know is something is different and there is nothing they can do to change it. She encouraged everyone to take the time to learn who these people are and were. As different as fingerprints, their personality and past make up the individual you see before you. Get to know them and you will be able to help ease the pain they live with every day of not knowing who they are now.

In the Winter issue of Adviser we will share many more stories and helpful ideas from Teepa's presentations as we offer specific things you can do as you live, and work, with these challenging, complicated, lost and suffering people.

Katie Smith Sloan, new president and CEO of LeadingAge, delivered the opening keynote address of the 2016 LeadingAge New York Annual Conference and Exposition. For those who missed the event or the keynote, her speech is reprinted below.

Keynote Address: Katie Smith Sloan

“Thank you, I’m so pleased to be here with LeadingAge New York. Over the years, New York has brought LeadingAge some wonderful leaders who have made lasting contributions to our work and our mission. We are grateful for their time and talent. I also want to recognize Nancy Hooks, LeadingAge’s “ambassador” to New York, for her dedication to helping LeadingAge New York thrive.

In my time with you today, I want to share a bit about my journey and highlight the LeadingAge priorities as they relate to some of the challenges and opportunities you face here in New York.

I entered the aging services field by accident, as many of us do, but I haven’t looked back. My first job after college was on Capitol Hill working as a legislative correspondent for a Senator. My job involved taking phone calls from constituents and responding to their letters. By hand. No email or Facebook accounts to oversee. My Senator also happened to be the Chair of the aging sub-committee and I coordinated and attended the committee’s hearings. At the time, energy costs were exorbitant and were very negatively impacting older Americans who couldn’t afford to pay their energy bills. Time and again, I heard devastating stories about people having to choose between food, heat, and medicine.

These very personal stories rattled my sense of social justice and made me wonder

why we, as a nation, did not feel a moral obligation to provide for those who had worked all their lives to make their families and communities strong and vibrant.

I am here today because I felt then – and still do now – a strong desire to improve the world, to make it a healthy, safe, and dignified place in which to grow old.

I see the same passion and fierce spirit here in New York, a state partner with a long, rich history of serving our most vulnerable citizens. Your list of accomplishments is impressive but even more impressive is your ability to adapt to the changing needs of a growing older population. Under Jim Clyne’s leadership, you developed a tool to help communities improve their 5-star rating, which members across the country are raving about and benefitting from. You have been instrumental in helping educate members about value-based purchasing. And you fight for the rights of older adults on the steps of the statehouse in Albany. These are only a few of the many successes I have seen during my time at LeadingAge.

I applaud the efforts of the New York leadership team that looks forward and I encourage you to embrace even more change as the aging services field as we know it today is continues to transform.

Right now, we are in a vortex, with the forces of change all around us. We face changes in health care, the economy, consumer

expectations, and technology, among others.

The pace of change is getting faster and faster, giving us a shorter time to adapt. And, these changes can and WILL rock our world.

The challenge for LeadingAge and for our members is to stay one step ahead. We must drive transformation to help pave the way for a successful old age – financially, emotionally, socially and physically. And to do that, we need to change the conversation - and the conventional wisdom - about aging.

LeadingAge is advancing an agenda embodied in our mission that includes how we plan for our later years, how we pay for our later years and how we ensure the availability of high quality services and supports.

So what is the way forward? Let me walk you through some of the issues that I see as a priority for LeadingAge and for many of you here in New York.

• *Celebrating our nonprofit tradition. We are mission-driven – not out to make money, but to invest whatever margins we have back into our communities so that the people we serve can live their lives to the fullest. We face increased competition from for-profit companies who are more rapidly expanding in the senior living space. Therefore, we must*

(Continued on page 22)



Katie Smith Sloan (Continued)

reassess our competitive advantages, business models and strategies to compete effectively in the future, while holding on to what sets us apart: quality. We must capitalize on the strength of our brands.

This is a critical issue for LeadingAge and one that we are actively working on. Last year, we convened the first LeadingAge Business Strategy Council, comprised of our gold level corporate partners and member leaders who have come together to share ideas and learn from each other about the external forces that we are confronting. The Council is focusing on 3 issues this year and one of them is the nonprofit difference. By the end of the year, the Council will provide recommendations and resources that will help organizations address issues like the ones I just described.

- *Recruiting and retaining a vibrant workforce. This is already an issue and is certain to get worse if we don't work together to identify solutions to finding trained, committed staff to care for seniors. Demographics are working against us - as is reimbursement that doesn't acknowledge the indisputable connection between quality and staffing.*

Organizations rely on a trained workforce to deliver the quality care and services that they are known for. We need to look at building cultural competence and job training and leadership development programs and, in doing so, shift the paradigm to human resources as an investment, rather than an expense.

Last year, the LeadingAge Center for Applied Research released 2 Competency Development Guides

that are practical tools for improving the skill sets of employees. Resources like these can improve recruitment of skilled workers, focus our training dollars, and reduce the amount of turnover, providing continuity for older people and their families.

We are committed to finding and implementing the right solutions so our members can continue delivery the quality care that is the backbone of our organizations.

- *Learning how to navigate payment reform. Understanding – and keeping up with – payment reform changes can be daunting. We have and will continue to offer state partners like New York a comprehensive inventory of the managed care alternative payment contracting landscape in their states: who are the players, where are they*

(Continued on page 23)

Katie Smith Sloan (Continued)

playing, with whom, based on what criteria and against what metrics? These reports provide an assessment of activities impacting long-term care providers and enable states to work with members to help navigate this evolving landscape and advocate for their interests.

In several states, members are joining together to form networks to negotiate collectively with health plans, knowing that there is strength in numbers and that, in some cases, strong connections to the 'health system' is a matter of survival.

- *Advancing financing reform. The nation's current methods for financing long-term services and supports are unsustainable, irrational and unfair for individuals and families. Every year, American families spend billions of dollars out of their own pockets to care for loved ones because they have no other options. Reforming the way we finance services and supports is a critical issue that must be addressed now before the problem worsens.*

We are continuing the momentum based on the great work we have done over the last 5 years on long term care financing reform. We have studied the issues. We know that the status quo is unsustainable for our families, our elders and our federal and state budgets. We have done economic modelling, looked at actuarial projections and we will continue to do so in order to further refine what is politically, financially, and practically possible. But crunching numbers isn't the only thing that can move the needle. We must tell real stories about families

who pay for services out of their own pockets, retirement funds and meager savings to care for loved ones.

I recently heard a heart wrenching story from a man who has been the primary caregiver for his father for 14 years. He describes the financial strain of caring for his dad as "unfathomable." He estimates that he has spent close to \$250,000 of his own money on his father's care already, which causes him to deeply worry about his own financial future. And, his father is still alive with possibly years to live. There are millions of stories just like this one that we cannot ignore any longer.

In February, we released a report about the future of long term care. In it, we are very clear: the status quo is unacceptable and jeopardizes the future for our aging friends and family members.

Next month, we are planning a briefing in Washington, DC before the U.S. House of Representatives' Seniors Task Force on Capitol Hill. LeadingAge board member and long term care financing task force chair, Alvin Loewenberg from Texas, will be one of three panelists talking about the status of finance reform and the most recent modeling work that we funded, along with AARP and the Bipartisan Policy Center.

We are committed to working with policymakers to move the needle on finance reform. While no single solution exists to solve the problem, finding the policymakers who believe the issue is worth fighting for is essential.

- *Conversations about aging. We must begin having new conversations about the aging experience. Conversations should aim to debunk myths, challenge stereotypes, celebrate this stage in life and ensure that our communities continue to be good places in which to grow old. Whether it is following the moniker of becoming age- or dementia-friendly or something else entirely, there is no question that we – LeadingAge and its members – are not only experts in services and care – we are experts in aging. We are experts in the people and the journey, the families that accompany the journey and the staff who support it.*

- *And finally, let's talk about positioning our organizations for the future. In March, I spoke at our annual leadership summit, PEAK, about the need for divergent thinking. This is an idea born from the increasingly complex world in which we live and work. It is also an idea born from the pace of change we are facing - changes in economics, demographics, globalization, technology ... not to mention the three "p's" payment models, politics and perceptions of aging. As I already mentioned, we are in the midst of it all - and it impacts each of us.*

We will not shape the future by talking only amongst ourselves, by thinking within in the same parameters and by holding on to the same assumptions about the future that have made us successful in the past. Divergent thinking calls for creativity, idea generation and making connections. It is about possibilities rather than

(Continued on page 24)



Katie Smith Sloan (Continued)

certainties. It suggests we join with some perhaps unconventional partners and thinkers to explore the “what ifs...”

This is the kind of thinking we need in order to generate ideas that will result in important policy directions, creation of new models of service delivery, new ways of connecting services and supports and solutions for some of the seemingly intractable issues we are facing such as acute workforce shortages. None of these ideas can take shape without creative and divergent thinking about solutions to create a better future.

LeadingAge New York has long embraced the importance of divergent thinking. Your strategic priorities include advocating for many of the

issues that I have raised today like affordable housing, workforce and payment reform. You are passionate about quality and create tools for your members to ensure that they can provide a high quality experience for residents, clients and their families. And you are fiercely protective of the older adults you serve and believe, like we do, that we must dispel the myths and negative stereotypes about aging.

Divergent thinking doesn’t come naturally to most, but you are truly role models for other organizations. Your ability to adapt will ensure your continued success as the aging services field grows. I applaud you.

(Continued on page 25)



Katie Smith Sloan (Continued)

At LeadingAge, we are talking about how we frame our work and our mission. Aging is, at its core, about family and life cycles. Housing and services are about community. Health is about quality and well-being. Using a different frame leads to a different conversation and challenges people to think about aging differently. I encourage all of you to think about how we frame what we do, who we listen to – and perhaps, who we don't but should.

When I started my new role as president and CEO of LeadingAge in January, I realized that I had a great opportunity to reframe what we do at the national level. I met with our board of directors later that month and asked them if they'd be willing to put in a few more hours of their time. They all willingly agreed. Perhaps I should have been more clear; a little more time really meant a significant effort to rethink how we position ourselves in the aging services field.

I hired a strategic planning firm, Thruue, and they have been guiding the board as well as our staff through a series of exercises to analyze who we are, what we do, and where we are headed. I couldn't be more pleased with the process and am so grateful for the board's full participation and extra time.

The board is meeting again next month to roll up our sleeves and work on a new strategic plan. We are also looking at our mission and vision statements - do they accurately describe LeadingAge? Do they convey where we are headed in this rapidly changing aging services field? We hope to wrap up by July and I look forward to sharing our thoughts with the entire membership later this summer.

At the LeadingAge Annual Conference in Boston this past fall, we built a wall in the middle of the Rose Kennedy Greenway. The wall said "When I Grow Old ..." And invited people – anyone who walked by – to offer a thought to finish the sentence. Thousands of people wrote on the wall. People said "I want to be just like I am now." I want to travel more. I want to learn to play the violin."

I'd like to think we began a conversation – one that must continue – about growing old and a heightened sensitivity to its attendant challenges and opportunities. One that will lend strength and urgency to addressing these challenges and to advancing our policy agenda. One that will create a mandate for change. We look to our state partners, like LeadingAge New York, to continue these conversations.

Because, in due course, over the next 10, 20, and even 30 years, our society and our member organizations will become something we can't even imagine today due to how we respond – as providers, government, and business – to the issues I have laid out for you today.

As our country ages – as our WORLD ages – I believe we have a responsibility to drive innovation. It has been said that "in times of change, learners inherit the earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists." We need to learn and innovate, not just for practical reasons, but because it is our moral obligation.

Thank you for the work you do every day. Reach out to me or other members of our LeadingAge staff for support when needed or just pick up the phone to tell me a story about your organization. The stories make all the difference.

I have tremendous faith in the leadership capacity of LeadingAge New York and its members. Continue to lead, to innovate, to talk, and to advocate for what's fair and what's needed. Continue to be passionate and fierce about making the world we live in a healthy, safe, and dignified place in which to grow old.

Thank you."



Behind the Scenes at the Annual Conference

Anyone attending the annual conference will recognize the friendly faces of the Foundation for Long Term Care Conference staff. But the success of the conference involves LeadingAge New York policy and governance, membership and marketing, finance, IT, administrative and executive staff; member governance and committee volunteers; industry partners and vendors.

Planning for the conference starts more than a year ahead, with site selection and negotiations with the conference center and hotel. This is quickly followed by a call for proposals for session topics, which are vetted by the LeadingAge NY policy staff and the FLTC education committee.

The FLTC conference staff assembles the sessions as you would a jigsaw puzzle, developing a program that appeals to attendees from all of our service lines and balances their

need for up-to-the-minute information with leadership and inspirational programming, and everything in between. A program is written, an app is developed, the tradeshow floor is mapped out and menus are selected.

Marketing keeps the membership in the know on the excitement in store for the coming year as well as registration deadlines. There are “a thousand and one” details and decisions – but like Olympic athletes, the conference team coordinates it all and makes it seem effortless.

We are always striving to improve the conference experience for our attendees. FLTC staff attend other organization’s conferences to obtain the latest information on facilitating learning, educational approaches, and the acquisition of capability. This results in introducing new formats such as our popular Learning Lounges and a focus on more interactive sessions.

Last year staff did a comparison of seven LeadingAge states conferences to see how New York would measure up. We found that compared to similarly sized conferences, we offered more sessions in our concurrent session slots, invested more resources in higher profile speakers, and spent more on food and beverage. On the downside, our registration fees were on the high side. When presented with these findings, the LeadingAge NY board agreed that we should roll back our pricing to 2006 levels. We were delighted when we had a higher than expected turnout at this year’s conference.

We are always eager to hear from our attendees and exhibitors on how to make the annual conference even better. Please contact Kathy Gormley, director of conference education at kgormley@Leadingageny.org or 518.867.8383 with ideas or feedback.





LeadingAge™
New York



375
Attendees



108
Exhibits



54
Exposition
Business
Lines



24
Sponsors



6 Hours
Exhibit Time

2016 Annual Conference & Exposition

Leaders Willing to “Be the Difference”

Kenneth Allison, accountant, LeadingAge New York

I had the great pleasure of co-facilitating a **Leadership Lounge** session at the 2016 LeadingAge New York Annual Conference and Exposition with Baptist Health System’s Ruth Tietz. Ruth’s experience as a LeadingAge New York Leadership Academy facilitator made her an ideal co-facilitator. Ruth’s calm and engaging presence was both motivating and inspirational to myself and the session’s participants. The interactive nature of our Leadership Lounge allowed each participant to share meaningful insights while they gained comfort sharing in the group dynamic. This assortment of individuals quickly became a group of eager participants that were willing to share lessons from experience and learn from the different experiences and perspectives of others involved in aging services.

It was very interesting to learn how each of the session’s participants looked for ways to “be the difference” in their respective organizations. We learned from an attendee with more than 40 years of experience that there has never been an easy period for long term care providers. The current period is extremely difficult, but just as the profession has adjusted and evolved in the past, we each have an opportunity to be a difference for the future of aging services.

This session was particularly interesting because we were able to discuss so many topics – specifically ones that could help current and future leaders of the communities that are so vital to all engaged in long term care. Leaders were able to highlight personal

skills they felt were valuable during their leadership journeys. We also took time to discuss issues that would be beneficial for leaders to continue their professional growth like mentorship and risk-taking strategies. It was valuable to watch current leaders reflect on their careers and illuminate their motivations, success stories and, especially, stories of failure and redemption. The insight that I personally found most beneficial were discussions involving organizational dynamics. The conversations related to innovation and organizational culture were truly enlightening. We really dove into the pulse of what makes an organization great and what incentivizes great leaders.

Being a Leadership Lounge facilitator at the LeadingAge New York Annual Conference and Exposition was a great opportunity. I felt inspired and rejuvenated because of this experience. Being a facilitator is remarkably different than being a presenter. Facilitation allowed Ruth and I to engross ourselves with the thoughts and feelings of the entire lounge rather than simply expressing our ideas. Above all, I enjoyed the opportunity to learn. This environment gave me the opportunity to learn from this thoughtful and creative group. It is encouraging to know that although aging services will likely never be an easy field to navigate; there are leaders willing to “be the difference.”



Kenneth Allison, accountant,
LeadingAge New York



Ruth Tietz, director of
marketing and public relations,
Baptist Health System



Make This Your Best Day Ever!

Jean Steel, nationally renowned motivational speaker, started her session **Be the Difference With Your Workplace** with a question: “Why are you here?” and promptly answered it: “You are here to make a difference.”

This theme was evident throughout the annual conference. But as she closed the three-day event, Jean provided motivation, concrete tools for managers and employees alike and a great deal of humor. With stories of personal successes and failures from throughout her life and career, Ms. Steel interwove her charm and positive outlook into great advice.

Some of her points focused on staff:

- Boomers don’t need praise, Millennials do.
- It’s not about position, it’s about impact.
- Offer opportunities to learn and grow in your organization.
- Update job descriptions and get rid of “all other duties as assigned.”
- Ask your frontline staff for ideas on how

to save money and time. Then streamline workflow – don’t make them go through too many hoops to get something done.

- Don’t ask “Can I help you?” instead ask “How can I help?”
- Remind people why you do what you do. Only 42 percent of employees know the mission of the organization and studies show that if staff are engaged in the mission, the results are higher productivity and better morale.
- Remember, 30 percent of your bottom line is linked to your personal management style.

She asked attendees, “Are you deeply committed to both your organization and its goals? Are your coworkers?” Staff want to know what is expected of them not just when they are hired but throughout their tenure. Having clear expectations prevents problems. She cautioned, “Don’t be at a disadvantage by assuming you know everything and your staff doesn’t.

Remind them that everyone is important to the mission.” Because they are.

Personal and professional lives can cause staff engagement to ebb and flow but if you choose staff by attitude you won’t be disappointed. When employees feel emotionally connected to your organization, they take personal responsibility and employ discretionary effort to go above and beyond. When you are invested in a healthy and happy workplace you will see a reduction in absenteeism, tardiness, inventory shrinkage, turnover and safety incidents. Ms. Steel reminded attendees, “People inspire you or they drain you. Pick them wisely!”

As she closed the plenary session, Jean gave the audience her final bit of advice on how to be the difference. She challenged members to make a decision every morning to have a good day. In doing so, you can control the power over your personal health and happiness. Make this your **BEST DAY EVER!**

Why Didn't I Think of That?

So much of what LeadingAge New York is all about involves bringing people together and sharing ideas. In the early morning session **Best Practices in Assisted Living** Diane Darbyshire facilitated conversations among attendees about ways to be the difference and make lives better for residents across the state. These are just some of the highlights.

There is a growing trend in senior living, particularly memory care, to make the family feel welcome and provide a way for them to reconnect with their loved one. At a time when the resident doesn't need or want for anything, spending time with family and friends is a great gift. Families can sponsor a party for their loved one's birthday complete with music, entertainment and cake allowing them to celebrate with their friends. It honors the resident and provides entertainment for other residents.

Activity Director titles are shifting to "Life Coach," opening up a conversation about "What are your hopes and dreams?" Through discussions about life experiences and goals, staff encourage residents to use their own skills whether music, art or entertainment to share and enrich the lives of everyone at the facility.

Independent Living residents enjoy volunteering with the memory care residents and through training they can learn how to redirect and engage them in meaningful activities. If you are trying to



figure out where these training funds can come from, the State Centers for Excellence and the Alzheimer's Center has received funding to assist with this level of training.

Reminiscent therapy is proving especially effective with memory care patients who exhibit many of the classic behaviors that can come with the loss of memory. Francis Commons at St. Luke has a unique program which gives comfort and familiarity to residents, family and staff alike. (See story on opposite page 32.)

Excellent customer service is another hot trend in Assisted Living. Hire the personality and then teach the skills. When you hire employees who have compassion and

understanding, you more closely represent the hospitality industry, where they reach out and go above and beyond to make everyone feel comfortable. A perfect example of this level of service could be to call and notify the family when there is a change in medication or the doctor has seen the resident. In general, it opens the lines of communication and the more you call, the shorter the calls get because the family has trust in your care.

Many more stories and tips were shared with attendees who exchanged contact information after the session. Remember, you don't have to think of everything – you just have to share ideas and in doing so, you too can come closer to thinking of everything.



A “Feels Like Home” Environment

Hallways devoted to travel, leisure, pets, children and love – that’s what you see at St. Francis Commons at St. Luke. This familiar environment evokes conversations, engagement, interactions and memories for residents, families and staff within the walls of the Memory Care neighborhood.

The idea was to create a place for 14 residents with Dementia-related illnesses where they “feel at home” and help them to retrieve memories and feelings of years gone by. The room, measuring approximately 20’x25’, was set up in what was once a main parlor in the existing Memory Care neighborhood. Most commercial items that were originally in the room were replaced with items that would classify as “antique” or from years past. Costs were minimal and many items were donated to fill complete the decor.

Upon walking into the room residents feel comfortable and at ease. They talk about

what they see, share experiences and become engaged in daily tasks such as folding laundry, putting dishes away, organizing bookshelves, having a cup of coffee or other refreshment or working on a puzzle.

Residents who are experiencing agitation, anxiety and looking to “go home,” are entering the room and finding ease and comfort. Families find the room a place to take their loved ones and engage in regular simple activities that they would do together if they were visiting their parent at their own home. Staff uses the room as a way to re-direct or change focus for residents who are comfort-seeking and having increased anxiety at all times of the day.

While reminiscing is not going to reverse the progression of Alzheimer’s disease and is not guaranteed to work for everyone. It has been our experience that in some cases, has improved mood and reduced agitation and exit



seeking. – Julie Chetney, Senior Living Director, St. Francis Commons at St. Luke

For more information on how you too can create this environment in your facility, contact Julie Chetney, 315-326-0877 or jchetney@stfranciscommons.com.

You Need Suspenders AND Belts When It Comes to Technology

Social media, email, Google – it all counts. The 24/7, 365 holiday party and behavior seen on Facebook is the same behavior that occurred 10 years ago except now it can be shared with thousands or millions of people in an instant. The old thought of “my time, my business” doesn’t apply anymore. In **Employment Law Concerns Arising Out of Technology** John Baggi, partner at Bond, Schoeneck & King, PLLC, shared stories and laws regarding employee use of technology.

A social media policy will raise awareness and define clear expectations. It also allows you to manage staff based on the policy, but enforcement must be consistent. In the policy you must define social media and give examples; define limits of use; and whether staff are allowed to access it on “working time.”

Develop a separate social media policy and update it now with your labor employment lawyer. It’s a must.

Be proactive

You can mistakenly make the assumption “on working time, with employer equipment – it’s the employer’s property,” but can your staff block you out of your organization’s online account? You bet! Look at your policy, if it’s three years old isn’t compliant. If employees use their personal information/Facebook account to post and establish your account, and they leave your organization, they can take your Facebook presence with them. Once they take it, it’s not easy to get it back.



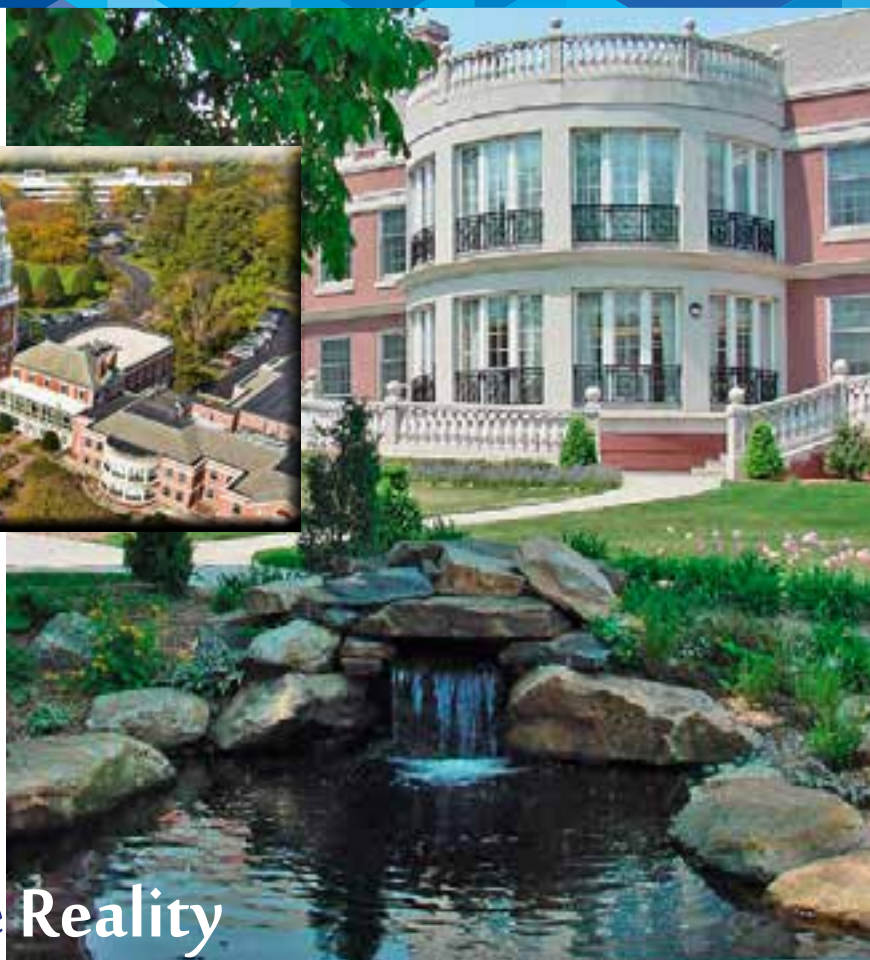
- 1) Make sure the account is established using a work email;
- 2) The account should identify the employer not the employee;
- 3) Staff must be required to disclose the password whenever asked;
- 4) The account must have multiple administrators (at least three);
- 5) The expectations as to who owns the account must be clear.

We strongly recommend you develop and adopt a Technology Use Policy as soon as possible. Cover everything in the scope, including permissible and impermissible uses, and personal use of company equipment, and whether it can be used on company time. Previously exempt employees will soon be

reclassified as non-exempt and the rules about work and working hours are changing.

Wage and hour concerns will be on everyone’s radar this fall. As of December 1, 2016 some supervisors who were exempt become non-exempt. Staff who are in a supervisory role but are considered non-exempt may find themselves in muddy waters with regard to working hours. Working time is any time an employee is “suffered or permitted to work” according to the Department of Labor. With policies in place, you can outline work and what is expected for your exempt and non-exempt employees. Remember, if you know or should have known the person is working – it is considered work.

Don’t feel paralyzed by the changes in the law, be informed and consult your legal counsel for more information.



At The Osborn Wish Lists Become Reality

When you invite people living with dementia to name their aspirations, they don't say, "I want a secure place where you prevent me from wandering." Instead they say, "I want a place where I can be me. I want to be in a space where I am with people, nature, God, my music. I want to have meaning and purpose, a sense of security and joy."

Matt Anderson, president and CEO at The Osborn, has turned those wishes into reality. The Osborn now has a space that minimizes fear, anxiety, sadness and loneliness — making room for love, connection, value and worth for the memory care patients who live there. Anderson reminded attendees of **Innovative Memory Care Programs and Services**, "You can build a beautiful space but it's the staff who make it a home."

The Osborn uses a universal worker approach to staffing the memory care unit. Many staff

were eager to participate and only one worker out of 20 has left since the unit opened three years ago.

Accessibility to the outside is more than just a door. In the case of the Osborn, the design incorporated access to a garden and fountain outdoors and surrounded the indoor living space with a glass atrium where staff can watch residents who spent most of their time in the living spaces or outside, much like in a normal home.

Michael J. Smith, president & CEO of the Alzheimer's Resource Center of Connecticut (ARCC) asked attendees, "Are you going to DO memory care?" He encouraged people to use the resources at the center to develop an environment where people who are living with, or love someone living with dementia or Alzheimer's, can feel engaged with their loved ones.

Wishing can only become reality with proper funding. Early on, Andrew Nesi, executive vice president, Herbert J Sims & Co., provided advice on creative financing options for the capital project. He reminded attendees to bring financial experts in on the initial meetings to provide strategies, market updates, etc. to help determine what is feasible. Nesi cautioned, "Don't let the prospect of increasing interest rates impede your progress. You have a lot of headroom in front of you, start early and get moving to explore your options. Identify your capital projects for the next three years and borrow today at low interest rates."

How can you move forward? Start by using both ends of the pencil. Flexibility along the process can create amazing outcomes. Identify a need, be creative, go into the project with a beginner's mind and talk with the experts to devise plans that will help you make your wish list become a reality.

CONGRATULATIONS TO THE GRADUATES OF OUR 2015-16 IGNITE LEADERSHIP ACADEMY



Graduates



René Barnes
Administrator
St. Ann's Care Center at Cherry Ridge



Triciajean Jones
Manager of Recreation Therapy
St. Anns Community



Ellen Quinn
Vice President, Human Resources
LeadingAge New York



David Barr
Director of Operations
Flushing House



Kathryn LeGrande
Director of Operations –
Lakeville Ambulette
Parker Jewish Institute



Candra Roach
Director of Community Life
Lutheran (Hultquist Place)



Alyssa Campbell
Clinical Rehab Director
Masonic Care Community



Carlos Martinez
Corporate Manager of Learning and
Staff Development
VillageCare



Jeremy Rutter
Administrator
Heritage Village Rehab and
Skilled Nursing



Michelle Dwyer
Human Resources Coordinator
St. Ann's Community



Jennifer Nelligan
Provider Relations Specialist
The Community Hospice



Jason Santiago
VP/COO
The Manor at Seneca Hill



Daniel Greene
RN, Nurse Manager
Heritage Ministries



Sharon Plant
Associate Vice President
People Inc.



Cindy Steele
RN Director of Admissions
Lutheran Jamestown

(Continued on page 36)



Faculty Team

FACILITATORS:

Laurie Mante, executive director, Eddy Village Green, Cohoes

Ruth Tietz, director of marketing and public relations, Baptist Health System

COACHES:

Diane Darbyshire, senior policy analyst, LeadingAge New York

David Gentner, president/CEO, Wartburg, Mt. Vernon

Robert Mayer, vice president/finance, The Harry and Jeanette Weinberg Campus, Amherst

Kristen Myers, vice president of member services and marketing, LeadingAge New York

COORDINATOR:

Nancy Caban, executive assistant, LeadingAge New York

Thank you to all the members who served as a **LEADER IN RESIDENCE**.



Gene Trotta

Executive Director of Dining Services
Jewish Senior Life Rochester New York



Stephen Woodruff

Deputy Director of Long Term Care
Livingston County Center for Nursing
and Rehabilitation



Tony Zaccaglino

Dining Service Manager
St. John's Meadows



Maria Siano

Assistant Director of Human Resources
The Osborn



Emil Teen

Director of Material Management
Elizabeth Seton Pediatric Center

LeadingAge New York congratulates the graduates of the 2015-16 IGNITE Leadership Academy.

This talented group of senior living leaders are helping to map the future for our not-for-profit members. With the many challenges we face in this field, it is promising to have these rising stars among us. Through the sharing of best practices and innovative ideas, their work will benefit not only their home organizations, but also fellow LeadingAge New York members.

Each IGNITE Leadership Academy graduate is tasked to take what they learned in the program then develop and implement an Action Learning Project. This is a learning-by-doing approach which encourages people to work together to solve a problem or improve performance. The project is a way for our leaders to learn how to facilitate the group process, and inspire and motivate others. It also provides an opportunity for the graduates to give back to their organizations. Click [*here*](#) to see the fantastic ideas that the 2015-16 IGNITE class is putting into action for the benefit of their organizations and the people they serve.

Thank you 2016

LeadingAge New York
award winners for your
dedication to the field
of aging services!



The following awards were presented at the conference:

Lawrence E. Larson Memorial Award of Honor

Aileen M. Balitz

Carl S. Young Advocacy Award

Stephen Knight

Thomas Clarke Memorial Award

Rebecca Priest

James W. Sanderson Memorial Award for Leadership

Charlie Runyon

Professional of the Year

Rhonda Frederick
Thomas McDonald,
Yahaira Myers

Trustee of the Year

Ted Axelrod
Anne Cote Taylor
Karen Gallina
Barry Morris
Daniel Sterling

Innovation of the Year

Music By The Bedside
Tool Thrift Shop

Employee of Distinction Awards

Capital/Northern Region

Rebecca Baker, Inter-Lakes
Health (Heritage Commons
Residential Healthcare),
Ticonderoga

Odessa Mitchell, St. Margaret's
Center, Albany

Laurie Wetsel, The Wesley
Community, Saratoga Springs

Central/Northern Region

Diane Garcia, St. Luke Health
Services, Oswego

Bertha Nugent, Presbyterian
Home For Central New York, Inc.,
New Hartford

Kathy Welch, Presbyterian Home
For Central New York, Inc.,
New Hartford

Hudson Valley Region

Todd Healy, Kendal On Hudson,
Sleepy Hollow

Long Island Region

Austin Hines, Long Island State
Veterans Home, Stony Brook

New York City Region

Althea Burton, Schulman And
Schachne Institute For Nursing &
Rehabilitation, Brooklyn

Virginia Kelty, Elizabeth Seton
Pediatric Center, Yonkers

Roberta Kosiorowski, Parker
Jewish Institute For Health Care
And Rehabilitation,
New Hyde Park

Penny Newman, St. Mary's
Hospital For Children, Bayside

Rochester Region

Veronica Lay, Hill Haven
Transitional Care, Webster

Marizela Mehanovic, Edna Tina
Wilson Living Center, Rochester

Southern Tier Region

Melanie Hackett, Chase
Rehabilitation And Residential
Care, New Berlin

Western Region

No Nominations Submitted



Independent Senior “Housing With Services”

As more elders chose to “age in place” in their own homes or apartments, senior housing operators are working to ensure that residents have access to the appropriate services.

LeadingAge members across the country are designing and implementing new “Housing With Services” (or “Housing Plus Services”) models that help residents age safely, with access to a variety of wellness services. Several of these new models were featured at a session at the LeadingAge New York Annual Conference and Exposition in Saratoga, on May 25. The session was titled: **Housing With Services in New York State.**

Among the most well known of these new initiatives is based in nearby Vermont. SASH – Support And Services at Home – provides “care coordinators” in combination with a “Wellness Nurse” and aims to improve health outcomes and reduce costs. SASH was created by Cathedral Square Corporation (CSC), a LeadingAge member based in Burlington that owns and operates senior housing around the state. Kim Fitzgerald, the CEO of CSC, participated in the session. “We’re glad that there has been so much interest in SASH in other states, such as New York. The model of course must be tweaked because different states have different laws and regulations. But the concept is the same – healthier residents who stay with us longer, who have better health outcomes, and documented cost savings,” she said.

Selfhelp Community Services in New York City has another model known as SHASAM

– Selfhelp Active Services for Aging Model.

Mohini Mishra, the program director for SHASAM, participated in the panel. She described the importance of encouraging residents to take advantage of the many programs and services available through community providers that will help them to age well in their homes.

Sandra Allen-Simms is director of resident services for Flushing House, and also participated on the panel discussion. Ms. Allen-Simms described how Flushing House proactively works with residents to ensure that they take advantage of services, especially home health providers, while ensuring residents’ independence and freedom of choice. She said that Senior housing organizations in New York and around the country have been

implementing new approaches to keeping residents safely in their homes, in the hope of avoiding moving to higher levels of care. But funding opportunities for such programming have not yet been made widely available, particularly for developments that serve low and moderate-income elders.

“Resident service coordinators in senior housing have been making magic happen for decades, even though they have never been adequately funded,” said John Broderick, LeadingAge NY’s senior policy analyst for housing. “Now, we’re learning that with more emphasis on wellness and healthy aging, these service coordinators can keep people out of emergency rooms and prevent unnecessary entry into nursing homes. This saves money for our health system and improves quality of life.”



LeadingAge New York, Tirelessly Working for You

The Home and Community-based Services (HCBS) breakfast briefing [HCBS Update](#), provided an update on several key federal and state issues impacting HCBS. In an effort to share the latest information with members, Cheryl Udell briefed attendees on the hot issues facing members across the state.

On the federal level issues such as the Medicare Prior Authorization of Home Health



Demonstration, the Medicare's Home Health Agency Conditions of Participation that are under review; the Older American's Act being re-signed into law; and another Jimmo v. Sebelius lawsuit were all discussed. HCBS state issues that generated much debate included the new Community First Choice Option (CFCO) state plan amendment; the modernization of the N/NORC; and the transition of the two waivers, NHTD and TBI, into managed care organizations. Reimbursement concerns continue to be expressed on wage parity, the cost of minimum wage to home care and the Fair Labor Standards Act.

At LeadingAge New York, we are tirelessly working to represent the best interest of our members and our next steps include actively



participating with the Department of Health on implementing the CFCO and transitioning the NHTD/TBI waivers into managed care. In addition, we will continue to advocate on several key issues such as, reimbursement in a timely manner along with a different reimbursement methodology, supporting the modernization of the N/NORC and the advanced home health aide.



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– Genesee County Nursing Home

Contact Elliott Frost or Michelle Synakowski
Phone: 518.867.8832
Email: efrost@leadingagency.org or msynakowski@leadingagency.org

Two Thumbs Up For Cyber-Seniors

by Ami Schnauber, vice president, advocacy and public policy, LeadingAge New York

Following the annual block party, this year's Annual Conference kicked off with a screening of [Cyber-Seniors](#), a humorous and heartwarming documentary that chronicles the story of a group of senior citizens as they discover the world of the world wide web with the help of teenagers.

[Cyber-Seniors](#) follows along with several seniors as they learn to set up e-mail and Facebook accounts and even begin recording and posting videos. Their internet training allows the seniors to connect with loved ones like never before. The collaborations among the seniors and teens lead to the creation of

[Cyber-Seniors Corner](#), a YouTube channel where student-senior teams develop and upload videos featuring seniors sharing their wisdom and humor.

My favorite part of the film was watching 88-year-old Shura's cooking demonstration. From her small apartment

kitchenette, Shura demonstrates how to make a grilled cheese sandwich with an iron and how to cook corn-on-the-cob in a kettle – perfect for any senior apartment or college student dorm room! Shura's video success challenged other seniors to create their own and a video contest was

born. You will have to watch the movie yourself to see all the great video entries and find out the winner of the competition.

[Cyber-Seniors](#) bridges the gaps between seniors and technology as well as the generations and proves that you are never too old to learn something new.



Fun in the Sun for a Great Cause

Golfers were treated to a picture-perfect day and ideal golfing conditions during the LeadingAge New York Annual Golf Tournament, which was held just before the Annual Conference and Exposition in May. As always, the tournament provides a great opportunity for members and sponsors to network while having fun and, beginning with the 2016

tournament, proceeds of the annual event will be used to create and fund a new scholarship fund within the Foundation for Long Term Care to promote the development of leadership in aging services.

The 18-hole event at the Ballston Spa Country Club in Ballston Spa kicked off with an 11 a.m. shotgun start for the 30 foursomes. Sodexo

Quality of Life Services sponsored the golf carts and provided heathy snack bags for each golfer in their cart as well as hosting a fabulous make-your-own granola bar where golfers were able to make their own snacks on demand throughout the day. Each golfer was provided with a prize pack in their cart sponsored by LI Script. New this year, golfers

(continued on page 42)



were able to grab a burger or dog on the turn from a convenient barbeque stand. Following the completion of play, a cocktail reception was held to announce winners and hold the 50/50 raffle and distribute other raffle prizes donated by Sodexo Quality of Life Services, Preferred Therapy Solutions and Souder's Brand Marketing.

In addition to many raffle prizes, there were prizes and winners for the following categories:

The First Place Team was Bill O'Hanlon, Paul Phillips, Alan Wells and Dave Fowles.

The Second Place Team was Brian Picchini, Joe Holden, Dan Jordan and Ron Patti

The Third Place Team was Chad Himmel, Bill Wlodarczyk, Jesse Gasdaro and Keith Robertson.

Five holes offered a Closest to the Pin Contest and the winners of those were: Carl Bloomfield (2'1") on hole #9; David Broitman (9'7") on hole #2 and Mary Monteleone (18'1") on hole #6; Rich Carrol (9'11") on hole #17; and there was a tie on hole #15 between Greg Garrett and Ron Patti both at (17'11").



Three holes were designated for the Closest to the Line Contest and the winners were: Jordan Little on hole #7, Brian Gray on hole #11 and Jim Ryan on hole #10.

Greg Garrett kept his winning streak by also capturing the prize for the Longest Drive Contest.

The tournament was held thanks to the support of many generous sponsors including: Sodexo Quality of Life Services, LI Script, Cool Insuring Agency, Souder's Brand Marketing, Preferred Therapy Solutions, The Graham Company and Dwight Capital.

Tee signs were sponsored by: AgeWell New York, Carl Young Consulting, Cool

Insuring Agency, Eventus Partners, LeCesse Construction, LI Script, Procare LTC, Souder's Brand Marketing, Preferred Therapy Solutions, Parker Jewish Institute for Healthcare and Rehabilitation, Sodexo Quality of Life Services, The Graham Company and United Presbyterian and Reformed Adult Ministries.

A special thank you to the staff at the Ballston Spa Country Club, Golf Pro Todd Manderson and to David Foster of Henry's on the Green for their help in producing a fun and memorable event.

Don't miss the fun next year! Look for information on golf registration and sponsorship available starting in January.





Jeff Diamond
Administrative Assistant

With Another Legislative Session in the Books, It's Time to Move Advocacy Efforts to the Local Front

Session Highlights

The 2016 Legislative session has come to a close and a number of LeadingAge New York's priority issues have reached their conclusion. Several of the bills we supported passed both houses of the Legislature and nearly all the bills we opposed were defeated. We would not have had these successes if it weren't for your advocacy efforts. Thank you for all of your help!

Final updates on our key advocacy issues:

- 1. Nurse Staffing Ratios:** A.8580-A (Gunther)/S.782 (Hannon), which its advocates dubbed the Safe Staffing for Quality Care Act, would create specific staffing ratios for nurses and other direct-care staff in hospitals and nursing homes at a cost of approximately \$1.06B to nursing homes state-wide.
Outcome: While the nurse staffing ratios bill passed in the Assembly, it remained in the Senate Rules Committee. It's most likely that this bill will be taken up again next year so we will focus on educating lawmakers this summer and fall. Thank you to all of our members who took part in numerous advocacy initiatives throughout the year to help us defeat this bill. In total, 594 letters in opposition were sent to members of the Legislature.
- 2. Advanced Home Health Aide Legislation:** The Governor and legislative leaders negotiated an advanced home health aide bill, A.10707 (Glick)/S.8110 (LaValle), that would authorize Advanced Home Health Aides (AHHAs) to perform advanced tasks under the supervision of a registered nurse and pursuant to an authorized practitioner's ordered care, effective in 2018.
Outcome: Passed both the Senate and Assembly, and is expected to be signed into law by the Governor. LeadingAge New York was successful in advocating for the removal of language that would have required staffing ratios. We will be working with the state in the year ahead to implement this important legislation.
- 3. SSI Increase for ACFs:** A.10224 (Brindisi)/S.7333 (Serino), which would implement an increase in the SSI rate for ACFs by \$7.50 per day, phased in over two years. If passed, the first \$2.50 per day increase would happen on Jan. 1, 2017, and then again on April 1, 2017. The third and final \$2.50 increase would occur on April 1, 2018.
Outcome: Passed in the Senate and remained in the Assembly Ways and Means Committee. Passage of the bill in the Senate sends a strong message as we work to get an SSI increase in next year's budget.
- 4. Memorandum of Understanding (MOU) for Housing:** Nearly \$2 billion was approved in the state budget for affordable housing programs. The funds cannot be released until the Governor and legislative leaders agree on a plan for how to spend the funds.

(See Another Legislative Session on page 45)



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Another Legislative Session ... (Continued from page 43)

Outcome: Still to be determined. Leaders were unable to reach an agreement on how to allocate the supportive housing funds. Although there is no deadline for the signing of an MOU, advocates for a range of affordable housing constituencies now fear that negotiation of an agreement will be a significantly heavier lift. LeadingAge New York has been working with a coalition of senior housing developers and operators to convince NYS Homes and Community Renewal and legislative leaders to accept a new Senior Housing Program at HCR that would link capital, rental assistance, and supportive service dollars. It is hoped and expected that the MOU will include significant new

resources for senior housing, possibly in the form of a new program.

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5. **Integration of individuals with TBI into DD services in rural counties:** Bill A.9146 (Russell)/S.6655 (Young) authorizes the integration of individuals with a Traumatic Brain Injury (TBI), sustained after age 21, into programs within the developmental disabilities service sector.

Outcome: Passed in the Senate and remained in the Assembly Health Committee. Assemblywoman Russell worked hard to push the Assembly Health Committee to consider the bill, to no avail. We will work to make this bill become law next session.

6. **Capital Funding for ALPs and Hospice:** A.10522 (Magnarelli)/S.7718 (Hannon) and A.10517 (Magnarelli)/S.7711 (Hannon) would enable ALPs and hospice providers the opportunity to access funds allocated in the budget.

Outcome: Both bills remained in the Assembly and Senate Health Committees. We will build support for this legislation throughout the summer and fall and advocate for it to be addressed in next year's budget.

7. **Independent Senior Housing Resident Freedom of Choice Act:** Bill A.10243 (Cymbrowitz)/S.2276-A (Young), also known as the Freedom of Choice Act, clarifies that individuals living in senior housing have the right to access and obtain the same services that they would

(See Another Legislative Session on page 46)

Another Legislative Session ... (Continued from page 45)

if they were an individual residing in the community, from the provider of their choosing.

Outcome: Passed in the Assembly and remained in the Senate Rules Committee.

This legislation, originally drafted by LeadingAge New York, saw increased interest this year in the Assembly. We will work to build on this momentum going into next year's session.

8. **Role of the Nurse in an ACF:** A.10384 (Gottfried)/S.7974 (Hannon) would allow all Adult Care Facilities (ACFs) and assisted living providers that employ nurses the option to provide nursing services directly. This is vital to prevent unnecessary spending for your facility.

Outcome: Remained in the Assembly and Senate Health Committees. LeadingAge New York and our ACF members worked hard to get this bill introduced this year – that alone was a heavy lift! We will work to build support for the bill among legislators in advance of next year's session.

9. **Continuing Care Retirement Communities (CCRC) Revitalization Act:**

Bill A.10657 (Schimminger)/ S.7778 (Hannon) is crucial to ensure that the requirements and duplicative oversight of CCRCs are changed in the statute.

Outcome: Remained in the Assembly Health and Senate Aging Committees. This summer and fall we will work to build support for the bill among legislators in advance of next year's session.

(See *Another Legislative Session* on page 47)



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Another Legislative Session ...

(Continued from page 46)

Partners in Quality

With the close of the 2016 Legislative session, now is the ideal time to thank your lawmakers for their efforts. LeadingAge New York has created a special award for you to recognize your federal, state and local elected officials for their advocacy efforts on behalf of your organization and the individuals you serve and to honor their commitment to protecting aging services.

Your elected officials can play a vital role in your organization's success. Building and maintaining relationships with them is essential. Whether you already have a relationship with a particular official or want to build a new alliance, the Partners in Quality Award provides the opportunity to bring public recognition to officeholders who are working to protect New York's seniors.

These awards can be presented to local, state or federal elected officials. Simply fill out a [***nomination form***](#) and if your lawmakers are selected for an award, LeadingAge New York will work with you to secure a date and time to host an award ceremony at your organization. LeadingAge New York will also coordinate logistics with the nominated lawmakers and provide an engraved award for presentation at the event.

By hosting the award ceremony at your organization, elected officials will be offered the opportunity to meet their constituents who receive aging services and those who care for them. LeadingAge New York members who have already hosted Partners in Quality events have discovered that they create goodwill, influence legislators and generate media buzz. Your organization can benefit positively from these events, and your lawmakers will be honored and motivated by this opportunity to ensure that aging services providers and New York's seniors receive the quality care they deserve.

The Partners in Quality Award shows officials that you, your residents, staff and registrants are paying attention to the decisions they make. LeadingAge New York will accept nominations through August 1, 2016; recipients will be

notified by the end of August; and award presentations will take place in September and October. LeadingAge New York will provide the award and can assist you with arrangements.

Questions? Contact Jeff Diamond, administrative assistant, at jdiamond@leadingageny.org or 518-867-8821. 



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As part of an ongoing effort to include as many member stories and photos as possible, and to make access to member news easy, dates have been added to each member story headline. These dates refer to the release dates as posted on the **LeadingAge New York** website. All Noteworthy stories will link to the main "Member News" page where stories are listed by date, with the most recent postings first. Send us your news stories and be featured in the next issue of *Adviser*.

MEMBER NEWS

NOTEWORTHY



GURWIN JEWISH NURSING &

REHABILITATION CENTER

April was National Occupational Therapy Month
Recognizing the important role OTs play in transforming patient lives and building independence, Gurwin Jewish Nursing & Rehabilitation Center has prepared a public service announcement. 4/8/16

ST. ANN'S COMMUNITY

Dr. Brian Day Joins Medical Team at St. Ann's Community St. Ann's Community, Rochester's leading senior housing and health services provider, is proud to announce the addition of Dr. Brian Day to its Medical Department. 5/19/16

St. Ann's Care Center Rated Among Top-Performing Skilled Nursing Facilities in New York State St. Ann's Care Center was named one of the top-performing skilled nursing facilities in the state this week by the New York State Department of Health. 5/20/16

At St. Ann's, Music Is a Way for Seniors to Reconnect Ardis Nerby, now 88 years old, has been singing most of her life. She's now one of the stars of St. Ann's "Music And Memory" program, which uses iPods and personalized playlists to help ignite a spark. 6/10/16

THE NEW JEWISH HOME

The New Jewish Home Welcomes New Chief Operating Officer, Names Chief Financial Officer and General Counsel The New Jewish Home (formerly, Jewish Home Lifecare), one of the nation's largest and most diversified nonprofit geriatric health and rehabilitation systems, announces several appointments to its executive management team and to senior positions at its Westchester campus, the Sarah Neuman Center in Mamaroneck. 5/11/16

The New Jewish Home Names Tammy L. Marshall Its First Chief Experience Officer Veteran eldercare executive Tammy L. Marshall is The New Jewish Home's first Chief Experience Officer. Ms. Marshall was previously the organization's Director of Green House Education. 6/14/16



UNITED METHODIST HOMES

United Methodist Homes receives Excellus BCBS Award United Methodist Homes received a \$4,000 community health award from Excellus BlueCross BlueShield. The funds enabled the purchase of a SCIFIT PRO1 upper-body exerciser for the wellness program at the Hilltop Campus in Johnson City. 6/1/16

(See Noteworthy on page 49)



How the Hebrew Home Got Clinton to Talk Elder Abuse

Abuse Amid the frenzy of campaigning in New York, former President Bill Clinton paused during a speech at the Hebrew Home at Riverdale to touch on one of the biggest priorities of the local retirement facility. 4/28/16

ST. MARY'S HEALTHCARE



St. Mary's Healthcare

Exceeds Capital Campaign Goal St. Mary's Healthcare President & CEO Victor Giulianelli cited the "extraordinary generosity and commitment" of members of the community for the \$7.1M raised in the most ambitious fundraising effort in the healthcare organization's 113-year history. 5/25/16

HEBREW HOME AT RIVERDALE

Hebrew Home Resident Al Korn is Featured as "Best of the Bronx" on News 12 Hebrew Home at Riverdale resident and aspiring artist, Al Korn, is featured as "Best of the Bronx" on News 12 the Bronx. His recent Leading Age NY "Best in Show" award for his artwork inspired the segment. 6/20/16



Greenport Expands Gym With \$20K Donation From Peconic Landing Thanks to a large donation from Peconic Landing, Greenport School District unveiled a new, larger weight room. 5/9/16

AMSTERDAM CONTINUING CARE HEALTH SYSTEM

Governor Cuomo Appoints James Davis, President and CEO of Amsterdam Continuing Care Health System to New York State Council James Davis, President and CEO of Amsterdam Continuing Care Health System, was recently appointed by New York State Governor Andrew Cuomo to serve on the New York State Continuing Care Retirement Community Council for a two year term ending June 24, 2018. 6/30/16



Gurwin Nursing Home Seniors Participate in Adult Education Graduation Thirty-five seniors at the Gurwin Jewish Nursing & Rehabilitation Center in Commack graduated from the Center's Adult Education program, capping an eight-month journey on a quest to continue learning, regardless of age or physical limitations. 6/30/16

MEMBER NEWS

NOTEWORTHY



Sandra Novick

PECONIC

Peconic Landing Elects New Board Chairperson, Sandra Novick Sandra Novick, long-time board member has been elected chairperson of Peconic Landing's board of trustees. 4/26/16

LANDING

(See Noteworthy on page 50)



Volunteer Commended for Extraordinary Service, Huntington Resident Receives Dorothy & Dr. David I. Schachne Award Mr. Gary Robinson was recently honored by Gurwin Jewish Nursing & Rehabilitation Center with the Dorothy & Dr. David I. Schachne award for extraordinary volunteer service. A volunteer with the Gurwin Jewish Adult Day Health Program, Mr. Robinson is the 12th recipient of the award, which is presented annually to an outstanding volunteer at Gurwin. 6/6/16

LUTHERANCARE AND PRESBYTERIAN HOMES

Two Local Long-term Care Providers to Affiliate LutheranCare in Clinton and Presbyterian Homes and Services in New Hartford plan to affiliate under a parent corporation, Community Wellness Partners. 5/6/16

Presbyterian Home for Central New York Raises Money for Alzheimer's Association Residents, their families, and staff members of the Presbyterian Home for Central New York raised a total of \$3,693 for the Alzheimer's Association at the Walk to End Alzheimer's. 5/3/16

New Dining Room To Be Dedicated At Presbyterian Homes & Services Residents, outpatients, visitors, friends and family members who use Presbyterian Homes & Services Rehabilitation Services area can now make use of the brand new Taggart Dining Room, dedicated on Thursday, June 9th. 6/2/16

SELFHELP COMMUNITY

Bayside High School Students Host Senior Citizen Prom

Selfhelp's Clearview Senior Center hosted a senior prom with Bayside HS. Both the Clearview Senior Center and Bayside High School are celebrating 80th anniversaries this year. 4/11/16



St. Mary's Wilkinson Residential Health Care Facility Hosts Spring Fashion Show

Many residents of St. Mary's Wilkinson Residential Health Care Facility participated in modeling the latest spring fashions and accessories at the spring fashion show, hosted by St. Mary's Auxiliary. 6/16/16



Wartburg Hits 150 Years and Prepares for Transformation

In 2013, the institution opened a rehabilitation center and the 61-unit Friedrichs Residence and its day services center. Late last year, Wartburg opened an out-patient clinic. Off campus, Gentner said Wartburg is working with a congregation in Queens to create senior housing there. 5/31/16

(See Noteworthy on page 51)



Bill Clinton courts voters in Riverdale

Former President Bill Clinton struck an intimate note with hundreds of residents of the Hebrew Home at Riverdale while campaigning for his wife Hillary Clinton. 4/11/16



Michele Pollack

SELFHELP

These 20 Heroes Under 40 Give Millennials a Good Name

Chair of Selfhelp's NextGen Committee, Michele Pollack was honored in the NY Observer's 20 Under 40 List. 3/30/16

COMMUNITY



The Amsterdam Mohawks mascot, Mojo, visits the St. Mary's Wilkinson Residential Health Care Facility

The Amsterdam Mohawks mascot, Mojo, ushered in the 2016 baseball season with an exciting visit to St. Mary's Wilkinson Residential Health Care Facility! 6/17/16

THE EDDY

Three Eddy Nursing Homes Recognized for Quality and Performance by New York State Nursing Home Quality Initiative

Three nursing homes operated by The Eddy not-for-profit network of continuing care services and members of St. Peter's Health Partners – the region's largest health system – were recognized by the New York State Department of Health's Nursing Home Quality Initiative (NHQI) as "top-performing facilities." The three are among only four such facilities named in the immediate Capital Region. 5/25/16

THE FRIENDLY HOME

Friendly Home Named a Top-Performing Nursing Home

The Friendly Home was recently recognized as a top performing nursing home by the New York State Department of Health. This rating is based on the Friendly Home's excellent performance for the past three years in the areas of quality, compliance and efficiency, as ranked by the Department of Health's Quality Initiative. 5/25/16



Student Makes Art Program Fun, Educational for Bishop's Commons Residents

For the past semester, SUNY Oswego senior Tara Kilkelly has been interning and sharing her time and talents by leading weekly classes in the Art Studio at Bishop's Commons Enriched Housing Residence. 5/11/16

(See Noteworthy on page 52)



WILLOW GARDENS

Willow Gardens Memory Center Opens In New

Rochelle Care of seniors affected by Alzheimer's disease and other dementias has taken a leap forward with the opening of Willow Gardens Memory Care, a residential facility at United Hebrew of New Rochelle. 6/23/16

AMSTERDAM NURSING HOME

Amsterdam Nursing Home Ranks in Top Quintile Of Nursing Homes in New

York State Amsterdam Nursing Home was recently recognized as a top performing nursing home by the New York State Department of Health. This rating is based on the Amsterdam's excellent performance for the past three years in the areas of quality, compliance and efficiency, as ranked by the Department of Health's Quality Initiative. 5/27/16



ANDRUS ON HUDSON

Construction Wall At Andrus on Hudson in Hastings on Hudson, they are replacing original restrooms near our lobby. In order to contain the dust and debris and keep residents safe, they erected a temporary construction wall around the construction site. With help from Art Therapist, Michelle Olsen, they decided to liven it up! Seniors and staff joined together to paint the Hudson River mural. 4/6/16



THE BAPTIST HOME

Medical Director of The Baptist Home and Wife Awarded Dutchess County Senior Couple of the Year for

2016! Dr. & Mrs. William Aierstok have been deservedly awarded and titled Dutchess County Senior Couple of the Year for 2016! 4/12/16

MEMBER NEWS

NOTEWORTHY

WARTBURG

Wartburg Honors Over 820 Years of Service at Their Annual Years of Service Luncheon Wartburg honored 71 employees for their service and dedication at the annual Years of Service Luncheon held recently on their beautiful 34-acre campus. 4/28/16

New York State Commissioner of Health Reminds All Moms of the Importance of Making Time to Take Care of Themselves Mothers of all ages gathered on Wartburg's campus on Fri., May 6th to take part in demonstrations on fitting healthy eating, exercise and better sleep into increasingly busy days – all while enjoying a healthy snack. 5/17/16

Wartburg June Gala at Surf Club in New Rochelle to Celebrate Arts & Music and 150 Years of Service Wartburg, an integrated and comprehensive senior care services provider in Westchester County, hosted their 4th Annual Gala celebrating arts and music as well as their 150th Anniversary on June 16th. 5/31/16

LEADINGAGE WESTERN NY



Michael H. Helbringer

LeadingAge WNY Honors 51 Senior Care Employees and Volunteers in Western

New York LeadingAge Western New York honored 51 employees and volunteers who have shown exemplary work in the senior care and geriatrics profession at Samuel's Grande Manor on May 11th. The Meritorious Service Award, LeadingAge WNY's highest honor, was presented to Michael Helbringer, president/CEO of The Bristol Home and Bristol Village. 5/20/16

ST. MARY'S HEALTHCARE



A Gateway to Creativity for

Retirees The Hebrew Home for the Aging at Riverdale is known for its collection of works by household names like Chagall and Warhol. Now it is putting the spotlight on resident artists, gathering their work for their first time in a show called "Enter the garden of enchanted delights." 5/31/16

PECONIC LANDING



Honoring His Grandfather's Legacy: Grandson is Winner of Peconic Landing Race Renamed This Year

for John May When the steady rain on this dismal morning stopped streaming from the sky just before the beginning of the race, John May's extended family took it as a sign that their beloved patriarch had a hand in the improved weather conditions. 5/9/16

MEMBER NEWS

NOTEWORTHY

JEWISH SENIOR LIFE

Jewish Senior Life breaks ground on \$83 million housing project Jewish Senior Life, a senior health and wellness organization, is investing \$83 million to transform its long-term care housing into a home setting for residents and expand transitional care to meet a growing need. 6/22/16

Jewish Senior Life Foundation Sponsors Lecture With Best-Selling Author Jewish Senior Life welcomed best-selling author Judith Viorst to the Atkin Center at The Jewish Home on Sunday, March 20th as part of the JCC Lane Dworkin Jewish Book Festival. 4/15/16



PECONIC LANDING

A Sneak Peek at Peconic Landing's \$44 Million Expansion: Photo Tour Peconic Landing put the finishing touches on a \$44 million expansion and upgrade. 4/25/16



ST. LUKE HEALTH SERVICES

Central and Northern New Yorkers Honored for Contributions to Their Communities CFO of St. Luke Health Services, Cathy Gill was honored last night by New York State Senator Patty Ritchie. 4/8/16

(See Noteworthy on page 54)



From Drum Circles to Garage Band Apps, Local Girl Scout Partners With Bethel to Bring Music to Residents

One may not think of nursing home residents performing in a Drum Circle, participating in a travelling Bell Choir or using the Garage Band app on iPads, but it's the norm for music-loving seniors at Bethel Nursing and Rehabilitation Center in Croton-on-Hudson! 5/9/16

THE BAPTIST HOME

The Brookmeade Community Wins Intalere Healthcare Achievement Award Recognized for outstanding operational improvements to ensure best-in-class healthcare delivery. 4/12/16

The Baptist Home Named Top Nursing Home in the Hudson Valley The New York State Department of Health has created a list to recognize continued top performance among nursing homes. This list contains the nursing homes that achieved the top quintile in the last three years of the Nursing Home Quality Initiative (NHQI). 5/27/16

The Baptist Home's "Explorations in Art" Announced as 1st Place Winner 2016 AOD Software C.A.R.E. Award Answers On Demand Software has announced the winner of their 2016 C.A.R.E. (Communities Achieving Resident Empowerment) Award: The Baptist Home's "Explorations in Art" program. 6/21/16

LEADINGAGE NEW YORK NEWS NOTEWORTHY

Everyone Has a Mountain is a thoughtful book that does more than chronicle LeadingAge New York staffers Beth Raynor Webb and Kevin Webb's weight loss journey – in which they each met their goal of losing 100 points from Spring 2012 to Summer 2013. In her book Beth gives the reader invaluable insight into how she handled her own struggles and her personal growth as she was getting smaller, and most importantly, healthier.

Adviser: While your book is specifically about how you changed your life to become healthier, it transcended that for me. I think that it is really about making tough changes. You talk about a "moment of change" when you do something the old you would not have done.

Beth: For me it was on a kayaking trip where I watched a bald eagle swoop down to grab a fish right in front of me. I cried because I realized I would have missed that. Every time you realize that it is motivation to continue and is constant fuel to make healthy decisions. There is a fear to try to do something new but that makes it worth it.

Adviser: That relates to another statement that intrigued me. "The more you change the more success you'll have and the easier the journey becomes".

Beth: It is natural to fear and resist change. Walking through the fear we figure out we build confidence to do things even when we are scared. Building confidence makes change easier. We start to question the fear of change.

Adviser: We know that for a successful weight loss you need to change the quantity and quality of your food as well as get moving. But you also talk about "thought change."

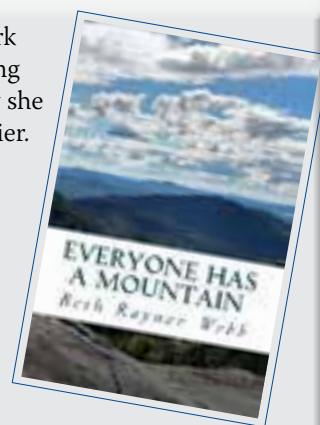
Beth: Yes, food and fitness – you need movement to be healthy, but also fulfillment. Whether it is a weight or other issue, you need to change your thoughts from not being worth the good decisions to talking to yourself as a loved one. Even if you have external support you ultimately are responsible for your own decisions.

Adviser: And you were fortunate to have terrific support from Kevin!

Beth: I did not take it for granted that he was there for me because it is better to attempt change with someone else. He provided humor and comic relief we needed along the way.

Adviser: It is quite an achievement to have accomplished what you have and even written a book about it. What is next for you?

Beth: I re-evaluate my short and long term goals often to sustain my motivation. I achieve one thing and I am on to the next. I finish one high peak and then I do another high peak.



(See Noteworthy on page 55)

NOTEWORTHY

LEADINGAGE NEW YORK NEWS

Welcome New Members

Primary Members:

Presbyterian Village at North Church

Associate Members:

Jeffery Cohen, managing director, Piper Jaffray & Co.
Michelle Gregg, regional sales manager, MobilexUSA

Associate Plus Members:

Erin DiVincenzo, vice president marketing, Brand Integrity
Brian Engle, vice president of commercial sales/marketing,
Wolffington Body Company

Retiree:

Michael Fassler

LEADINGAGE NEW YORK STAFFING UPDATES

LeadingAge New York would like to welcome the newest members of our team: **Jeff Diamond**, administrative assistant, policy; **Abby Hutton**, interning from Siena College with the **Foundation for Long Term Care**; and **Jacqueline Penman**, **Value First** sales liaison.

ON A PERSONAL NOTE ...

As anyone who attended our annual conference this year knows, **Kristen Phillips**, vice president of education, was expecting a baby.

At 3:54 a.m. on Monday, July 11, Kristen, her husband Jeff and brother Brady welcomed a beautiful baby boy into their family. He weighed 8 lbs. 3 oz. **Brandon Thomas** and **Kristen** are doing well at home and are ready to enjoy the summer together.

Upcoming Conferences and Educational Events

Conferences

Aug. 30 – Sept. 1, 2016

Financial Managers Annual Conference & Exposition

The Saratoga Hilton & Saratoga Summers City Center, Saratoga Springs

Nov. 16 – 18, 2016

Directors of Nursing Services/Directors of Social Work Annual Conference and Exposition

The Sagamore, Lake George

April 4 – 6, 2017

LeadingAge New York Housing Professionals Annual Conference

DoubleTree, Syracuse

Educational Events

2016 AANAC Certification Workshops

Aug. 16 – 18, 2016

Parker Jewish Institute for Health Care and Rehabilitation,
New Hyde Park

Oct. 18 – 20, 2016

Glendale Home, Scotia


HR Summit

Aug. 10, 2016

Western New York

Oct. 13, 2016

Latham, New York

Leading-U is offering many audio conferences and seminars. Check out our line-up by [clicking here.](#) 

To feature your news items with LeadingAge New York send press releases to Kristen Myers at kmyers@leadingageny.org